

DELEGATED DECISION REPORT

APPLICATION NUMBER S120083/A

Gala Bingo, 44 Berrington Street, Hereford, Herefordshire, HR4 0BJ

CASE OFFICER: Ms Kelly Gibbons

DATE OF SITE VISIT: 30th Jan 2012

Consult Expires: 22nd Feb 2012

Target Date: 8th March 2012

Relevant Development **Advert Regs**
Plan Policies: **PPG19 – Advertisement Control**

Relevant Development **DCCW2007/1435/F – erection of a canopy and wall mounted**
Plan Policies: **rest – Approved**

DCCW2003/2191/F – replacement of corrugated store to permanent structure

CONSULTATIONS

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

PLANNING OFFICER'S APPRAISAL:

Site description and proposal:

The application site comprises a large period property that is occupied by Gala Bingo. The building fronts Berrington Street and lies within the Conservation Area but outside of any designated shopping frontage.

The building currently has an externally illuminated sign in a central position above the door. The external illumination is by way of swan lights. The sign itself is an acrylic blue and gold sign.



The proposal is to remove this and replace it with a built up sign case of a very similar size to existing but would be internally illuminated so that the yellow detail is visible from the outside. The existing external illumination would be removed.

Representations:

The Conservation Area, Traffic Manager and Town Council raise no objections to this proposal.

Pre-application discussion:

None

Appraisal:

The key issues for consideration of this application, in accordance with the requirements of PPG19, are the impact on the amenity of the area (which is a Conservation Area) and the potential impact on highway safety.

The proposed sign is, although internally illuminated and something that would not normally be encouraged in line with the guidance contained within the Shop Front Design Guide 2011, this sign is considered to be small in scale and sited in an unobtrusive position on the building and within the street scene. It would be difficult to defend its refusal, especially in light of the existing sign and its unattractive swan lights. The conservation officer has no objection to the proposed sign and it is considered that this replacement sign would preserve the character of the area.

The building is also Grade II listed. The Historic Building Conservation Officer has no objection to this proposal which replaces one sign with a sign of the same size, in the same location. No Listed Building Application has been submitted.

The proposed sign would not adversely impact upon highway safety and the highways officer has raised no objection.

As such, the proposal is recommended for approval as it would not harm the amenity of the area nor impact upon highway safety in accordance with the requirements of PPG19 and policy HBA11 of the UDP.

RECOMMENDATION: PERMIT X

CONDITION(S) & REASON(S):

(please note any variations to standard conditions)

CCQ – 5 years

CCR – removal and repair

Inf:

I38 -drawing number 84310 – rev A

Signed: KG Dated: 7th March 2012

TEAM LEADER'S COMMENTS:

Given existing signage, this proposal represents a modest improvement on the building

DECISION:

PERMIT ☒

REFUSE ☐

Signed: SW Dated: 8/3/12