

Name of Applicant	Proposal	Expiry Date	Plan Ref.
Aldi Stores Ltd	Proposed advertisement on net of net fencing system Land At, Victoria Ground, Birmingham Road, Bromsgrove, Worcestershire B61 0DR	09.10.2018	18/00748/ADV

This application is being reported to Members because it is situated on Council owned land.

RECOMMENDATION: That Advertisement Consent be **Refused**.

Consultations

Highways - Bromsgrove Consulted 16.08.2018
No Objection.

Conservation Officer Consulted 16.08.2018
I object to the proposed poster hoarding like advertisement due to the site's sensitive location and recent permission of neighbouring sites.

Publicity

None required.

1 representation received from Bromsgrove Sporting Limited (the company name of the football club at the Victoria Ground) - No objection to any advertising being included on the structure.

Relevant Policies

Bromsgrove District Plan

BDP1 Sustainable Development Principles
BDP19 High Quality Design
BDP20 Managing the Historic Environment

Others

NPPF National Planning Policy Framework (2018)
NPPG National Planning Practice Guidance
SPG 2 Shopfronts and Advertisements Design Guide

Relevant Planning History

18/00979/FUL	Erection of a net fencing system to prevent footballs from the Victoria Ground entering the parking area of Aldi	Pending
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Assessment of Proposal

Site Description

The application site is located on land south of the southern terrace of the Victoria Ground football stadium and sits just north of the Aldi car park, located on Birmingham Road. The site is situated within an area designated as Town Centre Zone in the Bromsgrove District Plan and is within the setting of several Grade II listed buildings and the Bromsgrove Town Centre Conservation Area.

Proposal

The application is for advertisements to be displayed on the proposed netting that would form part of the proposed net fencing system to be installed to the south of the Southern terrace at the Victoria ground. The advertisements would be Aldi corporate signs, and due to their position on the netting they would only be visible when viewed from the southern side of the site.

Appraisal

Paragraph 132 of the NPPF requires that advertisement applications be considered in terms of their impact on amenity and public safety, taking account of cumulative impacts.

Public Safety

In this case, there are no concerns regarding the impact of the proposed advertisement on public safety, and Worcestershire County Highways have not raised any objection to the scheme as they do not consider that there would be any highway implications involved with this proposal.

Amenity

Advertisement consent was granted in early 2018 for various signs (17/01271/ADV) to complement the new Aldi store located at 29 Birmingham Road (15/0834). These signs included various fascia signs on the building and an illuminated totem sign located at the entrance of the Aldi car park along Birmingham Road. The advertisement proposed on the netting would be additional to these signs to further advertise the new Aldi Store and would encompass the whole length of the 24 metre long netting. It is considered that this type of advertisement would appear as a large poster hoarding, which is uncharacteristic of this area.

SPG 2 states that 'proliferation of advertisements, especially on sites fronting main roads and railways, will not be permitted'. This is in line with Paragraph 132 of the NPPF which sets out that the cumulative impact of adverts should be taken into consideration. Given the amount of adverts already present within the Aldi site, it is considered that the scale of the proposed large hoarding style advertisement addition to the area would result in a proliferation of adverts in the area, which would result in a visual clutter.

Due to the sensitive location of the site in terms of heritage assets, and the presence of other advertisements on the neighbouring sites, the Council's Conservation Officer has raised objection to the proposed poster hoarding style advertisement. The Conservation Officer is of the view that any development within the setting of designated heritage

assets such as 28, 31 & 33 and 48, 50 & 52 Birmingham Road, should look to sustain and enhance the character and appearance of the area, rather than detract from it and project a character more akin to a city-centre site or an out-of-town retail park. Further to this the Conservation Officer has set out that paragraph 9.3 of SPG 2 - Shopfronts and Advertisement Design Guide (2004) states that 'signs of businesses must be designed and sited to harmonise with their setting'; which this application fails to acknowledge in regards to its location within the setting of designated heritage assets.

Conclusion

Overall it is considered that the proposed advertisement would fail to enhance the character and appearance of the area or sustain and enhance the significance of the setting of the heritage assets that surround the site. It is also considered that the scale of proposed advertisement would result in a proliferation of advertisements in the area, which would result in a visual clutter. As such it is considered that the proposed advertisement would have a detrimental impact to the amenity of the area and as such would not accord with the policies in the Bromsgrove District Plan, SPG 2 or the NPPF.

RECOMMENDATION: That advert consent be **Refused**.

Reason for Refusal

1. The proposed advertisement would fail to enhance the character and appearance of the area or sustain and enhance the significance of the setting of the heritage assets that surround the site. It is also considered that the proposed advertisement would result in a proliferation of advertisements in the area which would result in a visual clutter. The proposed advertisement would therefore have a detrimental impact to the amenity of the area contrary to Policy BDP1, BDP19 and BDP20 of the Bromsgrove District Plan, SPG 2- Shopfronts and advertisements Design Guide and the NPPF.

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