

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

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

First name

Surname

-

Company Name

Moonraker (Melksham) Ltd

Address

Address line 1

C/O Agent

Address line 2

Address line 3

Town/City

C/O Agent

County

Country

C/O Agent

Postcode

Are you an agent acting on behalf of the applicant?

- ☒ Yes
- ☐ No

Applicant Contact Details

Primary number

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

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Site-wide installation of various signage for wayfinding, and commercial purposes.

Advertisement Type:

Other type

Height:

0.425 metres

Width:

0.01 metres

Depth:

0.425 metres

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

0 metres

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

0 metres

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

2 centimetres

What materials will the advertisement be made of?:

The advertisement will be produced using white vinyl, applied to a pre-coated PPC (polyester powder-coated) metal panel. Please see Black Metal Signage Panel (ref. 1275_SI-01).

The colour of text and background:

RAL 9016 (White) text. Please see Black Metal Signage Panel (ref. 1275_SI-01).

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.6 metres

Width:

0.6 metres

Depth:

0.6 metres

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

0 metres

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

0.05 metres

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

0 centimetres

What materials will the advertisement be made of?:

The PPC metal signage board will be clipped back to the surrounding frame at both the top and bottom edges. The board's finish will match the black frame, using PPC Black with a 30% gloss level. Please see Flag Signage (ref. 1275_SI-02)

The colour of text and background:

RAL 9016 (White) on black PPC metal board. Please see Flag Signage (ref. 1275_SI-02)

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

4.5 metres

Width:

0.9 metres

Depth:

4.5 metres

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

0 metres

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

0 metres

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

50 centimetres

What materials will the advertisement be made of?:

The word 'AVONSIDE' will be painted using black paint to complement the darker tones of the surrounding brickwork. Please see Chimney Signage (ref. 1275_SI-03)

The colour of text and background:

Black painted signage on clay non-painted chimney brickwork. Please see Chimney Signage (ref. 1275_SI-03).

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.1 metres

Width:

0.1 metres

Depth:

2.1 metres

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

0 metres

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

0 metres

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

0.245 centimetres

What materials will the advertisement be made of?:

Black Painted 'DRINK, EAT, WORK, PLAY LIVE' to match darker brick tones of the chimney to be used. Please see Chimney Signage (ref. 1275_SI-03).

The colour of text and background:

Black Painted 'DRINK, EAT, WORK, PLAY LIVE' to match darker brick tones of the chimney to be used. Please see Chimney Signage (ref. 1275_SI-03).

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.4 metres

Width:

2 metres

Depth:

0.4 metres

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

0 metres

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

0 metres

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

40 centimetres

What materials will the advertisement be made of?:

Avonside site signage will be fabricated from PPC-coated metal, designed to match with the black metal finishes used across the site. The colour and gloss level will match existing elements. See Eastern Archway (ref. 1275_SI-04)

The colour of text and background:

Black metal text matching black metal throughout the site. See Eastern Archway (ref. 1275_SI-04).

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

3.462 metres

Width:

0.6 metres

Depth:

3.462 metres

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

0 metres

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

0 metres

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

0 centimetres

What materials will the advertisement be made of?:

PPC Metal plate signage fixed to mesh panneling RAL 9016 (WHITE). Please see Escape Stair Screening (ref. 1275_SI-05).

The colour of text and background:

RAL 9016 (WHITE). Please see Escape Stair Screening (ref. 1275_SI-05).

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Please see Black metal signage panels (ref. 1275_SI-01), Flag signage (ref. 1275_SI-02), Chimney Signage (ref. 1275_SI-03), Eastern Archway Signage (see ref. 1275_SI-04), and Escape Stair Screening Signage (see ref. 1275_SI-05).

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

10/02/2026

To Date

10/02/2031

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

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

Date

10/02/2026