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 Planning Permission; Consent to Display an Advertisement(s)

Town and Country Planning Act 1990 (as amended); 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

Apetito

Address Line 1

Canal Road

Address Line 2

Address Line 3

Town/city

Trowbridge

Postcode

BA14 8RJ

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

Easting (x)

385828

Northing (y)

158939

Description

Applicant Details

Name/Company

Title

First name

James

Surname

Dean

Company Name

Western Building Consultants Ltd

Address

Address line 1

Western House

Address line 2

2 Rush Hil

Address line 3

Town/City

Trowbridge

County

Country

United Kingdom

Postcode

BA2 2QH

Are you an agent acting on behalf of the applicant?

- ☑ Yes
- ○ No

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Agent Details

Name/Company

Title

Mr

First name

James

Surname

Dean

Company Name

Western Building Consultants Ltd

Address

Address line 1

Western House

Address line 2

2 Rush Hil

Address line 3

Town/City

Bath

County

Country

Postcode

BA2 2QH

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Site Area

What is the measurement of the site area? (numeric characters only).

3750.00

Unit

Sq. metres

Description of the Proposal

Please note in regard to:

- **Fire Statements** - From 1 August 2021, planning applications for buildings of over 18 metres (or 7 stories) tall containing more than one dwelling will require a 'Fire Statement' for the application to be considered valid. There are some exemptions. View government planning guidance on fire statements or access the fire statement template and guidance.
- **Permission In Principle** - If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.
- **Public Service Infrastructure** - From 1 August 2021, applications for certain public service infrastructure developments will be eligible for faster determination timeframes. See help for further details or view government planning guidance on determination periods.

Description

Please describe details of the proposed development or works including any change of use

The proposal is for the replacement of the existing cladding to the Main Office building which is in a poor state of repair and presents safety issues in its current state. The proposal also includes the provision for new lit signage which will replace existing signs providing an understated and modern brand identity and wayfinding throughout the site. There are no proposed changes to the building footprint or layout in any way, and this application is purely for the aesthetic alteration associated with new cladding installation and of new, higher quality signs installed broadly in similar locations to those existing.

Due to the very poor condition of the existing cladding, which is falling away from the building in certain places, the removal of the existing must be completed prior to the winter of 2023. This will be completed as 'Phase 1' of the works and a temporary screening installed until the planned installation of new cladding in Spring 2024 following planning approval. This will ensure the safety of the employees and members of the public on the site as the impact of adverse weather conditions on the current cladding presents too great a risk to leave the existing in place for another winter.

For this reason, we would also be incredibly grateful for as quick a response as possible to this application so that appropriate safety measures described can be taken at the first opportunity. Should a planning officer wish to attend the site to assess the state of the current cladding, this can also be arranged.

Has the work or change of use already started?

◯ Yes
⊘ No

Existing Use

Please describe the current use of the site

Commercial head office for a food manufacturing company, and front of house for the rest of the apetito campus which includes factory, amenity and further office spaces.

Is the site currently vacant?

◯ Yes
⊘ No

Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated

◯ Yes
⊘ No

Land where contamination is suspected for all or part of the site

◯ Yes
⊘ No

A proposed use that would be particularly vulnerable to the presence of contamination

◯ Yes
⊘ No

Materials

Does the proposed development require any materials to be used externally?

⊘ Yes
◯ No

Please provide a description of existing and proposed materials and finishes to be used externally (including type, colour and name for each material)

Type:
Roof

Existing materials and finishes:
Existing grey flat roof to canopy section above reception entrance and corrugated metal roof to other building areas.

Proposed materials and finishes:
As Existing

Type:
Walls

Existing materials and finishes:
Cladding panels in off-white and light green to South West and South East facades. Exposed clay brickwork to North West Facade. Original concrete facing to first floor of North East Facade and off-white cladding panels with metal roller shutter doors to ground floor of North East facade.

Proposed materials and finishes:
Cladding panels in off-white with timber effect articulating sections to South West and South East facades. Cladding panels in off-white to North West Facade. Original concrete facing to first floor of North East Facade and off-white cladding panels with metal roller shutter doors to ground floor of North East facade.

Type:
Windows

Existing materials and finishes:
Window frames and central glazed atrium section in dark grey powder coated aluminium framing

Proposed materials and finishes:
As existing

Type:
Doors

Existing materials and finishes:
Mix of glazed doors with dark grey framing and metal roller shutter doors to rear.

