

PD14933/CB/HH/NW
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James Taylor
Wiltshire Council
Monkton Park Offices,
Monkton Hill,
Chippenham,
SN15 1ER

06 August 2026

Dear James,

SMO UKI, RAIL INFRASTRUCTURE, NEW CHIPPENHAM FACILITY: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007: APPLICATION FOR CONSENT TO DISPLAY NEW SIGNAGE

On behalf of Siemens Mobility Limited (*"the Applicant"*), please find enclosed an application (*"the Application"*) for consent to display an advertisement at Siemens' new facility at SouthPoint Business Park, Chippenham (*"the Site"*).

BACKGROUND

On 25 October 2024, planning permission (Ref: PL/2024/03204) (as amended) was granted for:

"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 of Relocatable Equipment buildings, ancillary test track-bed for static testing of signalling infrastructure equipment and car and cycle parking, together with access, drainage, landscaping and other associated infrastructure (e.g. substation) and works."

The Planning Permission was granted subject to a number of conditions and a Section 106 legal agreement.

PROPOSED ADVERTISEMENT

This Application seeks advertisement consent for the display of a digital totem sign within the Site, positioned towards the south-west corner of the building, near the entrance to the Siemens facility and between the main entrance point and car parking area. The proposed signage is associated with the occupation and operation of the development by Siemens. Its purpose is to provide information relating to the facility and Siemens' operation for staff, visitors and other users at the Site.

The proposed totem comprises a double-sided digital display within a gloss black coated steel structure. The overall sign measures 2,235mm in height, 1,086mm in width and 375mm in depth. The digital display screen measures 1,429mm in height and 804mm in width.

The proposed display would have a brightness of 2,500 cd/m². The illumination would be integrated within the digital display and is intended to provide a clear and legible sign, while remaining appropriate to the context of the wider commercial and employment setting.

Full details of the proposed signage, including its design, dimensions and appearance, are provided on the accompanying External Digital Display Plan (Drawing Ref: SMC-AHR-EX-ZZ-D-A-008500 P01).

ADMINISTRATIVE MATTERS

This Application has been submitted via the Planning Portal (Ref: PP-15107136) and comprises the following documents:

- Site Location Plan (Drawing Ref: SMC-AHR-EX-ZZ-D-L-008109 P01)
- External Digital Display Plan (Drawing Ref: SMC-AHR-EX-ZZ-D-A-008500 P01)

The requisite fee of £265.00 (including the Planning Portal £91.00 service charge) has been paid online via the Planning Portal at the time of submission.

We trust the submitted information is sufficient to validate the Application but if you require any further information, please do not hesitate to contact Harriet Humphrey (harriet.humphrey@montagu-evans.co.uk / 07826 552 594), Craig Blatchford (craig.blatchford@montagu-evans.co.uk / 07984 458485) or Nathan Wilson (nathan.wilson@montagu-evans.co.uk / 07387 542303). We look forward to hearing from you in due course.

Yours sincerely,

Montagu Evans

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