

06 March 2026
Submitted via Planning Portal

Ref. MOOT3001

Planning Department
Wiltshire Council
County Hall
Bythesea Rd
Trowbridge
BA14 8JN

Dear Sir/Madam

APPLICATION FOR ADVERTISEMENT CONSENT FOR THE INSTALLATION OF SIGNAGE AT AVONSIDE BUSINESS PARK, MELKSHAM

On behalf of our client, Moonraker (Melksham) Ltd, we are pleased to submit an advertisement consent application to enable the installation of signage at Avonside Enterprise Park, Melksham, SN12 8AD.

The application proposal is described as follows:

“Advertisement Consent for the installation of signage at Avonside Business Park, Melksham”

In addition to this covering letter, the application has been submitted via Planning Portal (ref. PP-14236534), and comprises the following documents:

Document / Plan	Author	Document Reference
Completed Application Form and Certificate	Turley	N/A
Site Location Plan Advertisement	BGY Architects	1275_PL_S-005, Rev P1
Proposed Signage Location Plan	BGY Architects	1275_PL_SI-00, Rev P1
Proposed Site Plan	BGY Architects	1275_PL_GA-00, Rev P1
Existing Site Plan	BGY Architects	1275_PL_EX-00, Rev P1
BUILDING 03 Existing Elevation 01	BGY Architects	1275_PL_EE-01, Rev P1
BUILDING 03 Existing Elevation 02	BGY Architects	1275_PL_EE-02, Rev P1
BUILDING 03 Existing Elevation 03	BGY Architects	1275_PL_EE-03, Rev P1
BUILDING 03 Existing Elevation 04	BGY Architects	1275_PL_EE-04, Rev P1
BLOCKS A-G Existing Elevation 05	BGY Architects	1275_PL_EE-05, Rev P1
BLOCKS A-G Existing Elevation 06	BGY Architects	1275_PL_EE-06, Rev P1
BLOCKS A-G Existing Elevation 07	BGY Architects	1275_PL_EE-07, Rev P1
BLOCKS A-G Existing Elevation 08	BGY Architects	1275_PL_EE-08, Rev P1
BLOCKS A-G Existing Elevation 09	BGY Architects	1275_PL_EE-09, Rev P1
BLOCKS A-G Proposed Signage Section AA	BGY Architects	1275_PL_GS-AA, Rev P1
BLOCKS A-G Proposed Signage Section CC	BGY Architects	1275_PL_GS-CC, Rev P1
BLOCKS A-G Proposed Signage Section DD	BGY Architects	1275_PL_GS-DD, Rev P1
BLOCKS A-G Proposed Signage Section EE	BGY Architects	1275_PL_GS-EE, Rev P1
BLOCKS A-G Proposed Signage Section FF	BGY Architects	1275_PL_GS-FF, Rev P1
BUILDING 03 Proposed Signage Elevation 01	BGY Architects	1275_PL_GE-01, Rev P1

BUILDING 03 Proposed Signage Elevation 02	BGY Architects	1275_PL_GE-02, Rev P1
BUILDING 03 Proposed Signage Elevation 03	BGY Architects	1275_PL_GE-03, Rev P1
BUILDING 03 Proposed Signage Elevation 04	BGY Architects	1275_PL_GE-04, Rev P1
BLOCKS A-G Proposed Signage Elevation 05	BGY Architects	1275_PL_GE-05, Rev P1
BLOCKS A-G Proposed Signage Elevation 06	BGY Architects	1275_PL_GE-06, Rev P1
BLOCKS A-G Proposed Signage Elevation 07	BGY Architects	1275_PL_GE-07, Rev P1
BLOCKS A-G Proposed Signage Elevation 08	BGY Architects	1275_PL_GE-08, Rev P1
BLOCKS A-G Proposed Signage Elevation 09	BGY Architects	1275_PL_GE-09, Rev P1
Black Metal Signage Panel	BGY Architects	1275_PL_SI-01, Rev P1
Flag Signage	BGY Architects	1275_PL_SI-02, Rev P1
Chimney Signage	BGY Architects	1275_PL_SI-03, Rev P1
Eastern Archway	BGY Architects	1275_PL_SI-04, Rev P1
Escape Stair Screening	BGY Architects	1275_PL_SI-05, Rev P1

The requisite application fee of £253.00 (+£85.00 Service Charge) has been paid online via the Planning Portal.

