
Committee Date:	17/07/2014	Application Number:	2014/03212/PA
Accepted:	21/05/2014	Application Type:	Advertisement
Target Date:	16/07/2014		
Ward:	Ladywood		

Five Ways, Five Ways/ Broad Street, Birmingham, B15 1DL

Display of 1 no. digital 96 sheet advertisement display

Applicant: Signature Outdoor Ltd
Vienna House, International Square, Birmingham International Park,
Bickenhill Lane, Birmingham, B37 7GN

Agent:

Recommendation

Approve Temporary

1. Proposal

- 1.1. This application proposes the installation of 1 no. digital 96 sheet hoarding at Fiveways Junction off Broad Street.
- 1.2. An illuminated hoarding of the same size 3m high x 12m wide and 0.5m deep set 7.8m above the ground has previously been approved at the site under application reference 2012/05158/PA. This application seeks to change the illuminated hoarding into a digital advertisement display. The hoarding would be digital made of LED matrix.
- 1.2. This application follows a competitive selective process where advertisement display companies have bid for the exclusive right to erect hoardings at various city-owned sites across the city.

[Proposed Elevation](#)

2. Site & Surroundings

- 2.1. The application site is situated above the underpass Broad Street at the Five Ways junction. The site is within a commercial context and is in close proximity to a hotel, supermarket and Five Ways shopping centre. There are a number of advertisements within the vicinity. In addition to the fascias and bus stop signage there is a digital advertising hoarding at Five Ways shopping centre.

[Location Plan](#)

[Street View](#)

3. Planning History

- 3.1. 2011/07105/PA - Display of 1 no. digital full motion 96 sheet hoarding, 1 no internally illuminated 96 sheet hoarding and 2 no internally illuminated 48 sheet hoarding – Withdrawn
- 3.2. 2012/00480/PA - Display of 1 no. digital full motion 96 sheet hoarding and 1 no. internally illuminated 96 sheet hoarding - Withdrawn
- 3.3. 14/09/2012 - 2012/05158/PA - Display of 1 no. digital 96 sheet hoarding and 1 no. internally illuminated 96 sheet hoarding – Approve Temporary
- 3.4. Five Ways Shopping Centre - 27/04/2010 - 2010/01291/PA - Display of 1no. digital advertisement hoarding – Approve Temporary

4. Consultation/PP Responses

- 4.1. Birmingham City Centre Management notified. No response received.

5. Policy Context

- 5.1. Birmingham Unitary Development Plan 2005, Draft BDP, 'Location of Advertisement Hoardings' (1998) which has been adopted as Supplementary Planning Guidance and National Planning Policy Framework

6. Planning Considerations

- 6.1. Paragraph 67 of the NPPF states that: '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'.
- 6.2. The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety.
- 6.3. 'Location of Advertisement Hoardings' SPG (para. 5.7), states that Transport Corridors are identified as priority areas. Advertisement hoardings will only be acceptable where they do not detract from the visual amenity of the area and do not adversely affect the image of the City along an important main approach to the City.
- 6.4. Policies 3.8 of the Birmingham Unitary Development Plan states that there is a need to improve what is 'less good' environmentally within the City, whilst policy 3.10 notes that proposals with an adverse effect on the quality of the built environment will not normally be allowed. Policy 3.11 relates to taking positive action to improve the quality of the environment particularly in areas of priority including Transport Corridors.

AMENITY

- 6.5. The application site is within a largely commercial city centre context on a site that marks a principal vehicular route in and out of the city core. It is considered the proposed hoardings would be in scale with surrounding buildings and structures and would fit above the underpass where it would be located. There is an existing digital

screen in close proximity to the hoarding on Broad Street however, the proposed hoarding would be some 40m away from the existing hoarding. In addition, a non illuminated hoarding has previously been approved in this location. On balance it is considered the proposal would not result in unacceptable clutter and would be acceptable.

HIGHWAY SAFETY

6.6. Transportation Development requires accurate plans. Amended plans have been requested from the applicant, provided the vehicle visibility requirement is met, no objections subject to conditions for package of highway measures, limits the use of adverts including no messages, noise, sound, smoke, smell or odours, default mechanism, dimmer control, no scrolling, flashing images or video, limits length of display of adverts.

