

# DELEGATED DECISION REPORT

## APPLICATION NUMBER

### 161265

Colwall Park Hotel, Walwyn Road, Colwall, Malvern, WR13 6QG

**CASE OFFICER:** Mrs G Webster  
**DATE OF SITE VISIT:** 27<sup>th</sup> July 2016

**Relevant Development Plan Policies:** NPPF Paragraph 67  
Planning Practice Guidance - Advertisements

**Relevant Site History:** None of relevance

#### CONSULTATIONS

	Consulted	No Response	No objection	Qualified Comment	Object
Parish Council	X		X		
Transportation	X	X			
PROW	X		X		
Site Notice	X	X			
AONB	X	X			
Local Member	X		X		

#### PLANNING OFFICER'S APPRAISAL:

##### Site description and proposal:

Colwall Park Hotel is a large Hotel situated on a corner plot of the Walwyn Road and the road to the industrial estate and train station. It is in a prominent position within Colwall and is in the AONB.

The proposal is for three new signs to be erected; a lockframe sign to be attached to the existing pole site, a small car park sign and a lectern outside the front door of the hotel.

##### Representations:

Colwall Parish Council – No objection  
PROW – No Objection  
Local Member - updated via email, no objection

##### Pre-application discussion:

N/A



Constraints:

Adjacent to Grade II Listed Building  
Malvern Hills AONB

Appraisal:

This application falls to be considered against the guidance set within the National Planning Policy Framework. Here, relevant guidance is contained at paragraph 67 and it states that only impacts on amenity and public safety should be considered, taking into account cumulative impacts.

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. The National Planning Policy Framework states that control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment.

Within this context, the proposed signs are not considered to be excessive and are acceptable in terms of design and colour, within the context of its surroundings. There are already a number of signs in existence within the vicinity as there are a number of retail units and public houses nearby.

The provisions of the Planning Practice Guidance also relevant, the guidance sets out the relevant considerations to be taken into account by local planning authorities in assessing 'public safety' factors arising from advertisement applications and 'amenity value'.

The proposed signage will not have an impact upon public safety, and although the site is located within an area of high landscape value the signs are discrete and in keeping with the signage on the adjacent premises.

Therefore this proposal would not have an unacceptable impact on the subject premises or on its surroundings, and I recommend it for approval.

**RECOMMENDATION:**    **PERMIT** ☒    **REFUSE** ☐

**CONDITION(S) & REASON(S)**

*(please note any variations to standard conditions)*

C06 – Panel and post sign; Lectern Sign; Proposed new sign, block plan.  
CCQ

**Informatives**

Signed: Gemma Webster ..... Dated: ...26/08/2016

**TEAM LEADER'S COMMENTS:**

**DECISION:**

**PERMIT**

☒

**REFUSE**

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*M. Tan*

Signed:

.... Dated: 26/8/16.....