



# Planning Committee

Abbey Ward

16 June 2009

2009/081/ADV **DISPLAY OF FLAGS OTHER THAN PERMITTED NATIONAL ETC  
FLAGS**  
**TOWN HALL, WALTER STRANZ SQUARE, REDDITCH, B98 8AH**  
**APPLICANT: COMMITTEE SERVICES, REDDITCH BOROUGH COUNCIL**  
**EXPIRY DATE: 25 JUNE 2009**

## Site Description

(See additional papers for Site Plan)

The Town Hall is a red brick building in a typical 1980s style, of irregular floor shape and 2-4 storeys in height. It is prominently viewed when approaching the town centre along the ring road, and approaching as a pedestrian from the market area of the town centre. It is a landmark building within the civic centre of Redditch, in close proximity to the Palace Theatre, library and other community focused buildings. It has a small car park to the front, and lies adjacent to a multi-storey car park serving the town centre.

Atop the Town Hall are flagpoles which generally display national flags, one over the Council Chamber facing into the square, and two to the front of the building facing the ring road above the porch canopy facing the car park.

## Proposal description

The application seeks consent to display advertisements of a flag style, on the existing flag poles which are mounted atop the Town Hall roof. These would be likely to be flags advertising specific events or organisations, or representing the civic function of the Council.

The applicant has confirmed that the non-national flags proposed would vary in appearance, but not be displayed for more than 28 days in any calendar year, thus the existing situation of displaying national and other permitted flags would remain for the rest of the year, as currently. The flags would measure 2m wide and 1m high, and be made of fabric.

The application includes a supporting statement.

## 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.wmra.gov.uk](http://www.wmra.gov.uk)

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

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

### ***National planning policy***

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

### ***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.

### **Relevant site planning history**

*(Advertisements only listed)*

<b>Appn. no</b>	<b>Proposal</b>	<b>Decision</b>	<b>Date</b>
81/67	General letting board	Approved	29 Jan 1980
06/283	Retrospective banner advert display	Withdrawn	22 June 2007

### **Public Consultation responses**

None received.

### **Consultee responses**

None.

### **Procedural matters**

Under the framework of regulations and guidance, applications for consent to display advertisements should be considered in terms of their impact on public safety and amenity only.

Under the Town and Country Planning (Control of Advertisements) Regulations 2007, certain types of advertisements benefit from deemed consent, which on some occasions also includes the structure on which they are mounted. Flags such as national flags, those representing the EC and various others benefit from such consent, however other flags, including national flags with text added, are specifically excluded and thus

need consent in order to be displayed lawfully. Hence the application currently before Members.

The application gives no period of time during which such flags could be displayed.

### **Assessment of proposal**

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

#### Public safety

The flagpoles are located well away from areas where they can be accessed by the public, and as such there is no perceived risk to public safety from their siting. Further, the existing display of national flags is not perceived to have resulted in any concerns over public safety, and thus the display of flags of alternative designs in the same location is considered unlikely to cause any harm to public safety.

#### Amenity

Similarly, there is no perceived risk to the amenity of citizens in and around the Town Hall as they go about their daily lives. It is not considered that the proposed flags would cause any additional harm to the visual amenity of the area over and above that currently experienced by the display of flags in this location.

The flags proposed to be displayed on the existing flagpoles are considered to be of an appropriate scale and character for the building and surrounding area, such that they would not result in an overly dominant feature in the streetscene, and as such they are considered to comply with the relevant local planning policy criteria.

#### Conclusion

It is not considered likely that this proposal would cause any harm, and it is therefore considered compliant with 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:**

1-5 Standard advertisement consent conditions.

#### Informatives

Standard informative relating to adverts.