

PLANNING APPLICATION NUMBER:P13/1695

Type of approval sought	Advertisement
Ward	Gornal St James's
Applicant	Jan Butcher, Marketing Force Ltd
Location:	ISLAND AT HIMLEY ROAD AND MILKING BANK, DUDLEY, WEST MIDLANDS
Proposal	DISPLAY OF 3 NO. NON ILLUMINATED SPONSORSHIPS SIGNS
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

1. The application site consists of a planted vehicular roundabout at the junction of Himley Road and Milking Bank.
2. The surrounding area is a mix of residential uses generally to the east and open space to the industrial uses to the west of Himley Road.
3. There are 3 existing circular directional and chevron signs on the island and two existing advertising signs.

PROPOSAL

4. This is an application under the advertisement regulations for the provision of 3 roundabout sponsorship signs measuring 914mm by 458mm mounted on two black posts with a total height of 800mm. 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 Himley Road (2) and Milking Bank.
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.

HISTORY

9. There is no available planning history.

PUBLIC CONSULTATION

10. None required.

OTHER CONSULTATION

11. Group Engineer (Highways): Concerns are raised, in that the roundabout has a higher than average accident rate, although recognise there is no proven link between modest advertising signage and accidents.

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

12. The main issues are

- Policy
- Amenity
- Public Safety

Policy

13. 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”.*
14. 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

15. The application site, a traffic roundabout, is located between a residential area and open space within the established urban environment. It is not considered that the proposed signs in this case could be argued to be harmful to amenity, particularly due to the modest size of the signs (914mm by 458mm) and the comparative size of the roundabout in question.

Public Safety

16. 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.
17. The Group Engineer (Highways) maintain that from a public safety point of view that whilst there is no proven evidence to support that the proposed advertising signs cause accidents at traffic roundabouts the highway Authority suggest ongoing concerns in relation to road accidents and in particular for vulnerable road users.
18. The recorded accident history at this junction is higher than the accepted accident rate.
19. In the interests of public safety the Group Engineer (Highways) would wish to raise safety concerns regarding this application.

CONCLUSION

20. 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 there limited number to the roundabout would not result in any significant harm and whilst there are concerns from a highway safety point of view it is not proven that the signs would

have a detrimental impact on highway safety. Consideration has been given to Saved Policy DD14 Advertisement Control of the Dudley Unitary Development Plan.

RECOMMENDATION

21. 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.

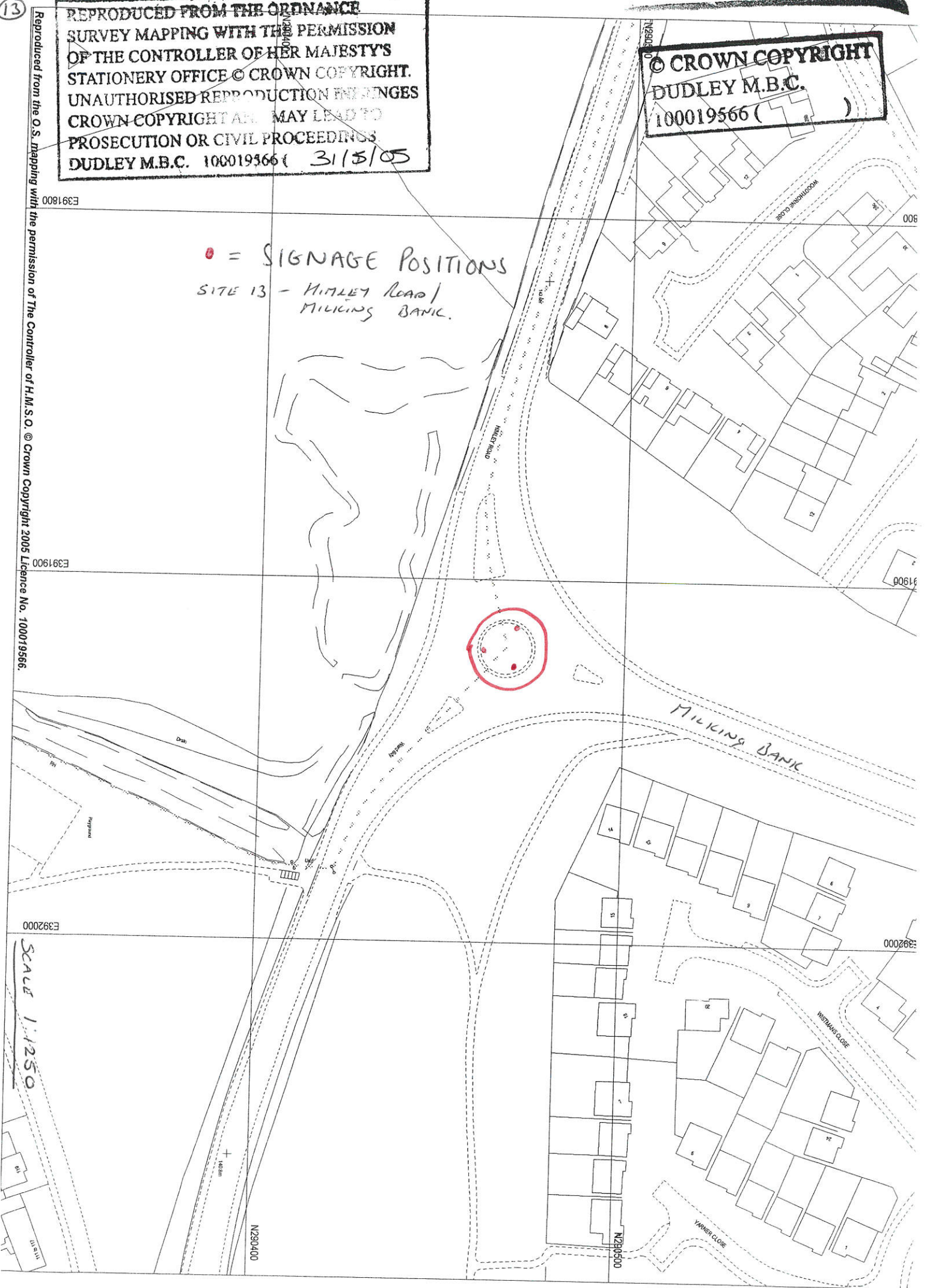
3. Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition 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 and Appendix 2.

