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

19-21

Address Line 1

Old George Mall

Address Line 2

Address Line 3

Wiltshire

Town/city

Salisbury

Postcode

SP1 2AF

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

Easting (x)

414351

Northing (y)

129866

Description

Applicant Details

Name/Company

Title

First name

Surname

Nationwide Building Society

Company Name

Address

Address line 1

Pipers Way,

Address line 2

Nationwide House

Address line 3

Town/City

Swindon

County

Country

United Kingdom

Postcode

SN3 1TA

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

First name

Holly

Surname

De-Buriatte

Company Name

ISG Ltd.

Address

Address line 1

Boleyn House,

Address line 2

St Augustines Business Park

Address line 3

Town/City

Whitstable

County

Country

United Kingdom

Postcode

CT5 2QJ

Contact Details

Primary number

07977484457

Secondary number

Fax number

Email address

Holly.AnneDe-Buriatte@isgltd.com

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Front Elevation (Old George Mall):

- Replace existing fascia panel with new blue panel and replace Lozenge logo with new 290mm logo height.
- Logo to be externally illuminated.
- Replace 1no. ATM surround and decals with new.
- Install internal vinyl new window message "A good way to bank."
- Replace internal vinyl safety manifestation with new.

Front Elevation (New Canal):

- Replace 1no. projecting hanging signage with new white 500mm logo. Retain existing brackets.
- Retain timber fascia panel and paint in dark blue (#011546).
- Replace heritage silver lettering with new white heritage 290mm logo height. Logo to be externally illuminated.

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

Advertisement Type:
Fascia Sign

Height:
0.615 metres

Width:
5.253 metres

Depth:
0.065 metres

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

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

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

What materials will the advertisement be made of?:
'Logo' face as Perspex 440 Red acrylic with returns finished to match PMS 032c. 'nationwide' to be opal acrylic faces with returns finished white. Formed aluminium fascia sign with returns finished Matt blue (RAL 5022).

The colour of text and background:
As above. Refer to proposed drawings. Core red = #F9383D, 0, 87, 69, 2, 032 C Core blue = #011546, 100, 90, 40, 40, 282 C

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
250 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.615 metres

Width:
5.213 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
Fascia board in aluminium.

The colour of text and background:
Colour to match Core Blue 282C.

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
1.53 metres

Width:
0.852 metres

Depth:
0.042 metres

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

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

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

What materials will the advertisement be made of?:
Acrylic finished to match blue PMS 282c with aluminium frame finished Matt blue (RAL 5022). 'Logo' face as acrylic finished to match red PMS 032c. 'nationwide' to be opal acrylic faces with returns finished white.

The colour of text and background:
As above. Refer to proposed drawings. Core red = #F9383D, 0, 87, 69, 2, 032 C Core blue = #011546, 100, 90, 40, 40, 282 C

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
250 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
0.135 metres

Width:
1.766 metres

Depth:
0.01 metres

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

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

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

What materials will the advertisement be made of?:
Frosted vinyl internally applied to the window in 3M Crystal 7725SE-314 Dusted White.

The colour of text and background:
Dusted white.

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
0.05 metres

Width:
0.05 metres

Depth:

0.01 metres

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

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

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

What materials will the advertisement be made of?:
Frosted vinyl internally applied to the window in 3M Crystal 7725SE-314 Dusted White.

The colour of text and background:
Dusted white.

Will the advertisement be illuminated?:

Advertisement Type:
Fascia Sign

Height:
0.6 metres

Width:
6.346 metres

Depth:
0.056 metres

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

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

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

What materials will the advertisement be made of?:
Retained timber fascia board painted in dark blue (#011546) with built up descaled stainless steel letters finished white

The colour of text and background:
As above. Refer to proposed drawings. Core blue = #011546, 100, 90, 40, 40, 282 C and white

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
250 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Projecting or Hanging Sign

Height:
0.5 metres

Width:
0.5 metres

Depth:
0.05 metres

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

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

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

What materials will the advertisement be made of?:
'Logo' face as acrylic finished white and aluminium background finished to match blue PMS 282c with white acrylic edge and metal bracket painted to match core blue 282C.

The colour of text and background:
As above. Refer to proposed drawings. Core blue = #011546, 100, 90, 40, 40, 282 C and white

Will the advertisement be illuminated?:

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

Other type - ATM.
Other type - Window message: Refers to white lettering applied to the internal face of the window with 'A good way to bank.' text.
Other type - Safety manifestation: Refers to 50 mm diameter double dotted line in white frosted vinyl internally applied to the window.

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

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Existing elevation/s will be submitted as part of the documents for this application.

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

16/01/2024

To Date

15/01/2029

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?

⊘ The agent
◯ The applicant
◯ Other person

Pre-application Advice

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

◯ Yes
⊘ No

Interest In the Land

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

◯ Yes
⊘ 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?

⊘ 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
⊘ 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.

☑ I / We agree to the outlined declaration

Signed

ISG Design

Date

16/01/2024