

6 DCSE2007/2552/A - REPLACEMENT SIGN ON THE CORNER OF WALFORD ROAD AND THE AVENUE, ROSS CONSERVATIVE CLUB, THE AVENUE, ROSS-ON-WYE, HEREFORDSHIRE**For: Mr N Dale, c/o Ross Conservative Club, The Avenue, Ross on Wye, Herefordshire****Date Received: 10th August 2007 Ward: Ross-on-Wye Grid Ref: 59825, 23602 East****Expiry Date: 5th October 2007**

Local Members: Councillor PGH Cutter and Councillor Mrs AE Gray

1. Site Description and Proposal

1.1 Ross Conservative Club is located on the south side of the junction of The Avenue with Walford Road. The Chestnuts Home for the Elderly is to the north. The site is located in an established residential area, the Ross-on-Wye Conservation Area and the Wye Valley Area of Outstanding Natural Beauty.

1.2 This application proposes the erection of a non-illuminated advertisement board, 1200mm x 700mm that will be located at the junction of The Avenue with Walford Road. The sign will be constructed in 3mm thick aluminium panel with folded returns with a powder coat finish, colour cream with applied vinyl blue lettering. The sign will be fixed to 2, 75mm box section posts, positioned on raised land behind a 1.1 metre high stonewall and in front of a leylandii hedge. The application seeks to display the advert for a period of 5 years.

2. Policies**2.1 Planning Policy Guidance**

PPS1 - Delivering Sustainable Development
PPG15 - Planning and the Historic Environment
PPG19 - Outdoor Advertisement Control
Circular 3/2007 Town and Country Planning (Control of Advertisements) (England) Regulations.

2.2 Herefordshire Unitary Development Plan 2007

Policy S7 - Natural and Historic Heritage
Policy DR1 - Design
Policy LA1 - Areas of Outstanding Natural Beauty
Policy HBA6 - New Development within Conservation Areas
Policy HBA11 - Advertising

3. Planning History

3.1 There is no planning history.

4. Consultation Summary

Statutory Consultations

4.1 No statutory or non-statutory consultations required.

Internal Council Advice

4.2 Traffic Manager - No objection.

4.3 Conservation Manager - No objection.

5. Representations

5.1 An objection has been received from JP Allen, Invermoray, The Avenue, Ross-on-Wye. The main points raised are:

- The sign which has disappeared was no larger than a typical "House for Sale" sign.
- The new size is unnecessarily large and is not warranted.
- It will be out of place in this very pleasant residential, rather than commercial, area.

5.2 Ross Town Council has no objection.

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 The material considerations in the determination of this application are matters of amenity and public safety.

6.2 Amenity is considered to be the effect the sign will have on the visual and aural amenity in the immediate neighbourhood. In assessing amenity this is taken to be the local characteristics of the neighbourhood including its scenic, historic, architectural and cultural features. The site is located in an established residential area which the Conservation Manger comments is characterised by large detached Victorian and Edwardian villas with well planted gardens and mature trees. Many of the houses are built of sandstone in the Victorian Gothic style. The Conservative Club, former dwelling, is typical of this characterisation. While the sign is in a prominent position, the sign is not unduly large or of inappropriate design and is therefore unlikely to have any significant impact on the character of the conservation area.

6.3 Public safety is considered to be the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). The Traffic Manger considers the sign and position of the sign will not cause nuisance to either pedestrians or cause confusion to motorists using the adjoining road network and accordingly has no objection to the application.

