



The Town and Country Planning Act 1990
Notice of Advertisement Consent
Application Reference Number: PL/2026/01033
Decision Date: 29/04/2026

Applicant:	Moonraker (Melksham) Ltd C/O Turley Associates, 18 Windsor Place, Cardiff, South Glamorgan, United Kingdom, CF10 3BY
Particulars of Development:	Site-wide installation of various signage for wayfinding and commercial purposes
At:	Avonside Enterprise Park, New Broughton Road, Melksham, SN12 8AD

**In pursuance of its powers under the above Act, the Council hereby grant
ADVERTISEMENT CONSENT for the above development to be carried out in
accordance with the application and plans submitted (listed below).**

**In accordance with paragraph 39 of the National Planning Policy Framework, Wiltshire
Council has worked proactively to secure this development to improve the economic,
social and environmental conditions of the area.**

- 1** 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** 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** 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 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 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 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.

Nic Thomas - Director of Planning, Economy and Regeneration

NOTES

1. **Other Necessary Consents.** This document only conveys permission for the proposed development under Part III of the Town and Country Planning Act 1990 and the applicant must also comply with all the byelaws, regulations and statutory provisions in force in the district and secure such other approvals and permissions as may be necessary under other parts of the Town and Country Planning Act 1990 or other legislation.

In particular the applicant is reminded of the following matters:-

1.1 the need in appropriate cases to obtain approval under Building Regulations. **(The Building Regulations may be applicable to this proposal. Please contact the Council's Building Control team before considering work on site);**

1.2 the need to obtain an appropriate order if the proposal involves the stopping up or diversion of a public right of way or other highway (including highway verge)

1.3 The need to obtain a separate "Listed Building Consent" to the demolition, alteration or extension of any listed building of architectural or historic interest;

1.4 the need to make any appropriate arrangements under the Highways Act 1980, in respect of any works within the limits of a highway. The address of the Highway Authority is County Hall, Trowbridge, BA14 8JD (It is the responsibility of the applicant to ascertain whether the proposed development affects any listed building or public right of way / other highway, including highway verge).

2. **Appeals.** If the applicant is aggrieved by the decision of the local planning authority to grant permission subject to conditions, he may appeal to the Secretary of State for the Environment in accordance with Section 78(1) of the Town and Country Planning Act 1990 within six months of the date of this decision. (Information and forms relating to the appeals process can be found at the Planning Portal – www.planningportal.gov.uk/planning/appeals).