

REPORT OF CHIEF PLANNER

Broadmarsh Car Park And Bus Station, Collin Street

1 SUMMARY

Application No: 17/02819/ADV2

Application by: Nottingham City Council

Proposal: Display of three full motion outdoor digital media screens on new Broadmarsh car park

The application is brought to Committee because, it is an integral part of the planning application for the Broadmarsh bus station and car park which is of critical significance to the City Centre site where there are important land use, design, heritage and regeneration considerations.

To meet the Council's Performance Targets this application should have been determined by 8th February 2018.

2 RECOMMENDATIONS

GRANT CONSENT subject to the conditions listed in the draft decision notice at the end of this report.

Power to determine the final details of the conditions to be delegated to the Chief Planner.

3 BACKGROUND

Please refer to paras 3.1 -3.7 of the preceding report on the agenda for the Broadmarsh bus station and car park (application ref 17/02817/PFUL3).

4 DETAILS OF THE PROPOSAL

- 4.1 Advertisement Consent is sought for the display of three full motion outdoor digital media screens on the car park. These would comprise one curved screen on the Carrington Street/Collin Street corner, measuring 12.30 m x 8.20m, one screen towards the western end of the Canal Street elevation and one screen on the northern end of the Middle Hill elevation, each measuring 10.3 m x 6m. The screens would sit within the façade of the building, would be setback from this by 300mm-500mm and would include intermittent illumination. The level of illumination would be variable to enable the brightness of the display to be reduced during the hours of darkness.

5 CONSULTATIONS AND OBSERVATIONS OF OTHER OFFICERS

Please refer to Section 5 of the preceding report on the agenda for the Broadmarsh bus station and car park (application ref. 17/02817/PFUL3) for all representations received in relation to this development, although none specifically relate to the digital screens.

6 RELEVANT POLICIES AND GUIDANCE

National Planning Policy Framework:

Para 67. Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Para 129. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.

Nottingham Local Plan (November 2005)

BE12: Development in Conservation Areas

BE19: Advertisements

Aligned Core Strategies (September 2014)

Policy 10: Design and Enhancing Local Identity

Policy 11: The Historic Environment

7. APPRAISAL OF PROPOSED DEVELOPMENT

(a) Impact on visual amenity (Local Plan policies BE12 and BE19 and Aligned Core Strategies policies 10 and 11)

- 7.1 A Digital Media Interim Planning Statement has been prepared which sets out the issues to be considered when siting large digital screens within the City Centre and which identifies suitable locations for screens. The Broadmarsh/Collin Street area is identified as a possible location for such screens. It is recognised that the proposed pedestrian environment and public realm associated with the redevelopment of the Broadmarsh bus station and car park offers the opportunity for the digital screens to be successfully integrated into the design of the building and provide an appropriate context. The high quality nature of the screens would add to the vibrancy of this part of the City Centre and positively contribute to the proposed transformation of the Broadmarsh area. In this context it is considered that the proposed screens

would be appropriate in their location, scale and design and would not be detrimental to the visual amenity of the building and the street scene. Furthermore, it is not considered that the proposed digital screens would be detrimental to the character and appearance of the Nottingham Canal Conservation Area as they would not be viewed against the backdrop of the heritage assets within the Conservation Area. However, a condition is recommended requiring the submission of details of the levels of illuminance, to ensure that the digital screens would not be unduly intrusive features affecting the character and appearance of the adjacent conservation area.

- 7.2 It is therefore concluded that the proposed screen accords with policies BE12 and BE19 of the Local Plan and policies 10 and 11 of the Aligned Core Strategies.

(b) Public and highway safety (Local Plan policy BE19)

There are no public and highway safety issues to consider. Any further requirements from Highways in this regard will be reported at Committee.

Accordingly, it is considered that the proposal accords with Policy BE19 in relation to highway safety.

8 FINANCIAL IMPLICATIONS

None.

9 LEGAL IMPLICATIONS

This is an application for advertisement consent as opposed to planning permission and different considerations apply to the determination of such applications than for those matters which more frequently come before this Committee. In particular, the Planning Authority's powers have to be exercised in the interests of amenity and public safety and limitations and restrictions may only be imposed on the subject matter, content or design of the display on those grounds. The issues raised in this report are however primarily ones of planning and safety judgement. Should legal considerations arise these will be addressed at the meeting.

10 EQUALITY AND DIVERSITY IMPLICATIONS

None.

