

HERITAGE STATEMENT

Application: Advertisement Consent

Site: Vodafone, 108 High Street, Marlborough, SN8 1LT

1. Introduction

This Heritage Statement has been prepared in support of an application for Advertisement Consent relating to alterations to an existing non-illuminated projecting sign at Vodafone, 108 High Street, Marlborough. The proposal retains the existing sign structure, dimensions, fixing points and position, with the works limited to the application of new vinyl finishes to the sign faces only. The works therefore represent a minor and low-impact form of development.

2. Site and Heritage Context

The application site is situated on the High Street within Marlborough town centre and lies within the Marlborough Conservation Area. The property at 108 High Street is a Grade II listed building, designated for its architectural and historic interest, and forms part of a coherent historic group of properties along the High Street. Marlborough High Street is characterised by a continuous frontage of historic commercial buildings that collectively contribute to the town's special character and appearance.

3. Description of the Proposal

The proposal comprises the refurbishment of the existing non-illuminated projecting sign through the application of new DTM vinyl to each face. The sign will retain its existing dimensions of 600mm x 500mm, along with its current projection, position and method of fixing to the building. No alterations are proposed to the sign structure or surrounding historic fabric, and no new fixings will be introduced.

4. Heritage Impact Assessment

The proposed works will result in no harm to the significance of the Grade II listed building or to the character and appearance of the Marlborough Conservation Area. By retaining the existing sign structure and restricting the scope of works to surface-level vinyl replacement only, there will be no impact on historic fabric or architectural detailing. The sign will remain modest in scale and appropriate in appearance when viewed within the wider High Street streetscape.

5. Listed Building Consent Justification

The property at 108 High Street is a Grade II listed building. The proposed works are limited to the re-facing of an existing projecting sign and do not involve any change to the sign's dimensions, method of fixing or position. No historic fabric will be removed, altered or concealed, and the works are fully reversible. On this basis, the proposals are considered to comprise routine maintenance, and Listed Building Consent is not considered necessary.

6. Policy and Guidance

The proposal has been assessed against the Town and Country Planning (Control of Advertisements) Regulations 2007 and relevant heritage policy. Wiltshire Council guidance supports discreet and well-designed signage within Conservation Areas and on listed buildings, particularly where works are limited to minor and reversible alterations. The proposal accords with local and national conservation policy objectives.

7. Conclusion

The proposed re-facing of the existing projecting sign represents a modest, sympathetic and reversible form of development. The works preserve the significance of the Grade II listed building and the character and appearance of the Marlborough Conservation Area and are considered acceptable in heritage and planning terms.

Appendix: Referenced Drawings

- Sheet 1 of 4 - Block Plan (Drawing No. 30972_1-ENG-R00)
- Sheet 2 of 4 - Location Plan (Drawing No. 30972_1-ENG-R00)
- Sheet 3 of 4 - Existing Elevation (Drawing No. 30972_1-ENG-R00)
- Sheet 4 of 4 - Proposed Elevation - Vinyl Re-facing Only (Drawing No. 30972_1-ENG-R00)