CASE OFFICER'S REPORT

Application Reference:	PL/2023/09738
Application Type:	Consent to display an advertisement
Site Inspection:	
Consultation ends:	10 May 2024
Case officer:	Samantha Stockley

Site Address:	82 High Street, Cricklade, Swindon, Wilts, SN6 6DF
Proposal:	Proposed 1no. fascia sign, 1no. projecting sign and 1no. transom sign
Recommendation:	Approve with Conditions

PRINCIPLE OF DEVELOPMENT

The site lies outside of any defined development boundary within the small village of Biddestone. The proposal is for a replacement storage building within the same location as the existing storage buildings and as such the principle of development has already been establish. Therefore the principle of development is acceptable subject to compliance with other relevant policies.

SITE DESCRIPTION

No. 82 High Street is an unlisted two storey with attic dwelling finished with coursed limestone and concrete tile roof. The building sits within a terrace of other similar style buildings forming Cricklade High Street. The building is flanked either side by Grade II Listed Buildings.

The ground floor has previously approved ‘Bay window’ probably a late 20th century insertion. The first floor has 2 x 3 over12 windows which appear to be top hung opening for the upper light. There is a singe small gable dormer to the attic. The third first floor window has been filled in at at time unknown. 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.

PROPOSAL

This application seeks advertising consent for new facia signage to the front elevation of 82 High Street. The proposal would see a replacement window vinyl reflective of the new branding and single sign measuring 2.7m length by 0.5m in height erected centrally above the existing bay shop front window.
The sign would be 2mm thick formed aluminium panel with 40mm returns coated BS 769 (matt)
Featuring:
• 19mm foamex ‘BAYFIELDS’ letters finished RAL 9910 (gloss) c/w brass locator fixings to the rear.
• Face applied cut matt white vinyl secondary text & lines.
• Aluminium angle fixings.

RELEVANT PLANNING HISTORY

N/12/02097/FUL. Replace Existing Ground Floor Hardwood Window, Approve with Conditions, 09/11/2012.
N/99/01191/FUL, REAR EXTENSION AND ALTERATIONS, Unknown, 18/06/1999.

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

Cricklade Town Council: No objection

Conservation: Advice no objection subject to standard advertising consent conditions.

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.

REPRESENTATIONS

No representations were received from neighbours or other third parties.

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 Cricklade within the heart of the conservation area in addition to being nestled between listed buildings. The site while not a heritage asset forms part of the established street scape within the conservation area.

The conservation officer advised that 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.

It is considered a reasonable balance to have the new fascia sign to the building and deemed to be to the public benefit drawing attention to an established business adding to the local economy. The proposal is not deemed to cause any significant harm to the setting of the neighbouring listed buildings or historic built form as such recommended 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.

The proposal does not include internal or external illumination nor any overhanging signage/ there proposal will not impact exiting access.

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: (2)

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

Proposed Signage DWG 183941 (Rev B)
Proposed visual Mock up DWG 183941 (Rev B)
Site Plan DWG 183941 (Rev B)
Location Plan DWG 183941 (Rev B)

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.

Informatives: (1)

3 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.