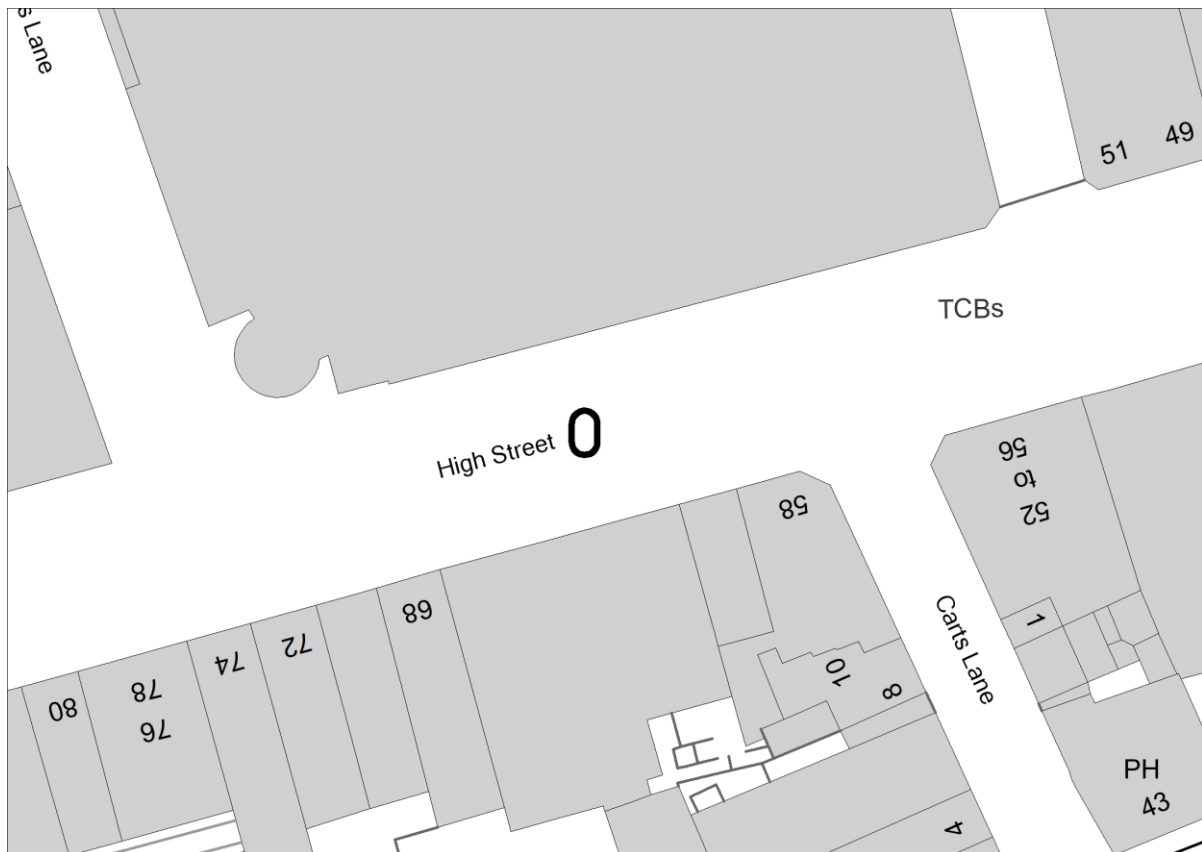


<b>Recommendation: Conditional approval</b>	
<b>20201329</b>	<b>62-66 High Street, outside</b>
Proposal:	Double sided free standing digital sign
Applicant:	Clear Channel UK Ltd
View application and responses:	<a href="https://planning.leicester.gov.uk/Planning/Display/20201329">https://planning.leicester.gov.uk/Planning/Display/20201329</a>
Expiry Date:	11 September 2020
TEI	WARD: Castle



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## Summary

- Reported to Committee at request of Councillor Kitterick
- One of a number of panels proposed in City Centre
- Objection from shop opposite on grounds of clutter and visual amenity
- Issues are amenity particularly for the conservation area and highway safety

## **The Site**

The application relates to a site towards the centre of High Street in the High Street Conservation Area. A free standing double sided advertisement unit on the site has recently been removed.