Proposed materials and finishes:
As existing

Type:
Boundary treatments (e.g. fences, walls)

Existing materials and finishes:
Secure metal fences around perimeter of site

Proposed materials and finishes:
Retained as existing

Type:
Vehicle access and hard standing

Existing materials and finishes:
Existing car park to east of main office building

Proposed materials and finishes:
Retained as existing

Type:
Lighting

Existing materials and finishes:

Existing wayfinding lighting including beneath single store canopy to front entrance and floor lighting along main pedestrian routes within the site.

Proposed materials and finishes:
Retained as existing with additional lighting to new signage as detailed in proposal drawings.

Are you supplying additional information on submitted plans, drawings or a design and access statement?

- [x] Yes
- [ ] No

If Yes, please state references for the plans, drawings and/or design and access statement

(3)001 Block Plan
(3)002 Existing Site Plan
(3)003 Existing Elevations
(3)004 Existing Elevations
(3)005 Existing Elevations
(3)006 Existing Elevations
(3)010 Proposed Elevations
(3)011 Proposed Elevations
(3)012 Proposed Elevations

Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicular access proposed to or from the public highway?

- [ ] Yes
- [x] No

Is a new or altered pedestrian access proposed to or from the public highway?

- [ ] Yes
- [x] No

Are there any new public roads to be provided within the site?

- [ ] Yes
- [x] No

Are there any new public rights of way to be provided within or adjacent to the site?

- [ ] Yes
- [x] No

Do the proposals require any diversions/extinguishments and/or creation of rights of way?

- [ ] Yes
- [x] No

Vehicle Parking

Does the site have any existing vehicle/cycle parking spaces or will the proposed development add/remove any parking spaces?

- [x] Yes
- [ ] No

Please provide information on the existing and proposed number of on-site parking spaces

Vehicle Type:
Cars

Existing number of spaces:
6

Total proposed (including spaces retained):
6

Difference in spaces:
0

Trees and Hedges

Are there trees or hedges on the proposed development site?

◯ Yes
⊘ No

And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character?

◯ Yes
⊘ No

If Yes to either or both of the above, you may need to provide a full tree survey, at the discretion of the local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside the application. The local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to design, demolition and construction - Recommendations'.

Assessment of Flood Risk

Is the site within an area at risk of flooding? (Check the location on the Government's Flood map for planning. You should also refer to national standing advice and your local planning authority requirements for information as necessary.)

◯ Yes
⊘ No

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?

◯ Yes
⊘ No

Will the proposal increase the flood risk elsewhere?

◯ Yes
⊘ No

How will surface water be disposed of?

☐ Sustainable drainage system

☐ Existing water course

☑ Soakaway

☐ Main sewer

☐ Pond/lake

Biodiversity and Geological Conservation

Is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, or on land adjacent to or near the application site?

To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.

a) Protected and priority species

◯ Yes, on the development site
◯ Yes, on land adjacent to or near the proposed development
⊘ No

b) Designated sites, important habitats or other biodiversity features

◯ Yes, on the development site
◯ Yes, on land adjacent to or near the proposed development
⊘ No

c) Features of geological conservation importance

◯ Yes, on the development site
◯ Yes, on land adjacent to or near the proposed development
⊘ No

Supporting information requirements

Where a development proposal is likely to affect features of biodiversity or geological conservation interest, you will need to submit, with the application, sufficient information and assessments to allow the local planning authority to determine the proposal.

Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the local planning authority has been submitted.

Your local planning authority will be able to advise on the content of any assessments that may be required.

Foul Sewage

Please state how foul sewage is to be disposed of:

☑ Mains sewer
☐ Septic tank
☐ Package treatment plant
☐ Cess pit
☐ Other
☐ Unknown

Are you proposing to connect to the existing drainage system?

◯ Yes
⊘ No
◯ Unknown

Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste?

◯ Yes
⊘ No

Have arrangements been made for the separate storage and collection of recyclable waste?

⊘ Yes
◯ No

If Yes, please provide details:

Existing waste management strategies for the wider apetito site are in place and the replacement of cladding will have no bearing on these strategies and will not impact the disposal of waste in any way from the current modus operandi.

Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste?

◯ Yes
⊘ No

Residential/Dwelling Units

Does your proposal include the gain, loss or change of use of residential units?

