Development Management, Economic Development and Planning,
County Hall, Bythesea Road, Trowbridge, BA14 8JN
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Wiltshire Council

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

401776

Northing (y)

162628

Description

Folly Road Brewery, Land off Folly Road

Applicant Details

Name/Company

Title

Ms

First name

Andrea

Surname

Arnold

Company Name

Wadworth Brewery

Address

Address line 1

41-45

Address line 2

Northgate St

Address line 3

Town/City

Devizes

County

Country

England

Postcode

SN10 1JW

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mr

First name

Steven

Surname

Jones

Company Name

Alpha Sign Systems

Address

Address line 1

Unit 6 Oakwood Business Park

Address line 2

Oldmixon Crescent

Address line 3

Town/City

Weston-super-Mare

County

Country

Postcode

BS249AY

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Folly Road Brewhouse Fascia Sign and promotional banner

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Fascia Sign

Height:
1.419 metres

Width:
3.6 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
2.77 metres

What is the maximum projection of the advertisement from the face of the building?:
0.025 metres

What is the maximum height of any of the individual letters and symbols?:
0.891 centimetres

What materials will the advertisement be made of?:
Built-up halo illuminated aluminium FOLLY FACE letters with 100mm returns, powder coated to RAL Standard Matt Black. 5mm opal acrylic to the back, internally illuminated using bright white LEDs. Smaller letters as flat cut 3mm aluminium with shot fired studs to the back. All secured with 25mm spacers to cladding. Complete with driver/transformer. Required: 5amp switched

The colour of text and background:
Matt Black

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
60 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
1.5 metres

Width:
4.3 metres

Depth:
0.8 metres

What is the height from the ground to the base of the advertisement?:
2.8 metres

What is the maximum projection of the advertisement from the face of the building?:
0 metres

What is the maximum height of any of the individual letters and symbols?:
0.6 centimetres

What materials will the advertisement be made of?:
135mm deep fabricated aluminium flex-face box with digitally printed PVC skin. Frame powder coated to RAL Standard Matt Black. Trough light above

The colour of text and background:
full colour print

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:
60 cd/m^2

Will the illumination be static or intermittent?:
Static

Please describe each of the 'Other type(s)' of advertising proposed

Promotional banner

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

◯ Yes
⊘ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

◯ Yes
⊘ No
◯ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

◯ Yes
⊘ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

13/09/2023

To Date

13/09/2033

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

◯ Yes
⊘ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

⊘ Yes
◯ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [x] The agent
- [ ] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [ ] Yes
- [x] No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [x] Yes
- [ ] No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- [ ] Yes
- [x] No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

- [x] I / We agree to the outlined declaration

Signed

Steven Jones

Date

13/09/2023