

**PLANNING
COMMITTEE**

25th September 2013

PLANNING APPLICATION 2013/193/ADV

PROPOSAL: THREE INTERNALLY ILLUMINATED FASCIA SIGNS, ONE INTERNALLY ILLUMINATED TOTEM SIGN, FOUR NON ILLUMINATED 'FILL UP EITHER SIDE; SIGNS, EIGHT NON ILLUMINATED PUMP FLAG SIGNS AND ONE NON ILLUMINATED BRAND WALL SIGN

LOCATION: NEW PFS SITE, LAND AT TEARDROP SITE, BORDESLEY LANE, REDDITCH, WORCESTERSHIRE, B97 6RR

APPLICANT: SAINSBURY'S SUPERMARKETS LTD

EXPIRY DATE: 6TH SEPTEMBER 2013

WARD: ABBEY

The author of this report is Ailith Rutt, Planning Officer (DM), who can be contacted on extension 3374
(e-mail: ailith.rutt@bromsgroveandredditch.gov.uk) for more information.

(See additional papers for Site Plan)

Site Description

The site lies adjacent to the roundabout on the A441 from which the Sainsbury's supermarket store is accessed. The site is bounded by Bordesley Lane that leads to the crematorium and the Abbey Stadium, Millrace Road and the A441.

A petrol filling station is currently being constructed on the site.

Proposal Description

The application seeks consent to display advertisements as follows:

- Three internally illuminated fascia signs, two mounted on the canopy of the PFS and one on the kiosk frontage
- One internally illuminated totem sign on the verge fronting the Millrace Road/Bordesley Lane junction
- Four non-illuminated 'fill up either side' signs to be mounted at ground level in each aisle
- Eight non illuminated pump flag signs, one for each petrol filling pump
- One non illuminated brand wall sign on the kiosk adjacent the door, stating opening times

Relevant Key Policies:

All planning applications must be considered in terms of the planning policy framework and all other relevant material considerations (as set out in the

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legislative framework). The planning policies noted below can be found on the following websites:

www.communities.gov.uk

www.redditchbc.gov.uk

National Planning Policy

National Planning Policy Framework (NPPF)

Relevant site planning history

Appn. no	Proposal	Decision	Date
2011/258/FUL	Erection of a petrol filling station including forecourt shop, canopy and 8 pumps, car wash, car care facilities, car parking, offset fills and associated plant and landscaping	Granted	30.03.2012

Public Consultation responses

None received

Consultee responses

County Highway Network Control

No objection

Assessment of proposal

The NPPF requires that applications for advertisement consent are considered on the basis of the impact of the proposed signage on highway safety and public amenity.

Highway safety

No objections have been raised by the Highway Officer in relation to this proposal. It is not considered that the number, size or design of the signs proposed is such that there would be any harmful effects on users of the adjacent highway network.

Public amenity

The proposed signs would not face the Bordesley Lane frontage and therefore would not result in any detrimental impacts on users of the crematorium or on any wildlife habitats beyond in the Arrow Valley Country Park.

The proposed signs would not face directly onto the A441 Birmingham Road and as such would not result in any detrimental impacts on residential amenities, further aided by the great separation distance between the site and any such properties.

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It is considered that the size, style and design of the signs would be sympathetic to the design and layout of the PFS and therefore not cause any harm to the visual amenity of the surrounding area.

Conclusion

It is therefore concluded that the proposal complies with the national and local planning policy framework and is acceptable.

Recommendation

That having regard to the development plan and to all other material considerations, advertisement consent be GRANTED subject to conditions and informatives as summarised below:

- 1 to 5) Standard advert conditions
- 6) As per plans submitted

Informatives

None required in this case

Procedural matters

The application is reported to committee at its own request; at the time of determining the PFS application noted above, it was requested that any signage also be reported to the Planning Committee for determination.