



DIRECTORATE OF COMMUNITY AND ENVIRONMENTAL SERVICES
COMMUNITY AND ENVIRONMENT COMMITTEE

30 JUNE 1993

REPORT OF THE CITY PLANNING OFFICER CITY ENGINEER
AND CITY RECREATION OFFICER

SUBJECT

Guidelines for dealing with sponsorship
signing of floral beds and landscape
features on roundabouts and land adjacent
to highways.

RECREATION DIVISION

- 5 AUG 1997

SUMMARY STATEMENT

The report proposes guidelines for the design, location and
landscaping of sponsorship signing on roundabouts and verges,
to be used in dealing with applications for such development.

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1.0 MATTERS FOR CONSIDERATION

The report concerns the planning guidance which requires to be considered in dealing with planning applications for advertisements on roundabouts.

2.0 BACKGROUND INFORMATION

Recently an initiative has begun to sponsor the planting and maintenance of roundabouts in return for the placing of signboards displaying the sponsors' name in conjunction with the City of Bradford Metropolitan Council.

The Bradford Blaise Rotary Club is involved with this initiative and a number of local businesses have expressed a wish to sponsor specific roundabouts in the district.

Such signs require consent from the Secretary of State for the Environment under the relevant Town and Country Planning legislation. Such proposals need to be referred to the Secretary of State with a recommendation from the relevant Town and Country Planning Sub Committees of the Local Planning Authority.

3.0 MAIN ITEM

Two overall issues need to be considered in judging the merits of such proposals -

- a) Highways and Safety.
- b) Amenity and Design.

Highways and Safety

Such signs are displayed to be seen, and their location on roundabouts are exactly at those points where drivers of vehicles need greatest vigilance. Therefore consideration such as position, potential distraction, impairment of view, and conflict with directional signs are the sort of things which need to be taken into account. Each proposed location will be individually appraised on road safety grounds but the following guidelines are offered:

Signs should be placed no less than 3 metres from the edge of a roundabout, no planting should take place within 1 metre from the edge of a roundabout unless below 100 mm in height, and planting between 1 and 3 metres of the edge should not exceed 300 mm in height. If these distances cannot be achieved then the roundabout is too small to accept an advertisement display.

Signs should not exceed 900 mm in height above the adjacent road level unless it is established that they are outside normal safety sight lines.

Signs should be placed straight ahead as one approaches the roundabout and not to one side, particularly the right hand side, where drivers need to obtain an uninterrupted immediate view.

Signs should not be placed where they could be confused or where they will conflict with existing traffic directional signs and/or traffic lights.

No signs should be accepted which may constitute a hazard to errant vehicles or pedestrians. The legend on the sign must be kept to the minimum necessary to indicate the sponsorship. The size of lettering must be easily readable at the normal traffic distance to each site.

Clearly some judgement is required in the placing of signs in relation to the above considerations, particularly where vehicle speeds and visibility are to be considered.

Any proposals should be discussed first with the City Engineer to obtain guidance.

Amenity and design

The following are proposed as guidelines:-

The maximum size of the sponsorship sign should measure 750 mm and 350 mm and should not exceed 900 mm in overall height when erected on posts. The signs should reflect the business involved and the organisations behind the initiative.

The colour displayed on the sign must be in keeping with their setting. A balance between sponsor's and Council's logo is preferred.

Particular care will be needed where signs are situated within Conservation Areas, adjoining listed buildings, or affecting their setting. The standard design may have to be amended, especially where an enhancement scheme is current, to comply with the local character.

Signs already erected in Doncaster and Leeds, for which illustrations will be made available at Committee, are considered to be too large. The maximum size of sign should measure 750 mm x 350 mm, and should not exceed 900 mm in overall height when erected on posts.

Such signs are acceptable also on some grassy banks and verges, and on certain "islands" depending on their size and position.

Planting should be at a minimum height between sign and the road, rising to stronger planting behind the sign. Signs should not be erected on raised bed planters.

Only the minimum number of signs appropriate to indicate the sponsorship of any roundabout or other setting are acceptable. A proliferation of signs is unacceptable.

Clearly such considerations are a matter of judgement and consultation should take place between the City Planning Officer and the City Recreation Officer before any scheme is prepared.

4.0 OTHER CONSIDERATIONS

The Local Planning Authority is in a very sensitive area with regard to such signs. The great majority of sign applications submitted to this Local Planning Authority are refused mainly on amenity, but also on highways grounds.

For instance signs giving advance warning of commercial premises in rural areas at a distance from the premises are refused as a matter of course, unless there is some particular traffic hazard which they will help to overcome.

Signs for advertisements of a range of descriptions are frequently refused because of their effect on amenity.

The vast majority of signs which are refused are taken to appeal and are found in favour of the Local Planning Authority.

Therefore it is imperative that the Local Planning Authority is seen to be consistent in its approach in terms of design, sensitivity of location, and traffic safety issues, so as not to be accused of dual standards.

It is also imperative that the Local Planning Authority's approach is seen to be based on the same planning grounds that are used to deal with advertisement applications from other applicants.

