

7 DCCE2007/0196/A - FASCIA SIGN, ENTRANCE FEATURE, DIRECTIONAL AND PARKING SIGNS. REPLACEMENT PYLON. CALLOW MARSH, CALLOW, ROSS ROAD, HEREFORD, HEREFORDSHIRE, HR2 8BT**For: Callow Marsh, Tara Signs Ltd, St. Peters Place, Western Road, Lancing, BN15 8SB****Date Received: 19th January, 2007 Ward: Hollington Grid Ref: 49795, 35517****Expiry Date: 16th March, 2007**

Local Member: Councillor W.J.S. Thomas

This application was deferred at the meeting of the Central Area Planning Sub-Committee on the 7th March, 2007 in order to carry out a Members site visit. This site visit was carried out on the 20th March, 2007.

1. Site Description and Proposal

1.1 This application seeks Advertisement Consent for the display of signage at the Callow Marsh Ltd car dealership located to the west of the A49, south of Hereford. The application site is located in the open countryside with a further two car dealerships found to the south, and residential properties to the west and north. The application proposes the display of a non-illuminated totem sign and an entrance feature with an illuminated logo.

1.2 Previously, application DCCE2005/4146/A sought permission for one totem sign (illuminated), entrance feature (partially illuminated), directional sign, fascia signage (illuminated), sale entrance plaque, customer parking signage (x3), and 12 metre flags and poles (x3). This application was refused. The subsequent Appeal allowed the directional sign, fascia sign, sales entrance plaque and customer parking signage. The totem, flags, and entrance feature elements were dismissed. Subsequent to this, an application was submitted (DCCE2005/4146/A) for a totem, entrance feature, and welcome plate. This was also refused due to the level of proposed illumination and the scale and intrusive nature of the entrance feature. This application seeks to address these concerns.

2. Policies

2.1 National Policy Guidance:

PPG19 - Outdoor advertisement control

2.2 Herefordshire Unitary Development Plan 2007:

S2 - Development requirements
DR1 - Design
HBA11 - Advertising

3. Planning History

- 3.1 DCCE2006/3318/A - New totem and entrance feature. Refused 27th November, 2006.
- 3.2 DCCE2005/4146/A - Various signage. Refused 10th February, 2006. Appeal Dismissed in part (in respect of flags, totem, and entrance feature). Express consent granted for fascia sign, directional sign, entrance plaque, and customer parking signs.
- 3.3 SW2003/0510/A - Various signage. Approved 28th March, 2003.
- 3.4 SW1999/1150/A - Various signage. Approved 10th September, 1999.

4. Consultation Summary

Statutory Consultations

- 4.1 Highways Agency: No objection subject to conditions.

Internal Council Advice

- 4.2 Conservation Manager: No objection.
- 4.3 Traffic Manager: No response to date.

5. Representations

- 5.1 Local Residents: Three letters of objection had been received from the following parties:
 - i) Mr. and Mrs. Davies, Highfield, Grafton Lane, Grafton;
 - ii) Mr. and Mrs. Barrett, Hatterall, The Old Angel Inn, Callow.
 - iii) Mr. and Mrs. Layton, Karolek, Grafton Lane

The comments can be summarised as follows:

- i) Road safety issues caused by signage on the junction of hte A49;
 - ii) Highway safety issues caused by driver distraction/confusion;
 - iii) Highway safety issues caused by glare from illumination of signage;
 - iv) Adverse impact upon rural character and landscape.
- 5.2 The full text of these letters can be inspected at Central Planning Services, Garrick House, Widemarsh Street, Hereford and prior to the Sub-Committee meeting. Any additional comments will be reported verbally.

6. Officers Appraisal

- 6.1 The directional sign, entrance plaque, fascia sign, and parking signs shown on the submitted drawings have all been given express consent following the Appeal against the refusal of application DCCE2005/4146/A. On this basis, the matters for consideration revolve around the entrance feature, welcome plate, and the totem sign.
- 6.2 Following the refusal of the 'first' application (DCCE2005/4146/A), the entrance feature was reduced in scale and split into two mini totem signs either side of the entrance

door. This arrangement, proposed in application DCCE2006/3318/A, was still considered excessive and unacceptable due to its intrusive and incongruous nature. The entrance element has again been reduced in scale in this application and is now limited to a single totem feature with only the logo illuminated. The reduction in scale and illumination associated with this element of the proposal is welcomed and it is now considered that this feature would integrate effectively into the site without appearing incongruous.

- 6.3 The totem is 4.5 metres in height and the 2 metre reduction in height over the totem proposed in application DCCE2005/4146/A is again welcomed. The illumination, previously proposed under application DCCE2006/3318/A, is also now removed. The totem is now similar in scale and nature to the previous Rover totem found in this broad location, and it is considered that this feature is now appropriate in scale and illumination for this site.
- 6.4 The proposed welcome plate is now a simple sign positioned above the main entrance doors. This is an unobtrusive sign which raises no concern in the context of visual amenities.
- 6.5 This site is located in a prominent position within a sensitive rural area and as such it is essential that signage, and importantly its illumination, on this site be restrained. The number of applications involved in securing the correct signage on this site is reflective of this. It is now considered that an appropriate scheme of signage has been achieved that will not adversely impact upon the visual amenities of the locality, or upon highway safety.

