

## **7 DCSE2007/1748/L - ERECTION OF BRACKET FOR HANGING SIGN. BERKELEY HOUSE, NEW STREET, ROSS-ON-WYE, HEREFORDSHIRE, HR9 7DA.**

**For: Mr. N. Handoll, Berkeley House, New Street, Ross on Wye, HR9 7DA.**

**Date Received: 1st June, 2007      Ward: Ross-on-Wye West      Grid Ref: 59909, 24258**  
**Expiry Date: 27th July, 2007**

Local Members: Councillors C.M. Bartrum and G Lucas

### **1. Site Description and Proposal**

- 1.1 The site is located within the defined settlement boundary of Ross-on-Wye within the conservation area and Wye Valley Area of Outstanding Natural Beauty. Berkeley House is a grade II listed building located on the north side of New Street. New Street contains a mixture of residential uses and commercial services.
- 1.2 The site comprises a three-storey cream rendered building. The premises comprise three domestic flats on the first, second and third floors, whilst an osteopath and dental practice occupy the ground floor.
- 1.3 The application is retrospective for listed building consent to retain a hanging sign comprising of a steel c1940's hanging bracket and wooden sign fixed to the wall with 4 coach bolts. The sign has a white background and states in black lettering, 'Ross-on-Wye Clinic of Osteopathy & Complementary Medicine'.

### **2. Policies**

#### **2.1 Planning Policy Guidance**

- |        |   |                                       |
|--------|---|---------------------------------------|
| PPS.1  | - | Delivering Sustainable Development    |
| PPS.15 | - | Planning and the Historic Environment |

#### **2.2 Herefordshire Unitary Development Plan**

- |               |   |  |
|---------------|---|--|
| Policy S.1    | - | Sustainable Development                        |
| Policy S.7    | - | Natural and Historic Heritage                  |
| Policy DR.1   | - | Design   |
| Policy HBA.1  | - | Alterations and Extensions to Listed Buildings |
| Policy HBA.4  | - | Setting of Listed Buildings                    |
| Policy HBA.10 | - | Shopfronts                                     |
| Policy HBA.11 | - | Advertising                                    |

### **3. Planning History**

- |     |                 |   |                        |
|-----|-----------------|---|------------------------|
| 1.3 | DCSE2006/1410/F | Change of use from domestic flat to complementary health centre | Approved<br>16.06.2006 |
|-----|-----------------|---|------------------------|

DCSE2007/0043/L Internal alterations to facilitate provision of accessible wc, erection of partitioning to form office, provision of additional treatment room Approved 16.02.2007

#### **4. Consultation Summary**

##### Statutory Consultations

4.1 No statutory or non-statutory consultees required.

##### Internal Council Advice

4.2 The Conservation Manager has no objection to the proposal.

#### **5. Representations**

5.1 Ross Town Council comments are awaited.

1 letter of representation has been received with three signatures from:  
D. Ridley, Flat 1, Berkeley House, New Street, Ross-on-Wye, HR9 7DA  
P.V. Parkman, Flat 2, Berkeley House, New Street, Ross-on-Wye, HR9 7DA  
P.G Hewett, Flat 3, Berkeley House, New Street, Ross-on-Wye, HR9 7DA

stating the following:

Since the application affects all categories listed in your codes L, AC and SL all the domestic users of this building find the proposed changes unacceptable. The presence of brass plates to the faade for both commercial enterprises and in the case of the osteopath, his window emblazoned with his attributes it is in any case unnecessary. We live here and find the addition of pub type sign to a handsome building offensive. This especially when the dentist has voiced the intention of having a similar sign.

The full text of these letters can be inspected at Southern Planning Services, Garrick House, Widemarsh Street, Hereford and prior to the Sub-Committee meeting.

#### **6. Officer's Appraisal**

6.1 Policies HBA1, HBA4 and HBA6 of the Herefordshire Unitary Development Plan 2007 relate to proposals that involve alterations to a listed building and work within conservation areas. It is considered that these policies facilitate the most effective assessment of this proposal. The primary consideration in determining this application is whether or not there will be any adverse impact on the Listed Building or the Conservation Area.

6.2 The bracket was previously attached to the wall of Priory House, 2 doors away from Berkeley House. The applicant has had the bracket cleaned and repainted. Having regard to the simple style, the colour and the siting, it is considered that the hanging sign is not considered to be discordant with the visual amenity of the conservation area, nor does it detract from the character and appearance of the listed building.

