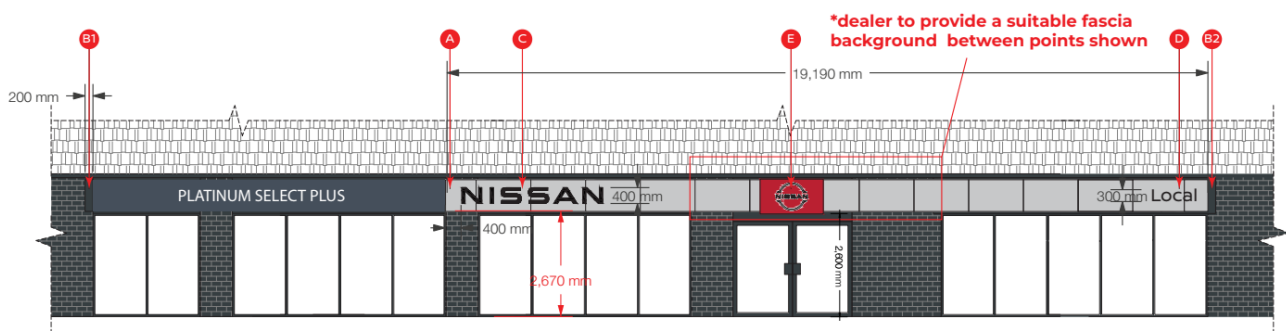


APPLICATION FOR ADVERTISEMENT CONSENT CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2025/09754
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	PLATINUM NISSAN, BATH ROAD, BOX, CORSHAM, SN13 8AE
DEVELOPMENT DESCRIPTION:	1 x Small Totem sign with illuminated logo 1 x Boutique customer entrance sign with illuminated logo 1 x Set of Nissan illuminated letters 1 x Set of local illuminated letters Silver fascia non illuminated
RECOMMENDATION:	Approve with Conditions

PROPOSAL:

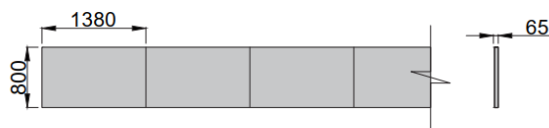
The application seeks advertisement consent for a new advertising scheme at the Nissan car dealership in Box. The display consists of a long silver fascia (A on the plan below) 19.2m long across the front elevation of the dealership building as shown on the submitted plans below. This would consist of illuminated NISSAN letters (C), individually mounted, 400mm high and 80mm deep. At the other end of the fascia sign would be illuminated letters 300mm high and 80mm deep spelling "Local" (D). Between the two and over the main doors would be a "boutique red tablet" (E) which would be internally illuminated and display the Nissan logo. The western end of the fascia would be a darker grey panel with lettering (PLATINUM SELECT PLUS) which is as existing.



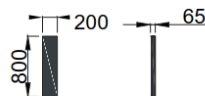
Approx sizes only, survey to be conducted

Proposed

A pylon sign (G) is proposed adjacent to the highway at the western end of the site. This would be 4.33m high, 1.38m across and about 400mm thick. It would have the red Nissan logo at the top, internally illuminated with white LEDs. See sign specification below:



Sign A:
ACM-1 Back Panels Size 2 - Ref. 4.52 - 19,190 mm approx.
Material:
Silver ACM
Silver RAL9006, PMS Cool Grey 4
Scale 1:50 @ A3

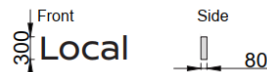


Sign B1, B2:
ACM-1 Back Panels Size 2 - Ref. 4.52
Material:
ACM
Anthracite grey
Scale 1:50 @ A3

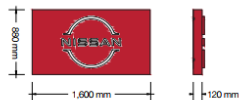
**Totem Sign (F) -
not forming part of
this application**



Sign C:
Nissan Wordmark Size 2
Individual 3D letters
Face Illumination:
Internally illuminated with white LEDs
Material:
1mm Hairline S/S Returns
4mm Black/White Acrylic Front Face
Scale 1:50 @ A3



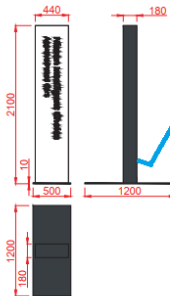
Sign D:
Dealer Name Size 2
Individual 3D letters
Face Illumination:
Internally illuminated with white LEDs
Material:
1mm Hairline S/S Returns
4mm Black/White Acrylic Front Face
Scale 1:50 @ A3



