

COMMITTEE: DEVELOPMENT CONTROL

DATE: 23RD APRIL 2003

SUBJECT: HIGHWAY AREA GEORGE STREET. ERECTION OF BANNERS
ATTACHED TO VARIOUS LAMP POSTS ALONG THE HIGHWAY.
(APPLICANTS: BAY MEDIA LTD)
(APPLICATION NO. 03/00260/ADV).

REPORT BY: DEVELOPMENT CONTROL MANAGER

AGENDA ITEM

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IMPLICATIONS:

LEGAL	<input type="checkbox"/>	COMMUNITY SAFETY	<input type="checkbox"/>
EQUALITIES	<input type="checkbox"/>	ENVIRONMENT	<input type="checkbox"/>
FINANCIAL	<input type="checkbox"/>	CONSULTATIONS	<input type="checkbox"/>
STAFFING	<input type="checkbox"/>	OTHER	<input type="checkbox"/>

WARDS AFFECTED: SOUTH

PURPOSE

1. To advise Members of the development proposed and to seek their decision in respect of the application submitted.

RECOMMENDATION(S)

2. That, subject to the receipt of amended plans identifying only the 10 lamp columns referred to in this report as being acceptable for the display of banner advertisements, advertising consent be granted for 5 years subject to the following conditions:-

- (01) All 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 Council.

Reason: Standard condition under the provisions of the above mentioned regulations.

- (02) Any hoarding or similar structure, or any sign, placard board or devise erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Council.

Reason: Standard condition under the provisions of the above mentioned regulations.

- (03) Where any advertisement is required to be removed under the aforementioned regulations the removal thereof shall be carried out to the reasonable satisfaction of the Council.**

Reason: Standard condition under the provisions of the above mentioned regulations.

BACKGROUND

3. The application relates to George Street, the main outdoor shopping street within the Central Shopping Area and the focal point of the Town Centre Conservation Area (Conservation Area No.1).

REPORT

The Proposal

4. The application is for the erection of banners attached to various lamp posts along the highway, between Market Hill and the 'loop' in front of the Town Hall.

Planning Policy

5. Policy E11 'Advertisements' of the Borough Plan indicates that consent will not normally be granted for the erection of hoardings which do not complement the amenities of the area through design (including incidental landscaping and street furniture), or provide a screen to an unattractive site.

Relevant Site History

6. There are two other current applications on this site:-

- 03/00401/ADV: Siting of two non-illuminated banner signs supported on free standing poles. Applicant: Luton Town Centre Partnership.
- 03/00178/FUL: Creation of new street market, located on George Street between BHS and Debenhams Stores. Applicant: Town And Country Markets (Luton) Limited.

Consultations and Statutory Publicity

7. Town Centre Manager and Environment and Heritage Team – There was an agreement that the banners were acceptable in principle, but not to the extent proposed in the application. It was felt that a more 'strategic' approach to the erection of the banners should be sought, possibly involving the lamp posts down one side of George Street (this could be limited to alternate lamp posts) or concentrated around Market Hill. The Environment and Heritage Team request that the three lamp posts at the top of Market Hill be discounted due to their proximity to the listed building 'The Heights' Public House and the Courthouse, a dominant public building and focal point of George Street. The Town

Centre Manager also draws attention to the Town Centre Partnership's current application for the siting of two banner signs across George Street.

8. Highway Maintenance Service – no observations to make.

9. CCTV – Discussions with Jason Butler from Luton's CCTV identified a number of lamp posts upon which the erection of the proposed banners would cause an obstruction to the line of sight of existing CCTV cameras. These are:

- All of the lamp posts on the 'evens' side of George Street between No. 68-72 (Leeds House) and No. 6-24 George Street (Debenhams).
- The two lamp posts in direct line with the centre of Market Hill, effectively in the middle of George Street.
- The lamp posts directly opposite No. 15-17 George Street.

Main Considerations

10. The application raises issues of visual amenity and Highway Safety. In these respects a number of lamp posts have been discounted, from discussions with Environment and Heritage (in respect of the visual amenity of this Conservation Area and the buildings within it) and CCTV (in respect of the detrimental effect that siting banners in the line of sight of CCTV cameras could have on the safety of pedestrians using George Street).

11. Of the remaining eleven lamp posts, all but one are considered to be acceptable for the erection of banners as described in the application. The lamp posts that are considered to be acceptable form a strong visual line along the 'odds' side of George Street (between 77-79 (Nationwide) and 31 (Barclays Bank) (eight lamp posts) and a focal point on top of Market Hill, either side of the central steps (two lamp posts). The lamp post, outside 21 George Street does not form part of these two identifiable groups and is therefore, not considered acceptable.

Conclusions

12. Members are recommended to approve the erection of lamp post mounted banners on:-

- The eight lamp posts directly opposite the properties between No. 77-79 and No. 31 George Street (odds side only).
- The two lamp posts either side of the central steps on Market Hill.

LIST OF BACKGROUND PAPERS

LOCAL GOVERNMENT ACT 1972, SECTION 100D

13. The Borough of Luton Local Plan and the Bedfordshire Structure Plan 2011.

14. Application File 03/00260/ADV.