

DELEGATED DECISION REPORT

APPLICATION NUMBER

162762

58 Commercial Road, Hereford, Herefordshire, HR1 2BP

CASE OFFICER: Mr Fernando Barber-Martinez

DATE OF SITE VISIT: ...28/9/2016.....

Relevant Development

Plan Policies: **Advertisement Regulations**

NPPF.

**Herefordshire Local Plan: Core Strategy (October 2015)
Policies MT1 (traffic management), highway safety and
promoting active travel), SD1 (sustainable design and
energy efficiency), LD4 (historic environment and heritage
assets).**

Relevant Site History: **None relevant.**

CONSULTATIONS

	Consulted	No Response	No objection	Qualified Comment	Object
Parish Council	x	x			
Transportation	x	x			
Neighbour letter/ Site Notice	x	x			
CCTV Officer	x		x		
Local Member	x		x		

PLANNING OFFICER'S APPRAISAL:

Site description and proposal:

The site comprises 'Yates' public house next to Hogarths public house in the busy part of Commercial Road nearest the city centre.

Various replacement signs are proposed namely a illuminated projecting sign at first floor, two lit menu signs next to the door and a lit sign above the door emblazoned "Yates".

Representations:

Cllr Tawn: No objection.

Hereford City Council: No response.

Highway Engineer: No response.

CCTV Officer: No issue with this application

Pre-application discussion:

None.

Constraints:

A465 Road and conservation area.

Appraisal:

The proposed signs are compatible with the period red-brick host building within the wider conservation area which has a wide variety of signage at the various businesses along Commercial Road, and this raises no visual amenity or highway safety concerns. This also accords with Policies SD1, LD4 and MT1 of the Local Plan.

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

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

PERMIT subject to Standard Advertisement Conditions.

Drawings Received 1st September 2016

Signed: FBM Dated:21/10/2016.....

TEAM LEADER'S COMMENTS:

DECISION:

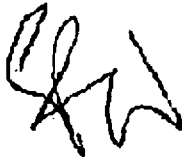
PERMIT

☐

REFUSE

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Signed:



Dated: 24 October 2016