CASE OFFICER'S REPORT

Application Reference:	PL/2023/07177
Application Type:	Consent to display an advertisement
Site Inspection:	
Consultation ends:	26 October 2023
Case officer:	Samantha Stockley

Site Address:	33 HIGH STREET, ROYAL WOOTTON BASSETT, SWINDON, SN4 7AF
Proposal:	Banking hubs branding and logo to replace previous Post Office branding with new fascia sign and projecting sign positioned to the side of fascia. Within the ground floor windows there will be one suspended illuminated Directory of Services, two illuminated marketing posters and subtle manifestation to ground floor windows. One A4 opening hours sign and one A5 CCTV sign will be displayed in the glazed entrance door and one A2 swinger board will be displayed on the street during operating hours.
Recommendation:	Approve with Conditions

SITE DESCRIPTION

The property is two storeys with attic and has previously been used as a post office and WH Smith to ground floor with upper floors split into flats. The front elevation is rendered with ashlar rendered quoins and the roof is hipped stone slate roof with two dormers.
The shop front has recent ground floor windows with small bays timber stained and a central entrance timber double door with narrow side and transom lights. The listing suggests the first floor sashes are aluminium and late 20th century however the current windows are timber hornless sliding sash 16 panes either side and 12 pane over the door with a narrow opening. The windows appear to be early 19th century and original.

The rear wing is a mix of three and two storey and has a hipped asbestos cement tiled roof. Internally the former shop uses have created a relatively open plan with the remnant chimney stack and structural pier dividing the space front and back and suggest a double room plan.

The property is located to the centre of the High Street about 30 m east of the Town Hall Museum on the North side and an end of terrace of commercial properties with the entrance to the Borough Fields Shopping Arcade to the east side of the building. It is in the Wootton Bassett Conservation Area.

PROPOSAL

This application seeks advertising consent for Banking hubs branding and logo to replace previous Post Office branding with new illuminated fascia sign and projecting sign positioned to the side of fascia. Within the ground floor windows there will be one suspended illuminated Directory of Services, two illuminated marketing posters and subtle manifestation to ground floor

windows. One A4 opening hours sign and one A5 CCTV sign will be displayed in the glazed entrance door and one A2 swinger board will be displayed on the street during operating hours.

RELEVANT PLANNING HISTORY

PL/2023/07633- LBC - Banking hubs branding and logo to replace previous Post Office branding with fascia sign and projecting sign positioned to the side of fascia. Within the ground floor windows there will be one suspended illuminated Directory of Services, two illuminated marketing posters and subtle manifestation to ground floor windows. One A4 opening hours sign and one A5 CCTV sign will be displayed in the glazed entrance door and one A2 swinger board will be displayed on the street during operating hours- Pending Consideration

PL/2023/01956 - Internal partition to subdivide ground floor commercial floor space. Approve with Conditions, 25/04/2023.

14/07627/FUL, Extension to Shops at Rear of Post Office and Separate Access to Laser Treatment Centre, Approve with Conditions, 14/09/2018.

14/10003/LBC, Extension to Shops at Rear of Post Office and Separate Access to Laser Treatment Centre, Approve with Conditions, 14/09/2018.

13/04775/ADV, Individual letters. Approve with Conditions, 27/11/2013

13/04756/LBC, Individual letters. Approve with Conditions, 27/11/2013

POLICIES

Though the development plan is considered as a whole, those parts deemed to be particularly relevant to this application are listed below:

Wiltshire Core Strategy adopted Jan 2015 (WCS):
Core Policy 19: Spatial Strategy for the Royal Wootton Bassett and Cricklade Community Area
Core Policy 57 - Ensuring high quality design and place shaping
Core Policy 58 - Ensuring the Conservation of the Historic Environment

Other
The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Planning (Listed Buildings and Conservation Areas) Act 1990

ASSESSMENT

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".

Planning (Listed Buildings and Conservation Areas) Act 1990

PLANNING ISSUES

Those issues deemed to be most pertinent to the determination of the application are as follows:

• Impact on Amenity and the character and appearance of the conservation area
• Public Safety

CONSULTATION RESPONSES

Royal Wootton Bassett Town Council: has no objection to this application.

