Committee Date: 21/08/2014      Application Number: 2014/04740/PA
Accepted: 01/07/2014         Application Type: Advertisement
Target Date: 26/08/2014
Ward: Sparkbrook

Small Heath Highway, between Small Heath bridge & Poets Corner roundabout, Small Heath, Birmingham, B10

Display of 8 non-illuminated lamppost advertisement banners

Applicant: Birmingham City Council
           Room 237, Council House, Victoria Square, Birmingham, B1 1BB
Agent: Bay Media Limited
       19 Deane House Studios, 27 Greenwood Place, Kentish Town, London, NW5 1LB

Recommendation

Approve Temporary

1. Proposal

1.1. This application proposes the installation of 8 no. non-illuminated advertisement banners on lampposts along Small Heath Highway between where Small Heath Bridge crosses and Poets Corner.

1.2. The banners would be affixed to the central reservation lamppost columns 2.8m above ground level (to the base of the advert) and would measure 2.2m in height X 0.79m wide. The banners would be made of PVC which would be affixed top and bottom to arms affixed to the column.

1.3. Since the application’s submission the plan has been amended to better reflect the positioning of the existing lampposts.

1.4. Consent is sought for a limited period from the 18th August 2014 until 31st March 2015. This corresponds with the length of a contract the applicant has entered into with the city in order to pilot the principle of advertising on existing highway infrastructure.

Computer Generated Visual

Site Plan

2. Site & Surroundings

2.1. The application site comprises 8no. lighting columns situated on Small Heath Highway. These lighting columns form part of the general highway infrastructure along this main road.
2.2. The wider surroundings are characterised by areas of strategic landscaping with a number of vistas to nearby industrial, commercial and residential areas. Large adverts are located on Small Heath Bridge and small free standing signs within the central reservation.

Site Location

Street View

3. Planning History

3.1. None relevant on the application site, however this application forms one of a number of such submissions on your committee’s agenda.

4. Consultation/PP Responses

4.1. Transportation Development – Raise no objection but recommend that any banners projecting towards the carriageway need to be set back a minimum of 500mm from the kerb or positioned at the back of the column away from the carriageway.

4.2. No further representations received.

5. Policy Context


6. Planning Considerations

6.1. The Town and Country Planning (Control of Advertisements) Regulations (2007) restrict Local Planning Authorities to consider only amenity and public safety when determining applications for consent to display advertisements.

AMENITY

6.2. The NPPF, at policy 67, 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 their surroundings should be subject to a Local Authority’s detailed assessment. Finally it states that cumulative impact should be considered.

6.3. The proposed adverts would be in scale with the existing street and would not dominate the highway environment. The banners would be situated at appropriate locations and would not over-burden the street with advertising. The adverts would read as part of the highway infrastructure and are primarily aimed at motorists rather than pedestrians. I therefore do not consider that the proposals would constitute clutter within the street scene and consider the scale of the proposed advertisement signs acceptable.

6.4. I therefore raise no objection to the proposed adverts on the grounds of public amenity.
HIGHWAY SAFETY

6.5. The proposed advertisement banners would form part of the highway environment and an appropriate level of forward visibility is provided in order for drivers to assimilate the contents of the advert without causing highway safety concerns. Such banners are not an unusual feature within main highways and therefore would not cause an unacceptable degree of driver distraction.

6.6. Transportation Development raises no objection subject to confirmation that the advertisement panels would be a sufficient distance from the kerb edge so as not to conflict with vehicular traffic. I concur with this conclusion and an appropriate condition is recommended.

6.7. I therefore raise no objection to the proposals on public safety grounds subject to the imposition of a suitable safeguarding condition.

7. Conclusion

7.1. I therefore recommend that this application is granted temporary consent.

8. Recommendation

8.1. Temporary consent subject to the following conditions:

1. Requires the advertisement banners to be situated either at least 500mm from the kerb edge or no closer to the highway than the existing lampost to which they are attached

2. Requires the scheme to be in accordance with the listed approved plans

3. Requires the advertisement banners to be removed by 31st March 2015

Case Officer: Peter Barton
Figure 1 – Small Heath Highway looking west towards Small Heath Bridge