◯ Yes
⊘ No

All Types of Development: Non-Residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace?
Note that 'non-residential' in this context covers all uses except Use Class C3 Dwellinghouses.

◯ Yes
⊘ No

Employment

Are there any existing employees on the site or will the proposed development increase or decrease the number of employees?

⊘ Yes
◯ No

Existing Employees

Please complete the following information regarding existing employees:

Full-time

521

Part-time

31

Total full-time equivalent

526.73

Proposed Employees

If known, please complete the following information regarding proposed employees:

Full-time

521

Part-time

31

Total full-time equivalent

526.73

Hours of Opening

Are Hours of Opening relevant to this proposal?

◯ Yes
⊘ No

Industrial or Commercial Processes and Machinery

Does this proposal involve the carrying out of industrial or commercial activities and processes?

◯ Yes
⊘ No

Is the proposal for a waste management development?

◯ Yes
⊘ No

Hazardous Substances

Does the proposal involve the use or storage of Hazardous Substances?

◯ Yes
⊘ No

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

One large sign reading 'apetito' and including apetito and wiltshire farm food logos and taglines affixed to the south east elevation as shown in drawing (3)011. This will be broadly in the location of the existing green sign which is currently in place on the existing building, but executed in a sleeker and more considered design.

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

Advertisement Type:
Other type

Height:
2.2 metres

Width:
3.7 metres

Depth:
0.2 metres

What is the height from the ground to the base of the advertisement?:
2.75 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?:
70 centimetres

What materials will the advertisement be made of?:
Metal sheet with weather resistant integral printed finish in colours specified below.

The colour of text and background:
Text to be dark grey (70% black) on a very pale grey or white background, with logos in typical apetito colour schemes as shown in drawing (3)011.

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
100 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
1.5 metres

Width:
1.45 metres

Depth:
0.1 metres

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

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

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

What materials will the advertisement be made of?:
Metal sheet with weather resistant integral printed finish in colours specified below.

The colour of text and background:
This sign will be a site map and wayfinding signage with colour scheme in accordance with apetito branding colour palette of white, grey (70% black), apetito green (C38 / M2 / Y87 / K7) and small accents of yellow (C5 / M4 / Y73 / K7), light green (C91 / M0 / Y100 / K0) and dark green (C85 / M17 / Y76 / K57). The design will be understated and installed in an inconspicuous location meaning that this will have very limited impact on the road or from any views outside the site.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
100 cd/m^2

Will the illumination be static or intermittent?:
Static

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

Both signs will be flat metal signage board affixed to the side of the building with minimial practical profile and depth. They will act not only as brand identity but also to help those visiting the site navigate to the correct location along Canal Road, and they represent an improved and more considered design approach to the signage already in place on the site. Because of the location tucked onto the side elevation of the building, the lighting will not have any significant impact on neighbouring properties.

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 sign on East elevation is indicated by the black dotted line on drawing (3)004 and in image 2 in section 10.0 of the design and access statement.

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

01/03/2024

To Date

01/03/2033

Site Visit

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

- [x] Yes
- [ ] No

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

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

Pre-application Advice

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

- [ ] Yes
- [x] 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

Interest In the Land

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

- [x] Yes
- [ ] No

Ownership Certificates and Agricultural Land Declaration

Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended)

Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D.

Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days?

- [x] Yes
- [ ] No

Is any of the land to which the application relates part of an Agricultural Holding?

◯ Yes
⊘ No

Certificate Of Ownership - Certificate A

I certify/The applicant certifies that on the day 21 days before the date of this application nobody except myself/ the applicant was the owner* of any part of the land or building to which the application relates, and that none of the land to which the application relates is, or is part of, an agricultural holding**

*** "owner" is a person with a freehold interest or leasehold interest with at least 7 years left to run.**

**** "agricultural holding" has the meaning given by reference to the definition of "agricultural tenant" in section 65(8) of the Act.**

NOTE: You should sign Certificate B, C or D, as appropriate, if you are the sole owner of the land or building to which the application relates but the land is, or is part of, an agricultural holding.

Person Role

◯ The Applicant
⊘ The Agent

Title

Mr

First Name

James

Surname

Dean

Declaration Date

10/08/2023

☑ Declaration made

Declaration

I/We hereby apply for Full planning & display of advertisements 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

James Dean

Date

10/08/2023