

**8 DCSE2006/0842/A - DISPLAY OF FREE STANDING SWING SIGN. BURNT HOUSE, BRIDSTOW, ROSS-ON-WYE, HEREFORDSHIRE, HR9 6QQ****For: N. Cook, T/A New Blinds, Burnt House, Bridstow, Ross on Wye, Herefordshire, HR9 6QQ****Date Received: 20th March, 2006 Ward: Llangarron Grid Ref: 57723, 24980****Expiry Date: 15th May, 2006**

Local Member: Councillor Mrs. J.A. Hyde

**1. Site Description and Proposal**

- 1.1 The site lies on the northeastern side of the C1261, Hoarwithy Road at Bridstow, within the Wye Valley Area of Outstanding Natural Beauty and an Area of Special Advertisement Control. The land levels rise from the southeast to the northwest. Burnt House occupies a long narrow plot, which runs parallel with the road. A mature hedgerow defines the roadside boundary of the site. The vehicular access and parking area that serves the property are located to the southeast of the dwelling.
- 1.2 Retrospective advertisement consent is sought for the retention of a freestanding, swinging, non-directional sign advertising the applicant's business. The sign, which is situated at the entrance to the site, is 1.1 metres in height and 0.68 metres in width and is not fixed to the ground.
- 1.3 Planning permission is also sought (application SE2006/0845/F) for the retention of a log cabin at the site, for use by the applicant as an office and occasional showroom.

**2. Policies****2.1 Department of Environment**

PPS7	-	Sustainable Development in Rural Areas
PPG13	-	Transport
PPG19	-	Outdoor Advertisement Control

**2.2 Hereford and Worcester County Structure Plan**

Policy CTC1	-	Area of Outstanding Natural Beauty
Policy CTC9	-	Development Criteria

**2.3 South Herefordshire District Local Plan**

Policy GD1	-	General Development Criteria
Policy C5	-	Development within AONB
Policy C50	-	Advertisement Control

**2.4 Herefordshire Unitary Development Plan – (Revised Deposit Draft)**

Part 2

Policy LA1 - Areas of Outstanding Natural Beauty

Policy HBA11 - Advertising

**3. Planning History**

- |     |               |   |   |                       |
|-----|---------------|---|---|-----------------------|
| 3.1 | SE2002/0049/F | Attached single garage and 1st. floor extension | - | withdrawn<br>1.3.2002 |
|     | SE2002/1448/F | Attached single garage and 1st. floor extension | - | granted<br>4.7.2002   |
|     | SE2005/4007/F | Office in garden.(Retrospective application)    | - | withdrawn<br>9.2.2006 |

**4. Consultation Summary**Statutory Consultations

- 4.1 No statutory or non-statutory consultations required.

Internal Council Advice

- 4.2 The Traffic Manager raises no objection providing that the sign is not within the highway or highway verge and does not obstruct visibility splays.

**5. Representations**

- 5.1 Bridstow Parish Council has no objection to the application.
- 5.2 Two letters of representation have been received from Ms. J.G. Taylor, owner of Willows and the Ms Meredith of The Cotteralls, Bridstow. The main points raised are:
- concerned that the proposal would lead to on road parking, on a hazardous stretch of the Hoarwithy Road
  - sign has been in use for some 6 months, without permission
  - this application relates to SE2006/0845/F, which I trust you will refuse and therefore this application becomes redundant
  - sign is totally out of keeping with this rural location and dangerous on such a busy road

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. Officer's Appraisal**

- 6.1 The main issues, in the consideration of this application for advertisement consent, are amenity and public safety, as stipulated in PPG19 – Outdoor Advertisement Control.
- 6.2 Policy C50 of the Local Plan sets out the criteria for the consideration of proposals for advertisements. With relevance to this application, it states that advertisements should be of a size, design and colour to complement the visual appearance of the locality and avoid being unsightly, confused or cluttered in appearance. The sign is modest in size,

of a simple design and has a predominantly yellow background with black text. Furthermore the site lies within the smaller settlement of Bridstow, where there is a cluster of residential properties. By virtue of these factors, it is considered that the sign is not so prominent that it has an unacceptable detrimental impact upon the visual amenities of the surrounding area.

6.3 The sign is positioned at the vehicular access into the site, adjacent to the highway verge. There is an existing conifer hedgerow adjacent and parallel to the Hoarwithy Road. It is therefore considered that the sign, in the position shown and due to its height would not restrict visibility for vehicles exiting the site. Furthermore the sign simply highlights the location of the business and due to its modest size would not unduly distract passers by. Therefore, it is considered that the sign would not be harmful to public safety.

