CASE OFFICER'S REPORT

Application ref: PL/2023/10170
PROPOSALS: Externally illuminated roadside board sign
ADDRESS: Post Office, Church Street, Maiden Bradley, Warminster, Wilts, BA12 7HW

Date of Inspection: 27/11/23
Date site notice posted: 14/12/23
Publicity Expiry 29/1/24

POLICIES

National Planning Policy Framework (NPPF Dec 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, significance and settings of heritage assets
- Impact on amenity
- Highway safety

REPRESENTATIONS

Archaeology – no objection
Conservation – no objection
Highways – no objection subject to condition

Parish Council – **Support**

Third Party Representations: One letter of objection on the following grounds:

I live in the Old Manor House in Maiden Bradley and some of the bedrooms in the house overlook the drive way and sign for the Village shop would be at window height. As discussed I am concerned that the electric sign for the shop should be in keeping with the surroundings As the conservation officer commented the Manor House is very old and Grade II listed and I am anxious to ensure that any sign should be discreet. There is a wooden sign there at present that I assume is temporary (may be you don't need permission for this sort of sign)?

Does the village shop really warrant an electric sign ? There was a shop in this location previously and it seemed to function very well without an electric sign. They only want it illuminated during business hours, when it is dark ? I have visions of it being left on unnecessarily and coming on early in the morning in the winter months. I am concerned and would like to be kept informed I am not happy with this and do not feel that an electric sign is in keeping with the general ambiance of the surrounding area.

I would like it noted that I am concerned about an illuminated sign in a conservation area and outside the Old Manor House, the bedrooms overlook the sign and I am worried that the sign will shine into the rooms . I do not feel that it is very appropriate next to such a very old 'dwelling.' The façade of the

shop has already been increased in size quite considerably compared to the 'old village shop', and by the time the inside of the shop is illuminated is that not enough light pollution ? I realize one must move with the times but I think it could well destroy the aesthetics of the entire area. Is it really necessary to have an illuminated sign outside a village shop?

Site History:

S/1989/0254 CONVERT EXISTING LOFT INTO ONE BEDROOM FLAT ABOVE EXISTING P.O. STORES Refused

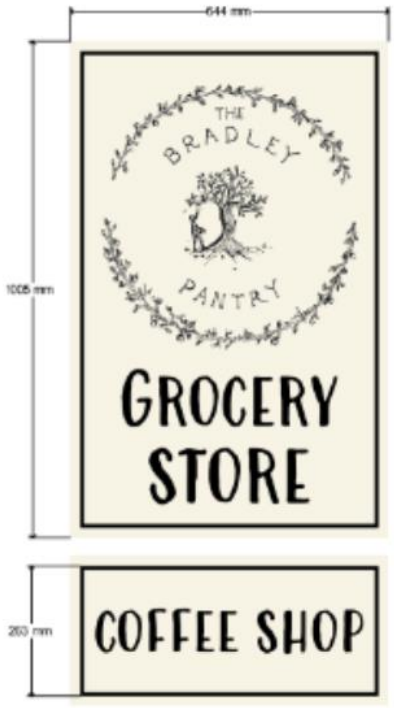
PL/2023/00274 Remove existing flat roof to front entrance extension and replace with new pitch roof including new entrance oak frame. Change render walls to entrance to horizontal timber cladding. Change of use of first floor to a work studio and WC. Install conservation type roof lights. AC

Site Constraints

AONB and Conservation Area. Within setting of listed building. The Old Manor House to the south and 27-28 Church Street are Grade II listed. River Avon SAC and SPA catchment and Flood Zone 1. Church Street is a Class B adopted highway. Low/med groundwater flood risk (0.5-5m below surface).

Proposal

The applicant is seeking to re-use an existing roadside timber sign frame and add new signage and downward trough lighting for their local shop:







The 12w lighting would be mounted to point downwards to reduce light spread. The size of the light is 930mm and the applicant is seeking to illuminate each side of the sign. The applicant is proposing to operate the lighting from a photocell during opening hours (0800-2000 Monday to Friday, 0800-1800 Saturday, 1000-1600 Sunday- which will not need switching on). It should only switch on when the light level drops to save energy costs.

ASSESSMENT

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 character of the area, significance and settings of heritage assets**





The site for the signage is at the entrance to a village shop in the village of Maiden Bradley. There is an existing temporary timber frame sign which would be utilised and adapted for the village shop sign and two trough downlighters.

The site is within the conservation area and between two Grade II listed dwellings, The Old Manor House to the south and 27-28 Church Street to the north.

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. 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.

The concerns of the neighbour regarding the potential impact of the development on the setting of The Old Manor House are noted. The conservation officer has sought an appropriate level of details for the signage and lighting and considered the impacts on the heritage assets. She concluded:



The proposed sign would be in the setting of the listed manor house and the Maiden Bradley conservation area.

In respect of the existing support system, I have no objection. The proposed PO sign should be timber and ideally a grey background (like the existing). The illumination should be modest and only operational when the shop is open. No objection assuming the signage is timber. No objection to LED trough light.

In conclusion, no objection is raised to the proposed timber signage with timed downlighting, which would not have an adverse effect on the character of the Conservation Area or the settings of the listed buildings and the streetscene. The signs are appropriate in materials, scale, colour and design. 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. The signs are located within the built area of the village and would serve a village shop which is a community facility. The signs would be acceptable in appearance and illuminated during opening hours after dark. There should be no unacceptable impact on neighbouring amenities.

4. Highway Safety

The development fronts onto Church Street and the highways officer commented:

The sign is positioned behind the back edge of the footway on private land. The sign structure is already in place and new signage will be attached to the existing structure. I wish to raise no highway objection providing the following conditions are imposed.

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 and details:

Location Plan dated 10 Dec 2023 ref PP-12624354v2
Block Plan dated 10 Dec 2023
Shop sign photo with measurements received 11 Dec 2023
Additional statement from applicant regarding signage received 16 Jan 2024
Timber signage and hours of downward trough lighting details received 15/1/24

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

The frame for the signage hereby approved shall be timber, with trough downlighting. The lighting shall be operated only during the shop opening hours (0800-2000 Monday to Friday, 0800-1800 Saturday, 1000-1600 Sunday) and shall be switched off at all other times, in accordance with the submitted statements and details hereby approved.

Reason: For the avoidance of doubt and in the interests of the character of the area and the settings of heritage assets.

The illumination of the advertisement(s) shall be implemented in a way which ensures that no source of light is directly visible from the public highway and be static and shall not be of a flashing type.

REASON: In the interests of public safety.

The intensity of the illumination of the advertisements(s) hereby approved shall adhere to the requirements of the current government guidance.

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