

# PLANNING COMMITTEE

25th September 2013

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PLANNING APPLICATION 2013/206/ADV

FOUR ADVERTISEMENT SIGN PANELS

TRAFFIC ISLAND A4023, ALDERS DRIVE, REDDITCH  
WORCESTERSHIRE

APPLICANT: REDDITCH BOROUGH COUNCIL

EXPIRY DATE: 7TH OCTOBER 2013

WARD: WINYATES AND CHURCH HILL

(See additional papers for Site Plan)

The author of this report is Claire Gilbert, Planning Officer (DC), who can be contacted on extension 3214 (e-mail: [claire.gilbert@bromsgroveandredditch.gov.uk](mailto:claire.gilbert@bromsgroveandredditch.gov.uk)) for more information.

## Site Description

Grass mounded roundabout at road junction. Roundabout has six arms.

## Proposal Description

Four small signs to advertise roundabout sponsors. Signs would be 1m wide, and 0.5m tall and mounted on a pole at each end, with the top 0.8m above ground level. No illumination is proposed.

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

[www.communities.gov.uk](http://www.communities.gov.uk)

[www.redditchbc.gov.uk](http://www.redditchbc.gov.uk)

## *National Planning Policy*

National Planning Policy Framework (NPPF)

## *Borough of Redditch Local Plan No.3*

B(BE)13 Qualities of good design

B(BE)18 Advertisements

## *Relevant Site planning History*

1997/355/ADV - Advertising Boards- Consent to Display Advert Granted  
20/02/1998

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## 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 highways in relation to this proposal. It is not considered that the signs proposed would have any harmful effects on users of the adjacent highway network.

### Public amenity

The proposed signage is considered to be of a size and height that would be appropriate for its location, such that it would not appear out of character or visually intrusive in the street scene.

### Conclusion

It is concluded that the proposed signage would comply with the national and local planning policy framework and is therefore 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:**

1-5 Standard advert conditions

6 As per plans submitted

### Informatives

None required in this case

## **Procedural matters**

Applications submitted by the Borough Council are automatically reported to the Planning Committee for determination for transparency.