

11 DCCE2007/0624/A - FOUR INTERNALLY ILLUMINATED FASCIA PANELS AND ONE INTERNALLY ILLUMINATED TOTEM POLE SIGN STIRLINGS SUZUKI, CALLOW, HEREFORD, HEREFORDSHIRE, HR2 8BT**For: Suzuki GB Plc, Sign Specialists Ltd, 46 Hockley Hill, Hockley, Birmingham, B18 5AQ****Date Received: 27th February, 2007 Ward: Hollington Grid Ref: 49735, 35404****Expiry Date: 24th April, 2007**

Local Member: Councillor W.J.S. Thomas

1. Site Description and Proposal

1.1 This application seeks Advertisement Consent for the display of signage at the Sterling Suzuki car dealership located to the west of the A49, south of Hereford. The application site is located in the open countryside. A car dealership is found to the south and the north, and residential properties to the west and north. The application proposes the display of an illuminated totem sign and four internally illuminated fascia signs.

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 DCCE2006/3579/A - Three flagpoles. Refused 15th December, 2006.

3.2 DCCE2006/2145/F - Erection of service bay and clearing/wash bay. Approved 21st August, 2006.

3.3 SW2000/3430/F - Internally illuminated fascia signs and new panel to existing totem sign. Approved 10th May, 2001.

4. Consultation SummaryStatutory Consultations

4.1 Highways Agency: No objection subject to conditions.

Internal Council Advice

- 4.2 Traffic Manager: No objection. Advised of the requirement to liaise with the Highways Agency.
- 4.3 Environmental Health Manager: No objection.

5. Representations

- 5.1 Callow and Haywood Parish Council: Objection. 'It is felt that this application is by its scale and the siting within the existing signage area, would have a detrimental impact upon the appearance of the existing building and the visual amenities of the area...It is also felt as has been aired in other planning applications of this nature that there would be a significant impact on the local area in respect to light pollution and constant undermining of the rural area that this application comes under. There are continued complaints, concerns of the local residents about the whole of the area where these dealerships are that there should be consideration by Herefordshire Council upon these. The view of the Parish Council is that this application be refused.'
- 5.2 Local Residents: Five letters of local objection have been received from the following sources:
1. Mr & Mrs Barrett, Hattrall, The Old Angel Inn, Callow
 2. N. Davies, Knockerhill Farm, Callow
 3. Mrs Matthews, Sunrise House, Callow.

The comments raised can be summarised as follows:

1. Detrimental impact upon visual amenities;
 2. Detrimental impact upon residential amenities caused by glare and light spill;
 3. Adverse impact upon highway safety;
 4. Increase in the carbon footprint of the dealership;
 5. Lighting is unnecessary and is inappropriate in this rural location.
- 5.3 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.
- 6. Officers Appraisal**
- 6.1 Herefordshire Unitary Development Plan 2007 Policies S2 and DR1 require a high standard of design in new development.
- 6.2 Herefordshire Unitary Development Plan 2007 Policy HBA11 advises that consent for the display of advertising will only be granted where they do not adversely affect the visual character and appearance of this area, either individually or cumulatively.
- 6.3 The proposed signage involves a wrap-around fascia panel running around the front and side elevations of this property in four sections, as well as a new 5 metre high internally illuminated totem pole. All elements are made of aluminium with only the text and logos internally illuminated.
- 6.4 Having regard to the rural location of this site, and the growing concern over the intrusive nature of this garage, and its two neighbours, the level of illumination

proposed is of some concern. However, it is also the case that this proposal represents a like-for-like replacement of the existing signage with the noticeable change being limited to the appearance of the new corporate identity of Suzuki. On this basis the signage will not result in any new or additional harm being caused to the amenities of the locality. The scheme is therefore considered acceptable subject to conditions.

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 Prior to the installation of the approved advertisements, further details shall be submitted to, and approved in writing by the local planning authority in consultation with the Highways Agency, to demonstrate that the lighting will not cause glare to trunk road users, and that no lighting source will be directly visible (including by reflection) to trunk road users.**

Reason: In the interests of highway safety.

