

upper floors are offices, which are currently unoccupied. The applicants' agent states that the refurbishment works are hoped to assist in the re-letting of the building.

The building is located in a largely commercial area, with other commercial properties, and some residential apartments on upper floors, located to the east of the site along Paradise Circus/Paradise Street. On the opposite side of Paradise Circus is the Fletchers Walk covered shopping parade with the Birmingham Conservatoire located on the floors above, and Alpha Tower located on the opposite side of Suffolk Street Queensway.

Planning History

None.

Consultation/PP Responses

TRANSPORTATION – awaiting comments.

Policy Context

PPG19, Adopted UDP (2005), Large Format Banner Advertising SPD (2008)

Planning Considerations

Paragraph 9 of PPG19 states that advertisements can be controlled, 'in the interests of amenity and public safety'. When considering amenity, paragraph 11 notes that regard should be paid to the advertisement's effect on the appearance of the building, the visual amenity in the immediate neighbourhood and the cumulative impact the advertisement would have on its surroundings.

Your committee's policy on Large Format Banner Advertising states that the commercial element of advertising should occupy no more than 40% of the extent of the scaffolded elevation or 500 square metres, whichever is the lesser.

The advertisement element of Banner A on the Paradise Circus elevation would occupy 39% of the scaffolded elevation, the advertisement element of Banner B on the Suffolk Street Queensway elevation would occupy 36% of the scaffolded elevation, and the advertisement element of Banner C, on the Brunel Street elevation would occupy 39% of the scaffolded elevation. Therefore the size of the advertisements fall within the limits set by the Large Format Banner Advertising policy.

The policy also states that within sensitive areas, the entire scaffolding mesh should be covered by a 1:1 image of the building being constructed. Queens College Chambers, a grade II listed building is located within 50 metres of the application site, and the grade I listed Town Hall is located within 70 metres. The proposal does include a 1:1 image of the building attached to the scaffolding on the three elevations proposed. Therefore this proposal complies with that aspect of the Large Format Banner Advertising SPD.

When viewed in context of the building to which they are attached, and the temporary nature of the PVC banners, the proposed advertisements are not considered to have an adverse impact upon the appearance of the building, or upon the visual amenity of the surrounding area.

The Beneficial Building is large and currently in need of refurbishment as its external appearance is a little tired. Due to size and overall height, I am of the opinion that the banners would not dominate the building itself or its commercial surroundings. Therefore the temporary banners in conjunction with the 1:1 image of the building are not considered to harm the visual amenity of the surrounding area.

However, permanent display of marketing banners is not considered appropriate and due to their temporary nature the PVC mesh banners could rapidly deteriorate if left for a long period of time. The applicants' agent has verbally requested consent for the advertisements for eighteen months. I consider that this would be an appropriate length of time for the advertisements to be allowed.

Sustainability

This proposal would have a neutral impact upon sustainability.

Conclusion

I consider that the proposal complies with your committee's policy, and therefore advertisement consent for the advertisement banners should be granted for a temporary 18 month period as there are no implications for highway safety and the design and location of the banners, for a temporary period, would not harm the appearance building or the visual amenity of the surrounding area.

Recommendation

Approve temporary.

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- 1 The proposed banners shall be removed by the 5th May 2011 or on completion of the building works and removal of the scaffolding, whichever is the sooner.
Reason: In order to safeguard the visual amenity of the area in accordance with Paragraphs 3.8, 3.10 and 3.11 of the Birmingham UDP 2005.
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Reasons For Approval

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- 1 Birmingham City Council grants Advertisement Consent subject to the condition(s) listed below (if appropriate). The reason for granting consent is because the development is in accordance with:
Policy 8.70 and Development Control Policy DC5 of the Birmingham Unitary Development Plan 2005; and the Shop Fronts Design Guide 1995, which has been adopted as Supplementary Planning Guidance.
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Case Officer: Vicki Neale