 Reigate & Banstead BOROUGH COUNCIL Banstead Horley Redhill Reigate	TO:	PLANNING COMMITTEE
	DATE:	04 July 2018
	REPORT OF:	HEAD OF PLACES & PLANNING
	AUTHOR:	Clare Chappell
	TELEPHONE:	01737 276004
	EMAIL:	Clare.Chappell@reigate-banstead.gov.uk
AGENDA ITEM:	12	WARD: Redhill East

APPLICATION NUMBER:		18/01004/ADV	VALID:	11/06/2018
APPLICANT:	Reigate & Banstead Borough Council		AGENT:	
LOCATION:	Memorial Park, London Road, Redhill			
DESCRIPTION:	Erection of a green flag award on a 6.0m tall flag pole			
All plans in this report have been reproduced, are not to scale, and are for illustrative purposes only. The original plans should be viewed/referenced for detail.				

This application is referred to Committee in accordance with the Constitution as the applicant is Reigate & Banstead Borough Council.

SUMMARY

This advertisement application is for express consent for a six metre high flag staff near to the pavilion in the Council owned grounds of Memorial Park to display the "Green Flag Award 2017/18" flag. .

The Green Flag Award recognises and rewards well managed parks and green spaces across the United Kingdom and around the world. The display of the flag would therefore publicise the recognition that has been awarded to the park following the extensive improvement works in recent years.

The proposal is therefore part and parcel of the improvements in terms of amenity and public safety made through the regeneration of Memorial Park and as such it is appropriate to recognise and celebrate this achievement with the flag recognition. The location of the flag pole and flag would raise no issues of amenity or safety and accord with the relevant policies of the development plan relating to recreation, community facilities and urban open land.

RECOMMENDATION(S)

Subject to the expiry of the Consultation period and the consideration of any additional representations, in consultation with the Chairman of the Planning Committee. Express consent is **GRANTED** subject to conditions.

Consultations:

Redhill Town Centre Partnership: Comments awaited.

(Please note, at the time of drafting this committee report, the consultation period had not expired. The consultation period expires on 10.07.2018).

Representations:

The neighbours of Memorial Park have been consulted. The consultation period expires on 10.07.2018.

1.0 Site and Character Appraisal

- 1.1 The site of the proposed flag pole is to be close to the pavilion and to the north of the children's play area within Memorial Park. Memorial Park is the main town park for Redhill. It is located to the north of the town centre, accessed off London Road, A23 north of the Lombard Roundabout. It is bordered by railings with a small parking area beside the A23 access. The site is a typical park, comprising mainly open grass with scattered trees and landscaping, undulating topography, an equipped play area and sports courts.

2.0 Added Value

- 2.1 The application description was adjusted to include the flag pole as well as the flag.

3.0 Relevant Planning and Enforcement History

- 3.1 13/00792/F - A new single storey pavilion comprising cafe and WCs for users of the Memorial Park, as part of the regeneration of the entire park. Construction partly of coloured rendered masonry and partly of oak frame, with sliding/ folding metal doors and windows beneath a mono pitch roof with panels of photovoltaic cells. APPROVED WITH CONDITIONS.

4.0 Proposal and Design Approach

- 4.1 This is an application for express consent for the erection of a six metre high fibreglass flag pole from which would fly the "Green Flag" awarded for 2017/18. The flag itself would be 0.9 metre x 1.8 metres and have a white logo (stylised outline tree and human figures) and lettering ("Green Flag Award 2017/18") on a green background. The location is would be close to the Pavilion and the children's play area, so it relates to this central area in the park. It was understood that the award was achieved as a result of the renovation/improvement of the park and in particular the pavilion, toilets, play

area, 'sports zone', footpaths/cycle paths, community orchard, landscaping and boundary treatments.

