

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/00898
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	St Andrews Lodge, 16 The Causeway, Chippenham, SN15 3HN
DEVELOPMENT DESCRIPTION:	Retrospective - Display of marketing signage
RECOMMENDATION:	Approve

PROPOSAL

The application seeks advertisement consent for the marketing signage which is being displayed at St Andrews Lodge in Chippenham. Planning permission was granted in October 2021 (18/06820/FUL refers) to build 46no apartments on this site for the elderly. The advertisements now being displayed promote the sale of those apartments.

The scheme consists of

- 1No. banner sign located on the railings at the southern end of the building on the Causeway Elevation (SIGN A)
- 1No. directional sign located on the railings at the northern end of the building on the Causeway Elevation (SIGN B)
- 1No. monolith sign located at the southern end of the site on the Causeway Elevation (SIGN C)
- 1No. monolith sign located at the rear of the site, facing towards Wood Lane Car Park (SIGN D)
- 3No flags on the Causeway Elevation.

Submitted details for signs A-D are below:



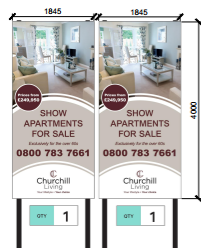
SIGN C MONOLITH SIGN



SIGN A. BANNER SIGN 7700 x 500mm



SIGN B. DIRECTIONAL SIGN 1490 x 450mm



SIGN C MONOLITH SIGN 4000 x 1845mm



SIGN D. MONOLITH SIGN 3050 x 1500mm

The photographs below show the building and advertisements (15/04/2026):

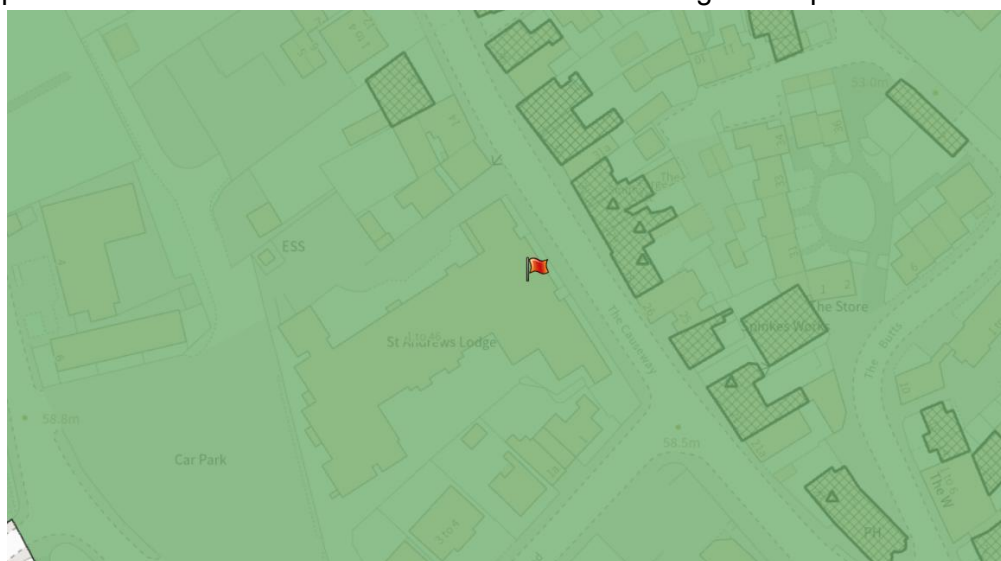


SITE DESCRIPTION/CONTEXT

The application site comprises the recently constructed St Andrews Lodge, indicated with the red flag on the plan below, located on the western side of The Causeway. About 350m south of Chippenham town centre the area is predominantly residential, consisting of two or two and a half storey dwellings finished in Bath stone. That said, there are commercial premises (Kwik Fit) to the south of the site. The photographs below show the character of the immediate area around St Andrews Lodge:



The site is in the Chippenham Conservation Area (green wash on the plan below) with many listed buildings opposite the site. These are indicated with black hatching on the plan:



RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

National Planning Policy Framework (NPPF)

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS)

- 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

The examination of the emerging Wiltshire Local Plan has been paused and the weight to be afforded to any part of the emerging plan can be no more than very limited. A decision on how to proceed will be made by the Council in May 2026.

Chippenham Neighbourhood Plan:

- Policy TC4 – Development in the Chippenham Conservation Area

Supplementary Planning Documents:

Institute of Lighting Professionals: The Brightness of Illuminated Advertisements (2014) PLG 05.

