

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/01033
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Avonside Enterprise Park, New Broughton Road, Melksham, SN12 8AD
DEVELOPMENT DESCRIPTION:	Site-wide installation of various signage for wayfinding and commercial purposes
RECOMMENDATION:	Approve subject to conditions

SITE DESCRIPTION/CONTEXT

The application site comprises the Avonside Enterprise Park which is a collection of buildings located on the northern bank of the River Avon. The “Avonside Chimney and distinctive roof-line” are Locally Valued Non-designated Heritage Assets based on the Melksham Joint Neighbourhood Plan 2. The site has a historic utilitarian character provided by the industrial buildings, modern non-descript additions including a single storey structure to the west of the site and the intervening spaces dominated by hard standing.

The site is designated as a Principal Employment Area but is located outside of the identified Town Centre.

The local context is characterised by a range of building styles, the River Avon and the dominating road network from the A350 leading to the bridge over the River Avon and back again. Historic buildings include residential properties fronting the streets, but there are notable commercial provisions including car sales, supermarket, pubs, the redundant Avon Tires site and then Avonside Enterprise Park. Immediately adjacent to the site is the Grade II listed “Bridge Over River Avon” and to the north-east the Grade II listed “Gate Piers, Gates and Railings to the front of Avon House”.

PROPOSAL:

The application seeks advertisement consent for a range of advertisements across the site as part of a wider redevelopment including change of use of some upper floor areas to create a total of 21 new residential properties and operational development including demolition, making good works and alterations to facilitate the 21 new apartments including insertion of windows. The advertisement proposals are part of this package of works which seek to promote the space as a mixed-use development that is open to the public and aims to improve wayfinding to the site from the wider area as well as wayfinding within the site itself.

The advertisements include:

- Wayfinding signage

Black metal panels will display the lettering of the respective blocks and the commercial occupants branding by a self-adhesive vinyl print. All signage will be finished in RAL 9016 white. This is non-illuminated.

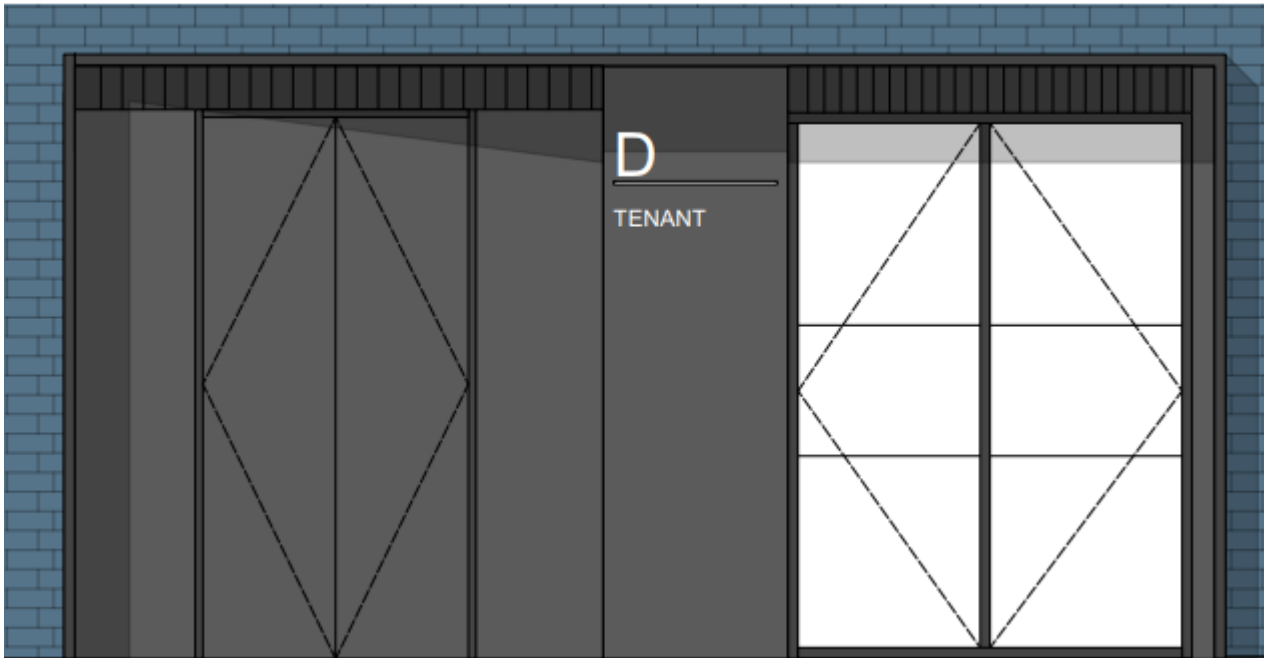


Figure 1: Example of Wayfinding advertisements that will be located throughout the development.

