



Planning Committee

Abbey Ward

21st April 2009

2009/050/ADV **ADVERTISING BANNER FOR EVENTS AT FORGE MILL MUSEUM,
NEEDLE MILL LANE
SLIP ROAD ONTO THE SAINSBURY ISLAND FROM MILL RACE ROAD
APPLICANT: REDDITCH BOROUGH COUNCIL (LEISURE)
EXPIRY DATE: 15 MAY 2009**

Site Description

(See additional papers for Site Plan)

Grass verge of roundabout which forms a teardrop shape and lies between the Alvechurch Highway and Mill Race Road, adjacent to vehicle exit onto roundabout. When driving from Mill Race Road approaching the roundabout and then turning left down the Alvechurch Highway towards Redditch town centre, the site is on your left when you are on the roundabout having left Mill Race Road and before entering the Highway.

Proposal Description

The application proposes that a steel tube frame be erected on the site, and banner advertisements be attached thereto, one at a time. The frame would be a rectangular shape mounted on legs, with a maximum height of 2.6m above ground level, and a width of 4.2m (no diameter is given for the frame). The banner area would be 3.85m x 1.26m, and the PVC banner panels would be attached by bungee cord to the framework.

The application is supported by examples of the type of advertising that the space would carry.

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.wmra.gov.uk

www.worcestershire.gov.uk

www.redditchbc.gov.uk

National planning policy

PPS1 (& accompanying documents) Delivering sustainable development
PPG19 Outdoor advertisement consent

Regional Spatial Strategy

QE1 Conserving and enhancing the environment

Worcestershire Country Structure Plan

SD2 Care for the environment

Borough of Redditch Local Plan No.3

CS2 Care for the environment

BBE13 Qualities of good design

BBE18 Advertisements

The site shows as white land within LP3.

Relevant site planning history

No previous advertisement applications on this site

Public Consultation responses

No responses received, however any received between publication of this agenda and the meeting will be reported on the Update paper

Consultee responses

County Highway Network Control

No objection

Procedural matters

Applications for advertisement consent should be determined on the basis of their impact on public amenity and highway safety, in accordance with the regulations and guidance. Members are also reminded that no control is given, through the legislation, regarding the content of the signage, or the regularity with which it changes. Thus whilst the current proposal is to advertise the events run by the applicant, if this subsequently changed and the advertising space was rented out, this committee would have no control over the resulting advertisements, providing that they were of the same size in the same location. (If it is considered necessary, the minimum size of the lettering can be controlled through the imposition of a condition in the interests of highway safety)

Assessment of proposal

The key issues for consideration in this case are public amenity and highway safety.

Public amenity

On this roundabout site, with a background of trees and shrubs, the visual impact of the signage would solely be on road users at and approaching the roundabout, as it would not be seen from further afield. Whilst it could be argued that such a sign could result in visual intrusion to road users, it is considered that the detrimental impacts would not be sufficient to warrant refusal in this case.

Highway Safety

There are no perceived highway concerns regarding the proposed signage, due to its size and location.

Other issues

No details regarding the finish of the structure that would support the banner advert have been provided, and therefore a condition is recommended to ensure that it is of a suitable colour and material that would be sympathetic to the site and surroundings, rather than visually attractive and distracting.

Conclusion

On balance, it is not considered that the visual intrusion caused by the proposed banner advert would be sufficiently detrimental that it would be unacceptable, and as it would not cause any danger to highway safety, then in combination it is considered that the application is in compliance with planning policy.

Recommendation

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

1. 1-5 Standard advert conditions
6. Materials details of support frame to be agreed

Informatives

None recommended