

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



## 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         | <input type="text" value="15"/>              |
| Suffix         | <input type="text"/>                         |
| Property Name  | <input type="text"/>                         |
| Address Line 1 | <input type="text" value="Sidmouth Street"/> |
| Address Line 2 | <input type="text"/>                         |
| Address Line 3 | <input type="text" value="Wiltshire"/>       |
| Town/city      | <input type="text" value="Devizes"/>         |
| Postcode       | <input type="text" value="SN10 1LD"/>        |

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

|                                     |                                     |
|-------------------------------------|-------------------------------------|
| Easting (x)                         | Northing (y)                        |
| <input type="text" value="400743"/> | <input type="text" value="161457"/> |
| Description                         |                                     |
| <input type="text"/>                |                                     |

Applicant Details

Name/Company

Title

Miss

First name

Sadie

Surname

Austin

Company Name

Velvet & Bloom

Address

Address line 1

15 Sidmouth Street

Address line 2

Address line 3

Town/City

Devizes

County

Wiltshire

Country

United Kingdom

Postcode

SN10 1LD

Are you an agent acting on behalf of the applicant?

- ☐ Yes
- ☒ No

Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The advertisement proposed is an acrylic shop sign with the shop name mounted to the top centre of the shop front.  
It will be a painted timber board to prevent an damage to the building from weather. On top of the board will be gold acrylic letters attach flush to the board.  
Timber board will be painted using an eggshell paint.  
letters will be :  
  
Velvet & Bloom  
BEAUTY LOUNGE

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

### Advertisement Type:

Fascia Sign

### Height:

0.458 metres

### Width:

2.754 metres

### Depth:

0.127 metres

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

3 metres

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

0.127 metres

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

14.5 centimetres

### What materials will the advertisement be made of?:

Timber Board with acrylic gold lettering

### The colour of text and background:

The timber board will be painted black eggshell text gold

### Will the advertisement be illuminated?:

## 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

01/11/2025

To Date

01/11/2031

## Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☒ Yes  
☐ No

If Yes, please provide details

I have spoken to my neighbouring shop owners on the street and also through my business advertisement on social media outlets - all met with positive views

## 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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

\*\*\*\*\* REDACTED \*\*\*\*\*

First Name

\*\*\*\*\* REDACTED \*\*\*\*\*

Surname

\*\*\*\*\* REDACTED \*\*\*\*\*

Reference

Conservation officer

Date (must be pre-application submission)

13/10/2025

Details of the pre-application advice received

Advice sought once being made aware regarding the conservation area and listed building

## 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

Sadie Austin

Date

18/11/2025

Amendments Summary

Updated as advised- removing the acrylic board and onlu going to be using a timber backing board with eggshell and lettering to be adhered flush to the board in gold