

**PLANNING
COMMITTEE**

25th September 2013

PLANNING APPLICATION 2013/207/ADV

FOUR ADVERTISING SIGN PANELS

WOODROW DRIVE AND ROUGH HILL DRIVE ROUNDABOUT

APPLICANT: REDDITCH BOROUGH COUNCIL

EXPIRY DATE: 7TH OCTOBER 2013

WARD: HEADLESS CROSS AND OAKENSHAW

(See additional papers for Site Plan)

The author of this report is Sharron Williams, Planning Officer (DC), who can be contacted on extension 3372 (e-mail: sharron.williams@bromsgroveandredditch.gov.uk) for more information.

Site Description

Grass mounded roundabout that links Rough Hill Drive, Greenlands Drive, Woodrow north, and Woodrow Drive and as such the roundabout has four arms. Some tree planting and landscaping currently exists on the roundabout.

Proposal Description

Four small signs to advertise roundabout sponsors. Signs would be 1.0m 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

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

None

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Consultee Responses

County Highway Network Control

Comments awaited.

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 comments have been received so far. However, given the signage is very similar to those that have been granted advert consent on other roundabouts in 2011, it is unlikely that County Highway Network Control would raise objections to this proposal. It is considered unlikely 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.