

PLANNING COMMITTEE

17th April 2025

Planning Application 25/00207/ADV

Retrospective application for consent to display 1x V-Board and 2x flagpole and flags to advertise residential development approved under 19/00977/HYB

Land Adjacent, Birmingham Road, Redditch, Worcestershire.

Applicant: Persimmon Homes South Midlands Ltd
Ward: Greenlands And Lakeside

(see additional papers for site plan)

The case officer of this application is Holly Johnston, Planning Officer (DM), who can be contacted on Tel: 01527 881258 Email: holly.johnston@bromsgroveandredditch.gov.uk for more information.

Site Description

The site is situated to the east of the roundabout connecting the A441 with Weights Lane and Odell Street to the north of Redditch Town Centre. The site comprises a grass-covered mound, with a footpath and shrubbery between the site and the A441.

The site is designated as Land Safeguarded for Leisure for which Policy 43 of the Borough of Redditch Local Plan No.4 (BoRLP No 4) applies, and is situated within the curtilage of Abbey Stadium and south of the River Arrow, an area designated as a Special Wildlife Site under Policy 16.

Proposal Description

The application retrospectively seeks advertisement consent for a 3.66 metre tall and 2-metre-wide V-Board sign advertising a new housing development called 'The View' in association with application 19/00977/HYB, which details directions to the development. The signage is positioned at the base of the mound closest to the A441.

The application also retrospectively seeks advertisement consent for two flagpoles either side of the V-Board measuring approximately 6 metres tall, with one detailing 'Persimmon' with the Persimmon logo and the other detailing "Together we make your home". Both flagpoles have a green background with white writing.

Relevant Policies:

Borough of Redditch Local Plan No. 4

Policy 16: Natural Environment

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Policy 39: Built Environment
Policy: 42 Advertisements
Policy 43: Leisure, Tourism and Abbey Stadium

Others

National Planning Policy Framework (2024)
National Planning Practice Guidance
Redditch High Quality Design SPD

Relevant Planning History

The following history relates to the development of which the signage relates. There is no relevant planning history on the application site.

19/00977/HYB	Hybrid planning application for up to 960 dwellings consisting of a full application for 128 dwellings accessed off Weights Lane, new public open space, drainage system, engineering operations and associated works and an outline application for the construction of the remaining dwellings with access points off Cookridge Close, Hawling Street and Weights Lane and including a new District Centre, new play facilities, new highway network, public open space, new drainage system and surface water attenuation, engineering operations and all associated works including landscaping.	GRANTED Subject to S106 Agreement.	18.01.2021
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Consultations

Worcestershire Highways – Redditch 24.03.25

No objection.

Cadent Gas Ltd 11.03.25

Cadent Gas have no objection to this proposal from a planning perspective; however, to prevent damage to their assets, request that an Informative Note is added to the Decision Notice.

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Public Consultation Response

A site notice was erected on the 11/03/2025 and expired on the 04/04/2025. No responses were received.

Assessment of Proposal

The assessment of advertisement consent applications is limited to the impact on amenity and public safety, taking account of cumulative impacts in accordance with paragraph 141 of the National Planning Policy Framework (NPPF 2024). The signage has been considered in the context of the provisions of Paragraph 141 of the NPPF, Policy 39 and Policy 42 of the Borough of Redditch Local Plan No.4 and the Redditch High Quality Design SPD.

Many flags are contained in Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and can therefore be flown without the need for express consent. Other flags have deemed consent under Schedule 3, Class 7 of the Regulations, including flagpoles on land which have planning permission granted for residential development. However, as the application site is not situated where the residential development is taking place, this proposal cannot comply with the necessary deemed consent conditions and therefore express consent is required.

Following a site visit to the application site, it was clear that the details of the signage submitted with the application did not accurately reflect the signage displayed on site. Amended plans have since been received which reflect the signage that is on site.

Impact on Amenity:

Considering that the signage is located at the base of the mound nearest to the A441 which provides some screening and separation from the Abbey Stadium, and the signage is partially screened by existing shrubbery in the context of the A441, the signage is not considered to be prominent in positioning.

The advertisement is not overly large and there is no additional nearby advertisement in the context of the street scene to cause a proliferation of advertisements fronting the main road.

Overall, the scale, siting, design and finish of the V-Board sign and flagpoles on site are not considered to result in an adverse impact to visual amenity. The proposals would therefore comply with the provisions of the Councils SPD and Policy 39 and Policy 42 of the Borough of Redditch Local Plan No.4 and the Framework in respect of visual amenity.

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Public Safety:

It is not considered that the proposed adverts would result in any harm being caused to public safety. The Highways Officer has raised no objections to the proposal from a highway safety perspective and has said that as the proposal is located within the applicants site boundary, there are no highway implications.

In conclusion, the proposal is considered to be acceptable with respect to its impact upon visual amenity and highway safety and is therefore policy compliant. All advertisements, whether they require express consent or not, are subject to standard conditions and these are detailed below (conditions 3 – 7).

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. This consent shall remain valid for a period of three years from the 31/01/2025.

Reason: In accordance with Regulation 14(7) of the Town and Country Planning (Control Of Advertisements) (England) Regulations 2007.

2. The development hereby approved shall be carried out in accordance with the following plans and drawings:

Location Plan – Drawing Number SS/ARW/001 Rev. A
Specification Version 10 – Received 03/04/2025
Flag Pole Plan - Received 20/02/2025

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

3. 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.

4. No advertisement shall be sited or displayed so as to;

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- (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.

5. 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.

6. 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.

7. 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.

Procedural matters

This application is reported to Planning Committee for determination because the application site involves Council owned land and as such the application falls outside the scheme of delegation to Officers.