

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2025/09862
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Ground Floor, 10 Market Place, Warminster, BA12 9AN
DEVELOPMENT DESCRIPTION:	Fascia sign with store name 'haine & smith' in the centre, 'opticians' on the left and 'hearing' on the right. Hanging sign on wrought-iron bracket to facade above shopfront.
RECOMMENDATION:	Approve with Conditions

SITE DESCRIPTION

The subject building is a GII designated, early C19 building on a highly visible corner site at the cross roads with Weymouth Street, opposite the Town Hall. The site is central to the historic core of Warminster.



Location Plan and Google Earth Site Photo

No's 8-12 Market Place are listed together as an architecturally important building, originally built as the Literary and Scientific Institute. The proposal relates to the shop front facing Market Place, which although altered, continues to contribute to the special character of the listed building and the Conservation Area.

The building, built of ashlar under a slate roof, over 2 stories with attics, is asymmetrical in the early Tudor style, with the listing noting the 'imposing Weymouth Street return and Market Place primary elevation.

PROPOSAL:

The proposal is to replace existing external signage with new branding and repainting the shop front to match the new branding, as across the brand of Haine and Smith Opticians.

The existing plywood fascia would be overlaid with a powder-coated folded aluminium signage tray in 'organza-green' with brown letting, sign frame to be colour-matched. A replacement hanging sign on a wrought-iron bracket is also proposed. As per elevations and details below:



Existing and Proposed Front Elevations

- Folded aluminium signage tray overlaid on top of the existing plywood fascia, powder coated finish to match RAL 1500 80 10 - 'Organza Green'.
- 'Haine & Smith' - Aluminium, fixed with Nickel locaters applied to new aluminium tray surface, finished in RAL 8017 'Chocolate Brown'.
- 'Opticians' - Acrylic, bonded to the new aluminium tray surface using s/a 3M tape, finished in RAL 8017 'Chocolate Brown'.
- 'Hearing' - Acrylic, bonded to the new aluminium tray surface using s/a 3M tape, finished in RAL 8017 'Chocolate Brown'.

Submitted Details of Replacement Signs as per Design and Heritage Statement



Existing and Rendered Proposed Elevations

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework (NPPF)

- Paragraph 141

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- Core Policy 51 Landscape
- Core Policy 57 Ensuring High Quality Design & Space Shaping
- Core Policy 58 Ensuring the Conservation of the Historic Environment
- Core Policy 62 Development Impacts on the Transport Network

Neighbourhood Plan:

Warminster Neighbourhood Plan, made 2016

Institute of Lighting Professionals: The Brightness of Illuminated Advertisements

RELEVANT PLANNING HISTORY:

W/98/00773/LBC - Listed building consent Decision - Approve with Conditions Date: 2/9/1998 – Replacement shop front and internal alterations
W/13/00921/FUL - Full planning permission Decision - Approve with Conditions Date: 24/7/2013 – Conversion of first and second floor offices to form 2 no. 2 bed flats
W/13/00922/LBC - Listed building consent Decision - Approve with Conditions Date: 24/7/2013 – Conversion of first and second floor offices to form 2 no. 2 bed flats
W/13/00921/FUL - Listed building consent Decision - Approve with Conditions Date: 24/7/2013 – Conversion of first and second floor offices to form 2 no. 2 bed flats
W/90/00747/FUL - Full planning permission Decision - Approved Date: 3/7/1990 – To include in the window area in the entrance door vestibule a special type key vending machine
W/89/00183/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 25/7/1989 – Externally illuminated fascia sign
W/89/00322/LBC - Listed building consent Decision - Approve with Conditions Date: 25/7/1989 – Proposed shop fascia, logo and projecting signs

