

1 DCSE2004/0928/A - FLAGS DISPLAYED AT AN ANGLE ON THE FRONT OF THE BUILDING. CASTLE LODGE HOTEL, WILTON, ROSS-ON-WYE, HEREFORDSHIRE, HR9 6AD

For: Mr J C Felices, Castle Lodge Hotel, Wilton, Ross-on-Wye, Herefordshire, HR9 6AD

Date Received: 15th March 2004 Ward: Llangarron Grid Ref: 58912, 24375

Expiry Date: 10th May 2004

Local Member: Councillor Mrs. J. A. Hyde

1. Site Description and Proposal

1.1 Castle Lodge Hotel is situated within the settlement of Wilton, and adjoins the entrance drive to Wilton Castle and a small modern housing estate. It is an attractive Georgian style building, although it has been extended. It is within the Wilton Conservation Area and Wye Valley Area of Outstanding Natural Beauty but is not listed.

1.2 At present a number of flags are displayed on the building: 6 on the front elevation and one on each of the end elevations. The poles are at an angle of about 45 degrees to the face of the building and display national flags. This application is to continue the display of the flags on the front elevation, although the applicant claims two have been displayed for a sufficient period to obviate the need for express consent. The flags on the ends of the building would be removed. Each flag is about 1.5m x 0.75m. Four of the flagpoles are equally spaced at first floor level; the other two are at a lower level and positioned either side of the entrance to the hotel.

2. Policies

2.1 Hereford and Worcester County Structure Plan

Policy CTC.1 - Development in Areas of Outstanding Natural Beauty
Policy CTC.2 - Development in Areas of Great Landscape Value

2.2 South Herefordshire District Local Plan

Policy C.5 - Development within Area of Outstanding Natural Beauty
Policy C.8 - Development within Area of Great Landscape Value
Policy C.23 - New Development affecting Conservation Areas
Policy C.50 - Advertisement Control

3. Planning History

3.1 SH910820PF Conversion of existing barn to a dwelling - Approved 07.01.92
SH951204PF Change of use of land and barn (with extension) to vehicle hire centre with offices with valetting room. - Refused 05.02.96

SH960935PF	Change of use of land and barn (with extension) to vehicle hire centre with offices with valetting room.	-	Refused 05.02.96
SH961463PF	Conversion of existing barn to a dwelling.	-	Approved 02.06.97
SE2002/1765/F	Change of use to redundant barn into conference centre and construction of new car park.	-	Permitted 25.9.02
SE2003/2164/F	Relocation of existing restaurant to redundant barn, construction of new car park and alterations to existing car park.	-	Approved 15.10.03

4. Consultation Summary

Statutory Consultations

4.1 No statutory or non-statutory consultations required.

Internal Council Advice

4.2 Head of Engineering and Transportation has no objection to the grant of permission.

5. Representations

5.1 The applicant confirms that he will remove 2 of the flags from the sides of the building and will be applying for planning permission for 4 flags, because 2 of them do not need planning permission as they have been there for a long time.

5.2 Bridstow Parish Council have no objection to the application.

5.3 5 letters have been received expressing objections to the proposed display. In summary the reasons given are as follows:

- the area is supposed to be a conservation area, Area of Outstanding Natural Beauty, etc, but has declined, its natural beauty taken away by recent changes and effort needed to restore its lost attractiveness. Flags do not help as totally inappropriate in residential area. Six would be out of place for the building and area generally, they soon become dirty and tatty and detract from an area's appearance
- within 300m there are 5 establishments (food, drink and accommodation) and a further restaurant is projected plus a garage serving fast food, consequently there is a plethora of adverts of all sorts - residents would welcome a reduction in all forms of display
- 7 flags already. Oppose any additional flags as totally excessive. Hotel has numerous signs and banners which detract from residential area.

5.4 One letter has been received from Paul Keetch, MP. The following points are made:

- I have recently visited the hotel and seen the site for myself. I believe that it is usual for flagpoles to be erected either vertically or horizontally but that poles at a 45 degree angle are also permissible providing there is no competition for space.

In the case of Castle Lodge Hotel it stands detached in its own grounds and is distanced adequately from neighbouring properties. I am also advised that national flags can be flown but that flags used for advertisement or that may be inappropriate in content need to be approved.

- In my opinion the angle of the flagpoles and the national flags are a feature of the hotel and not detrimental. The flags are wholly appropriate all being national and, given these factors, would ask that the application is granted without further delay.

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

6. Officers Appraisal

- 6.1 Applications relating to advertisements must be determined in relation to their impacts upon amenity and safety. No road safety or other safety concerns are raised in the representations and it is considered that the effect on amenity is the sole issue. The proposal is to retain the flagpoles on the front elevation of the hotel. In front of the hotel is the main car park of the hotel, with houses to the south and east of the car park. The houses are about 20m at the closest from these advertisements. The hotel does not front the adjoining road but is at right angles to it. This distance and orientation do help to limit the visual impact of these flagpoles. It is not unusual to display flags on the front elevation of commercial buildings and they do not look incongruous. The issue is the number of flagpoles in relation to the size of the hotel's front elevation and there is a clutter of advertisements at these premises. The number of advertisements at this property is referred to in the representations. The number of signs has been reduced in recent months by the applicant (including several banners) and as noted in paragraph 1.2 above, two flagpoles placed high up on the end elevations would be removed. The flags are not garish, are appropriately sited on the building and although more than normally displayed are not considered to be obtrusive or to detract from the visual amenities of this area.

RECOMMENDATION

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

- 1. Within one month of the date of this decision the flagpoles displayed on the end elevations of the hotel shall be permanently removed.**

Reason: To protect the visual amenities of the area.

- 2. No more than 6 flags shall be displayed on the front (south-west) elevation of the Castle Lodge Hotel.**

Reason: To protect the visual amenities of the area.

Informative(s):

- 1. N15 - Reason(s) for the Grant of Advertisement Consent**

Decision:

Notes:

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Background Papers

Internal departmental consultation replies.