Highways: Subject to illumination standards being adhered to I raise no highway objection.

Conservation: Advises no objection subject to amendments set out.

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.

I consider a reasonable balance would be to have the new fascia sign non illuminated letters while the projecting sign could be illuminated. Unless there is good evidence that this is not the case for the signage listed buildings on the High Street. The illumination of the fascia sign would be considered harmful to the significant front elevation of this listed building. Please seek the amendment to the proposal on this basis.

The subdivision of the shop floor into smaller rooms retains the principal evidence of the two room double depth plan with central chimney stack and structural pier. With the elements retained it is possible to revert the floor plan to its original form in the future.

REPRESENTATIONS

No representations from third parties were received in regard to this case.

Impact on Amenity and the character and appearance of the conservation area

Fundamental to the determination of applications for advertisement consent, is that they may only be controlled with regard to two material considerations, namely “amenity” and “public safety” (sec. 220 of the 1990 Act; para 132 of the framework and the 2017 regulations). There is no lawful category of “other material considerations” in addition to the interests of amenity and public safety that can be taken into consideration when determining applications for advertisement consent under the regulations.

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest and, in England since the 2007 Regulations came into force, include rural amenity, so that noise generated by an advert can be taken into account.

Sections 66 (1) and 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require Local Planning Authorities in determining planning applications affecting a Listed Building or Conservation Area to pay special regard to the desirability of preserving
the building or its setting or any features of special architectural or historic interest which it possesses; and to pay special attention to the desirability of preserving or enhancing the character or appearance of that conservation area.

The site lies with the High Street of Royal Wootton Bassett within the heart of the conservation area in addition to being a listed building. The site is deemed to be very prominent within the street scape

The conservation officer when consulted noted that the proposals involves removing existing Post Office projecting sign that was a hanging box sign. There was no fascia sign and previous fascia signage has been non illuminated individual letters. The proposal seeks to replace these Post Office signage with a new illuminated fascia sign above the central door and an illuminated projecting box sign. It appears that it the general fascia signage in the is area of the Conservation Area is not illuminated but individual lettering while there are a number of projecting signs evident with illumination. It is consider a reasonable balance to have the new fascia sign non illuminated letters while the projecting sign could be illuminated. Unless there is good evidence that this is not the case for the signage listed buildings on the High Street.

Amendments to the application were sought removing the illumination from the proposed facia sign to retain the visual amenity of the Listed Building and conservation area.

With respect to visual amenity, it is determined that the number, scale and levels of illumination of the signage would not result in any significant harm to the Listed Building or historic built form that consent ought to be granted.

Public Safety

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.

Highways had no objection provided illumination standards are being adhered to I raise no highway objection.

CONCLUSION

The proposed signage is determined to be acceptable in relation to the public safety, highways safety and amenity, is deemed appropriated to the and historic built form and accords with national guidance and regulations and the development plan.

Conditions: (4)

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

5019069-RDG-A-3560-D-Proposed Elevations & Advertisement Received 19th December 2023
5019069-RDG-XX-00-D-A-3520-D Proposed GA Layout Received 22nd August 2023
5019069-RDG-XX-00-D-A-3502-A Proposed Site Plan- Received 21st September 2023
Location Plan Received 22nd August 2023
Application Form Received 22nd August 2023

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

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 illumination of the signs hereby permitted shall be static and shall not be of a flashing type.

REASON: In the interests of amenity and/or public safety.

4 No lighting is to be installed outside of the approved permission in association with the advertisements hereby approved, unless otherwise agreed in writing by the local planning authority.

REASON: To protect the amenities of the area and the character of the conservation area.

Informatives: (2)

5 Any alterations to the approved plans, brought about by compliance with Building Regulations or any other reason must first be agreed in writing with the Local Planning Authority before commencement of work.

6 The applicant is requested to note that this permission does not affect any private property rights and therefore does not authorise the carrying out of any work on land outside their control. If such works are required it will be necessary for the applicant to obtain the landowners consent before such works commence.

If you intend carrying out works in the vicinity of the site boundary, you are also advised that it may be expedient to seek your own advice with regard to the requirements of the Party Wall Act 1996.