- Flag signage

At all non-recessed entrances throughout the site powder coated metal boards will be clipped to metal frames all coloured black. They will be 600mm x 600mm with variable heights depending on the location. No illumination is detailed.

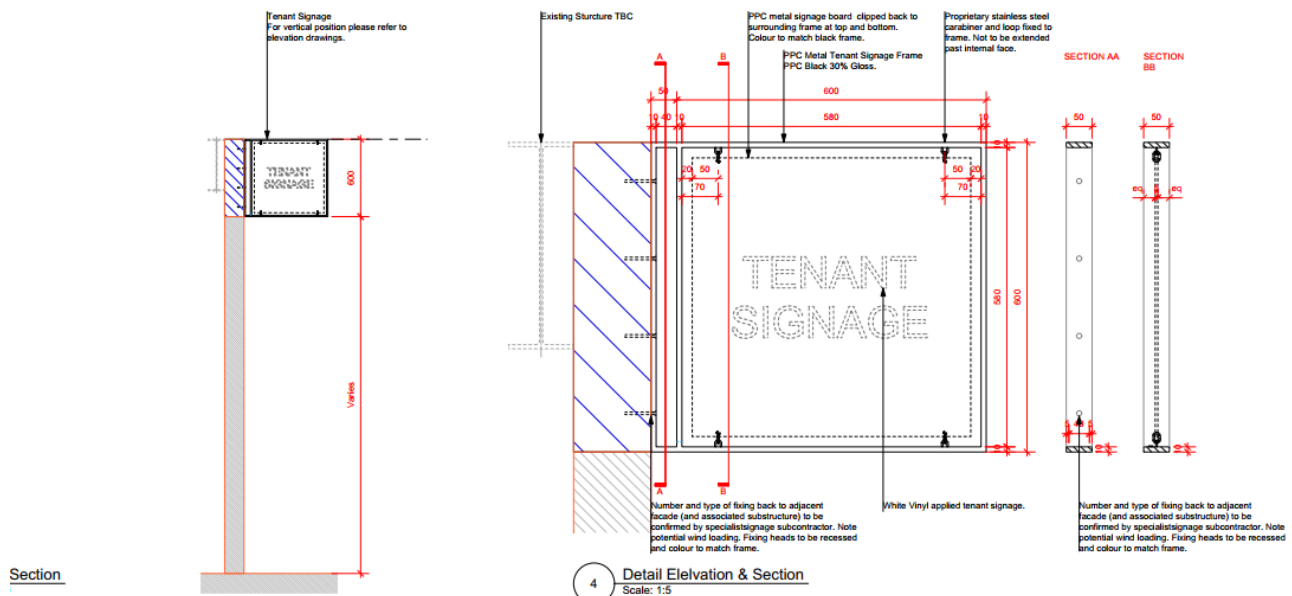


Figure 2: Example of Flag signage that will be located throughout the development.

- Chimney Signage

The Avonside branding is proposed to be applied to the side of the site chimney with black paint, and additionally the base of the chimney will include lettering to advertise opportunities at the site. The applicant has also referenced the proposed perforated cylindrical structure that will be erected at the top of the existing structure in a 'belt and braces approach'. It is noted that the proposals detail internal

1 Proposed Elevation 08
Scale: 1:100

2 Perforated Cylinder Detail Elevation & Section
Scale: 1:30

3 Avonside Chimney Signage
Scale: 1:30

4 Avonside Chimney Base Signage
Scale: 1:30

- Avonside 'Archway' Signage

- Fire Escape Stair Signage

Site branding will be added to the fire escape screening finished in white. No illumination has been detailed.

