CASE OFFICER'S REPORT

Application Reference:	PL/2023/07915
Application Type:	Consent to display an advertisement
Site Inspection:	
Consultation ends:	22 November 2023
Case officer:	Selina (Nina) Parker-Miles

Site Address:	SIMPSONS, TROWBRIDGE ROAD, WESTBURY, BA13 3AY
Proposal:	2 x non illuminated signs, 1000mm wide x 600mm high.
Recommendation:	Approve with Conditions

This application seeks consent to display adverts within the site boundary of Simpsons, a property located on Trowbridge Road Westbury. The building is located within an area of existing businesses both on the east and west side of Trowbridge Road. The applicant proposes erecting two non-illuminated advertising signs for 'Lit Fibre' internet.

National Context:
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Local Context:
Wiltshire Core Strategy (WCS) adopted 2015
CP2 - Delivery Strategy
CP32 – Spatial Strategy for the Westbury Community Area
CP57 - Ensuring High Quality Design and Place Shaping

Principle of Development
Design and Visual Amenity (aural and visual amenity)
Impact on Public Safety

Relevant Planning History
W/97/01209/FUL Change of use of house to offices - Approve
W/98/00149/FUL External alterations - Approve

Westbury Town Council - No objection

Consultation consisted of advertisement by site notice and neighbour notification. No representation letters were received.

Planning Considerations and Assessment

Section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004 require that the determination of planning applications must be made in accordance with the Development Plan, unless material considerations indicate otherwise.

Principle of Development

The proposed development comprises advertisements within the settlement boundary of Westbury and as such the principle of development is acceptable subject to the following considerations. Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) requires that the local planning authority exercises its powers under the Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors. For the purposes of the Regulations, 'amenity' includes "aural and visual amenity".

Design and Visual Amenity (Aural and Visual Amenity)

Core Policy 57 requires a high standard of design in all new developments. of particular relevance to householder extensions is paragraph (iii) which requires development to respond 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.

Paragraph 10 of Core Policy 57 (Ensuring high quality design and place shaping) states that proposals must have the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials.

The application proposal relates to Simpsons a building located within the northern outskirts of the town centre of Westbury. The building is located within an area of existing businesses both on the east and west side of Trowbridge Road.



Map insert illustrating the location of the building on Trowbridge Road with the position of the signs

The proposed scheme relates to erection of two non-illuminated advertising signs. The signs would be advertising the business Lit Fibre and would be positioned within the existing off road parking area close to the public highway. The signs would be 1000mm wide at a height of 600mm a width of 0.2m with the maximum height of the letters sitting at 0.2m.

The signs would be of a poly mixture material and would be erected on posts to raise them 0.6m from the ground. The text would be white or black lettering upon a yellow or black background.



Proposed signage to be added within the boundary of the host building.

Viewed within the existing context of the business properties lining this area of the town it is considered that the proposed development would have minimal adverse impact on the surrounding area and immediate street scene due to its location and design.

The use of sympathetic materials would ensure the proposal would integrate into the surrounding setting and existing street scene. It is considered that the advertisements would by virtue of their height, scale and design constitute acceptable additions to the host building . The development would therefore comply with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Impact on Public Safety

Core Policy 57 of The WCS states that applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through having regard to the compatibility of adjoining buildings and uses, the impact on the amenities of existing occupants, and ensuring that appropriate levels of amenity are achievable within the development itself, including the consideration of privacy,

overshadowing, vibration, and pollution (e.g. light intrusion, noise, smoke, fumes, effluent, waste or litter)

The proposed scheme relates to advertising signs within an area of existing businesses (where advertising signs are already commonplace) and does not introduce any illumination of the proposed adverts. The advertising signs would be set within the existing driveway of the host building and would not obstruct the view of any vehicles accessing or exiting the application site. Therefore, it is considered that there would not be any adverse impacts in relation to highway users or pedestrians in terms of lighting glare or intrusive interest levels in that it is unlikely to result in a distraction to road users or pedestrians. Having regard to the considerations of public safety set out at Regulation 3(2)(b) and the generality of 'any other relevant factors', there are no concerns that the proposed signage would have a deleterious impact upon public safety. It would be considered as adhering to the The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and other relevant policies.

RECOMMENDATION: Approve with conditions

Conditions: (2)

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 and documents:
Location Plan - Received 15.09.2023
Block Plan - Received 15.09.2023
Existing Site Plan - Received 19.10.2023
Proposed Signage Sign A - Received 23.10.2023
Proposed Signage Sign B - Received 23.10.2023

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