CASE OFFICER'S REPORT

Application ref: **PL/2023/09888**
PROPOSALS: **Proposed non-illuminated fascia sign**
ADDRESS: **19 Wilton Road, Salisbury, Wilts, SP2 7ED**

Date of Inspection: N/A
Date site notice posted: N/A (neighbour letters only)
Publicity Expiry 19/12/23

POLICIES

National Planning Policy Framework (NPPF 2023) and PPG:
Section 12: Conserving and enhancing the historic environment
Paragraph 141: adverts and well designed places

Wiltshire Core Strategy (WCS):
Core Policy 1: Settlement Strategy
Core Policy 2: Delivery Strategy
Core Policy 57: Ensuring high quality design and place shaping
Core Policy 58: Ensuring the conservation of the historic environment

Shopfronts and Advertisement Design Guidance

ISSUES for Adverts:

- Impact on character of the area (character and settings of heritage assets)
- Impact on amenity
- Highway safety

REPRESENTATIONS

City Council – None received

Third Party Representations: None received

Site History:

S/1998/1347 TO RELIGIOUS MEETING ROOM FROM CLASS A1 (SHOP) ON GROUND FLOOR AC
S/2000/1538 Cof U OF GROUND FLOOR TO MEETING ROOM FOR RELIGIOUS AND EDUCATIONAL PURPOSES AC
S/2003/0362 CONTINUATION OF USE OF GROUND FLOOR AS MEETING ROOM FOR RELIGIOUS AND EDUCATIONAL PURPOSES AC

ASSESSMENT

Site Description and Proposal

The application site was previously approved as a meeting room for religious and educational purposes in 2003. The site is within the Salisbury settlement boundary. Emmanuel Church to the north west is Grade II listed. The Conservation Area lies to the west. The site is in Flood Zone 1 and Wilton Road is vulnerable to surface water flooding.

The applicant is seeking to change the use of the ground floor from Sui Generis to Offices Class E. The existing residential flat would be retained on the first floor without change. There would be ground floor alterations to the existing frontage to provide a door to the offices. This advertisement application seeks approval for a non illuminated sign:





The application must be determined in accordance with the development plan unless material considerations indicate otherwise. (Section 70(2) of the Town and Country planning Act and Section 38(6) of the Planning and Compensation Act 2004). The NPPF Dec 2023 is also a significant material consideration and due weight should be given to the relevant policies in existing plans according to their degree of consistency of the framework. Para 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

1. **Impact on the character of the area**

The site is a ground floor commercial unit, previously occupied as religious education centre which reverted back to a shop upon cessation.

The site is not within the conservation area but is close to a Grade II listed Chapel. S66 of the 1990 of the Planning (Listed Buildings and Conservation Areas) Act states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. CP58 seeks to protect heritage assets and their settings. However, No 19 is not considered to be within the *immediate* setting of the listed chapel.

CP57 states that:

Development is expected to create a strong sense of place through drawing on the local context and being complimentary to the locality. 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.

Along with the addition of the sign, the applicant is seeking to change the style of the existing upvc windows and add a central ground floor door for the office use. No objection is raised to the proposed sign, which would not have any adverse effect on the character of the building or the wider setting of the building within the streetscene. The sign is appropriate in scale, colour and design and is non illuminated. Therefore, no objection is raised and the development would comply with CP57, CP58 and para 141 of the revised NPPF.

3. Impact on amenity

No objection is raised under CP57. There would be no material impact on neighbouring amenities.

4. Highway Safety

The development affects the front elevation of a building fronting Wilton Road and is non illuminated. Therefore, subject to standard conditions, the development would not be harmful to highway safety and would comply with CP57.

Recommendation: Approve subject to conditions:

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.

This development shall be in accordance with the submitted drawings:

Location Plan at 1:1250 dated 3/11/23
Proposed Elevations plan ref 10-200 rev P1 dated 4/10/23
Fascia Signage plan ref 10-201 rev P1 dated 4/10/23
Proposed Ground Floor Plan and Front Elevation ref 10-100 rev P2 dated 4/10/23
Proposed Roof Level Plan ref 10-101 rev P1 dated 4/10/23

REASON: In the interests of proper planning and for the avoidance of doubt.

No part of the advertisement(s) shall be located less than 2.4m above the highway/footway.

REASON: In the interests of public safety.