

Committee Statement – Application 19/02297/ADV

On behalf of Redrow Homes, thank you Members for taking the time to consider this application tonight. As presented by your Officer, this application originally sought advertisement consent for the erection of an illuminated advert comprising the word 'Redrow' and the Redrow Homes logo, to promote the new housing development that is currently under construction by Redrow. Following discussions with your Officer, Redrow is now seeking Advertisement Consent to retain the sign that has been erected at the site in its current form but with the illumination turned off.

As set out in your Officer's report, when considering applications for Advertisement Consent, Local Planning Authorities are required under the Advertisement Regulations to consider the issues of Amenity and Public Safety, taking into account the provisions of any Development Plan policies that are material, and 'any other relevant factors' which are specifically relevant to amenity and public safety.

The Redrow 'letters' sign is considered by Redrow to be an important element of the company's marketing and advertising initiative to help support the sale of its new homes at the site. As set out by your Officer, the sign itself is considered to be of a reasonable scale and appearance, and with the illumination turned off will not result in undue harm to amenity or public safety, such that would warrant the refusal of advertisement consent. The Highway Authority has raised no objection to the sign, and your officer has also made clear the proposal, in its amended form, will not result in any harm to the setting or character of the nearby listed building at Bowers Hall, or have any inter-visibility from the Silver End Conservation Area.

The sign is to be situated on the land for a temporary period, whilst the construction and sale of the new homes is taking place, after which it will be removed.

Given the present circumstances, and the recent pause in construction work because of the Covid-19 lockdown, it is vitally important - now more than ever - that new housing developments are supported by appropriate advertising and signage to promote the homes that are being built and to support sales, and this, in turn, is critical to enabling important housing delivery on sites such as this to continue. We therefore respectfully ask that Members accept their Officer's recommendation and grant advertisement consent for this advert.