

Planning Registration Team, Wiltshire Council

Our reference: 26021
25th July 2026

Dear Sir or Madam

Advertisement Consent Application: Cross Manufacturing Company, Devizes South Site, Hopton Park, London Road, Devizes, SN10 2EU

Description: Erection of new illuminated and replacement signage on front elevation

1.0 Introduction

PlanningSphere are instructed by Cross Manufacturing Company (1938) Ltd who are the freehold owners of the application site.

We are instructed to apply for advertisement consent for the installation of 2 No. externally mounted illuminated business signs at the premises of Cross Manufacturing Company located at Devizes South Site, Hopton Park, London Road, Devizes. The proposed signs will display the company's name to identify the business premises and will improve wayfinding for customers, suppliers, delivery drivers and visitors.

The site comprises an established manufacturing facility situated within Hopton Park that is characterised by commercial and industrial buildings. Cross Manufacturing Company has specialised in the design and manufacture of heat resisting wrought alloy sealing rings and associated products, combining technology with innovation to achieve world-class quality and precision since the 1920s.

The enclosed advertisement consent application submission comprises the following information:

- Advertisement Consent Application Form: PlanningSphere
- Application fee: £174.00 (excluding Planning Portal fee of £91)
- Site Location Plan: Dolman
- Existing and Proposed Site Plans and Front Elevations: Dolman
- Sign Details Plan: Signs Express
- Planning Cover Letter: PlanningSphere
- Photosheet: PlanningSphere

2.0 Relevant Background Information

(i) Site Description

The application site, as shown on Figure 1 below, comprises the Cross Manufacturing Devizes South site located at Hopton Park, London Road, Devizes. The site is bounded by existing trees and vegetation which provide natural screening, as illustrated in the enclosed Photosheet.

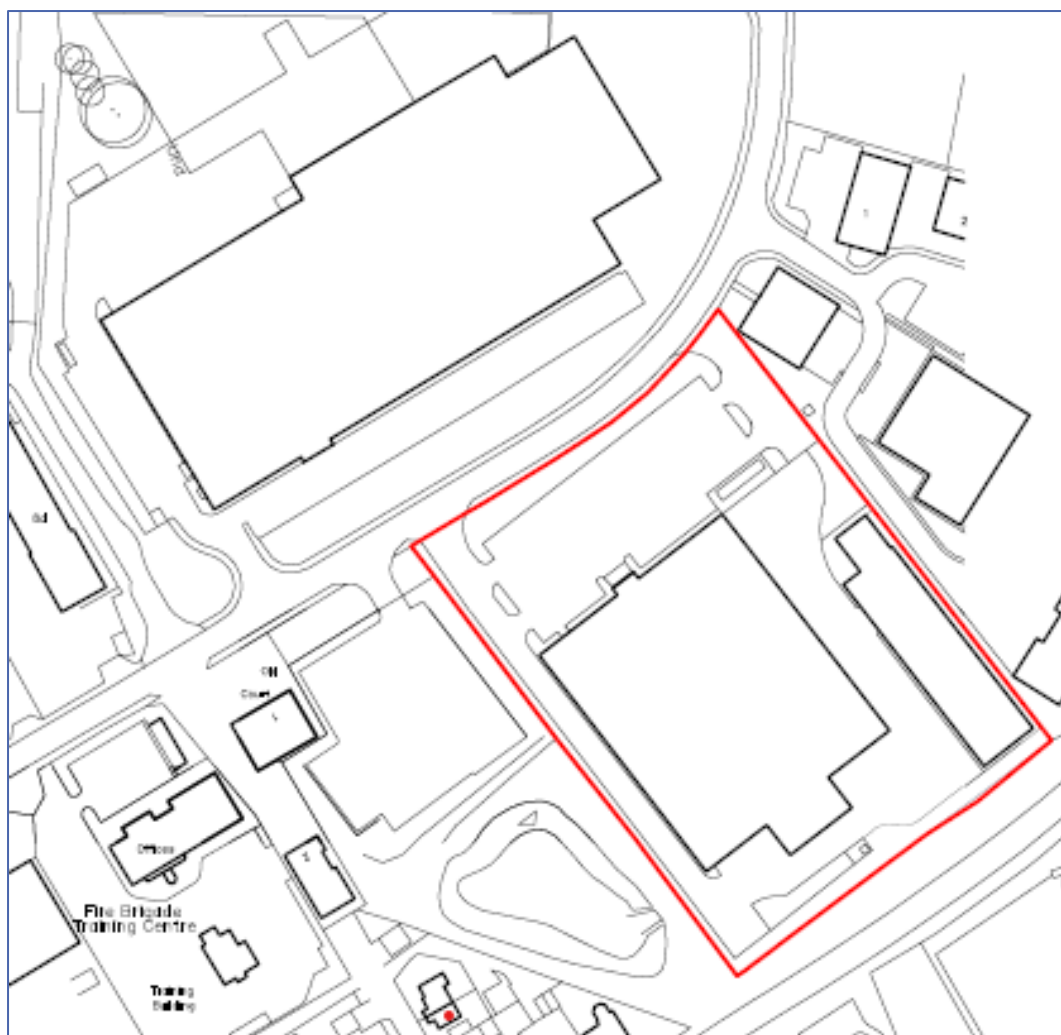


Figure 1: Extract of Site Location Plan

(ii) Planning History

Recorded planning history for the site includes the following 2018 decision permitting the construction of a building for B1, B2 and B8 uses. Other related decisions have been noted on the public access system.

