

10 DCSE2009/0308/A - TWO FREE STANDING SIGNS (POLE SIGN ILLUMINATED) AND A FASCIA SIGN TO BUILDING, HOPE & ANCHOR, ROPE WALK, ROSS-ON-WYE, HEREFORDSHIRE, HR9 7BU.

For: Mr G Overall per Morgan Signs & Design Ltd. Unit A4 Walsall Enterprise Park, Regal Drive, Walsall, WS2 9HQ.

**Date Received: 18 February 2009 Ward: Ross-on-Wye Grid Ref: 59644, 24183
West**

Expiry Date: 15 April 2009

Local Members: Councillors CM Bartrum and G Lucas

1. Site Description and Proposal

- 1.1 The Hope and Anchor Public House is situated between Wye Street and the River Wye in Ross-on-Wye and comprises a public house, car park and grassed beer garden area with two timber buildings and numerous picnic tables and benches. The site is within the Ross-on-Wye Town Conservation Area and Wye Valley Area of Outstanding Natural Beauty. It is within the flood plain of the river. Levels within the site rise gradually from the top of the riverbank to the public house to the east and the road beyond.
- 1.2 It is proposed to replace three signs at the site, a double sided directional sign (Item A) adjacent to Wye Street near to the vehicular access into the site, a pole sign (Item B), which it is also proposed to re-site adjacent to an existing garage building and stone wall on the north-western side of Wye Street and an existing wall sign (Item C) fixed to the front (western) elevation of the public house.
- 1.3 The double sided directional sign would be a maximum of 1.5 metres in height, 1.5 metres in width and would have a blue background with cream text and symbol. The pole sign would be some 3.8 metres in height, excluding the 'Marstons' crowner and would be illuminated by a pair of pictorial lights to the pictorial sign and two bullet lights to the directional sign, which would indicate the direction of the entrance to the site and the car park. The wall sign would be 2.4 metres in width and 0.9 metres in height, with a blue background and cream vinyl text and coachlines. It would be sited on a gable end, directly beneath a first floor window and above a ground floor, flat roofed addition.

2. Policies

2.1 Planning Policy Statements

The Planning System: General Principles (Office of the Deputy Prime Minister)
PPG15 - Planning and the Historic Environment
PPG19 - Outdoor Advertisements Control

2.2 Herefordshire Unitary Development Plan

Part 1

- Policy S2 - Development Requirements
 Policy S7 - Natural and Historic Heritage

Part 2

- Policy DR1 - Design
 Policy DR2 - Land Use and Activity
 Policy LA1 - Areas of Outstanding Natural Beauty
 Policy HBA4 - Setting of Listed Buildings
 Policy HBA6 - New Development in Conservation Areas
 Policy HBA11 - Advertising

3. Planning History

- 3.1 DCSE2007/3335/F Erection of a 5m x 9m garden room structure to the front of the building. Predominantly timber with trellis panels and ballustrade and timber shingle roof - Withdrawn 12.12.07
- DCSE2007/3872/F Erection of a 5m x 9m garden room structure to the front of the building. Predominantly timber with trellis panels and ballustrade and timber shingle roof - Refused 06.02.08 allowed on appeal on 07.08.08
- DCSE2008/2092/F Proposed erection of a garden room structure and relocation of existing ice-cream/drinks unit - Granted 01.10.08

4. Consultation Summary

Statutory Consultations

- 4.1 No statutory or non-statutory consultations required.

Internal Council Advice

- 4.2 The Conservation Manager advises that there will be no net change on the impact of the character of listed buildings in the vicinity or the wider Conservation Area.
- 4.3 Traffic Manager advises that the proposed re-siting of the pole sign should not be within 2.4 metres of the carriageway and should be re-sited.

