
Appeal Decisions

Site visit made on 29 November 2016

by Jacqueline Wilkinson Reg. Architect IHBC

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 20 December 2016

Appeal A Ref: APP/Y3940/Y/16/3158448

64 New Park Street, Devizes SN10 1DP

- The appeal is made under section 20 of the Planning (Listed Buildings and Conservation Areas) Act 1990 against a refusal to grant listed building consent.
 - The appeal is made by D J Bewley Funeral Directors against the decision of Wiltshire Council.
 - The application Ref 16/04500/LBC, dated 4 May 2016, was refused by notice dated 28 July 2016.
 - The works proposed are a hanging sign.
-

Appeal B Ref: APP/Y3940/H/16/3158433

64 New Park Street, Devizes SN10 1DP

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by D J Bewley Funeral Directors against the decision of Wiltshire Council.
 - The application Ref 16/04508/ADV, dated 4 May 2016 was refused by notice dated 28 July 2016.
 - The advertisement proposed is a hanging sign.
-

Decisions

1. The appeals are dismissed.

Main Issue

2. The main issue is whether the proposed sign would preserve the listed building or its setting and the effect on the amenity of the area.

Reasons

3. New Park Street is a wide mixed commercial and residential thoroughfare, and as the main route around the town centre to the west, it is busy. The majority of its length is within the Devizes Conservation Area. The appeal building is one of a handsome group of early nineteenth century Grade 2 listed buildings, 62 to 67 New Park Street. It has a relatively plain domestic façade, with two 8 over 8 paned sash windows symmetrically placed about a recessed blind window, painted in black and white to match the sashes.
4. The proposed sign would be 0.88m high by 0.86m wide by 0.04m deep, projecting 0.86m from the wall at 4.10m to the base above the pavement level. It would be constructed of foam board with a bull nose finish and would not be illuminated. There would be a blue background with white letters. It

would be hung between the upper floor window and the central blind window above the entrance door.

5. This building has a fascia sign in blue and white over the ground floor window, and there are other items such as the street sign, brackets, an alarm box and a downpipe, which detract from the simplicity of the facade. The fascia has been approved, but I consider that the addition of projecting sign would add to the visual clutter on the façade of this building. It would therefore fail to preserve the listed building.
6. Whilst this street has a mixed character, in this section it is relatively free of commercial signage as there is a predominance of residential uses. Those signs that I saw were infrequent, for example across the street at the Chinese Restaurant, where the bracket is clearly historic, and at 37 New Park Street (a funeral parlour) which is a commercial building with a shop front and so is architecturally different to the appeal building, and at Bressingtons across the road, which has the look of an old pub sign. Remarkably, the block on the same side as the appeal site is free of projecting signs and this is an identifiable special visual feature of this part of the street, and its designation as a conservation area reflects the high quality of the street scene.
7. The proposed sign would be at odds with this uncluttered character and so the amenity of the street scene would be harmed.
8. The proposed sign would therefore fail the requirements of Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 with respect to the listed building and its setting. Wiltshire Core Strategy Policy 58 "*Ensuring the conservation of the historic environment*" aims to ensure that the significance of heritage assets is protected and the proposal would fail this test.
9. The proposal would also be contrary to the requirement of Core policy 57 "*Ensuring high quality design and place shaping*" that advertisements and signage are appropriate and sympathetic to their local setting.

Conclusions

10. I conclude that the proposed projecting hanging sign would fail to preserve the listed building and its setting. For the reasons given above I conclude that the Appeal A should fail.
11. For the reasons given above I conclude that the display of the proposed projecting sign would be detrimental to the interests of the amenity of the area, so I conclude that Appeal B should fail.

Jacqueline Wilkinson

INSPECTOR