

9 DCNC2006/2367/A - FASCIA SIGNAGE AND POLE SIGN AT MCCOLLS, 2 HATTON PARK, BROMYARD, HEREFORDSHIRE, HR7 4EY**For: T M Retail per Wedderburn Shopfitting Ltd, 57-59 Millbrook Road East, Southampton, Hampshire, SO15 IHN****Date Received:**
19th July 2006**Ward: Bromyard****Grid Ref:**
64659, 54336**Expiry Date:**
13th September 2006

Local Member: Councillors PJ Dauncey and B Hunt

1. Site Description and Proposal

- 1.1 This site, located within the town of Bromyard, flanks the southern side of the A44 which runs through the town. The site itself is an existing convenience store which has recently been altered/rebuilt. The store is essentially a single storey red brick building with a car park serving the store at the front ie road frontage.
- 1.2 The application is to erect a red and blue fascia sign along with two signs in one of the windows and one sign by the main entrance door all on the shop frontage ie facing the road on the north elevation. Only the 'Booze Buster' and 'McColls' logos on the fascia sign will be illuminated (internally). The proposal also involves the changing of the sign panel on the existing pole sign near to the roadside boundary at the front of the site. This sign will remain non-illuminated.

2. Policies**2.1 Herefordshire Unitary Development Plan (Revised Deposit Draft)**

Policy S2 - Development Requirements
Policy DR1 - Design
Policy HBA10 - Shopfronts
Policy HBA11 - Advertising

2.2 Planning Policy Guidance

Planning Policy Guidance 19 - Outdoor Advertisement Control

3. Planning History

- 3.1 DCNC2003/3805/F - Refurbishment and extension to existing convenience store - Planning Permission 24/03/04.
- 3.2 DCNC2006/1775/F - Change of use from A1 to A3 - Withdrawn 28/07/06

4. Consultation Summary

Statutory Consultations

- 4.1 None required.

Internal Council Advice

- 4.2 The Traffic Manager comments that the pole sign is within one metre of the carriageway edge and that normally the requirements are that nothing is placed closer to the carriageway edge than one metre. However as there is an existing street lighting column adjacent to the carriageway edge it would be unreasonable to require the sign to be relocated.

5. Representations

- 5.1 The 'Booze Buster' logo and the 'McColls' logo on the fascia sign will be internally backlit. The graphics on the left hand window will be stuck on the external face of the glass. Keep existing pole on pole sign, only panel will change.
- 5.2 The Town Council Planning Committee resolved not to support this application on the grounds that: the proposed advertisement adversely affects the amenity of the surrounding area as it is not in keeping with the contiguous, long established, residential and educational buildings.
- 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 Advert application are considered against two criteria.

The appearance of the signs and their effect on the visual appearance of the immediate area, and

The effect the signs have on highway safety.

The most relevant policies with respect to these issues are HBA10 and HBA11 of the Herefordshire Unitary Development Plan (Revised Deposit Draft).

- 6.2 The proposed signs will look acceptable and will not be visually intrusive on the visual appearance and character of the area. The shop premises prior to the recent alterations had a fascia sign along its frontage and a sign on the existing pole. Consequently from this point of view the signs are considered to be acceptable and in accordance with planning policies in particular HBA11 of the Herefordshire Unitary Development Plan (Revised Deposit Draft).
- 6.3 As regards highway safety the signs are also considered to be acceptable and not cause any distraction to vehicles using the adjacent roads. The Traffic Manager has no objections to the proposed development in respect to highway safety.

6.4 Since the application has been submitted the proposed signs have been put in place on site in accordance with the submitted details. However the development is considered to be acceptable and in accordance with planning policies.

RECOMMENDATION

That Consent to Display Advertisements 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 - H24 (Illumination of signs and canopies and floodlighting)

Reason: In the interests of highway safety.

- 3 - The illumination of advertising shall comply with Technical Report No 5 issued by the Institute of Lighting Engineers unless otherwise first agreed in writing by the Local Planning Authority.

Reason: In the interests of highway safety.

