

DESIGN & ACCESS/PLANNING JUSTIFICATION & HERITAGE IMPACT STATEMENT

Property Address

Manor House
Lime Kiln
Royal Wootton Bassett
Wilts
SN4 7GJ

Proposed Development

Application for the erection of 2no. new
advertisements.

Document Reference

26-029-DAS (REV B)

Type of Application

This justification statement has been prepared by A.L Associate Surveyors Ltd, on behalf of the Applicants, Royal Wootton Bassett Town Council, to support an application to display an advertisement.

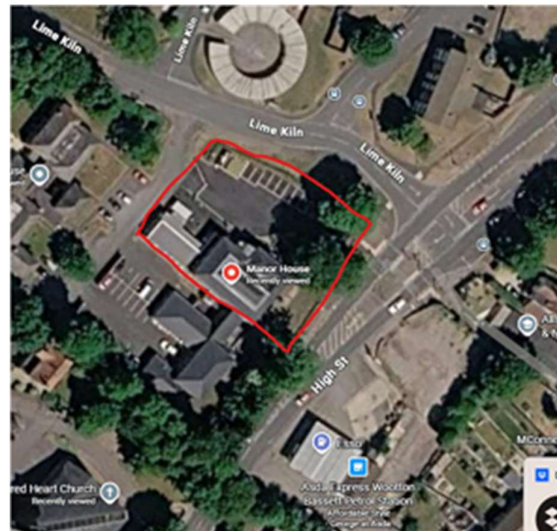
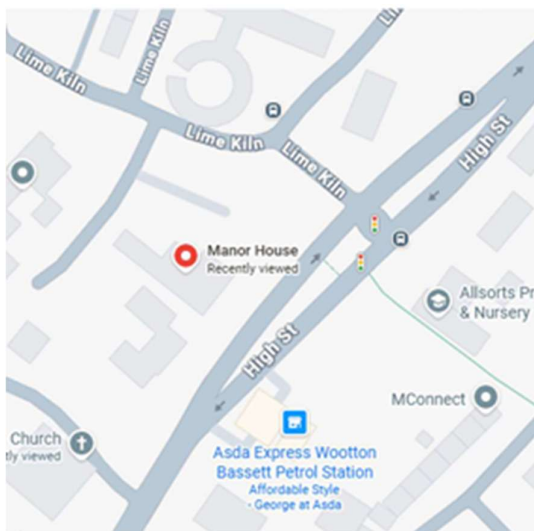
This statement should be read with reference to the application drawing, 26-029-01 Rev B

Site Location and Setting

Manor House is a link detached building occupying a prominent 'corner plot' position, facing Royal Wootton Bassett's High Street, and the adjacent 'Lime Kiln'. Construction comprises red brick with limestone quoins and window surrounds beneath a pitched and hipped roof covered in blue slate.

The building is not Listed, though it is considered as a non-designated heritage asset, with the site also being located within the Royal Wootton Bassett Conservation Area.

The principal (front) elevation faces Southeast, towards the High Street. A large car park is located to the northeast, which is accessible from the Lime Kiln entrance.



Development & Planning History

The building was originally constructed in 1880, as a large private dwelling known as Troy House. It was subsequently altered and extended in the early 1900s. Around 1920 the building became a preparatory school, known as 'Little Meads', and during the second world war, the building was requisitioned by the Ministry of War.

In the 1950s, the building was converted for use by Cricklade and Wootton Bassett Rural District Council. Since the late 1970s, there have been several subsequent additions, including the erection of the Police Station to the rear (linked by way of a single-storey extension), together with the erection of a sizeable flat roofed wing to the northwest.

In more recent years, the building has served as the Magistrates Court, a local base for the NHS and for educational use by Swindon College. In 2014 the centre opened as part of The Enterprise Network, a Local Authority initiative to create incubation centres for small and start-up businesses. In 2023 the building underwent another scheme of significant alteration and refurbishment, when it was taken over by The Town Council, for use as the Council Offices.

Proposed Development:

This document is being submitted as part of an Application for Advertisement Consent. The proposals include the installation of two independent timber frames, intended to provide fixing points for the intermittent display of vinyl banners, for the purpose of promoting Town Council, community and charitable events or activities.

It is worth noting that a similar application was submitted and approved in February 2014, under application reference 14/02305/ADV.

Assessment of the Heritage Asset

The subject property is a prominent building, which has served a number of purposes and which has played an important role in the historic development of the town. The building has recently undergone an extensive scheme of refurbishment, both to the main structure and to the grounds.

It is readily acknowledged that the building is an important heritage asset. The applicants are keen to ensure that the historic importance and prominence of the site remains unchanged.

The proposed new advertisements will not be attached to the building and will preserve the general layout and setting of the wider site. It is therefore considered that the proposals will have no detrimental impact on the building or its setting.

Amount of Development

The proposals include the construction of two independent timber frames, intended to support vinyl advertising banners, for the purpose of promoting Town Council, community and charitable events or activities. Any advertisements will be directly controlled by the Town Council.

The proposed new frames are to be 3m in overall width, with a maximum height of 1.5m above the ground. They will support vinyl banners up to 3m in length, by 0.9m in height.

The banners are to be non-illuminated. The details (text height, colour etc) on the display will vary from case-to-case, depending on the event or activity, which they are promoting.

Layout

The proposed new frames are to be positioned in the northeast corner of the site – one facing the High Street and the other facing Lime Kiln. The new frames are to be sited 0.3m in front of the existing Yew Hedge, and around 5m away from the edge of the highway.

The signs have been positioned so that they are visible to motorists as they approach the site along both The High Street and Lime Kiln. However, the signs are non-illuminated and are relatively small in nature, meaning they will not obstruct the highway or present any form of hazard to pedestrians or motorists.

Scale

The proposed new frames have been designed to accommodate a popular standard vinyl banner size, which respecting the setting of the main building and the proximity to the highway. The proposed development is therefore considered to be of a scale which suits the location and which will not result in any detriment or imposition on any of the existing site features.

Appearance & Construction

The proposed framework is to be constructed in timber, with 100 x 100mm square posts, set into the ground. For stability, and to provide regular fixing points for the banners, there are 2 horizontal rails, each 100 x 50, braced with a single central brace, of the same size. The frame will support a 3m x 0.9m banner, which will be positioned a minimum of 600mm above the ground.

The appearance of the individual banners will change on a case-by-case basis, depending on the local event or charity, which they are advertising. The arrangement though, is designed to be simple, with no means of illumination.

Landscape

The proposed new framework is to be sited approximately 300mm forward of the existing yew hedge and timber post and wire fence, so as to preserve the existing landscape and configuration.

Access

The proposed new frames and advertising banners will not affect access to the site, nor will they impede on access via the adjacent highway or footpath.

	
1. View of corner – proposed location of new signs	2. View of existing yew hedge and fence line, which faces onto the High Street
	
3. Corner location, as viewed from junction	4. View of existing yew hedge and fence line, which faces onto Lime Kiln