

PLANNING APPLICATION NUMBER:P14/0013

Type of approval sought	Advertisement
Ward	Castle & Priory
Applicant	Mr Ieuan Marsh, Bay Media Limited
Location:	A4123 BIRMINGHAM NEW ROAD, DUDLEY, WEST MIDLANDS
Proposal	DISPLAY OF NON-ILLUMINATED LAMP POST BANNER SIGNS
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

1. The application site relates to a total of 6 lampposts on Birmingham New Road (A4123), relating to an approximately 110m stretch between the Burnt Tree junction and Ionic Business Park.
2. On the western side of the Birmingham New Road, the uses comprise of Tesco Superstore, and various units in the Ionic Business Park which include warehousing and trade retail units such as Magnet, Screwfix, Storage King and Crown decorating.
3. On the eastern side of the Birmingham New Road there is a public house, offices and industrial units. These premises fall outside the Borough boundary, within the jurisdiction of Sandwell Council.

PROPOSAL

4. Advertisement consent is sought for 6 double sided PVC lamppost banner adverts, each measuring 2.2m high by 0.785m wide with the height from the ground to the base of the advert being 2.8m.

RECENT HISTORY

5. None relevant

PUBLIC CONSULTATION

6. None required.

OTHER CONSULTATION

7. Group Engineer (Highways): No objection.

RELEVANT PLANNING POLICY

8. National Planning Policy Framework (NPPF - 2012)
9. Saved UDP Policies (2005)
DD14 - Advertisement Control
10. Planning Guidance Note 11 – Advertisement Display Guide

ASSESSMENT

11. The impact upon amenity and public safety, taking into account cumulative impacts will be the main considerations in determination of this application.
12. The applicant currently has lamppost banners displaying advertisements for the Castle Hill and Local Visitor Attractions along Tipton Road, these were recently approved under planning application P13/1101.
13. This current proposal is for a revenue generation scheme which has been developed in conjunction with Dudley Council. The use of the sites will be for

advertising for commercial clients which have been pre-approved by Dudley Council.

14. The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

15. Lamppost banner advertising is a unique form of street media dressing, which innovatively brands an area.

16. The extent of this non-illuminated signage within the context of this mixed use area would be appropriate in terms of scale, design and position, and therefore would not have a detrimental impact upon visual amenity.

17. The signage is well positioned to ensure that no harm to public safety would arise.

18. The proposals would not have an adverse impact upon the amenity of the surrounding area and would not prejudice public safety in accordance with the NPPF and Saved UDP Policy DD14.

CONCLUSION

19. The proposed signage would not have an adverse impact upon the amenity of the surrounding area and would not prejudice public safety compliant with advice set out in the National Planning Policy Framework, Saved UDP Policy DD14 - Advertisement Control and Planning Guidance Note 11 – Advertisement Display Guide.

RECOMMENDATION

20. It is recommended that this application is APPROVED subject to the following conditions;

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: A4123 Birmingham New Road, Stanfords 1:1250 location plan and the banner advert measurement plan.



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1:1250



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 Centre coordinates: 395479 290858



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1:1250



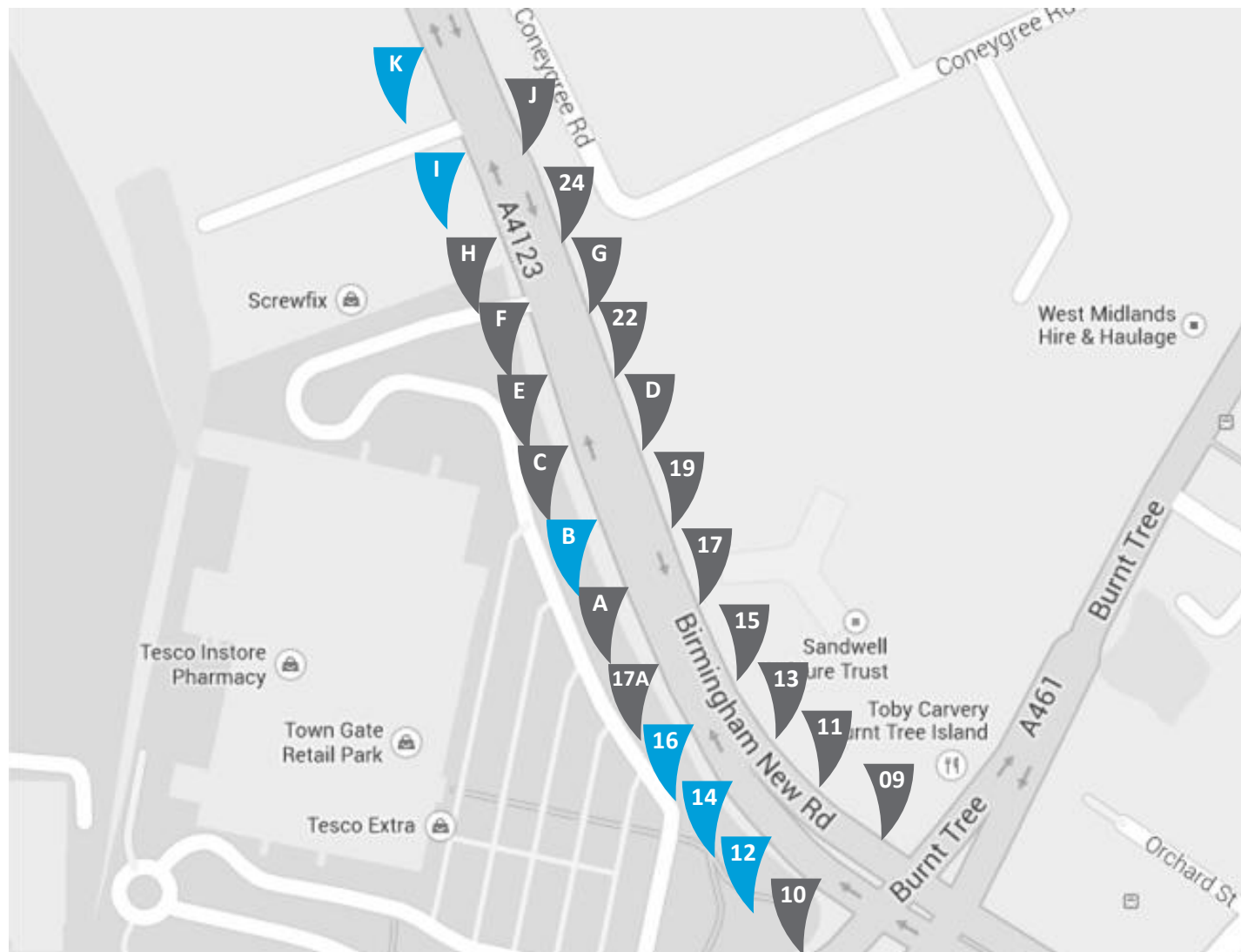
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A4123 Birmingham New Road

