

**PLANNING
COMMITTEE**

24th May 2023

Application **23/00322/ADV**

Park Entrance Free Standing Sign

Arrow Valley Park, Battens Drive, Redditch, B98 0LJ

Applicant: **Redditch Borough Council**
Ward: **Winyates Ward**

(see additional papers for site plan)

The case officer of this application is Steven Edden, Principal Planning Officer (DM), who can be contacted on Tel: 01527 548474 Email: steve.edden@bromsgroveandredditch.gov.uk for more information.

Site Description

The application site forms part of Arrow Valley Country Park, which is located on the River Arrow and comprises 900 acres of open space and incorporates Arrow Valley Lake. The park was built by Redditch Development Corporation in the 1970's and lies to the west of Battens Drive and to the south of the Coventry Highway. It is the largest of Redditch's parks and comprises a visitor centre with a café, sailing club, BMX facility, play area and waymarked trails. A number of car parks serve the park.

Proposal Description

Advertisement Consent is sought for the erection of a free-standing park entrance sign which would replace the existing sign, an image of which is contained within the accompanying presentation pack.

The sign would be erected on an area of block paving to the immediate north-west of the existing sign and would measure 2.8 metres in height with a width of 1.6 metres. The sign would display the RBC Corporate logo and display the wording 'Welcome to Arrow Valley Park'. A map of the park showing Arrow Valley Lake, the various car parks and the visitor centre would also be marked on the sign.

The Frame would consist of 50mm diameter black powder coated aluminium with the sign being constructed from encapsulated Glass Reinforced Plastic (GRP). The sign would not be illuminated.

Relevant Policies:

Borough of Redditch Local Plan No. 4

Policy 1: Presumption in Favour of Sustainable Development

Policy: 42 Advertisements

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Others

Redditch High Quality Design SPD
NPPF National Planning Policy Framework (2021)

Relevant Planning History

None specifically relevant to this application

Consultations

WCC Highways

No objection

Public Consultation Response

No representations received

Assessment of Proposal

In accordance with Paragraph 136 of the National Planning Policy Framework and Policy 42 of the Borough of Redditch Local Plan No. 4, advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Impact on highway / public safety

WCC Highways have raised no objections to the proposals from a highway safety perspective. Your officers do not consider that the proposed advert would result in any harm being caused to public safety.

Impact on amenity

The proposed sign is relatively modest in overall size and would be sited immediately adjacent to the existing, much larger sign which is to be removed from the site. The sign would provide visitors with a clear plan of the park, together with directional information.

The proposed advert would have no adverse impact upon the wider street scene and furthermore the design of the signage is considered appropriate in view of the context of the site.

Conclusion

It is concluded that the proposed sign would comply with the provisions of the National Planning Policy Framework (NPPF) and Policy 42 of the Borough of Redditch Local Plan No.4 and as such, it is recommended that Advertisement Consent is granted.

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RECOMMENDATION:

That having regard to the development plan and to all other material considerations, advertisement consent be GRANTED subject to the following conditions:

Conditions:

- 1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2) No advertisement shall be sited or displayed so as to;

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with the requirements of Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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- 6) The development hereby approved shall be carried out in accordance with the following plans and drawings:

P2232.109A

Reason: To provide certainty to the extent of the development hereby approved in the interests of proper planning.

Procedural matters

This application is being reported to the Planning Committee because the applicant is Redditch Borough Council. As such the application falls outside the scheme of delegation to Officers.