RECOMMENDATION

That express consent be granted subject to the following conditions:

1 I01 (Time limit on consent)

2 A09 (Amended plans)

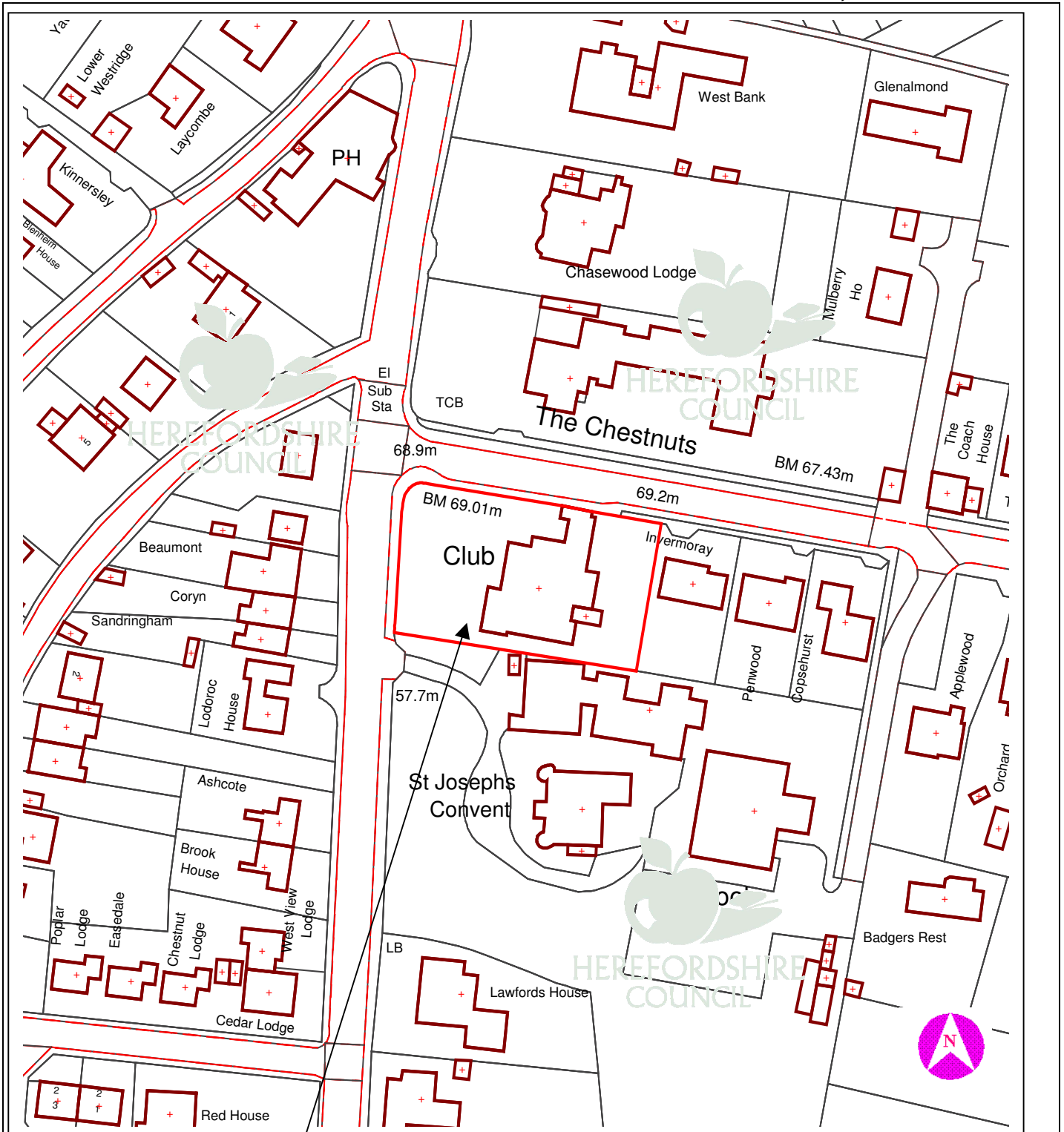
Decision:

Notes:

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Background Papers

Internal departmental consultation replies.



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APPLICATION NO: DCSE2007/2552/A

SCALE : 1 : 1250

SITE ADDRESS : Ross Conservative Club, The Avenue, Ross-on-Wye, Herefordshire

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