



Committee and date
South Planning Committee
15th November 2022

Item

Public

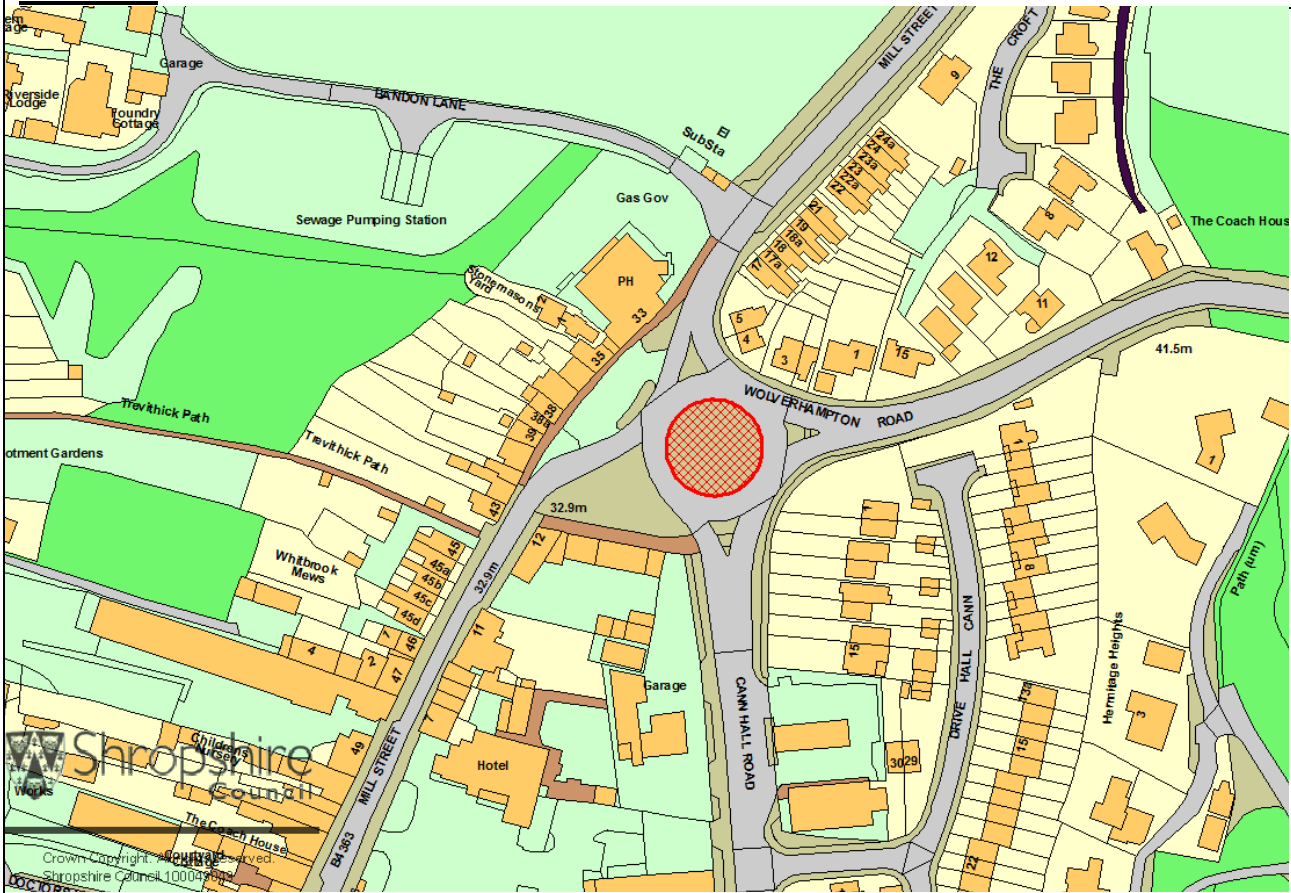
Development Management Report

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Summary of Application

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| Application Number: 22/01698/ADV | Parish: | Bridgnorth |
| Proposal: Erect and display four sponsorship signs placed on the roundabout | | |
| Site Address: Roundabout Junction A442 Cann Hall Road, Mill Street and B4363 Wolverhampton Road, Bridgnorth, Shropshire | | |
| Applicant: CP Media on behalf of Shropshire Council | | |
| Case Officer: Richard Denison | Email: planning.northern@shropshire.gov.uk | |

