Holloway Circus, Birmingham, B1

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 Holloway Circus off Suffolk Street Queensway.

1.2. The hoarding would measure 3 m high x 12 m wide and 0.5 m deep set 6m above the ground. The hoarding would be digital made of LED matrix and steel internally illuminated at 600cd/m and would be displayed at Holloway Circus on the bulkhead north west on Suffolk Street Queensway.

1.3. 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.

North of Holloway Circus

2. Site & Surroundings

2.1. The application site is situated above the underpass on Suffolk Street Queensway and Bristol Street (A38) which forms part of the strategic highway network and is a key route into/out of the City Centre. The site is within a commercial context and is in close proximity to a number of multi storey buildings. On the corner of Suffolk Street Queensway and Smallbrook Queensway is Beetham Tower in use as apartments, hotel and restaurant. On the corner of Holloway Circus and Suffolk Street Queensway and Bristol Street are two residential towers.

2.2. To the north west is Kensington House, where an application for a wall mounted internally illuminated hoarding was allowed by an inspector at appeal (2010/03771/PA). There is currently a temporary digital advert positioned on the land between Holloway Circus and Suffolk Street Queensway in front of Kensington House (2013/08401/PA). Scala House on the corner of Holloway Circus Queensway and Smallbrook Queensway has recently been granted consent for a
digital advert (2014/00316/PA) and on Suffolk Street Queensway is a temporary banner (2014/02054/PA).

Location Plan

Street View

3. Planning History

3.1. Kensington House 136 Suffolk Street Queensway - 15/09/2010 - 2010/03771/PA - Display of 1 no. internally illuminated hoarding sign – Refused on the following grounds:

*The proposed advertisement hoarding would have a detrimental effect on the visual amenity of the surrounding area by reason of its size, location and illumination and would not improve the quality of the environment, contrary to Planning Policy Guidance 19 - Outdoor Advertisement Control, policies 3.8, 3.10 and 3.11 of the Birmingham Unitary Development Plan 2005; and advice contained in Location of Advertisement Hoardings (1998) which has been adopted as Supplementary Planning Guidance.

Allowed on Appeal

3.2. Albany Car Park, Station Street - 09/05/2014 - 2013/02246/PA - Display of 1 no. externally illuminated banner – Approve Temporary until 29th May 2014

3.3. Holloway Head, Junction of Suffolk Street Queensway 27/06/2013 - 2013/03219/PA - Retention of 1 no free standing 1 x 48 illuminated digital display and associated fencing – Approve Temporary until 27th December 2013

3.4. Holloway Head, Junction of Suffolk Street Queensway 19/12/2013 - 2013/08401/PA - Application to renew application 2013/03219/PA for 1 x 48 illuminated digital display and associated fencing – Approve Temporary until 19th December 2013

3.5. Scala House 26-32 Holloway Circus 13/03/2014 - 2014/00316/PA - Display of 1 no. 15.3m wide by 3.4m high full motion digital advertisement at first floor level, following the curvature of the building and installation of 2 no. associated solar panels – Approve Temporary until 13th March 2019

3.6. Albany Car Park, Station Street - 09/05/2014 - 2014/02054/PA - Continued display of 1no. externally illuminated banner – Approve Temporary until 29th March 2015

3.7. Current - 2014/02989/PA - Application to renew application 2013/03219/PA for 1 x 48 illuminated digital display and associated fencing

4. Consultation/PP Responses

4.1. Southside Business Improvement District and City Centre Management notified. Site notice posted. Southside Business Improvement District have objected on the grounds of the advertisements blighting views of the Pagoda, the impact they would have on pedestrian safety, would like less advertising and more space for drivers and pedestrians to access Southside safely and remove clutter and advertising to make Birmingham a safer place to work, rest and play. One letter of support has been received, stating the advertisement would make the area more vibrant and gaps between the advert and wall should be filled or covered.
4.2. Transportation Development – No objections subject to conditions that the advert shall not be displayed until the ‘pinch points’ funding scheme is implemented and additional traffic signals operational, package of highway measures, limited the use of adverts including no messages, noise, sound, smoke, smell or odours, default mechanism, dimmer control, no smoking, flashing images or video and limits length of display of adverts.

5. Policy Context


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. The proposed hoardings would project 0.493m above the bulkhead and would be visible to pedestrians and traffic using crossing the A38 and Holloway Circus. However, it is considered that it would not have a detrimental impact to the surrounding area. The comments from Southside BID that the proposal would obscure views of the Pagoda have been noted, however it is considered the Pagoda would still be visible and the proposed hoardings would be in scale with surrounding buildings and structures.

6.6. There are a number of existing adverts in close proximity to the proposed hoardings. When travelling along Suffolk Street Queensway, there is a temporary banner on Albany Car Park and on approaching the proposed hoarding, it would be viewed at the same time as the digital advertisement recently approved on Scala House. The banner on Albany Car Park and the digital hoarding on Holloway Circus are both
temporary. It is therefore considered that on balance, the proposed hoarding would be acceptable in terms of amenity.

HIGHWAY SAFETY

6.7. Transportation Development have no objections to the proposal subject to conditions that the advert shall not be displayed until the ‘pinch points’ funding scheme is implemented and additional traffic signals operational, 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. I concur with these views and have attached conditions accordingly. The original application was for 2 hoardings. The one on the south side of the roundabout has been removed and therefore, a condition for implementation of the ‘pinch points’ has not been attached.

7. Conclusion

7.1. It is considered on balance that the application is acceptable.

8. Recommendation

8.1. Approve Temporary

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1. Requires the prior submission and completion of works for the S278/TRO Agreement
2. Limits the use of adverts
3. Limits the use of adverts
4. Limits length of the display of adverts
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