

PLANNING APPLICATION NUMBER:P12/1565

Type of approval sought	Advertisement
Ward	Gornal
Applicant	Mr Richard Bourton
Location:	SUMMIT GARAGE, 415 HIMLEY ROAD, LOWER GORNAL, DUDLEY, WEST MIDLANDS, DY3 2RA
Proposal	DISPLAY OF INTERNALLY ILLUMINATED PYLON SIGN (RESUBMISSION OF PART REFUSED APPLICATION P12/0434)
Recommendation Summary:	REFUSE

SITE AND SURROUNDINGS

1. The application site is an established car sales garage comprising two linked buildings within a predominantly residential area.
2. The property is a mixture of single and two-storey construction. The site has a partly open frontage on the prominent corner junction of Brookbank Road and Himley Road near the brow of a hill.
3. The existing signage comprises 4 No. red coloured corporate fascia signs.

PROPOSAL

4. The application proposes 1 No. internally illuminated pylon sign (resubmission of part refused application P12/0434 - Sign E). The sign would be 4m high x 1.3m wide x 0.3m deep and would be displayed on the corner of the forecourt at the junction of Himley Road and Brook Bank Road. It would be internally illuminated and would comprise a red background with silver logo with the lettering on the sign being a maximum of 1m in height.

HISTORY

5.

APPLICATION	PROPOSAL	DECISION	DATE
90/52093	Display of illuminated and non-illuminated signs	Approved subject to conditions	18.12.90
P11/1470	Display of 1 No.internally illuminated gantry sign and 1 No. internally illuminated fascia sign.	Withdrawn	13.02.12
P12/0434	Display of internally illuminated pylon sign and illuminated and non illuminated fascia signs.	Part Approve & Part Refused	15.06.12

6. P11/1470 – A similar size 4m high pylon sign was withdrawn, due to highway objections on the grounds of its lack of visibility.

7. P12/0434 – Part Approve & Part Refused: The 5m high pylon sign was refused on the grounds that due to its size, prominent location and illumination, it would have a harmful visual impact to the wider area and residential amenity and as such would be contrary to saved policies DD4 & DD14 of the Dudley Unitary Development Plan.

PUBLIC CONSULTATION

8. None undertaken.

OTHER CONSULTATION

9. Group Engineer (Development): Objects to the sign for the same reasons as stated for application P11/1470, due to the lack of forward visibility of the pylon sign and its detrimental impact on highway safety.

RELEVANT PLANNING POLICY

10. National Planning Policy Framework (2012)
11. Saved Unitary Development Plan (2005)
 - Policy DD4 (Development in Residential Areas)
 - DD14 (Advertisement Control)
12. Supplementary Planning Guidance
 - PGN 11 – Advertisement Display Guide

ASSESSMENT

13. Key Issues
 - Visual amenity
 - Public safety

Visual amenity

14. Paragraph 67 of the NPPF states that 'poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.' Policy DD14 of the Saved UDP states that the council will resist any advertisement which is substantially detrimental to the appearance of the building or land on which it is displayed, or to the visual amenity of the surrounding area, or is prejudicial to public safety.

15. The previous approval P12/0434 gave consent for 4 fascia signs, of which 3 are internally illuminated. The garage is therefore clearly identifiable as a commercial property at both day and night within the surrounding residential area and it is therefore considered that the pylon sign would be a prominent and unnecessary addition, being positioned to face Himley Road on the shallow forecourt, resulting in a cluttered appearance and a proliferation of advertisements.
16. It is therefore considered that the proposal for a 4m high internally illuminated pylon sign, due to its size, prominent location and illumination would have a harmful visual impact to the wider area and residential amenity and as such is contrary to saved policies DD4 & DD14 of the UDP.

