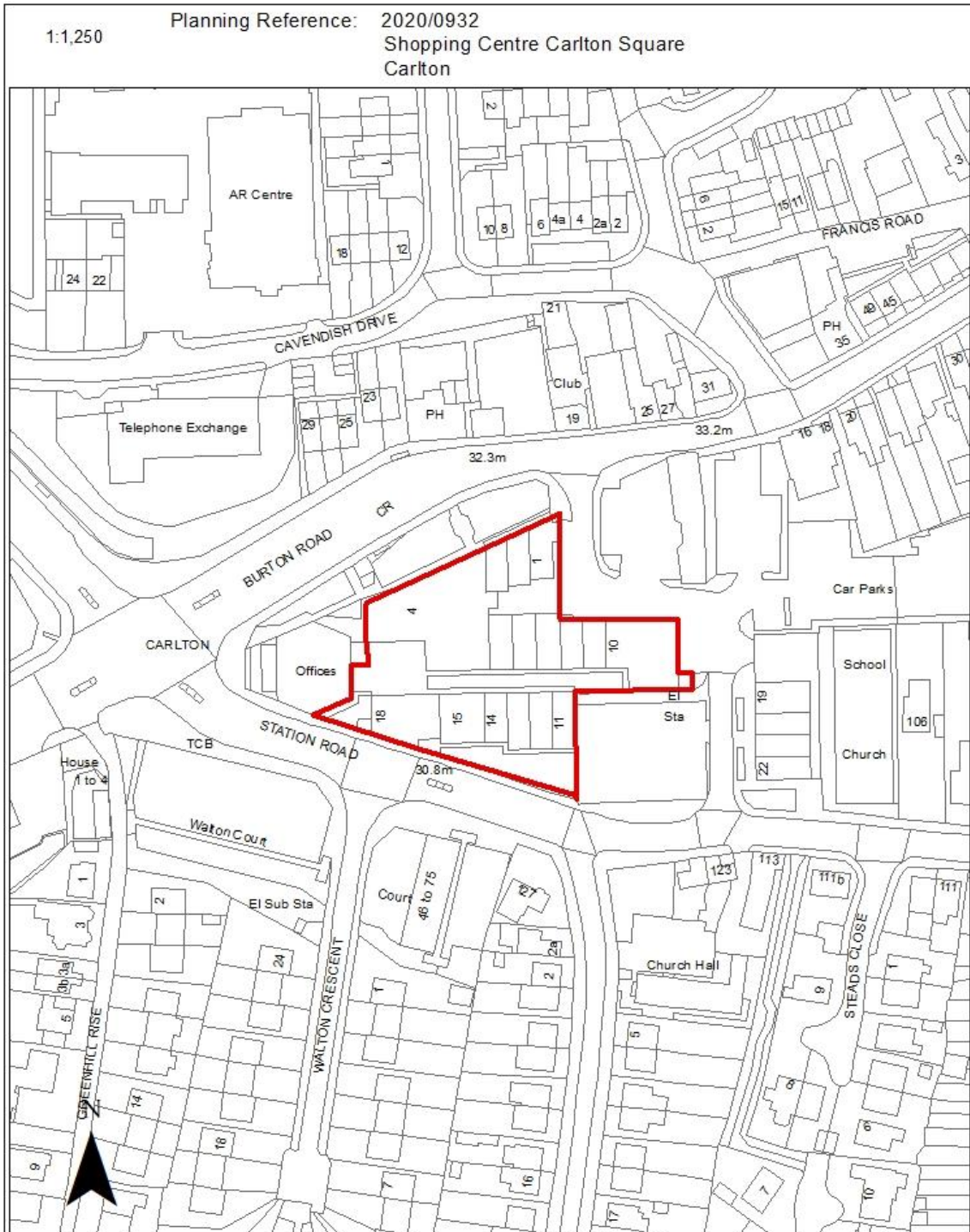


## Planning Report for 2020/0932



NOTE This map is provided only for purposes of site location and should not be read as an up to date representation of the area around the site.  
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**Report to Planning Committee**

<b>Application Number:</b>	<b>2020/0932</b>
<b>Location:</b>	<b>Shopping Centre, Carlton Square, Carlton</b>
<b>Proposal:</b>	<b>Built up flat faced acrylic letters @ 540mm high with 100mm returns, internally illuminated with LEDs, 4no. locations on existing buildings.</b>
<b>Applicant:</b>	<b>BNP Paribas Depository Services (Jersey) Limited</b>
<b>Agent:</b>	<b>Gordon White &amp; Hood</b>
<b>Case Officer:</b>	<b>Nigel Bryan</b>

**The application is referred to Planning Committee with the application inextricably linked to the adjacent car park associated with Carlton Square, which is on land owned by the Council.**

**1.0 Site Description**

1.1 The application forms part of the wider site known as Carlton Square and relates to the erection of advertisements on the retail units which are due to be upgraded in terms of external alterations to the built form. As part of the regeneration scheme new advertisements are also proposed to the shopping centre.