Grid Ref: 372125 - 293173



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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.
- 1.2 This application was deferred from committee on the 26th July 2022 to allow further discussion with Bridgnorth Town Council regarding a potential renewal of the maintenance contract and to investigate cost/revenue benefits. The Council Business Development Manager has been in discussion with Bridgnorth Town Council regarding the transition of the advertising scheme currently ran by the Town Council. However, there is no contract currently in place for sponsorship on this roundabout with Shropshire Council. Bridgnorth Town Council currently maintain this enhanced roundabout, together with three other roundabouts in the town.
- 1.3 The sale price for allowing sponsorship advertising on roundabouts is estimated between £4,000 to £5,000 per year and will depend on the roundabout position and traffic flow. This payment will need to provide for the cost of manufacture and installation of the signs (year one only); 40% share retained by the sign company; payment of an enhanced maintenance for the roundabout; and a business rate payment. With signs provided at the minimum sale price year one would provide a revenue of 16.8% due to cost of sign purchase and installation. Although this would then increase to 37.4% from year two moving onwards. The payment for the enhanced maintenance for the roundabout will be transferred over to highways which will be added to their standard maintenance payment to Bridgnorth Town Council. This will allow the current enhanced maintenance to be provided.

2.0 SITE LOCATION/DESCRIPTION

- 2.1 The existing large roundabout is located within Bridgnorth on the approach from the north and east at the junction between the A442 and B4363. The roundabout is relatively flat and grassed with the centre incorporating a metal frame structure representing the bridge which spans the River Severn with landscaping and four small standing stones. There are three existing sponsorship advertisement signs on the roundabout which are unauthorised and were installed by Bridgnorth Town Council and have been on the roundabout more than 13 years. Whilst two temporary signs have also been sited on the roundabout. The roundabout is situated on a main gateway entrance into the town and surrounding by residential properties, a public house and commercial premises. The proposed site falls outside of the Bridgnorth Conservation Area.

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 **Bridgnorth Town Council** have maintained this roundabout (the cutting of the grass and maintenance of the flower beds) for some 20 years (initially under license) and we continue to do so. This removes any cost that would otherwise lay with Shropshire Council through either its highways maintenance or Street scene budget. Advertising is already in place on the roundabout and has been for many years. If it is evidenced that the Town Council does not have the appropriate agreement with Shropshire Council to maintain the roundabout, then Shropshire Council will be required to pick up the maintenance regime with near immediate effect. The ownership / license / responsibility for maintenance needs clarification before any planning application can be approved here.

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
- Other Matters

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

6.3 Impact on Visual Amenity

6.3.1 The proposed signs are located on a large roundabout which is within 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, bollards, lampposts, etc in and around the proximity of the roundabout. Due to the modest size and low profile of the signs they will not result in a significant visual impact on the street scene or character of the local area.

6.4 Other Matters

6.4.1 Bridgnorth Town Council have indicated that they have maintained this roundabout for some 20 years by cutting the grass and maintenance of the flower beds. This was initially under license with Shropshire Council, although it appears that this agreement has now lapsed, and it would be the responsibility of Shropshire Council to now maintain the roundabout. The responsibility for the maintenance of the roundabout is not a material planning consideration and as such this matter needs to be resolved outside of this advertisement application.

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 CS6 and MD2.

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):

CS6 : Sustainable Design and Development Principles

Site Allocations and Management Development Plan (December 2016):

MD2 : Sustainable Design

10.2 Relevant Planning History

There is no relevant planning history.

11.0 ADDITIONAL INFORMATION

View details online :

[22/01698/ADV | Erect and display four sponsorship signs placed on the roundabout | Roundabout Junction A442 Cann Hall Road, Mill Street And B4363 Wolverhampton Road Bridgnorth Shropshire](#)

List of Background Papers - Planning Application 22/01698/ADV

Cabinet Member (Portfolio Holder) - Cllr Richard Marshall

Local Members - Cllr Kirstie Hurst-Knight & Cllr Christian Lea

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 vehicle
Reason: 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. Prior to the installation of the sponsorship signs, any existing signs on the roundabout shall be permanently removed.
Reason: In the interest of highway safety and visual amenity.