

Corres - agent

**From:** Lisa Sutherland [<mailto:lsutherland@ASG.CO.UK>]

**Sent:** 17 March 2014 12:46

**To:** Atkins, Charlotte

**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

I can confirm that the subsequent amendments have not increased the level of luminance and will remain between 500-550CD/m2.

Kind regards

Lisa

Lisa Sutherland | Project Assistant



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**From:** Atkins, Charlotte [<mailto:catkins@herefordshire.gov.uk>]

**Sent:** 17 March 2014 12:38

**To:** Lisa Sutherland

**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Could you respond to my question at the end of my earlier email please?

**From:** Lisa Sutherland [<mailto:lsutherland@ASG.CO.UK>]

**Sent:** 17 March 2014 12:23

**To:** Atkins, Charlotte

**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Charlotte,

Many thanks.

When do you think we will receive the formal paper work stating planning approval has been granted?

Kind regards

Lisa

Lisa Sutherland | Project Assistant



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**From:** Atkins, Charlotte [<mailto:catkins@herefordshire.gov.uk>]  
**Sent:** 17 March 2014 12:16  
**To:** Lisa Sutherland  
**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Lisa,

I have finally received the comments of the Highways Agency in respect of the first amendments. These are as flows:

Dear Ms Atkins,

We have reviewed the amended designs for the signage as submitted on 23 January 2014. Initially there was still concern regarding the proposed level of luminance for the signs, but the levels are within ILE guidance so I am satisfied on this count. In regards to the other issue about location of the signs relative to the highway boundary, I have consulted internally with our Netserve team and we are satisfied that the overhang does not present any risk to the safety of users of the highway

Accordingly we have no objections to proposals.

Regards  
Patrick

**Patrick Thomas, Asset Manager**

Highways Agency | The Cube | 199 Wharfside Street | Birmingham | B1 1RN

**Tel:** +44 (0) 121 6788196 | **Mobile:** + 44 (0) 7500 099649

Web: <http://www.highways.gov.uk>

GTN: 6189 8196

Could you confirm that the subsequent amendments have not increased the level of luminance?

Regards,

**Charlotte Atkins, Senior Planning Officer**

Herefordshire Council | PO Box 230 | Blueschool House, Blueschool Street | Hereford | HR1 2ZB

Tel: 01432 260536 | Email: [catkins@herefordshire.gov.uk](mailto:catkins@herefordshire.gov.uk)

**From:** Lisa Sutherland [<mailto:lsutherland@ASG.CO.UK>]

**Sent:** 17 March 2014 12:04

**To:** Atkins, Charlotte

**Subject:** FW: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

**Importance:** High

Dear Charlotte,

Please can you advise where we are with a decision.

Kind regards

Lisa

Lisa Sutherland | Project Assistant



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**From:** Lisa Sutherland

**Sent:** 07 March 2014 15:41

**To:** 'Atkins, Charlotte'

**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

**Importance:** High

Dear Charlotte,

Our client (Debenhams) have spoken with the landlord and it has been agreed the fascia signage will be individual letters mounted to the fascias.

The drawing has been revised, please see attached.

Please advise should there be any further correspondence you require.

Kind regards

Lisa

**From:** Lisa Sutherland  
**Sent:** 24 February 2014 15:50  
**To:** 'Atkins, Charlotte'  
**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Charlotte,

Following our conversations with our client, we have the following comments to make.

Sign M – This location was designated a signage zone on the original developers plans and therefore my client would like this signage kept in the scheme.

Sign N – This location as also shown within the developers pack as signage zones but the client is happy for this to be omitted.

Sign J – Happy to move this sign to the left as requested.

Sign F – This area was also noted within the developers pack as a signage zone....

However the client is happy to compromise and have a banner sign that consists of individual letters on brackets (as attached detail) in place of a full d/sided banner.

Can you please come back to us with your thoughts and comments on the above suggestions, so we can effectively communicate back to our client.

Your quickest response would be gratefully appreciated

Kind regards  
Lisa

Lisa Sutherland | Project Assistant



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**From:** Atkins, Charlotte [<mailto:catkins@herefordshire.gov.uk>]  
**Sent:** 18 February 2014 16:13  
**To:** Lisa Sutherland  
**Subject:** FW: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Lisa,

Further to my email below, I have reviewed the proposal, and am contacting you with some key concerns.

The Planning Department were assured that prior to the submission of applications for shop fronts/advertisements the proposed schemes were to be vetted by Stanhope and as such should be compliant with the approved Shop Front Design Guide (condition 43 of the original planning

permission for the site 103136/O – see link - <https://www.herefordshire.gov.uk/planningapplicationsearch/details/?id=103136> – Supporting Documents: DOC Cond 43 Shopfront Design Guide ). It has very recently come to light that this appears not to have always been carried out. As a result we are now having to scrutinise each application against the approved Guide. The Debenhams scheme does not conform with the approved Shop Front Design Guide. Please refer to the Guide, via the link, to ensure that the scheme is suitably revised.

In particular I have noted the following:

Southwest elevation: Sign 'J' should be resited to the left of the four openings

North elevation: Signs 'N' and 'M' should be deleted

East elevation: Sign 'F' should be deleted.

Please note the 'General Standards' as set out on page 10 of the Guide – including, but not exclusively, the encouragement of individual three-dimensional formed letters.

