

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

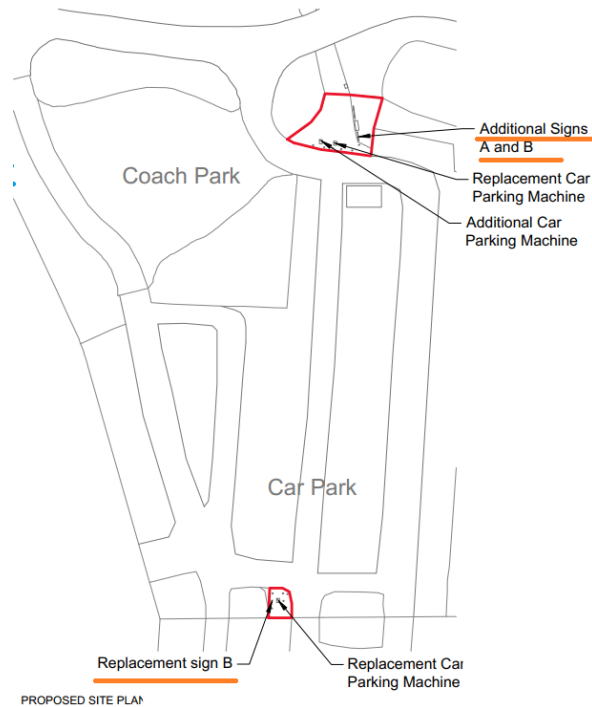
APPLICATION REFERENCE:	PL/2025/09386
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	National Trust Car Park, Hither Way, Lacock, SN15 2RQ
DEVELOPMENT DESCRIPTION:	Erection of new signs
RECOMMENDATION:	Approve with Conditions

PROPOSAL

The application seeks advertisement consent for the erection of 3no new signs providing information on the parking requirements and payment (and accompanies an application for the three car parking machines submitted alongside this application under reference PL/2025/09292). The 3no advertisements would be 600mm x 860mm in size, non-illuminated and made of Tricoya (durable, modified MDF) and attached to wooden posts with a height of 1.6M from ground level. The following images of the advertisements have been submitted:



An extract of the submitted proposed site plan is shown below with additional notation from the case officer highlighting the proposed advertisements in orange:



Two advertisements would be sited adjacent to the proposed two new terminals at the main pedestrian entrance and exit to the car park – photograph of site as at 04.01.2026 below:

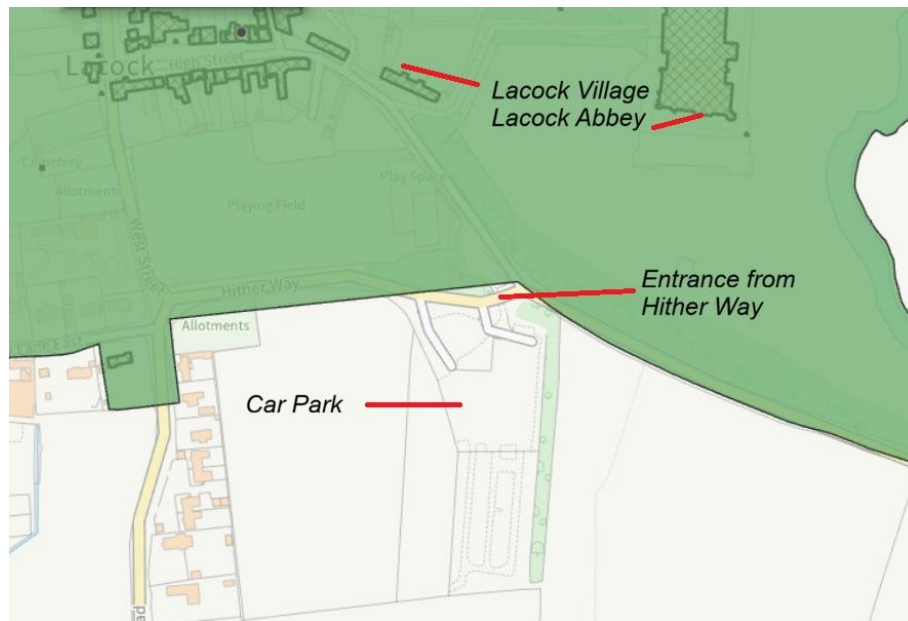


The third would be a replacement sign, placed on an existing wooden 1.67m post adjacent to the proposed replacement pay machine at the southern end of the main car park - photograph of site as at 04.01.2026 below:



