

9A DCNC2006/0634/A - PROPOSED 3 FASCIA AND 2 PROJECTING SIGNS AT 1-3, SOUTH STREET, LEOMINSTER, HEREFORDSHIRE, HR6 8JA**9B DCNC2006/0633/L – AS ABOVE****For: T M Retail per Kirsop & Company 11 Sandridge Park Porters Wood St Albans Herts AL3 6PH****Date Received:****1st March 2006****Expiry Date:****26th April 2006**

Local Member: Councillors R Burke and J P Thomas

Ward: Leominster South**Grid Ref:****49635, 58988****1. Site Description and Proposal**

- 1.1 1-3 South Street is a long-established newsagents occupying a prominent corner position within Leominster's Conservation Area. More recently it has been altered to incorporate the Post Office and these applications are submitted for the additional signage that this requires.

2. Policies**2.1 Leominster District Local Plan**

A26 – Advertisements

2.2 Herefordshire Unitary Development Plan (Revised Deposit Draft)

HBA11 - Advertising

3. Planning History

- 3.1 None relevant to this application.

4. Consultation SummaryStatutory Consultations

- 4.1 None required.

Internal Council Advice

- 4.1 Transportation Manager: No objection subject to condition.
- 4.2 Conservation Manager: No objection subject to clarification of precise location of hanging signs and the brackets that they are to be mounted on.

5. Representations

- 5.1 Leominster Town Council: 'The advertisement signs would be inappropriate in the Conservation Area. The Council appreciates that there must be Post Office signs but is concerned that if they project from the building they will be knocked off by lorries.'

6. Officers Appraisal

- 6.1 There are two issues relevant to this application, the impact on the Conservation Area and highway safety.

Conservation Area

- 6.2 The most significant signage that the application proposes is a series of internal signs. The impact on the building itself will be transitory and the glazing bars and shop frontage architecture will be unaltered.
- 6.3 Further details of the precise location of the hanging signs has been requested, although it appears that this will be to the far ends of the shop front of No. 1. The Post Office have a corporate 'conservation bracket' and its use has also been requested. On the basis that these details are confirmed, the proposal will not be detrimental to the appearance of the Conservation Area.

Highway Safety

- 6.4 The Town Council are concerned that these will obstruct high-sided delivery vehicles. The exact projection of the signs will be determined once the additional information is received. However, it is highly unlikely that they will project beyond the kerb. It is therefore difficult to perceive that they will cause any form of obstruction to vehicular traffic. A condition is recommended that the underside of the sign is not lower than 2.4 metres to similarly avoid any obstruction.
- 6.5 Subject to the receipt of details confirming the position of the hanging sign the proposal is considered to be acceptable. It is therefore recommended that both advertisement and listed building consent be granted.

RECOMMENDATION

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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 - H23 (Canopies/signs/projections over the highway)

Reason: In the interests of highway safety.

DCNC2006/0633/L

That listed building consent be granted subject to the following condition:

- 1 - C01 (Time limit for commencement (LBC))

Reason: Required to be imposed by Section 18(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Informative:

- 1. N15 (Reason for LBC)

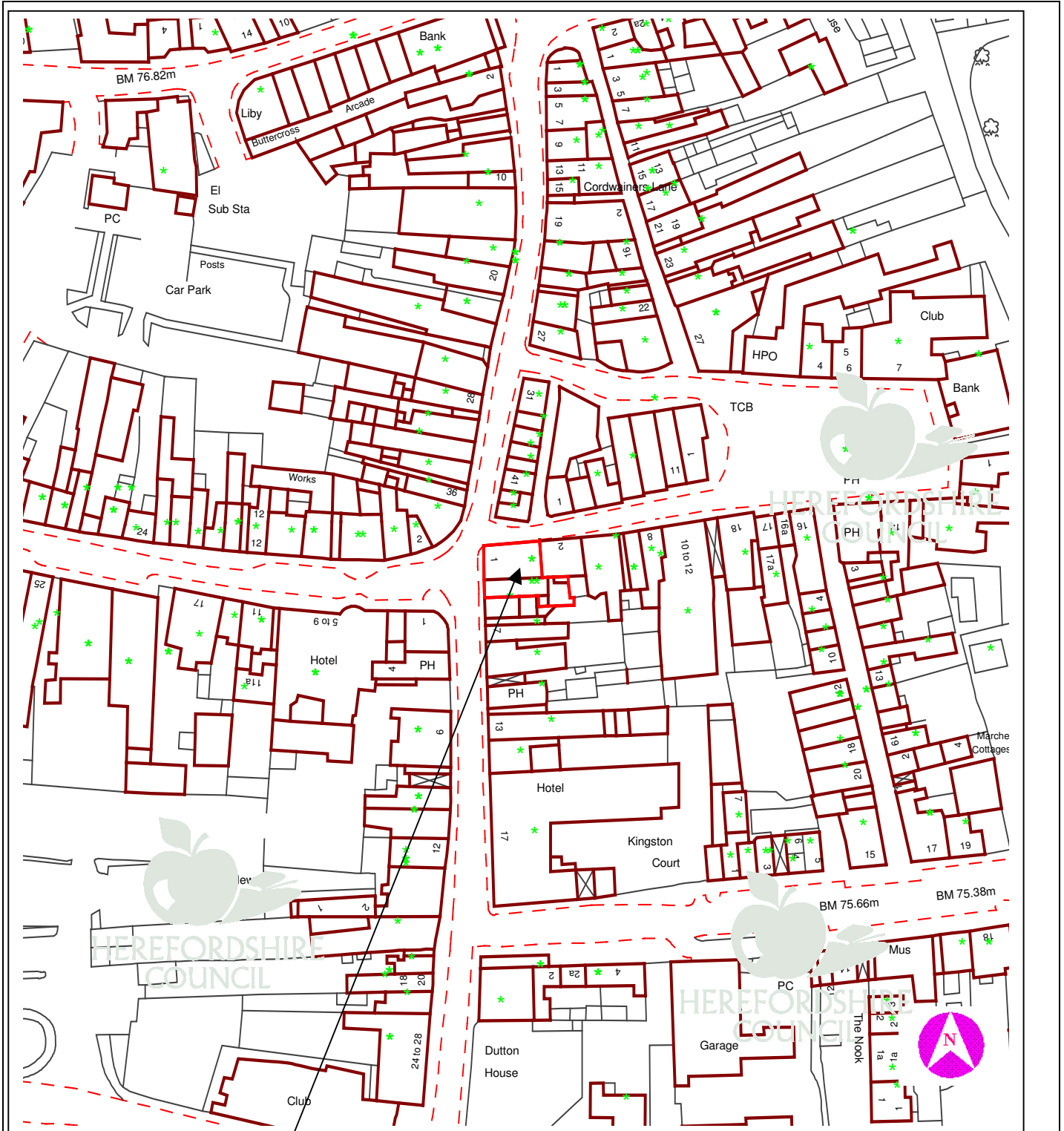
Decision:

Notes:

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Background Papers

Internal departmental consultation replies.



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APPLICATION NO: DCNC2006/0634/A

SCALE : 1 : 1250

SITE ADDRESS : 1-3, South Street, Leominster, Herefordshire, HR6 8JA

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