**RECOMMENDATION**

**That planning permission be granted subject to the standard Advertisement Consent conditions.**

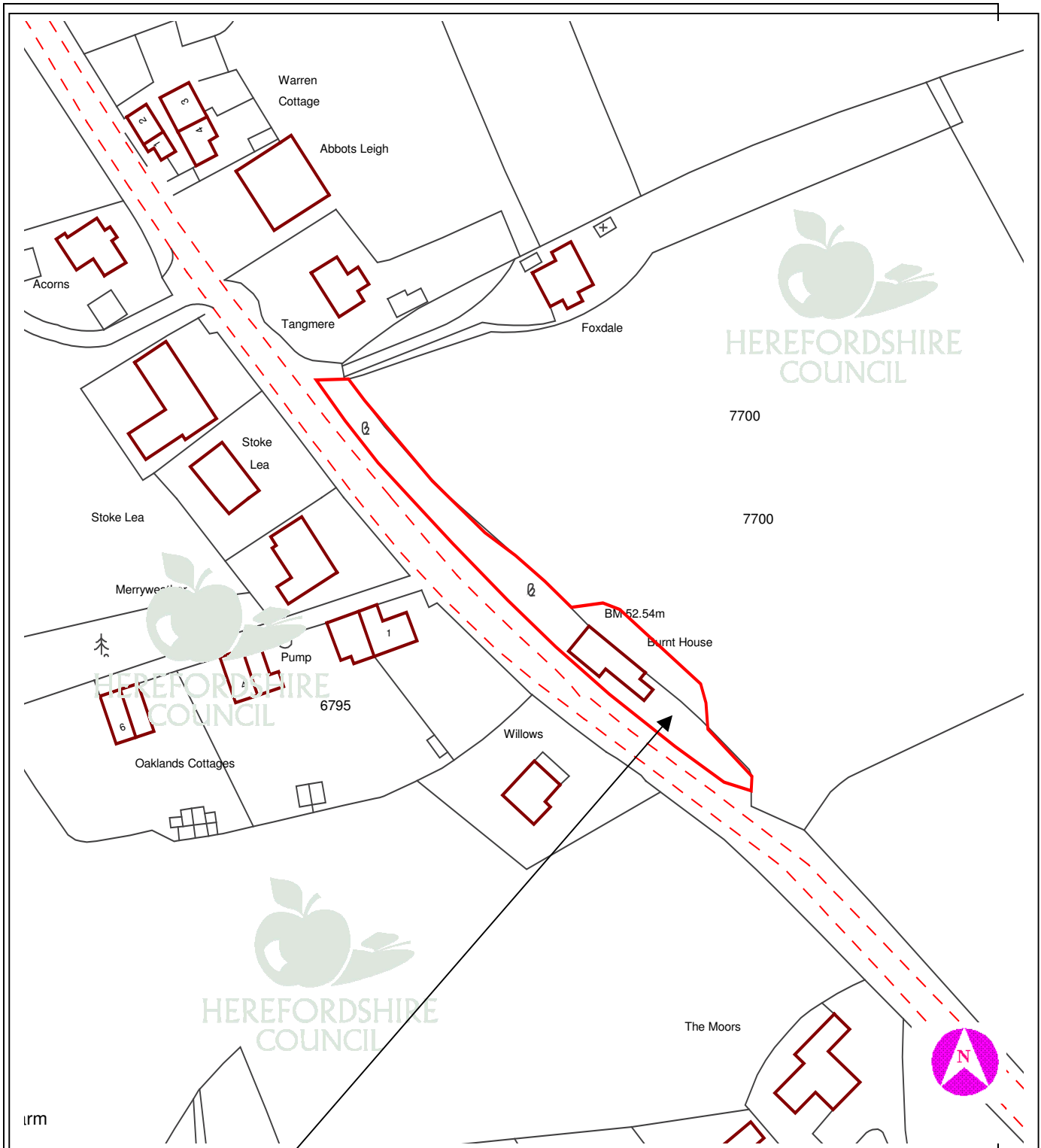
Decision: .....

Notes: .....

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**Background Papers**

Internal departmental consultation replies.



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**APPLICATION NO:** DCSE2006/0842/A

**SCALE :** 1 : 1250

**SITE ADDRESS :** Burnt House, Bridstow, Ross-on-Wye, Herefordshire, HR9 6Q

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