W/07/00886/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 23/8/2007 – Shop sign x 2 and projecting sign x 2 – no.8
W/07/00892/LBC - Listed building consent Decision - Approved Date: 23/8/2007 – Two advertising fascia signs and two projecting signs – no.8
W/89/01238/ADV - Consent to display an advertisement Decision - Refused Date: 2/1/1990 – Signs – no.8
W/95/01058/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 26/10/1995 – 2 individually lettered fascia signs – no.8
W/95/01059/LBC - Listed building consent Decision - Approved Date: 30/10/1995 – 2 individually lettered fascia signs – no.8
W/87/00702/ADV - Consent to display an advertisement Decision - Approved Date: 23/6/1987 – Fascia board, amenity board and swing sign – The John Barleycorn
W/95/00108/ADV - Consent to display an advertisement Decision - Approved Date: 2/3/1995 – Fascia amenity board and shield corporate brewery signage – The John Barleycorn
W/95/00109/LBC - Listed building consent Decision - Approved Date: 2/3/1995 – Installation of new signs to indicate corporate ownership and refurbishment of some existing signs – The John Barleycorn

ISSUES

The issues that are relevant to the consideration of an application for consent to display advertisements are the effects of the proposal on ‘amenity’ and ‘public safety’.

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Warminster Town Council: no objection

Wiltshire Council's Highways Engineer: no objection

Wiltshire Council's Conservation Officer: no objection

RESPRESENTATIONS

No third-party comments received.

ASSESSMENT

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities exercise their powers in relation to the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

The NPPF (141) is clear that the quality and character of places can suffer when advertisements are poorly sited and designed and should be subject to control only in the interests of amenity and public safety, also considering the cumulative impacts.

Impact on Amenity:

“Amenity” is not prescribed in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 but is generally understood to include both visual and aural amenity. Factors relevant to amenity include the general characteristics of the locality, such as the presence of features of historic, architectural, cultural, or similar interest.

In broader planning terms, as reflected in the National Planning Policy Framework (NPPF), amenity refers to the quality or character of an area and the elements that contribute to the overall enjoyment and liveability of a place.

WCS CP57 requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

WCS CP58 requires that “designated heritage assets and their settings will be conserved, and where appropriate enhanced, in a manner appropriate to their significance.”

The subject property is listed and is located in a protected historic environment with numerous listed buildings being nearby and the subject property is visually prominent within the Conservation Area.

The proposals are considered to mirror the existing signage only with updated branding in a paler colour on an overland aluminium tray so having an overall neutral impact on the significance of the listed building, setting of neighbouring listed buildings and the character of the Conservation Area.

A sister LBC application considers the impact upon the listed building.

The proposed signage is of an appropriate scale for the building itself, not challenging the detailing and scale of the shop front and replicates that previously approved for the building, and on surrounding units.

The signs would be permanently fixed and so do not have the potential to create a noise disturbance and as such the proposals are acceptable in terms of aural and visual amenity impact.

It is considered that the proposed advertisement would not cause harm to the visual amenity of the area, noting the setting of the listed building, setting of neighbouring listed buildings and the character of the Conservation Area, and would therefore comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Impact on Public Safety:

“Public safety” is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, but it generally refers to the potential impact of a development or advertisement on the safe use and operation of public spaces, including roads, footpaths, and other areas accessible to the public.

The National Planning Policy Framework (NPPF) also supports the principle that planning decisions should ensure developments create places that are safe, inclusive, and accessible, and that they do not undermine public safety or security.

CP62 advises that proposals should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the implementation and operational stages.

Due to the location of the site on an established commercial street and the signage replacing earlier forms, with projecting signs at a height to not raise any concerns, the proposal is not considered to result in any public safety concerns.

The proposals do not include additional signs or lighting and in combination with nearby signage does not pose cumulative visual clutter.

It is considered that the proposal would not result in an unacceptable impact on public safety, either individually or cumulatively, and would therefore satisfy the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

CONCLUSION:

The proposed advertisement has been assessed in accordance with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

It is considered that the advertisement, by reason of its design, scale and siting, would not result in harm to the visual amenity of the area, including the setting of any nearby heritage assets. Furthermore, the proposal is not considered to pose a risk to public safety, either individually or cumulatively with other signage in the vicinity.

Subject to the recommended conditions, the proposal is therefore considered acceptable, and it is recommended that advertisement consent be granted.

RECOMMENDATION:

It is recommended that advertisement consent be GRANTED subject to conditions.