

TWC/2012/0882

Sutton Hill Roundabout, Sutton Hill, Telford, Shropshire, TF7 4JP
Display of 4no. advertisement signs

APPLICANT

Medialights Ltd

RECEIVED

06/11/2012

PARISH

Madeley

WARD

Cuckoo Oak

OBJECTIONS RECEIVED: No

MAIN ISSUES: Visual amenity and highway safety

THE PROPOSAL:

It is proposed to display four non-illuminated advertisement signs on the Sutton Hill traffic island.

SITE AND SURROUNDINGS:

The roundabout is situated to the east of Sutton Hill. The immediate surrounding area is residential with Halesfield Industrial Estate further east. The centre of the roundabout has trees planted with a grass verge surrounding and the usual highway signs on the edges. There is no existing advertising on this roundabout.

PLANNING POLICY CONTEXT:

Wrekin Local Plan

S31 Shopfronts, advertisements and hoardings

National Planning Policy Framework

CONSULTATION RESPONSES:

Madeley Parish Council: No comment – Locally established precedents at Cuckoo Oak, Madeley, Lees Far, Woodside, Halesfield, Coppice and Brockton roundabouts.

Geotechs: No comment

Highways: The Council's Highways officer has no objection in principle; however notes that this approval is for the sign locations and the advertising text shown within the application only. Any other advertising text will require subsequent highways approval.

Eleven neighbour letters publicised this application however no comments have been received.

PLANNING CONSIDERATIONS:

The roundabout has trees planted and there is no existing art work or structures within the site. The proposed signs would be located at intervals around the perimeter of the roundabout, set approximately 1.5m back from the kerb edge. The signs would be fixed to steel posts and measure 1200mm across with a total height of 550mm; the height from the ground to the base of the advertisement being

400mm. Whilst the advertisement will be made of aluminium face the colouring will be varied. Until sponsors are found, the signs will be read 'Promote your business here'. Similar sized signs which are intended to promote local businesses are already a feature on many roundabouts in Telford as part of the Telford & Wrekin Community Sponsorship Scheme. The signs are considered efficient and simple in concept and operation and would not distract from highway safety therefore according with the National Planning Policy Framework.

The signs would be non-illuminated and would not result in an unacceptable amount of visual clutter. The principle has already been established on other traffic roundabouts in the borough; therefore the proposed signs are considered acceptable in this location and would not have a significant impact on existing highway safety complying with 'saved' policy S31 Shop Fronts, Advertisements and Hoardings of the Wrekin Local Plan and national guidance.

RECOMMENDATION: GRANT ADVERTISEMENT CONSENT subject to the following conditions:

Conditions

E01	Advertisement Standard
C38	Development in accordance with plan Nos.
Custom	Signs to be set back a minimum of 500mm from the carriageway edge

Informatives

I40	Conditions
I41	Reasons for Grant of Permission
Custom	Informative: Further consent from the Council's Highways Officer will be required for the advertising text which is to be displayed within the signs.

REASON FOR APPROVAL:

The signage is considered acceptable in this position on the roundabout without having a detrimental impact on the visual amenity of the immediate neighbourhood. The numbers of signs will not dominate the street scene or result in visual clutter.