

PLANNING APPLICATION NUMBER:P10/0125

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| Type of approval sought | Advertisement |
| Ward | NETHERTON WOODSIDE & ST ANDREWS |
| Applicant | Hillcrest School & Community College |
| Location: | HILLCREST SCHOOL AND COMMUNITY COLLEGE, SIMMS LANE, NETHERTON, DUDLEY, WEST MIDLANDS, DY2 0PB |
| Proposal | DISPLAY NON-ILLUMINATED BANNER SIGN (RETROSPECTIVE) |
| Recommendation Summary: | APPROVE SUBJECT TO CONDITIONS |

SITE AND SURROUNDINGS

1. The application site measures 0.56 hectares and comprises the all weather sports pitch (red gra) within an area located at near to the north-eastern boundary of the school site.
2. The school site is located within a mixed use area. The proposal site is located 65m away from the main school and at least 20m from the closest residential dwellings. It is located at least 5m from the nearest pedestrian and vehicular highway.
3. The existing main vehicular and pedestrian entrance to the school is off Hill Street. The school/college building is set on higher ground level, which falls gradually in levels to the North of the school grounds.
4. There is a further vehicular access point to the school accessed from Simms Lane to the redgra.
5. To the western boundary of the site there is a row of mature deciduous trees. The application site is designated as within an area of Linear Open Space and within a Landscape Heritage Area.

PROPOSAL

6. The application is for the display of a non-illuminated banner sign (retrospective). The application has been submitted in conjunction with P10/0124 (Use of all weather sports pitch for driver instruction and training (OSG) on Saturdays and Sundays (retrospective)).

7. The sign measures 1.2m x 3.05m x 0.003m, to be displayed at a height of 0.6m to the base of the sign. The height of the letters would be a maximum of 200mm with black/red text on a white background.

8. The sign would displayed at weekends only when the driver training is taking place.

HISTORY

| APPLICATION No. | PROPOSAL | DECISION | DATE |
|-----------------|--|----------|----------|
| DY/56/279 | Erection Of New Secondary Modern School And Formation Of Playing Fields. | Granted | 04/06/56 |
| DY/57/30 | Erection Of Caretakers House. | Granted | 10/01/57 |
| DY/57/697 | Erection Of Boundary Wall With Railings And Gates | Granted | 11/11/57 |
| DB/69/5654 | Erection Of Two Storey Block And Gymnasium | Granted | 19/08/69 |
| CD/75/2198 | Extension To Comprehensive School. | Granted | 15/01/76 |
| 87/51780 | Erection Of Storage Building. | Granted | |
| 90/50664 | Application For Deemed Consent Under Regulation 4 For Siting Of Recycling Skip. | Granted | 05/07/90 |
| 91/51853 | Application For Deemed Consent Under Regulation 4 For Erection Of Two Storey Extension To Provide Six | Granted | 12/12/91 |
| 92/51452 | Erection Of Leisure Centre (Relocation) (Regulation 3) | Granted | 08/10/92 |
| 92/50899 | Deemed Consent Under Regulation 4 For Erection Of Leisure Centre. | Granted | 08/07/92 |
| 94/51826 | Adaptation Of Existing Tennis Courts To Provide All-Weather Courts/Pitches Including The Erection Of Walling With Mesh | Granted | 02/02/95 |
| 99/51269 | Erection Of 1.8 Metre High Powder Coated Paladin Fencing. | Granted | 07/10/99 |
| P01/0682 | Erection Of 2 M High Paladine Fence And Gates - | Granted | 4/06/01 |

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|----------|--|--------------------------------|--------------------|
| | Powder Coated Green. | | |
| P04/1023 | Single Storey Extension To Create New Entrance | Granted | 13/07/2004 |
| P05/1722 | Erection Of A Mobile Classroom. | Granted | 15/09/2005 |
| P05/1851 | Erection Of A Double Mobile Classroom | Granted | 7/10/2005 |
| P05/2187 | Erection Two Storey Block To Create Performing Arts Centre | Granted | 25/11/2005 |
| P08/0486 | Construction Of Car Park, New Vehicular And Pedestrian Accesses And Provision Of Open Space/Wildlife Corridor | Withdrawn | 04/06/2008 |
| P08/0489 | Erection Of A New Dining Hall And A Classroom Block With Covered Bridge Link To Existing School. New Pedestrian Accesses | Withdrawn | 04/06/2008 |
| P08/1152 | Erection of new dining hall and a classroom block with covered bridge link to existing school. New pedestrian accesses | Approved subject to conditions | 16/10/2008 |
| P09/1443 | Siting of storage container for a period of 3 years (retrospective) | Approved with conditions | 18/12/2009 |
| P10/0124 | Use of all weather sports pitch for driver instruction and training (OSG) on Saturdays and Sundays (retrospective) | | Not yet determined |

PUBLIC CONSULTATION

9. None undertaken, however, four objections were received from the consultation undertaken on P10/0124, raising concerns relating to:

- The use of the fence/railings as an advertising board is miss-use of the fence, which is intended for a security measure.

OTHER CONSULTATION

10. None undertaken

RELEVANT PLANNING POLICY

11. Unitary Development Plan
DD14 - Advertisement Control
LR6 Protection of Sport and Recreation Facilities

Supplementary Planning Guidance

12. PGN No. 11 - Advertisement Display Guide

ASSESSMENT

13.. The key issues for consideration in this application are as follows:-

- Amenity
- Public Safety

Amenity

14. The application site is at least 20m away from the nearest residential dwellings and set against a mixed use context. The banner sign is modest in size, non-illuminated and it is displayed at weekends only. It is therefore considered that the banner does not have a significant adverse impact upon the residential amenity of the

occupiers of nearby properties, thereby being in accordance with Policy DD14 of the Adopted Dudley Unitary Development Plan (2005).

Public Safety

15. Providing the sign is installed to satisfactory standards, public safety issues would not be adversely affected.

CONCLUSION

16. It is considered that the sign is acceptable in terms of scale and appearance and does not adversely affect impact upon amenity and public safety, in compliance with Policy DD14 of the adopted UDP (2005).

RECOMMENDATION

17. It is recommended that the application be approved subject to standard advertisement 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.

Proposed Banner Signage



RECEIVED
28 JAN 2010
INDUSTRIAL UNIT 10

