CASE OFFICER'S REPORT

Application Reference:	PL/2023/07810
Application Type:	Consent to display an advertisement
Site Inspection:	
Consultation ends:	25 October 2023
Case officer:	Ruaridh O'Donoghue

Site Address:	Folly Road Brewery, Land off Folly Road, Devizes, Wilts
Proposal:	Internally illuminated fascia sign and promotional banner, and halo-illuminated built-up logo
Recommendation:	Approve with Conditions

POLICIES

Wilshire Core Strategy

- CP 57 – Ensuring High Quality Design and Place Shaping

Devizes Neighbourhood Plan

National Planning Policy Framework

Above the various tiers of planning policy and guidance is the over-arching statutory requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 to give special regard to the desirability of preserving the building or its setting (S16).

ISSUES

- Amenity (including the impacts to the setting of listed buildings)
- Public Safety

REPRESENTATIONS

- Devizes Town Council – No objections
- Wiltshire Council Highways – No comments

ASSESSMENT:

The site lies at the southern end of the Folly Road Industrial Estate. To the north of the site lie further industrial buildings associated with this estate and beyond that, the Hopton Industrial Estate. To the east is a petrol filling station and further industrial estate buildings. The south of the site adjoins the residential properties known as Whitehouse and Folly Cottage with a further two properties beyond. The western side of the site adjoins Folly Lane with a modern housing development beyond. In the wider context, the site lies close to the edge of the built-up area of the town with agricultural fields lying only a short distance to the northwest of the site.

The planning constraints for the site are as follows:

- the site is within the Limits of Development of Devizes
- the site adjoins a grade II listed building (The White House)

The application proposes various signage for the new brewery and associated offices for Wadworth & Co Ltd of Devizes which was approved on the 1st of November 2022.

A total of 3 signed are proposed on a modern industrial building that has recently been refurbished into a brewery with associated offices. The signs comprise of:

- a halo illuminated built up logo containing the Wadsworth's branding
- a halo illuminated built up logo comprising the words Folly Road Brewhouse
- a promotional advertisement board made from a fabricated aluminium flex-faced box with digitally printed PVC skin.

Amenity

The proposed signage is contemporary in line with the image for the new Wadworth Brewery. The building is modern and sits outside of the historic core of Devizes within the context of other industrial buildings. In this context, the proposal is not considered to injure the amenity of the area to any material extent that would warrant a refusal of this advertisement consent (noting the signs are to be illuminated, it will be prudent to control the hours of illumination to ensure they are not on 24/7). Whilst the Whitehouse adjoins the site and is grade II listed, its setting will not be harmfully impacted by the signage. There is just 1 sign facing the listed building, nearly 40m away. Given boundary treatments, vegetation etc. the two buildings are not readily visible in the same frame and therefore the ability to appreciate the heritage asset is not diminished.

Public Safety

The signage scheme will not cause any harm to public safety. The signage is well-contained within the application site and positioned such that it will not obstruct any pedestrians or cyclists. Furthermore, their positioning is such that it will not cause any issues for motorists using the adjacent highway (Folly Lane) and would not be visible from the London Road. In addition to this, it is noted that the Highways Authority are not objecting to the proposal.

RECOMMENDATION:
Approve with conditions

Conditions: (4)

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 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 amenity.

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

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

- Application Form
- Plan Ref: 3879-01: Location Plan, Existing Site Plan, Proposed Elevations
- Plan Ref: 3879-01: Location Plan, Existing Site Plan, Proposed Elevations (with sign annotation)
- Plan Ref: Folly Road Halo Illuminated Built-up Logo Version 3 dated 11/08/2023
- Plan Ref: Promotional Message Flexface Version 3 (only in so far as the dimensions and construction details are concerned) dated 11/08/2023
- Plan Ref: Halo Illuminated Built-up Logo Version 2 dated 11/08/2023

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

4 The advertisements permitted by this consent shall be illuminated by static illumination only and only illuninated during the opening hours of the premises to which it relates.

REASON: In the interests of amenity.

INFORMATIVE TO APPLICANT:
The hours of operation of the site approved under application PL/2021/11727 were, with the exception of the glycol condensers, between the hours of 07:00 and 19:00hrs from Mondays

to Fridays, with no permitted opening hours on Saturdays, Sundays and Bank or Public Holidays.