

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/03637
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	13, High Street, Corsham, SN13 0ET
DEVELOPMENT DESCRIPTION:	Internally illuminated menu box and externally illuminated hanging sign
RECOMMENDATION:	Approve with Conditions

Note: During the life of the application revisions to the advertisement scheme were accepted, and consultations carried out. This report is based on those revised plans.

PROPOSAL

The application seeks advertisement consent for a signage scheme on the east elevation of No.13 High Street, Corsham, which was granted listed building consent and planning permission to be converted into a “boutique hotel” in 2024. The building had previously been a branch of Lloyds Bank. As shown on the extract of the submitted proposed elevation below, scheme consists of a number of decals applied to the windows; a projecting hanging board at the southern end of the elevation; and a menu board to the side of the entrance.



The hanging sign, which would measure 600mm x 600mm would be hung on the existing bracket (used for the previous Lloyds Bank sign) and would therefore utilise the existing external illumination.

The colour scheme is a deep burgundy colour with cream accents.

See photograph below for existing bracket and lighting:

Below: Existing bracket and lighting



Below: Extract of submitted proposed hanging sign



The polished brass framed menu box would be 520mm W x 697mm H and internally illuminated by warm white LEDs concealed in the frame. It is proposed to be fitted to the left hand side of the High St entrance door balancing the retained and refurbished bronze night safe in stone surround to the right and side of the entrance door.

Below: submitted image of menu box:



The fenestration of the High Street elevation includes 6 over 6 sash windows at 1st floor with 1 over 1 sash windows at ground floor. Hand-painted 76mm high decals to the internal face of the glass using a cream colour complimentary to that of the stone and lime render are proposed at the centre of the lower pane of each of the ground floor windows, except one of the windows serving the wine shop on which the operators Beckford Bottle Shop wine merchants logo (376mm W x 434mm H) is to be applied in gold leaf.

LISTED BUILDING CONSENT:

Upon validation the case officer queried why a listed building consent application was not submitted to accompany the advertisement consent application. The applicant advised – and states in the submitted Planning Statement that:

“A new hanging sign using the existing bracket has been approved as required by a Condition 5 (lanterns, awnings, hanging signs), 6 and 7 of Listed Building Consent PL/2022/09717 LBC, under Application No PL/2025/07133 For APPROVAL OF DETAILS RESERVED BY CONDITION

Condition 5: None of the proposed hanging signs, recessed signs, awnings or lanterns shall be installed until further details of their design and method of fixing has been submitted to and approved in writing by the Local Planning Authority:

The light fitting over the hanging sign and the illuminated menu box have been approved as required by Condition 9 of Full Planning Approval PL/2022/09459 under Application No PL/2025/08928 for APPROVAL OF DETAILS RESERVED BY CONDITION of Conditions 5, 7, 8 and 9 (external lighting) .

Condition 9 Notwithstanding the submitted External Lighting Strategy, no external light fixture or fitting will be installed within the application site unless details of existing and proposed new lighting have been submitted to and approved by the Local Planning Authority in writing.

The materials, text and colour details of the sign and the proposed window decals are additional to information that has been submitted and approved previously.”

SITE DESCRIPTION/CONTEXT

The application site is No.13 High Street, Corsham. Previously Lloyds Bank, the building was granted planning permission and listed building consent to be converted into a boutique hotel in 2024.

The building is listed grade II and is within Corsham Conservation Area. It has a complex architectural history, including 18th, 19th, and 20th century elements and alterations, having originally been a private home before including a bank at part of the ground floor which gradually extended to occupy the whole building until the bank vacated in 2016. The listing reads as follows:

“CORSHAM HIGH STREET ST 8770 (west side) 5/202 No 13 (Lloyds Bank) 20.12.60 GV II. House now bank, earlier C18, painted roughcast with ashlar dressings and stone tiled roof, coped gables and one ridge stack. Two storeys and attic. Raised plinth, pilaster strips, moulded cornice and parapet.

