

**10 DCSE2006/1431/A - ILLUMINATED FASCIA LETTERS, FASCIA SIGN, 2 ENTRANCE FEATURES, POLE SIGN, PYLON SIGN AND DIRECTIONAL SIGN. NON ILLUMINATED ACTIVITY PANEL, CUSTOMER PARKING, WELCOME, DEALER, SALES, PARTS SIGN AND FLAGS AT OVERROSS GARAGE LTD, OVERROSS STREET, ROSS-ON-WYE, HR9 7AS**

**For: Overross Garage per Tara Signs Ltd, St. Peters Place, Western Road, Lancing, BN15 8SB**

**Date Received: 11th May 2006      Ward: Ross-on-Wye East      Grid Ref: 60238, 24574**

**Expiry Date: 6th July 2006**

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

## **1. Site Description and Proposal**

- 1.1 Overross Garage occupies sites on either side of Overross Street to the south-west of Brookfield Road. These premises adjoin residential properties except for the south-eastern site which also abuts The Plough Inn and Rudhall Brook. The proposed signs would be on the forecourts or attached to the front or sides of the existing buildings. These would replace existing signs which are in an outdated format.
- 1.2 As submitted 18 signs were proposed ranging from a small 'welcome' sign attached to a glazed door to 6.5m high illuminated pole and pylon signs. In response to a request by officers it has been agreed that two signs will be omitted: an illuminated fascia sign and a group of 3 flags and pole which was to be displayed at the western extremity of the site. The two other signs will be reduced from 6.5 m to 4.5 m high. On the north-west side (Overross Garage) a new fascia sign is proposed (grey individually illuminated letters on a white background together with a new logo (illuminated) attached to a yellow plastic entrance feature (maximum dimensions 4.2 m x 4.3 m) on either side and above the entrance door. The latter would require removal of the existing canopy. On the other site (Renault Minute) the fascia sign would be dark grey lettering on light grey and illuminated for part of its length by overhead trough lighting. The illuminated logo on yellow plastic panel would be beside the entrance door and 0.8 m wide x 2.4 m high. Signs itemising the service work undertaken at Renault Minute would be attached to the building and part of a 4.5 m high pylon with an illuminated sign (Renault Minute) above. Opposite the pylon would be a 4.5 m high illuminated pole sign. Next to this would be a lower sign (about 2 m high x 1.8 m wide directing customers to parking, showroom, parts and Renault Minute (dark grey on lighter grey). The remaining signs would be above doors, on doors or wall mounted parking signs.

## **2. Policies**

### **2.1 South Herefordshire District Local Plan**

Policy C50	-	Advertisement Control
GD1	-	General Development Criteria

### 3. Planning History

- |     |            |   |   |                    |
|-----|------------|---|---|--------------------|
| 3.1 | SH930087A1 | Fascia signs, pole signs, directional sites, entrance post and wall sign. | - | Consent<br>16.3.93 |
|     | SH940435PF | Valeting bay  | - | Refused<br>26.5.94 |

### 4. Consultation Summary

#### Statutory Consultations

- 4.1 No statutory or non-statutory consultations required.

#### Internal Council Advice

- 4.2 The Traffic Manager recommends that a condition regarding the level of illumination be imposed.
- 4.3 The Conservation Manager does not object in principle but recommends a reduction and simplification of the signs bearing in mind the adjacent listed building and approach to the Conservation Area.

### 5. Representations

- 5.1 Town Council has no objection to the proposed advertisements.
- 5.2 Three letters have been received expressing objections to the proposals on the following grounds:
- (1) within a residential area and on one of main gateways to town centre and advertising must be compatible with this location : this is questioned,
  - (2) height of flags and pole sign (no. 18 on the plan) at 12 m is excessive and would protrude above roof line of adjoining Inn and chapel - but not visible from any other road,
  - (3) the pole and pylon (nos 16 and 17) are also seriously obtrusive and should be re-considered and at the very least reduced in height,
  - (4) need for overhead illuminated signs is questioned as wildly extravagant and too high above the signs so that visible from nearby houses and gardens,
  - (5) existing problems from lights at the garage during the night and nos. 5, 7, 8, 9, 16, 17 & 18 will shine directly into 4 windows of a neighbour's house,
  - (6) do not want to look at lots of signs and large flags whenever we look out of window or sit on the patio.

