

**PLANNING  
COMMITTEE**

25th September 2013

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**PLANNING APPLICATION 2013/210/ADV**

**FOUR ADVERTISING SIGN PANELS**

**COVENTRY HIGHWAY AND ALDERS DRIVE ROUNDABOUT**

**APPLICANT: REDDITCH BOROUGH COUNCIL**  
**EXPIRY DATE: 7 OCTOBER 2013**

**WARD: WINYATES AND CHURCH HILL**

**(See additional papers for Site Plan)**

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**Site Description**

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

**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](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***

None.

**Consultee Responses**

***County Highway Network Control***

No objection.

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## 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.