Main range, to right has 2 hipped dormers, 5-window range with pilaster strips each side, cornice broken forward over and moulded course stepped up as hoodmould over ground floor windows. Upper windows in bead-moulded raised surrounds, three 12-pane sashes alternating with 2

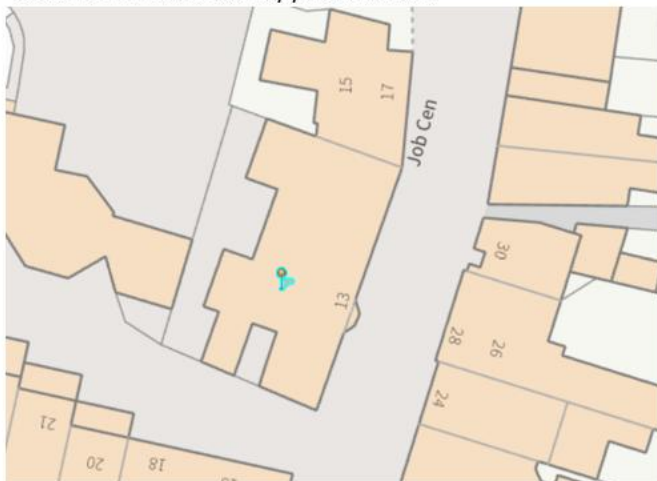
blank windows. Ground floor plate glass sashes in moulded architraves, one to left of door, pair and single to right. Six-panel door in raised bead- moulded surround with strip each side up to scroll pediment on consoles.

To right of main range is late C18 or early C19 two- storey bay with cornice and parapet carried around, raised band and plinth. Twelve-pane sashes to first floor, plate glass sashes below, continuous sills.

To left is one-window range framed by pilaster strips as on main range, upper 12-pane sash in beadmoulded raised surround, ground floor plate glass sash in moulded architrave with moulded course stepped as hoodmould over. Moulded course and cornice break forward over pilasters. Hipped lean-to on south end.

Rear of main range has projecting gable with flush cyma-moulded windows and dripstones and TH 1737 scratched on south side wall. Curved stair projection to right. Listing NGR: ST8719170342”

Below: Pin indicates application site



Below: aerial photograph, pin indicates application site



Below: images of east elevation of No.13 High Street:



RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

National Planning Policy Framework (NPPF)

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- 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

Corsham Neighbourhood Plan:

Supplementary Planning Documents:

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

RELEVANT PLANNING HISTORY

Proposal / Summary
PL/2022/09459 & PL/2022/09717 Approve with Conditions Date: 26/3/2024 – Change of use from Bank to boutique hotel with ancillary brasserie style restaurant and retail wine merchant at ground floor, including additional new accommodation at the rear of the building for kitchen and plant rooms, demolition of more recent element
PL/2025/07133 - Discharge of conditions (5) details of the design and method of fixing (of hanging signs), (6) materials, design and levels, & (7) rainwater goods, on planning application PL/2022/09717 LBC
PL/2025/08928 - Discharge of Conditions 5 (Car Parking), 7 (Management Plan), 8 (Use of Outdoors Areas) and 9 (External Lighting) of PL/2022/09459

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

The following consultees were invited to comment on this application:

Corsham Town Council:

Resolved: that, subject to approval of Wiltshire Council's Conservation Officer, no objection be raised. The Town Council requests that the lights for the hanging sign be switched off when the hotel closes, so that the sign is not illuminated throughout the night.

Wiltshire Council's Highways Engineer:

I refer to the above planning application for internally illuminated menu box and externally illuminated hanging sign. I raise no highway objection to the signage providing the following conditions are imposed:

1. The illumination of the advertisement(s) shall be implemented in a way which ensures that no source of light is directly visible from the public highway and be static and shall not be of a flashing type.

REASON: In the interests of public safety.

2. No part of the advertisement(s) shall be located less than 2.4m above the highway.

REASON: In the interests of public safety.

3. 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.

Informative

The development hereby approved includes the construction of structures which will overhang the adopted highway. You are advised that before any works commence you will require a Section 177 (Oversailing) Licence from the Highway Authority.

Wiltshire Council's Conservation Officer: No comments received

RESPRESENTATIONS

The application was publicised by site notice placed on the building, and by direct neighbour letter. No representations were received.

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.

Impact on Amenity:

Policy Context

"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, including features of historic, architectural, cultural or landscape interest.

CP57 requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

Policies DP3 - DP4 of the NPPF require development to contribute positively to the quality of places, respond appropriately to local character and context, and achieve a high standard of design. Whilst advertisement applications are determined primarily with regard to amenity and public safety, these policies provide useful context when assessing the impact of signage upon the character and appearance of an area.

The heritage policies HE4-HE10 of the NPPF provide further guidance regarding the conservation and enhancement of heritage assets and their settings.

