
Committee Date:	08/12/2016	Application Number:	2016/08764/PA
Accepted:	21/10/2016	Application Type:	Advertisement
Target Date:	16/12/2016		
Ward:	Springfield		

Warwick Road, Greet, Birmingham, B11 2NU

Erection of 4 non illuminated post mounted signs

Applicant: Birmingham City Council
Procurement, 10 Woodcock Street, Aston, Birmingham, B7 4GB
Agent: Immediate Solutions
D221, D Mill, Dean Clough, Halifax, HX3 5AX

Recommendation

Approve Temporary

1. Proposal

- 1.1. This application proposes the installation of 4 no. non-illuminated post-mounted signs on an existing roundabout, known as 'Greet Roundabout' along the Warwick Road (A41) and adjacent to Greet Primary School in south east Birmingham.
- 1.2. The proposed signs would be located set back from the edge of the roundabout (2m) facing outwards towards the public highway.
- 1.3. The proposed signs would each have a width of 1500mm and a height of 500mm and would be mounted on posts giving an overall height of 650mm above ground level of the roundabout and 850mm from the carriageway level. The signs would be made of aluminium and the posts would be steel with a total depth for the proposed signage of 79mm.

1.4. [Link to Documents](#)

2. Site & Surroundings

- 2.1. The application site is located within the roundabout which lies at the junction of Warwick Road (A41), Percy Road and Albion Road in the Greet area of South East Birmingham.
- 2.2. The roundabout is grassed with existing street furniture currently located at the edges of the roundabout which comprises of directional highway signage.
- 2.3. The immediate surroundings comprise a mix of residential and commercial properties with a variety of bus stops, pedestrian railings and large scale advertisement hoarding located in close proximity to the roundabout.

2.4. [Site Location](#)

3. Planning History

3.1. None relevant.

4. Consultation/PP Responses

4.1. Transportation Development – No objection.

5. Policy Context

5.1. National Planning Policy Framework (2012), Birmingham Unitary Development Plan (2005), Draft Birmingham Development Plan (2013), Places for All SPD.

6. Planning Considerations

6.1. The NPPF restricts Local Planning Authorities to considering only amenity and public safety when determining applications for consent to display advertisements (paragraph 67).

6.2. Paragraph 67 of the NPPF states that poorly placed adverts can have a negative impact on the appearance of the built environment. It adds that only those advertisements that will clearly have an appreciable impact on a building or on their surroundings should be subject to a Local Authority's detailed assessment. Finally, it states that the cumulative impact of advertisements should be considered.

Amenity

6.3. The proposed adverts would be situated at appropriate locations on the roundabout and as there are no existing elements of advertising on the roundabout, I consider the proposal would not over-burden the roundabout with advertising. The proposed adverts would be of a modest size, and would not dominate the highway environment.

6.4. The proposed signage is set within the grassed area of the roundabout and is considered an appropriate setting and would not result in the loss of any planting/landscaping. I therefore do not consider that the proposals would constitute clutter within the street scene and consider the scale of the proposed advertisement signs would be acceptable.

Public Safety

6.5. The proposed signs would form part of the highway environment and an appropriate level of visibility would be provided in order for drivers to assimilate the contents of the advert without causing highway safety concerns. Such adverts are not an unusual feature on roundabouts and therefore would not cause an unacceptable degree of driver distraction.

6.6. Transportation Development has been consulted on the proposal and has offered no objections to their provision.

7. Conclusion

7.1. The proposed adverts would not have an adverse impact on amenity or public safety and I therefore recommend consent is granted subject to conditions.