Dudley



Proposed Site



6 sites proposed

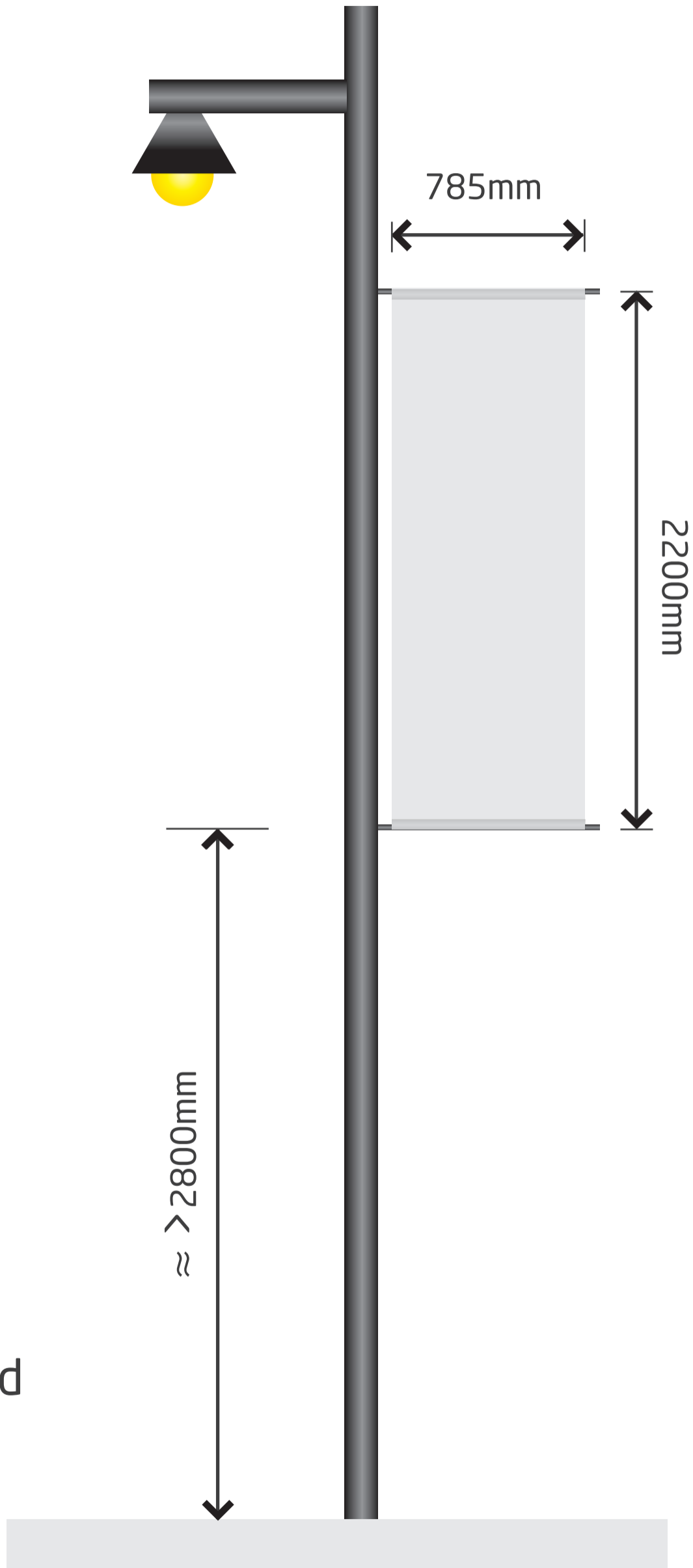
Banner size:

W: 785mm

H: 2200mm

Lower Banner Arm

≈ > 2.8m above ground



* The document has been drawn at 5% scale.