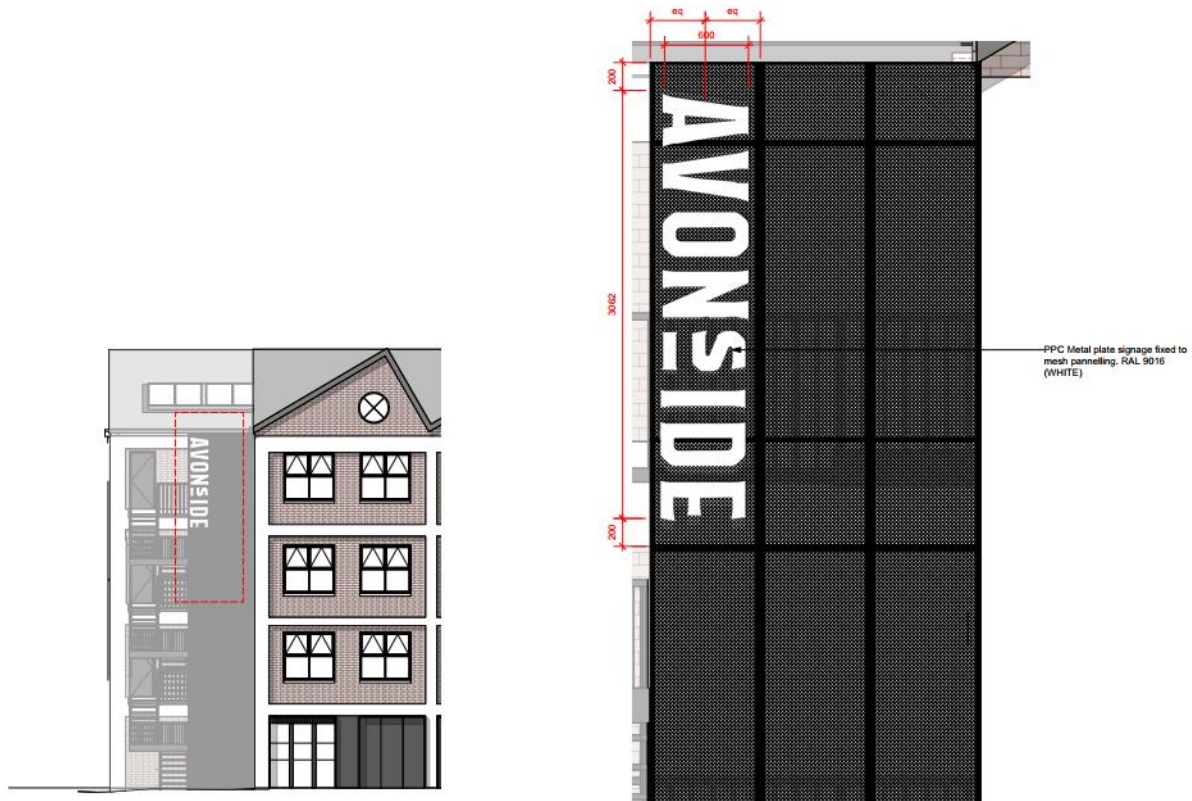


Figure 5: Escape Stair Signage

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

National Planning Policy Framework (NPPF)

- Paragraph 141

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- Core Policy 50 Biodiversity and Geodiversity
- 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

Joint Melksham Neighbourhood Plan 2 2025 (JMNP):

- Policy 5: Pre-application Community Engagement
- Policy 10: Employment Sites

- Policy 13: Biodiversity
- Policy 18: Landscape Character
- Policy 20: Locally Distinctive, High Quality Design
- Policy 21: Local Heritage

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
PL/2021/09598 - Consent to display an advertisement Decision - Approve with Conditions Date: 15/2/2022 – Brand logo 'The Good Loaf Cafe' painted directly onto brick on East elevation in white and onto South elevation in black on light grey..
W/00/00378/ADV - Consent to display an advertisement Decision - Approved Date: 3/4/2000 – 'Avonside' projecting sign, 'Avonside' hoarding signs, flagpoles by river bank
W/75/00056/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 1/3/1976 – Illuminated factory sign
W/84/01145/ADV - Consent to display an advertisement Decision - Approved Date: 23/10/1984 – Free standing sign over entrance
W/86/01509/ADV - Consent to display an advertisement Decision - Approved Date: 13/1/1987 – Non-illuminated wall sign
W/94/00034/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 29/3/1994 – Illuminated display sign
W/99/00434/ADV - Consent to display an advertisement Decision - Approved Date: 28/4/1999 – Retail outlet signs
PL/2026/01061 - Application for prior approval under Class MA for the proposed change of use from Class E (commercial) to Class C3 (residential) to provide 17 units - Pending
PL/2026/01034 - CoU of units on the first floor of Block D from Use Class Sui Generis to Use Class C3 (4 dwellings) - Pending
PL/2026/01035 - External alterations, part demolition and landscaping - Pending
PL/2026/01032 - Demolition of Block G and an existing free-standing building known as Scouts Hut / Scotts Gym at Avonside Enterprise Park, Melksham – Prior Approval Not Required.

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:

Melksham Town Council: No objection.

"Melksham Town Council has considered the applications en-bloc. On the understanding that existing businesses would not be affected and would continue to trade, Melksham Town Council feel the proposals would be of benefit to the development of the area."

