Development Management, Economic Development and Planning,
County Hall, Bythesea Road, Trowbridge, BA14 8JN
Tel: 0300 456 0114 Email: developmentmanagement@wiltshire.gov.uk

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

Land at Marsh Farm

Address Line 1

North of Malmesbury Road

Address Line 2

Address Line 3

Town/city

Royal Wootton Bassett

Postcode

SN4 8AY

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

Easting (x)

407328

Northing (y)

182815

Description

Applicant Details

Name/Company

Title

Mr

First name

D

Surname

Preece

Company Name

Lidl Great Britain Ltd

Address

Address line 1

Lidl Great Britain Ltd

Address line 2

Central Park

Address line 3

Palmer Avenue, Severn Beach

Town/City

Avonmouth

County

Country

England

Postcode

BS35 4DF

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

Rhodri

Surname

Williams

Company Name

Mango Planning & Development Ltd

Address

Address line 1

29 Old Field Road

Address line 2

Bocam Park

Address line 3

Pencoed

Town/City

Bridgend

County

Country

Postcode

CF35 5LJ

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 no. illuminated fascia signs, 4no. wall mounted billboard, 1 no. illuminated poster display unit and 1no. illuminated flagpole sign.

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

Advertisement Type:
Fascia Sign

Height:
2.5 metres

Width:
2.5 metres

Depth:
0.3 metres

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

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

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

What materials will the advertisement be made of?:
acrylic facing (opaque) back-sprayed showing corporate logo set in coated aluminium box frame, fixed to canopy.

The colour of text and background:
Blue, yellow and red.

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
550 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
2.5 metres

Width:
2.5 metres

Depth:
0.3 metres

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

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

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

What materials will the advertisement be made of?:
acrylic facing (opaque) back-sprayed showing corporate logo set in coated aluminium box frame, fixed to canopy.

The colour of text and background:
blue, yellow and red

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:

550 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
3.25 metres

Width:
6.3 metres

Depth:
0.25 metres

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

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

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

What materials will the advertisement be made of?:
wall mounted billboard with aluminium frame and LED lighting

The colour of text and background:
N/A

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
0.01 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
1.64 metres

Width:
3.245 metres

Depth:
0.15 metres

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

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

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

What materials will the advertisement be made of?:
wall mounted billboard with LED lighting

The colour of text and background:
N/A

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
0.01 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
3.3 metres

Width:
2.1 metres

Depth:
0.312 metres

What is the height from the ground to the base of the advertisement?:
2.62 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?:
59 centimetres

What materials will the advertisement be made of?:
Internally illuminated flexface sign and banner. Lidl logo as lighting box with a thermofromed, curved and printed logo shell. Frame construction out of galvanized steel.

The colour of text and background:
Blue, yellow and red

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
580 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
1.17 metres

Width:
1.7 metres

Depth:
0.09 metres

What is the height from the ground to the base of the advertisement?:
1.03 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 centimetres

What materials will the advertisement be made of?:
Illuminated poster display unit with stainless steel frame

The colour of text and background:
N/A

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
0.01 cd/m^2

Will the illumination be static or intermittent?:
Static

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

Wall mounted billboard (small and large), flagpole sign and poster display unit.

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

01/08/2024

To Date

01/08/2029

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?

- [ ] Yes
- [x] No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- [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

Arfon Hughes

Date

19/01/2024

Amendments Summary

Site location plan uploaded