

Name of Applicant

Proposal

Plan Ref.

Bromsgrove District Council / Redditch Borough Council

Erection of 4 No. Car Parking Signs
St John Car Park, St John Street,
Bromsgrove, Worcestershire

17/0035

RECOMMENDATION: That **Advertisement Consent** be **Granted**

Consultations

Conservation Officer

No Objection

Worcestershire Highways

No Objection

No publicity required

Relevant Policies

Bromsgrove District Plan 2011-2030

BDP17 Town Centre Regeneration

Others:

NPPF National Planning Policy Framework

NPPG National Planning Practice Guidance

Relevant Planning History

15/0994	Erection of a food store (Use Class A1) with associated parking and landscaping works (Phase 1).	Approved	16.05.2016
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Assessment of Proposal

The site lies in the centre of Bromsgrove adjacent to the Bromsgrove Town Conservation Area. The proposal is for four non illuminated board signs which will be mounted on galvanised steel posts and located within the car parking area, adjacent to ticket machines. They are proposed to be 1.8 metres high and 1.2 metres wide.

Consideration has to be given to visual amenity and highway safety when assessing advertisement applications.

No objection has been raised by Worcestershire Highways or the Conservation Officer. It is considered that the signs will not have an adverse effect on visual amenity or the

setting of the adjacent Conservation Area and Listed Buildings. There will be no detrimental impact on highway safety.

RECOMMENDATION: That Advertisement Consent be Granted

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 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.

4. 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.

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.

Case Officer: Nina Chana Tel: 01527 548241 Ext 3207
Email: nina.chana@bromsgroveandredditch.gov.uk