RECOMMENDATION

That planning permission be granted subject to the following conditions:

- 1 I01 (Time limit on consent).**
Reason: In the interests of the visual amenity of the area.
- 2 I03 (Constant level of illumination).**
Reason: In the interest of the visual amenity of the area.
- 3 I06 (Non-illuminated sign only).**
Reason: In the interests of visual amenity.

Informatives:

- 1 N03 - Adjoining property rights.**
- 2 N15 - Reason(s) for the Grant of PP/LBC/CAC.**
- 3 N19 - Avoidance of doubt.**

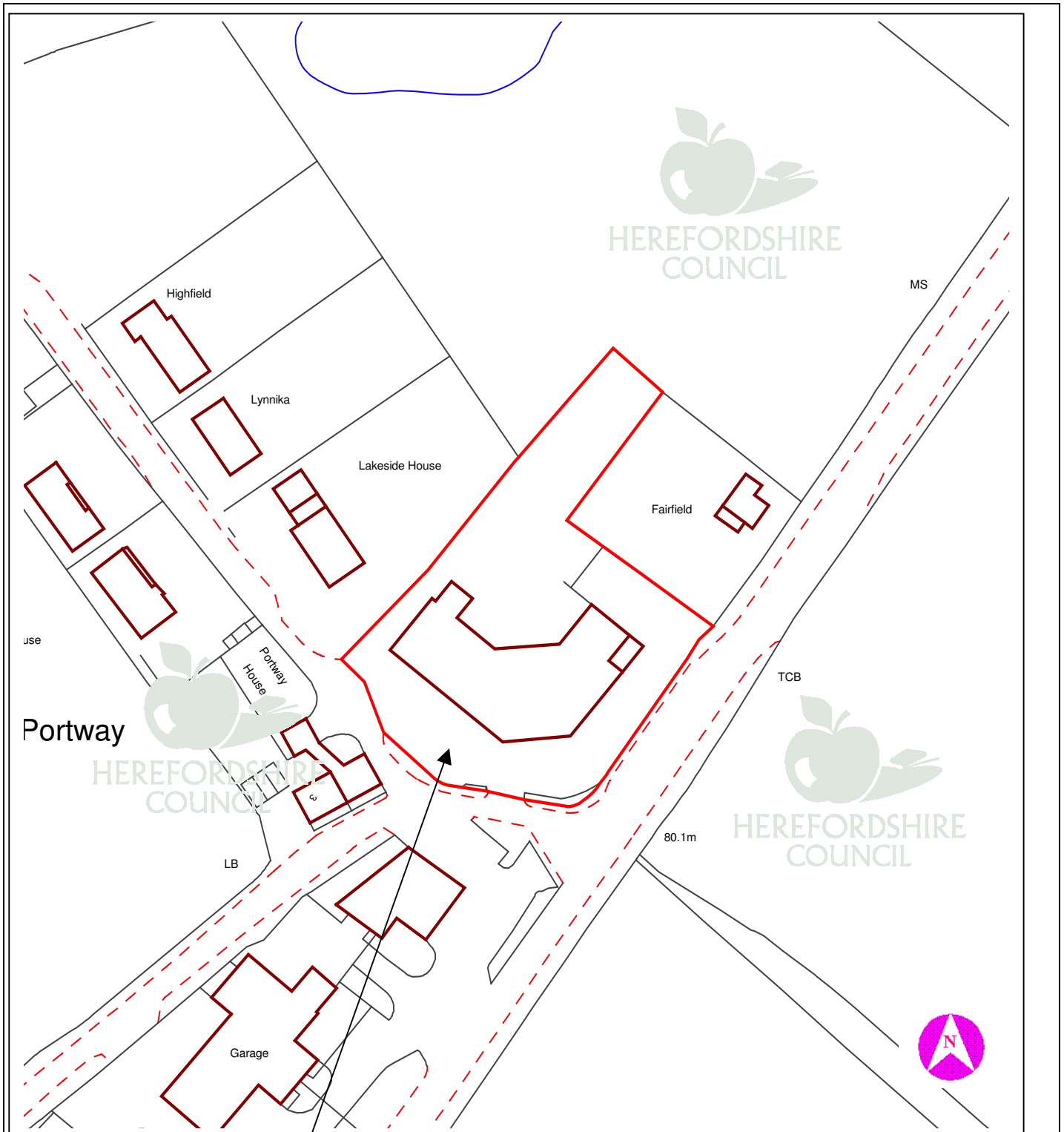
Decision:

Notes:

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Background Papers

Internal departmental consultation replies.



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APPLICATION NO: DCCE2007/0196/A

SCALE : 1 : 1250

SITE ADDRESS : Callow Marsh, Callow, Ross Road, Hereford, Herefordshire, HR2 8BT

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