

APPLICATION FOR ADVERTISEMENT CONSENT CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2025/08678
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	21 MARTINGATE CENTRE, POST OFFICE LANE, CORSHAM, SN13 0HL
DEVELOPMENT DESCRIPTION:	1no non-illuminated fascia sign
RECOMMENDATION:	Approve with Conditions

PROPOSAL

The application seeks advertisement consent to display a non-illuminated fascia sign at 21 Martingate Centre. The existing fascia sign is as shown below: -

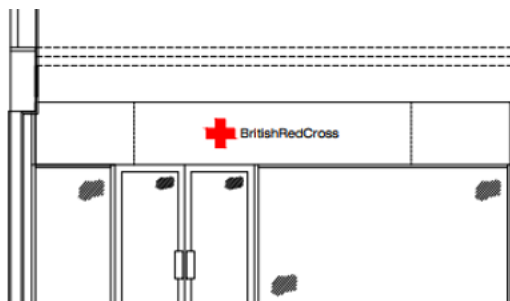


Figure 1: existing fascia sign

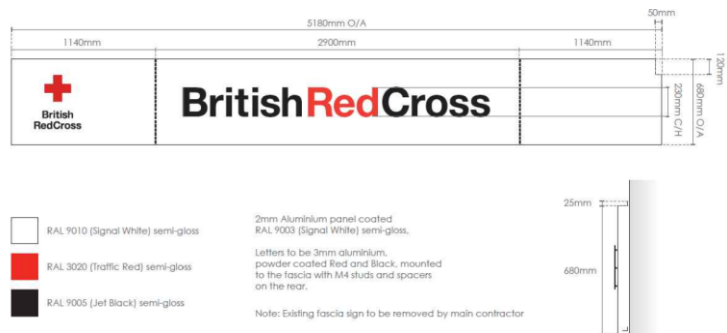


Figure 2: Proposed fascia sign

The replacement sign are proposed to have overall dimensions of 5180mm x 680mm, and will be 50mm thick. The letters are proposed to be powder coated aluminium (red and black) with a maximum height of 230mm. The background is proposed as gloss white.

Notwithstanding the statement within the provided application form indicating that the advertisement is not already in place, it became evident at a site visit carried out on 5th December 2025 that the consent being requested is, in fact, retrospective. The sign as proposed under this application has therefore been viewed in situ, as indicated on the following photographs taken at that site visit: -



The two smaller signs affixed to the horizontal canopy support (and which can be seen in the photographs above) are not proposed to be replaced.

SITE DESCRIPTION/CONTEXT

The application site is the Red Cross charity shop located within the pedestrian only Martingate Centre in Corsham which itself is accessed off the pedestrianised high street. The area is designated as primary shopping frontage in the Wiltshire Core Strategy and as such is set amongst other retail premises. The site is marked in red on the plan below, with listed buildings marked in black hatching.



The site lies in the Corsham Conservation Area which benefits from a made Conservation Area statement.

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework (NPPF)

- Paragraph 141

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy

- Core Policy 57 Ensuring High Quality Design & Space Shaping

- Core Policy 58 Ensuring the Conservation of the Historic Environment
- Core Policy 62 Development Impacts on the Transport Network

Cosham Neighbourhood Plan
Corsham Desing Guide

RELEVANT PLANNING HISTORY:

Proposal / Summary
N/10/00046/ADV – Four adverts – advert consent granted

ISSUES

The issues that are relevant to the consideration of an application for consent to display advertisements are the effects of the proposal on ‘amenity’ and ‘public safety’.

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Corsham Town Council: *“Resolved: that no objection be raised.”*

RESPRESENTATIONS

The application was publicised by neighbour letter and site notice. No representations have been received at the time of writing.

ASSESSMENT

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities exercise their powers in relation to the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

The NPPF (141) is clear that the quality and character of places can suffer when advertisements are poorly sited and designed and should be subject to control only in the interests of amenity and public safety, also considering the cumulative impacts.

Impact on Amenity:

Policy Context

“Amenity” is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 but is generally understood to include both visual and aural amenity. Factors relevant to amenity include the general characteristics of the locality, such as the presence of features of historic, architectural, cultural, or similar interest.

In broader planning terms, as reflected in the National Planning Policy Framework (NPPF), amenity refers to the quality or character of an area and the elements that contribute to the overall enjoyment and liveability of a place.

CP57 requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

Assessment

The proposed fascia sign is appropriately scaled to the shopfront and matches the size and general colour palette of the existing signage it replaces. Its simple design — comprising red and black lettering on a white background — reflects a typical commercial aesthetic within this primary retail frontage and will not introduce visual clutter or an overly dominant feature within the streetscene. Although the site lies within a Conservation Area and listed buildings are present elsewhere within the wider setting, the immediate context is a mid-20th-century retail parade with limited historic character. The sign is non-illuminated and sits comfortably within the established shopfront rhythm. Given its modest design and discreet presence, the advertisement would preserve the visual amenity of the area and would not harm the character or appearance of the Conservation Area or the setting of any nearby heritage assets, thereby meeting the relevant statutory duties and the provisions of the Advert Regulations.

It is considered that the proposed advertisement would not cause harm to the visual amenity of the area, including the setting of any heritage assets, and would therefore comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Impact on Public Safety:

Policy Context

“Public safety” is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, but it generally refers to the potential impact of a development or advertisement on the safe use and operation of public spaces, including roads, footpaths, and other areas accessible to the public.

In assessing public safety, the Local Planning Authority (LPA) may consider:

- Whether the proposal would obstruct visibility for road users or pedestrians;
- Whether it could distract, confuse, or mislead drivers, particularly near junctions or crossings;
- Whether it interferes with traffic signs, signals, or street lighting;
- Whether it poses a physical hazard, such as through poor structural integrity or inappropriate siting.

The National Planning Policy Framework (NPPF) also supports the principle that planning decisions should ensure developments create places that are safe, inclusive, and accessible, and that they do not undermine public safety or security.

Assessment

The sign is a non-illuminated fascia positioned flush to the building and does not project into the highway or pedestrian realm.

It is not located near a highway, junction, crossing, or point where driver sightlines might be affected, and it does not obscure any traffic signs or signals. The updated design does not introduce any lighting, movement, or features likely to distract road users or cause confusion. As such, it is considered that the proposal would not result in an unacceptable impact on public safety, either individually or cumulatively, and would therefore satisfy the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

CONCLUSION:

The proposed fascia sign is modest, non-illuminated, and replaces an existing advertisement of similar size and appearance. It sits comfortably within this primary retail frontage and does not result in visual clutter or harm to the character or appearance of the Conservation Area, nor to the setting of any nearby listed buildings. The sign also raises no public safety concerns, given its position flush to the shopfront and away from highways, crossings, or driver sightlines.

Accordingly, the proposal is considered to comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, and advertisement consent can therefore be supported subject to the recommended conditions.

RECOMMENDATION:

It is recommended that advertisement consent be GRANTED subject to condition(s).

1)WK1 STANDARD CONDITIONS

No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to—

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2)WK2 ADVERTISEMENT: TIME LIMIT TO CONSENT

This consent shall expire at the end of the period of 5 years from the date of this Notice.

REASON: To comply with Regulations 14 (7) and (8) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

3) APPROVED PLANS

The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Location Plan 001498-10 received 31 October 2025

Block Plan 001498-10 received 31 October 2025

Shop Front Plan 001498-10 received 31 October 2025

Proposed replacement fascia sign 001498-10 received 31 October 2025

Proposed shop front elevations 001498-10 received 31 October 2025

REASON: For the avoidance of doubt and in the interests of proper planning.