

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="25"/>          |
| Suffix         | <input type="text"/>                     |
| Property Name  | <input type="text"/>                     |
| Address Line 1 | <input type="text" value="High Street"/> |
| Address Line 2 | <input type="text"/>                     |
| Address Line 3 | <input type="text" value="Wiltshire"/>   |
| Town/city      | <input type="text" value="Malmesbury"/>  |
| Postcode       | <input type="text" value="SN16 9AA"/>    |

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

|                                     |                                     |
|-------------------------------------|-------------------------------------|
| Easting (x)                         | Northing (y)                        |
| <input type="text" value="393304"/> | <input type="text" value="187137"/> |
| Description                         | <input type="text"/>                |

Applicant Details

Name/Company

Title

First name

Thom

Surname

Pears

Company Name

Haine & Smith Partnership LLP

Address

Address line 1

C/O Arena Global Management Ltd.

Address line 2

Studio 160, 3 Edgar Buildings,

Address line 3

George street.

Town/City

Bath

County

Somerset

Country

United Kingdom

Postcode

BA1 2FJ

Are you an agent acting on behalf of the applicant?

- ☒ Yes
- ☐ No

Contact Details

Primary number

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

Secondary number

Fax number

Email address

## Agent Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Fascia sign with store name 'haine & smith' and 'opticians' reverse applied on top part of glazed panel.  
Hanging sign on wrought-iron bracket to facade above shopfront.

**Advertisement Type:**

Fascia Sign

**Height:**

0.345 metres

**Width:**

2.215 metres

**Depth:**

0.01 metres

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

2.06 metres

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

0.01 metres

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

18 centimetres

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

Window graphic will be made of vinyl and will be reverse applied to the top part of the glazed shopfront.

**The colour of text and background:**

Colour of the text 'Haine & Smith' and 'opticians' to be RAL 8017 'Chocolate brown'. Background graphic in RAL 150 80 10 'Organza green'.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.76 metres

**Width:**

0.05 metres

**Depth:**

0.6 metres

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

3.135 metres

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

0.725 metres

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

47.5 centimetres

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

Aluminium, painted in Organza Green and finished with printed graphic on both sides.

**The colour of text and background:**

Colour of the text 'H&S' to be white. Graphic disc around the text in RAL 8017 'Chocolate brown'. Background colour to be RAL 150 80 10 'Organza green'

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

1.785 metres

**Width:**

0.34 metres

**Depth:**

0.01 metres

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

0.56 metres

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

0.01 metres

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

17 centimetres

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

Window graphic will be made of vinyl and will be reverse applied to glazed return panels on both sides.

**The colour of text and background:**

Colour of the text 'Haine & Smith' to be RAL 8017 'Chocolate brown'. Background painted in RAL 150 80 10 'Organza green' over the existing plywood fascia.

**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

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 refer to the existing elevation submitted with the application.

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

01/12/2025

To Date

01/12/2030

## 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

John White

Date

18/12/2025