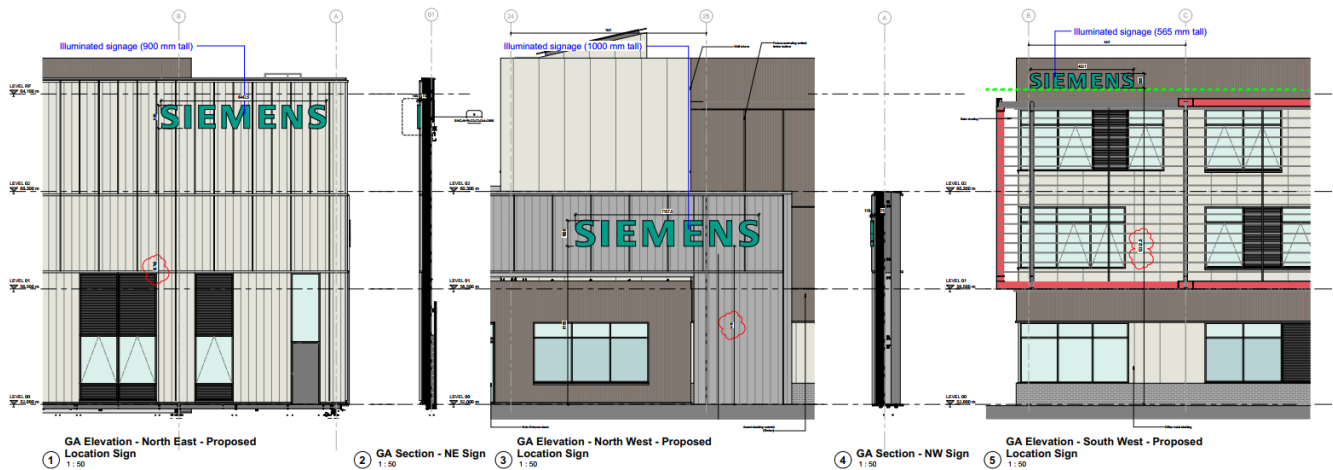


APPLICATION FOR ADVERTISEMENT CONSENT
DELEGATED REPORT

APPLICATION REFERENCE:	PL/2025/08683
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Land at SouthPoint Business Park, Patterdown Road, Chippenham, SN15 2NU
DEVELOPMENT DESCRIPTION:	Consent to display three illuminated fascia signs
RECOMMENDATION:	Approve with conditions

PROPOSAL

The application seeks advertisement consent for the fixing of 3 back-lit illuminated fascia signs to the exterior of the building currently under construction at Southpoint Business Park at Patterdown Road in Chippenham. The fascia signs are for the business occupying the building – Siemens – and the proposed signs will be to display their business logo. The signage is proposed to be fixed to the NE, NW and SW elevations of the buildings, albeit at varying heights owing to the external arrangement and configuration of the building. The dimensions of the signage will also differ across all 3 elevations owing to their locations on the building. The signage will be wholly contained within the application site, however due to its expansive size and position, the signage will be visible to both drivers travelling NW and SE along West Cepen Way and along the B4528.



As discussed, the proposed dimensions of the signage across the elevations will differ. To the proposed NE elevation, the signage will measure approx. 6.4m in width, 0.9 metres in height and positioned approx. 10.7m from the ground. To the proposed NW elevation, the signage will measure approx. 7.1m wide, 1m in height and 6.1m from the ground. Finally, to the proposed SW elevation, the signage measures approx. 4m wide, 0.5m high and 12.3m from the ground.

SITE DESCRIPTION/CONTEXT

The application site comprises a large free standing building that is currently under construction for a manufacturing, research and development centre that was granted permission under PL/2024/03204. The site occupies a prominent position within this location, given the size and scale of the building, situated to the north of West Cepen Way, with the rear of the site looking across to the Rowden Park development to the NE. Additionally, to the East of the site, there are a small number of residential properties. When completed, the Siemens building will be considered a Principal Employment site within the local area.



The site is within the defined settlement boundary of Chippenham, as well as within a Special Advertisement Control Area. The wider area to the south of the site, covering Methuen Park and beyond, is subject to a site-wide Tree Protection Order under N/TPO145 however no tree's are within proximity to the site. Furthermore, the site is located within a core roost buffer for Bechstein bats, and within proximity to Showell Farm, with Grade II listed The Old Granary located within the farmstead.

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS)

- Core Policy 10: Spatial Strategy - Chippenham Community Area
- Core Policy 34: Additional Employment Land

- 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

National Planning Policy Framework (NPPF)

- Section 12 – Achieving Well Designed Places – specifically:
 - Paragraph 126 – Function and form of development
 - Paragraph 136 - Advertisement Control

Planning Practice Guidance (PPG)

- Advertisements

Supplementary Planning Documents

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
20/02511/REM - Application for the approval of reserved matters (on appearance, landscaping, layout and scale) for the delivery of employment development comprising 50,000sqm incorporating Class B1(b), Class B1(c), Class B2 with ancillary B1(a), Class B8 and ancillary B1(a) uses including means of access, car parking, servicing and associated landscaping and works (Pursuant of Outline Application N/13/00308/OUT) – Approved with conditions
99/00450/OUT – Construction of a food processing factory with ancillary storage/staff welfare and office accommodation plus loading and car parking. – Dismissed at Appeal
98/02692/OUT – Construction of a business park incorporating B1, B2 & B8 uses, on site facilities, park and ride and means of access – Dismissed at Appeal.
N/13/00308/OUT - Outline Planning Application For Employment Development Comprising 50,000sqm Incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 & Ancillary B1(a) Uses Including Means of Access, Car Parking, Servicing, Associated Landscaping & Works – Approved with conditions
PL/2024/04873 - Variation of conditions pursuant to 20/02511/REM – Approved with conditions
PL/2024/04872 - Variation of conditions pursuant to N/13/00308/OUT – Approved with conditions
PL/2024/03204 - Full planning permission Decision - Approve with Conditions Date: 25/10/2024 – The erection of a new manufacturing and research and development centre, including ancillary offices, production facilities, laboratories, warehousing, ancillary staff facilities, external servicing areas, external area for the storage and internal fit-out

