

## **Report of the Assistant Director (Planning, Transportation & Highways) to the meeting of Regulatory and Appeals Committee to be held on 7 March 2019**

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**AN**

### **Subject:**

An advertisement application for the installation of 2 digital screens and poster panels, former Odeon, Princes Way, Bradford.

### **Summary statement:**

This application is for two digital screens, a moving screen on the eastern elevation of the building, to Princes Way and a static digital screen on the western elevation, to Quebec Street and 'poster panels' being on the north, Thornton Road and south elevations.

The applicant has confirmed that the two digital screens would be used for commercial advertising, alongside advertising and promoting information related to the venue. It is not the intention to use the screens for live show relay (e.g. live event footage), but there would be the ability to use the screen to City Park for major events (e.g. Bradford Film Festival, major sporting events).

In view of the planning application for the events venue being reported to this Committee, the advertisement application for the same building is also reported to this Committee.

It is recommended that advertisement consent is granted.

Julian Jackson  
Assistant Director (Planning,  
Transportation & Highways)  
Report Contact: John Eyles  
Major Development Manager  
Phone: (01274) 434380  
E-mail: [john.eyles@bradford.gov.uk](mailto:john.eyles@bradford.gov.uk)

### **Portfolio:**

**Regeneration, Planning & Transport**

### **Overview & Scrutiny Area:**

**Regeneration and Environment**

## **1. SUMMARY**

It is recommended that advertisement consent is granted subject to conditions included within the report.

## **2. BACKGROUND**

The application is for the installation of two digital screens and 'poster panels' to advertise the proposed events venue and commercial material. The 'poster panels' are in situ on the building. These being blank panels at the upper level of the elevation.

## **3. OTHER CONSIDERATIONS**

All considerations material to the determination of this planning application are set out in Appendix 1.

## **4. FINANCIAL & RESOURCE APPRAISAL**

The presentation of the proposal is subject to normal budgetary constraints.

## **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

No implications.

## **6. LEGAL APPRAISAL**

The determination of the application is within the Council's powers as Local Planning Authority.

## **7. OTHER IMPLICATIONS**

### **7.1 EQUALITY & DIVERSITY**

Section 149 of the Equality Act 2010 states that the Council must, in the exercise of its functions "have due regard to the need to eliminate conduct that is prohibited by the Act, advancing equality of opportunity between people who share a protected characteristics and people who do not share it, and fostering good relations between people who share a protected characteristic and people who do not share it. For this purpose section 149 defines "relevant protected characteristics" as including a range of characteristics including disability, race and religion. In this particular case due regard has been paid to the section 149 duty but it is not considered there are any issues in this regard relevant to this application.

### **7.2 SUSTAINABILITY IMPLICATIONS**

None.

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

None

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

None

### **7.5 HUMAN RIGHTS ACT**

Article 6 - right to a fair and public hearing. The Council must ensure that it has taken into account the views of all those who have an interest in, or whom may be affected by the proposal.

**7.6 TRADE UNION**

None

**7.7 WARD IMPLICATIONS**

None

**7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS**

None

**7.9 IMPLICATIONS FOR CORPORATE PARENTING**

None

**7.10 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT**

None

**8. NOT FOR PUBLICATION DOCUMENTS**

None

**9. OPTIONS**

The Committee can grant consent, as per the recommendation contained within Appendix 1, or refuse the application in which case reasons based on highway safety or visual amenity would need to be given.

If the Committee decides that the application should be refused, it may refuse the application, in which case the reason(s) for refusal would have to be given, based upon development plan policies or other material planning considerations.

**10. RECOMMENDATION**

It is recommended that advertisement consent is granted, subject to the conditions included within Appendix 1.

**11. APPENDICES**

Appendix 1 Technical report.

