CASE OFFICER'S REPORT

Application Reference:	**PL/2023/09575**
Date of Inspection:	**N/A**
Date of consultation expiry:	**13/12/23**
SITE ADDRESS:	Unit 2A (ARGOS), DOLPHIN TRADING ESTATE, SOUTHAMPTON ROAD, SALISBURY, SP1 2LB
PROPOSAL:	Consent to display 2no. replacement partly internally illuminated fascia signs to front elevation

POLICIES

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in 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. Those parts of the development plan relevant to the determination of this application are as follow:

Wiltshire Core Strategy
Core Policy 57: Ensuring High Quality Design and Place Shaping

Emerging Salisbury Neighbourhood Plan

National Planning Policy Framework
Planning Practice Guidance

CONSULTATION RESPONSES

Highways – No objection, subject to conditions

City Council – None received.

REPRESENTATIONS

None received.

ASSESSMENT

The proposal is for 2no. replacement partly internally illuminated fascia signs to front elevation, for Hobbycraft. There are two issues that can be considered in relation to an application for advertisement consent; amenity and public safety.

Visual amenity

The unit is located within the well-established Salisbury Retail Park, with the unit formally serving Argos. The proposed replacement signage is of an appropriate scale for the building itself and the design is standard for the well-known brand, taking on the Unit - Hobbycraft. The signage proposed is very similar to what is existing and the surrounding units. The principle of the proposed changes, to the existing signage, in terms of visual amenity are acceptable.

The proposed LED lighting is considered to be acceptable and given the nature of the locality is not considered to pose any harm.

Public safety

Due to location of the site within the existing Retail Park and the nature of the signage being a replacement sign upon the fascia of the unit, the proposal is not considered to result in any public safety concerns.

The Councils Highways Officer has been consulted in relation to any potential impacts upon highways safety due to the illumination, and no objection has been raised, subject to conditions.

CONCLUSION

In conclusion, the proposed signage is considered to be appropriate for such a location and would not result in any visual harm upon the overall character or appearance of the area and would not result in any public harm concerns.

RECOMMENDATION

Approve, subject to conditions.