8. Recommendation

8.1. Temporary consent subject to conditions.

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| 1 | Requires the scheme to be in accordance with the listed approved plans |
| 2 | Limits the approval to 5 years (advert) |
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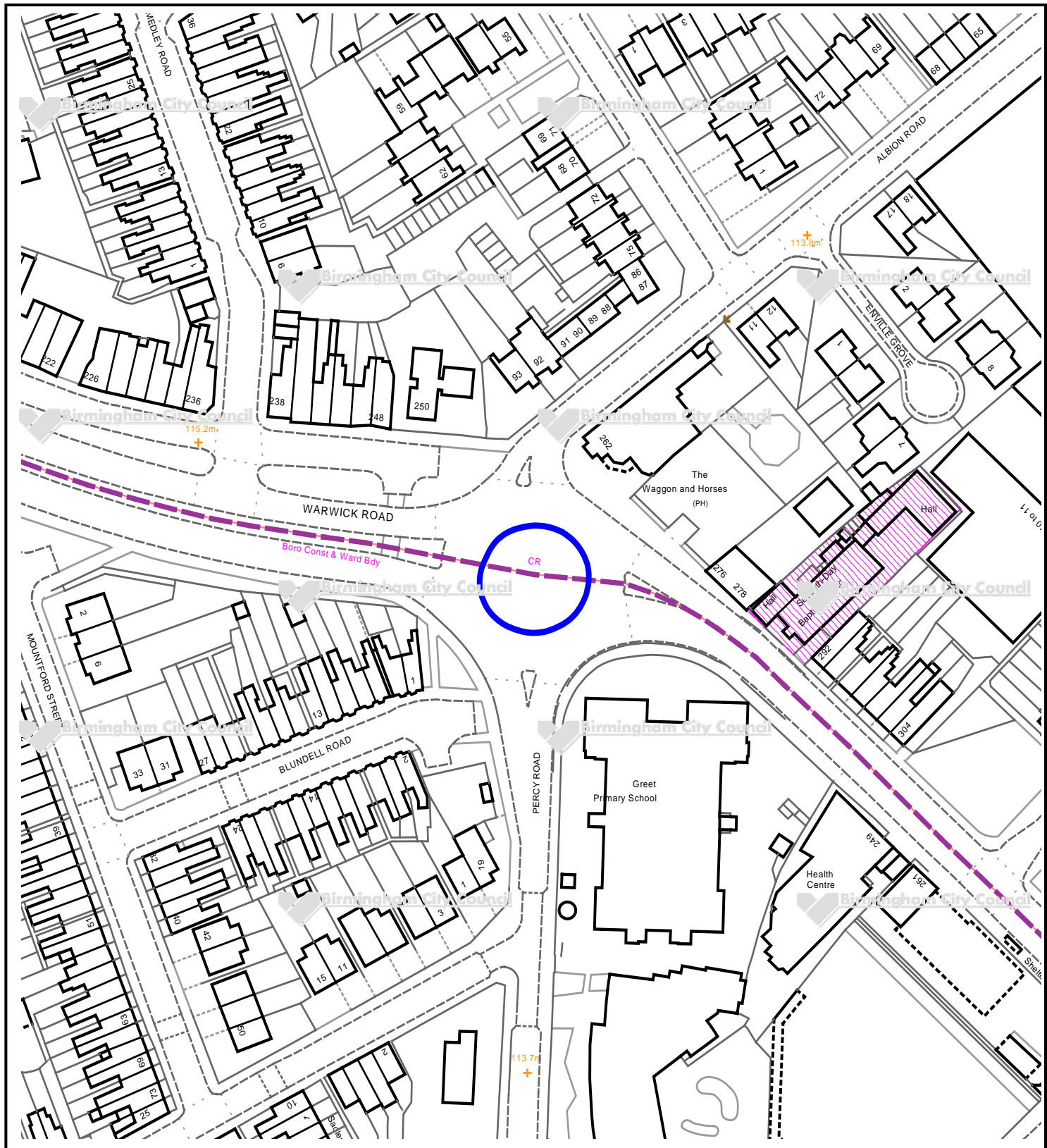
Case Officer: Mohammed Nasser

Photo(s)



Figure 1 - View towards Warwick Road (Eastbound)

Location Plan



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