

DELEGATED DECISION REPORT

APPLICATION NUMBER

172985

6 High Street, Hereford, Herefordshire, HR4 9AA

CASE OFFICER: Abigail Molyneux
DATE OF SITE VISIT: 31/8/2017

Relevant Development Plan Policies:

NPPF Paragraph 67 (Chapter 7) Requiring Good Design
Town and Country Planning (Control of Advertisements)
(England) Regulations 2007

Core Strategy LD1
SD1

Relevant Site History: P163414/F Proposed relocation of entrance door and
replacement of shopfront. Approved 06 December 2016.

CONSULTATIONS

	Consulted	No Response	No objection	Qualified Comment	Object
Parish Council	X	X			
Transportation	X		X		
Historic Buildings Officer	X		X		
Newspaper Advert/ Site Notice	X	X			
Other	X2		X1	X1	
Local Member	X		X		

PLANNING OFFICER'S APPRAISAL:

Site description and proposal:

The building is located on the southern side of High Street within the heart of Hereford City Centre.

The application seeks consent to allow for a fascia sign and one projecting sign.

Representations:

Cllr Tawn – confirmed via email received on 28 September 2017 that the application could be determined under delegated powers.

Hereford City Council – no response.

Transportation – *Proposal acceptable (no conditions and / or informatives required).*

Historic Buildings Officer – *The submitted proposal is acceptable; it is considered the new signage design will have a neutral impact on the Conservation Area.*

CCTV – *No issues with this application.*

Historic England – No Comment.

Pre-application discussion:

None.

Constraints:

Grade II* Listed Building (adjacent), Conservation Area, SSSI Impact Zone, Area of Archaeological Importance and Art. 4.

Appraisal:

The application seeks advertisement consent to allow for a number of new signs to be erected at the property. Consent is sought to allow the proposals to be retained until the 13 September 2022.

Paragraph 67 states that poorly placed advertisement can have a negative impact on the appearance of a building and natural environment. It confirms also that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy LD1 states proposals should demonstrate that character of the landscape and townscape have positively influenced the design, scale, nature and site selection, protection and enhancement of the setting of settlements and designated areas.

Policy SD1 states proposals should create safe, sustainable, well integrated environments for all members of the community.

The proposed signage including the projecting sign will not cause an adverse impact upon the surrounding environment. The proposed signage will use a colour scheme that complements the building and the surrounding landscape and will not cause an adverse impact upon the surrounding landscape, designated historic assets, townscape or highway safety.

The proposal complies with the adopted Development Plan and is therefore recommended for approval.


RECOMMENDATION: PERMIT ☒ REFUSE ☐

CONDITION(S) & REASON(S) / REASON(S) FOR REFUSAL:
(please note any variations to standard conditions)

CCQ – permitted until 07 June 2022


C07 Drawing titled Location and Block Plan received 24 August 2017.

Drawings Titled 309 TUI rebrand issue dated 30.06.2017 Issue I

Signed:  Dated: ...26/9/2017

TEAM LEADER'S COMMENTS:

DECISION: PERMIT ☒ REFUSE ☐


Signed: Dated: 28 September 2017