Wiltshire Council Planning Consultation Response

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Officer's Name: Steve Tapscott
Officer's Title: Planning Officer

Application No: **PL/2023/07430**
Proposed non-illuminated fascia and hanging signs
9-10 The Brittox, Devizes, Wilts, SN10 1AJ

Please find following comments in respect of the above application(s).

Recommendations:

	No Comment
X	Support
	Support subject to conditions (please set out below)
	Object (for reasons set out below)
	No objections

Scope of comments: the following comments relate to the built historic environment.

Policy: From the point of view of the historic environment the main statutory tests are set out within the Planning (Listed Building and Conservation Areas) Act 1990. Sections 16 (LBC) and 66 (PP) require that **special regard** be given to the desirability of preserving listed buildings, their settings or any features of special architectural or historic interest which they possess.

Section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990 also requires the Council to pay **special attention** to the desirability of preserving or enhancing the character or appearance of designated Conservation Areas.

The NPPF outlines government policy, including its policy in respect of the historic environment. Section 16 of the NPPF 'Conserving and enhancing the historic environment' sets out the Government's high-level policies concerning heritage and sustainable development. Paragraphs 201-3 of the NPPF require a balanced approach with any harm which would be caused being weighed against the potential public benefits which might be achieved. Paragraph 197 requires local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and of new development making a positive contribution to local character and distinctiveness.

The Council's Core Strategy 'Core Policy 58: Ensuring the conservation of the historic environment' requires that designated heritage assets and their settings will be conserved and where possible enhanced. It is also required that distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved, and where possible enhanced.

The Council's Core Strategy CP 57: Ensuring high quality design requires a high quality of design in all new developments. Proposals are required to "demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

i. enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development…
ii. the retention and enhancement of existing important landscaping and natural features…
iii. responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting.

Site: The site is an unlisted building located within Devizes Conservation Area and affects the setting of numerous nearby listed buildings.

Proposal: Non illuminated fascia and hanging sign

Relevant planning history: PL/2023/02823 – New advertisement signs

Issues: Impact on setting of listed buildings, impact on character and appearance of conservation area.

Assessment: Paragraph 194 requires that applicants describe the significance of any heritage assets affected, including any contribution made by their setting. This should include sufficient information to provide a clear understanding of the significance of the heritage asset and its setting and the potential impact of any proposal on that significance. In this case, no Heritage Statement has been submitted and fails to provide any objective assessment of the impact of the proposals and, as a result, it fails to meet the requirements of the NPPF.

The proposal seeks a non-illuminated timber fascia panel finished in green paint with acrylic applied letters. Also proposed is a non-illuminated timber projecting sign with acrylic letters.

Most of the shop fascia's in the street scene are timber painted with some non-illuminated applied lettering. As such this proposal is considered sympathetic to the significance of the heritage assets.

Summary & conclusion: The NPPF confirms that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). It makes clear that any harm to a designated heritage asset requires clear and convincing justification.

The impact of the proposals on heritage assets will be neutral and the requirements of current conservation legislation, policy or guidance are considered to be met and there is therefore no objection to the approval of the application.