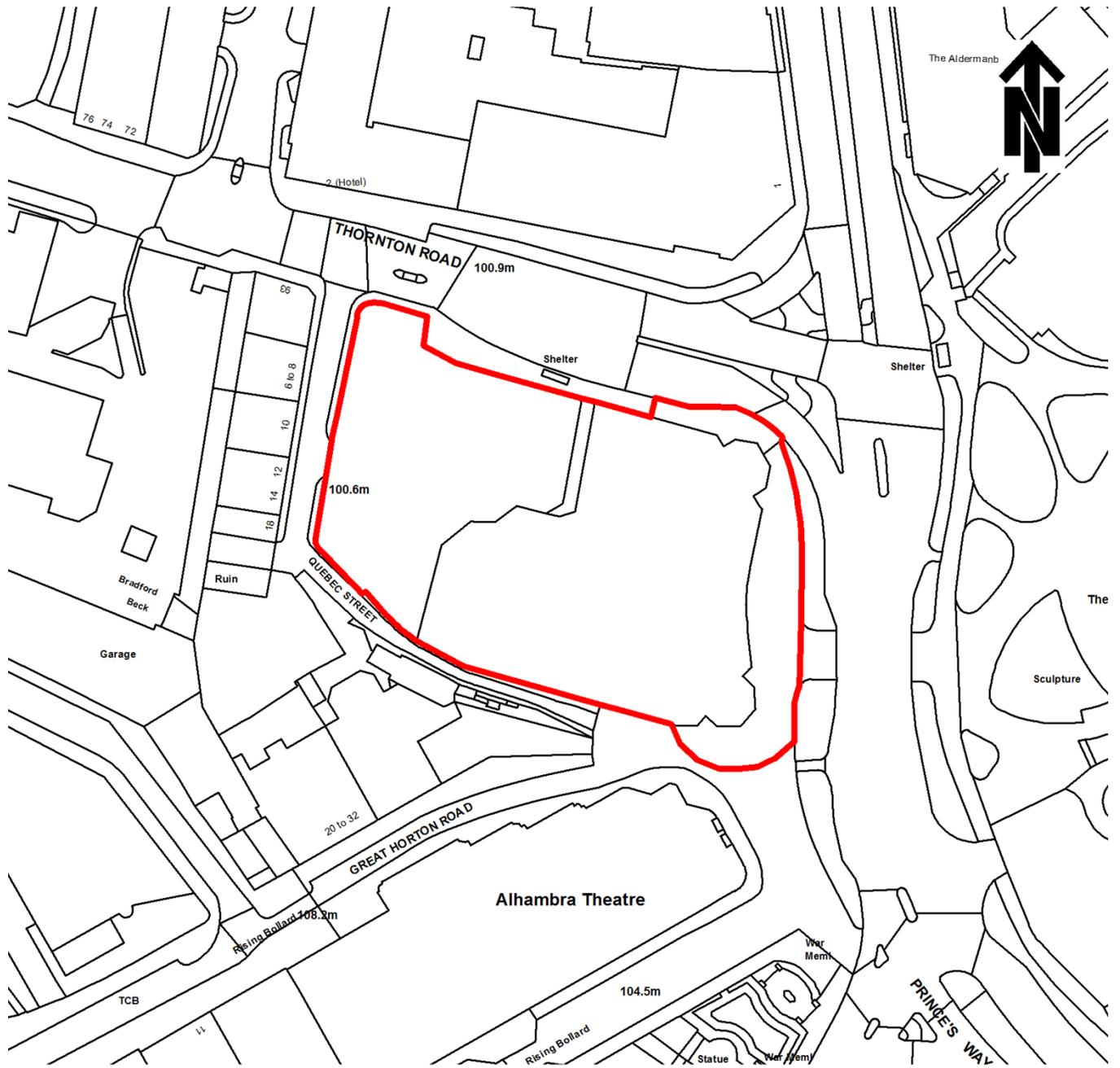
**12. BACKGROUND DOCUMENTS**

National Planning Policy Framework 2018

18/05214/ADV



City of  
**BRADFORD**  
METROPOLITAN DISTRICT COUNCIL



1:1,250

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**Bradford Live**  
**Princes Way**  
**Bradford**

## **Appendix 1**

### **Ward:**

City

### **Recommendation:**

To grant advertisement consent.

### **Application Number:**

18/05214/ADV

### **Type of Application/Proposal and Address:**

Advertisement consent for the installation of 2 digital screens and poster panels, former Odeon, Princes Way, Bradford.

