DELEGATED REPORT

Application Reference:	PL/2023/09932
Application Type:	Consent to display an advertisement
Site Address:	19 Gladstone Road, Chippenham, SN15 3BW
Proposal:	Plaque sign adjacent to front door on north facing elevation.
Recommendation:	That Advertisement Consent be GRANTED with Conditions

PROPOSAL

This application seeks advertisement consent for the erection of one small plaque style sign to the left of the front door

The plaque will be located on the front elevation of 19 Gladstone. The sign will contain “Welcome to Sweet Briar Cottage With Rooms” and will measure 0.3m in height, 0.4m in width and 0.05m in depth. The sign will be situated 1.5m from the ground and be made of dibond aluminium composite sheet. The sign is proposed to be backlit.

The application sets out the following components for which permission and consent are sought:

- Erection of 1 plaque style sign

The advertisement sign is intended for purposes associated with 19 Gladstone Road, Chippenham as a bed and breakfast accommodation.

Revised plans have been submitted by the applicant and received on the 24 January 2024 (Elevations, Street Scene, Sign Detail Plans). Those revised plans indicate the change of the sign from a flush fascia sign within window reveal on front elevation to one small plaque style sign on the front elevation. The application has been determined in relation to these revised plans. Those revised plans were subject to re-consultation to rectify concerns brought up during the initial consultation.

DESCRIPTION/CONTEXT

19 Gladstone is a detached dwelling situated on a modest sized plot and sits just southwest of Chippenhams High Street.

The site was granted permission in 2021 for the partial change of use of the existing dwelling and garage to form a bed & breakfast accommodation. The site is surrounded by residential to the southeast, northeast and south west and a car parking area to the northwest and is situated within the Chipenham Conservation Area.

The dwelling is not covered any archaeological or ecological designations.

PLANNING HISTORY

PL/2021/11331	Partial change of use of existing dwelling and garage to form B&B accommodation.	Approved
N/03/00670/FUL	Extension and new roof to existing garage.	Approved
N/00/01166/FUL	Demolish single storey extensions and erect two storey extension to rear.	Approved
N/99/01437/OUT	Demolition of existing buildings and construction.	Withdrawn
N/90/00835/FUL	Flower shop car parking and stock area.	Approved

POLICIES

Under the provisions of 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. At the current time the statutory development plan in respect of this application consists of the Wiltshire Core Strategy (WCS) (Adopted January 2015); the 'saved' policies of the North Wiltshire Local Plan (NWLP) 2011 (adopted June 2006); and the made Corsham Neighbourhood Plan (2019).

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

Wiltshire Core Strategy Policies 2015 (WCS):

Core Policy 57: Ensuring High Quality Design and Place Shaping
Core Policy 58: Ensuring the Conservation of the History Environment

National Planning Policy Framework 2023 (NPPF)

ISSUES

The considerations in the determination of the application for advert consent are the impact of the advertisement on amenity and public safety.

CONSULTATION

The following informal consultation response was received (Revised Plans):

Chippenham Town Council: No objection.

Highways Officer: No objection:

> *I refer to the amended plans received 24th January 2024 in respect of the above planning application. The additional details of the signage confirms that the sign is a small welcome sign at the entrance door, which is proposed to be backlit. The luminance levels have not been provided but given the size of the sign, the luminance levels would be well within accepted levels. I therefore recommend that no highway objection be raised.*

The following consultation responses were received (Original Plans):

Chippenham Town Council: Objection:

> *In granting consent under PL/2021/11331 for the change of use of the property, the issue of the appearance of the building, through changes to the first-floor middle window on the front elevation, was resolved by amended plans which sought to obscurely glaze the window (also conditioned). The proposed insertion of an aluminium signage panel covering over the whole of the obscurely glazed window and removing the window reveal would appear as a wholly inappropriate and dominant feature due to both the signage material proposed and the high-level siting of the signage on the building, and within Chippenham Conservation Area. The proposed signage would therefore be detrimental to visual amenity and would harm the significance of the Conservation Area, contrary to CP57 and CP58 of the Wiltshire Core Strategy and the NPPF.*