Notwithstanding the above, Bradford is currently lagging behind other Authorities in the region who have already introduced similar schemes to great effect. Furthermore, the sponsorship of floral features provide an ideal opportunity to local businesses to work in partnership with the Council in its endeavours to floralise the district and is of equal benefit to both parties.

5.0 RESOURCE IMPLICATIONS

There are no resource implications arising from this report. However, sponsorship schemes represent an opportunity for income generation.

6.0 EQUAL RIGHTS IMPLICATIONS

This report does not have any equal rights implications.

7.0 ENVIRONMENTAL IMPLICATIONS

The environmental implications are fundamental and have been described above. Floralisation schemes will provide colour to many existing drab and featureless areas and will do much to enhance the environmental impact of the district to visitors and residents alike.

8.0 NOT FOR PUBLICATION

There are no restrictions on publication of this item.

9.0 CONCLUSIONS

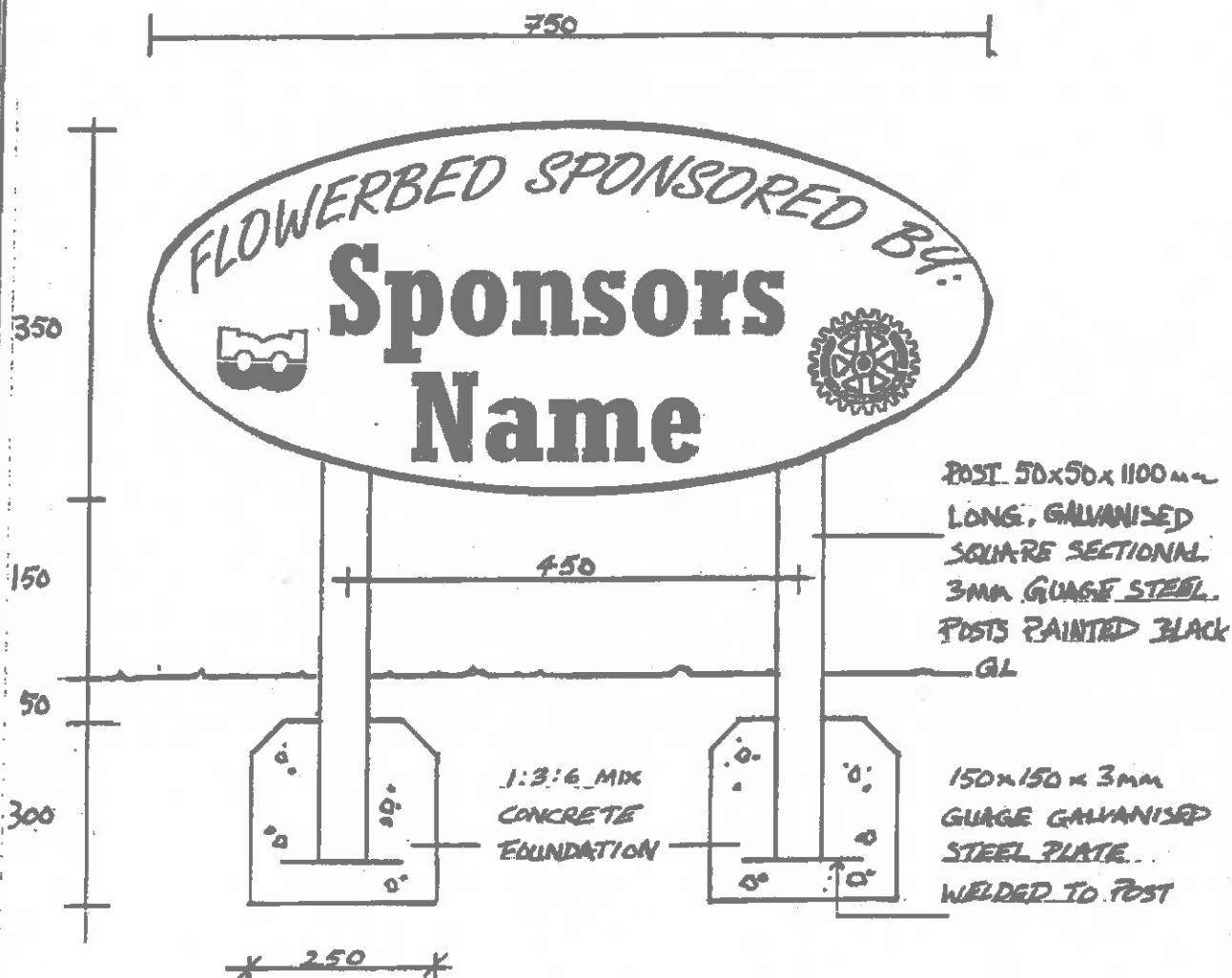
The sponsorship of roundabouts and other floral features carried out in accordance with the guidelines detailed in this document presents an opportunity for the Council to work in partnership with the private sector to enhance the image and attractiveness of the region by increasing the extent of floral bedding in the district.

10.0 RECOMMENDATIONS

RECREATION DIVISION

City of Bradford Metropolitan Council

APPENDIX:



N.T.S.