



Committee and Date

Southern Planning Committee

26 July 2022

Development Management Report

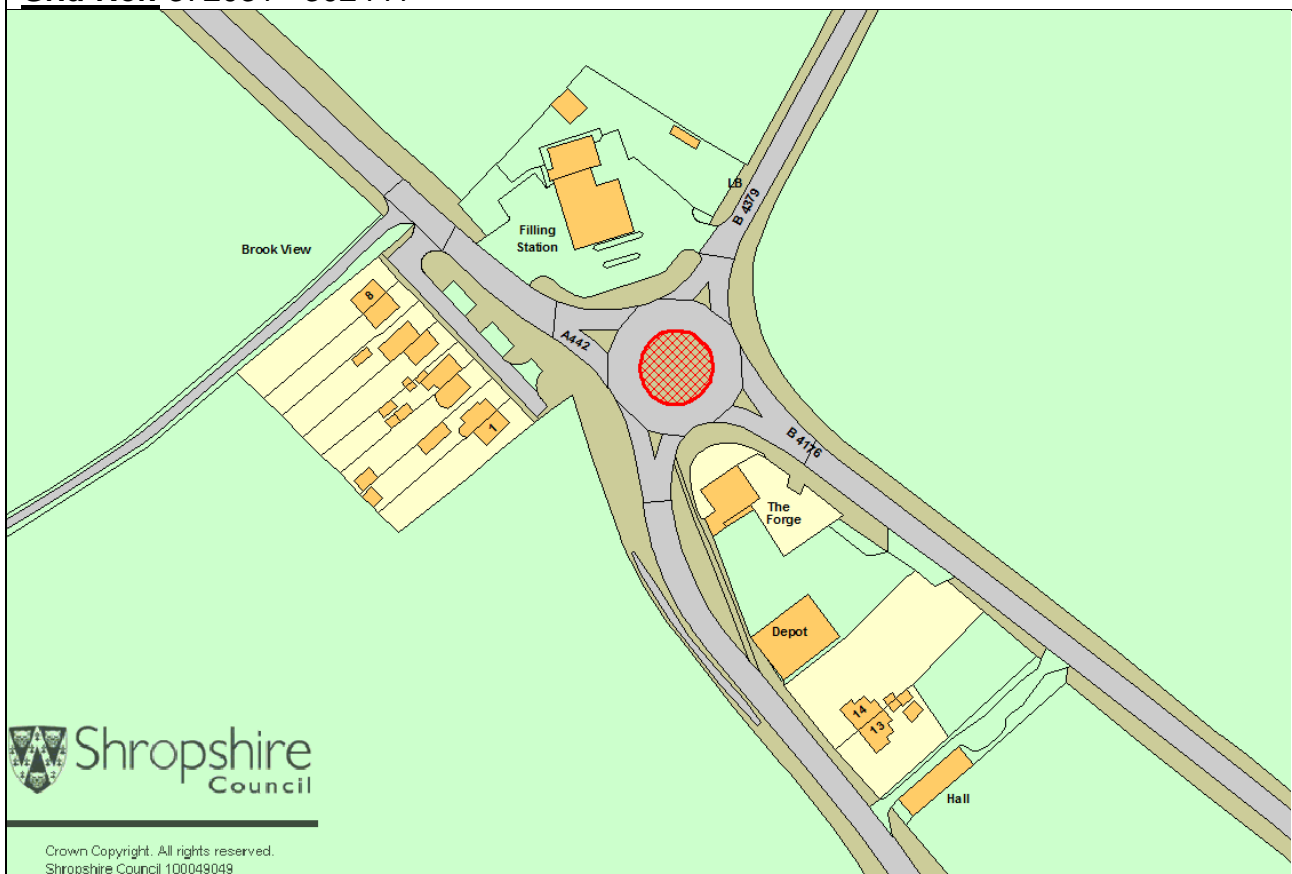
Responsible Officer: Tim Rogers

Email: tim.rogers@shropshire.gov.uk Tel: (01743) 258773 Fax: (01743) 252619

Summary of Application

Application Number: 22/01671/ADV	Parish:	Sutton Maddock
Proposal: Erect and display four sponsorship signs placed on the roundabout		
Site Address: Roundabout Junction A442 Bridgnorth Road, B4176 and B4379, Sutton Maddock, Shifnal, Shropshire		
Applicant: CP Media on behalf of Shropshire Council		
Case Officer: Richard Denison	Email: planning.northern@shropshire.gov.uk	

Grid Ref: 372031 - 302441



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Recommendation: Granted Permission subject to the conditions set out in Appendix 1.