APPLICATION CONTEXT

Moonraker completed the phased acquisition of Avonside Enterprise Park ('Avonside') in August 2022 (having purchased the first two buildings in July 2019). It has brought the estate into single ownership. Moonraker has worked with occupiers, undergone significant marketing and invested in improving the buildings and spaces on site. This has included re-decoration of external buildings facades, improved maintenance and alterations to commercial spaces to best suit existing and prospective new tenant occupiers at the site.

The investment made by Moonraker to date include:

- The redecoration of external facades to improve the appearance of the estate as a cohesive and attractive destination in Melksham.
- The refurbishment of a circa 3,000 sq ft space on the second floor of Block A to accommodate a cyber security business as a new occupier on the estate.
- The refurbishment of a circa 3,000 sq ft space on the first floor of Block A to secure occupation by a financial services business.

Avonside has a diverse range of active commercial and employment generating uses. These fall largely into Use Class E as defined in The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020. They also include some falling into a class of their own (sui generis). The range of uses continues to evolve at the site, including in response to the investment by Moonraker. The active uses are predominantly focused on the ground floor level of the estate.

Moonraker has consulted with its occupiers, agents in the market and Melksham Town Council in the years since August 2022. It participated in the preparation of the Melksham Neighbourhood Plan. Feedback received during this consultation has reflected positively on the estate and its:

- Prominent edge-of-centre location of the site.
- Status as an important mixed-use destination in Melksham.
- Heritage significance of local importance is associated with the buildings and stack fronting Bath Road.
- Contribution to the overall vitality and viability of the town centre and wider settlement.

The feedback highlighted the opportunity to build positively on this contribution through continued investment in

the buildings and spaces at the estate. Stakeholders wanted to see the retention of the focus on commercial and employment generating uses at the heart of the estate. This focus should be complemented by a continued diversification in the mix of uses, particularly on upper floors. Residential uses that introduce greater activity at the site and improved footfall throughout the day in this edge-of-centre location between the town centre and railway station were actively supported.

A combination of this feedback and experience of the market in seeking (and successfully attracting) new occupiers to the estate in recent years has informed the Moonraker vision for Avonside. The opportunity for the significant planned investment is balanced with pragmatism in the face of the current market conditions. This balance has resulted in the plan for a phased implementation of the planned investment to deliver the vision in the coming years. Sequential investment on a priority basis will best build on the successful investments in improving the estate to date.

The proposal and this sequential approach to investment will underpin the commercial and employment generating core of the estate. It will improve existing ground floor commercial spaces to better suit the needs of existing occupiers and maximise the prospects of attracting new entrants into the estate. The focus here is improved spaces, interaction with the external spaces and a high quality hard and soft landscaping scheme that will transform the attractiveness of the estate and its contribution to this important edge-of-centre destination.

The reality is that the large areas of the upper floors of the estate are currently under utilised and vacant. It has not been viable to bring these spaces back into active occupation despite active marketing and investment by Moonraker since August 2022. The upper floor spaces will continue to decline without a step change in investment and approach. In turn, this will undermine ongoing investment and planned activity across the wider estate. Ultimately, this position will limit the scope for investment and regeneration of the estate.

The vacant upper floors offer the opportunity for the major enhancement and regeneration of the estate without any loss in its core commercial and employment generating function. They are the opportunity for a step change in investment to deliver a greater diversification in the mixed-use site. The planned introduction of residential uses on upper floors will deliver this step change in a direction welcomed in the local feedback received to date and towards greater activity and footfall at the site and into the town centre throughout the day.