Highways Officer: No objection, but raises concerns:

> *There are no details of the intended text on the sign, and the application form does not indicate whether it is intended to be illuminated. It is assumed that text of the signage would be to advise the approved B&B accommodation. The principle of such signage is considered acceptable in highway terms, and on the basis that is not intended to be illuminated, I would recommend that no highway objection is raised. In the event that illumination is required, I will require details to be submitted to ensure the level are acceptable.*

REPRESENTATIONS

Consultation has been carried out and no comments or objections were received by local residents or third parties.

ASSESSMENT

Principle of Development

The site is situated within an existing and newly built commercial site that currently has several buildings in use, most of which have signage advertising the businesses operating within. Fundamental to the determination of applications for advertisement consent, is that they may only be controlled regarding two material considerations, namely “amenity” and “public safety” (sec. 220 of the 1990 Act). 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 considered. These matters are addressed further below.

Visual Amenity / Character and appearance of the locality and Conservation Area

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 consideration. In this instance, the proposed site is located within the Chippenham Conservation Area, and special considerations must be made as to any impact on the visual amenity of the locality and the amenity of any nearby residents in this respect.

The B&B is positioned along an arterial route (Gladstone Road). The site is also situated just southwest of the Chippenham High Street with some nearby local commercial businesses that also front Gladstone Road. With regards to the illuminated signage (backlit), whilst the applicant has not submitted these details, the Highways Officer deems the illuminance levels to be acceptable. Due to its small size, it is believed that the luminance levels would be well within accepted levels.

Furthermore, during public re-consultation, no objections were raised by local residents or third parties.

With regards to consideration upon the amenity impacts on the Conservation Area, the small welcome plaque is located within the confines of the existing site and the advertisement would not be out of keeping for the area. Whilst the sign is located on the front elevation of the dwelling, it is not considered that it would create harm to the historic quality or character of the wider area due to its small size and nature.

In the context of the building and nature of the advertisement, there is no unacceptable impact upon the amenity of the locality, no unacceptable impacts upon any living conditions of the neighbouring properties or any unacceptable impacts upon the Conservation Area. In this regard, there is considered to be no conflict with policy CP57 and CP58 of the WCS.

Safety/ Highways Considerations

Factors relevant to public safety are stated to include the safety of persons using any highway; whether the display of the advertisement in question is likely to obstruct or impair sight-lines at a junction; those which would hinder the ready interpretation of any traffic sign; those that require close study; and those which resemble traffic signs.

The Highways Officer has reviewed and assessed the proposal in the context of the highways condition, the consented scheme and other development and signage in the locality. No objection was raised in relation to the revised plans. It is concluded that the signage does not adversely impact on highways safety and that is accords with the development plan.

CONCLUSION

The potential impacts of this development have been taken into consideration. The proposal is in accordance with the aims of the NPPF and the objectives of the Policies in the WCS; CP57 and CP58. It is therefore recommended that this application be approved with conditions.

RECOMMENDATION: That Advertisement Consent be GRANTED subject to the following conditions:

1 This consent shall expire at the end of the period of five years from the date of this Notice.

REASON: To comply with Regulations 14 (7) and (8) of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007.

2 The development hereby permitted shall be carried out in accordance with the following approved plans and application form received 26th February 2024:

Proposed Elevations: DWG No. AA/21/65/12S; Received 24 January 2024
Street Scene Plans: DWG No. AA/21/65/17S; Received 24 January 2024
Sign Details: DWG No. AA/21/65/30; Received 24 January 2024
Location Plan and Existing Site Plan: DWG No. AA/21/65/01S; Received 16 November 2023
Elevations and Street Scene: DWG No. AA/21/65/04S; Received 16 November 2023

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

3 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.

INFORMATIVES:

4 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.

5 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.