

11 DCSE2004/4207/A - FASCIA SIGN X 1 AND PROJECTING SIGN X 1 AT SUPERDRUG STORE, 10 MARKET PLACE, ROSS-ON-WYE, HEREFORD, HR9 5NU**For: Superdrug plc per Frodsham Signs, North Florida Road, Haydock, St. Helens, Merseyside, WA11 9UB****Date Received: 9th December, 2004 Ward: Ross on Wye East Grid Ref: 59972, 24141
Expiry Date: 3rd February, 2005**

Local Members: Councillor Mrs A.E. Gray and Councillor Mrs C.J. Davis

1. Site Description and Proposal

- 1.1 The site is located at the top end of Market Place, opposite the Market Hall. The site is within the Conservation Area.
- 1.2 The proposal is for a replacement fascia sign of the same dimensions as the existing, with revised script, logos and colour. A projecting sign, measuring 0.9 m by 0.65m is proposed at one end of the sign. The signs are not illuminated.
- 1.3 Advertisement consent is required where any letter or symbol would exceed 0.75 m in height. In this instance the agent has confirmed that the height of the star symbol is 0.755 m and as such Advertisement Consent is required. Please note that this is the only reason that consent is required.

2. Policies**2.1 Planning Policy Guidance**

PPG19 - Outdoor Advertisement Control

2.2 South Herefordshire District Local Plan

Policy C26 - Advertisements affecting Conservation Areas and Listed Buildings
Policy C50 - Advertisement Control
Part 3, Policy 18 Advertisements in the Conservation Area

2.2 Supplementary Planning Guidance

Design of Shopfronts and Advertisements

2.3 Herefordshire Unitary Development Plan (Revised Deposit Draft)

Policy HBA11 - Advertising

3. Planning History

- 3.1 DCSE2004/4032/A Internally illuminated fascia sign. - Refused
17.1.05

4. Consultation Summary

Statutory Consultations

- 4.1 No statutory or non-statutory consultations required.

Internal Council Advice

- 4.2 Conservation Manager: No objection in principle subject to materials and lettering, some concern at the form of script used.
- 4.3 Traffic Manager: Recommends condition.

5. Representations

- 5.1 The Town Council object to protruding signs in the Town Centre.
- 5.2 Ross on Wye and District Civic Society:
The fascia lettering does not conform with the guidance (Supplementary Planning Guidance) that such lettering should be plain and simple. The cursive script in an angular style is not appropriate to the centre of Ross. The guidance also states that businesses should be prepared to modify their house styles wherever appropriate to the building or character of the area.

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 for consideration are the impact of the signage upon visual amenity in the Conservation Area and highway safety implications.
- 6.2 Planning policies and guidance in the Council's SPG "Design of Shopfronts and Advertisements", require a high quality of design of signage and seek to ensure that advertisements will not detract from the host building and the character of the area, particularly within a Conservation Area.
- 6.3 It will be noted that a recent application for similar replacement signage on the building, which was internally illuminated, was refused advertisement consent, on the basis that it dominated the host building to the detriment of the historic area. This signage is not internally illuminated which considerably lessens its visual impact. The script and logos are considered to relate well to the basic proportions of the shopfront and building, and indeed the sign as a whole is considered to be more 'subdued' in appearance, colour and style than the existing fascia which is somewhat garish. Comments regarding the form of script are noted, however this is not considered to be sufficiently detrimental to warrant objection to the scheme.

- 6.4 The Town Council objection to the projecting sign is noted. Policy guidance states that projecting signs or hanging signs are usually acceptable provided they are placed at fascia level, as in this instance. Furthermore, both adjoining shops have very similar projecting signage. As such no objection is raised to this element of the scheme.
- 6.5 The replacement signage will not adversely affect highway safety.
- 6.6 Overall, subject to conditions, the proposed replacement signage is considered to respect the host building and the character and appearance of the Conservation Area.

RECOMMENDATION

That 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 I02 (Removal of existing signs)**
Reason: To preclude the build-up of unnecessary advertisements on the application site to the detriment of [the street scene] [visual amenity].
- 3 I06 (Non-illuminated sign only)**
Reason: In the interests of visual amenity.
- 4 No development shall take place until details or samples of materials and finishes for the signage have been submitted to and approved in writing by the local planning authority.**
Reason: To ensure the satisfactory appearance of the signage.
- 5 H23 (Canopies/signs/projections over the highway)**
Reason: In the interests of highway safety.

Decision:

Notes:

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Background Papers

Internal departmental consultation replies.