REPORT

1.0 THE PROPOSAL

1.1 This is an advertisement application for the erection of four identical free standing sponsorship signs on behalf of Shropshire Council. The proposed signs will measure 1.2 metres wide by 0.55 metres tall and constructed from steel and aluminium with a powder coated finish with vinyl graphics applied. The sign will be attached onto two dark blue posts 450mm above ground level. The signs will be positioned on the roundabout facing traffic approaching from each direction. All sponsor plaques will be simple in design and the designs will be approved in writing by Shropshire Council. The minimum length of sponsorship is 12 months and the branding on the signs will remain constant during this period.

2.0 SITE LOCATION/DESCRIPTION

2.1 The existing roundabout is located 1.5km to the southeast of Sutton Hill at the junction of the A442 (Bridgenorth to Telford Road) with the B4176 and B4379. The roundabout is relatively flat and grassed with a small, landscaped centre, together with black and white chevron signs and blue directional highway signs. There are four existing sponsorship advertisement signs advertising 'Sutton Maddock' a van rental business on the roundabout which are unauthorised. The roundabout is situated adjacent to a petrol station and convenience store, with an adjoining vehicle van dealership. There are eight semi-detached properties opposite the roundabout. The existing roundabout falls within The West Midlands Green Belt.

3.0 REASON FOR COMMITTEE DETERMINATION OF APPLICATION

3.1 This application is in relation to land owned by Shropshire Council which is not in line with a statutory function and therefore this application should be determined by committee.

4.0 COMMUNITY REPRESENTATIONS

4.1 Consultee Comments

4.1.1 **Shropshire Council, Highways** - No objection is raised on highway safety grounds subject to a site inspection by highways officers prior to the installation and removal of any existing unauthorised signs.

4.1.2 **Sutton Maddock Parish Council** - Sutton Maddock Parish Council object to the proposed signage on Sutton Maddock Island.

Central Government Circular 03/07 and Part 7 of the National Planning Policy Framework (NPPF) states that the display of outdoor advertisements should be controlled only in the interests of 'amenity' and 'public safety'. The main issues relevant for consideration therefore are:

- Impact on Amenity
- Impact on Public Safety

Impact on Amenity

There is no firm definition of amenity within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, however regulation 2(1) states it includes aural and visual amenity. The National Planning Policy Framework at paragraph 136 recognises that the quality and character of places can suffer when advertisements are poorly sited and designed. In this respect, the level of impact will depend on the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features, which contribute to the distinctive character of the locality. This is reflected in Shropshire's Core Strategy policy CS6 and policy MD2 of the Site Allocations and Management of Development (SAMDev) Plan.

The site is located in a prominent rural location within the Green Belt. One of the purposes of the GB is the safeguard the countryside from encroachment (para 138(c) of the NPPF 2021).

Para 136 of the NPPF also states that; The quality and character of places can suffer when advertisements are poorly sited and designed..... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. In this regard, the proposed four signs are considered to represent unnecessary visual clutter in the Green Belt open countryside and would be of detriment to the amenity of the area and the streetscene. Accordingly, I consider that the proposed signage is contrary to Development Plan policies CS6 of the Shropshire Core Strategy, and MD2 of SAMDev, and National Planning Policy Framework (NPPF) 2021.

Impact on Public Safety

The NPPF, at section 9, seeks to promote sustainable transport. At paragraph 111 it states that: "Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."

In this regard, we do not consider there to be any significant adverse impact.

