

Name of Applicant	Proposal	Expiry Date	Plan Ref.
Mr Darren Alderson	Replacement of the existing non-digital advertisement sign with a digital sign Victoria Ground, Birmingham Road, Bromsgrove, B61 0DR	09.09.2026	26/00417/ADV

This application is being reported to Planning Committee because it is located on Council owned land.

RECOMMENDATION: Advertisement Consent be **REFUSED**

Consultations

Worcestershire Highways

- No objection subject to conditions.
- The proposal seeks advertising consent for a digital LED display. Whilst the submitted plans show an existing hoarding and notice board, it has now been confirmed that the hoarding does not have planning permission therefore cannot be considered as part of the application.
- The digital sign will be installed in the same location. The proposal does not increase the number of signs on the site or introduce signage in a new location. It is noted that the signage is located opposite the junction to the retail park which is well trafficked. However, this in itself is not sufficient reason for refusal.
- The existing advertisement has been present at that location for some time and it is noted that the display will comply with the performance values stipulated in the Institution of Lighting Engineers Technical Report No. PLG 05:2023 "Brightness of Illuminated Advertisements including Digital Displays at all times. During the evening, the sign shall not exceed 300 cd/m². During the day, luminance shall be controlled by sensors to reflect the ambient light conditions.
- Images will change at fixed intervals of 10 seconds, ensuring a controlled display. The panel will be switched off between 23:00 and 06:00 hours. The illumination levels will be set following the completion of the lighting assessment during the detailed design stage. The display will not show moving images, video, flashing content nor emit sound.
- As such it is not considered likely to result in distraction to road users or represent any public safety implications. On this basis, the Highway Authority submits a response of no objection, subject to the following condition.

Conservation Officer

- Objection
- The scheme is not considered to preserve the significance of the listed buildings, including their setting, having regard to the statutory duty under Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. It therefore fails to accord with Policy BDP20.3 of the Bromsgrove District Plan.
- The proposed development would result in harm at the lower end of the spectrum due to its cumulative impact on the setting of the heritage asset.

- In accordance with Policy HE6 (Proposals affecting designated heritage assets) of the NPPF, where a development proposal would harm the significance of a designated heritage asset the effect on the asset and its significance should be weighed against any public benefits resulting from the proposal.

Worcestershire Archive and Archaeological Service

- No archaeological objection or recommendations for further investigation.

WRS- Light Pollution

- No objection to the application subject to the proposed operation times (06:00 - 23:00hrs) and hours of darkness illumination level (300cd/m2) being conditioned.

Community Safety Manager

Consulted 15 July 2026: views awaited

Sports And Leisure Services Manager

Consulted 15 July 2026: views awaited

Publicity

None required

Relevant Policies

Bromsgrove District Plan

BDP1 Sustainable Development Principles
BDP16 Sustainable Transport
BDP17 Town Centre Regeneration
BDP19 High Quality Design
BDP20 Managing the Historic Environment

Others

National Planning Policy Framework (2026)
National Planning Practice Guidance
National Design Guide
Bromsgrove High Quality Design SPD

Relevant Planning History

None

Assessment of Proposal

Site Description

The application site is located adjacent to the pavement on Birmingham Road, Bromsgrove at the front of the small car park area outside the turnstile entrance of the Victoria Football Ground.

There is existing signage on this site which is made up of two adjoined freestanding static non-illuminated signs. These comprise a notice board style sign which appears to have deemed consent, and an attached poster hoarding style sign which does not appear to have any consent. The existing signage in its entirety does appear to have been on site

since at least 2024. Together the existing adjoined notice board sign and the hoarding style sign is shown to measure 3.2 metres wide and 1.6 metres high (including a 0.6metre support). With the notice board sign which appears to be the only lawful sign measuring 1.2 metres wide by 1.6metres high.

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 including Numbers: 31 and 33 Birmingham (List Entry Number:1348876) and 48,50 and 52 Birmingham Road (List Entry Number:1247381). These properties derive their significance from their architectural and historic interests. The properties reflect the architectural style of the Georgian era, defined by symmetry, proportion, and classical influences. Key features include hidden roofs, sash windows, and panelled doors with elaborate surrounds. Historically, the buildings reflect the prosperity of the town during this period, which was intrinsically linked to its cloth and linen trade and flourishing nail industry.

Proposal

The planning control of outdoor advertisements under statutory law is currently provided by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This is further supplemented by Government guidance contained in the National Planning Practice Guidance (PPG).

The application is for a free-standing digital illuminated advertisement to replace the existing non-illuminated signage on the site.

