Meriden Parish Council

The Pavilion
Meriden Sports Park
10 Main Road
Meriden
CV7 7SP

FAO Solihull Council Planning
Solihull MBC
Council House
Solihull
B91 9QS

17 June 2025

Re: PL/2025/00999/ADV
Location: Roundabout at Junction of Birmingham Road, Main Road, Hampton Lane and Fillongley Road, Meriden, Solihull
Proposal: Erect four identical, non-illuminated advertisement signs
Consultation Expiry: 23 June 2025

Meriden Parish Council Response: **Objection**

The Parish Council of Meriden discussed the above application during a public session on 16 June 2025; 13 members of the public were also in attendance with several residents strongly objecting to the above application (no members of the public have spoken to the Parish Council in support of the above application). Given the strength of feeling regarding this application, the Parish Council requests that a decision is taken by the Planning Committee and not delegated authority to a Planning Officer.

Solihull MBC must consult the made Meriden Neighbourhood Development Plan (NDP) when determining this application. The Parish Council is of the opinion that the application contravenes the following policies:

Built Environment – Policy BE1(Responding to Local Character)
Surrounding the roundabout referenced in the application, is a conservation area and several buildings of heritage. The application to place four advertising signs does not conform with protecting the local character and enhancing the landscape. BE1.2 stipulates that proposals that do not positively contribute to local character will be resisted. Appendix One of the Meriden NDP lists The Green and its immediate environs as a distinctive character area of Meriden. Furthermore, Meriden and the village centre is an area of historical interest.

Designated Local Green Space - Policy LC4
LC4.1 designates “The Green including the roundabout with the tree and commemorative stone” as a Local Green space. 8.7.3 states local policy for managing development within a Local Green Space should be consistent with policy for Green Belts. 8.7.4 also details where a Local Green Space is on adopted highway land, there may be operational reasons why maintenance and improvements affecting the Local Green Space are

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necessary. However, placing four advertising signs on a designated Local Green Space does not constitute an improvement.

The Parish Council of Meriden would like to formally record that such advertisements on a busy village roundabout would be a distraction to motorists and could potentially impact road safety. A Zebra crossing is located on Main Road immediately after the roundabout, with another such crossing planned for Fillongley Road near the junction with Maxstoke Lane (a consultation is due to commence at the end of June 2025 for the new crossing). This is in addition to a children's play area and park immediately adjacent to the roundabout. Pedestrian safety is of paramount importance and the Parish Council is concerned such advertisements would reduce road safety.

The roundabout referenced in the application has electrical Christmas lights in situ (agreed with SMBC) and the Parish Council would like to question what surveys would be undertaken to ensure any electrical wiring under the ground is identified and mapped to prevent damage to the Parish Council's Christmas lights.

Parish Council land neighbours the roundabout in two locations, along with numerous dwellings. Has SMBC contacted homeowners whose dwellings overlook the roundabout to gain their views given the impact on visual amenity the advertising boards will have? The Parish Council has only been consulted as a statutory consultee, as with all applications, and not as an immediate landowner bordering the site; concerns have been expressed of whether SMBC has fully notified immediate neighbours to this application.

The application does not reference the unique character of the planting and maintenance of the vegetation on the roundabout. The roundabout is grassed, has various bushes and flowers which are all paid for and maintained by the Parsh Council. The Parish Council has been funding the maintenance of the roundabout vegetation for over twenty years and pays for weekly grass cuts, litter picks, leaf removal and maintenance of the flower beds and shrubs. The village has won awards in the past due to the pristine upkeep of the roundabout and village flower planting (all funded by Meriden Parish Council) and this application does not recognise the attractive landscape of the roundabout and the detrimental impact four advertising signs will have upon the visual appearance.

The application form accompanying the consultation states that CP Media has gained the permission of the owner of the land (SMBC) for the display of an advertisement. The Parish Council of Meriden requests information on what grounds permission was given, and was approval gained at a SMBC Committee meeting where such permission was fully discussed and challenged; what powers were used by SMBC to give consent to CP Media?

The Parish Council of Meriden has seen such advertising boards on roundabouts in neighbouring boroughs and notes that they are often left empty, dirty, feature graffiti and have even been vandalised. Should these advertisement boards be approved, what

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budget and plan has Solihull Council considered, or put in place, for maintenance of the signs? Additionally, who would determine the artwork and its suitability?

Should this application be approved, the Parish Council would like to formally meet with SMBC to discuss the revenue generated by the advertisements for SMBC and such funds being used to renumerate the Parish Council for over twenty years maintenance of the roundabout.

Please ensure the Parish Council's objection is published on the planning portal for this application.

I would appreciate confirmation of receipt of this objection and to be informed of the outcome of the application.

Yours sincerely
Jenny McDougall
Executive Officer
Meriden Parish Council