RELEVANT PLANNING HISTORY:

Proposal / Summary
18/06820/FUL - Redevelopment to Form 46 No. Apartments for the Elderly (sixty years of age and/or partner over fifty five years of age), Guest Apartment, Communal Facilities, Access, Car Parking and Landscaping - Approve with Conditions.

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:

Chippenham Town Council: Object:

"The Chippenham Conservation Area Character Appraisal (2024) at p. 170 notes the 'demolition of the former Vauxhall garage and development of St Andrew's Lodge - a sensitively designed

retirement housing scheme - is a welcome improvement to the street.' However, around six years after being built the retention of excessive marketing signage - in terms of number of signs on the site and sizes of some of these signs - remains a discordant feature in the streetscene and is detrimental to visual amenity, in particular the three flag pole signs, large banner and monolith sign. The retention of unlawful signage for a further two year period would harm the significance of Chippenham Conservation Area as a heritage asset, with no public benefits to outweigh this harm. It would conflict with CP58 of the Wiltshire Core Strategy and Policy TC4 of the Chippenham Neighbourhood Plan in that its continued retention does not preserve or enhance the special character or appearance of the Conservation Area, neither is it of high quality design that makes a positive contribution to local character and distinctiveness. Given a third of apartments are being advertised for sale six years after being built, granting a two year temporary consent would likely make little difference. What is possibly required is a marketing strategy that does not rely on signage. A case could be made for a limited number of smaller marketing signs to be displayed on the site for two years and/or displayed on a temporary basis under Schedule 3, Part 1, Class 3A of the Advertisement Regulations."

Wiltshire Council's Highways Engineer: No objection subject to condition:

*"I refer to the above retrospective planning application for marketing signage.
I raise no highway objection providing the following condition is imposed:*

No part of the advertisement(s) shall overhang the public highway.
REASON: In the interests of public safety."

Wiltshire Council's Conservation Officer: No objection:

"No objection to the proposed signage on the basis that it is to be installed on a temporary basis to a modern development within the Conservation Area."

REPRESENTATIONS

The application was publicised by direct neighbour letter, press advert and site notice. At the time of writing no representations had been received.

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 & Conclusion

It is acknowledged that the quantity and scale of the marketing signage introduces a degree of visual clutter within the streetscene, particularly given the site’s location within the Chippenham Conservation Area. However, the signage is directly associated with the lawful use of the site, is not illuminated, and is proposed to be displayed on a temporary basis only.

Having regard to the modern character of St Andrews Lodge, the character of The Causeway (in particular noting the adjacent Kwik Fit site), and the temporary and reversible nature of the advertisements, the proposal would not result in unacceptable harm to visual amenity or to the character or appearance of the Conservation Area. The proposal therefore accords with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the relevant design and heritage objectives of the development plan.

The concerns raised by Chippenham Town Council regarding the cumulative impact of the signage are noted. However, significant weight is given to the Conservation Officer’s view that the temporary display of marketing signage on this modern development would not cause unacceptable harm to the significance of the Conservation Area. In this context, and given the signage will not be retained on a permanent basis, the proposal is considered to comply with Core Policy 58 of the Wiltshire Core Strategy and Policy TC4 of the Chippenham Neighbourhood Plan.

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.

CP62 advises that proposals should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the implementation and operational stages.

Assessment & Conclusion

In terms of public safety, the proposal has been assessed having regard to the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and relevant guidance. Wiltshire Council's Highway Engineer raises no objection to the proposed advertisements, subject to a condition requiring that no part of the signage overhangs the public highway, in the interests of public safety. The advertisements are not illuminated, are modestly scaled, and are positioned so as not to obstruct visibility for drivers or pedestrians, nor to distract or confuse road users on The Causeway or within the surrounding highway network. Subject to the imposition of the recommended condition, the proposal would not result in an unacceptable impact on highway safety or the safe use of the public realm and is therefore considered to satisfy the public safety objectives of the Advertisement Regulations.

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 advertisement has been assessed in accordance with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

It is considered that the advertisement, by reason of its design, scale, siting, temporary nature and absence of illumination, would not result in harm to the visual amenity of the area, including the setting of any nearby heritage assets. Furthermore, the proposal is not considered to pose a risk to public safety, either individually or cumulatively with other signage in the vicinity.

Subject to the recommended conditions, the proposal is therefore considered acceptable, and it is recommended that advertisement consent be granted.

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 [2] 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. No part of the advertisement(s) hereby approved shall overhang the public highway.

REASON: In the interests of public and highway safety.