Application Ref.	Description	Decision
18/02781/FUL	Erection of a Steel Framed Building with B1, B2 and B8 Uses.	29/05/2018

3.0 Summary of Proposals

The application seeks Advertisement Consent for the installation of 2 No. externally mounted illuminated business signs at the premises of Cross Manufacturing Company in Devises.

It is proposed to install 1 No. illuminated sign on the main entrance canopy and 1 No. illuminated sign to wall (replacing a non-illuminated sign) both on the front (north west) elevation of the building. The proposals are supported by existing and proposed site plans and elevational plans; and a Sign Details Plan informed by specialist design input (extracts below).



Figure 2: Extract of Existing and Proposed Front (north west) Elevational Plans

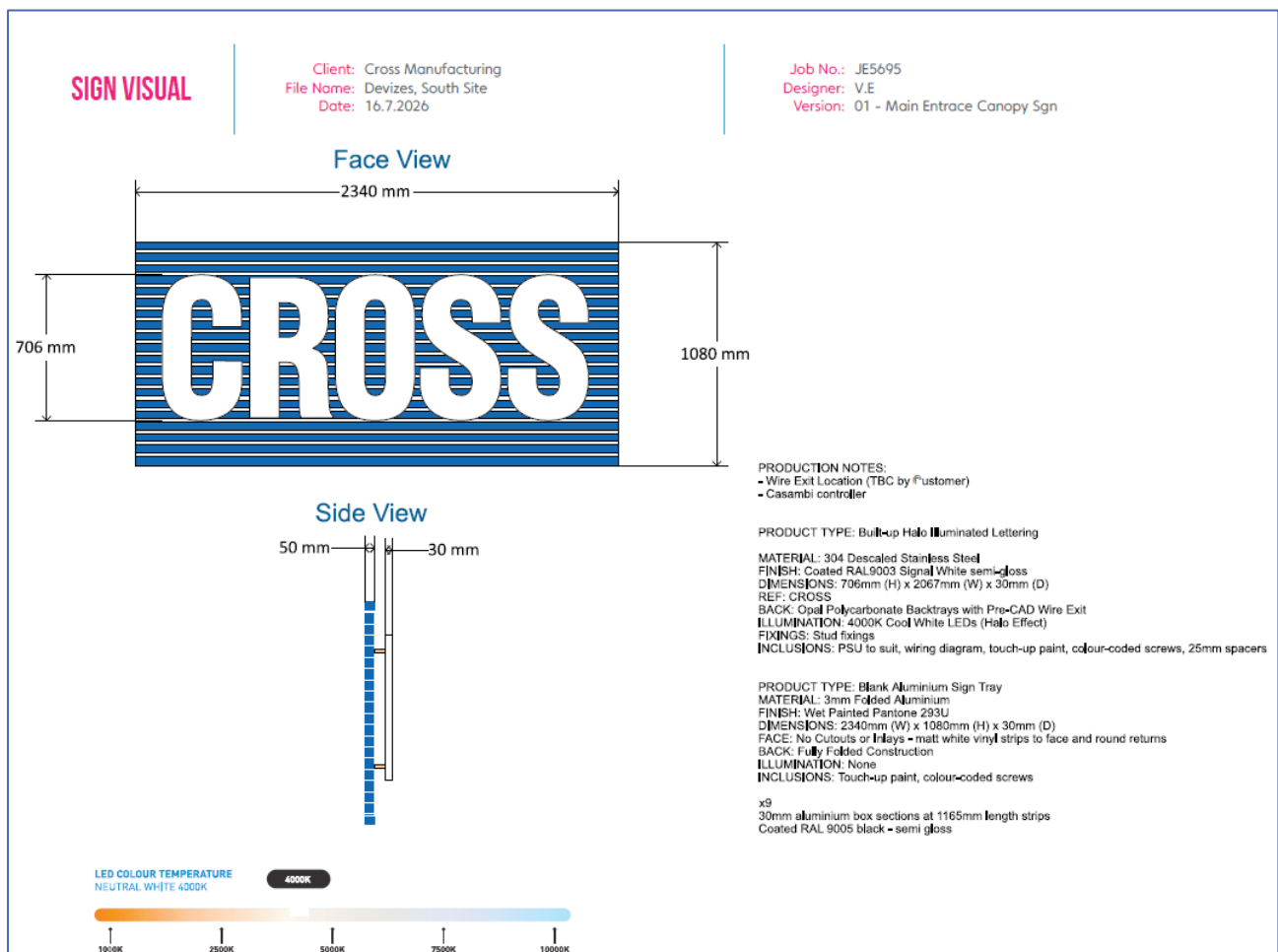


Figure 3. Extract from Signage Details Plan

Design, Scale and Appearance

The proposed sign for the Main Canopy will be fixed to the front elevation of the building and has been designed to complement the existing building. It will incorporate the company's corporate branding in a simple, professional format using high-quality durable materials.

The dimensions, colours and lettering have been selected to ensure the sign is clearly legible without appearing visually intrusive or dominant within the street scene.

The built-up halo illuminated lettering comprises low-intensity LED lighting which will not cause glare or light spill. The corresponding sign tray will be integrated into the fabric of the building matching the Company brand. The lettering would comprise:

- Material: 304 descaled stainless steel
- Finish: Coated RAL 9003 Signal White semi-gloss
- Dimensions:
- Back: Opal Polycarbonate Backtrays with Pre-CAD Wire Exit
- Illumination: 4000K Cool White LEDs (Halo Effect)
- Fixings: Stud fixings

The Sign Tray would comprise the following:

- Material: 3mm Folded Aluminium
- Finish: Wet Painted Pantone 293U
- Dimensions: 3850mm (W) x 1750mm (H) x 30mm (D)
- Face: No cutouts or Inlays – matt white vinyl strips to face and round returns
- Back: Fully Folded Construction
- Illumination: None

The sign would also include: 9 x 30mm aluminium box sections at 1835mm length strips Coated RAL 9005 black – semi gloss.

A similar replacement illuminated sign is proposed to replace the non-illuminated existing sign also on the front elevation.

4.0 Advert Consent Policy

The planning legislation for advertising consent control in England is primarily governed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

Paragraph: 001 Reference ID: 18b-001-20140306

Revision date: 06 03 2014

(i) The Development Plan and Applicable Designations

The statutory development plan comprises: the adopted Wiltshire Core Strategy (2015); the Wiltshire Housing Site Allocation Plan (2020); and the Devizes Neighbourhood Plan (2015).

The site is located within a Principal Employment Area in Devizes. Relevant adopted Wiltshire Core Strategy policies include:

