

APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENT OFFICER DELEGATED REPORT

APPLICATION REFERENCE:	PL/2026/02902
APPLICATION TYPE:	Consent to display advertisement
SITE ADDRESS:	7 High Street, Chippenham, SN15 3ER
DESCRIPTION:	Consent to display replacement facing panels on existing hanging sign
RECOMMENDATION:	APPROVE WITH CONDITIONS

PROPOSAL

The description was amended for precision with the applicant's agreement on 20 May 2026. The proposal seeks consent to display advertisement(s) for replacement facing panels on an existing hanging sign to update the branding. The panels are aluminium with acrylic and vinyl; one side would be red with a white logo, the other white with a black logo. The sign measures approx. 0.55m by 0.55m and projects on an existing wrought iron bracket (not being altered). It would be non-illuminated.

SITE DESCRIPTION

The application site is a Grade II listed building known as 7 High Street [NHLE: 1268104]. It is a former house now shop with flats above, re-fronted in early or mid-19th century behind which an earlier core of unknown date. It has painted ashlar walls, with 20th century timber shopfront at ground floor, two-window range at first floor with six-over-six sashes in surrounds with bead mouldings, 19th century cornice and parapet, and gabled dormers to attic. There is a hanging sign on wrought iron bracket, centrally located at first-floor level. Its setting is characterised by the surrounding commercial townscape on High Street. It is in the settlement boundary of Chippenham. Relevant designations and constraints include Chippenham Conservation Area, several other nearby Grade II listed buildings within 50m¹, and a C-classified highway.

PLANNING HISTORY

There was nothing in the planning history at or nearby to the site that was deemed to affect consideration of the proposal.

RELEVANT POLICIES AND GUIDANCE

¹ 2 and 3 High Street [NHLE: 1268101], 4 and 5 High Street [1268102], New Town Hall and Neeld Hall [1268113], 6 High Street [1268103], 10 and 11 High Street [1268105], 12 High Street [1268106], 15 and 16 High Street [1268107], National Westminster Bank and Attached Walls [1268112], Lloyds Bank 29 High Street [1268111], and 21 High Street [1268109].

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

Wiltshire Core Strategy (WCS):

- Core Policy 57: Ensuring High Quality Design and Place Shaping (CP57)
- Core Policy 58: Ensuring the Conservation of the Historic Environment (CP58)
- Core Policy 62: Development Impacts on the Transport Network (CP62)

Saved policies of the North Wiltshire Local Plan 2011 (NWLP)

Chippenham Neighbourhood Plan – Made May 2024

- Policy TC4 – Development within Chippenham Conservation Area
- Policy TC6 – Design of Shopfronts
- Annexe 2 – Chippenham Conservation Area Appraisal
- Annexe 3 – Shop Front Design Guide

Chippenham Conservation Area Management Plan 2010

National Planning Policy Framework (NPPF)

Planning Practice Guidance (PPG)

National Design Guide (NDG)

Wiltshire Design Guide SPD (WDG):

Historic England Guidance:

- Managing Significance in Decision-Taking in the Historic Environment. Historic Environment Good Practice Advice in Planning: 2 (GPA2)
- The Setting of Heritage Assets. Historic Environment Good Practice Advice in Planning: 3 (2nd Edition) (GPA3)
- Making Changes to Heritage Assets. Historic England Advice Note 2. (HEAN2)
- Statements of Heritage Significance: Analysing Significance in Heritage Assets Historic England Advice Note 12 (HEAN12)

CONSULTATION RESPONSES

The following consultees and interested parties were invited to comment on the application:

Chippenham Town Council – No objection (29/05/2026).

Wiltshire Council's Highways Team – No objection (08/06/2026).

Wiltshire Council's Conservation Officer – No objection, as there would be no further impact on the significance of the listed building than that established by the existing modern signage (03/06/2026).