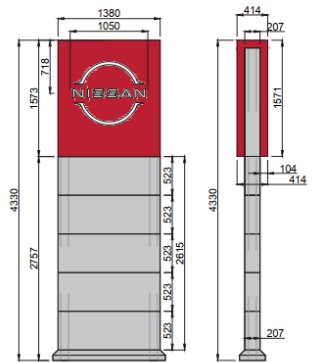
Sign E - Boutique Red Tablet - Size 2
Logo Illumination:
Internally illuminated with White LEDs
Material:
Internal Aluminium Frame
4mm ACM - Nissan Red NVR-01, RAL3001, PMS200
Scale: 1:50 @ A3

Front

Side



Sign Sign F:
External Totem Sign (NIC - Used Car)
Material:
Steel Base - RAL7016 Grey
Aluminium - RAL7016 Grey
Aluminium - RAL9016 White
Vinyl graphic
Qty: 1x Totem per 3 cars, Dealer to confirm quantity required.
Scale 1:50 @ A3

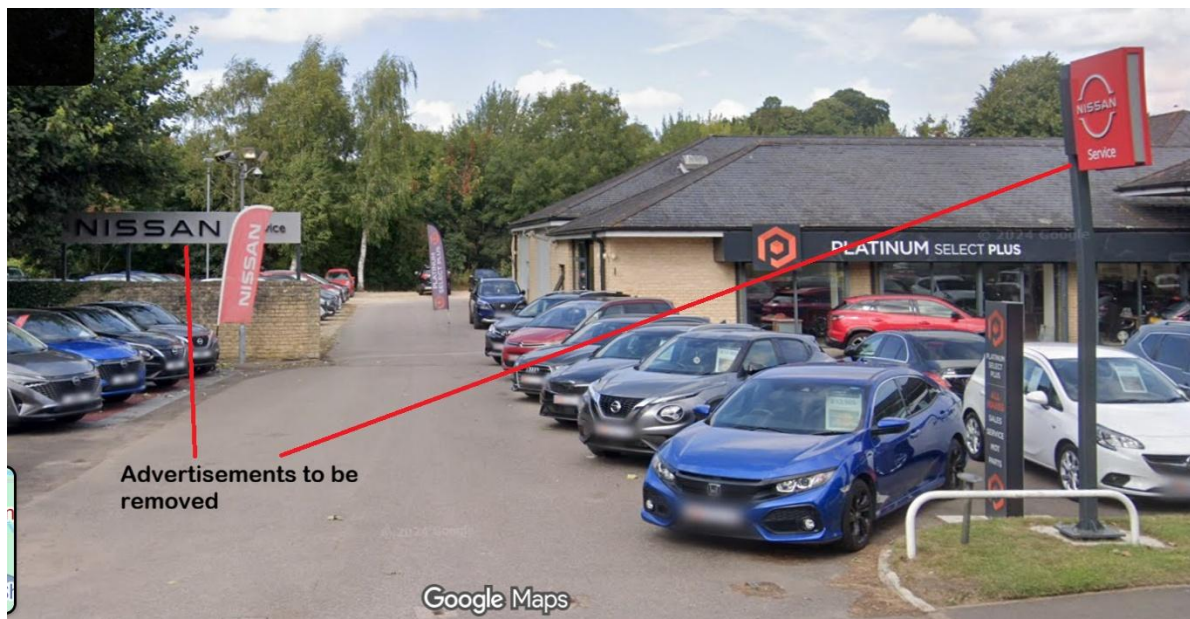


Sign G:
Pylon Size 2
Logo Illumination:
Internally illuminated with White LEDs
Material:
Internal Steel Frame
4mm ACM - Nissan Red NVR-01, RAL3001, PMS200
4mm ACM - Silver - RAL9006, PMS Cool Grey 4
Scale 1:50 @ A3

Note that the signage specification includes a totem sign (F). The application form states that this does not form part of the application but is on the specification sheet as this is used nationally. Furthermore, totem sign (F) does not appear on the layout image below.

