

PLANNING APPLICATION NUMBER:P14/0185

Type of approval sought	Full Planning Permission
Ward	Brierley Hill Quarry Bank & Dudley Wood
Applicant	Mr M. Holloway, Dudley MBC
Location:	A4036 PEDMORE ROAD, MERRY HILL, BRIERLEY HILL, WEST MIDLANDS, DY5 1UG
Proposal	INSTALLATION OF A PEDESTRIAN AND CYCLE SIGNALISED CROSSING OFF PEDMORE ROAD
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

1. The application site is a section of Pedmore Road, Brierley Hill. The application site is bound to the east by residential properties upon Nottingham Way and the Saltwells Nature Reserve. The residential properties are screened from the highway by an area of landscaping.
2. To the west of the Pedmore Road is the Merry Hill shopping centre that is set back from the highway beyond a grass verge.

PROPOSAL

3. This application seeks approval for a Toucan pedestrian crossing across Pedmore Road.
4. The proposed crossing would be staggered and signalised and is sited to allow better connectivity between Merry Hill and the residential properties to the East.
5. To facilitate the crossing the carriageway would need to be widened to the east resulting in the narrowing of the landscaping strip currently present.

HISTORY

6. None relevant.

PUBLIC CONSULTATION

7. No representations received.

OTHER CONSULTATION

8. Group Engineer (Highways): No objections. Technical notes in relation to pedestrian counts have been submitted as part of the planning application and extensive pre-application discussions were undertaken prior to formal submission.
9. Head of Environmental Health and Trading Standards: No objections to the proposed development.

RELEVANT PLANNING POLICY

10. National Planning Guidance (2012)
 - National Planning Policy Framework
11. Black Country Core Strategy (2011)
 - TRAN2 Managing Transport Impacts of New Development
12. Unitary Development Plan (2005) (Saved Policies)
 - DD4 Development in Residential Areas
 - EP7 Noise Pollution
13. Supplementary Planning Guidance/Documents
 - Brierley Hill Area Action Plan

ASSESSMENT

14. The main issues are

- Principle/Highway safety
- Neighbour Amenity

Principle

15. Pedestrian counts have been carried out upon two location of Pedmore Road and the findings have been submitted as part of this planning application. These counts were intended to capture any pedestrian movement currently undertaken on Pedmore Road near to the proposed Toucan Crossing location. The counts were undertaken on Tuesday 4th February 2014 and covered the 12 hour period of 07:00-19:00 (in accordance with DMBC's Pedestrian Crossing Policy).

16. During this period a total of 146 pedestrians crossed in both directions in the first location and 38 in the second. Therefore there were a total of 184 pedestrians informally crossing Pedmore Road in this 12 hour period. This information has been analysed against DMBC's Pedestrian Crossing Policy document and the conclusion is that the proposed crossing is justified. The calculations are further supported by the fact that this area of highway is wide and busy.

17. The Brierley Hill Area Action Plan indicates a primary thoroughfare (number 17) on the proposal map in the immediate vicinity of the proposed crossing. These identified thoroughfares are considered as principal conduits for movement and form part of the wider aspirations for the wider Brierley Hill Area.

18. Although there will be an expected delay to traffic due the installation of a controlled crossing facility, the crossing itself will come with much improved technology that will help to minimise any delay to vehicles. Toucan pedestrian facilities provide improved operation for pedestrians and cyclists and reduce delay for both drivers and pedestrians compared to the previous pelican crossings.

19. This is achieved by: This is achieved by:

- using positive and unambiguous nearside pedestrian & cyclist displays (red and green men / cycle only);
- providing consistent displays to drivers (no flashing amber as present in existing Pelican crossings);
- cancelling pedestrian demands when pedestrians and cyclists cross in gaps (ensuring that traffic will not be stopped unnecessarily);
- varying the clearance time after the pedestrian green signal to allow slow pedestrians to cross without harassment from drivers (this has proven especially useful to the young, elderly and disabled customers).

