

APPLICATION FOR ADVERTISEMENT CONSENT DELEGATED REPORT

APPLICATION REFERENCE:	PL/2025/09722 & PL/2025/09720
APPLICATION TYPE:	Consent to display an advertisement and Listed Building Consent
SITE ADDRESS:	The Burford Brown, 22 Church Street, Lacock, Chippenham, SN15 2LB
DEVELOPMENT DESCRIPTION:	Installation of replacement and additional painted signs.
RECOMMENDATION:	Approved with Conditions

PROPOSAL

The application seeks advertisement consent and listed building consent for the installation of replacement and additional painted signs at The Burford Brown (formerly the Carpenters Arms), Church Street, Lacock.

Signage would be timber painted and includes a fixed fascia board, a hanging sign, as well as two smaller informative wall signs and a refurbished menu box.

SITE DESCRIPTION

The Burford Brown is a purpose-built inn dating from the 17th and 18th century. It is two storeys and built in rubble limestone with hipped stone slate roof. The main range was originally plastered, it has 5 early to mid C18 first floor, thick glazing bar sashes, in raised moulded surrounds.

The ground floor has 4 squat 16 pane sashes inserted in flush cyma moulded frames originally for mullion windows under a dripcourse. The front door in the 4th bay is in raised moulded surround with large open pedimented head on scroll brackets. The left end is a lower projecting crosswing with 17th century details. The right end turns the corner to East Street has a south end stack and an upper sash and ground floor 2 light flush cyma moulded window.

The list description advises the interior on the ground floor is wholly altered although having been on site it retains some elements of interest and evidence of the original cross passage and room plan.

The Carpenters Arms is located on Church Street at the junction with East Street in Lacock and makes a significant contribution to the character and appearance of this village.

Heritage assets within the immediate area:

- Carpenters Arms (No. 22) Church Street Lacock grade II
- King Johns Hunting Lodge (No. 21) Church Street grade II *

- 15 East Street, Lacock grade II
- No's 8, 9, 10, 11, 12, 13, 23 and 24 Church Street Lacock grade II
- Church of St Cyriac Lacock grade I
- Lacock Conservation Area

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

Sections 16(2), 66(1) and 72(1) of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990.

National Planning Policy Framework (NPPF)

- Paragraph 141
- Section 12
- Section 16

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

Supplementary Planning Documents:

- Institute of Lighting Professionals - The Brightness of Illuminated Advertisements (2014) PLG 05.

RELEVANT PLANNING HISTORY

Proposal / Summary
PL/2025/07409 - Construction of replacement outbuilding to create additional guest accommodation and restaurant dining area. - Withdrawn
PL/2025/06674 - Alterations to internal first floor structure. Replacement of decayed timber beam, addition of steel floor beams and timber joists for strengthening. Raise floor level in part of first floor by c.150mm with associated internal alteration to door heads, architraves. - Approved

PL/2025/04077 - Joinery repairs to windows. - Withdrawn
PL/2025/03414 - Take down and re-build chimney in central valley, apply render to chimney facing courtyard. - Approved
PL/2024/10421 - Installation of artwork on existing temporary hoardings throughout duration of construction works (1 year). – Approved with Conditions
PL/2024/03948 - Improvement of external area to the front of the building with seating area, access ramp, pedestrian crossing and outlining of 5 parking bays. - Refused
PL/2024/03694 - Improvement of external area to the front of the building with seating area, access ramp, pedestrian crossing and outlining of 5 parking bays. – Approved with Conditions
PL/2024/06792 - Structural works and repairs associated with previous planning approvals (PL/2023/02322 & PL/2023/02787) including the reforming of part of the existing hipped roof and new roof lights to the existing kitchen and restaurant. – Approved with Conditions
PL/2024/06491 - Structural works and repairs associated with previous planning approvals (PL/2023/02322 & PL/2023/02787) including the reforming of part of the existing hipped roof and new roof lights to the existing kitchen and restaurant. – Approved with Conditions
PL/2024/06086 - Replacement of existing timber windows and external doors. – Refused
PL/2024/06075 - Replacement of existing timber windows and external doors. - Refused
PL/2023/02322 - Refurbishment of Public House and Associated Works – Approved with Conditions
PL/2023/02787 - Refurbishment of Public House and Associated Works – Approved with Conditions
N/00/01625/LBC – Erection of External Signs – Refused 12 th October 2000
N/00/00515/LBC – Internal Alterations – Approved 17th July 2000
N/86/01997/AD – Display of externally illuminated sign – Approved 10 th November 1986
N.86.0932.LB - Alterations to Listed Building - Approved 15th September 1986
N.85.0940.LB - Alterations to Grade II Listed Building - Approved 1st July 1985
N.85.0980.F - Internal alterations refurbishment and change of use of store and garage to
restaurant - Approved 1st July 1985
PL/2024/03694 - Improvement of external area to the front of the building with seating area, access ramp, pedestrian crossing and outlining of 5 parking bays. – Approved with Conditions
PL/2024/06086 - Replacement of existing timber windows and external doors. – Refused
PL/2024/06075 - Replacement of existing timber windows and external doors. - Refused
PL/2023/02322 - Refurbishment of Public House and Associated Works – Approved with Conditions
PL/2023/02787 - Refurbishment of Public House and Associated Works – Approved with Conditions
N/00/01625/LBC – Erection of External Signs – Refused 12 th October 2000
N/00/00515/LBC – Internal Alterations – Approved 17th July 2000
N/86/01997/AD – Display of externally illuminated sign – Approved 10 th November 1986