The phase of planned investment to introduce a mix of high-quality residential accommodation on upper floors will complement its core function. Parking provision will be rationalised to service the new mixed-use operation of the site. Buildings will be demolished and external elevations upgraded as part of a carefully considered design focus including new hard and soft landscaping to positively transform the appearance of the site.

This phased and pragmatic approach will regenerate Avonside in a resilient, carefully considered, and comprehensive manner. It will build on the enhancements already delivered in continuing the progress towards re-establishing Avonside as a landmark location for Melksham, its town centre and the local community. Avonside will become a hugely improved mixed use asset with a significantly enhanced public realm at an established and prominent destination in the heart of Melksham. The regenerated estate will make fantastic contribution to the town.

The proposals to achieve this phased regeneration are the subject of the following planning application being submitted for determination by Wiltshire Council:

- Planning application 1 – Change of use from sui generis to residential (Use Class C3).
- Planning application 2 – Prior approval for change of use from Class E to residential (Use Class C3).
- Planning application 3 – Full planning application for external alterations, including hard and soft landscaping works.
- Planning application 4 – Prior notification of demolition for proposed selective demolition on site.
- Advertisement consent application – new signage for the ground floor commercial units.

The applications should be read and considered together. This Design Note presents a detailed analysis of the proposed design, including in response to the constraints and opportunities of the site and its surrounding context.

SITE CONTEXT

The site is located immediately south of New Broughton Road (A3102), within the town of Melksham, Wiltshire, and falls under the administrative area of Wiltshire Council. The wider Avonside Enterprise Park site covers approximately 1.07 hectares.

The land is entirely brownfield and is surrounded by a mix of uses. To the north lies a Lidl supermarket, while the northeast is bordered by residential properties and industrial units, including facilities formerly operated by the Cooper Tire and Rubber Company. To the south, the site is bounded by the River Avon.

Vehicular access is available directly from New Broughton Road (A3102), and the site benefits from pedestrian footpaths that support active travel, including a cycleway/path (surfaced) on Bath Road. Melksham railway station is located approximately 0.4 miles away roughly a ten-minute walk, and offers direct services to Chippenham, with onward connections to London Paddington. Additional public transport options are available from the Avonside Enterprise Park bus stop, which is served by routes 14, 15, 68, 68A, and 69. These bus routes provide access to nearby towns including Chippenham, Bath, Trowbridge, and Corsham. The range of destinations accessible via public transport offers strong connectivity for traveling to other towns and cities for work, education, and other purposes.

PLANNING HISTORY

The site has no planning history in direct relation to advertisement consent applications. Wider, the site has experienced a series of use class changes through applications over time.

PROPOSED DEVELOPMENT

Advertisement consent is sought to install signage across multiple blocks and units throughout the enterprise park. These signs will serve dual purposes: enhancing legibility and wayfinding for visitors and residents in the new public spaces, and providing commercial advertising.

‘ABCDEF’ WAYFINDING SIGNAGE

Black metal panels will display ‘ABCDEF’ lettering positioned on their respective blocks. Block identification and tenant signage will be applied using self-adhesive vinyl prints. The height from ground level to the base of each sign will vary depending on placement. All signage will be finished in RAL 9016 white.

FLAG SIGNAGE

Flag signage will be installed at all non-recessed entrances throughout the site. Each sign will consist of a powder-coated metal board, clipped securely to the surrounding frame at both the top and bottom. The colour will match the black frame for visual cohesion. Each flag sign will measure 600mm in both length and width, with a variable height from the base to the signage depending on location.

CHIMNEY SIGNAGE

‘AVONSIDE’ branding will be applied to the central section of the chimney, using black paint selected to complement the darker tones of the existing brickwork. At the base of the chimney, the phrase ‘DRINK EAT WORK PLAY LIVE’ will be displayed in matching black paint. The structure will feature a perforated cylindrical elevation, wrapped in perforated metal to form the external envelope.