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

Chippenham Town Council: No objection

Lacock Parish Council: No objection

Council's Highways Engineer: No objection –

I understand the proposal to provide 3 number backlit signs for the newly constructed Siemens building at Southpoint Business Park. The illuminated signs are within luminance levels and will not face or cause a distraction to the highway, therefore I raise no objection to the placement of the signs as per the approved drawing D-A-2080 C02

Council's Conservation Officer: No objection –

No Objection as no further impacts on the historic environment when considered in the context of the recent planning history

Council Ecologist: Objection and further information required –

There are a number of queries that need to be addressed to enable an assessment of impacts as follows:

- Will the signs be illuminated 24 hrs a day*
- The covering letter states: The proposed illumination will utilise energy-efficient LED modules, with a light colour temperature of 6500K. However, lighting in bat consultation zones is generally specified as using warm white lights (2700k or lower), so can the illumination modules be changed?*
- Will the signage result in any increasing lux levels on potential bat foraging or commuting habitats?*
- The lighting strategy submitted to discharge planning condition 21 of planning application PL/2024/03204 should be reviewed to ensure the lux plots in the lighting strategy remain valid*

RESPRESENTATIONS

The application was publicised by direct neighbour letter, however no representations have been made.

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

“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 the sensitive design of advertisements and signage. The NPPF paragraph 141 states that the quality and character of places can suffer when advertisements are poorly sited and designed.

The appearance of the proposed back-lit signs are sympathetic to its location to serve the new facility currently under construction. Whilst this is considered to be a new employment facility, the signage is befitting of the context of the site within which it will be situated. The site is not located within a Conservation Area, nor is it within a National Landscape. Whilst it is in within the Historic Building Site and Monument Record of Showell Farm, the Conservation Officer has not objected to the proposal given that the signage will not further impact the historic environment when considered in the context of the recent planning history on this site.

Furthermore, it is considered that the proposed signage will not result in harm to the visual amenity of the area. The siting of the proposed signage across 3 elevations will not result in a cluttered or incongruous appearance, whilst its scale and positioning are not considered to result in any adverse impact on visual or residential amenity. It is also not considered to result in any loss of outlook, light or privacy to the neighbouring buildings adjacent to the site. The design of the signage, along with the materials and colours proposed, are considered compatible with the surrounding area, whilst the intensity of the illumination is considered appropriate and acceptable in context to the site and the location in which the signage is proposed, given the buildings siting recessed from the main road.

Chippenham Town Council, Lacock Parish Council and the Wiltshire Council Conservation Officer raised no objections to the proposed signage, therefore it is considered to be acceptable and 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:

“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.

There is not considered to be any risk to public safety as a result of the proposed signage. The building to which the signage will be fixed to is recessed from the main road, whilst the height and positioning of the signage is appropriately sited within the context of the surrounding built environment, ensuring clear visibility to road users and pedestrians without appearing intrusive or dominant within this vicinity. The building is sufficiently distanced from the road to avoid any disruption or interference with traffic signs and signals. Furthermore, no objections have been received from the Wiltshire Council Highways Officers, who confirm that the proposed placements of the signage do not face or cause distraction to the highway.

Further details were requested regarding whether the signage would be illuminated 24 hours a day, however this has not been confirmed and no further information has been provided addressing this. Whilst the comments received by Wiltshire Council Ecologist are noted in relation to the luminance levels, it is also noted that the site already has been subject to the approval of a Lighting Strategy which was conditioned within the initial planning approval PL/2024/03204. Indeed, further information was provided to discharge condition 21 relating to the requirement for a Lighting Strategy, with the information provided confirming the proposed lighting internally within the site for car parking, walkways, internal roads and to the perimeter of the site. Additionally, a comprehensive lux plot was provided to demonstrate compliance with required illumination levels and the minimisation of light spill. Accordingly, there is not considered to be any need to require the further information requested by the Council's Ecologist prior to the determination of the application.

Overall, it is not considered that signage of this type, its siting on the building and the proposed luminance levels will result in distraction, nuisance or impact on the ecological value of the area. Considering the approved Lighting Strategy enables the provision of external lighting within the application site, as well as the evident street lighting along the carriageway of the adjacent road network, it is not considered that the light spill resulting from the proposed signage would exacerbate either the existing lighting conditions approved or those already evident within this location and the surrounding area (which is already well lit).

Therefore, 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, and method 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 any 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 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.

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 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. The development hereby permitted shall be carried out in accordance with the following approved plans:

SMC-AHR-ZZ-ZZ-D-A-2080 rev CO2 – Site Plan received 11.11.25
SMC-AHR-ZZ-ZZ-D-A-2080 - Signage Elevations received 31.10.25
SMC-AHR-EX-ZZ-D-A-008101 - Location Plan received 31.10.25

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

4. The intensity of the illumination of the sign permitted by this consent shall be no greater than that recommended by the Institute of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement Guide).

REASON: in the interests of amenity and public safety

5. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

REASON: In the interests of amenity, public safety and in order to retain effective planning control.

6. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of

Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

REASON: In the interests of amenity, public safety and in order to retain effective planning control