

APPLICATION FOR ADVERTISEMENT CONSENT CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/04148
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	The Gladstone Arms, Gladstone Road, Chippenham, SN15 3BW
DEVELOPMENT DESCRIPTION:	Erection of illuminated and non-illuminated signs to the exterior of the building
RECOMMENDATION:	Approve

Note: revised plans were received during the life of the application, to address a request from Chippenham Town Council. The following report is based on those revised plans.

PROPOSAL:

The application seeks advertisement consent for a new signage scheme at the Gladstone Arms public house. The proposed elevation is as follows:



The scheme would consist of one high level fascia sign (A) above the first floor windows, which would be externally illuminated by down lighters fixed to the cornice; a smaller fascia sign over the main entrance (B), 2No amenity boards (C), one beside the front door under new lanterns (G), and one

affixed to the post of the free standing sign (E). The free standing sign (E) would be double sided and illuminated by linolites (long slim LED lights). Finally there would be a “Car Park disclaimer” sign, (D) on the other side of the entrance door, and a beer garden sign attached to the gate into the beer garden at the northern end of the building.

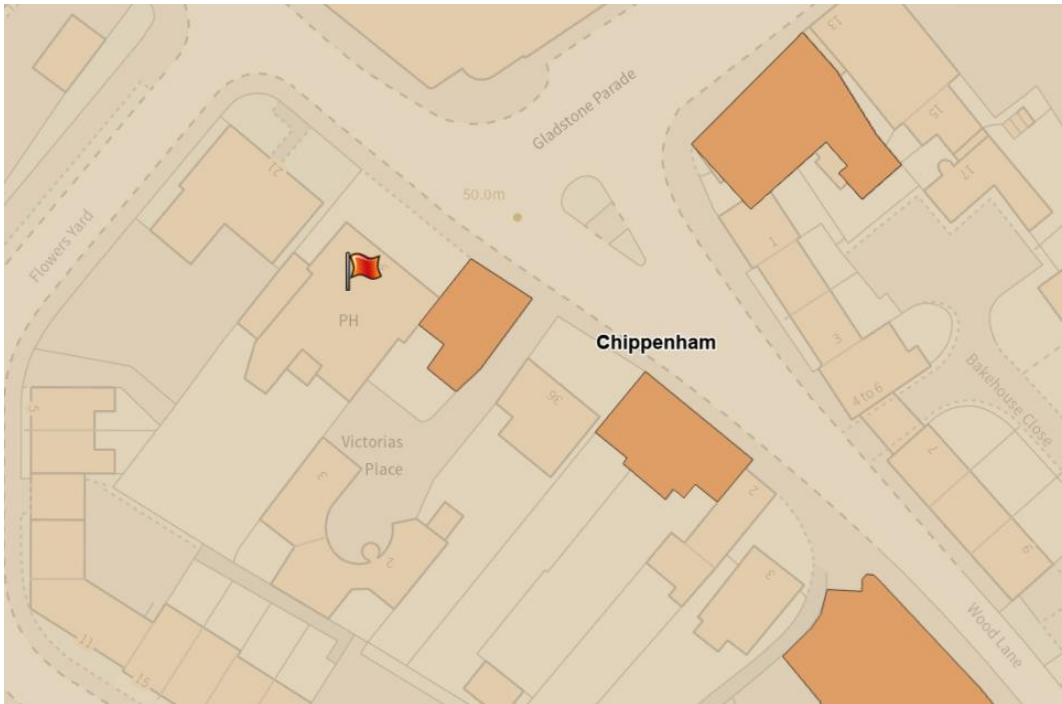
The palette is gold lettering applied to a red oxide (RAL 3009) background.

SITE DESCRIPTION/CONTEXT

The site is the Gladstone Arms public house, located on the southwest side of Gladstone Road, Chippenham. The photograph below shows the site on 24.08.2026. Note the sign on the side elevation of No.35 Gladstone Road: this was originally proposed to be replaced with a new sign as part of this advertisement scheme, however at the request of Chippenham Town Council this will now not be replaced.



The site, indicated with a red flag on the plan below, is in the Chippenham Conservation Area, which is indicated by the light brown wash. The building to the southeast, No.35 Gladstone Road, is a Grade II listed building. Listed Buildings are denoted by darker brown coloured buildings on the plan below:



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

Chippenham Neighbourhood Plan (inc Chippenham Design Guide and the Chippenham Conservation Character Area Appraisal):

- Policy TC4 – Development within Chippenham Conservation Area

Supplementary Planning Documents:

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

PLANNING HISTORY:

None that is relevant to this application

ISSUES

Advertisement applications are subject to a distinct statutory regime. The Local Planning Authority may only consider the effect of the proposal on amenity and public safety. Other matters, including the content of the advertisement or commercial considerations, are not material to the determination of the application.

CONSULTEE RESPONSES

The views of consultees are material considerations in the determination of the application. However, the decision-maker must exercise their own planning judgement. Where consultees raise concerns or recommend conditions, these have been considered and are addressed within the assessment section of this report.

