

Development Management, Economic Development and Planning,
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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	4
Suffix	
Property Name	
Address Line 1	St Johns Street
Address Line 2	
Address Line 3	Wiltshire
Town/city	Devizes
Postcode	SN10 1BQ

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

Easting (x)	Northing (y)
400440	161436
Description	

Applicant Details

Name/Company

Title

Mr

First name

Tharmalingham

Surname

Jeyanantham

Company Name

Wiltshire Express Ltd

Address

Address line 1

4 & 5 St John's Street

Address line 2

Address line 3

Devizes

Town/City

County

Wiltshire

Country

England

Postcode

SN10 1BQ

Are you an agent acting on behalf of the applicant?

- ☐ Yes
- ☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Consent for outdoor advertisement for Listed Building in Conservation Area (shop signage):

1) Hand-painted sign within the existing original fascia of the building, reading "Wiltshire Express: Food & Wine Grocery".

Please note this is a corner building with 2 bays on St John's Street and 2 bays on Wine Street and 1 bay at the corner entrance of the building.

The measurements below are per bay.

Advertisement Type:

Fascia Sign

Height:

0.65 metres

Width:

2.745 metres

Depth:

0.05 metres

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

3.01 metres

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

0.05 metres

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

25 centimetres

What materials will the advertisement be made of?:

The new sign will occupy the same position as signs belonging to the previous retailers at numbers 4 and 5 St John's Street. The position, width, depth, and length of signage have been established for 113 years – the applicant, Mr Jeyanantham, is merely repainting the existing sign with their business logo. The existing fascia for the signage is made from wooden board. The new paintwork is in matte shades of dark blue, dark red, and stone, chosen from the RAL heritage colour palette recommended by the June 2023 Wiltshire Shop Front Design Guide.

The colour of text and background:

The colours used are classical: RAL 5003 dark blue, RAL 3002 dark red, white detailing and RAL 704 stone (off-white) for the background. These shades are not excessively bold or bright and will have a matt finish. These tone well with the external materials of the building (see accompanying photographs) and the signs of neighbouring retailers. The existing fascia wraps around the facade which sits on a corner junction of St John's Street and Wine Street. There are 5 bays demarcated by stone piers under the fascia. Bay 1, 4 St John's Street, reads: Wiltshire express: Open 7 days a week Bay 2, 4 St John's Street, reads: Food & Wine Grocery. Off License Bay 3, on the corner of 4 and 5 St John's Street reads: Wiltshire express: Open 7 days a week, 6am - 11pm Bay 4, on Wine Street reads Food & Wine Grocery. Off License Bay 5, on Wine Street reads Wiltshire express: Open 7 days a week

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.375 metres

Width:

0.69 metres

Depth:

0.02 metres

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

0.75 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?:

6 centimetres

What materials will the advertisement be made of?:

A frosted "decal" is essentially a "sticker" with a frosted / semi-transparent appearance. They are made from an adhesive material called "etched glass", which is a durable vinyl that is approximately 2mm thick - the drop-down menu for the depth measurement above did not allow for 2mm so I had to write 0.02 metres but this is inaccurate. The decal comes with a clear backing that can be peeled away to reveal the adhesive. It is the adhesive that lends the frosting effect as it is less transparent than the vinyl and gives the sticker a soft appearance.

The colour of text and background:

The decals have the same colour palette as the signage in the fascia: RAL 5003 dark blue, RAL 3002 dark red, white detailing and RAL 704 stone (off-white) for the background.

Will the advertisement be illuminated?:

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

Inside the windows of the new Wiltshire Express: Food & Wine Grocery will be frosted decals (essentially large stickers) in RAL 704 stone (off-white) featuring the name of the business: Wiltshire Express.

There are 5 window bays at 4 & 5 St John's Street and the applicant would like to place 3 in the window of Bay 1 on St John's Street; 3 in the window of Bay 2 on St John's Street; 2 in the window of Bay 3 at the corner of St John's Street; 2 in the window of Bay 3 at the corner of Wine Street; 3 in the window of Bay 4 on Wine Street; and 1 in the window of Bay 5 on Wine Street.

These are single-colour decals in off-white and will be very discreet.

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)

Please see the photograph submitted with the application document which shows the previous tenant's sign: Fox in the House

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

10/11/2025

To Date

10/11/2025

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

Katia Hadidian

Date

07/11/2025

Amendments Summary

Hello, I revised the mobile phone details of the applicant and changed the company name to Wiltshire Express Ltd, NOT Wiltshire Express: Food & Wine Grocery.