

Name of Applicant Type of Certificate	Proposal	Map/Plan Policy	Plan Ref. Expiry Date
Bromsgrove District Council 'A'	"Advertise Here" signage for BDC - A456 Hagley Roundabout, Birmingham Road / Kidderminster Road / Stourbridge Road, Hagley	GB	11/0426-RL 11.07.2011

RECOMMENDATION: that advertisement consent be **GRANTED**.

Consultations

Worcestershire Highways Consulted 24.05.2011 - No comments received to date
Hagley PC Consulted 24.05.2011 - No comments received to date
Publicity N/A

The site and its surroundings

This application has been submitted by the Council and is for advertisement consent relating to a roundabout at the end of the A491 where it meets the A456 at Hagley. The roundabout is located within designated Green Belt. The roundabout is fast moving with four major entrances and exits leading onto/off it and one minor leading from Park Road on the east side. There are currently a number of mature trees in the centre of the roundabout and highway information signs located in front of each entrance/exit.

Proposal

The applicant is proposing to erect four separate advertisement boards on the centre of the roundabout opposite to each of the four major entrances / exits onto it. Each board would be mounted on two powder coated, metal posts of 800mm in height. The advertisement boards themselves would be 1000mm wide x 500mm in height and would be used by companies who contact the Council to place an advert on these to advertise their business. The proposed signs would not be illuminated.

Relevant Policies

WMSS QE3
WCSP CTC.1
BDLP DS13
DCS2 CP3
Others PPS1, PPG19

Relevant Planning History

N/A

Notes

In terms of PPG19, signs are assessed on visual amenity and highway safety only:

Visual amenity

The proposed advertisement boards would not have a detrimental affect on the visual amenity of the area.

Highways safety

The proposed advertisement boards would not be illuminated and would not therefore cause any issue with regard to highway safety.

RECOMMENDATION: that advertisement consent be **GRANTED** for a period of five years.

No conditions required.

This decision has been taken having regard to the policies within the Worcestershire County Structure Plan (WCSP) June 2001 and the Bromsgrove District Local Plan 2004 (BDLP) and other material considerations as summarised below:

WMSS	QE3
WCSP	CTC.1
BDLP	DS13
DCS2	CP3
Others	PPS1, PPG19

It is the Council's view that the proposed development complies with the provisions of the development plan and that, on balance, there are no justifiable reasons to refuse planning permission.