- 4.2 The Green Flag Award scheme recognises and rewards well managed parks and green spaces, setting the benchmark standard for the management of recreational outdoor spaces across the United Kingdom and around the world. The award scheme began in 1996 as a means of recognising and rewarding the best green spaces in the country. It was also seen as a way of encouraging others to achieve the same high environmental standards, creating a benchmark of excellence in recreational green areas. The display of the flag would therefore publicise the recognition that has been awarded to the park and its renovation. Displaying the flag is a requirement of being awarded the standard.

5.0 Policy Context

- 5.1 Designation
Urban open land

- 5.2 Reigate and Banstead Core Strategy
CS2 (Valued landscapes and the natural environment)
CS5 (Valued people and economic development)

- 5.3 Reigate & Banstead Borough Local Plan 2005
Protection of existing character
(urban open land) Pc6

Recreation (Design and Layout) Re2

Community facilities (Design and
Layout) Cf2

- 5.4 Other Material Considerations
National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Town and Country Planning (Control of Advertisements) (England)
Regulations 2007

Human Rights Act 1998

6.0 Assessment

- 6.1 The main issues to consider are:
- Visual amenity
 - Public safety
 - Future use of the flag pole

Visual Amenity

- 6.2 The Control of Advertisement Regulations stipulates advertisements are considered in terms of how their appearance would impact the general characteristics of the locality. The NPPF states (under the "Requiring good design" section, para 67) that poorly placed advertisements can have a negative impact on their surroundings and that control over outdoor advertisements should be efficient, effective and simple in concept and operation: only advertisements having an appreciable impact on a buildings or surroundings should be subject to the local planning authority's detailed assessment.
- 6.3 The advertisement would be modest in scale compared to the pavilion and play equipment nearby. The planning permission for the pavilion approved in 2013 explained that the urban open land policy allows for some ancillary development. Given the purpose of the advertisement to recognise the value of the pavilion and other facilities in Memorial Park, the flag is considered to be an appropriate addition in the context of the urban open land designation.
- 6.4 The enhancements made to the park in recent years are generally viewed as having had a positive contribution to wider regeneration of Redhill town centre. The display of the Green Flag Award, which would promote the community and recreation value of the park facilities, is therefore considered to comply with policies Re2 and Cf2.
- 6.5 The proposed flag pole is the means by which the flag advertisement would be displayed and it is not considered that either would have any significant negative impact on the character and appearance of the park.

Public safety

- 7.0 As explained by the NPPG paragraph 28: "Factors relevant to public safety are specified in regulation 3 (of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007). Public safety is not confined to road safety and includes all of the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air".
- 7.1 In light of the siting, appearance and scale of the proposed flag pole advertisement, it would not be considered to result in harm to public safety or traffic safety. The proposed flag pole should not constitute a public safety issue in the future providing it is installed and then maintained in a safe condition as required by Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Future use of the flag pole

- 7.2 The flag to be flown on the flag pole refers to the award for the period 2017/18. Assuming that the award is made in future years, the flag can continue to be flown under the terms of the recommended consent and it

would be reasonable to view the display of other flags relating to the operation of the park as covered by the same consent. It is also possible to use the flag pole to fly any country's national flag; the flag of the Commonwealth, the European Union or the United Nations; the flag of any English county or the flag of any saint, for example Saint George, as these flags may be displayed without requiring advertisement consent.

CONDITIONS

The following five conditions are the standard conditions that apply to all advertisement consents within England.

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:

To comply with Regulation 6(1) and 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:

To comply with Regulation 6(1) and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. 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:

To comply with Regulation 6(1) and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. 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:

To comply with Regulation 6(1) and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