“Additionally to previous comments these applications aligns with the Melksham Town Centre Masterplan which includes

- *Section 3.3 – “Walkable Neighbourhoods”*
- *Section 5 - “To make the town of Melksham and the parish of Melksham Without great places to live, to work, to play and to visit*
- *Section 5.1 - “A connected town centre and healthy, active community”*
- *Section 5.2 - “A vibrant and diverse town centre.”*

Melksham Without Parish Council: Comment.

“Melksham Without Parish Council request that regard is taken of Priority Statement 4 (Progressing Town Centre Master Plan Area Regeneration) in the Melksham Neighbourhood Plan 2 and the Melksham Town Centre Master Plan Report as they include the Avonside Enterprise Park.”

Wiltshire Council’s Highways Engineer: No objection subject to conditions relating to height and distance of flag signs on New Broughton Road from the carriageway. The plans demonstrate compliance with the conditional requirements.

RESPRESENTATIONS

Below is a summary of the representations received during the consultation period. Only material planning considerations have been taken into account in the assessment of this application. Non-material issues, such as property values or private legal disputes, cannot be considered in the determination process.

- No comments 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.

Policy 20 reflects wider high quality design objectives setting out that development proposals should contribute positively to the conservation, enhancement and extension of the quality and local distinctiveness of the neighbourhood area.

Assessment

The proposed wayfinding and flag signage proposed (see figures 1 and 2) would be non-illuminated and of a consistent appearance, colour, size and position throughout the development providing discrete and sensitive signage for the commercial operations at the site noting the proposal would be in the setting of listed buildings and that the building's distinctive roof and chimney are 'locally listed'.

The proposals would allow visitors to the site to navigate their way and promote the commercial services and activities at the site too. This signage would be suitable to the Principal Employment Area status of the site and result in better quality amenity outcomes than individual approaches at each of the premises. As such, these elements of the proposal are supported in amenity terms.

Turning to the proposed chimney advertisement including the proposed erection of a 5 metre high perforated and internally illuminated metal cylindrical addition (see figure 3). The proposal includes painting in black lettering wording to the base plinth of the chimney and the existing mid-section. The mid-section would be illuminated by uplighters positioned on top of the base plinth. The proposed branding at this point is for the wider site known collectively as 'Avonside'. These advertisements draw attention to the site in a sensitive and discrete manner through the use of black lettering showing the name of the site and the types of activity that can be expected at the site including a range of uses.

The lettering to the chimney would be of a scale and colour that would be proportionate to the scale and massing of the truncated chimney structure and respectful of its heritage value as a non-designated heritage asset. The use of up-lighting to the mid-section of the chimney with the internal illumination of the proposed perforated metal addition to the top of the chimney would provide an element of drama and interest that whilst clearly contemporary is considered to reflect good quality design and would not cause any impact to any residential uses or the wider amenity of the area.

This is assessed in more detail in the parallel applications. However, in short, it is noted that the existing chimney structure on site is significantly reduced from that which would have existed when the site was in its prime as a functional dairy producing site. The 5-metre addition would not bring the overall height even close to that evident in historic images but would be more reflective of that status and importance, echoing the ghost of the past, especially when illuminated. Given this historic context and the proposed modern interpretation this would not harm the setting of the adjacent listed bridge or any wider designated heritage assets including the Melksham Conservation Area where the proposed illumination would likely be evident.



Figure 6: Image from the applicant's Design Note showing the chimney potentially from the 19th century. The existing chimney is significantly truncated, now finishing just above the second set of triple banding from the base of the plinth.



Figure 7: Image taken on a site inspection in March 2026.

Turning to the Archway signage (figure 4 above) this would be positioned on a utilitarian 'arch' with black metal lettering to match the wider site branding and the colour and materials of the arch. It would not be illuminated and would not be of a scale or form that would impact on the amenity of the area. Nonetheless it would play an important function in wayfinding the proposed pedestrian entrance to Avonside next to the town bridge and can be considered a reasonable advertisement of the site to the benefit of the area's amenity.

Finally, the proposed escape stair advertisement (figure 5) would be white lettering attached to a perforated metal screen attached to the outside of a fire escape. This would be located within the site but given its scale and height would be visible beyond the site especially from footpaths on the River Avon's south bank and the Sainsbury's store car park. However, the signage would be of a scale commensurate with the building to which it would be attached and no illumination is proposed. As such, this poses no concerns in terms of the amenity of the area.

