

# PLANNING APPLICATION NUMBER:P13/1689

Type of approval sought	Advertisement
Ward	Brierley Hill Netherton Woodside and St Andrews
Applicant	Jan Butcher, Marketing Force Ltd
Location:	<b>ISLAND AT DUDLEY ROAD/WATERFRONT WAY, BRIERLEY HILL, WEST MIDLANDS,</b>
Proposal	<b>DISPLAY OF NON-ILLUMINATED ADVERTISEMENT SIGNS</b>
Recommendation Summary:	<b>APPROVE SUBJECT TO CONDITIONS</b>

## SITE AND SURROUNDINGS

1. The application site consists of a landscaped vehicular roundabout at the junction of Dudley Road (the A461), Waterfront Way and John Street (the B4180), Brierley Hill.
2. The surrounding area is a mixture of uses comprising shops, residential properties in John Street, a public house, petrol station, fire station, offices and a bedroom superstore.
3. There are 4 existing circular directional signs on the island.

## PROPOSAL

4. 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 with a total height of 810mm. 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 Dudley Road (2 entrances), Waterfront Way and John Street.
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. No planning history.

## PUBLIC CONSULTATION

10. None required.

## OTHER CONSULTATION

11. Group Engineer (Highways): 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. However, given the low accident rate at this junction and that there is no proven evidence to suggest that advertising signs on traffic islands cause accidents, the Group Engineer Highways, does not feel able, in this case, to raise Highway safety concerns.

## 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 within a mixed use area close to Brierley Hill Town Centre. 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 (1016mm by 508mm) and the comparatively large 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 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**

18. 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 the Highway Authority does not raise any safety concerns. Consideration has been given to Saved Policy DD14 Advertisement Control of the Dudley Unitary Development Plan.

## RECOMMENDATION

19. 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.



*SITE F*  
Dudley Road A461/John Street

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The representation of a road, track or path is no evidence of a right of way.

The representation of features as lines is no evidence of a property boundary.

- = Proposed sign position



Scale 1:1250

Supplied By: **NFS**

Serial number: 001125119

Plot Centre Coordinates: 391959, 287784

# Dudley MBC - Roundabout Sponsorship Development Proposal

Site F – Dudley Road/Waterfront Way/John Street – Merry Hill  
New Site identified by MFL – propose 4 signs

Appendix 2



Total 4 signs:-

- 1 sign at entrance Dudley Road South
- 1 sign at entrance Dudley Road North
- 1 sign at entrance Waterfront Way
- 1 sign at entrance John Street