## **Background**

The application is one of 20 applications for advertisement consent. All applications constitute parts of a scheme for the removal of 39 existing internally illuminated free standing double sided advertisement units and the installation of 20 free standing double sided digital advertisements. The proposal is therefore part of a plan to reduce number of such signs by almost half

## **The Proposal**

The proposal is for a free standing double sided digital advertisement measuring 2.6 metres in height, 1.3 metres in width (a face of 3.5 metres<sup>2</sup> in area) and 0.3 metres in depth. The digitalised part of the advertisement will measure 1.6 metres in height and 0.9 metres in width (a face of 1.5 metres<sup>2</sup> in area).

This would display static advertising images in sequence, changing via smooth fade and no more frequently than every 10 seconds. During periods of darkness the displays illumination would not exceed 280 cd/m<sup>2</sup>.

## **Policy Considerations**

National Planning Policy Framework:

Para 32: (advertisements subject to control only in the interests of amenity and public safety, taking account of cumulative impacts)

Under the Advertisement Regulations the only matters that can be considered are amenity (including on the character and appearance of the High Street Conservation Area) and public safety.

High Street Conservation Area Character Appraisal

Institute of Lighting Professionals (ILP) Professional Lighting Guide 05 the Brightness of Illuminated Advertisements (2015)

## **Representations**

An objection has been received from a neighbouring business. The objection raises concerns that the proposed advertisement is unnecessary, that it will have a detrimental impact on the visual amenity of the area and the character and appearance of the High Street Conservation Area including the recently planted row of trees that provides a natural progression from Jubilee Square.

There are also concerns that the structure will result in antisocial behaviour and public safety concerns.

The objection also notes that the applicant is from a Birmingham based company and there are concerns that the display may include advertisements for out of town shopping.

Councillor Kitterick has asked that the Committee consider the issue of the impact on the Highstreet Conservation Area and a proliferation of signs.

## **Consideration**

The sign is part of a series of similar proposals to replace existing free standing panels in various city centre locations.

These proposals are in the context of the City Council's continuing actions to reduce clutter.

The sign is of a clean and simple design and is replacing an existing panel. As such the appearance of the sign would not be visually harmful.

This part of the conservation area is characterised by commercial uses and shop fronts and signs. I consider that the proposal would preserve the character and appearance of the conservation area.

The signs are designed and located to minimise the risk of obstruction and inconvenience for pedestrians including those with disabilities.

I recommend Express Consent subject to the following conditions

### **CONDITIONS**

1. The proposed advertisement spaces shall display static images only and not animated, scrolling, intermittent or flashing images, or directions to drivers at any time. The rate of change between successive images shall be no greater than 1 second with no swiping or other animated transition methods between successive images. The minimum display time each successive advertising image shall be no less than 10 seconds per image. (In the interests of visual amenity and the character and appearance of the High Street Conservation Area and in the interests of highway safety and in accordance with Core Strategy policies CS03, CS14 and CS18.)
2. The maximum luminance signs displayed on the advertisement spaces shall not exceed 600cd/m<sup>2</sup>. (In the interests of visual amenity and the character and appearance of the High Street Conservation Area and in the interests of highway safety and in accordance with Core Strategy policies CS03, CS14 and CS18.)
3. The functionality of the advertisement spaces shall have a default mechanism to switch it off in the event of a malfunction or during periods of maintenance. (In the interests of highway safety and in accordance with Core Strategy policy CS14.)

4. This consent shall relate solely to the submitted plans received by the City Council as local planning authority on 17.07.20 (For the avoidance of doubt.)

#### NOTES FOR APPLICANT

1. The City Council, as local planning authority has acted positively and proactively in determining this application by assessing the proposal against all material planning considerations, including planning policies and representations that may have been received and subsequently determining to grant planning permission with appropriate conditions taking account of those material considerations in accordance with the presumption in favour of sustainable development as set out in the NPPF 2019.

#### **Policies relating to this recommendation**

2014\_CS03 The Council will require high quality, well designed developments that contribute positively to the character and appearance of the local natural and built environment. The policy sets out design objectives for urban form, connections and access, public spaces, the historic environment, and 'Building for Life'.

2014\_CS14 The Council will seek to ensure that new development is easily accessible to all future users including by alternative means of travel to the car; and will aim to develop and maintain a Transport Network that will maximise accessibility, manage congestion and air quality, and accommodate the impacts of new development.

2014\_CS18 The Council will protect and seek opportunities to enhance the historic environment including the character and setting of designated and other heritage assets.