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 Advertisement must be assessed in relation to public safety and amenity. In this case the signs the forecourt signs would not intrude on the view of motorists or be so distracting as to lead to traffic accidents. The Traffic Manager does not object provided that the level of illumination is restricted. Those signs to be illuminated would have static illumination with the maximum amount of illumination 250 cadebs/m<sup>2</sup>. This is considered to be acceptable in this urban location.
- 6.2 The amenity considerations include the effect on the character and appearance of this part of Ross on Wye Conservation Area, the effect on the setting of the listed building (The Plough Inn) and the amenities of neighbours. The buildings are modern in style and the signs would be complementary. The level of illumination would not be excessive and the signs would only be lit when the garage is open to the public. The trough signs would shine downwards onto the fascia and have been reduced in number and extent since the original submission. The tall 12 m high flags and pole sign and 6.5 m pole and pylon signs would either been omitted (the former) or reduced in height (the latter). The main concern therefore is with the number of signs and their prominence. The smaller signs marking entrances and parking are acceptable. The pylon sign with list of service work undertaken is large, repeats the information on another sign and only seems to include items that would be part of standard vehicle servicing. However as there is no alternative pole/pylon sign which does not include this list the applicant is unwilling to delete this proposal. Whilst there is no objection to a replacement pole sign the proposal is too large for this location. The directional sign would add to the forecourt signage and is larger than would be ideal but on a split site it is most unreasonable to direct customers to the appropriate entrance/parking area and this sign is therefore acceptable. The remaining large sign is the entrance feature to Overross Garage. The brightly coloured plastic would be large. However provided it is recessed from the front of the building, as for the existing entrance door, it would not detract unduly from the amenities of this visually sensitive location. Positively the removal of an existing poster sign from the flank wall of the listed Plough Inn would benefit that building.
- 6.3 The omission of the most obtrusive signs and reduction in height of the 6.5 m signs with the restricted illumination should be sufficient to ensure that neighbour's amenities are not harmed. The pylon would however harm the visual amenities of the area and it is recommended that this sign be refused.

## RECOMMENDATION

That

- 1) **In relation to the proposed advertisements nos. 1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 14, 15 & 16 on drawing Ren 0682 planning and subject to the receipt of amended drawings the officers named in the Scheme of Delegation to Officers be authorised to issue planning permission subject to the following conditions and any additional conditions considered necessary by officers:**
- 1 **The existing advertisements at Overross Garage shall be removed prior to the display of the advertisements hereby approved or in accordance with a time-table to be submitted to and approved in writing prior to the display of the advertisements.**

**Reason: In the interests of public amenity.**

- 2 The level of luminance of the signs hereby granted consent shall not exceed 1 lux vertical on windows of any adjacent property or 5 lux horizontal on the adjoining highway.

Reason: In the interests of highway safety.

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

Reason: In the interests of highway safety/

- 2) In relation to the proposed advertisement no.17 that consent be refused for the following reason:

- 1 The proposed advertisement, because of its size and prominent position, would detract from the street scene and the character and appearance of this part of Ross on Wye Conservation Area. This advertisement would therefore harm public amenity and thereby be contrary to Policy C50 of South Herefordshire District Local Plan and HBA11 of Herefordshire Unitary Development (Revised Deposit Draft).

