Application No: **PL/2023/09738**
Description of works: Proposed 1 no. fascia sign, 1 no. projecting sign and 1 no. sign
Address: 82 High Street Cricklade SN6 6DF

Please find following comments in respect of the above Advertisement consent application.

Recommendations:

	No comment
	Support in principle subject to amendments to the scheme (as set out below)
X	Support subject to standard advert conditions
	Object (for reasons set out below)
	No objections

Scope of comments: the following comments relate to the built historic environment.

Policy: From the point of view of the historic environment the main statutory tests are set out within the Planning (Listed Building and Conservation Areas) Act 1990. Sections 16 (LBC) and 66 (PP) require that **special regard** be given to the desirability of preserving or enhancing listed buildings, their settings or any features of special architectural or historic interest which they possess.

Section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990 also requires the Council to pay **special attention** to the desirability of preserving or enhancing the character or appearance of designated Conservation Areas.

The NPPF outlines government policy, including its policy in respect of the historic environment. Section 16 of the NPPF 'Conserving and enhancing the historic environment' sets out the Government's high-level policies concerning heritage and sustainable development.

Paragraphs 207-9 of the NPPF require a balanced approach with any harm which would be caused being weighed against the potential public benefits which might be achieved.

Paragraph 203 requires local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and of new development making a positive contribution to local character and distinctiveness.

National Planning Practice Guidance provides guidance on interpreting the NPPF.

The Council's Core Strategy Policy CP58 'Ensuring the conservation of the historic environment' requires that "designated heritage assets and their settings will be conserved, and where appropriate enhanced, in a manner appropriate to their significance." It is also required that distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved, and where possible enhanced.

The Council's Core Strategy CP 57: Ensuring high quality design requires a high quality of design in all new developments. Proposals are required to "demonstrate how the proposal will make a positive contribution to the character of Wiltshire through (amongst other things) "enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development" and "responding 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."

Historic England Advice Note 2 – Making changes to Heritage Assets illustrates the application of policies set out in the NPPF in determining applications for PP and LBC.

Site and assets considered:
No. 82 High Street is an unlisted two storey with attic dwelling coursed limestone and concrete tile roof. The ground floor has what the Conservation Area Appraisal considers to be an 'Inappropriate Bay window' probably a late 20th century insertion. The first floor has 3 over 9 windows which appear to be top hung opening for the upper light. There is a singe small gable dormer to the attic. It is used as a mix of commercial and residential use.

No. 82 is located at the north end of the High Street Cricklade where there is mix of residential and commercial uses but now predominantly is residential in character.

Heritage Assets
81 High Street Cricklade grade II
83 & 84 High Street Cricklade grade II
Cricklade Conservation Area

Proposal:
The revised proposal is for a fascia sign above the bay window on an aluminium panel 2650 mm x 500mm x 40 mm deep above the bay window in line with the window reveals. The panel will have 19 mm Foamex letters. A second sign to the glazed fanlight above the front door in vinyl sheet 840mm x 350 mm. These signs would not be illuminated.

Relevant planning history:
N/A

Issues: impact on the setting of neighbouring listed buildings, impact on the conservation area.

Information considered/provided:

The advertisement consent does not come with a heritage statement to assess the designated heritage assets the Conservation Area or the setting of neighbouring listed buildings. The advert consent is limited to consideration of amenity and safety. I consider amenity includes Consecration Area character and appearance. The Cricklade Conservation Area Appraisal does not cover advertisements.

Significance of assets and contribution of setting (as appropriate): The NPPF defines significance as the "value of a heritage asset to this and future generations because of its heritage interest. The interest may be **archaeological**, **architectural**, **artistic** or **historic**. Significance derives not only from a heritage asset's physical presence, but also from its setting." Historic England assesses significance in a similar manner, referring to evidential, historic, aesthetic and communal values of a place.

In this case the application building probably 19th century is a mid-terrace property part of the row of predominantly listed buildings dating from the 17th or 18th centuries. It includes use of local materials which have some significant aesthetic and architectural interest and makes a positive contribute to the character of the Conservation Area albeit it has been altered with a 20th century bay window and concrete tiles.

Assessment:
The proposal is for illuminated facia sign on a new aluminium panel stretching across the extent of the width of the openings on the property frontage and positioned between ground and first floor, an illuminated projecting sign roundel to the left hand end of the panel and a non-illuminated vinyl sign above the door to the fanlight.

While it is recognised that there are a few commercial properties in North High Street Cricklade and that the mix of uses commercial and residential are encouraged to this area as evidence in the Conservation Area Appraisal it is considered that this use of adverts should normally be limited to properties with shop fronts where it maybe appropriate to have some advertisement sign displayed.

The current commercial activities in the premises are advertised by lettering to the fanlight above the doors and this kind of discrete advertisement works well and is not considered harmful. This is being replaced to represent the new occupant with a vinyl sign but has a neutral impact.

No. 82 has a domestic house front albeit with a wide bay window to the ground floor and the revised proposed non illuminated fascia sign is now better proportioned sitting above the bay window only rather than previously extending across the front elevation and over the door.

The harmful projecting sign with LED trough light has been removed from the proposal.

Summary & conclusion: 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.

The revised proposals to display a non-illuminated fascia sign above the bay window 2650 mm x 500 mm and the replacement of the vinyl to the front door lantern are now considered to have a neutral impact on the setting of the neighbouring listed buildings and character and appearance of this part of the Cricklade Conservation Area.