

PD14933/CB/HH/NW
nathan.wilson@montagu-evans.co.uk
harriet.humphrey@montagu-evans.co.uk

James Taylor
Wiltshire Council
Monkton Park Offices,
Monkton Hill,
Chippenham,
SN15 1ER

31 October 2025

Dear James,

SMO UKI, RAIL INFRASTRUCTURE, NEW CHIPPENHAM FACILITY: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007: APPLICATION FOR CONSENT TO DISPLAY NEW SIGNAGE

On behalf of Siemens Mobility Limited (*"the Applicant"*), please find enclosed an application (*"the Application"*) for consent to display advertisements at Siemens' new facility at SouthPoint Business Park, Chippenham (*"the Site"*).

BACKGROUND

On 25 October 2024, planning permission (Ref: PL/2024/03204) was granted for:

"The erection of a new manufacturing and research and development centre, including ancillary offices, production facilities, laboratories, warehousing, ancillary staff facilities, external servicing areas, external area for the storage and internal fit-out of Relocatable Equipment buildings, ancillary test track-bed for static testing of signalling infrastructure equipment and car and cycle parking, together with access, drainage, landscaping and other associated infrastructure (e.g. substation) and works."

The Planning Permission was granted subject to a number of conditions and a Section 106 legal agreement.

PROPOSED SIGNAGE

This Application seeks advertisement consent to display signage associated with the proposed incoming occupier of the premises, Siemens Mobility Limited.

Three fascia mounted signs are proposed on the external elevations of the building, comprising:

- **North-East Elevation - Proposed 'Siemens' Signage:** Illuminated Signage. Dimensions: 900mm (H), 6,443mm (W) and 100mm (D)
- **North-West Elevation – Proposed 'Siemens' Signage:** Illuminated Signage. Dimensions: 1,000mm (H), 7,157mm (W) and 110mm (D)
- **South-West Elevation – Proposed 'Siemens' Signage:** Illuminated Signage. Dimensions: 565mm (H), 4,021mm (W) and 65mm (D)

Full details of the proposed signs, including location, can be found on the accompanying drawing (Ref: SMC-AHR-ZZ-ZZ-D-A-2080-C01).

All signs are proposed to be internally illuminated. The proposed illumination will utilise energy-efficient LED modules, with a light colour temperature of 6500K. To meet visibility and performance standards, an average brightness of 100 cd/m² is required. All signs comprise an aluminium frame with acrylic glass and will be turquoise blue in colour (RAL 5018).

Planning Assessment

Part X of **Policy 57** (Ensuring high quality design and place shaping) of the adopted Core Strategy requires *“the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials”*. This requirement is replicated at **Policy 98** (Ensuring high quality design and place shaping) of the draft new Wiltshire Local Plan, which was submitted to the Secretary of State for independent examination in November 2024.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (*“the Advertisement Regulations”*) also form a material consideration for the consideration of this Application. Part 1, Regulation 3 of the Advertisement Regulations states that the only issues to be considered in the determination of advertisement applications are *amenity* and *public safety*.

Factors relevant to amenity are defined to include *“the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest”*, whilst factors relevant to public safety include:

- i. *“The safety of persons using any highway, railway, waterway, dock, harbour, or aerodrome (civil or military);*
- ii. *whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid or navigation by water or air;*
- iii. *whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.”*

The proposed signage is required in accordance with the occupation of the development by the proposed occupier, Siemens Mobility Limited. It is appropriate in height, scale and orientation to the building it is proposed on and is in keeping with the wider area, improving the legibility of the Site for all users and facilitating wayfinding to and around the Site.

The design of the signage is considered to be appropriate in terms of appearance, colour, tones and illuminance levels, whereby given the context of the wider area, these signs will not give rise to any amenity issues. No signage is proposed on the eastern elevation which faces residential properties on Patterdown Road. Illumination levels will be in keeping with the area in which they are located and will not cause disturbance to others due to its intensity or direction.

We consider that the scale and design of signage proposed is acceptable in terms of amenity and public safety and, therefore, satisfy the requirements of the Advertisement Regulations. Accordingly, we respectfully request that advertisement consent is granted by the Council.

ADMINISTRATIVE MATTERS

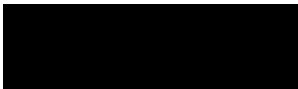
This Application has been submitted via the Planning Portal (Ref: PP-14300426) and comprises the following documents:

- Siemens Sign Locations and SO, drawing Ref: SMC-AHR-ZZ-ZZ-D-A-2080-C01

The requisite fee of £253.00 (including the Planning Portal £85.00 service charge) has been paid online via the Planning Portal at the time of submission.

We trust the submitted information is sufficient to validate the Application but if you require any further information, please do not hesitate to contact Harriet Humphrey (harriet.humphrey@montagu-evans.co.uk / [REDACTED]), Craig Blatchford (craig.blatchford@montagu-evans.co.uk / 07984 458485) or Nathan Wilson (nathan.wilson@montagu-evans.co.uk / [REDACTED]). We look forward to hearing from you in due course.

Yours sincerely,



MONTAGU EVANS LLP
ENC.