

Report of the Chief Executive

**18/00496/ADV
DISPLAY 2 LARGE FORMAT SIGNS AND 2 BANNER SIGNS
LAND SOUTH EAST OF B & M, STYRING STREET AND STATION
ROAD, BEESTON**

This application is to be determined by the Committee as the Council is the landowner and applicant.

1 Details of the Application

- 1.1 This is an application for advertisement consent for two wooden freestanding signs measuring 2.44m high by 4.88m wide (2m from the ground to the base of each advertisement) and two fabric banner signs (0.75m high by 4.5m wide) which would be affixed to the boundary fencing (1.2m from the ground to the base of the advertisements). The two freestanding signs will be located to the south east of the site – one facing the Middle Street/Station Road junction and the other in the southern corner of the site facing the tram lines on Styring Street. One banner sign will be located beside Station Road towards the northern corner of the site and the other banner sign will be located beside the pavement on Styring Street facing the tram stop. The signs will not be illuminated.
- 1.2 The two freestanding signs will advertise the site for sale, with one for the cinema site and one for the residential site and will include an image of the proposed development and contact details. There will also be images on both banner signs and again one relates to the residential development and states “Coming soon work to start on site in 2019” and one relates to the cinema development and states “Opening 2020”. Both banners will include the Council logo and a Council vision statement.

2 Site and Surroundings

Location of proposed freestanding sign beside Styring Street



Location of proposed freestanding sign at junction of Middle Street and Station Road



Location of proposed banner sign beside Station Road



Location of proposed banner sign beside Styring Street tram stop

- 2.1 The site has an area of 0.68 hectare and is located within Beeston town centre. 1.8m high black mesh fencing surrounds the majority of the site. The land slopes down across the site from north west to south east by approximately 2-2.5m. Two council car parks are located towards the middle of the site, both accessed from a single access on Station Road. The north western part of the site is used for temporary events such as Beeston Beach and the south eastern portion of the site is vacant. Hardstanding covers the majority of the site. There are two substations on the site; one beside Station Road and the other towards the north western site boundary. Vehicular access to the site is only possible from Station Road. A pedestrian walkway runs parallel to the north western boundary of the application site.
- 2.2 To the immediate south west of the site is the bus and tram interchange on Styring Street with four-five storey apartments beyond, some of which are located within the Beeston West End Conservation Area. Beyond these apartments, to the north west, is St John the Baptist's church (Grade II listed) and churchyard. There are two other Grade II listed buildings within this area – the Crimean war memorial and Village Cross (both located on Church Street).
- 2.3 The largely blank south eastern wall of the two storey B & M retail unit forms the north western site boundary, with other retail/commercial units in Beeston town centre beyond. Station Road adjoins the north eastern site boundary with a pedestrian crossing leading to the two storey brick and timber clad Tesco store with adjacent car park. To the south east and south of the site there are commercial and residential properties fronting Middle Street.
- 3 Relevant Planning History
- 3.1 In 2017, planning permission (reference 17/00498/FUL) was granted to use the site for outdoor events of more than 28 days duration (e.g. Beeston Beach), including installation of temporary structures.
- 3.2 A hybrid planning application (reference 18/00360/FUL) for a mixed use development on the site including a cinema, commercial units and residential units is subject to a separate committee report.
- 3.3 There are existing banner signs on the perimeter fencing and these are subject to an enforcement case.
- 4 Policy Context
- 4.1 Paragraph 132 of the National Planning Policy Framework (NPPF) July 2018 states that the control of advertisements should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impact.
- 5 Consultations
- 5.1 Nottinghamshire County Council as Highway Authority have no comments to make on the application.

- 5.2 Nottingham Express Transit have no objections but advise that it is not permitted to block the tramway at any time and that all works must be carried out in accordance with the “Working near NET” leaflet.
- 5.3 98 properties in the vicinity of the site were consulted on the application. Two comments were received; one supporting and one objecting to the application. The objections relate to the development of the site in relation to the hybrid application (18/00360/FUL) rather than the proposed advertisements.
- 6 Appraisal
 - 6.1 In accordance with the National Planning Policy Framework, the advertisements should only be assessed in the interests of amenity and public safety.
 - 6.2 It is recognised that the freestanding signs are large but both of these signs will be located away from residential properties and there are intervening roads (and tram tracks) providing a significant buffer (minimum of 35m). The freestanding signs will have a backdrop of buildings, either the Square development, Tesco, the Manor Centre or the buildings on Middle Street, so it is considered they will not be overly visually prominent. The banner signs will be located on perimeter fencing and are beside the site used for temporary events. Beeston West End Conservation Area is located to the south west of the site but due to the intervening tram and bus interchange and associated paraphernalia, it is considered the proposed advertisements will not harm this heritage asset. The advertisements are to be located in the town centre where signage is to be expected. It is therefore considered the signs will have no significant impact on visual amenity.
 - 6.3 None of the advertisements will be illuminated and the County Council as highway authority had no comment to make on the application. NET raised no objection. It is considered the banners will have no adverse impact on highway safety due to their modest size and as they will be located on existing fencing. The top of the freestanding signs will be 4.4m above the ground level, with the base of the signs 2m above the ground level. It is considered that this gap below the signs and the angled positioning of the signs will prevent any adverse impact on highway safety, in particular in terms of visibility at the junctions of Styring Street and Middle Street and Station Road and Middle Street.
 - 6.4 In conclusion, it is considered that the proposed advertisements will not harm amenity or public safety and are therefore acceptable.