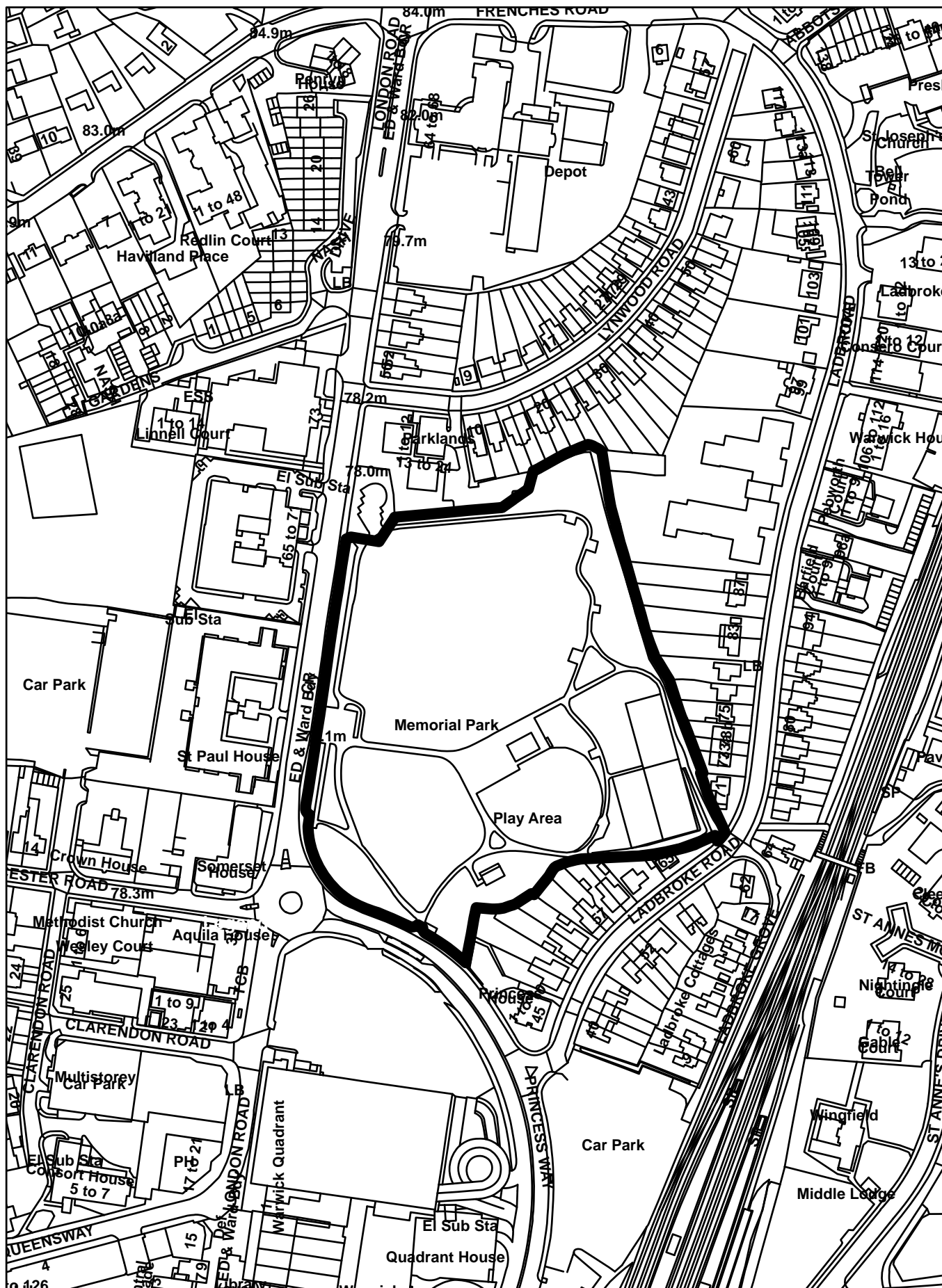
Reason:

To comply with Regulation 6(1) and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

REASON FOR EXPRESS CONSENT

The advertisement hereby granted consent has been assessed against Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It has been concluded that the advertisement would not have a harmful effect on amenity or public safety, having regard to the provisions of the Development Plan in so far as they are material; and there are no other material considerations that justify refusal in the public interest.

18/01004/ADV - Memorial Park, London Road, Redhill



Memorial Park, Redhill



Green Flag

1.8m x 0.9m



Green
Flag
Award
2017/18

1.8m.