The proposed sign would be a freestanding digital LED screen with static illumination. The LED screen would measure- 3 metres wide and 2 metres high. The LED screen would be mounted on a support stand 1.5metres above ground level. Meaning that the overall height of the proposed advertisement would be 3.5 metres above ground level.

The applicant submits that the sign is required to help advertise and improve communication of the football club and various community events, to support the ongoing operation of the club and its financial sustainability.

For the reference of Members, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 does not control the subject matter of an advertisement. The content of advertisements is regulated by a combination of legislation and industry self-regulation. The legislation that specifically governs this area is the Consumer Protection from Unfair Trading Regulations 2008 and the Business Protection from Misleading Marketing Regulations 2008. This legislation protects consumers from unfair or misleading trading practices and bans misleading omissions and aggressive sales tactics and is enforced by the Competition and Markets Authority (CMA) and Trading Standards, not the Local Authority.

Appraisal

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements are controlled with reference to their effect on public safety and amenity only.

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

Due to its overall height and illuminated nature, it is considered that the proposed sign would be much more prominent in the street scene than the existing smaller non-illuminated signage. Especially when viewed solely against the lawful notice board sign which is shown to be 1.6 metre high by 1.2 metres wide and therefore significantly smaller than the proposed sign.

Whilst it is recognised that the area around the site is built up with a range of existing advertisements including totem signs serving the retail park opposite the site and Aldi supermarket to the south of the site, it is considered that due to its size, design and digital nature the proposed advertisement would appear as a large illuminated digital hoarding style sign, which would appear uncharacteristic of this area.

Due to the sensitive location of the site in terms of heritage assets, the Councils Conservation Officer (CO) has been consulted on this application. The CO has raised objection to the proposal, noting that the proposal would result in harm at the lower end of the spectrum due to its cumulative impact on the setting of the heritage assets.

The CO sets out that whilst the immediate setting of the effected historic assets has been diminished by a series of modern developments, consideration must be given to whether additional change will further detract from the significance of the assets. The CO considers that the proposed digital sign would appear visually more prominent within the setting of the designated heritage assets than the existing non-illuminated signage. This is due to its proposed scale, design, and use of primary colours, coupled with the planned introduction of a digital LED screen featuring alternating advertisements.

The CO has set out that there are benefits to introducing a new sign on this site particularly as the existing signage appear visually disjointed due to the mixed use of materials and varying sizes. However, the CO considers the current proposal to be excessive in terms of scale.

Overall, therefore the CO considers that the proposed advertisement sign would not preserve the significance of the listed buildings, including their setting, having regard to the statutory duty under Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. It therefore fails to accord with Policy BDP20.3 of the Bromsgrove District Plan.

In accordance with Policy HE6(4) of the Framework, where a development proposal would harm the significance of a designated heritage asset the effect on the asset and its significance should be weighed against any public benefits resulting from the proposal.

Whilst there are benefits to replacing the existing signage on this site for the reasons set out above, the proposed signage is not considered to be appropriate in this location and would have a detrimental impact on the character and appearance of the area and the

identified heritage assets. Concerns over the proposed sign were raised with the applicants and their agent at the start of the application process and amendments were sought on this basis. However, the applicant decided to proceed with their originally submitted scheme. Overall, it is considered that in this case the public benefits of the scheme would not outweigh the harm of the proposal.

Conclusion

It is considered that due to its size, design, siting and illuminated nature, the proposed advertisement would fail to enhance the character and appearance of the area or preserve the significance of the setting of the heritage assets that surround the site. The proposed advertisement would therefore have a detrimental impact to the amenity of the area and the setting of designated heritage assets contrary to Policy BDP1, BDP19 and BDP20 of the Bromsgrove District Plan, the High-Quality Design SPD and the requirements of Policy DP3(1) and Policy DP3(3) and Policy HE6(1), Policy HE6(2) and Policy HE6(4) of the NPPF.

RECOMMENDATION: That Advertisement Consent be **REFUSED**

Reasons for Refusal

By virtue of its size, design, illuminated nature and siting, the proposed advertisement would appear as an unduly prominent feature in the streetscene which would fail to enhance the character and appearance of the area or preserve the significance of the heritage assets that surround the site, including their setting. The proposed advertisement would therefore have a detrimental impact on the amenity of the area and the setting of designated heritage assets contrary to Policy BDP1, BDP19 and BDP20 of the Bromsgrove District Plan, the High-Quality Design SPD and the requirements of Policy DP3(1) and Policy DP3(3) and Policy HE6(1), Policy HE6(2), Policy HE6(4) of the NPPF.

Case Officer: Claire Gilbert Tel: 01527 881655
Email: claire.gilbert@bromsgroveandredditch.gov.uk