

Report No.2

Signs at rear of 18 High Street

1. Purpose of Report

To seek the Committee's view as to whether to comment to Wiltshire Council regarding new signs at the rear of at 18 High Street.

2. Background

2.1 The proprietors of the George Veterinary Group made retrospective planning applications 14/10699/ADV and 14/11135/LBC in late November 2014 for two new hanging signs at the front of their premises at 18 High Street SN16 9AU.

2.2 At our meeting of 9<sup>th</sup> December, this Committee resolved "to register the Council's concern about the impact of the over-large signs on the Conservation Area. Whilst the Council can find no planning-based objection, the signs are out of place, unsightly and negatively impact on the street-scene. The Council also questions the need for two large signs."

2.3 The retrospective applications did not cover new signage at the rear of the premises as illustrated overleaf (images taken 30-Dec-14).

2.4 There have been negative comments about the large self-illuminated sign at the rear of the premises, including by the Malmesbury Civic Trust and the Conservation Group. The sign at the side/rear of the premises whilst not impactful may also be unauthorised.

3. Proposal

3.1 The Committee is invited to consider whether to make a comment to the Wiltshire Council Case Officer (Mathew Pearson) as follows:

3.1.1 (a) The Council wishes to express its concern regarding the visual impact of the self-illuminated sign at the rear of the George Veterinary Group premises at 18 High Street Malmesbury. It understands that special rules regarding self-illuminated signs indicating a veterinary business may bring this sign within the permitted Class 5 Outdoor Advertisements. Nonetheless the Council considers the sign overlarge, overbright and creating a significant negative visual impact in this Conservation Area.

(b) It questions that illumination is required; that is: that the illumination "is in a manner reasonably required to fulfil the purpose of the Advertisement" (T&C Control of Advertisements, 2007). (i) The premises are well known and clearly visible from the Cross Hayes Car Park. (ii) The Group's principal trade is not conducted in the hours of darkness.

(c) The Council further questions whether the sign is permitted in Class 5 because it is not on a wall with a shop window on it.

(d) The sign also appears not to be in a permitted position, failing to meet the condition that "No part of the advertisement may be higher above ground level than whichever is the lower of (a) 4.6 metres, or 3.6 metres in an area of special control; and (b) the bottom level of any first floor window in the wall on which the advertisement is displayed." (T&C regulations as above).

- (e) The Council is concerned that other premises in this Conservation Area, not knowing of the special rules for veterinary businesses, may erect further illuminated signs.

3.1.2 (a) Regarding the non-illuminated sign at the rear of 18 High Street viewable only from Griffen Alley: The Council questions whether the sign is permitted in Class 5 because it is not on a wall with a shop window on it.

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

#### 4. Recommendation

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

Cllr John Gundry, Chair, P&E  
30<sup>th</sup> December 2014



Over door arch, self-illuminated sign at rear of 18 High Street as viewed from Cross Hayes



Non-illuminated sign at side rear of 18 High Street as viewed from Griffen Alley