

**PLANNING APPLICATION NUMBER:P06/0098**

Type of approval sought	Advertisement
Ward	Pedmore & Stourbridge East
Applicant	Gora Enterprises Ltd
Location:	<b>31, DREW ROAD, STOURBRIDGE, DY9 0UU</b>
Proposal	<b>DISPLAY ONE INTERNALLY ILLUMINATED PROJECTING BOX SIGN. (RETROSPECTIVE)</b>
Recommendation Summary:	<b>APPROVE SUBJECT TO CONDITIONS</b>

**SITE AND SURROUNDINGS**

1. The premises is one of 2 shop units and occupies a corner site at the junction of Drew Road and Stevens Road, otherwise the area is entirely residential.

**PROPOSAL**

2. This is for the display of one internally illuminated projecting box sign (Retrospective). The advertisement measures 0.61m (3.3 height from ground level) and 0.66m in width.
3. The sign would be positioned adjacent to a recently approved illuminated fascia sign (P05/1473).

**HISTORY**

<b>APPLICATION No.</b>	<b>PROPOSAL</b>	<b>DECISION</b>	<b>DATE</b>
P05/1473	Display of 1 No internally illuminated fascia sign	Approved	4/8/05

## PUBLIC CONSULTATION

5. The occupier of 89 Stevens Road objected to the proposal on the grounds that the illuminated sign was out of character with the area.

## OTHER CONSULTATION

6. **Head of Traffic and Road Safety** – No objections.

## RELEVANT PLANNING POLICY

7. **Adopted Unitary Development Plan**

DD6 (Access and Transport Infrastructure)

DD14 (Advertisement Control)

Planning Guidance Note 11 (Advertisement Display Guide)

### **National Planning Policy Guidance**

PPG 19 (Advertisements)

## ASSESSMENT

8. The determining issues are the impact upon the visual amenity of the area and the impact on the public safety .

### Amenity

9. The projecting illuminated sign is relatively small scale and would be positioned adjacent to the existing illuminated fascia sign on the shop frontage. Although the character of the immediate surrounding area is residential, it is considered that a low level of illumination and the canopy screen from above prevents the illuminated projecting box sign from having an adverse impact upon the visual amenity of the area or to the residential amenity.

Public safety

10. No detrimental impact on highways safety as the signage will be located beneath a canopy and within a retail frontage where such signage is easily assimilated and will not distract motorists due to being well set back from the highway.

## CONCLUSION

11. It is therefore considered that the proposal would comply with DD6 and DD14 of the adopted UDP, Planning Guidance Note 11 and PPG19.

## RECOMMENDATION

12. Approve advertisement consent, subject to conditions.

**Reason for Approval**

The decision to grant planning permission has been taken with regard to the policies and proposals in the adopted Dudley UDP (2005) and to all other relevant material considerations.

Conditions and/or reasons:

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
4. This consent shall remain valid for a period of 5 years from the date hereof.
5. The maximum luminance of any portion of the sign face shall not exceed 1000 candelas/m<sup>2</sup>.
6. The display hereby permitted shall be implemented in accordance with approved plan number 0912:20a unless otherwise agreed in writing by the Local Planning Authority.