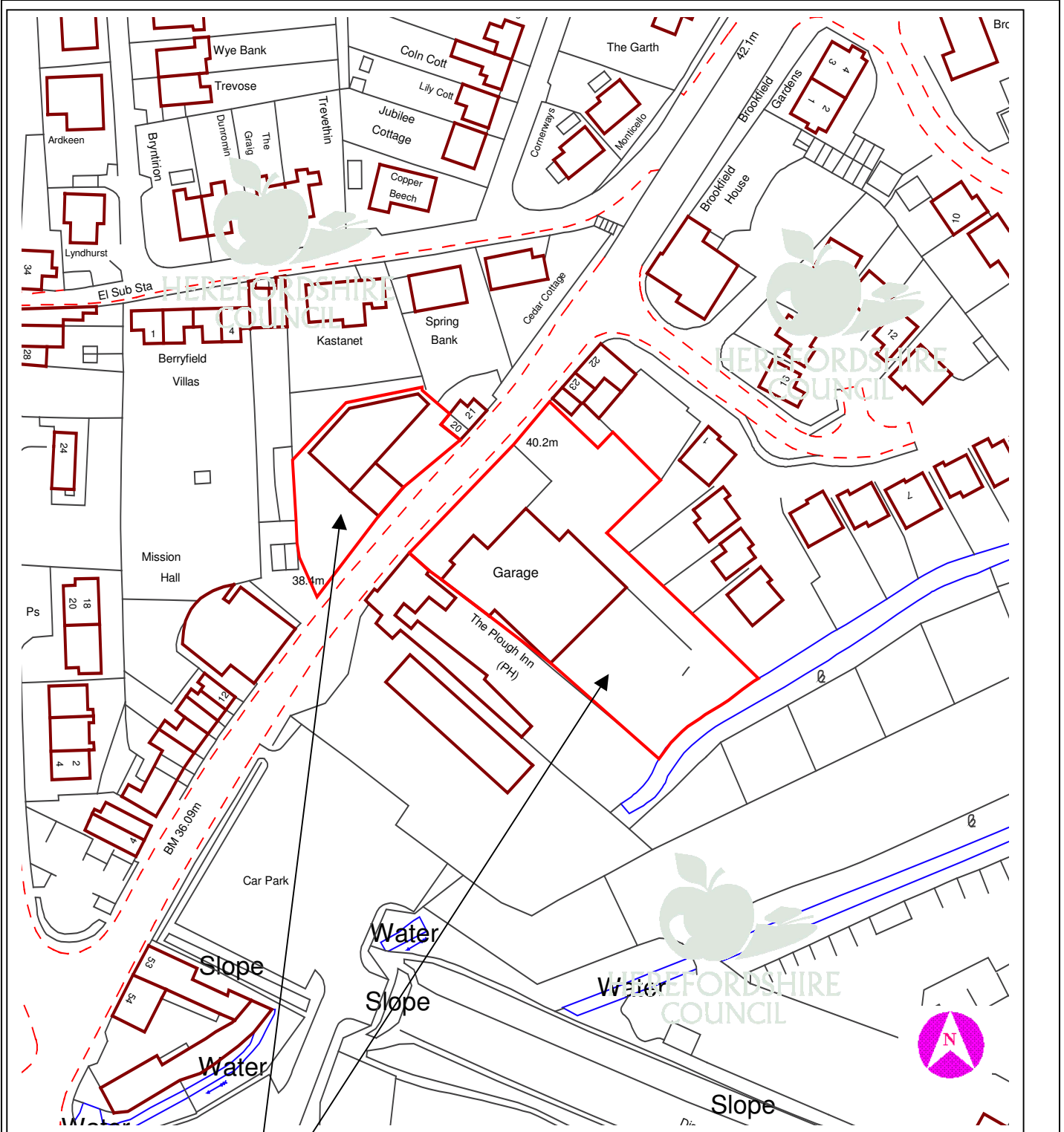
Decision: .....

Notes: .....

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**Background Papers**

Internal departmental consultation replies.



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**APPLICATION NO:** DCSE2006/1431/A

**SCALE :** 1 : 1250

**SITE ADDRESS :** Overross Garage Ltd, Overross Street, Ross-on-Wye, Herefordshire, HR9 7AS

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