

PLANNING APPLICATION NUMBER:P13/1688

Type of approval sought	Advertisement
Ward	Halesowen South
Applicant	Jan Butcher, Marketing Force Ltd
Location:	MANOR WAY, DUDLEY, WEST MIDLANDS, B63 3DZ
Proposal	DISPLAY OF NON-ILLUMINATED ADVERTISEMENT SIGNS.
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

- 1 The application site consists of a vehicular roundabout at the junction of Manor Way (A456), Grange Road (A459) and Grange Hill.
- 2 The surrounding area is on the edge of the conurbation and therefore has a slight rural character although there are a number of residential properties close by. There are a number of traffic signs on and within the vicinity of the roundabout. On the south western side of the roundabout is The Grange (now a sports club) which is Grade II* listed building.

PROPOSAL

- 3 This is an application under the advertisement regulations for the provision of 4 roundabout sponsorship signs measuring 1016mm by 508mm mounted on two black posts 810mm high. Each sign would be set in at least 1m from the edge of the carriageway.
- 4 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*"

- 5 The signs would be located opposite the roundabout entrances from Manor Way (both directions), Grange Road and Grange Hill.
- 6 The applicant has provided a supporting statement with the application which states they work with 100 local authorities with roundabout sponsorship throughout the country.
- 7 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

- 8 None

PUBLIC CONSULTATION

- 9 None

OTHER CONSULTATION

- 10 Group Engineer (Highways): Concerns are raised, in that the roundabout has a higher than normal accident rate, although it is recognised 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

- 11 The main issues are
- Policy
 - Amenity
 - Public Safety

Policy

- 12 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”*.
- 13 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

- 14 The surrounding area is on the edge of the conurbation and therefore has a slight rural character although there are a number of residential properties close by. Also to the south western side of the roundabout is The Grange (now a sports club) which is Grade II* listed building.

- 15 In terms of the listed building it is not considered that the proposed signage would have an effect on its setting in that the site is well divorced from the roundabout and is located behind an area of extensive planting.
- 16 In terms of general amenity there is a significant amount of traffic signage associated with roundabout, and therefore it is not considered that the introduction of the four additional modest, 1016mm by 508mm, signs would have any greater impact to amenity.

Public Safety

- 17 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.
- 18 The Highways Authority maintain that from a public safety point of view whilst there is no proven evidence to support that the proposed advertising signs on traffic islands cause accidents, the Highway Authority does maintain concerns in relation to road accidents and in particular, vulnerable road users.
- 19 The recorded accident history at this junction is higher than the normal accident rate.
- 20 In the interests of public safety the Highway Authority would wish to raise safety concerns regarding this application.

CONCLUSION

- 21 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 any significant harm. In addition 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

22 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

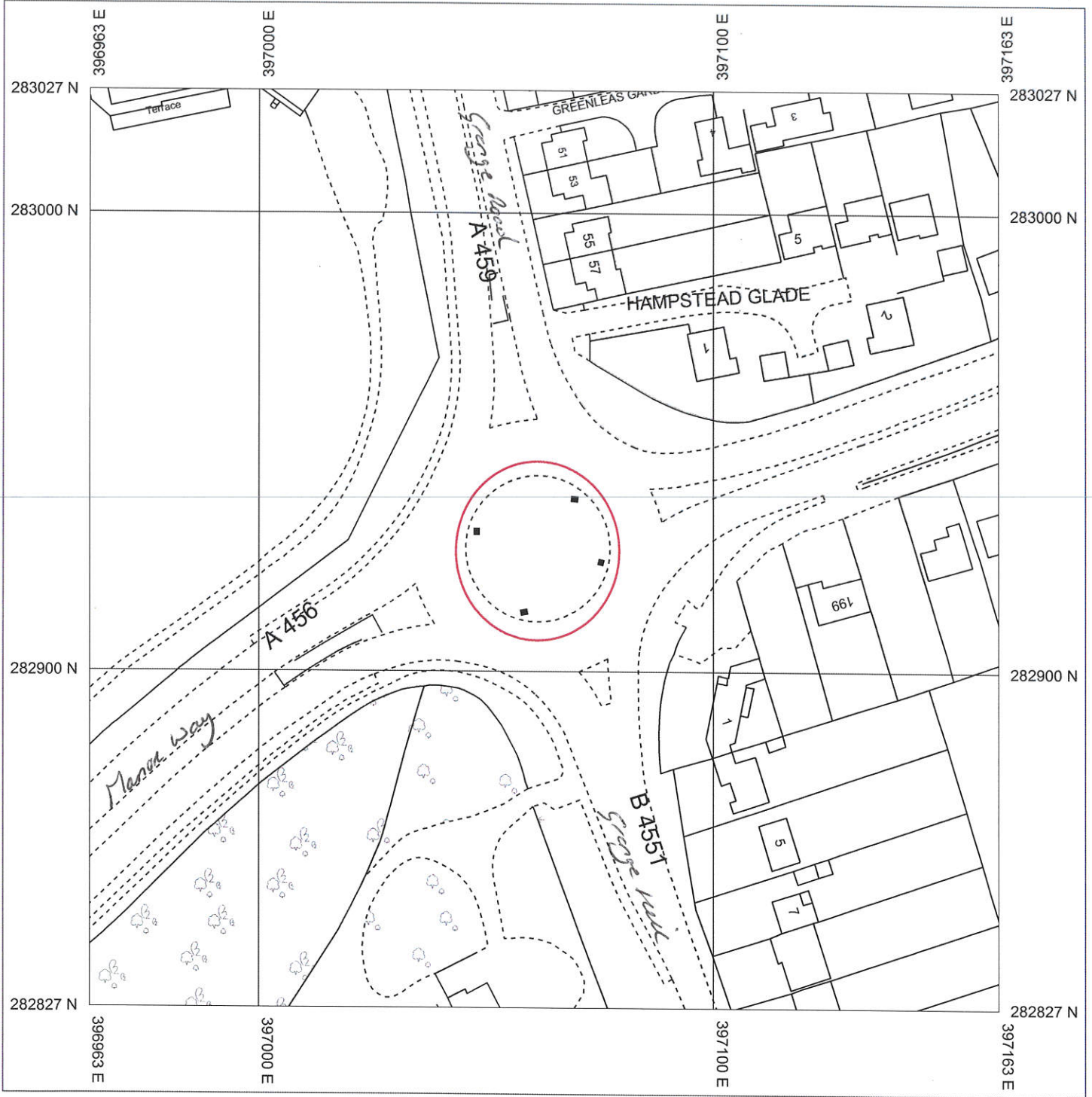
Informative

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



• = Proposed Sign Position

SITE E

Manor Way/Grange Road/Grange Hill

Halesowen

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Scale 1:1250

Supplied By: **NFS**

Serial number: 001125118

Plot Centre Coordinates: 397063, 282927

Dudley MBC - Roundabout Sponsorship Development Proposal

Appendix 2

Site E – Manor Way/Grange Road/Grange Hill, Halesowen
New Site – propose 4 signs



Total 4 signs:-

- 1 sign at entrance Manor Way – West
- 1 sign at entrance Manor Way – East
- 1 sign at entrance Grange Road
- 1 sign at entrance Grange Hill Road