Assessment

The proposed advertisements form a modest and restrained signage scheme which responds appropriately to the character of the Grade II listed building and the surrounding Corsham Conservation Area. The projecting sign would measure 600mm x 600mm and would be suspended from the existing bracket formerly used for the Lloyds Bank signage. Its limited scale, traditional hanging format and muted dark burgundy and cream colour palette would complement the architectural character and materials of the building without appearing visually dominant or unduly commercial. The existing external illumination would be retained, with the principle and details of the lighting and the method of fixing having previously been approved under PL/2025/07133.

The internally illuminated menu box would also be modest in scale and positioned immediately beside the principal entrance. Although its polished brass frame would introduce a brighter material, its size, warm white illumination and close relationship with the doorway would ensure that it reads as a discreet entrance feature rather than a prominent advertisement. Its position to the left of the doorway would also provide visual balance with the retained bronze night safe and stone surround on the opposite side.

The proposed window decals would be applied to the internal face of the ground-floor glazing and are therefore unlikely to require express advertisement consent. Nevertheless, they form part of the overall visual appearance of the scheme and have been considered accordingly. With the exception of the somewhat larger wine merchant's logo, the decals would comprise restrained 76mm-high lettering positioned centrally within the lower window panes. Their cream and gold colouring would complement the stone and lime-rendered elevation, while their limited coverage would preserve the transparency and established rhythm of the ground-floor windows.

Taken as a whole, the signage would remain subordinate to the host building, avoiding excessive scale, illumination, visual clutter or cumulative commercialisation. It would therefore preserve the architectural and historic interest of the Grade II listed building and the character and appearance of the Corsham

Conservation Area. The advertisements would not give rise to any unacceptable adverse effect on amenity and would accord with Core Policies 57 and 58 of the Wiltshire Core Strategy and the relevant design and heritage principles of the NPPF.

Whilst Corsham Town Council has requested that the advertisements cease to be illuminated when the hotel is closed, the site occupies a town centre location and the proposed illumination forms part of a lighting scheme previously approved under planning permission PL/2022/09459 and subsequent discharge of condition applications. No restriction on hours of illumination was considered necessary through those approvals, and no evidence has been provided to demonstrate that a condition controlling operating hours is required in the interests of amenity - or public safety.

Having regard to the character of the area, the design, scale, siting and illumination of the proposed advertisements, it is considered that the proposal would not cause harm to the visual amenity of the area, either individually or cumulatively, 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:

Policy Context

“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 NPPF supports the creation of safe environments and the protection of public safety. In the context of advertisement control, particular regard should be had to the effect of the advertisement on highway safety and the safe movement of pedestrians and vehicles.

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.

Assessment

The application site occupies a prominent position on Corsham High Street within the town centre. The proposed advertisements would be viewed from the public highway and footway, however their scale, siting and design are typical of commercial premises in this location. The proposed hanging sign would be modest in size, whilst the menu box would be fixed adjacent to the entrance door. Neither feature

would obscure visibility splays, traffic signs, signals or other highway infrastructure. The proposals do not include any digital displays, moving images or flashing illumination.

Wiltshire Council's Highways Officer has reviewed the application and raises no objection to the proposed advertisements, subject to conditions requiring that the illumination is static, that no source of light is directly visible from the public highway, that a minimum clearance above the highway is maintained, and that illumination levels accord with the recommendations of the Institute of Lighting Professionals.

Having regard to the scale, siting and illumination of the advertisements, together with the absence of any highway objection subject to conditions, the proposals would not result in an unacceptable impact on public safety, either individually or cumulatively. The proposal therefore satisfies the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) 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 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.

All conditions imposed have been assessed against the tests set out in Policy DM6 of the NPPF and are considered to be necessary, relevant to planning, relevant to the development to be permitted, enforceable, precise and reasonable in all other respects.

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 five 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 approved plans condition.

3. The advertisements hereby granted consent shall be displayed in accordance with the following approved plans:

Proposed High St elevation and hanging sign detail SA97 AdPL 02 Rev B received 4 Aug 2026

Proposed High St elevation with details of menu box and decals to windows SA97 AdPL 03

Rev A received 4 Aug 2026

Planning Statement received 9 Jun 2026

Location Plan SA97 AdPL 01 received 9 Jun 2026

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

4. The illumination of the advertisement(s) shall be implemented in a way which ensures that no source of light is directly visible from the public highway and be static and shall not be of a flashing type.

REASON: In the interests of public safety.

5. No part of the projecting hanging sign hereby approved shall be located less than 2.4m above the highway.

REASON: In the interests of public safety.

6. 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.

Informative

The development hereby approved includes the construction of structures which will overhang the adopted highway. You are advised that before any works commence you will require a Section 177 (Oversailing) Licence from the Highway Authority.