

Name of Applicant Type of Certificate	Proposal	Map/Plan Policy	Plan Ref. Expiry Date
BROMSGROVE DISTRICT COUNCIL 'A'	"Advertise Here" signage for Bromsgrove District Council - A456 Hagley Roundabout, Birmingham Road / Kidderminster Road / Stourbridge Road, Hagley	GB	11/0742-HR 06.10.2011

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

Consultations

WH	Consulted 15.09.2011 - No comments received to date.
Hagley PC	Consulted 15.09.2011 - 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 fast moving with four major entrances and exits leading onto/off it and one minor entrance/exit 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.

The roundabout is located within designated Green Belt as defined in the Bromsgrove District Local Plan 2004.

Proposal

For the reference of Members, the previous scheme proposed 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 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.

This scheme has been revised. The current scheme proposes 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 white steel posts of 800mm in height. The maximum height from the ground to the base of the advertisement would be 300mm. The maximum height of the individual letters and symbols would be 14cm and the colour of the text would be white and orange on a green background. The advertisement boards themselves would be 600mm 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.

The main difference between this scheme and the previous scheme is that the proposed advertisement boards are smaller in scale as their width has been reduced from 1000mm wide to 600mm wide.

Relevant Policies

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

Relevant Planning History

11/0426 "Advertise Here" Signage for Bromsgrove District Council: Withdrawn 19.07.2011.

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 effect on the visual amenity of the area. The proposed advertisement boards have also been reduced in scale from the previous (withdrawn) scheme and therefore would harmonise with their setting.

Highways safety

The proposed advertisement boards would not be illuminated and would not therefore cause any issue with regard to highway or pedestrian 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 (BDLP) 2004 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 advertisement consent.