

HERITAGE STATEMENT

Application: Advertisement Consent

Site: Vodafone, 7 High Street, Chippenham, SN15 3ER

1. Introduction

This Heritage Statement has been prepared in support of an application for Advertisement Consent relating to the refurbishment of an existing non-illuminated projecting sign at Vodafone, 7 High Street, Chippenham. The proposal retains the existing sign position, size, projection and method of fixing, with the works limited solely to the replacement of the existing sign faces. The proposed works therefore represent a minor and low-impact form of development.

2. Site and Heritage Context

The application site is located at 7 High Street within Chippenham town centre. The property is a Grade II listed building, designated for its special architectural and historic interest, and lies within the Chippenham Conservation Area. The building forms part of the historic commercial frontage along the High Street, which is characterised by a dense grouping of listed buildings that together define the town's historic core. The site makes a positive contribution to the significance of the Conservation Area through its historic form, scale and architectural detailing.

3. Description of the Proposal

The proposal comprises the refurbishment of the existing non-illuminated projecting sign through the replacement of the existing sign panels only. The sign will remain at its existing dimensions of 550mm x 550mm and will retain its current projection, fixing points and mounting height. No alterations are proposed to the sign structure or to the historic fabric of the listed building.

4. Heritage Impact Assessment

The proposed works have been assessed with regard to the significance of the Grade II listed building and the character and appearance of the Chippenham Conservation Area. The proposals are limited solely to the replacement of existing sign faces within an established non-illuminated projecting sign structure. No historic fabric of the listed building will be altered, removed or obscured. Given the modest scale of the sign, its long-established presence, and the fully reversible nature of the works, the proposals will result in no harm to the significance of the listed building or the wider historic streetscape.

5. Listed Building Consent Justification

The building at 7 High Street is Grade II listed. The proposed works are confined exclusively to the replacement of existing sign panels within an established non-illuminated projecting sign. There will be no alteration to historic fabric, no change to fixings, and no loss of architectural interest. All works are fully reversible and preserve the special architectural and historic interest of the listed building.

6. Policy and Guidance

The proposals have been assessed against the Town and Country Planning (Control of Advertisements) Regulations 2007 and the Planning (Listed Buildings and Conservation Areas) Act 1990. Sections 16 and 66 of the 1990 Act require special regard to be paid to the desirability of preserving the special architectural and historic interest of listed buildings, while Section 72 requires the preservation or enhancement of Conservation Areas. The proposals accord fully with these statutory duties by retaining existing sign infrastructure and avoiding any harm to listed fabric or townscape character.

7. Conclusion

The proposed replacement of the existing non-illuminated projecting sign panels represents a minor, sympathetic and fully reversible intervention. The works preserve the significance of the Grade II listed building and the character and appearance of the Chippenham Conservation Area and are acceptable in heritage and planning terms.

Appendix: Referenced Drawings

- Sheet 1 of 4 – Block Plan (Drawing No. 30963_1-BB)
- Sheet 2 of 4 – Location Plan (Drawing No. 30963_1-BB)
- Sheet 3 of 4 – Existing Elevation (Drawing No. 30963_1-BB)
- Sheet 4 of 4 – Proposed Elevation – Replacement Panels Only (Drawing No. 30963_1-BB)