

# PLANNING APPLICATION NUMBER:P13/1686

Type of approval sought	Advertisement
Ward	Amblecote Brierley Hill
Applicant	Jan Butcher, Marketing Force Ltd
Location:	<b>ISLAND AT MILL STREET/MOUNT PLEASANT, 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 vehicular roundabout at the junction of Mill Street, Mount Pleasant, Delph Road and Amblecote Road, Brierley Hill.
2. The Corn Exchange PH is located at the junction of Mount Pleasant and Amblecote Road and there is an area of open space at the junction of Amblecote Road and Delph Road, whilst the remainder of the immediate area is mainly residential housing.
3. There are 4 existing circular directional signs and 4 chevron rectangular signs on the island.

## PROPOSAL

4. This is an application under the advertisement regulations for the provision of 4 roundabout sponsorship signs measuring 914mm by 458mm mounted on two black posts with a total height of 800mm. 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 Mill Street, Mount Pleasant, Delph Road and Amblecote Road, Brierley Hill.
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): Concerns are raised, in that the roundabout has a higher than average accident rate, although recognise 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

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 surrounded by a public house, open space and residential housing area. 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 (914mm by 458mm).
16. Furthermore the application site is not subject to any statutory designations where such a signage could not be considered to be harmful 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 Group Engineer (Highways) maintain that from a public safety point of view that whilst there is no proven evidence to support that the proposed advertising signs cause accidents at traffic roundabouts the highway Authority suggest ongoing concerns in relation to road accidents and in particular for vulnerable road users.
19. The recorded accident history at this junction is higher than the accepted accident rate.
20. In the interests of public safety the Group Engineer (Highways) 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 in any significant harm and 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 and Appendix 2.



 = Proposed sign position

*SITE C*

Mill Street/Delph Road/Mount Pleasant

Brierley Hill

Produced 28/10/2013 from the Ordnance Survey National Geographic Database and incorporating surveyed revision available at this date. © Crown Copyright 2013

Reproduction in whole or in part is prohibited without the prior permission of Ordnance Survey

Ordnance Survey and the OS Symbol are registered trademarks of Ordnance Survey, the national mapping agency of Great Britain.

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.



Scale 1:1250

Supplied By: **NFS**

Serial number: 001125115

Plot Centre Coordinates: 392321, 286242

## Dudley MBC - Roundabout Sponsorship Development Proposal

Site C – Mill Street/Delph Road/Mount Pleasant, Brierley Hill  
New Site – Propose 4 signs

*Appendix 2*



Total 4 signs:-

- 1 sign at entrance Delph Road
- 1 sign at entrance Mill Street
- 1 sign at entrance Mt Pleasant
- 1 sign at entrance Amblecote Road