**2.0 Relevant Planning History**

2.1 The most recent planning history to the site is summarised below

- 90/0706 – *‘Construct glazed roof, and fence with gates to shopping centre’* – granted in 1990
- 96/0445 – *‘Illuminated signage to replace existing’* – granted in 1996
- 98/0387 – *‘Display combination of hoardings & fascia signage’* – granted in 1998

**3.0 Proposed Development**

- 3.1 The application seeks advertisement consent for the erection of four illuminated advertisements on the Carlton Square complex; the details of which are listed below;
- Three of the signs would be erected on the Farmfoods building to the centre of the site, one on each of the three most prominent elevations facing Station and Burton Road, along with one facing the car park to the east. Each sign will be on the facing wall just sit shy of the flat roof in a prominent location.
  - One sign would also be erected on the end elevation of units 17 and 18, which is adjacent to the pedestrian access adjacent to DBH residential building.
  - Each sign would have individually raised letters, 540mm high, and would be internal illuminated.
- 3.2 For the avoidance of doubt, alterations to the retail units are being considered under a separate application 2020/0931. Furthermore, a separate application is also under consideration under 2020/0938 that proposes alterations to the car parking layout and vehicular access. These applications appear elsewhere on this agenda.

## **Consultations**

- 4.1 As a result of consultation undertaken with statutory consultees no responses have been received.
- 4.2 A site notice has been erected, the consultation for which expires on the 15<sup>th</sup> October, and any representations received after this report has been published will be reported to Members verbally. Neighbour letters have also been sent. At the time of writing, no letters of representation have been received from members of the Public.

## **5.0 Assessment of Planning Considerations**

- 5.1 Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- 5.2 The most relevant national planning policy guidance in the determination of this application is contained within the National Planning Policy Framework 2019 (NPPF) and the additional guidance provided in the National Planning Practice Guidance (NPPG).

## **6.0 Development Plan Policies**

- 6.1 The following policies are relevant to the application:

## 6.2 National Planning Policy Framework (NPPF) 2019

Sets out the national objectives for delivering sustainable development. Paragraph 132 of the NPPF relates directly to advertisements and is reproduced in full below;

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which 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 account of cumulative impacts”.

## 6.3 Greater Nottingham Aligned Core Strategy Part 1 Local Plan

Policy A: Presumption in Favour of Sustainable Development – a positive approach will be taken when considering development proposals

Policy 2: The Spatial Strategy – states that sustainable development will be achieved through a strategy of urban concentration with regeneration.

Policy 6: Role of Town and Local Centres – Identifies Arnold as a town centre within the retail hierarchy. Part 6 sets out the vitality and viability of centres will be maintained including widening the range of uses. This policy also identifies Arnold Town Centre as in need of enhancement or to be underperforming.

Policy 10: Design and Enhancing Local Identity – sets out the criteria that development will need to meet with respect to design considerations.

## 6.4 Local Planning Document (Part 2 Local Plan)

The Local Planning Authority adopted the Local Planning Document (LPD) on the 18th July 2018. The relevant policies to the determination of this application are as follows:

LPD 32: Amenity – planning permission will be granted for proposals that do not have a significant adverse impact on the amenity of nearby residents or occupiers.

LPD 35: Safe, Accessible and Inclusive Development – sets out a number of design criteria that development should meet, including in relation to the massing, scale and proportion of development.

LPD 49: Retail Hierarchy and Town Centre Boundaries – Identifies the application site as a local centre.

LPD50 – Development within Town and Local Centres – identifies a number of criteria against which applications will be determined

## **7.0 Planning Considerations**

### Impact on the character of the area and amenity

- 7.1 Three of the four adverts will be in a high position on the Farmfoods building to the centre of the site. Whilst visible from public vantage points to advertise the site the signage is not considered to be overly large or garish in appearance and will respect the character of the area and residential amenity. The letters will be individually lighted and any light pollution will be minimal. The fourth advert will be in a lower position near to the entrance to the site from the DBH residential building but will not be overly prominent in the wider streetscape and will provide an attractive entrance feature to the site. In respect of public safety three of the four signs are high up and will not be accessible to the public and, as noted above, any light spill will be minimal; the signs raise no particular concern with regard public safety. As a result all of the adverts are considered to be acceptable and will enhance the character of the area and not be detrimental to amenity. Therefore, in respect of the material considerations to be considered as part of this advertisement application, namely public safety and amenity, the application is considered to be acceptable and is deemed to comply with policies LPD50, ACS10 and guidance within the NPPF.

## **8.0 Conclusion**

- 8.1 The adverts are considered to enhance the character of the area without having a detrimental impact on amenity. The application is, therefore, deemed to comply with policies A, 2, 6 and 10 of the Aligned Core Strategy; policies 32, 35, 49 and 50 of the Local Planning Document and guidance within the National Planning Policy Framework (notably chapter 7 and paragraph 132) and advertisement consent should be granted under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 subject to the standards conditions set out at Schedule 2 to these Regulations.

**Recommendation: Grant advertisement consent subject to the conditions listed for the reasons set out in the report.**

### **Conditions**

1. This consent shall be read in accordance with the application form and following list of approved drawings:

7593-12 - Signage and fascia details

7593-06 PROPOSED SITE PLAN

7593-07 PROPOSED SITE PLAN - DETAILED

7593-08 PROPOSED LIGHTING PLAN

7593-09 PROPOSED ELEVATIONS - SHEET 01

7593-10 PROPOSED ELEVATIONS - SHEET 02

The development shall thereafter be undertaken in accordance with these plans/details.

2. 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.
3. No advertisement shall be sited or displayed so as to— (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or;(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
4. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
5. 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.
6. Where an advertisement is required under these 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.

### **Reasons**

1. For the avoidance of doubt.
2. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
3. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
4. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
5. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
6. In accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

### **Informatives**

Your attention is drawn to Regulation 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 with regard to the fact that the advertisement consent is valid for a period of 5 years, after which additional

advertisement consent would be required for the retention of the advertisements subject to this consent.