20. It is therefore considered that the principle of a pedestrian crossing in this location is acceptable.

Neighbouring Amenity

21. In order to facilitate the proposed crossing the carriageway would need to be widened to allow for the installation of a 3m wide central reservation. The widening would result in the reduction in width of the existing landscaped area and the removal of several trees along the eastern edge of Pedmore Road.

22. The landscaped area is considered to provide noise attenuation to the occupiers of the properties to the east from road traffic noise. A noise survey has been undertaken and the results show that the impact on the neighbouring occupiers by way of any potential increased noise would be negligible, with less than 1Db increase likely. This conclusion is supported by the Head of Trading Standards and Environmental Protection who does not object to the proposed development. A scheme for landscaping would be conditioned to ensure that the trees to be lost would be replaced.

23. It is therefore considered that the proposed development would not result in a detrimental impact on the amenities of the occupiers of neighbouring residential properties.

CONCLUSION

24. The proposed development is considered as justified and would have no detrimental impact on the neighbouring residents by way of increased noise and disturbance. On this basis the proposed development is considered to be in accordance with Policy TRAN2 - Managing Transport Impacts of New Development of the Black Country Core Strategy (2012), Saved Policies DD4 – Development in Residential Areas and EP7 – Noise Pollution of the UDP (2005) and Brierley Hill Area Action Plan (2011).

RECOMMENDATION

It is recommended that the application be APPROVED subject to the following conditions:

Informative

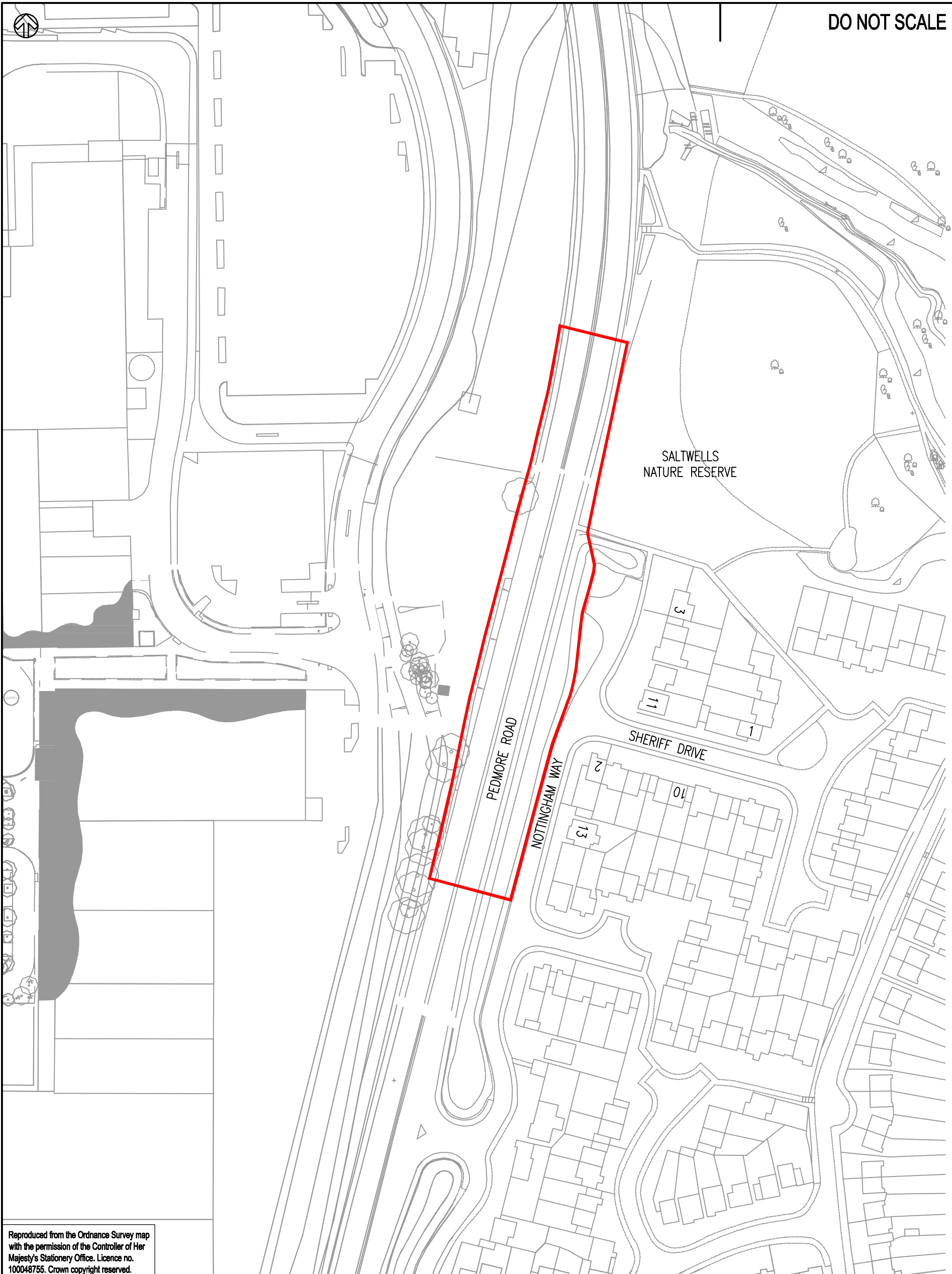
In dealing with this application the Local Planning Authority have worked with the applicant in a positive and proactive manner, seeking solutions to problems arising in relation to dealing with the application, by seeking to help the applicant resolve technical detail issues where required and maintaining 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.

