

APPLICATION FOR ADVERTISEMENT CONSENT AND LISTED BUILDING CONSENT CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2025/09860 & PL/2025/09864
APPLICATION TYPE:	Consent to display an advertisement and Listed Building Consent
SITE ADDRESS:	22 High Street, Corsham, SN13 0HB
DEVELOPMENT DESCRIPTION:	ADV: 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. LBC: External alterations to replace existing external signage with new branding and repainting shop frontage to match new branding.
RECOMMENDATION:	Approved with Conditions

SITE DESCRIPTION & PROPOSAL

The application seeks advertisement consent and listed building consent for the installation of replacement signs and repainting the shop front at 22 High Street, Corsham.

The building is an opticians and the proposed changes follow a rebranding. The existing signage is a dark grey fascia board, with blue and orange text. The existing window frame, and cill are painted white. The proposed signage would be a light green and chocolate brown text, with light green paint to the shop front.

The existing hanging sign is proposed to be replaced with a new hanging sign and wrought iron bracket, in the same colours and branding as the new fascia signage. No illumination is proposed.

The application building is Grade II listed, and the site lies within the Corsham Conservation Area, where there are a number of listed buildings within the immediate area on the High Street.

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
- Sections 12 and 16

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- 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

Corsham Neighbourhood Plan:

- Policy CNP HE1

Supplementary Planning Documents:

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
N/00/02433/LBC - Listed building consent Decision - Approve with Conditions Date: 14/12/2000 – REDECORATION OF SHOP FRONT INCLUDING NEW FASCIA DESIGN, HANGING SIGN AND REMOVAL OF SIGN AT REAR OF BUILDING
N/93/00156/FUL - Full planning permission Decision - Approved Date: 16/11/1993 – CHANGE OF USE OF UPPER FLOORS FROM VACANT OFFICE SPACE TO RESIDENTIAL FLAT CHANGE OF OFFICE SPACE TO FLAT
N/93/01184/LBC - Listed building consent Decision - Approved Date: 30/3/1994 – REFURBISHMENT OF SHOP UNIT REFURBISHMENT OF SHOP UNIT
N/07/00596/LBC - Listed building consent Decision - Approve with Conditions Date: 23/4/2007 – Repair Stone Roof; Replace Associated Lead Work; Replace Stone Tiles with Double-Roman Clay tiles to Internal Valleys
N/12/01824/FUL - Full planning permission Decision - Refused Date: 12/9/2012 – Erection of 2 One Bedroom Flats
N/12/01825/LBC - Listed building consent Decision - Refused Date: 13/9/2012 – Replacement of an Existing Pre-Fabricated Building with the Erection of 2 One Bedroom Flats

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'.

The issues that are relevant to the assessment of a listed building consent application are how the proposal may impact on the significance of the heritage asset and thereby the character and appearance of the listed building.

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Corsham Town Council: No objection

Wiltshire Council's Highways Engineer: The proposed signage is a direct replacement of the existing. No highway objection.

Wiltshire Council's Conservation Officer: The proposal is well-detailed and considered to preserve the traditional appearance of the listed building and be appropriate to the Conservation Area.

RESPRESENTATIONS

Below is a summary of the representations received during the consultation period. Only material planning considerations have been taken into account in the assessment of this application. Non-material issues, such as property values or private legal disputes, cannot be considered in the determination process.

None 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 (x) the sensitive design of advertisements and signage.

Assessment

The application building is a Grade II listed property situated within the Corsham Conservation Area, in a prominent position on the High Street. The immediate streetscene contains several other listed buildings, and the locality is therefore particularly sensitive in heritage and visual amenity terms.

The proposal seeks advertisement consent and listed building consent for the installation of replacement signage and the repainting of the shopfront following the rebranding of the opticians. The existing fascia advertisement is a dark grey board with blue and orange lettering, and the window frame and cill are painted white. The proposed works involve a new fascia in light green with chocolate-brown text, together with repainting of the shopfront in matching light green. The existing hanging sign is to be replaced with a new hanging sign and wrought-iron bracket in the same colours and branding as the new fascia advertisement.