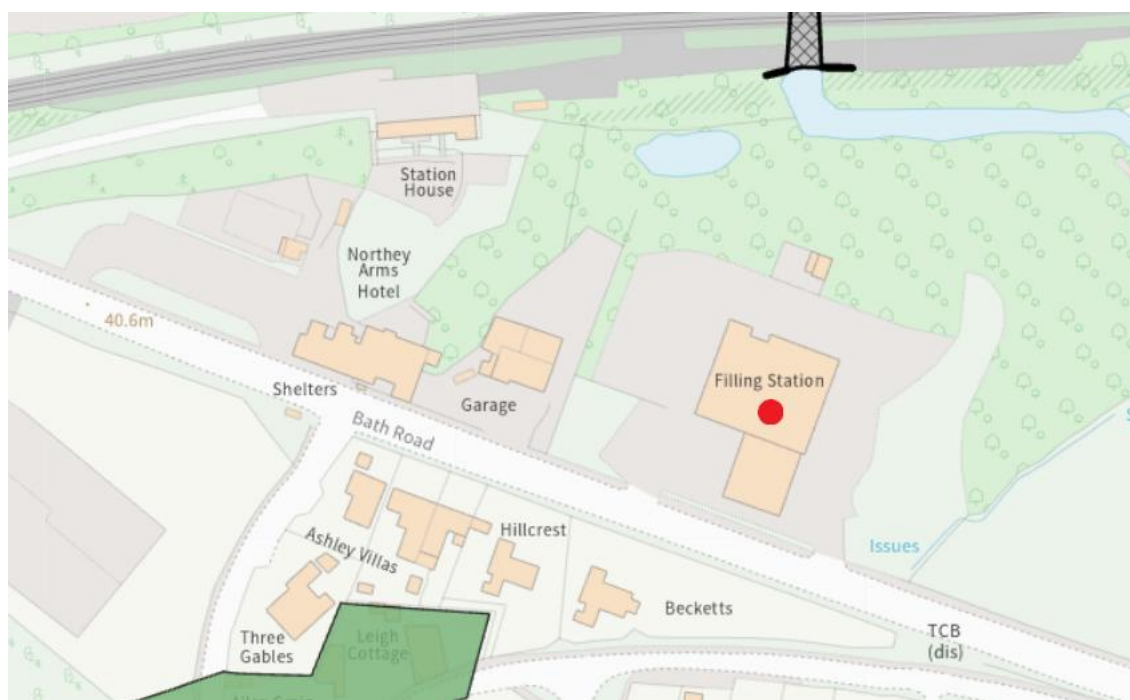


Note that there are existing signs that are proposed to be removed - a 6m x 0.8m Nissan Service Sign and an internally illuminated 4m high pole sign, indicated on the google street view image below:



SITE DESCRIPTION/CONTEXT

The site is the Nissan Dealership located on the northern side of Bath Road in Box. Also on this side of the Bath Road is the Northey Arms Hotel/public house and a bathroom and plumbing supplies building (this is marked as Garage on the plan below). The southern side of Bath Road is residential, with the exception of the Shell petrol station about 240m east of the application site.



The site is within the Cotswolds National Landscape, but outside of the Ashley Conservation Area (to the south of the site and marked in green on the plan above). The nearest listed building is the Grade II By Brook Bridge, which can be seen to the north of the site on the plan above, in black hatching. The aerial photograph below shows there is good tree screening between the site and the listed bridge:



RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

Wiltshire Core Strategy 2015 (WCS):

- Core Policy 51 Landscape
- 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

National Planning Policy Framework (NPPF)

- Paragraph 141

Planning Practice Guidance (PPG)

- Advertisements

Cotswolds National Landscape Management Plan

There is currently no Neighbourhood Plan for Box

RELEVANT PLANNING HISTORY:

Proposal / Summary
N/92/00154/ADC - Consent to display an advertisement Decision - Approved Date: 16/3/1992 – ADVERTISEMENT SIGNS ADVERTISEMENT SIGNS
N/95/00768/ADC - Consent to display an advertisement Decision - Split Date: 5/6/1995 – DISPLAY OF 5 NO MAIN FASCIA SIGNS/ONE PRIME SIGN/ONE WALL MOUNTED SIGN/ONE WALL FLAT SIGN AND ONE LAWN SIGN DISPLAY OF SIGNAGE
N/04/01493/ADV - Consent to display an advertisement Decision - Withdrawn Date: 15/7/2004 – VARIOUS ADVERTISEMENTS
N/90/01079/ADC - Consent to display an advertisement Decision - Approved Date: 25/6/1990 – ILLUMINATED SIGNS
N/06/01795/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 24/8/2006 – Erection of Internally Illuminated Fascia Sign
N/04/02224/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 17/11/2004 – DISPLAY OF VARIOUS SIGNS INCLUDING FASCIA, DIRECTIONAL SIGNS AND PYLON SIGNS
N/92/01356/ADC - Consent to display an advertisement Decision - Approve with Conditions Date: 7/9/1992 – DISPLAY OF ADVERTISEMENT SIGNS ADVERTISEMENT SIGNS
N/95/01340/ADC - Consent to display an advertisement Decision - Approve with Conditions Date: 18/9/1995 – DISPLAY OF 5 NO MAIN FASCIA SIGNS AND ONE PRIME SIGN (AMENDMENT TO N/95/0768/AD) 5 NO FASCIA SIGNS/PRIME SIGN
N/93/00272/ADC - Consent to display an advertisement Decision - Refused Date: 5/4/1993 – DISPLAY OF 2 NO BOX SIGNS AND 1 NO FREE STANDING TOTEM SIGN AND WALL SIGN SIGNS

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:

Box Parish Council: No objection

Wiltshire Council’s Highways Engineer: No objection

“I refer to the above application dated 15/12/2025 seeking permission for a number of illuminated and non-illuminated signs.