The delay in informing you of the above is regrettable, however as I am sure you will appreciate we had placed reasonable reliance upon the assurance that proposals had already been through a previous assessment with the landlord.

I look forward to receiving your response.

Regards,

**Charlotte Atkins, Senior Planning Officer**

Herefordshire Council | PO Box 230 | Blueschool House, Blueschool Street | Hereford | HR1 2ZB

Tel: 01432 260536 | Email: [catkins@herefordshire.gov.uk](mailto:catkins@herefordshire.gov.uk)

**From:** Atkins, Charlotte

**Sent:** 18 February 2014 10:30

**To:** 'Lisa Sutherland'

**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Lisa,

Sorry for the delay, I have chased the Highways Agency, but have not received a response. If no response is received by the end of tomorrow I intend to recommend that the application is determined under delegated powers.

Regards,

**Charlotte Atkins, Senior Planning Officer**

Herefordshire Council | PO Box 230 | Blueschool House, Blueschool Street | Hereford | HR1 2ZB

Tel: 01432 260536 | Email: [catkins@herefordshire.gov.uk](mailto:catkins@herefordshire.gov.uk)

**From:** Lisa Sutherland [<mailto:lsutherland@ASG.CO.UK>]  
**Sent:** 17 February 2014 15:43  
**To:** Atkins, Charlotte  
**Subject:** FW: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,  
**Importance:** High

Dear Charlotte,

When we last spoke I think you were waiting for the Highway Agency to come back to you.

Our clients are chasing for a decision. Please can you advise as to where we are with this application and advise should there be any problems.

Thank you

Regards  
Lisa

Lisa Sutherland | Project Assistant



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**From:** Lisa Sutherland  
**Sent:** 06 January 2014 08:38  
**To:** 'Atkins, Charlotte'  
**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,  
**Importance:** High

Dear Charlotte,

Apologies for the delay.

As requested please see attached revised site plan.

Please advise should there be any further correspondence you require.

Regards  
Lisa

**From:** Atkins, Charlotte [<mailto:catkins@herefordshire.gov.uk>]  
**Sent:** 16 December 2013 17:24  
**To:** Lisa Sutherland  
**Subject:** FW: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Lisa,  
Please could I have the requested information as soon as possible?

Regards,  
**Charlotte Atkins, Senior Planning Officer**  
Herefordshire Council | PO Box 230 | Blueschool House, Blueschool Street | Hereford | HR1 2ZB  
Tel: 01432 260536 | Email: [catkins@herefordshire.gov.uk](mailto:catkins@herefordshire.gov.uk)

**From:** Atkins, Charlotte  
**Sent:** 09 December 2013 12:52  
**To:** 'Lisa Sutherland'  
**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Lisa,  
Thank you for email and attachments. Having reviewed the HA's comments again, I think they are requesting a larger scale site plan, indicating both the highway boundary and the position of the proposed advertisements. Please provide an appropriate revised plan. Upon receipt I will reconsult the HA, and await their comments.

Regards,  
**Charlotte Atkins, Senior Planning Officer**  
Herefordshire Council | PO Box 230 | Blueschool House, Blueschool Street | Hereford | HR1 2ZB  
Tel: 01432 260536 | Email: [catkins@herefordshire.gov.uk](mailto:catkins@herefordshire.gov.uk)

**From:** Lisa Sutherland [<mailto:lsutherland@ASG.CO.UK>]  
**Sent:** 06 December 2013 14:45  
**To:** Atkins, Charlotte  
**Subject:** RE: 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Charlotte,

Thank you for your email.

We will adjust the illumination levels so they are between 500-550CD/m2.

Please see attached visual showing the revised site location plan.

Should you require any further correspondence please advise.

Regards  
Lisa

**Lisa Sutherland** | Project Assistant



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**From:** Atkins, Charlotte [<mailto:catkins@herefordshire.gov.uk>]

**Sent:** 02 December 2013 09:00

**To:** Lisa Sutherland

**Subject:** 133004/A - Old Hereford Livestock Market, Edgar Street, Hereford,

Dear Miss Sutherland,

I am contacting you regarding the above mentioned application. I have received the Highway Agency's comments, which state that:

*We have considered the suitability of the proposal in accordance with Circular 03/2007 – Town and Country (Control of Advertisements)(England) Regulations, 2007, Circular 02/2013 – The Strategic Road Network and the Delivery of Sustainable Development (Annex A2), the Design Manual for Roads and Bridges (DMRB) and the Institute of Lighting Engineers (ILE) guidance and standards.*

*The proposed fascia signs visible from the A49 are not considered to unduly distract trunk road users. The application form states that all proposed signs will be illuminated to 600CD/m2. The ILE guidance note on the brightness of advertisements (Technical Note No. 5) provides threshold for the illumination of signs dependent upon the size of the sign and its location. Therefore, the level of luminance suggested is high and should be amended in line with the ILE guidance. Clarification is also required on the location of the signs relative to the A49 highway boundary.*

*We ask that the application not be determined until the above issues have been resolved.*

I would appreciate your response to the comments made and the submission of suitably revised plans/information within 7 days of this email, so that the application can be determined expeditiously.

Regards,

**Charlotte Atkins, Senior Planning Officer**

Herefordshire Council | PO Box 230 | Blueschool House, Blueschool Street | Hereford | HR1 2ZB

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