7. Conclusion

7.1. Provided the vehicle visibility on the amended plans is met I recommend that this application is approved.

8. Recommendation

8.1. Approve Temporary

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- 1 Limits the use of advert
 - 2 Limits the use of advert
 - 3 Limits length of the display of advert
 - 4 Details for the control of the intensity of the illumination
 - 5 Requires the scheme to be in accordance with the listed approved plans
 - 6 Limits the approval to 5 years (advert)
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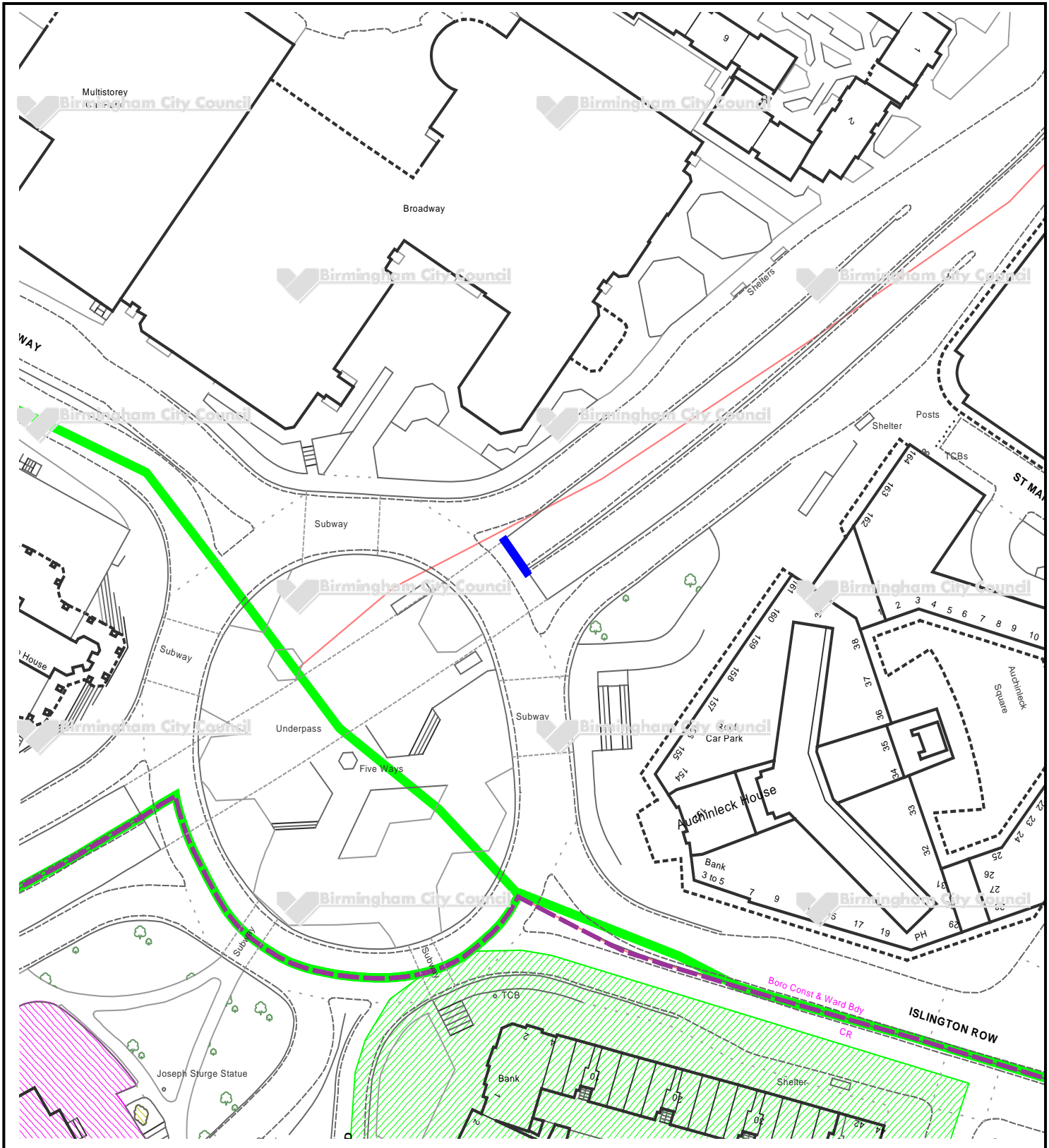
Case Officer: Anh Do

Photo(s)



View from Broad Street

Location Plan



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