

**Avebury Parish Council**  
**6 Rhyls Cottages, Lockeridge, Marlborough, Wilts SN8 4EE**  
**Tel 01672 861424**

Ms Jennifer Allen  
Development Services East Area  
County Hall  
Bythesea Road  
Trowbridge  
BA14 8JN

5 March 2016

Dear Ms Allen

**Application for advertisements at the Coach House, High Street, Avebury SN8 1RF:  
16/00949/ADV**

The Parish Council considered this application at its meeting on 1 March 2016.

The Parish Council is aware that the Coach House stands in a very sensitive position within Avebury Henge. The World Heritage Site Management Plan 2015 is a material planning consideration. Policy 1d states that '*Development which would impact adversely on the WHS, its setting and its attributes of OUV should not be permitted*'. The applicant is a signatory to the Plan.

Action 34 of the WHS Management Plan states: '*Work with planners and parish/town councils to reduce advertisements, banners and signage in the World Heritage Site*'. The Parish Council is the lead partner on advertising in the Management Plan and the applicant is, again, a signatory to the Plan.

The Parish Council believes any development in this location should achieve world class standards in line with the ethos of an internationally important World Heritage Site. The Parish Council wishes to ensure that any advertising or signage at the Coach House meets such standards.

The following issues are relevant:

1. The application increases advertising – from one sign that can only be seen a few days a year by a limited number of people when one of the Coach House doors is open – to three signs that will be seen by the great majority of Avebury's 250,000 to 300,000 visitors each year. The proposal therefore increases the number of signs at the site, and very significantly increases the number of people that will be affected. The proposal is contrary to the provisions of the WHS Plan.
2. There are no other fast food outlets in the centre of the village. The proposed outlet would face no competition and there is no need to increase the amount and prominence of its signage.

3. The proposed signage on the inside of the barn door and on a panel hung over the gates will detract from the quality of views of the village from the southern quadrants of the Henge. They will also spoil visitors' photos.
4. If the proposed A Board is located in the courtyard of the fast food outlet as shown on plan, it would be only three or four metres from the serving area and therefore presumably superfluous. If it is placed on the narrow pavement outside the fast food outlet, it will obstruct pedestrians on the only footpath along this stretch of road. It will also be a hazard for passengers boarding and alighting buses in this area and will be an extra item of clutter. If the A board is placed in the road it will be an obstruction for motorists.
5. The owners of the Red Lion did much to minimise signage when applying for planning permission two years ago and it would benefit all concerned if the applicant adopted the same approach.
6. Any planning consent should prohibit any illuminated advertising or signage inside the outlet facing outwards.

Given the sensitiveness of the location, the Parish Council objects to the proposal on the above grounds.

The Parish Council has requested Cllr Jemima Milton to call in the application.

If any permission for any signage is given, the Parish Council believes that only a single, discreet and removable sign of approximately A3 size should be permitted during opening hours.

The Parish Council requests that any consent is limited to a 12 month experimental period and that a review is then held by all interested parties.

Yours sincerely

Liz Moore – Clerk to Avebury Parish Council