

Report No.1

Projecting Sign at Premier Express, No. 4 Market Cross

1. Purpose of Report

To seek the Committee's view as to whether to complain to Wiltshire Council regarding the new projecting sign at Premier Express, 4 Market Cross.

2. Background

2.1 The proprietor of Premier Express made a listed building consent application 14/04833/LBC in May for signage at their premises at 3 and 4 Market Cross (the former being the south elevation fronting onto Gloucester Street and the latter being the east elevation fronting onto the Market Cross). Premier Express is the name of the franchise operated at what was previously Abbey News. There were also other planning permissions applied for that do not concern this Report.

2.2 At our meeting of 3rd June this Committee objected to all the signs on the south elevation and the design and lettering of the signs on the east elevation. We did not object to the hanging sign on the east elevation. illustrated in the (edited) application drawing attached to this Report, nor to any of the other matters applied for.

2.3 The plans were passed by Wiltshire Council's Planning Officer in July, who said in their Planning Assessment "Following negotiations all signage to No.3 has been omitted and that on the shop at No.4 has been confined to the shop-front itself, with no illumination, and a small projecting hanging sign. It is considered that the amended scheme combines a reasonable amount of improved signage with recognition of the sensitivity of the buildings and their setting. "

2.4 On 24th December 2014, I noticed that the signs at Premier Express had been erected but not as approved. As shown in the photographs attached to this Report, there is no hanging sign. Instead there is a solid projecting sign.

3. Proposal

3.1 The Committee is invited to consider whether to make a complaint to the Wiltshire Council Case Officer (Sarah Gostling) as follows:

(a) "The projecting sign at Premier Express, 4 Market Cross, negatively impacts an important view of the Abbey and Gate House from the Market Cross in the line of site of people using the zebra crossing and more widely negatively affects the visual amenity of this sensitive location".

(b) "The sign is quite dissimilar to the small hanging sign for which Planning Consent was granted by Wiltshire Council on 2nd July 2014"

3.2 It is proposed that such a complaint would be made by forwarding this Report.

4. Recommendation

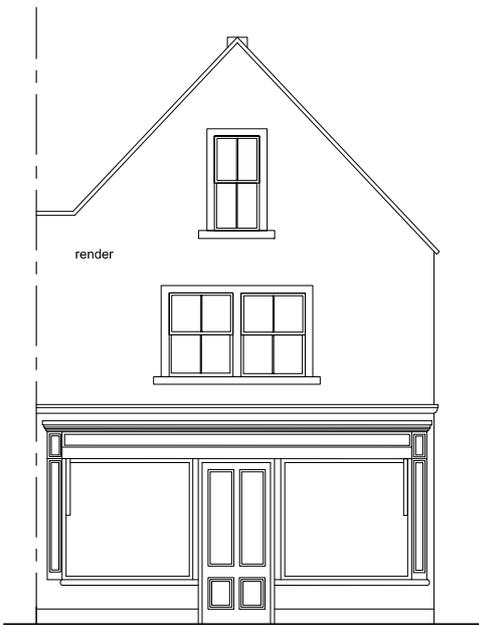
4.1 The Committee is invited to decide whether to make this complaint.



EAST ELEVATION



NORTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



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Project:	131
Drawings:	02 A
Title: EXISTING LAYOUT PROPOSED LAYOUT	
A2	
Project: ALTERATIONS & SIGNAGE 4, MARKET CROSS, MALMESBURY Client: B PAKKERATHAN Scale: 1:50 Date: MAY'14 Drawn: DBH Status: PL	