**RECOMMENDATION**

**That planning permission be granted.**

**Informatives:**

- 1 N19 - Avoidance of doubt**
- 2 N15 - Reason(s) for the Grant of Listed Building Consent**

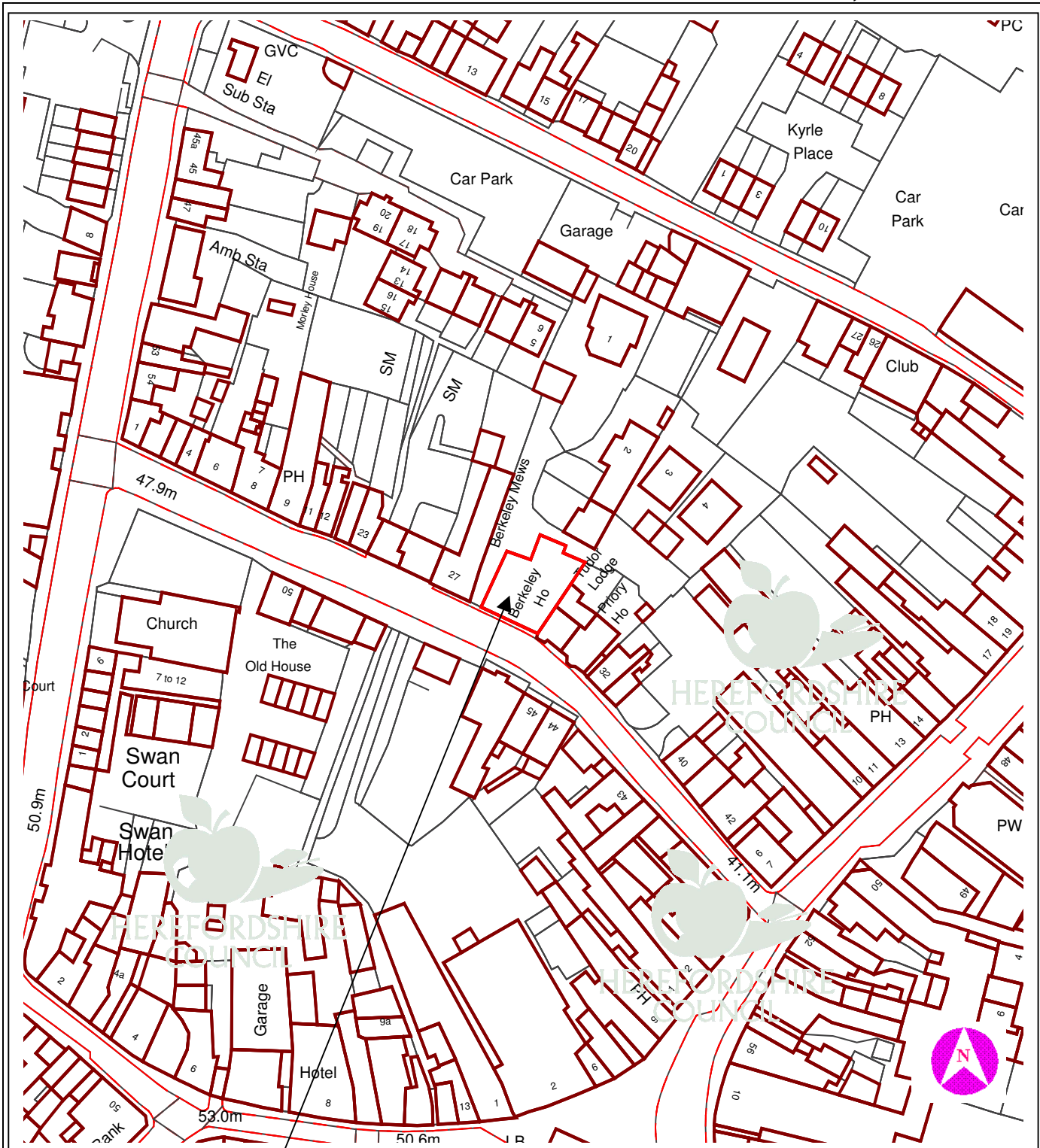
Decision: .....

Notes: .....

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**Background Papers**

Internal departmental consultation replies.



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**APPLICATION NO:** DCSE2007/1748/L

**SCALE :** 1 : 1250

**SITE ADDRESS :** Berkeley House, New Street, Ross-on-Wye, Herefordshire, HR9 7DA

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