Wiltshire Council

The Town and Country Planning Act 1990

Notice of Advertisement Consent

Application Reference Number: PL/2023/08942

Decision Date: 03 January 2024

Applicant:	One Stop Ltd Stone Henge Retail Park, Packway, Larkhill, SP4 8PZ
Particulars of Development:	Proposed Totem Sign, Fascia, ATM Sign, ATM Clip Frame, ACM Panels, Poster Cases
At:	One Stop, Stonehenge Retail Park, The Packway, Larkhil, SP4 8PZ

In pursuance of its powers under the above Act, the Council hereby grant ADVERTISEMENT CONSENT for the above development to be carried out in accordance with the application and plans submitted (listed below).

In accordance with paragraph 187 of the National Planning Policy Framework, Wiltshire Council has worked proactively to secure this development to improve the economic, social and environmental conditions of the area.

Conditions: (5)

1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to—

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Proposed Site Signage: Fascia, F/ACM, ATM Sign, ATM Clip Frame, ACM Panel/Car Park Sign, Manifestation, Poster Cases, ACM Panel/Car Park Sign Detail, Totem Detail, Fascia Sign Specification, ATM Free Cash Sign Specification, Location Plan and Block Plan: 20208 5164 Drawing Revision F dated 06/10/23

REASON: For the avoidance of doubt and in the interests of proper planning.

3 The intensity of the illumination of the internally illuminated ATM and externally illuminated fascia sign hereby approved shall be no greater than 100 cd/m2 having regard to the recommended luminance levels and illuminated signage area for Zone E1 set out within the Institute of Lighting Professionals publication PLG 05 ‘The Brightness of Illuminated Advertisements' produced by the Institution of Lighting Professionals.

REASON: In the interests of amenity and highway safety.

4 The internal illumination of the ATM advertisement and external illumination of the fascia sign hereby permitted shall be static and shall not be of a flashing type.

REASON: In the interests of amenity and public safety.

5 The external illumination of the fascia sign hereby permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.

REASON: In the interests of amenity.

Parvis Khansari **- Corporate Director, Place**

NOTES

1. **Other Necessary Consents.** This document only conveys permission for the proposed development under Part III of the Town and Country Planning Act 1990 and the applicant must also comply with all the byelaws, regulations and statutory provisions in force in the district and secure such other approvals and permissions as may be necessary under other parts of the Town and Country Planning Act 1990 or other legislation.

In particular the applicant is reminded of the following matters:-

1.1 the need in appropriate cases to obtain approval under Building Regulations. **(The Building Regulations may be applicable to this proposal. Please contact the Council's Building Control team before considering work on site);**

1.2 the need to obtain an appropriate order if the proposal involves the stopping up or diversion of a public right of way or other highway (including highway verge)

1.3 The need to obtain a separate "Listed Building Consent" to the demolition, alteration or extension of any listed building of architectural or historic interest;

1.4 the need to make any appropriate arrangements under the Highways Act 1980, in respect of any works within the limits of a highway. The address of the Highway Authority is County Hall, Trowbridge, BA14 8JD (It is the responsibility of the applicant to ascertain whether the proposed development affects any listed building or public right of way / other highway, including highway verge).

2. **Appeals.** If the applicant is aggrieved by the decision of the local planning authority to grant permission subject to conditions, he may appeal to the Secretary of State for the Environment in accordance with Section 78(1) of the Town and Country Planning Act 1990 within six months of the date of this decision. (Information and forms relating to the appeals process can be found at the Planning Portal – www.planningportal.gov.uk/planning/appeals).