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• = SIGNAGE POSITIONS
SITE 13 - HITTLE ROAD /
MILKING BANK.

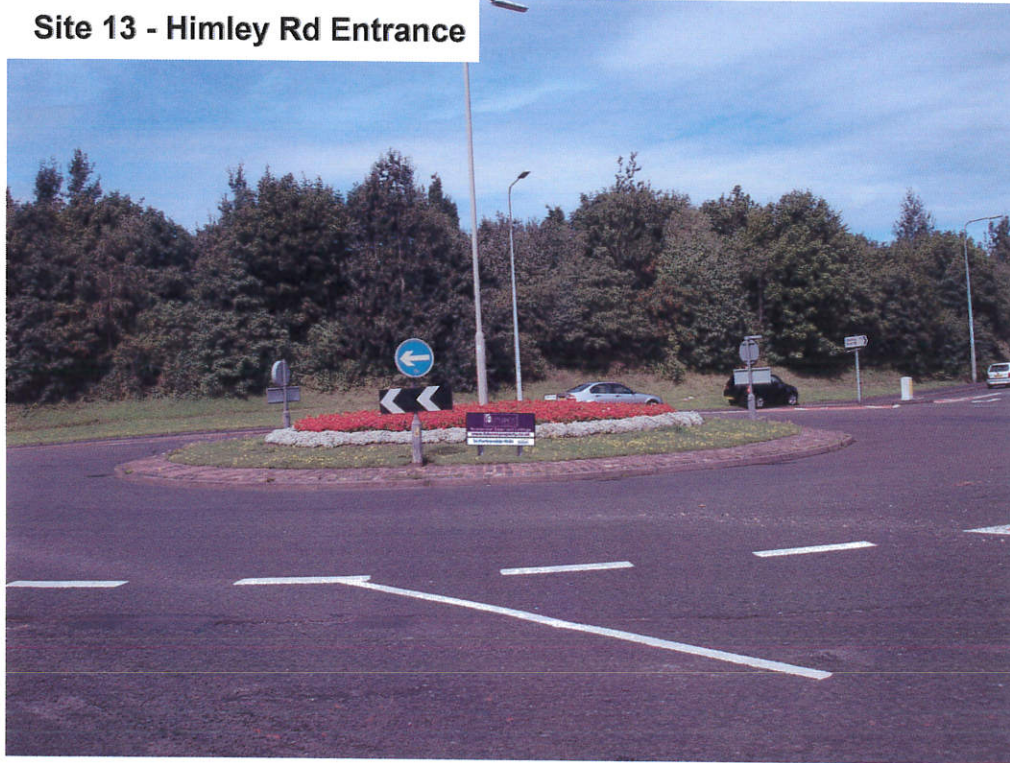


SCALE 1:1250

Site 13 – Himley Road/Milking Bank

Existing site – propose increasing number of signs from 2 to 3

Site 13 - Himley Rd Entrance



Total 3 signs:-

1 sign at entrance Himley Road West – consent granted

1 sign at entrance Himley Road East – consent granted

1 sign at entrance Milking Bank

