

## REPORT TO THE NORTH AREA PLANNING COMMITTEE

Date of Meeting	22nd June 2011		
Application Number	N/11/01157/ADV		
Site Address	White Lodge farm Buildings, Filands, Malmesbury, SN16 9JN		
Proposal	Display of 1 internally illuminated pole sign		
Applicant	David Hendry Cars		
Town/Parish Council	St Paul Malmesbury Without		
Electoral Division	Sherston	Unitary Member	Cllr John Thomson
Grid Ref	393127 188724		
Type of application	Advertisement		
Case Officer	Charmian Burkey	01249 706667	charmian.burkey@wiltshire.gov.uk

### Reason for the application being considered by Committee

Cllr John Thomson has requested that the Planning Committee consider the application in order to review the impact of the signage.

### 1. Purpose of report

To consider the above application and to recommend that planning permission be REFUSED.

### 2. Report summary

The main issues in the consideration of this application are as follows:

- Principle of development
- Impact upon highway safety
- Impact upon visual amenity and landscape character

The application has generated one objection from the Malmesbury & St Paul without Residents' Association.

### 3. Site Description

### 4. Relevant Planning History

The site has a significant amount of planning history, but the most relevant is listed below.

Application Number	Proposal	Decision
06/03236/FUL	Change of use of buildings to garage, showrooms, offices, warehouse and spare parts stores.	Permission
08/00061/ADV	Display of 5 illuminated signs including pole sign and wall mounted sign	Split decision – refusal of pole sign

## 5. Proposal

The application is for a 6m high internally illuminated pole sign to the front of the forecourt, but behind the existing wall. The sign is complete with a new concrete base. The pole is steel coloured blue which is clad with panels sprayed silver grey. The sign contains the corporate ford logo and is a mixture of grey and blue.

## 6. Planning Policy

North Wiltshire Local Plan: Policies C3 and NE15.

## 7. Consultations

St Pauls Malmesbury Without Parish Council and highways comments are awaited.

Malmesbury and St Paul Without Residents' Association object on the grounds that the previous reasons for refusal are still valid today and point to the Inspector's comment that despite being opposite more urban development, the premises sits within a rural agricultural context. The sign would be an eyesore.

## 8. Publicity

The application was advertised by site notice and neighbour consultation.

## 9. Planning Considerations

The proposal is for an internally illuminated single 6m pole sign outside the car garage and showrooms approved under permission 06/03236/S73A. Advertisement consent was refused for a similar sign to that now proposed under a split decision for 08/00061/ADV for the following reason:

*"The sign due to its size, position and illumination would be an incongruous, intrusive and overtly commercial feature in the countryside to the detriment of the amenity of the area and contrary to policies C3, NE15 and BD9 of the North Wiltshire Local Plan 2011."*

Some signage was approved under this application and it is considered that the approved signage is sufficient and appropriate for this rural commercial business.

An illuminated 6m pole sign would be an incongruous feature in what is open countryside and would be clearly visible from the surrounding area. The sign would measure 1.37m x 0.9075m and be 260mm deep. The proposed sign materials are a steel pole clad with SMC panels with the main face panels of the sign being of radiused aluminium sprayed silver grey. To the face of the sign is added another secondary text alucobond panel on each side. The sign is to be illuminated together with the pole sign also being illuminated via a blue light channel positioned on the rear face of the pole. The button oval logo is designed to provide a halo illumination effect. Such materials and methods of illumination add to the unacceptability of what would be a rather alien form of development in the countryside.

In dealing with the appeal for the wall (08/02753/S73A), the Inspector noted ... "The location in this case is unusual. Notwithstanding the suburban development on the other side of the road, I consider the premises sits within rural agricultural context and the displayed cars are in my view, a jarring interruption to the otherwise largely enclosed and verdant countryside to the north of the B4014". This paragraph highlights the Inspector's understanding of the difference between the more built up south side of the road and the rural openness the north, which is key to the unacceptability of such a urban sign feature in this rural area.

Circumstances have not changed since the previous refusal and thus the application should be refused for the same reason.

A more simple (less strident and less urban) design of pole sign may be acceptable here but the applicant has been unwilling to consider any alternative.

## **11. Recommendation**

Planning Permission be REFUSED for the following reason:

1. The sign due to its size, position and illumination would be an incongruous, intrusive and overtly commercial feature in the countryside to the detriment of the amenity of the area and contrary to policies C3, NE15 and BD9 of the North Wiltshire Local Plan 2011.