REPRESENTATIONS

There is no statutory requirement for a Local Planning Authority to publicise applications for consent to display advertisements. Nonetheless, this application was publicised to immediate neighbours and by display of a site notice on 27 May 2026. No letters of representation were made by members of the public.

ASSESSMENT

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that the Local Planning Authority (LPA) 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.

Amenity

Regulation 3(2)(a) does not define amenity exhaustively, but it includes aural and visual amenity. Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

7 High Street is a valuable contributor to the commercial townscape. As a Grade II listed building, its significance and special interest primarily comprise its architectural and historic interest as a former house with early or mid-19th century frontage and 20th century timber shopfront.

There are several other Grade II listed building adjoining and surrounding the site, which make up the high street townscape and part of Character Area 12: High Street and Emery Gate of the Chippenham Conservation Area (CCA). The published appraisal² describes that, among other things, the character and appearance of CCA can be discerned from its morphology, its topography and views, and its buildings, spaces and townscape.

² Annexe 2 of the Chippenham Neighbourhood Plan: Chippenham Conservation Area Character Appraisal, 2024 (<https://chippenhamneighbourhoodplan.org.uk/>).

In so far as it relates to amenity, the LPA has a duty under S72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 to pay special attention to the desirability of preserving or enhancing the character or appearance of CCA.

The provisions of the development include Policy TC6 of the Chippenham Neighbourhood Plan which is relevant and requires new or altered shopfronts and their associated advertisements to demonstrate full regard to the design advice set out in the Shopfront Design Guide at Annexe 3 of the plan.

The advertisement updates the branded face panels of an existing hanging sign. Although the materials are not traditional, they relate to the existing sign and the separate fascia sign. Furthermore, the sign would remain a small and innocuous feature of the building and in the street scene.

Wiltshire Council's Conservation Officer raises no objection as the advertisement would not harm the significance of the listed building and, for the reasons above, there is no reason to disagree. Similarly, it would preserve the character and appearance of the CCA and the settings of other nearby listing buildings.

No letters of objection were made and, for the reasons above, the advertisement would have an acceptable effect in respect of factors relevant to amenity. Furthermore, and while not determinative, it would not conflict with Policy TC4 and TC6 of the Chippenham Neighbourhood Plan, CP57 and CP58 of the Wiltshire Core Strategy, and paragraph 141 of the National Planning Policy Framework, which together seek to ensure advertisements meet a high standard of design that are sympathetic to local character and conserve heritage assets.

Public safety

Regulation 3(2)(b) defines that factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military). Factors also include whether the advertisement is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air, and whether the advertisement is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

As the proposed advertisement replaces an existing hanging sign without materially changing its size, siting or height, its effect on factors relevant to public safety would not be materially different from the present situation. It is to be noted that Wiltshire Council's Highways Team raise no objection.

For these reasons, the advertisement would have acceptable effects in respect of factors relevant to public safety. Furthermore, and although not determinative, it would not conflict with CP62 of the Wiltshire Core Strategy or paragraph 141 of the National

Planning Policy Framework, which together seek to ensure advertisements are designed to safeguard the safety of the public.

PLANNING BALANCE AND CONCLUSION

The advertisement(s) would have acceptable effects in respect of factors relevant to amenity and public safety. Furthermore, and although not determinative, it would not conflict with the provisions of the development plan in so far as they are material. Subject to the recommended conditions, such as those suggested or required by the Regulations, the application should be supported.

RECOMMENDATION

That consent to display advertisement(s) be GRANTED subject to the following conditions:

Conditions:

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.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

2. 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.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

3. 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.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

4. 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.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

5. 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 amenities.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

Informatives to the Applicant:

1. For the avoidance of doubt, this advertisement consent relates to the following submitted details:

Application Form. Received 6 May 2026.

Location Plan. 30963_1-BB Rev R00. Received 14 May 2026.

Block Plan. 30963_1-BB Rev R00. Received 14 May 2026.

Proposed Elevation. 30963_1-BB Rev R00. Received 14 May 2026.