However, it is noted by the Parish Council that there are four existing signs on the roundabout and nowhere on the application does it mention these or whether there is the intention to take these down and put up four new signs or to add to the existing four making eight signs on the roundabout. Sutton Maddock PC would like to know which is proposed to enable them to have further discussion on the application but also note that page five of the application 'Location of Advertisements' sections 2 & 3 are misleading as it indicates that there are no signs already in situ. The roundabout is on a junction with four roads where the national speed limit is acceptable which will all end at a very busy roundabout and these signs will limit visibility and offer a distraction to drivers. The photo/plan is an indicative photo of a roundabout not the Sutton Maddock Roundabout so does not give a true picture of the location.

4.2 **Public Comments**

4.2.1 No public representations have been received.

5.0 THE MAIN ISSUES

- Background & Policy
- Impact on Public Safety
- Impact on Visual Amenity

6.0 OFFICER APPRAISAL

6.1 Background & Policy

6.1.1 Local authority roundabout sponsorship or advertising schemes are now very common throughout the UK and Shropshire Council would like to offer local businesses the opportunity to advertise. Roundabout sponsorship is typically used by small to medium sized local business to raise their profile. It serves as a cost-effective way for them to promote themselves in high visibility locations for considerably less money than would otherwise be possible - helping boost the local economy. The income generated from advertising on Highway's assets will be reinvested in the Highways network.

6.1.2 The National Planning Policy Framework provides guidance on the display of advertisements, in particular paragraph 136 which states "*The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*". This is reflected in policy CS6 of Shropshire's Core Strategy and policy MD2 of the Site Allocations and Management of Development (SAMDev) Plan.

6.1.3 This application has not been subject to any formal pre-application enquiry.

6.2 Impact on Public Safety

6.2.1 The proposed signs will be set back from the edge of the roundabout and clear views are available of traffic on or entering the roundabout. The Council Highways Manager is satisfied that the proposed signs will not be a significant distraction to drivers and that there would be no highway safety implications which could otherwise affect road users.

6.2.2 Sutton Maddock Parish Council have raised comments that it is not clear from the application whether the existing signs will remain potentially providing eight signs on this roundabout. The agent has confirmed that this is a new sponsorship scheme and therefore any existing signs will be removed. A condition is proposed that any existing signs on the roundabout shall be permanently removed in the interest of highway safety and visual amenity.

6.3 Impact on Visual Amenity

6.3.1

Sutton Maddock Parish Council have raised objection to the application indicating that the proposed four signs are considered to represent unnecessary visual clutter in the Green Belt open countryside and would be of detriment to the amenity of the area and the street scene. The Council can confirm that there have been similar sized unauthorised sponsorship signs on this roundabout for over 13 years. During this time there have been no formal enforcement complaints made regarding the visual impact on the countryside or Green Belt.

- 6.3.2 The existing roundabout is located within the edge of the West Midlands Green Belt where policy CS5 of the Core Strategy indicates that there is a general presumption against inappropriate development, particularly development which impacts on the openness of the Green Belt. Policy MD6 of the SAMDev Plan indicates that the purpose of the Green Belt is to prevent urban sprawl and to provide certainty that the land that lies between major urban areas will remain undeveloped over the long term. This policy supports sustainable development and at a local level supports the rural economy.
- 6.3.3 The proposed signs are located on a roundabout which is not located in open countryside and is adjacent to a built-up environment and will be visible to drivers as they approach the roundabout. The signs are modest in size 1.2 metres wide by 0.55 metres tall (total sign area of 0.6 sqm) and will be low to the ground. There are existing street structures including road names, directional signs, chevron barriers, lampposts, etc in and around the proximity of the roundabout.
- 6.3.4 The proposed signs are modest in size and low profile and will be significantly smaller than the existing black and white chevron signs which are over three times larger. The signs will not result in a significant visual impact on the character of the local area and will not impact upon the openness of the Green Belt and will not cause urban sprawl.

7.0 CONCLUSION

- 7.1 It is considered that the proposed signs will have no adverse impact on public safety and would have no significant adverse impact on the character and appearance of the site or the visual amenity of the locality. It is recommended that standard advertising conditions are attached to any approval notice issued. The proposed development meets the criteria of national guidance on advertisements and local plan policies CS5, CS6, MD2 and MD6.
- 7.2 In arriving at this decision, the Council has used its best endeavours to work with the applicants in a positive and proactive manner to secure an appropriate outcome as required in the National Planning Policy Framework.