### **Applicant:**

Bradford Live

### **Agent:**

Aedas London

### **Site Description:**

The application site is located on the south western side of the Princes Way/Thornton Road junction, opposite City Park. To the rear of the site is Quebec Street. Within the application site there is the former Odeon cinema and a service yard to the rear of the building. There is a mix of differing uses in the neighbouring area – Alhambra theatre; Provident Financial offices; Jurys Inn hotel.

The application site is located within the City Centre Conservation Area and the Grade II\* listed Alhambra Theatre is situated immediately adjacent.

### **Relevant Site History:**

08/06391/FUL Construction of mixed-use development comprising offices, hotel, restaurants/cafes and 36 residential units with 80 basement car parking spaces.

18/05130/FUL Refurbishment and extension of former cinema to create an entertainment and event venue with supporting ancillary spaces including bars, ballroom and cabaret bar/restaurant and three-storey extension. (on same Agenda – recommended for approval).

### **Policy:**

#### **The National Planning Policy Framework (NPPF).**

The National Planning Policy Framework is a material planning consideration on any development proposal.

Local planning authorities are required to approach decisions on proposed development in a positive and creative way.

### **Core Strategy**

Policy EN3 Historic Environment

**Parish Council:**

N/A

**Publicity and Number of Representations:**

Site notices were displayed at and around the application site; a notice placed in the Telegraph & Argus and individual neighbourhood notifications were carried out, with the expiry of the notification period being 1 March 2019.

There have been 2 letters of support.

**Summary of Representations Received:**

These screens and panels would enhance the current proposal for this building, and fully support this application.

To animate this vast blank space would enhance the building and complete what is an attractive and vibrant vista comprising of the National Science and Media Museum, the Alhambra Theatre and City Hall (which benefits from its own illumination at night). Unlike other digital adverts, which can look out of place when added without context, the Bradford Live digital screen is an integral part of the application and must be treated as an architectural enhancement rather than merely advertising.

**Consultations:**Conservation

The rationale behind the proposed advertising panels to the Princes Way and Quebec Street elevations is logical. However the specification for these and their relationship with the vertical plane of the elevations, especially on the Princes Way front must be clarified.

Highways

No objections to the proposed development.

**Summary of Main Issues:**

Appearance

Effect on heritage assets

**Appraisal:**Appearance

The 'poster panels' are already present on the building. It is likely that these would have been used to advertise the former uses of the building. The use of these panels to advertise the events venue is considered acceptable.

It is noted that the former cinema had a relatively large sign, at a similar position to that on the Princes Way elevation, when operating.

The applicant has confirmed that the two digital screens would be used for commercial advertising, alongside advertising and promoting 'What's On' information related to the venue. It is not intended to use the screens for live show relay (e.g. live event footage), but there would be the ability to transmit towards City Park on the east facing screen for major events (e.g. Bradford Film Festival, sporting events) outside of the normal advertising use.

The proposed digital screens would be positioned on the Princes Way elevation, opposite

City Park and to the rear of the building, facing Quebec Street. The former displaying moving images and the latter being a static display. Given the size of the screen to Princes Way, this would appear prominent in the street scene. However, given the large-scale nature of the building, along with the blank elevations to the building, the proposed screen is considered an appropriate addition to the host building. It would provide interest and animation to the building, reflecting the vibrancy and nature of the proposed events venue.

Proposed advertisements are not considered to have an adverse impact on visual amenity or highway safety.

#### Effect on heritage assets

The proposed advertisements have been fully assessed in relation to the impacts on the heritage assets, including the requirements of Section 66 & Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, paragraph 193 of the NPPF and policy EN3 of the Core Strategy. It is concluded that there would be no adverse effect on the heritage assets.

On the basis of the above, it is recommended that advertisement consent be granted.

#### **Reason for Granting Approval:**

The proposed development would meet the requirements of development plan policies, EN3 and the application is recommended for approval.

#### **Conditions of Approval:**

Only those standard conditions required to be placed on any grant of advertisement consent-

- be kept clean and tidy;
- be kept in a safe condition;
- have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land);
- not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- be removed carefully where so required by the planning authority.