

Design and Access Statement including Heritage Statement

For: The Wheatsheaf (CF) Ltd.

Written by: ARW

Checked by: JB

ISSUE DATE: 24/04/26

1.0 Introduction:

This document is in support of an application for a new car park directional sign.



The Wheatsheaf is a Grade II listed building located in the Chilton Foliat Conservation Area.



The Village Hall is adjacent, with the access to the Wheatsheaf Car Park between the two buildings. The Village Hall is not listed. The sign is to be located on the Village Hall.

The site is located within the Chilton Foliat Conservation Area.

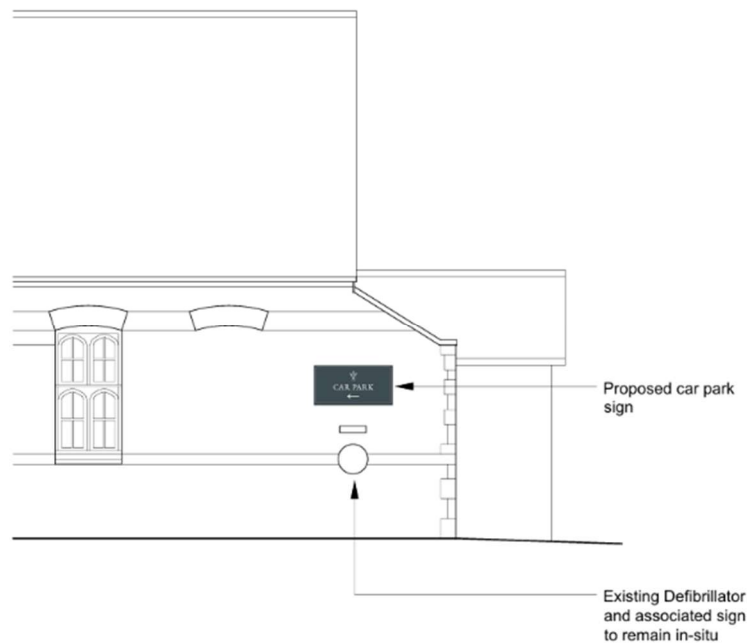
4.0 Design Development

The proposal seeks to install replacement signage at the site. The existing car park sign is shown below, mounted on an old barrel.



HPA have carefully considered the existing condition, materiality, scale and form of the sign and the applicant has consulted with the Village Hall and has their agreement to locate the sign on the wall.

The developed proposal is for a sign, 600mm x 1200mm mounted on the wall above the defibrillator as illustrated below.



5.0 Planning Statement

National Planning Policy Framework, December 2024 (NPPF)

The NPPF sets out Governments expectation for development across the UK.

Section 6: Building a strong, competitive economy

In alignment with this section of the NPPF, the overall project is seeking the restoration and refurbishment of a listed building within the Conservation Area. This advertisement consent application is small part of the wider aim of the project.

Section 12: Achieving well-designed places

The Government sets out that new development must be high-quality, beautiful and sustainable. As such, the design for the signage will see the production of a painted timber sign, suitable for the historic context.

Section 16: Conserving and enhancing the historic environment

The section of the NPPF sets out Government expectations for development affecting the historic environment. It explains that development proposals must consider the special character of our built heritage, and where possible, this should be preserved and enhanced. The scheme has carefully considered the special character of the building and seeks to ensure the new signage is complementary to this.

Local Planning Policy

Wiltshire Core Strategy (Adopted January 2015)

The Wiltshire Core Strategy replaced the saved policies from the North Wiltshire Local Plan.

Within the Core Strategy, Chilton Foliat is defined as a small village within the Marlborough area. The Marlborough Community Area lies within the North Wessex Downs AONB and includes Stonehenge and Avebury World Heritage Site.

Strategic objective 1: delivering a thriving economy

This strategic objective highlights the Council's desire to "*deliver resilient rural communities*". As the scheme looks to help ensure the success of the existing business within the listed building pub within the small village of Chilton Foliat, it is apparent that the works will align with this objective.

Core Policy 39 – Tourist development

This policy seeks to ensure that tourist development in small villages is located within existing buildings. The proposal will see improved wayfinding for visitors and guests. This will directly impact on people's experience when visiting the establishment, thus helping drive its future success as a rural business.

Strategic objective 5: protecting and enhancing the natural, historic and built environment

This objective looks to protect the most special sites within the district. The proposal looks to complete a minor addition to the street-scene that has been designed to be in keeping with the character of the wider conservation area.

Core Policy 5: Ensuring high-quality design and place-shaping

This policy sets out the Council's expectation for ensuring that development makes a positive contribution to the local area. The proposal has carefully considered the materiality of the proposal to ensure this is not compromised through the delivery of the scheme.

Core Policy 58: Ensuring the conservation of the historic environment

In alignment with the policy, the scheme will see the continued success of the business which operates from a prestigious listed building within the Chilton Foliat Conservation Area. The alterations proposed match the existing building.

6.0 Heritage / Impact Assessment

The proposed sign is within the Chilton Foliat Conservation Area, it is concluded that the proposal will have a neutral impact on the Conservation Area.

Proposed Intervention:

Affix painted timber sign to side elevation of the Village Hall.

Impact Assessment:

The addition of a new sign mounted on the side wall of the Village Hall building in place of the signs mounted on the barrel on the pub forecourt will have a neutral impact on the designated heritage asset owing to their quality and design.

7.0 Ecology and the Environment

The site is a small village within the rural countryside.

This application will not impact on any protected species.

8.0 Conclusion:

The proposed sign is a small part of a wider regeneration scheme that will see the retention of a village facility within the Chilton Foliat conservation area.

As demonstrated in the earlier sections of this document, the scheme aligns with both National and Local Planning Policy, and the Local Planning Authority will be able to support this application.