

Report of the Chief Executive

APPLICATION NUMBER:	26/00441/ADV
LOCATION:	Above 35 And 36A The Square, Beeston NG9 2JJ
PROPOSAL:	Display digital screen

The application is brought to the Committee as it is a council application.

1. Purpose of the Report

- 1.1 The application seeks advertisement consent to display a digital screen above 35 and 36A The Square in Beeston.

2. Recommendation

The Committee is asked to RESOLVE that planning permission be granted subject to conditions for the reasons outlined in the appendix.

3. Detail

- 3.1 The application seeks permission to display a digital screen.

4. Financial Implications

- 4.1 The comments from the Head of Finance Services were as follows:

There are no additional financial implications for the Council with the costs/income being within the normal course of business and contained within existing budgets. Any separate financial issues associated with S106s (or similar legal documents) are covered elsewhere in the report.

5. Legal Implications

- 5.1 The comments from the Head of Legal Services were as follows: The Legal implications are set out in the report where relevant, a Legal advisor will also be present at the meeting should legal considerations arise.

6 Data Protection Compliance Implications

- 6.1 Due consideration has been given to keeping the planning process as transparent as possible, whilst ensuring that data protection legislation is complied with.

7. Background Papers:

- 7.1 Nil

Appendix

1. Details of the application

- 1.1 The application seeks advertisement consent to display a digital screen above 35 and 36 The Square in Beeston centre.

2. Site and surroundings

- 2.1 The site is situated within Beeston Town Centre, and is within a purpose built commercial unit, with similar neighbouring units. To the front is a pedestrianised precinct, the site is generally level, but there is a gentle downward level change going in a south easterly direction. Numbers 37 and 39 The Square sit to the south of the site, with Boyes facing the site from the north-east and numbers 4-6 The Square facing the site from the north-west.

3. Relevant Planning History

- 3.1 13/00042/FUL - Hybrid planning application comprising: Full application for the demolition of retail (Class A1) units 9 to 18 (inclusive) and the canopy fixed to units 1 and 7 to 22 (inclusive) and construction of larger, replacement commercial units incorporating a mix of uses at ground floor: retail, restaurant/café and drinking establishment (Classes A1, A3, and A4) and gymnasium at ground and first floor (Class D2). Associated works including the refurbishment of the existing street facing elevations, public realm and hard landscaping. Outline application for the demolition of the canopy fixed to units 33 to 39 (inclusive), and refurbishment of the existing street facing elevations, immediate public realm and hard landscaping – PERC
- 3.2 14/00605/ROC - Variation of condition N°7 (to allow a further 6 month period following the occupation of units 9-18 to agree the details of the public art on the Station Road elevation) of planning ref: 13/00042/FUL – PERC
- 3.3 15/00855/ROC - Removal of condition 7 of planning permission ref: 13/00042/FUL and replace with a Unilateral Undertaking that secures a contribution towards the provision of public art - PERC
- 3.4 25/00256/ADV - Non-illuminated fascia signs - PERC

4. Relevant Policies and Guidance4.1 **Part 2 Local Plan 2019**

The Council adopted the Part 2 Local Plan on 16 October 2019.

- Policy 18: Shopfronts, Signage and Security Measures

5. Consultations5.1 **Consultees**

- Cllr E Winfield – Beeston West Ward – no comment
- Cllr G Marshall – Beeston West Ward – no comment

5.2 No statutory requirement to consult neighbours.

6. Assessment

6.1 Principle

6.1.1 The principle of a digital screen within this location is deemed acceptable.

6.2 Visual Amenity

6.2.1 Policy 18 of the Part 2 Local Plan states that proposals for signage should be granted consent provided that; they relate well to the design of the building concerned, are in keeping with the frontage as a whole and respect the character of the area.

6.2.2 The proposed digital screen will sit above 36A The Square and will measure 2m in length and 3m in width. The screen will be used to advertise upcoming Broxtowe Borough Council events, with scope to be used also for local advertisements. The screen will sit 3m above ground level.

6.2.3 Whilst there are no similar digital screens in The Square, the site sits within a commercial high street location, with a lack of residential dwellings nearby. Various other businesses in and around the square have other forms of advertisements such as illuminated signs, digital signs in Specsavers window and street advertisements.

6.2.4 It is considered that the location, size and nature of the digital screen means that it will not be poorly sited and will be in keeping with the character of this busy commercial area.

6.3 Public Safety

6.3.1 The screen will be switched off between the hours of 10pm-5am, so not to cause any distraction to anyone in The Square and immediate surrounds.

6.3.2 The screen will not face directly towards any residential properties and is located within a suitable town centre location, meaning that there should be no unacceptable amenity impact on any neighbouring properties.