AVONSIDE ‘ARCHWAY’ SIGNAGE

‘AVONSIDE’ signage will be present on an archway connected to the chimney fabricated from powder-coated metal, with a finish colour matched to the black metalwork used throughout the site. It will be mounted on a powder-coated steel beam forming the archway also colour-matched to the surrounding metalwork. The steel beams will be securely fixed to the existing plinth using metal plates and appropriate structural fixings.

AVONSIDE ESCAPE STAIR SIGNAGE

‘AVONSIDE’ PPC metal plate signage mounted on mesh paneling, finished in RAL 9016 (White). The supporting metal framework will be securely affixed to the existing façade, as well as to both existing and newly installed platforms adjacent to the escape stairs.

PLANNING POLICY AND REGULATORY CONTEXT

The considerations the advertisement consent application must be assessed against are detailed in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The Development Plan for the site comprises: Wiltshire Core Strategy Development Plan (adopted 20th January 2015); and the Joint Melksham Neighbourhood Plan (2021)

CORE STRATEGY

The key policies from the Wiltshire Core Strategy (2015) to the determination of this advertisement consent application are outlined below:

- Core Policy 57 states that the design of all new advertisements and wayfinding signage should foster a strong sense of place, reflecting and complementing the character and context of the local area.
- Core Policy 58 ensures advertisements have been mindful of listed buildings in the area (including Locally Valued Non-Designated Heritage Assets).

JOINT MELKSHAM NEIGHBOURHOOD PLAN

The key policies are outlined below:

- Policy 20 states that proposals including advertisements should contribute positively to the conservation, enhancement, and extension of the quality and local distinctiveness of the neighbourhood area.
- Policy 21 ensures development proposals demonstrate that appropriate consideration has been given to Locally Valued Non-Designated Heritage Assets.

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

The Regulations require Local Planning Authorities (LPAs) to assess applications for advertisement consent against public safety and amenity.

Local planning authorities (LPA’s) must consider the effect of signage on the safe use and operation of any form of traffic or transport on land (including pedestrians). The likely effects of the proposed signage on the local characteristics of the neighbourhood should be assessed.

PLANNING ANALYSIS

AMENITY

The design of all proposed on-site signage has been developed with careful consideration of its potential impact on

visual amenity.

Each sign has been designed to complement the design appearance of the regenerated site and improve its impact in the local streetscape. Particular attention has been paid to the surrounding context including features of historical, architectural, and cultural significance to preserve the integrity of the area.

The signage serves a clear and functional purpose: enhancing navigation and contributing positively to the overall usability and coherence of Avonside. The size, placement, and design of both wayfinding and advertising signage are appropriately scaled to their environment and will not detract from the visual quality of the locality. The colour palette completes the elevations treatments proposed and will enhance the appearance of the site in the locality. There will be no unacceptable impacts on the amenity of the area. The proposed sign will respect the wider heritage context and adjacent river setting.

As such, it is considered the proposals are in accordance with Core Strategy Policies 57 and 58 and Neighbourhood Plan Policies 20 and 21.

SAFETY

The signage has been carefully designed to ensure it does not interfere with the safe movement of pedestrians or vehicles. The signs will respect the wider heritage context. There will be no potential risks associated with glare or light distraction and ensuring that public safety remains uncompromised. Indeed, the signage respects nearby residential receptors and avoids visual clutter.

The signage is acceptable in safety terms. As such, it is considered the proposals are in accordance with Core Strategy Policies 57 and 58 and Neighbourhood Plan Policies 20 and 21.

CONCLUSION

This application seeks full advertisement consent for the installation of signage, and wayfinding across the site. It is considered that the location, positioning, and design of the proposed advertisements results in no impact upon amenity or safety and the proposal being considered acceptable in principle. The proposals are consistent with the wider site enhancements submitted under the separate applications outlined above.

We trust that you have everything you require to validate and determine this application, though please do not hesitate to make contact if you have any queries.

Yours sincerely



Owen Francis

Director, Head of Planning Wales