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’; and for the purposes of the listed building consent – the impact on the significance of heritage assets.

CONSULTEE RESPONSES

Lacock Parish Council: No comment received.

Council Highways Engineer: No highway objection subject to conditions.

Council Conservation Officer: No objection:

“Replacement wall mounted and hanging sign and new wall signs including existing illumination. The new and replacement signs would not impact the visual amenity /conservation area.”

RESPRESENTATIONS

No representations 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

Policy Context

“Amenity” is not exhaustively defined 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.

CP57 requires a high standard of design in all proposals, including the sensitive design of advertisements and signage. Core Policy 58 requires that development should protect, conserve and where possible enhance the historic environment.

Assessment

The application building is a Grade II listed building, located within the Lacock Conservation Area, and in close proximity to several other listed buildings, as identified in the site description. The locality is therefore highly sensitive in heritage terms.

The proposal comprises the replacement of existing signage and the installation of several additional signs following the rebranding of the public house. The signs are modest in number, use traditional materials and colouration, and are consistent with the established appearance of public house signage within historic village settings.

In terms of design, scale and siting, the proposed advertisements are appropriately proportioned relative to the façades on which they are positioned and respect the architectural hierarchy of the listed building. The additional signs do not result in visual clutter or over-advertisement of the premises. Signage incorporates illumination.

Regarding appearance, the proposed signage adopts a neutral colour palette and a traditional pub-sign aesthetic that integrates well with the historic character of the building and the wider conservation area. The proposals do not appear incongruous or intrusive within the streetscene.

The scale, design and siting of the signage is considered to preserve the visual amenity of the heritage assets. The building is an inn and would have always had some signage associated with it.

No concerns have been raised from consultees or in public representations regarding amenity impacts.

It is therefore considered that the proposed advertisements would preserve the visual amenity of the area, including the setting of nearby heritage assets, and would comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Impact on Public Safety

Policy Context

“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.

In assessing public safety, the Local Planning Authority (LPA) may consider:

- Whether the proposal would obstruct visibility for road users or pedestrians;
- Whether it could distract, confuse, or mislead drivers, particularly near junctions or crossings;
- Whether it interferes with traffic signs, signals, or street lighting;

- Whether it poses a physical hazard, such as through poor structural integrity or inappropriate siting.

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.

Assessment

The application site is situated adjoining two public highways - Church Street to the front, and East Street to the west. Both roads are accessible by vehicles, and is often busy with pedestrians.

The proposed signage is appropriate in size, siting and neutral colour and design. It is not considered that the proposed signage would cause any public safety implications. The building is a public house and appropriate signage is expected. Minor illumination is considered acceptable and can be controlled by condition.

Consultation and Representations

No concerns have been raised by the Highway Engineer or members of the public, subject to conditions from the Highway Engineer.

Cumulative Impact

The proposed advertisements are modest in scale and sensitively sited on the building. They do not result in visual clutter, nor do they introduce competing or distracting messages within the streetscene. The signage does not obstruct sightlines or interfere with the visibility of the highway or existing traffic signs.

Mitigation and Conditions

The Council's Highway Engineer has recommended conditions restricting the illuminated signage, which is appropriate. A further condition was suggested requiring all advertisements to be positioned at least 2.4 m above the highway. While the primary hanging sign exceeds this height, some of the smaller signs would sit below this level. The submitted elevations clearly show the position of each sign, and it is not considered necessary or reasonable to impose this height restriction. The principal sign visible to road users is the main public house nameboard, and the smaller, lower-level signage would not give rise to any highway safety concerns.

