

Committee Statement – Application 19/02298/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 14 banner adverts (flags) on land to the north of Western Road, to promote the new residential development that is currently under construction by Redrow. However, following discussions with your Officer, Redrow agreed to amend the application, and is now seeking Advertisement Consent to retain just 8 of the banners.

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 Council's Historic Buildings consultant highlighted some concerns regarding the original number of flags being proposed, and their impact on the setting of the listed building at Bower Hall. Whilst your Officer has made clear in his report that the flags would be separated from the listed building and would have no inter-visibility from the Silver End Conservation Area, Redrow agreed to reduce the number of flags down to 8, thus ensuring there will be no harm to visual amenity or the setting and character of the listed building.

Under the amended application, the nearest banner will now be located 87m from the boundary between Redrow's housing site and Bowers Hall, which is 27m more separation between the listed building site and the nearest banner.

Members will note that the Highway Authority have raised no concerns regarding the position of the proposed banners on highway safety grounds, and that your Officer has concluded the flags are acceptable with regards to public safety.

The banners are to be situated along the site frontage for a temporary period, whilst the construction and sale of the new homes is taking place, and then they 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 believe the revised proposal for 8 banners represents a reasonable compromise, and we therefore respectfully ask that Members accept their Officer's recommendation and grant advertisement consent for these banners.