In terms of design, scale and siting, the proposed signage is a replacement of existing signage. It is modest, appropriately proportioned to the building, and respects the listed shopfront. The replacement hanging sign and bracket reflect a traditional form commonly found within historic commercial frontages and do not contribute to visual clutter or the over-advertisement of the premises.

With regard to appearance, the proposed colour palette is softer and more complementary to the historic streetscene than the existing darker signage. The lighter tones sit comfortably against the cotswold stone characteristic of the High Street and represent a visual improvement compared with the current advertisements. The design maintains a clear commercial identity while remaining sensitive to the building's heritage significance.

The works are not considered to appear incongruous or intrusive within the conservation area. The overall scale, design and placement of the signage preserves the visual amenity of both the listed building and the wider heritage setting. As a long-established commercial premises, the building would always have been expected to display signage.

No concerns have been raised from consultees or through public representations in relation to amenity impacts.

It is therefore considered that the proposed signage and repainting works 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 located on the High Street in Corsham. Although the High Street is a public highway, the relevant section in which the property is situated operates as a pedestrianised area, with only limited vehicular access. Pedestrian activity is typically high, but vehicle movements are restricted.

The proposal involves the replacement of existing signage and the repainting of the shopfront following rebranding of the premises. The signage is replacement of existing and comprises a neutral and traditional colour palette. No illumination is proposed. Given the like-for-like nature of the signage and its appropriate design, it is not considered that the proposal would give rise to any highway or public safety concerns.

Consultation and Representations

The Council's Highway Engineer has raised no objection to the proposal, noting that the signage represents a direct replacement of existing advertisements. No concerns have been raised by members of the public in relation to highway matters.

Cumulative Impact

The proposed advertisements are small in number and sensitively positioned on the building. They do not result in visual clutter, nor do they introduce distracting or competing elements within the streetscene. The signage does not obstruct pedestrian sightlines, nor does it interfere with visibility along the pedestrianised highway or any traffic control features. As such, the cumulative impact on public safety is negligible.

Mitigation and Conditions

Given the absence of objection and the modest nature of the proposals, no specific highway-related conditions are considered necessary beyond those typically applied to advertisement consents. The signage is non-illuminated and does not include any moving parts that could require additional controls.

Conclusion

Having regard to the like-for-like nature of the proposed advertisements, it is considered that the development would not result in any unacceptable impact on public safety, either individually or cumulatively. The proposal therefore complies with the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Impact on the heritage assets

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 at 22 High Street, Corsham is a Grade II listed building situated within the Corsham Conservation Area. The High Street contains a number of listed buildings. The building currently functions as an opticians, and the proposal relates to replacement signage and repainting following rebranding.

The existing signage consists of a dark grey fascia with blue and orange lettering, and a white-painted window frame and cill. The proposed scheme introduces a new fascia in light green with chocolate-brown text, along with repainting the shopfront in matching light green. The hanging sign is to be replaced with a new sign and wrought-iron bracket reflecting the same colour palette and branding. The proposed changes are modest and retain the traditional shopfront and position of existing signage. The colour palette is softer and more sympathetic to the historic Cotswold stone buildings characteristic of this part of the High Street. The replacement hanging sign represents a continuation of a traditional commercial feature, and the new bracket is appropriate in scale and form for a listed building.

No historic fabric is removed, and the works are fully reversible. The building is a shopfront, and so some advertisements are expected. The proposals do not introduce visual clutter or detract from the significance of the frontage. The repainting and new signage are considered to result in a visual improvement when compared with the existing.

The Council's Conservation Officer has confirmed that the proposal is well-detailed and preserves the traditional appearance of the listed building, and as such it is appropriate within the conservation area context.

Overall, the works are considered to preserve the special architectural and historic interest of the Grade II listed building and maintain the character and appearance of the Corsham Conservation Area. The proposal therefore complies with statutory duties under the 1990 Act, with national policy in the NPPF, and with Core Policies 57 and 58 of the Wiltshire Core Strategy.

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 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 Corsham 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 condition(s).

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
Exterior Signage (Proposed) Elev & Sec 002/01

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.

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 development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan

Exterior Signage (Proposed) Elev & Sec 002/01

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