An additional condition was proposed in relation to visibility from the public highway, the lighting being static and not flashing. The originally suggested condition requiring no light source to be visible from the highway was considered impractical and unenforceable given the existing wall mounted external illumination. The wording has been amended to require the illumination to be arranged so as not to

cause glare to users of the public highway. This provides an achievable control in the interest of public safety, whilst being consistent with the established style of lighting at the site.

It is considered that subject to conditions, 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.

Heritage

The Planning (Listed Buildings and Conservation Areas) Act 1990 provides powers for the designation, protection and enhancement of conservation areas and the preservation of listed buildings. The Act requires that special regard should be given to the desirability of preserving a listed building or its setting (s. 16 and s. 66) as well as giving special attention to preserving or enhancing the character or appearance of the conservation area (s.72).

The NPPF outlines government policy, including its policy in respect of the historic environment. Paragraph 201 of the NPPF requires local planning authorities to identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset). Paragraphs 206-208 require local authorities to assess whether there is substantial harm, less than substantial harm or no harm to the heritage asset. Where a proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use. Core Policy 57 requires, amongst other things, that new development must be sympathetic to and conserve historic buildings. Core Policy 58 requires that development should protect, conserve and where possible enhance the historic environment.

The application property, The Burford Brown (formerly The Carpenters Arms) is Grade II listed and is situated in the historic village of Lacock, which is of significant heritage value. The National Trust own a number of properties within the village and the village is a popular tourist destination. The application site is situated within the Lacock Conservation Area and there are a number of listed buildings within the local vicinity (refer to the list in the Site Description).

The application is supported by a Heritage Assessment which sets out the history of the building and provides an assessment of significance. This assessment identifies high evidential value, high historic value, medium aesthetic value and high communal value. From an on-site assessment there is clear historic, aesthetic and communal significance. The immediate surroundings of Lacock Conservation Area and numerous listed buildings form part of the earliest development of Lacock.

The proposal involves replacing the existing signage, reinstating a traditional hanging sign and replacing the noticeboard. The use of timber hand-painted finishes, and a neutral colour palette ensures compatibility with the historic fabric and the wider village context. The reinstated hanging sign reflects a traditional public house feature historically associated with the building. The proposed signage is modest in scale, appropriately sited, and does not introduce visual clutter or dominance within the streetscene.

The Heritage Assessment concludes that the proposals would have a neutral impact on the listed building and on the surrounding heritage assets, with the reinstatement of the hanging sign providing a minor enhancement. This position is agreed. The proposal is considered to preserve the special architectural and historic interest of the listed buildings and does not harm the character or appearance of the Lacock Conservation Area.

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, siting, and method of illumination, 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.

The proposed signage, due to its traditional materials, modest scale and sympathetic design, would preserve the special interest of the Grade II listed building, adjoining listed buildings and maintain the character of the Lacock Conservation Area. The works are acceptable in heritage terms, and it is recommended that listed building consent be granted.

RECOMMENDATION: It is recommended that advertisement consent be GRANTED subject to conditions:

1. This consent shall expire at the end of the period of 5 years from the date of this Notice.

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

2. The development hereby permitted shall be carried out in accordance with the following approved plans:
Location Plan 2397-001 B
Site Plan 2397-060 A
Proposed Elevations 2397-061 B

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.

4. The illumination of the advertisements shall be implemented in a way so as not to cause glare to users of the public highway and be static and shall not be of a flashing type.

REASON: In the interests of public safety.

5. The intensity of the illumination of the sign permitted by this consent shall be no greater than that recommended by the Institute of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement Guide).

REASON: in the interests of amenity and public safety.

INFORMATIVE TO APPLICANT:

The development hereby approved includes the construction of structures which will overhang the adopted highway. You are advised that before any works commence you will require a Section 177 (Oversailing) Licence from the Highway Authority

INFORMATIVE TO APPLICANT:

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.

RECOMMENDATION: That LISTED BUILDING CONSENT be GRANTED subject to the following conditions:

1. The works for which Listed Building Consent is hereby granted shall be begun before the expiration of three years from the date of this consent.

REASON: To comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The works hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan 2397-001 B

Site Plan 2397-060 A

Proposed Elevations 2397-061 B

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