11 RISK MANAGEMENT ISSUES

None.

12 STRATEGIC PRIORITIES

None.

13 CRIME AND DISORDER ACT IMPLICATIONS

None.

14 VALUE FOR MONEY

None.

15 List of background papers other than published works or those disclosing confidential or exempt information

1. Application No: 17/02819/ADV2 - link to online case file:

<http://publicaccess.nottinghamcity.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=P0Y5O1LYJ8J00>

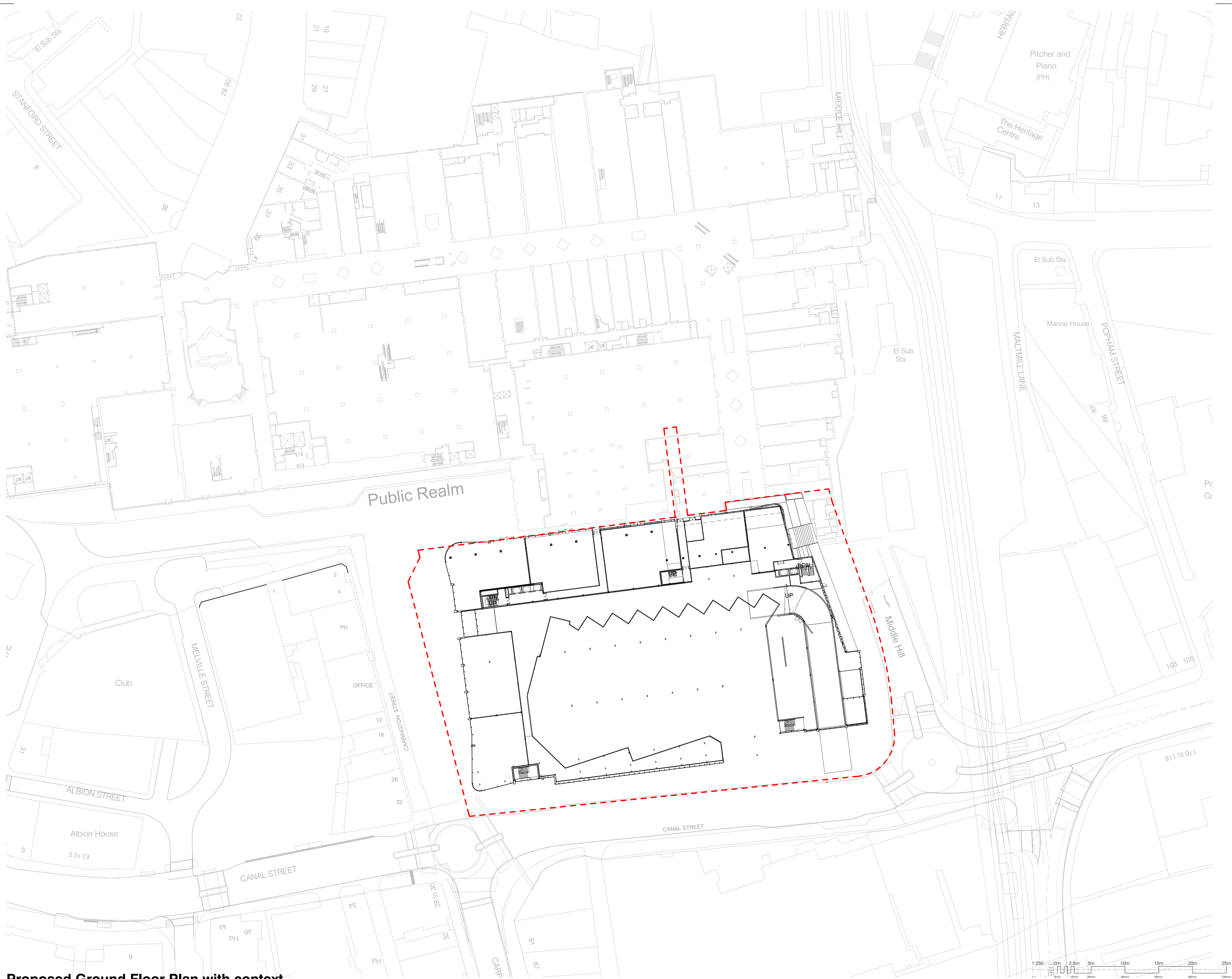
16 Published documents referred to in compiling this report

Nottingham Local Plan (November 2005)

Contact Officer:

Mrs Janet Keble (Tues,Wed,Thurs), Case Officer, Development Management.

