

# DELEGATED DECISION REPORT

## APPLICATION NUMBER 130882/L



Lloyds TSB Bank Plc, 6-8 High Town, Hereford,  
Herefordshire, HR1 2AE

**CASE OFFICER:** Mrs Charlotte Atkins  
**DATE OF SITE VISIT:** 14.5.2013.

**Relevant Development** HUDP – DR1, DR2, HBA1, HBA6  
**Plan Policies:** Shop Front Design Guide 2011

**NPPF – chapter 12**

**Circular 03/2007 Town and Country Planning (Control of Advertisement) (England) Regulations 2007**

**Relevant Site History:** Number of applications for advertisement consent, most recent/relevant:  
CE2006/3933/A – New bank signage – approved 2.2.2007  
CE2007/0525/A – Fascia sign – approved 26.2.2007  
S111344/L – Internal lighting strips to front elevation – approved 15.7.2011  
S130255/A – Display of illuminated fascia advertisements and non-illuminated signs, including a projecting hanging sign - approved

### CONSULTATIONS

	Consulted	No Response	No objection	Qualified Comment	Object
City Council	√		√		
Historic Buildings Officer	√		√		
Neighbour letter/ Site Notice	√	√			
Local Member	√		√		

### PLANNING OFFICER'S APPRAISAL:

#### Site description and proposal:

The application site comprises a Grade II listed building, within Hereford city centre. Built in 1927, as a bank premises, the three storey building of classical style has ashlar elevations with a parapet roof. It is within the primary shopping frontage, as defined in the HUDP, the Central Conservation Area and the Hereford Area of Archaeological Interest. There are two entrances into the building on the principal elevation.

Advertisement Consent for the displaying of illuminated fascia advertisements and non-illuminated signs, including a projecting hanging sign on the principal elevation (south) has already been granted (130255/A). An application for Listed Building Consent was not submitted concurrently, and hence this application made subsequently. The scheme essentially changes the company name from 'Lloyds TSB' to 'Lloyds Bank' and modifies the font and design. The 2 replacement fascia signs would sit within the existing fascias, centrally placed above two of the five ground floor windows, with internally illuminated lettering. The hanging sign would be sited where the existing sign is and would not be illuminated. The other signs would replace existing signs.

Representations:

City Council: No objection

Historic Buildings Officer: No comments received, but had no objection to the Advertisement Consent application

Ward Member: Agreeable to delegated decision

Pre-application discussion:

No.

Constraints:

Grade II listed building, Conservation Area, Hereford Area of Archaeological Interest.

Appraisal:

The site comprises an important listed building within the historic core of the city centre. It is also within the Central Conservation Area. The building constitutes a heritage asset and therefore chapter 12 of the NPPF applies. Planning policies HBA1 and HBA6 are applicable and require that the components that make up the special importance of the building are protected and that proposals should preserve or enhance the character and appearance of the Conservation Area. The fascia signs proposed are individual letters centrally located above the second and fourth ground floor window. They are considered to be a 'light touch' approach. Given the size and design of the proposed advertisements, which would only moderately differ to the existing and the context of the site, together with the existence of illuminated signs on the host building and neighbouring units it is considered that the proposal would not have an adverse impact upon the importance of the fabric of the listed building and would preserve the character and appearance of the Conservation Area.

The City Council has no objections and the Ward Member is agreeable to a delegated decision.

Due to the type of application there would be no impact upon the AAI.

The proposal would accord with the requirements of the NPPF and relevant policies of the HUDP.

**RECOMMENDATION: PERMIT X**


**CONDITION(S) & REASON(S) / REASON(S) FOR REFUSAL:**

*(please note any variations to standard conditions)*

1 C23

2 C07 – Site location plan, site plan, proposed elevations and signage elevations  
received 27.3.2013

### Informatives

Signed: .....  ..... Dated: 20.5.2013.

#### TEAM LEADER'S COMMENTS:

DECISION:

PERMIT ☒

REFUSE ☐

Signed: .....  ..... Dated: ..... 20.5.13 .....

#### REASON FOR DELAY (if over 8 weeks)

Negotiations ☐  
Consultees ☐  
Other ☐  
(please specify)