5. Representations

- 5.1 The applicant's agent has submitted additional information in support of the application. This states, in summary:

- The proposed location of the pictorial pole sign is crucial, as there is a history of motorists who travel down the hill, pass the entrance to the site (on their right), continue and do not turn around.
 - The proposed re-siting would clearly identify the site entrance and enable motorists more time to turn safely into the site.
- 5.2 Ross-on-Wye Town Council - No objection.
- 5.3 One letter of objection has been received from the owner of The White House Guest House. The main issues raised are:
- Object to the re-siting of the pole, free standing sign only.
 - The re-siting would be opposite my front door, in direct sight line of at least two of my letting rooms.
 - Guest House is a Grade II listed building, in a Conservation Area.
 - It would be obtrusive to the views from all rooms, which currently have an interrupted view of the riverside.
 - No problem with position of the existing sign, which has been there around 30 years, why is it necessary to move it?
 - It is the applicant's Birmingham sign makers that have made the suggestion for re-siting.
 - Benefit of the applicant's by moving the sign would not outweigh the benefit to my business by leaving it where it is.
 - Have no objection to the other proposed signs.

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 main considerations in the determination of this application are, as set out in PPG19 – Outdoor Advertisement Control, the impact upon amenity and public safety. Policy HBA11 states that advertisement consent will only be granted where they do not adversely affect public safety or amenity, having regard to the architectural, historical and visual character and appearance of the area and to both individual and cumulative effects.
- 6.2 With regards to the Area of Outstanding Natural Beauty designation Policy LA1 of the Unitary Development Plan states that only small scale development, which would not adversely impact upon the intrinsic natural beauty of the landscape and is necessary to facilitate the economic well being of the area will be permitted. In addition Policy HBA6 requires development in Conservation Areas to preserve or enhance the character and appearance of the area, whilst Policy HBA4 states that development that would adversely affect the setting of listed buildings will not be allowed.
- 6.3 The double sided directional sign would be of comparable size and siting to the existing. It would be of a simple design and two colour scheme and by virtue of this, together with its siting, it would not be unduly prominent in the street scene or from riverside views. As such the sign would not be harmful to the amenity of the area. Due to its siting, set back from the highway it would not restrict visibility or the free flow of traffic. Therefore, the sign would not prejudice public safety.

- 6.4 The re-sited illuminated pole sign would be relocated approximately 20 metres to the north-east of its existing position, adjacent to a garage and stone wall on the north-western side of Wye Street. It would be at a lower level than the highway and nearby to an existing telegraph pole. In terms of its impact on the general amenity of the area it is considered that it would be read in conjunction with existing development and would not be intrusive. The Conservation Manager has advised that there would be no adverse impact upon the Conservation Area or the setting of the nearby listed buildings. It is therefore considered that the character and appearance of the Conservation Area will be preserved and the setting of the listed buildings, in this suburban location, would not be harmed. Illumination of the sign is considered acceptable in this location, provided that it is turned off when the public house to which it relates is closed. A condition is recommended to control this. Amended plans have been received which propose the siting of the pole sign set back some 2.4 metres from the carriageway. On this basis the Traffic Manager considers that the sign would not adversely impact upon public safety, in respect of restricting visibility to the north-east from vehicles existing the site or pedestrians using the public footway.
- 6.5 The proposed wall sign, to the front elevation of the public house, would essentially replace the existing. By reason of its size and siting it would relate well to the existing building, would not be unduly prominent and would have no impact upon public safety.
- 6.6 As advised in PPG19 – Outdoor Advertisement Control, it is not for the planning system to question the need for advertisements. Furthermore, it is the wider public amenity that is considered and not the interests of individuals. The objector's comments in respect of the pole sign are noted, however as set out in The Planning System: General Principles private interests are not protected, but rather public amenity. The impact upon the amenity of the area has been considered at section 6.4 of this report and it is concluded that there would be no demonstrable adverse impact upon the amenity of the locality.
- 6.7 In conclusion, it is considered that the three signs proposed would not have an adverse impact upon the amenity of the area or public safety.

RECOMMENDATION

That advertisement consent be granted subject to standard conditions and the following further conditions:

1 A01 (Time limit for commencement (full permission))

Reason: Required to be imposed by Section 91 of the Town and Country Planning Act 1990.

2 B03 (Amended plans)

Reason: To ensure the development is carried out in accordance with the amended plans and to comply with the requirements of Policy DR1 of Herefordshire Unitary Development Plan

3 I35 (Time limit on floodlighting/external lighting) (amended)

Reason: To minimise the impact of the floodlights and to protect the residential amenity of nearby dwellings so as to comply with Policy DR14 of Herefordshire Unitary Development Plan.