Email: janet.keble@nottinghamcity.gov.uk. Telephone: 0115 8764056



Proposed Ground Floor Plan with context
1 : 500

Dimensions to be verified on site.
Use figured dimensions only. Do not work from reduced scale drawings. Please refer to scale and sheet size as indicated.

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DO NOT SCALE

Orientation

Location Plan

Rev. Date Revision By Checked

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Client
 Nottingham City Council

Project
Broadmarsh Car Park

Drawing Title
Proposed Ground - Site Plan

Project Number 0622	Suitability
Drawn by Author	Checked by Checker
Scale @A1 1 : 500	Date 30/11/17
File Identifier	Revision

BMCP - LDA - Z1 - 00 - DR - A - 08 101

Purpose of Issue
FOR INFORMATION

Project Status
FOR INFORMATION

My Ref: 17/02819/ADV2 (PP-06585752)

Your Ref:

Contact: Mrs Janet Keble (Tues,Wed,Thurs)

Email: development.management@nottinghamcity.gov.uk



**Nottingham
City Council**

Development Management
City Planning
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Nottingham City Council
FAO: Mrs Claire Lambert
Loxley House
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Nottingham
NG2 3NG

Date of decision:

**APPLICATION TO DISPLAY ADVERTISEMENT UNDER TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENTS) REGULATIONS**

Application No: 17/02819/ADV2 (PP-06585752)
Application by: Nottingham City Council
Location: Broadmarsh Car Park And Bus Station, Collin Street, Nottingham
Proposal: Display of three full motion outdoor digital media screens on new Broadmarsh car park

Nottingham City Council as Local Planning Authority hereby **GRANTS CONSENT** to display the advertisement(s) described in the above application subject to the following conditions:-

<p>1. (i) The consent hereby given shall expire five years from the date of this notice.</p> <p>(ii) 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.</p> <p>(iii) No advertisement shall be sited or displayed so as to:-</p> <p>a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);</p> <p>b) obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air; or</p> <p>c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.</p> <p>(iv) Any advertisement displayed, and any site used for the display of the advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.</p> <p>(v) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.</p> <p>(vi) Where any advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.</p> <p><i>Reason: In accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</i></p>	<p>2. The approved digital media screens shall not be brought into use until maximum luminance level, details to include reduced luminance levels throughout the hours of darkness, have been submitted to and approved by the Local Planning Authority.</p> <p><i>Reason: In the interest of the visual amenity and the character and appearance of the Nottingham Canal Conservation Area and in accordance with Policies BE12 and BE19 of the Nottingham Local Plan and Policies 10 and 11 of the Aligned Core Strategies.</i></p>
<p>Standard condition- scope of consent</p>	
<p>S1. Except as may be modified by the conditions listed above, the advertisement shall be displayed in complete accordance with the details described in the forms, drawings and other documents comprising the application as validated by the council on 14 December 2017.</p> <p><i>Reason: To determine the scope of this consent.</i></p>	

Informatives

1. The reason for this decision, and a summary of the policies the local planning authority has had regard to are set out in the committee report, enclosed herewith and forming part of this decision.
2. This consent operates only for the purposes of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007. Any other consent, permit or approval which may be necessary whether statutory or otherwise (for example authority to enter land) must be obtained from the appropriate authority, landowner or other person.

Your attention is drawn to the rights of appeal set out on the attached sheet.

RIGHTS OF APPEAL

Application No: 17/02819/ADV2 (PP-06585752)

If the applicant is aggrieved by the conditions imposed on the consent he or she may appeal to the Secretary of State in accordance with Regulation 17 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 within **eight weeks** of receiving this decision notice.

Appeals must be made on a form which you can obtain from the Customer Support Unit, The Planning Inspectorate, Room 3/15 Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN. Phone: 0117 372 6372. Alternatively appeal forms can be downloaded from the Planning Inspectorate website at <http://www.planning-inspectorate.gov.uk/pins/index.htm>.

The Secretary of State does not have to accept an appeal if consent for the display of the advertisement could not have been granted by the Council because of the provisions of the Advertisement Regulations.



Safer, cleaner, ambitious
Nottingham
A city we're all proud of

DRAFT ONLY

Not for issue