



Planning Committee

West Ward

2nd February 2010

**2009/272/ADV NEW FLAG AND FLAGPOLE TO FLY THE GREEN FLAG AWARD
LAND AT MORTON STANLEY PARK, WINDMILL DRIVE, REDDITCH
APPLICANT: MR K STOKES, REDDITCH BOROUGH COUNCIL
EXPIRY DATE: 24 FEBRUARY 2010**

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

The site is accessed from Windmill Drive. The access road leads into the site, there is a car park laid out in a circular style formation.

Other roads in the area leading off Windmill Drive lead to predominantly residential areas, with ancillary facilities such as schools in relatively close proximity. This site, to the west of Windmill Drive, lies on the edge of the settlement, and beyond the car park lies a significant area of public open space of recreational value.

Proposal description

This is an application for advertisement consent for a flag measuring 1.8m wide and 0.9m high. It would be mounted on a flag pole 6.9m in height (base of flag at 6m above ground level). The indicative design provided for information purposes shows the green flag award logo in green on a white background.

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 is designated as Primarily Open Space in LP3.

Relevant Site Planning History

None relevant.

Public Consultation responses

None (any received between writing this report and the committee meeting will be reported on the Update paper or verbally).

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 flag would be located on the verge at the entrance to the park, such that it would be at a significant distance from traffic, and within close proximity to other infrastructure such as lighting columns, planting and

other necessary signage such that it would not cause any detrimental impacts on visual amenity, or the openness of the wider site.

Highway Safety

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

Conclusion

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

Recommendation

Subject to expiry of the consultation period on 3rd February 2010 with no new material considerations raised, it is recommended that having regard to the development plan and to all other material considerations, authority be delegated to the Head of Planning & Building Control to GRANT planning permission subject to conditions and informatives as summarised below:

1. 1-5 Standard advert conditions.

Informatives

None recommended.