The following consultees were invited to comment on this application:

Chippenham Town Council: No Objection

“Policy TC4 of the Chippenham Neighbourhood Plan (CNP) reinforces the relevance and importance of enhancing views and working with the different character areas as set out in the Chippenham Conservation Area Character Appraisal (2024). The Appraisal identifies the Gladstone Arms as a 'Building of Good Townscape Merit' and a positive view towards the building looking along Timber Street. The proposed signage is replacement signage and sensitive to the building's status. It would therefore have a negligible impact on the Conservation Area in accordance with CNP Policy TC4. Notwithstanding, the Town Council supports the suggested conditions of Wiltshire Council Highways. It is also recommended that Sign D, proposed to be fixed to the adjacent listed building No. 35 Gladstone Road, and for which separate listed building consent would be required, could replace one of the two Sign C's located on either side of the entrance door (two signs with the same information is not required).”

Wiltshire Council's Highways Engineer: No objections subject to conditions

“I raise no highway objection providing the following conditions are imposed:

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.

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.”

Wiltshire Council's Conservation Officer: No objection

“Having reviewed the submission and comments offered by the Town Council I confirm my assessment of the case is as per the comments offered by the Town Council.

The site is considered to be a prominent building in the Conservation Area and in this case the proposals are not considered to harm the character of the host building or the character of the Conservation Area.

I support the recommendation to remove the sign from the adjacent listed building.”

REPRESENTATIONS

No representations had been received at the time of writing.

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:

"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 D3 -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.

Further to the comments received from Chippenham Town Council, the applicant was invited to review the proposed signage mounted to No. 35 Gladstone Road. Whilst it was acknowledged that this sign would have replaced an existing sign in a similar position, No. 35 is a Grade II listed building and the applicant subsequently amended the scheme to omit this element. The revised proposal therefore removes the need for any new advertisement signage to be affixed to the listed building, which is considered to represent an improvement in heritage and visual amenity terms.

The application site occupies a prominent position within the Chippenham Conservation Area and is identified within the Conservation Area Appraisal as a Building of Good Townscape Merit. As such, careful consideration has been given to the effect of the proposals on the character and appearance of the area, the significance of the Conservation Area, and the setting of the adjacent Grade II listed building at No. 35 Gladstone Road. The proposed advertisements are modest in scale and appropriately related to the architectural features of the public house. The use of gold lettering against a red oxide background reflects a traditional public house signage palette and is considered appropriately muted rather than visually intrusive. The number and distribution of signs across the building is proportionate to the scale and function of the premises and would not result in visual clutter. In reaching this conclusion, significant weight is afforded to the advice of the Conservation Officer, who confirmed agreement with the Town Council's assessment that the proposals would not harm the character of the host building or the character and appearance of the Chippenham Conservation Area and supported the removal of the sign from the adjacent listed building.

In terms of illumination, the principal fascia sign would be lit by external downlighters fixed to the cornice, whilst the freestanding sign would be illuminated by slim LED linolite fittings. These lighting arrangements are discreet in appearance and are intended to illuminate the advertisements themselves rather than create a prominent lighting feature. Subject to the recommended conditions controlling illumination levels, the proposals would not appear unduly conspicuous within the street scene or cause harm to the character of the Conservation Area.

Taking all of the above into account, the proposal would preserve the character and appearance of the Chippenham Conservation Area and would not harm the setting of the adjacent Grade II listed building. Accordingly, the proposal is considered to comply with Core Policies 57 and 58 of the Wiltshire Core Strategy, Policy TC4 of the Chippenham Neighbourhood Plan and the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) 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 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.

Wiltshire Council's Highways Engineer has reviewed the application and raised no objection, subject to conditions controlling the method and intensity of illumination.

The proposed advertisements would be located on an existing public house and comprise traditional fascia signs, amenity boards and a freestanding sign. By reason of their scale, design and positioning, the advertisements would not obstruct visibility for road users or pedestrians, nor would they interfere with existing traffic signs, signals or street lighting. The proposed advertisements do not incorporate moving, flashing or intermittently illuminated elements that could distract or confuse highway users. Furthermore, the proposed lighting arrangements would be static in nature and, subject to the recommended conditions, would be designed and operated in accordance with recognised guidance relating to illuminated advertisements.

Having regard to its siting, scale, illumination and relationship with the surrounding highway network, 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) (England) Regulations 2007.

CONCLUSION:

The proposed advertisements have been assessed in accordance with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

The proposal principally comprises the replacement of existing signage associated with the public house, together with updated methods of illumination. During the course of the application, the scheme was amended to remove a proposed replacement sign from the adjacent Grade II listed building at No. 35 Gladstone Road, responding to concerns raised by Chippenham Town Council and supported by the Conservation Officer. As revised, the proposal represents a sensitive replacement signage scheme which respects the character of the host building and its historic surroundings.

It is considered that the advertisements, by reason of their design, scale, siting, colour palette and method of illumination, would not result in harm to visual amenity, the character and appearance of the Chippenham Conservation Area, or the setting of nearby heritage assets. Furthermore, the proposal would not give rise to any unacceptable public safety concerns.

Subject to the recommended conditions, the proposal is therefore considered acceptable and advertisement consent should be granted.

RECOMMENDATION: It is recommended that advertisement consent be GRANTED subject to condition(s).

1. STANDARD CONDITIONS

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. ADVERTISEMENT: TIME LIMIT TO CONSENT

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