CASE OFFICER'S REPORT

Application Reference:	**PL/2024/00073**
Date of Inspection:	**N/A**
Date of consultation expiry:	**20/02/24**
SITE ADDRESS:	10 Rhodes-moorhouse Way, Longhedge, Salisbury, SP4 6SA
PROPOSAL:	3 No. branded signage fixed to the front (East elevation). 1 No. directional branded signage fixed to the fencing along the East elevation. 1 No. branded signage fixed to the South 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

National Planning Policy Framework
Planning Practice Guidance

Shopfront Guidance SPG

CONSULTATION RESPONSES

Highways – No objection, subject to conditions

No further comments received

REPRESENTATIONS

None received

ASSESSMENT

The application site is Happy Days nursery/pre-school which was previously approved under application 19/01690/FUL. The proposal seeks approval to replace the existing single signage to the Eastern Elevations with three new fascia signs, one fascia sign to the Southern elevation and a directional sign attached to the entrance fencing along the Eastern Elevation.

There are two issues that can be considered in relation to an application for advertisement consent; amenity and public safety.

Visual amenity

The proposed signage is of an appropriate scale for the building itself and the design is simple and modest whilst clearly advertising the nursery/pre-school and its entrance into the building. The fascia signs are proposed to be externally lit by trough down lighters which would ensure a suitable

level of illumination.

The signage would be adjacent to a parking area and other commercial premises beyond, and the proposed design is acceptable in terms of visual appearance within such a setting.

Public safety

Due to the location and the nature of the signage being fixed signage upon the fascia of the unit, the proposal is not considered to result in any public safety concerns. Furthermore, the proposed location is not near to any residential properties which would give rise to any concerns upon any residential amenities.

As the fascia signs are proposed to be illuminated the Councils Highways officer was consulted on the proposal and provided the following comments:

It is considered that the proposal is not detrimental to highway safety and I wish to raise no highway objection providing conditions are imposed in regard to the angle of the lighting and illumination being in accordance with the recommendations made by the guidance of the Institution of Lighting Engineers.

CONCLUSION

In conclusion, the proposed signage, is appropriate for the 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, with conditions.