

PLANNING APPLICATION NUMBER:P13/1699

Type of approval sought	Advertisement
Ward	Pedmore & Stourbridge East
Applicant	Jan Butcher, Marketing Force Ltd
Location:	ISLAND AT HAGLEY ROAD/HAM LANE, STOURBRIDGE, WEST MIDLANDS, DY9 0SL
Proposal	DISPLAY 4 NO. NON-ILLUMINATED SPONSERSHIP SIGNS
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

- 1 The application site consists of a landscaped vehicular roundabout at the junction of Hagley Road, Redlake Road, Ham Lane and Pedmore Lane in Pedmore.
- 2 The surrounding area is principally residential. There are a number of traffic signs on and within the vicinity of the roundabout.
- 3 There are existing advertisement signs located opposite both the Hagley Road entrances to the roundabout.

PROPOSAL

- 4 This is an application under the advertisement regulations for the provision of 4 roundabout sponsorship signs (including the replacement of the existing 2 advertisement signs) measuring 914mm by 458mm mounted on two black posts 800mm high. Each sign would be set in at least 1m from the edge of the carriageway.
- 5 The proposed signs would allow for the provision of a sponsor's name, a company logo, a short message and contact details (i.e. website, telephone number,

address). The signs would also includes a strip stating “*In Partnership with Dudley Metropolitan Borough Council*”

- 6 The signs would be located opposite the roundabout entrances from Hagley Road (both), Redlake Road, Ham Lane and Pedmore Lane
- 7 The applicant has provided a supporting statement with the application which states they work with 100 local authorities with roundabout sponsorship throughout the country.
- 8 The applicant states that it has worked with the Council since 2005 when the signs were first approved at a number of limited sites thought out the borough.
- 9 Two signs were approved at the site in November 2005.

HISTORY

APPLICATION No.	PROPOSAL	DECISION	DATE
P05/1283	Display 4 No non illuminated signs on highway island.	Refused	15-Jul-2005
P05/1788	Display 2no. non illuminated signs on highway island. (Resubmission of refused application P05/1283)	Part Granted Part Refused	08-Nov-2005

- 10 P05/1283 was refused due to visual amenity concerns with the subsequent resubmission (P05/1788) part approved and part refused.

PUBLIC CONSULTATION

- 11 None

OTHER CONSULTATION

- 12 Group Engineer (Highways): No objection

RELEVANT PLANNING POLICY

- National Planning Guidance (2012)
National Planning Policy Framework
-Paragraph 67
- Unitary Development Plan (2005) (Saved Policies)
DD14 Advertisement Control
- Supplementary Planning Guidance/Documents
PGN 11. Advertisement display guide

ASSESSMENT

13 The main issues are

- Policy
- Amenity
- Public Safety

Policy

- 14 NPPF paragraph 67 states, *“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”.*
- 15 Saved Policy DD14 of the Dudley Unitary Development Plan states that: *“The Council will resist the erection of any advertisement which is substantially detrimental to the appearance of the building or on land which it is displayed, or to visual amenity of the surrounding area, or is prejudicial to public safety. “ The*

Council will also require that any advertisement has regard to the safe use and operation of any form of transport”.

Amenity

- 16 As stated above previous applications have been refused and/or been subject of a split decision with concerns raised relating to visual harm and amenity.
- 17 When these applications were considered back in 2005, roundabout sponsorship was a comparatively new initiative and was fairly uncommon.
- 18 In the last 8 years sponsorship signs have become recognised pieces of street furniture at many roundabouts and similar road junctions in urban areas around the country. In addition their modest size, 914mm by 458mm, compared to other signage associated with road junctions means any impact that they would have would be limited.
- 19 Therefore on this basis it is not considered that the previous refusal or part refusal of such signage could now be reasonably substantiated on amenity grounds, particularly as the application site is not subject of any statutory designations.

Public Safety

- 20 The proposed signs are located at a critical section of the junction where they could potentially distract driver's attention at a point where they need to take exceptional care.
- 21 The recorded accident history shows that this junction experiences a low accident rate. Given the low accident rate and there is no proven evidence to suggest that advertising signs on traffic islands cause accidents, the Highway Authority does not raise any safety concerns.

CONCLUSION

- 22 The proposed signage is not considered to cause any significant harm to amenity in that such sponsorship signs have become regular and frequent features of traffic roundabouts. In addition the modest size of the signs and their limited number to the roundabout would not result in any significant harm. In addition whilst there are no concerns from a highway safety point of view. Consideration has been given to Saved Policy DD14 Advertisement Control of the Dudley Unitary Development Plan.

RECOMMENDATION

- 23 It is recommended that the application be APPROVED subject to the following conditions:

Notes to Applicant

In dealing with this application the Local Planning Authority have worked with the applicant in a positive and proactive manner, seeking solutions to problems arising in relation to dealing with the application, by seeking to help the applicant resolve technical detail issues where required and maintaining the delivery of sustainable development. The development would improve the economic, social and environmental concerns of the area and thereby being in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

Informative

In order to avoid any visibility obstruction it is imperative that the correct angle and final position of the approved signage is confirmed prior to its final completion on site. Please therefore contact the Highways Authority to ensure that the details are submitted and agreed.

Conditions and/or reasons:

1. 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.
2. 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.
3. 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.
4. 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.
5. Where an advertisement is required to be removed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. This consent shall remain valid for a period of five years from the date hereof.
7. The development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan, Appendix 1, Appendix 2

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• = SIGNAGE POSITIONS

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DUDLEY M.B.C. 100019566 (81-5105)

PO 541/88

DUDLEY POLITICAL BOROUGH
OF THE
PLANNING ACTS
APPROVED BY
COUNCIL ON 8 NOV 2005
SUBJECT TO CONDITIONS

Hagley Road

Hagley Road

RECEIVED
12 NOV 2005
DIRECTORATE OF URBAN ENVIRONMENT

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SCALE 1:1250 - SITE 21 Hagley Road / Ham Lane / Pedmore Lane

Site 21 – Ham Lane/Pedmore Lane/Hagley Road, Stourbridge
Existing Site – propose increasing number of signs from 2 to 4

Site 21 - Hagley Rd Entrance



Total 4 signs:-

- 1 sign at entrance Hagley Road North – consent granted
- 1 sign at entrance Hagley Road South – consent granted
- 1 sign at entrance Ham Lane
- 1 sign at entrance Pedmore Lane