Informatives:

- 1 N03 - Adjoining property rights.**

- 2 This permission does not authorise any works within the confines of the adjacent trunk road.**

- 3 N15 - Reason(s) for the Grant of PP/LBC/CAC.**

- 4 N19 - Avoidance of doubt.**

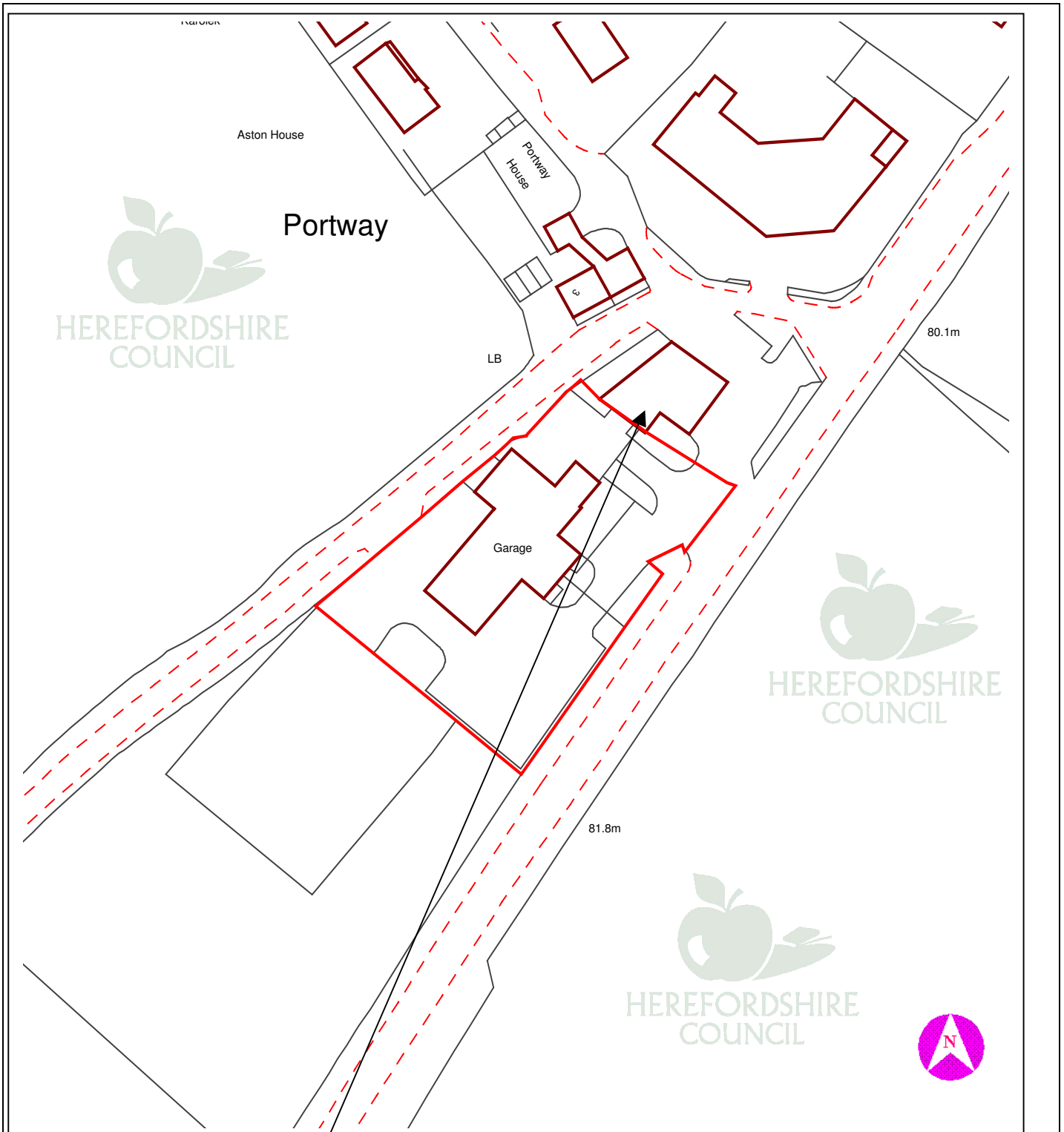
Decision:

Notes:

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Background Papers

Internal departmental consultation replies.



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APPLICATION NO: DCCE2007/0624/A

SCALE : 1 : 1250

SITE ADDRESS : Stirlings Suzuki, -, Callow, Hereford, Herefordshire, HR2 8BT

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