

**10 DCNC2006/1637/A - PROPOSED FREE STANDING AND WALL MOUNTED SIGNS AT BISHOPS OF BROMYARD, 1 THE BYPASS, BROMYARD, HEREFORDSHIRE, HR7 4DJ****For: Bishops Of Bromyard per ASG Essex, 1 Bentalls, Basildon, Essex, SS14 3BS****Date Received:**  
26th May 2006**Ward: Bromyard****Grid Ref:**  
65597, 54505**Expiry Date:**  
21st July 2006

Local Member: Councillors P Dauncey and B Hunt

**1. Site Description and Proposal**

- 1.1 This site, located within the town of Bromyard, flanks the northern side of the Bromyard by-pass (A44) which runs through the town. The site itself is an existing garage i.e. petrol station/car sales and maintenance. There are three existing free standing signs on the grassed area on the main road frontage.
- 1.2 This application is for advertisement consent for two free standing signs and three wall mounted signs. There will be a new pole sign (A) five metres high on the site frontage to replace a two post mounted sign, a new panel sign (B) 2.38 metres high on the grassed area by Frog Lane, two new fascia signs to replace the existing on the front of the building (C1 and C2) and also a new wall mounted sign (D) on the rear of the building. Only the two fascia signs (C1 and C2) will be illuminated.

**2. Policies****2.1 Planning Policy Guidance**

PPG 19 – Outdoor Advertisement Control

**2.2 Hereford and Worcester County Structure Plan**

Policy CTC9 – Development Criteria

**2.3 Malvern Hills District Local Plan**Conservation Policy 3 – Setting of Conservation Areas  
Conservation Policy 21 – Advertisements and Signs**2.4 Herefordshire Unitary Development Plan (Revised Deposit Draft)**Policy S2 – Development Requirements  
Policy DR1 – Design  
Policy HBA11 - Advertising

### 3. Planning History

- 3.1 DCNC2006/0121/A - Proposed wall mounted and free standing signs - Refused 13/03/06

### 4. Consultation Summary

#### Statutory Consultations

- 4.1 None required.

#### Internal Council Advice

- 4.2 The Traffic Manager has no objection.
- 4.3 The Conservation Manager considers the impact on the setting of adjacent Conservation Area is minimal and therefore has no objection.

### 5. Representations

- 5.1 The Town Council states:-

Whilst we shall object to the totem pole signs on grounds already quoted we would support the remaining signs except the one at the entrance to Frog Lane.

- 5.2 To date (i.e. at the time of drafting this report as the site notice expires on 18th July 2006) there have been two letters of objection from:-

- R C & E Phillips, 1 Victoria Close, Bromyard, Herefordshire, HR7 4ED
- Mr P B Ascroft, Sherford House, Sherford Street, Bromyard, Herefordshire, HR7 4DL

The main points being:-

- The premises are within a Conservation Area and the advertisements would be contrary to good conservation practice.
  - There are sufficient Ford information signs on the property.
  - Sign A will be a large size and dominate the area and will be a danger to motorists generally and also block view of motorists emerging from the garage. This is especially dangerous as the by-pass is getting busier.
  - Sign B should be reduced in size and be an indicator sign without the advertising logo.
  - Sign B is on Local Authority land. Has the Authority given permission for their land to be so used?
  - Sign A will block view from objectors property towards the Downs.
- 5.3 The full text of these letters can be inspected at Northern Planning Services, Blueschool House, Blueschool Street, Hereford, and prior to the Sub-Committee meeting.

## 6. Officers Appraisal

### 6.1 The main issues relate:-

- (i) The visual appearance of the signs
- (ii) The effect of the signs on highway safety

The most relevant policies with respect to these issues are Conservation Policies 3 and 21 of the Malvern Hills District Local Plan and Policy HBA11 of the Herefordshire Unitary Development Plan (Revised Deposit Draft).

6.2 The size, design and position of the proposed signs are considered to be acceptable and not out of keeping with the character and visual amenities of the surrounding area. The application site is not contained within the Bromyard Conservation Area although it is adjacent to its designated boundary. The tallest of the proposed signs (i.e. sign A) is not as tall as the existing freestanding sign on the premises i.e. the 'Total' sign.

6.3 In addition it is considered that the proposed signs will not adversely affect highway safety. They will not cause a distraction to road users and will not obstruct the view of traffic entering/exiting the garage premises nor Frog Lane.

6.4 These current proposals are considered to be a significant improvement on the previous scheme (which was refused advertisement consent on 13<sup>th</sup> March 2006 – ref. no. DCNC2006/0121/A) in which sign A was much larger and sign B was positioned on the main road frontage. The current proposals overcome the refusal reasons in the previous application and are now considered to be acceptable and in accordance with planning policies and guidance. The Council's Conservation Officer and Transportation Manager have no objections to the proposals.