8.0 RISK ASSESSMENT AND OPPORTUNITIES APPRAISAL

8.1 Risk Management

There are two principal risks associated with this recommendation as follows:

- As with any planning decision the applicant has a right of appeal if they disagree with the decision and/or the imposition of conditions. Costs can be

awarded irrespective of the mechanism for hearing the appeal - written representations, a hearing or inquiry.

- The decision is challenged by way of a Judicial Review by a third party. The courts become involved when there is a misinterpretation or misapplication of policy or some breach of the rules of procedure or the principles of natural justice. However, their role is to review the way the authorities reach decisions, rather than to make a decision on the planning issues themselves, although they will interfere where the decision is so unreasonable as to be irrational or perverse. Therefore, they are concerned with the legality of the decision, not its planning merits. A challenge by way of Judicial Review must be a) promptly and b) in any event not later than 6 weeks after the grounds to make the claim first arose.

Both of these risks need to be balanced against the risk of not proceeding to determine the application. In this scenario there is also a right of appeal against non-determination for application for which costs can also be awarded.

8.2 **Human Rights**

Article 8 give the right to respect for private and family life and First Protocol Article 1 allows for the peaceful enjoyment of possessions. These have to be balanced against the rights and freedoms of others and the orderly development of the County in the interests of the Community.

First Protocol Article 1 requires that the desires of landowners must be balanced against the impact on residents.

This legislation has been taken into account in arriving at the above recommendation.

8.3 **Equalities**

The concern of planning law is to regulate the use of land in the interests of the public at large, rather than those of any particular group. Equality will be one of a number of 'relevant considerations' that need to be weighed in planning committee members' minds under section 70(2) of the Town and Country Planning Act 1970.

9.0 **FINANCIAL IMPLICATIONS**

- 9.1 There are likely financial implications of the decision and/or imposition of conditions if challenged by a planning appeal or judicial review. The costs of defending any decision will be met by the authority and will vary dependant on the scale and nature of the proposal. Local financial considerations are capable of being taken into account when determining this planning application – in so far as they are material to the application. The weight given to this issue is a matter for the decision maker.

10.0 **BACKGROUND**

10.1 **Relevant Planning Policies**

Policies material to the determination of the Application. In determining this application, the Local Planning Authority gave consideration to the following policies:

National Planning Policy Framework (July 2021):

Shropshire Council Core Strategy (February 2011):

CS5 : Countryside and Green Belt

CS6 : Sustainable Design and Development Principles

Site Allocations and Management Development Plan (December 2016):

MD2 : Sustainable Design

MD6 : Green Belt

10.2 Relevant Planning History

There is no relevant planning history.

11.0 ADDITIONAL INFORMATION

View details online:

[22/01671/ADV | Erect and display four sponsorship signs placed on the roundabout | Roundabout Junction A442 Bridgnorth Road, B4176 And B4379 Sutton Maddock Shifnal Shropshire](#)

List of Background Papers - Planning Application 22/01671/FUL

Cabinet Member (Portfolio Holder) - Cllr Edward Potter

Local Member - Cllr Richard Marshall

Appendices

APPENDIX 1 - Conditions

APPENDIX 1

Conditions

STANDARD CONDITION(S)

1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity
Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
5. No advertisement shall be sited or displayed so as to—
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicleReason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
6. The development shall be carried out strictly in accordance with the approved plans and drawings
Reason: For the avoidance of doubt and to ensure that the development is carried out in accordance with the approved plans and details.

CONDITION(S) THAT REQUIRE APPROVAL BEFORE THE DEVELOPMENT COMMENCES

7. Prior to the installation of the sponsorship signs a site inspection shall be undertaken with the Highways Authority to agree the layout of the signs in context with existing highway street furniture and landscaping. The agreed layout shall be submitted to the Local Planning Authority for approval and the sponsorship signs installed in accordance with the agreement. Any existing signs on the roundabout shall be permanently removed.
Reason: In the interest of highway safety and visual amenity.