

26th February 2020

Planning Ref: 1905363

Suzuki Ponthir (Stirling)
Ross Road
Hereford
Herefordshire
HR2 8BT

Appeal Statement

The council has refused Sign 'E' (Totem) at the above premises; they have Approved 'A' 'B' 'C' 'D'

The reasons for the refusal have been identified on the refusal notice received from the Herefordshire Council, their application reference 190533.

“The Totem sign (sign E) is adjacent to Highway and poses a potential risk to road users in the event of structural failure, where the sign assembly falls onto the highway land, causing a direct incident which could lead to an injury or endangerment of life contrary to Policy MT1 of Herefordshire Local Plan Core Strategy and paragraph 132 of the National Planning Policy Framework.”

Our Client strongly disagrees with this decision and form our appeal as follows:

The Totem in question by nature of its placement is not likely to be a distraction to passing motorists, it was replacing the panels on the existing totem because of a name change, there is no reason why this should have been refused on the basis that it would not be detrimental to road safety and the free flow of traffic.

According to our records this totem has been in position for at least twenty years, therefore, we are unsure why replacing the panels would create a risk and potential danger. The main steel structure to the totem has not been touched in any way.

Yours faithfully



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