In conclusion against the matter of 'amenity' the proposed signage is considered to have a high degree of consistency such as to reflect high quality cohesive design. Illumination would be used in a limited but dramatic way such as to make a positive statement about the historic legacy of the site and to echo the past glory of the site in its dairy processing heyday. The advertisements ought to provide wayfinding benefit with and out with the site and allow the reasonable promotion of this mixed-use site and the associated commercial businesses operating there. As such, the proposal is considered to comply with relevant legislation and CP57 of the development plan that requires the sensitive design of advertisements and signage.

It is considered that the proposed advertisement would not cause harm to the visual amenity of the area, including the setting of any heritage assets, and would therefore comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

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

The application has been subject to consultation with the highway authority and they have raised no objection subject to the flag signs being kept back from the vehicular carriageway and well above the pedestrian footpath. The conditions they suggest are noted and the measures are achieved by a condition securing the approved plans because the approved plans comply with the conditions suggested anyway. Weight is given to the expert views of the highway officer, and it is noted that the signage is commensurate with the scale and nature of the operations at the site. As such, it is not considered that the proposal would represent a risk to highway safety.

The proposal would be visible from the River Avon and this has the potential to be used as a means of transport. However, given the nature of the proposed signage it is not likely to cause a distraction to users of the River Avon such as to represent a public safety risk.

There are no railway routes in proximity to the proposals and no demonstrable risk from the proposals to other forms of public safety such as aviation.

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.

Other Matters:

Lighting has been given some special consideration in light of matters of amenity and public safety. The conditions recommended below have been agreed with the applicant's agent. They seek to limit the overall level of illumination to manage light pollution, that the light source is not a distraction to users of the public highway and also to ensure that the lighting is static.

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, and method of illumination, would not result in harm to the visual amenity of the area, including the setting of any nearby designated heritage assets and the non-designated heritage asset of the site's distinctive roof form and chimney. 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).

Conditions:

1.

Approved plans:

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

Site Location Plan Advertisement - 1275_PL_S-005, Rev P1

Proposed Signage Location Plan - 1275_PL_SI-00, Rev P1

Proposed Site Plan - 1275_PL_GA-00, Rev P1

BLOCKS A-G Proposed Signage Section AA - 1275_PL_GS-AA, Rev P1

BLOCKS A-G Proposed Signage Section CC - 1275_PL_GS-CC, Rev P1

BLOCKS A-G Proposed Signage Section DD - 1275_PL_GS-DD, Rev P1

BLOCKS A-G Proposed Signage Section EE - 1275_PL_GS-EE, Rev P1

BLOCKS A-G Proposed Signage Section FF - 1275_PL_GS-FF, Rev P1

BUILDING 03 Proposed Signage Elevation 01 - 1275_PL_GE-01, Rev P1

BUILDING 03 Proposed Signage Elevation 02 - 1275_PL_GE-02, Rev P1

BUILDING 03 Proposed Signage Elevation 03 - 1275_PL_GE-03, Rev P1

BUILDING 03 Proposed Signage Elevation 04 - 1275_PL_GE-04, Rev P1

BLOCKS A-G Proposed Signage Elevation 05 - 1275_PL_GE-05, Rev P1

BLOCKS A-G Proposed Signage Elevation 06 - 1275_PL_GE-06, Rev P1

BLOCKS A-G Proposed Signage Elevation 07 - 1275_PL_GE-07, Rev P1

BLOCKS A-G Proposed Signage Elevation 08 - 1275_PL_GE-08, Rev P1

BLOCKS A-G Proposed Signage Elevation 09 - 1275_PL_GE-09, Rev P1

Black Metal Signage Panel - 1275_PL_SI-01, Rev P1

Flag Signage - 1275_PL_SI-02, Rev P1

Chimney Signage - 1275_PL_SI-03, Rev P1

Eastern Archway - 1275_PL_SI-04, Rev P1

Escape Stair Screening - 1275_PL_SI-05, Rev P1

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

2

Expire after 5 years:

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.

Standard conditions:

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.

4.

Illumination intensity:

The intensity of the illumination of the chimney advertisements hereby approved shall be no greater than the luminance levels and illuminated signage area as set out within the most up to date publication PLG 05 'The Brightness of Illuminated Advertisements' produced by the Institution of Lighting Professionals.

REASON: In the interests of amenity and/or public safety.

5.

Light source and highway safety:

The hereby approved illumination of the chimney advertisements shall be implemented in a way which ensures that no source of light is directly visible from the public highway.

REASON: In the interests of public safety.

6.

Light source static:

The hereby approved illumination of the chimney advertisements shall be static and shall not be of a flashing type.

REASON: In the interests of amenity and/or public safety.