

**DCSE2004/0967/A - EXTERNALLY ILLUMINATED
FASCIA AND PROJECTING SIGNS,**

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FASCIA AND PROJECTING SIGNS**

**SPAR STORE, 37 HIGH STREET, ROSS-ON-WYE,
HEREFORDSHIRE, HR9 5HD**

**For: Capper & Co Ltd, Lanelay Road, Talbot Green,
Pont y Clun, Mid Glam, CF72 8XX**

**Date Received: 17th March 2004 Ward: Ross-on-Wye West Grid Ref: 59901, 24103
Expiry Date: 12th May 2004**

Local Member: Councillor M. R. Cunningham
 Councillor G. Lucas

1. Site Description and Proposal

- 1.1 This site is located in the centre of Ross-on-Wye near to the 'market hall' and is currently used as a shop. The building is a Grade II Listed building.
- 1.2 These applications for Listed Building Consent and Advertisement Consent are for a replacement fascia sign and projecting sign. The fascia sign is externally illuminated from above and the projecting sign is internally illuminated. These signs have already been put in place.

2. Policies

2.1 Planning Policy Guidance

PPG.1	-	General Policy and Principles
PPG.6	-	Town Centre and Retail Development
PPG.15	-	Planning and the Historic Environment
PPG.19	-	Outdoor Advertisement Control

2.2 Hereford and Worcester County Structure Plan

Policy CTC.1	-	Areas of Outstanding Natural Beauty
Policy CTC.9	-	Development Criteria
Policy CTC.15	-	Conservation Areas
Policy S.1	-	Retail Development in Town Centres

2.3 South Herefordshire District Local Plan

Policy GD.1	-	General Development Criteria
Policy C.5	-	Development within Area of Outstanding Natural Beauty
Policy C.27B	-	Alterations or Additions to Listed Building
Policy C.23	-	New Development affecting Conservation Areas

Policy C.26	-	Advertisements affecting Conservation Areas and Listed Buildings
Policy C.29	-	Setting of a Listed Building
Policy C.50	-	Advertisement Control
Policy RT.1	-	Ross-on-Wye Town Centre
Policy T.3	-	Highway Safety Requirements
Ross-on-Wye 16		Conservation Areas
Ross-on-Wye 18		Advertisement Signs

2.4 Supplementary Planning Guidance

1	-	Design of Shop Fronts and Advertisements
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2.5 Herefordshire Unitary Development Plan (Revised Deposit Draft)

Policy S.5	-	Town Centres and Retail
Policy DR.1	-	Design
Policy TCR.1	-	Central Shopping and Commercial Areas
Policy CA.1	-	Areas of Outstanding Natural Beauty
Policy HB.1	-	Alterations and Extensions to Listed Buildings
Policy HBA.6	-	New Development within Conservation Areas
Policy HBA.10	-	Shop Fronts
Policy HBA.11	-	Advertising

3. Planning History

3.1	SH970051LA	Removal of existing shop front and installation of new shop fronts	-	Listed Building Consent 19.02.97
	SE2002/3860/F	Alteration of shop front and new door and stair to first floor	-	Planning Permission 14.02.03
	SE2002/3861/L	Alteration to shop front and new door and stair to first floor	-	Listed Building Consent 14.02.03

4. Consultation Summary

Statutory Consultations

4.1 English Heritage does not wish to make any representations.

Internal Council Advice

4.2 The Head of Engineering and Transportation recommends that any permission includes certain conditions.

4.3 The Chief Conservation Officer observes: The new fascia sign is an improvement on the previous sign and on balance would not object. However would object to the internally illuminated projecting sign which is contrary to the Council's Supplementary Planning Guidance 1 - Design of Shop Fronts and Advertisements. Also the County Archaeologist has no comments to make.

5. Representations

- 5.1 The applicant's agent states: "The store is being refitted to a very high standard and part of the imagery is to upgrade the fascia. Chosen the conservation fascia which takes away a lot of the red."
- 5.2 The Town Council observes: No objections.
- 5.3 Three letters of objection have been received from:

Ross-on-Wye and District Civic Society
Mr. O. McCarthy, Waterfall Antiques, 2 High Street, Ross-on-Wye, Hereford, HR9 5HL.
Mrs. D. Wyatt, Withy Cottage, Hoarwithy, Herefordshire, HR2 6QS

The main points being:

- all other shops at the Market Place have pleasing suitable fascias and hanging signs. This large white sign has bold red letters lit by a neon tube which shines across the road
- out of keeping and will create precedent for similar signs in Ross Conservation Area
- this area of town is of historic importance with listed buildings around the historic market place. To allow this white plastic sign would be a disaster, a wooden sign would be preferable. Signs should be in keeping with rest of High Street.
- there is plenty of illumination outside the shop and a large street light next to the building
- disregard to planning law and has a detrimental effect on the listed building
- work already carried out and illumination provided by a neon tube, and the resultant glare is out of place in this location in this particularly sensitive area by the Market Hall.

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 The main issues relate to the visual appearance and character of this grade II listed building and its setting in the Conservation Area and also to highway safety. The most relevant policies in the local plan are Policies GD.1, C.26, C.27B and Ross-on-Wye Policies 16 and 18.
- 6.2 The previous fascia sign was a long white sign with the name SPAR in red capital letters plus the green 'tree' logo. The new fascia sign is also a long white sign with a green 'tree' logo but with the name SPAR in white letters on a red background. The sign is externally lit by a tough light above the word 'SPAR' only. The new fascia is similar to the previous sign in size and design and is considered to be acceptable and in accordance with planning policies and planning guidance. The external lighting is also considered to be acceptable.
- 6.3 The projecting sign is a small mostly red internally illuminated sign. This sign is considered to be unacceptable as it is non traditional in its form and nature and out of keeping with the visual appearance and character of the area. This sign is contrary to the advice contained in the Council's Supplementary Planning Guidance which

encourages the use of more traditional hanging signs in the form of a painted board sign hanging from a metal support. This sign is also considered to be contrary to the policies contained in the local plan.

- 6.4 In conclusion it is considered that the fascia sign is acceptable and can be approved whilst the projecting box sign is considered to be unacceptable and should be refused.

RECOMMENDATION

With respect to DCSE2004/0967/A

That: (i) with respect to the fascia sign advertisement consent 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. The lighting over the fascia sign must be directed away from the public highway and no light source shall produce more than 2Lux horizontal or vertical illuminance at any adjacent property boundary.**

Reason: In the interests of highway safety.

That: (ii) with respect to the projecting box sign advertisement consent be refused for the following reason:

- 1. The internally illuminated projecting box sign due to its appearance, form and design is considered to be out of keeping and detrimental to the character and visual appearance of this Grade II Listed building, street scene and the town conservation area. As such the sign is considered to be contrary to Policies CTC.9 and CTC.15 of the Hereford and Worcester County Structure Plan, Policies GD.1, C.23, C.26, C.27B, C.29, C.50 and Ross-on-Wye 16 and 18 of the South Herefordshire District Local Plan and also the provisions/advice contained within the Council's Supplementary Planning Guidance 1 'Design of Shop Fronts and Advertisements'.**

With respect to DCSE2004/0968/L

That subject to the applicant agreeing to delete the projecting box sign from the scheme and the receipt of suitably amended plans to that effect, officers named in the Scheme of Delegation to Officers be authorised to issue Listed building consent subject to the following conditions and any additional conditions considered necessary by officers:

- 1. A09 (Amended plans)**

Reason: To ensure the development is carried out in accordance with the amended plans.

Informative(s):

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

Decision:

Notes:

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Background Papers

Internal departmental consultation replies.