Informatives:

- 1 **N19 - Avoidance of doubt - Approved Plans**
- 2 **N15 - Reason(s) for the Grant of Advertisement Consent**

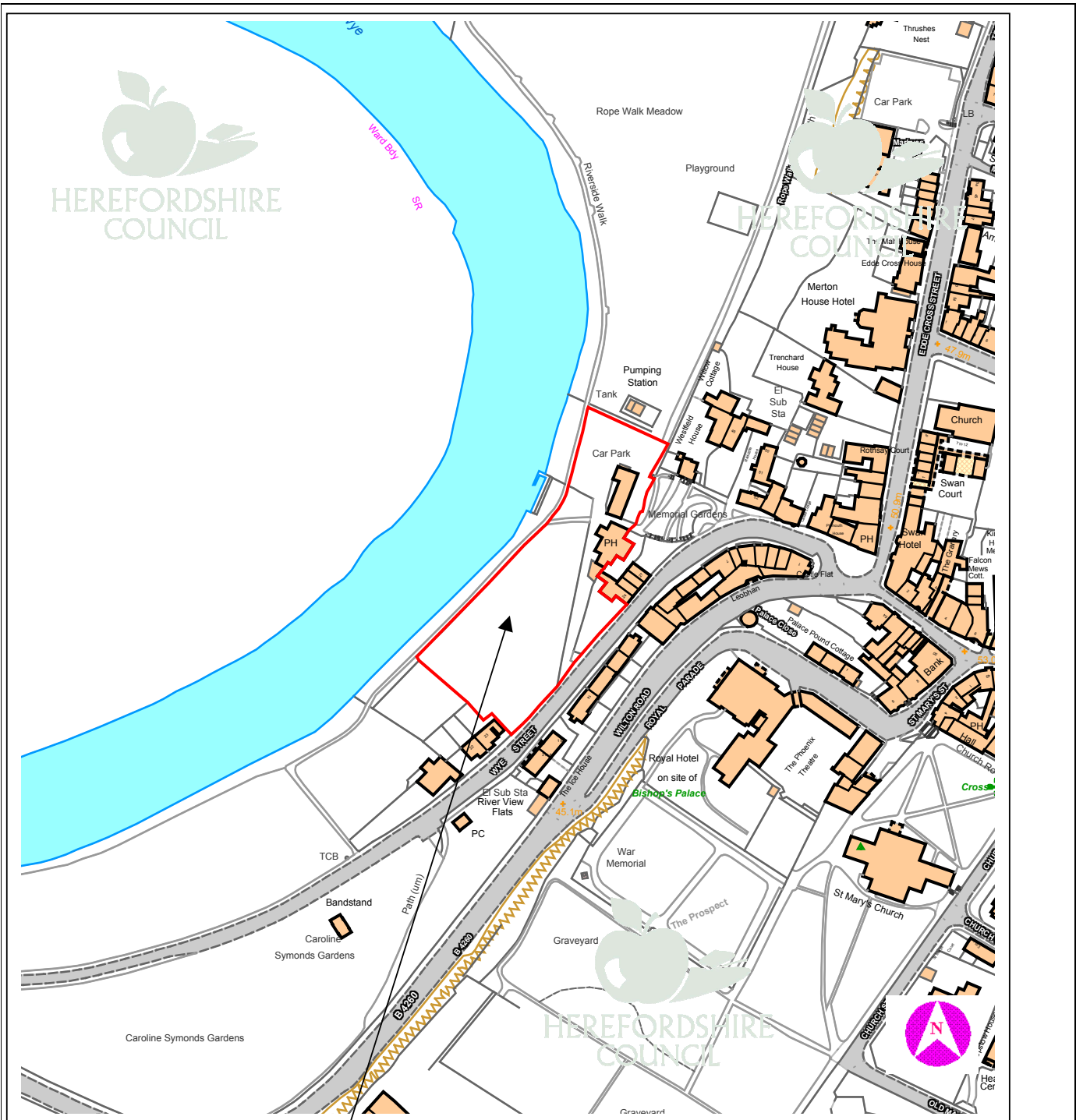
Decision:

Notes:

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Background Papers

Internal departmental consultation replies.



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APPLICATION NO: DCSE2009/0308/A

SCALE : 1 : 2500

SITE ADDRESS : Hope & Anchor, Rope Walk, Ross-on-Wye, Herefordshire, HR9 7BU

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