Conditions and/or reasons:

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
2. Within 3 months of the date of this permission a scheme for landscaping of the site indicating replacement trees to the west shall be submitted to and approved in writing by the Local Planning Authority. The proposed scheme shall indicate location and species of the proposed trees. The agreed scheme shall be implemented in accordance with the approved details before the end of the first planting season following commencement of the development.

3. The development hereby permitted shall be carried out in accordance with the following approved plans: Project Number 70002332 Drawing Number 2332-GA-102 revision A, Project Number 70002332 Drawing Number 2332-GA-101 revision A and the submitted Transport Assessment compiled by WSP and dated 11/02/2014.

DO NOT SCALE



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REV	DATE	BY	DESCRIPTION	CHK	APD
A	05/02/14	AGP	FIRST ISSUE	CS	CS
SCALE @ A3:		CHECKED:	APPROVED:		
1:1250		CS	CS		
DRAWING STATUS: PLANNING APPLICATION					
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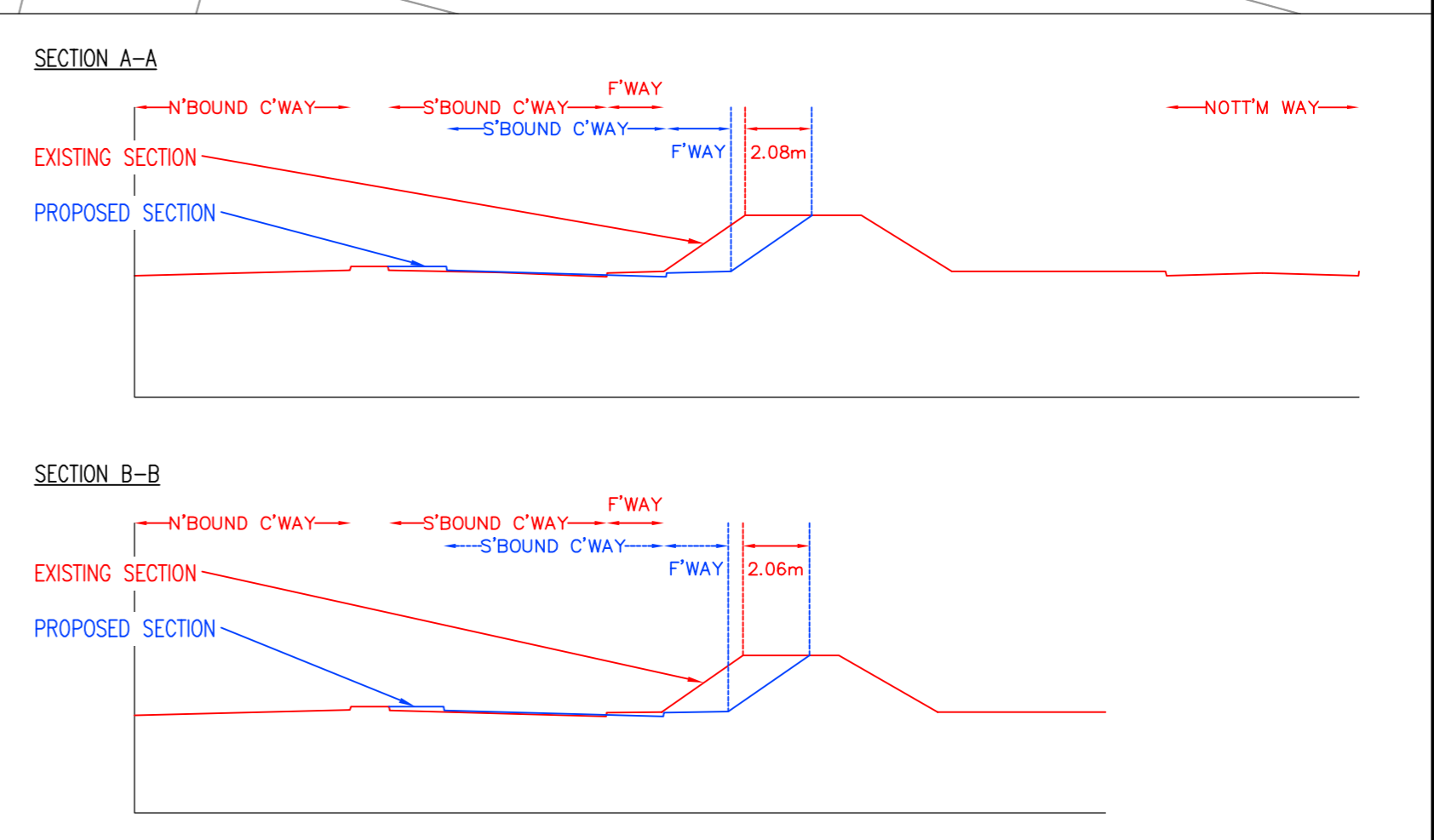
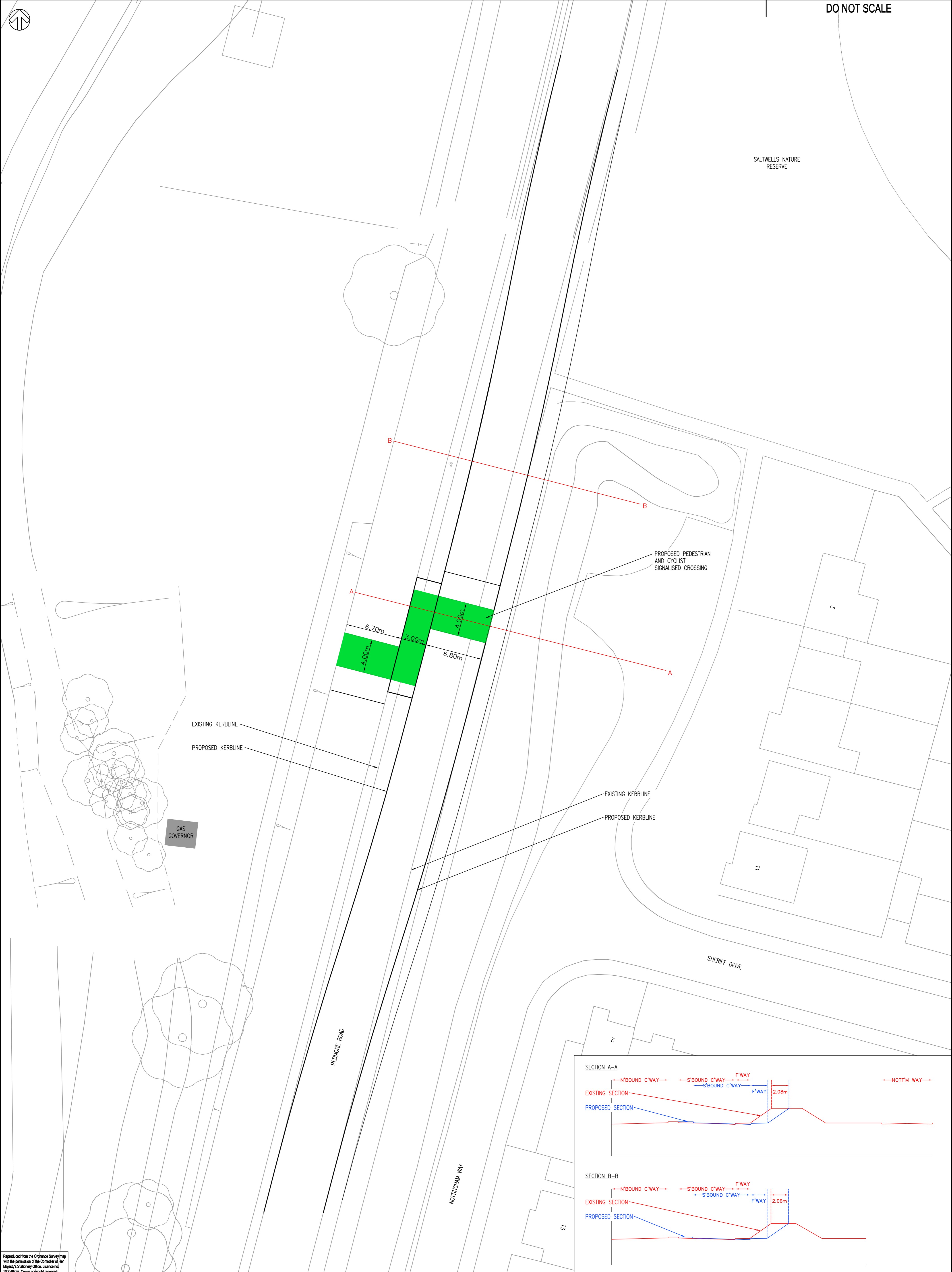
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CLIENT: **CENTRO**

ARCHITECT: -

PROJECT: MERRY HILL - PEDMORE ROAD AND THE BOULEVARD		
TITLE: PROPOSED PEDESTRIAN AND CYCLIST CROSSING A4036 PEDMORE ROAD RED LINE BOUNDARY		
CAD FILE: GA-001-002.DWG	DESIGN-DRAWN: AGP	DATE: February 14
PROJECT No: 70002332	DRAWING No: GA-002	REV: A

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REV	DATE	BY	DESCRIPTION	CHK	APD
A	05/02/2014	AGP	FIRST ISSUE	CS	CS
DRAWING STATUS: PLANNING APPLICATION					

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CLIENT:	CENTRO
ARCHITECT:	

PROJECT:	MERRY HILL - PEDMORE ROAD AND THE BOULEVARD
TITLE:	PROPOSED PEDESTRIAN AND CYCLIST CROSSING A4036 PEDMORE ROAD

SCALE @ A1:	1:200	CHECKED:	CS	APPROVED:	CS
CAD FILE:	GA-001-002.DWG	DESIGN-DRAWN:	AGP	DATE:	February 14
PROJECT No:	70002332	DRAWING No:	2332-GA-001	REV:	A

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