

DELEGATED DECISION REPORT

APPLICATION NUMBER P143001/A

21 Commercial Road, Hereford, Herefordshire, HR1 2BD

CASE OFFICER: Miss Emily Reed
DATE OF SITE VISIT: 23/10/2014

Relevant Development National Planning Policy Framework (NPPF)
Plan Policies:
Paragraph 67

Relevant Site History: 143033/F – Proposed replacement shop front and illuminated fascia sign

CONSULTATIONS

	Consulted	No Response	No objection	Qualified Comment	Object
Parish Council	X		X		
Transportation	X		X		
Historic Buildings Officer	X		X		
Neighbour letter/ Site Notice	X	X			
Local Member	X	X			

PLANNING OFFICER'S APPRAISAL:

Site description and proposal:

The application site is a property within a row of buildings located on the northern side of Commercial Road. It lies within the Hereford Central Conservation Area and the Hereford Area of Archaeological Importance (HAAl).

This application is for a new fascia sign with the title 'Mowchak'. It will measure approximately 6m in length and be backlit with just the letters being illuminated (this was confirmed in an email from the agent to the LPA on 11th November 2014). It will have red and white writing on a black background.

Constraints:
Conservation Area

Appraisal:

The NPPF has replaced and superseded PPG19 - Outdoor Advertisement Control. The advertisement policy in the UDP was not saved, because it duplicated the PPG. On this basis the policy considerations are provided by the NPPF. Paragraph 67 sets out the matters to be considered. This states that '*Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

In addition Circular 03/2007 provides advice regarding the control of advertisements and is a material planning consideration.

In terms of planning policies advertisements should be considered in light of their impact upon amenity and public safety and the most recent guidance, the NPPF, makes it quite clear that LPA's should only heavily scrutinise those adverts that would have the most appreciable impact on buildings or surroundings.

It is considered that the proposed signs are compatible with the character of the host building and the character of the Conservation Area.

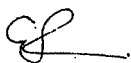
With the proposed advertisement largely replacing an existing one, they are considered to be acceptable in respect of both amenity and highway safety and as such, comply with the requirements of the NPPF. The proposals are therefore recommended for approval.

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

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

- 1) C01
- 2) C07 – drawing number P01/A received 1st October 2014 and additional details as specified in the agents email to the Local Planning Authority on 11th November 2014.
- 3) CCS

Informatives



Signed: Dated: 14th November 2014

TEAM LEADER'S COMMENTS:

DECISION:

PERMIT ☒

REFUSE ☐

Signed:  Dated: 17.11.14

REASON FOR DELAY (if over 8 weeks)

Negotiations	<input type="checkbox"/>
Consultees	<input type="checkbox"/>
Other	<input type="checkbox"/>
(please specify)	