## RECOMMENDATION

**That subject to no new representations being received raising material planning considerations not previously considered, the Head of Planning Services (following the expiration of the public consultation period) be given authority to approve the application 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 visual amenity.**

**3 - H24 (Illumination of signs and canopies and floodlighting )**

**Reason: In the interests of highway safety.**

**4 - The illumination of advertising shall comply with Technical Report No. 5 issued by the Institute of Lighting Engineers.**

**Reason: In the interests of highway safety.**

**Informatives:**

- 1 - The applicant must ensure that the proposed signage does not encroach onto or over land not in their ownership. If any sign hereby approved is placed/encroaches on land not in the applicants ownership then the applicant is advised to contact the owners of the said land before the signs are erected.
  
- 2 - N15 - Reason(s) for the Grant of PP/LBC/CAC

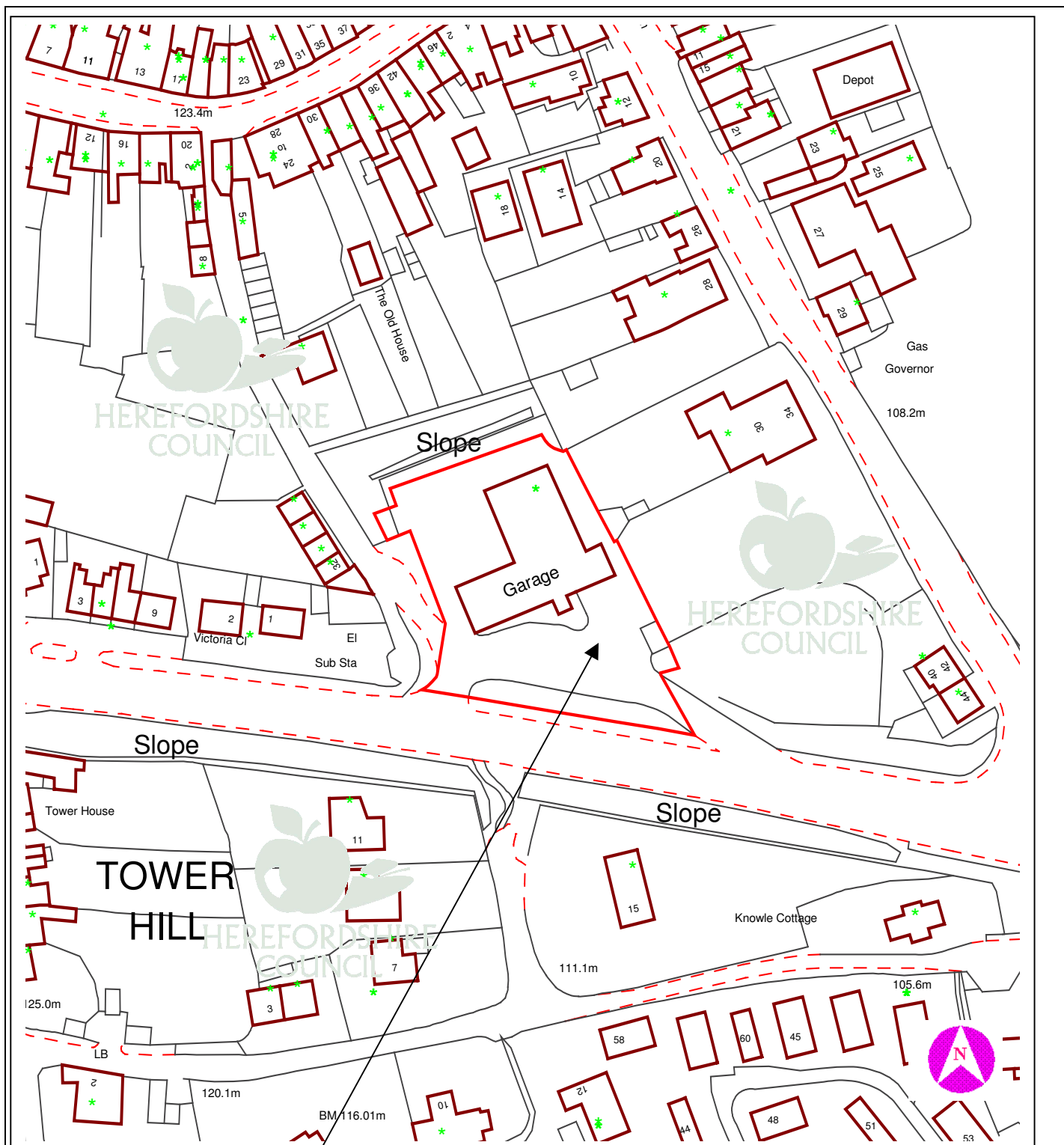
Decision: .....

Notes: .....

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**Background Papers**

Internal departmental consultation replies.



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**APPLICATION NO:** DCNC2006/1637/A

**SCALE :** 1 : 1250

**SITE ADDRESS :** Bishops Of Bromyard, 1 The Bye Pass, Bromyard, Herefordshire, HR7 4DJ

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