CASE OFFICER'S REPORT

Application Reference:	PL/2023/07335
Application Type:	Consent to display an advertisement
Consultation ends:	5th October 2023
Target Date:	27th October 2023
Case officer:	James Repper

Site Address:	62 ST EDMUNDS CHURCH STREET, SALISBURY, SP1 1EQ
Proposal:	Replacement of existing UPVC signage with painted render and stencil sign writing (Retrospective).
Recommendation:	Approve with Conditions

POLICIES:

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework (NPPF)

Wiltshire Core Strategy (WCS):

- Core Policy 57: Ensuring high quality design and place-shaping

Supplementary Planning Documents (SPD):

- Shopfronts & Advertisements SPD

ISSUES

Advertisement applications are considered against The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This states that advertisement applications must be considered in terms of their impacts on amenity and public safety.

REPRESENTATIONS:

Salisbury City Council: Comment

- The City Council supports the Conservation Officer's comments

Conservation: No Objection

- I have no concerns about the unilluminated signage which preserves the character of the Conservation Area and the setting of the adjacent listed buildings

Third-Party Representations: None Received

ASSESSMENT:

Site Description

The application site is an established ground-floor commercial premises located within the inner city relief road, immediately adjacent to a public car park in one of Salisbury's historic medieval chequers (Parsons Chequer) and is consequently within the Designated Salisbury Conservation Area. The site is highly prominent within the public realm.

Proposal
This is a retrospective application seeking permission for the installed advertising signage promoting the existing business within the site.

Impact on Amenity of the Area
The installed signage is noted to be non-illuminated and of relatively muted colours which whilst clearly advertising the business at hand does not harm the historic character of the area.

Public Safety
The sign does not overhang the public footpath and has no lighting which could potentially dazzle drivers, as such it is considered that there is no risk to public safety.

Other Matters
Running concurrently to this application using conflated paperwork is application PL/2023/07178. This is also a retrospective application but for full planning permission to regularise the existence of Upvc double-glazed windows on the upper floors and for a Upvc double-glazed shop frontage. The decisions in these applications are not related and the use of conflated paperwork does mean that one approves or refuses another.

Conclusion
The proposed advertisements are considered to be acceptable by virtue of there being no detrimental impacts on amenities or public safety. The proposals are therefore considered to be in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Core Policies 57 and 58 of the adopted Wiltshire Core Strategy and the aims of the NPPF.

RECOMMENDATION:
Approve subject to the following conditions

Conditions: (3)

1 This consent shall expire at the end of the period of 5 years from the date of this Notice.

REASON: To comply with Regulations 14 (7) and (8) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Application Form Received 22nd August 2023
Plans Ref:
As-Built Front Elevation DWG: 10-100 Rev B Received 1st September 2023

REASON: For the avoidance of doubt and in the interests of proper planning.

3 No advertisement is to be displayed without the permission of the owner of the site or any other person

with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to-

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenities.

REASON: To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Informatives: (1)

4 The approval relates solely to the advertising consent application and any mention of issues requiring planning permission contained within the published plans and/or application form are not regularised by this consent.