Public safety

17. The Group Engineer (Development) raises an objection to the scheme, because the sign would be obscured by the existing 'Reduce Speed Now – Warning Sign' within the public highway, adjacent to the site's boundary with No.411 Himley Road, for vehicles travelling towards Himley Hall.
18. It is therefore considered that the proposed illuminated pylon sign would cause confusion with other road signs and would be a distraction to road users. As such, it is considered that the proposed sign would cause demonstrable harm to public safety and the safe and convenient operation of the highway, contrary to saved policies DD4 & DD14 of the UDP.

CONCLUSION

19. The proposed illuminated pylon sign due to its size, prominent location and illumination would have a harmful visual impact to the wider area and residential amenity and as such is contrary to saved policies DD4 & DD14 of the Dudley UDP, it would also cause confusion with other road signs and be a distraction to road users. As such, it is considered that the proposed sign would cause

demonstrable harm to public safety and the safe and convenient operation of the highway, contrary to policy.

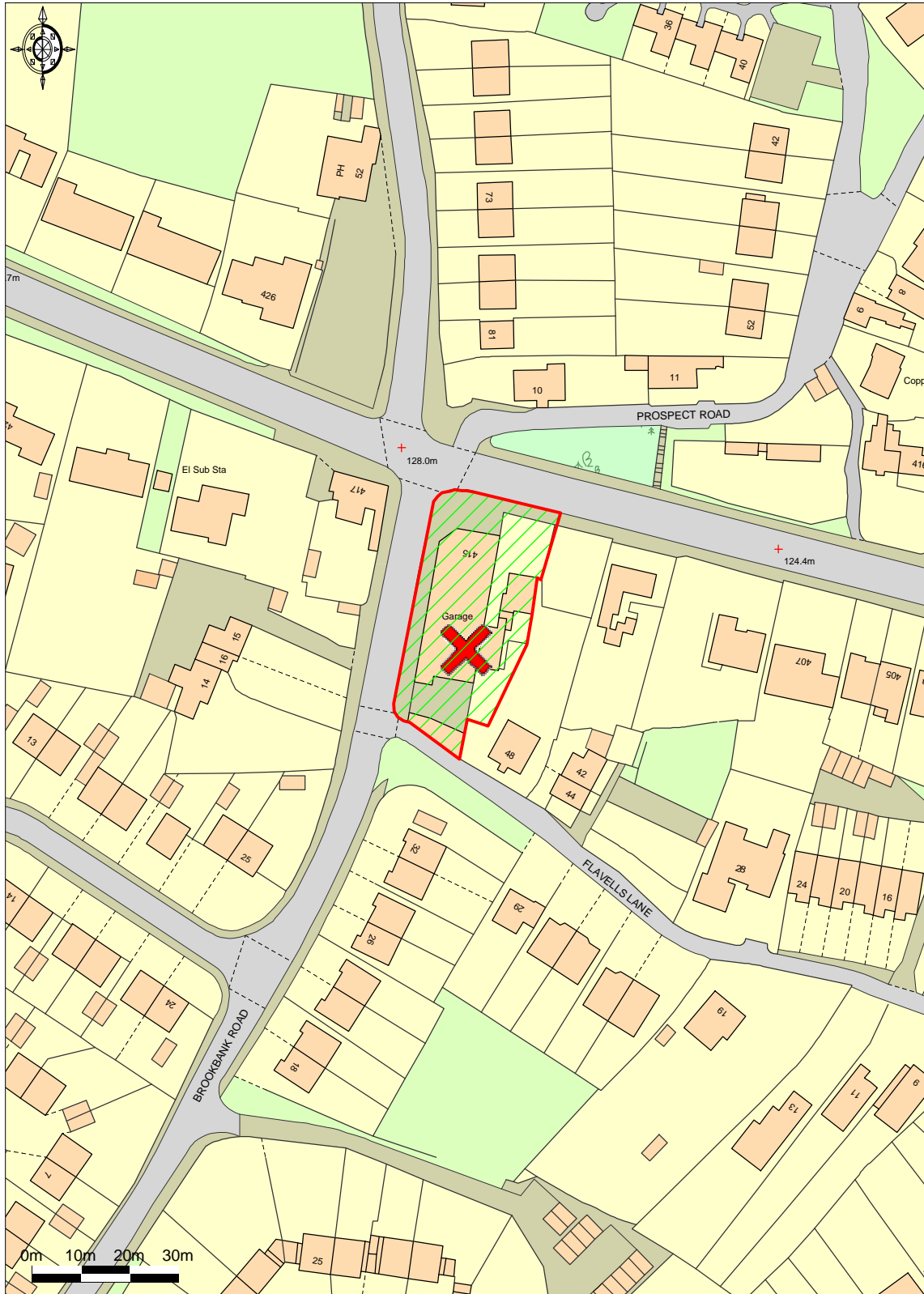
RECOMMENDATION

20. It is recommended that the application be refused for the following reasons.

Conditions and/or reasons:

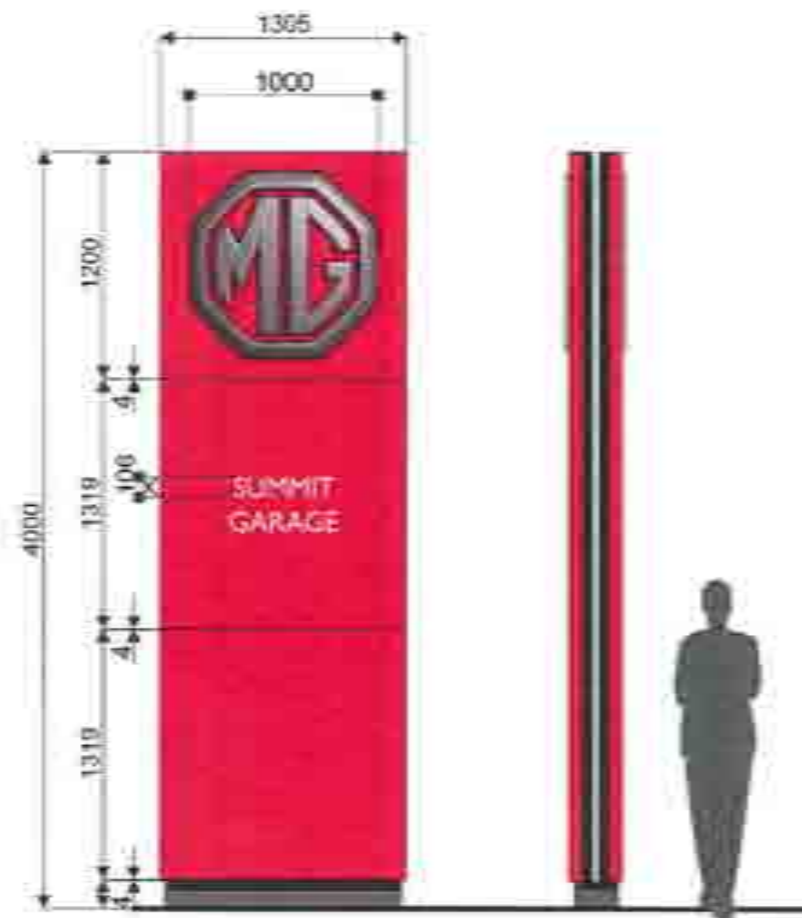
1. The proposed illuminated pylon sign due to its size, prominent location and illumination would have a harmful visual impact to the wider area and residential amenity and as such is contrary to saved policies DD4 & DD14 of the Dudley Unitary Development Plan and paragraph 67 of the NPPF.
2. The proposed illuminated pylon sign would cause confusion with other road signs and would be a distraction to road users. As such, it is considered that the proposed sign would cause demonstrable harm to public safety and the safe and convenient operation of the highway, contrary to saved policies DD4 & DD14 of the UDP & paragraph 67 of the NPPF.

MG Summit Garage, 413-415 Himley Road, Lower Gornal, Dudley, West Midlands. DY3 2RA





MG Summit



4M PYLON SCALE 1:40



Existing



Proposed