

## CITY CENTRE DIGITAL MEDIA INTERIM PLANNING STATEMENT

### Summary of consultation responses and City Council response

| Consultee                                     | Rep No. | Summary   | Response   | Proposed Changes                             |
|---|---------|---|--|--|
| Natural England                               | 1       | No Comment  | N/A  | N/A  |
| City Centre and Community Protection Policing | 2       | The police would like to have the opportunity to populate screens with appropriate messages at the appropriate time on both large scale and smaller digital screens if these are available.   | The City Council cannot require operators to allow community content on screens through planning, but it is something that can be negotiated with operators when they put forward schemes. In principle, there is no reason prevent part of this community content originating from the police. The communications team have followed up this request. | N/A  |
| NCC Traffic and Road Safety                   | 3       | Any on the highway will need a safety audit, could this be adopted for any that can be viewed from the highway.   | Agreed.  | Safety audit criteria added to paragraph 4.4 |
| NCC Traffic and Road Safety                   | 4       | Our current recommendations are that all proposed sites should be assessed for safety and based on<br>1) Moving images, defined as something that changes more frequently than 5 seconds, should not be used.<br>2) The display should not be positioned<br>a) near to the view of anything drivers need to pay attention to e.g. traffic signals.<br>b) to be visible from a point where drivers are expected to be making a manoeuvre e.g. lane changing or where there is poor inter-visibility to other road users. | Agreed.  | Safety audit criteria added to paragraph 4.4 |
| Highways England                              | 5       | Notes that as the Statement covers the City Centre, it will not impact on the strategic Road  | Noted.   | N/A  |

|                    |    |   |   |     |
|--------------------|----|---|---|-----|
|                    |    | Network.  |   |     |
| Highways England   | 6  | Notes that one of the principles is screens should not impact on public safety, including highway safety, and this is welcomed.   | Noted.  | N/A |
| Historic England   | 7  | Welcome the clarity that the statement brings to planning decisions and particularly the elements relating to considerations regarding the historic environment.  | Noted.  | N/A |
| Historic England   | 8  | The proposed locations, while not of particular sensitivity in terms of the historic environment, are nevertheless gateway locations to the city centre and therefore careful consideration will be required of the size and precise location of equipment.   | Noted.  | N/A |
| intu               | 9  | <p>1) Request that Lister Gate entrance to intu Broadmarsh be included as a first phase location</p> <p>2) clarification is required regarding the Planning Statement's status alongside Local Development Framework</p> <p>3) express concern over mention of 'curation' of content of screens. Reference to this should be removed as should the section on 'Managing Visual Content' as these matters are outside the scope of Planning Control.</p> | <p>1) This site has been considered but thought unlikely to be suitable for first phase, large scale digital media. Any applications would be considered on their own merits.</p> <p>2) This is clarified in the report to Executive Board in that the Planning Statement will provide planning guidance to ensure that decisions are made in a consistent and informed manner.</p> <p>3) 'Curation' of content is managed by operators, accepted advertising standards and commercial interests and the Local Planning Authority where public and highway safety is concerned. It is considered that this is covered by para 5.6 of the Statement.</p> | N/A |
| Planning Committee | 10 | Members welcomed the Statement.   | Noted.  | N/A |