Informatives:

- 1 - N19 - Avoidance of doubt
- 2 - N15 - Reason(s) for the Grant of PP/LBC/CAC

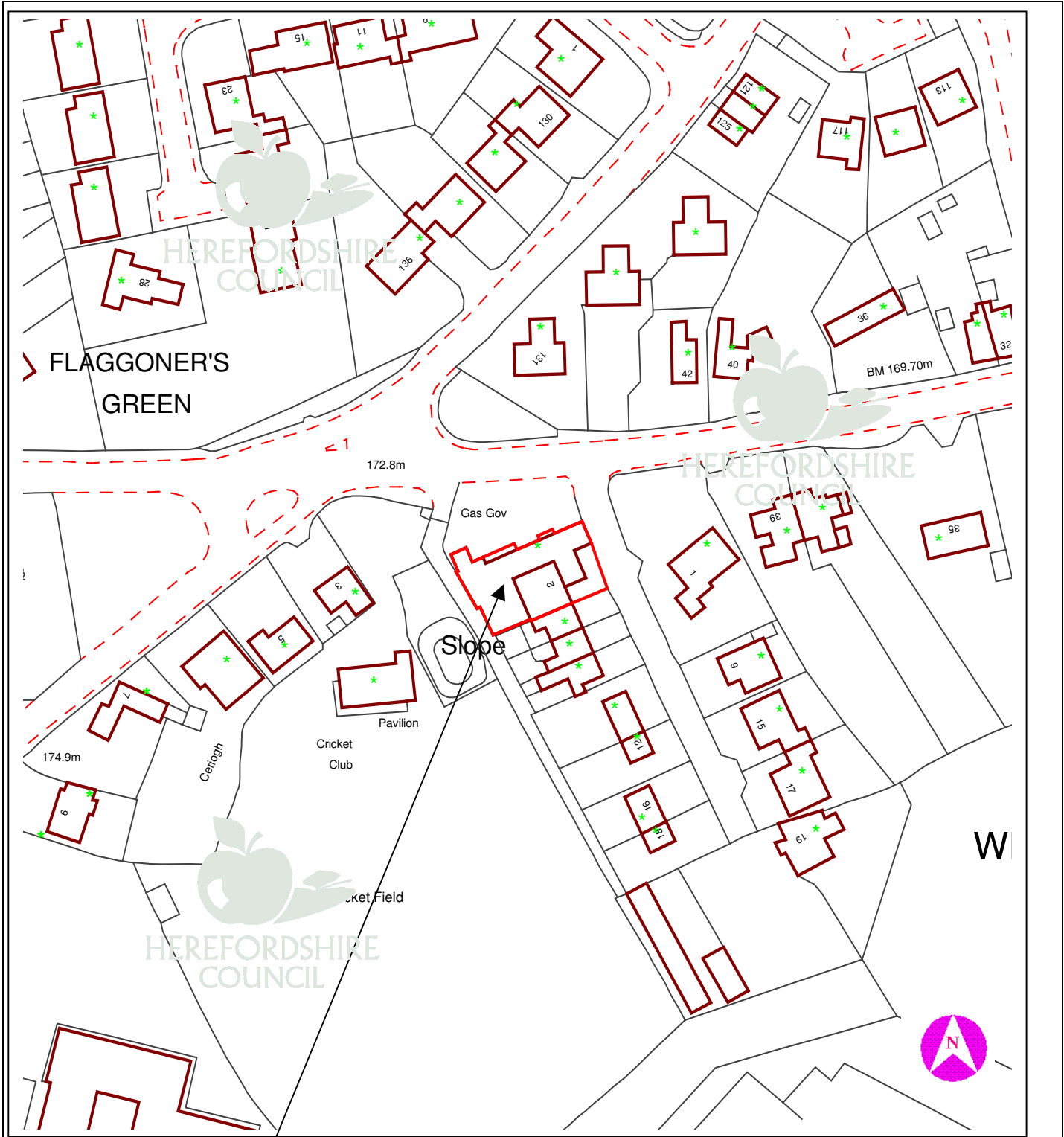
Decision:

Notes:

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Background Papers

Internal departmental consultation replies.



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APPLICATION NO: DCNC2006/2367/A

SCALE : 1 : 1250

SITE ADDRESS : McColls, 2 Hatton Park, Bromyard, Herefordshire, HR7 4EY

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