



Planning Committee

Matchborough Ward

1st December 2009

2009/223/ADV

**NEW SIGNAGE TO IDENTIFY THE NEW FLOODLIT BMX TRACK
FACILITY POSITION, NAME AND FUNDERS
LAND AT ARROW VALLEY PARK, ICKNIELD STREET DRIVE
APPLICANT: MR K COOK, REDDITCH BOROUGH COUNCIL
EXPIRY DATE: 15TH DECEMBER 2009**

The author of this report is Ailith Rutt, Development Control Manager, who can be contacted on extension 3374 (e-mail: ailith.rutt@redditchbc.gov.uk) for more information.

Site Description

(See additional papers for Site Plan)

The site is accessed from Icknield Street Drive. The access road leads into the site, with a car park to the right (N) and the existing ancillary building to the left (S). The building is a single storey brick building with a pitched tiled roof and high level windows, used for changing. To the west of the building and car park is open grassed space currently used for football, with pitch markings and goal posts.

To the north of the site is the existing skate park, enclosed by grey palisade fencing and also served by the existing car parking area. To the south of the site is a public house and to the east of the site is the residential area of Matchborough.

Proposal Description

This is an application for advertisement consent for a sign which would be located at the entrance to the BMX track car park, on the verge adjacent the changing building. The sign would measure 1.2m x 0.8m with the top 2.5m above ground level, supported by two poles, and not be illuminated. It would include details of the facility available and those groups responsible for its funding and operation/maintenance.

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 lies within the defined Arrow Valley Park and is designated as Primarily Open Space.

Relevant Site Planning History

None.

Public Consultation Responses

None.

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, unless it is considered necessary to impose restrictions on the size of text in the interests of highway safety. The regulations also require that set standard conditions be attached when approval for advertisement consent is granted, along with any other conditions considered necessary to ensure amenity and safety are protected.

Assessment of proposal

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

Public amenity

The sign would be located within the entrance area of the site, such that it would be at a significant distance from residential properties opposite, and within the complex of built form, planting and other necessary signage such that it would not cause any detrimental impacts on residential or visual amenity, or the openness of the wider site.

Highway Safety

There are no perceived highway concerns regarding the proposed signage, due to its size and location. No objections have been received in this regard.

Conclusion

It is not considered that the proposed sign would cause any harm to amenity or safety and as such is considered to be acceptable.

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

Informatives

None recommended.