6.4 Access

6.4.1 The proposed screen will have no impact on access arrangements.

7. Planning Balance

- 7.1 Whilst acknowledging that the screen will be the first of its kind in The Square, the proposal will assist in advertisements for The Council and is deemed acceptable in its location, size and position on the building.

8. Conclusion

It is concluded that, having regard to the relevant policies of the Local Plan, national planning guidance and to all other material considerations including the Public Sector Equality and comments raised in representations received, the development is acceptable and that there are no circumstances which otherwise would justify the refusal of permission.

<u>Recommendation</u>	
The Committee is asked to RESOLVE that the Head of Planning and Economic Development be given delegated authority to grant advertisement consent subject to: (i) 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). Reason: In the interests of amenity and public safety.
2.	The development hereby permitted shall be carried out in accordance with the Site Location Plan, Proposed Elevation Plan and Frame and Profile Drawings received by the Local Planning Authority on 10 August 2026. Reason: For the avoidance of doubt.
3.	The displays shall be switched off between the hours of 10pm and 5am. Reason: In the interests of amenity and public safety and in accordance with the aims of Policy 18 of the Part 2 Local Plan (2019).

4.	The displays shall not show any flashing, strobing or swiping content. Reason: In the interests of amenity and public safety and in accordance with the aims of Policy 18 of the Part 2 Local Plan (2019).
	NOTES TO APPLICANT
1.	The Council has acted positively and proactively in the determination of this application by working to determine it within the agreed determination timescale.

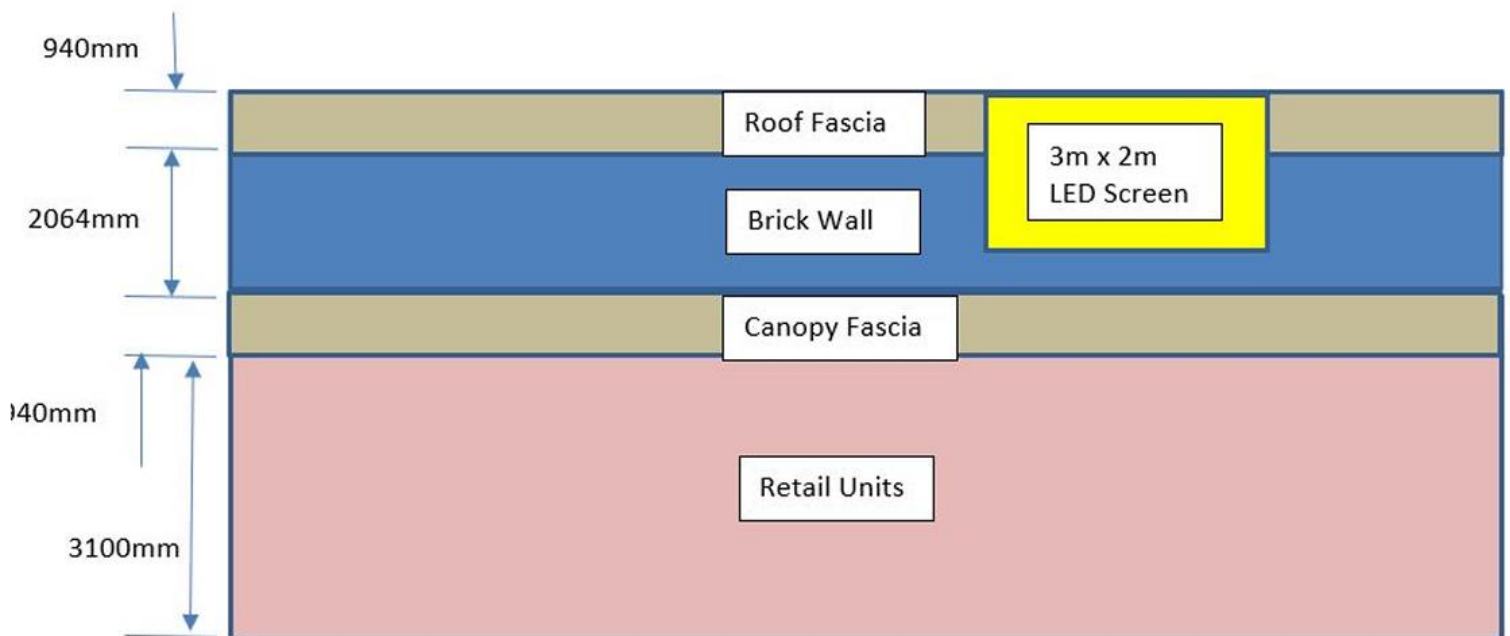
Map



Legend



Plans (not to scale)



Photos