The site is located with existing access onto the A4 Bath Road, a classified section of public highway subject to a speed limit of 60mph. There are no proposals to alter the existing access. The proposed signage is located such that it would replace existing signage and the luminance levels proposed do not exceed the recommended levels for the sign areas specified. Therefore it is considered that no highway objection be raised.”

RESPRESENTATIONS

The application was publicised by way of direct neighbour letter. No representations had 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 impact of the proposed signage on visual amenity and the surrounding area has been carefully considered, with particular regard to the proximity of the site to sensitive receptors, including the nearby Conservation Area, residential properties, and the Grade II listed By Brook Bridge.

The application site is located within the Cotswolds National Landscape, where Core Policy 51 of the Wiltshire Core Strategy encourages development to respect the character and appearance of the landscape. The nearest residential properties are located on the southern side of Bath Road, approximately 25m from the site, with hedging providing some screening. The nearest part of the Ashley Conservation Area is located approximately 52 metres to the south, with existing buildings and vegetation providing visual screening. The Grade II listed By Brook Bridge lies around 52 metres to the north, with dense tree cover intervening between the site and the listed structure. The proposed fascia and pylon signage are located at the front of the site, on the side away from the listed bridge, ensuring that they would not be visible from, or adversely affect, the setting of the listed building.

The proposed illuminated signs replace existing signage on the site, including a 6m x 0.8m service fascia and a 4m high internally illuminated pole sign. The fascia letters and logo would be internally

illuminated using LED technology, which provides focused lighting and limits light spill into the surrounding area. As such, the proposals are considered to minimise any potential impact on the dark skies and wider visual amenity of the National Landscape in accordance with the aims of Policy CE6 of the CNLMP.

Given the above, it is not considered that the proposed signage would result in harm to the visual amenity of the surrounding area, the setting of the listed building, or the character of the Cotswolds National Landscape.

Impact on Public Safety:

Policy Context

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that advertisement applications are assessed in the interests of public safety. In this context, the assessment considers whether the proposed signage would:

- obstruct visibility for road users or pedestrians;
- distract, confuse, or mislead drivers, particularly near junctions or crossings;
- interfere with traffic signs, signals, or street lighting; and
- pose a physical hazard due to 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 proposed signage has been assessed in terms of its potential impact on highway safety and public amenity. The site benefits from an existing access onto the A4 Bath Road, a classified road with a speed limit of 60mph, and there are no proposals to alter the access arrangements.

Wiltshire Council's Highways Engineer has reviewed the application and raises no objection, noting that the proposed signs replace existing signage, and the luminance levels of the illuminated elements do not exceed recommended levels for the specified sign areas. Given the nature and positioning of the signage, there are no anticipated adverse effects on driver visibility, road safety, or pedestrian safety. It is therefore considered that the proposals accord with Core Policy 57 of the Wiltshire Core Strategy, which requires development to respect the character and safety of the locality, and there are no objections on the grounds of public safety or highway risk.

CONCLUSION

The proposed advertisements at the Nissan dealership, comprising internally illuminated fascia letters, a red tablet logo, and a pylon sign, have been assessed in terms of design, visual amenity, and public safety. The signs would replace some existing advertisements on the site and are designed with internal LED illumination to minimise light spill.

Having regard to the location, scale, and siting of the signage, it is not considered that the proposals would result in harm to the visual amenity of the surrounding area, the setting of the nearby Grade II listed By Brook Bridge, or the character of the Cotswolds National Landscape. Highway and public safety considerations have been addressed, with the Council's Highways Engineer raising no objection. The proposals therefore accord with:

- Core Policy 57 of the Wiltshire Core Strategy, which requires high-quality design that respects local character and visual amenity;
- Paragraph 141 of the National Planning Policy Framework, which seeks to ensure that advertisements are appropriate and do not cause harm to amenity or public safety; and
- Relevant provisions of the Cotswolds National Landscape Management Plan concerning lighting and visual impact.

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

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

Location Plan received 15 December 2025

Local-Platinum Box - Signage scheme issue 5 inc: block plan of the site, proposed front elevation, signage specification received 15 December 2025

Details of signage to be removed received 15 December 2025

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