- CP1: Settlement Strategy
- CP2: Delivery Strategy
- CP12: Spatial Strategy for Devizes Community Area
- CP35: Existing Employment Land
- CP57: Ensuring High Quality Design and Place-shaping

Criterion x of Policy CP57 in referring to a high standard of design in all new developments, including extensions, alterations, and changes of use of existing buildings, requires:

x. the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and material.

There are no relevant or applicable policies in the Wiltshire Housing Site Allocation Plan (2020).

(ii) National Planning Policy Framework (NPPF)

National planning policy is set out in the NPPF (last updated in February 2025)¹. Para 141 is relevant:

141. The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

5.0 Planning Assessment

(i) Procedural Compliance

The scope of an advertisement consent application is limited to matters of visual amenity and public safety only, taking account of cumulative impacts.

This Planning Cover Letter sets out the proposals and provides the necessary information to enable assessment and determination by the Council.

(ii) Visual Amenity and Public Safety

The proposed new main entrance canopy and replacement illuminated signage will be located on the front elevation of the established Cross Manufacturing Building. The proposed advertisement is appropriate in scale, design and location for the premises and will integrate with the fabric of the host building and the commercial character of the surrounding industrial estate. The signage is solely for the identification of the business operating from the premises and will benefit visual amenity and public safety locally, by displaying the company's name to clearly identify the business entrance and premises, improving wayfinding for customers, suppliers, delivery drivers and visitors on arrival.

¹ At the time of writing an updated draft NPPF has been issued, and the Government concluded a consultation in March 2026. If a new NPPF is subsequently issued before the application is determined, any changes relevant to the application will be addressed through a post-submission update, as necessary.

The signs will be securely fixed to the building by appropriate qualified contractors and will not obstruct visibility or impact on highway safety.

There will be no harmful cumulative impact to local visual amenity.

6.0 Conclusion

The proposed signs are modest in scale, appropriate to their commercial and industrial setting and necessary to identify the lawful business operating from the premises. The proposed signs will preserve and improve visual amenity, safeguard public safety and are considered to comply with relevant national and local policy guidance.

On the basis that there are no adverse amenity, public safety or cumulative issues raised, the Council is respectfully requested to approve the enclosed advertisement consent application.

Yours faithfully

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