Recommendation

The Committee is asked to RESOLVE that advertisement consent be granted subject to the following conditions:

- 1. a) **Any advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.**

- (b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
- (c) Where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
- (d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (e) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

2. The development hereby permitted shall be carried out in accordance with drawing numbers BTCR-LDA-XX-ZZ-M3-A1-08 000 and BTCR-LDA-XX-ZZ-M3-A1-08 006 and the four images of the signs received by the Local Planning Authority on 16 July 2018.

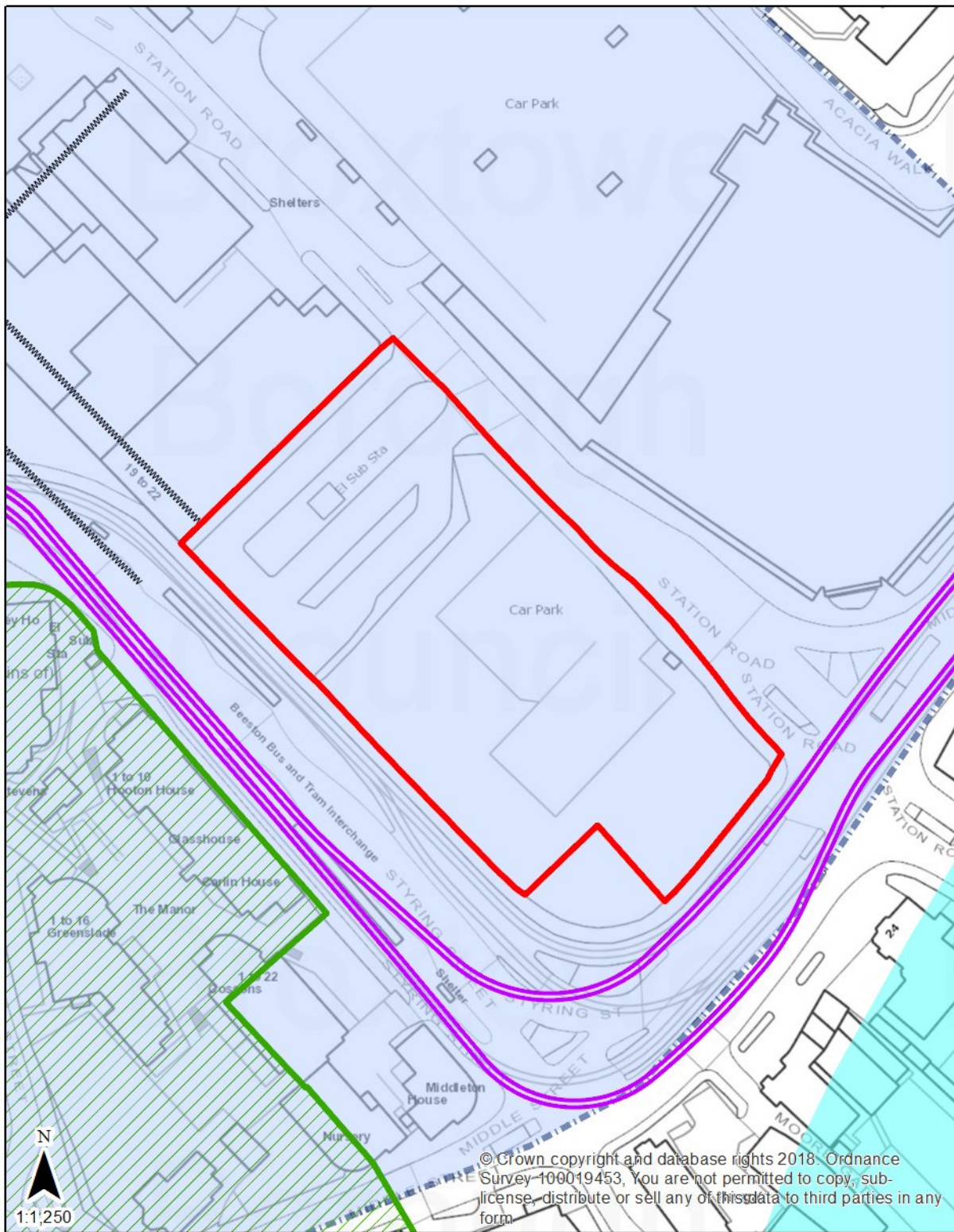
Reasons

1. In the interests of amenity and public safety
2. For the avoidance of doubt.

Note to applicant

1. The Council has acted positively and proactively in the determination of this application by determining it within the eight week determination timescale.
2. It is not permitted for any vehicles to obstruct the tramway at any time and any works on site should accord with the guidance in the "Working Near NET" leaflet.

Background papers
Application case file



Legend

- Site
- Tram Route
- Conservation Area
- Flood Zone 3
- Flood Zone 2
- Prime shopping frontages
- Town centre