SITE DESCRIPTION/CONTEXT

The site is the National Trust car park south of Hither Way in the village of Lacock. It is accessed from Hither Way, indicated on the plan below. This plan also indicates that the car park is just outside of the Lacock Conservation Area (washed in green on the plan), and whilst there are many listed buildings in Lacock (hatched black) including the Grade I listed Abbey, there are no heritage assets in the vicinity of the car park. The Abbey is c160m from the car park, with a tree belt providing screening between the two. The grounds of Lacock Abbey are also a registered Park and Garden, designated as Grade II, recognized for their national historical importance. This listing acknowledges the centuries of development in the landscape, from medieval monastic gardens to the later grounds now managed by the National Trust.



Public Right of Way LAC037 runs below the southern boundary of the car park, connecting Melksham Road and Hither Way and is shown in purple on the aerial photograph below. This photograph also shows the trees surrounding the site, and between the site and the Abbey:



RELEVANT PLANNING HISTORY:

Proposal / Summary

PL/2025/09292 - Full planning permission – Replacement of car parking machines
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PL/2024/03201 - Consent to display an advertisement Decision - Approve with Conditions Date: 13/8/2024 – This application is for advertisement consent for 3 boards. Sign 1: A new Welcome & Orientation board at the Lacock hitherway car park, including a map and 6 x A3 advertising clip frames. Sign 2: A new board with a map of Lacock and 4 x A4 advertising clip frames at Hitherway copse. Sign 3: A new Welcome & Orientation board outside the Stables Café

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

National Planning Policy Framework (NPPF)

- Paragraph 141

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

Lacock Neighbourhood Plan: Status – undesignated

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:

Lacock Parish Council: No objection

“At the meeting held on 8 Dec 2025, Lacock Parish Council's decision was to offer No Objection to this proposal.”

Wiltshire Council Highways: No objection

“The site is an existing car park facility with access from Hither Way, an unclassified section of public highway subject to a speed limit of 40mph.

The signs are located within private land and would not be considered to affect the public highway. It is therefore recommended that no highway objection be raised.”

RESPRESENTATIONS

The application was publicised by way of a site notice displayed near the site, as there are no nearby neighbouring properties.

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.

The NPPF (141) is clear that the quality and character of places can suffer when advertisements are poorly sited and designed and should be subject to control only in the interests of amenity and public safety, also considering the cumulative impacts.

Impact on Amenity:

Policy Context

“Amenity” is not exhaustively defined in the Regulations, but generally includes both visual and aural amenity. Factors relevant to amenity include the general characteristics of the locality, including the presence of features of historic, architectural, or cultural interest. Core Policy 57 of the Wiltshire Core Strategy requires a high standard of design in all proposals, including the sensitive design and siting of advertisements. In addition, Core Policy 58 seeks to ensure the conservation of the historic environment, including the settings of designated heritage assets, which is particularly relevant given the site’s proximity to Lacock Conservation Area, Lacock Abbey (Grade I), and the Registered Park and Garden (Grade II).

Assessment

The site is functional in character, being a car park, and is well-contained visually by existing boundary trees and landscaping. The signs are modest in scale, non-illuminated, and relate directly to the adjacent parking machines, ensuring they would not appear visually prominent or intrusive.

Heritage Impact

The site lies on the edge of the Lacock Conservation Area, approximately 160m from Lacock Abbey (Grade I listed) and adjacent to the edge of the Grade II Registered Park and Garden of Lacock Abbey. The signs are low in height, modest in scale, non-illuminated, and largely screened by boundary trees, meaning they would have no adverse impact on the significance or setting of nearby heritage assets.

Cumulative impact

It is noted that an application to display 3no sign boards was granted advertisement consent in 2024. These advertisements are to be displayed outside of the car park, at various points on the walking route from the car park into the village. On this basis the cumulative impact of the advertisements is not considered to be harmful to the visual amenity of the area as the proposed signs are modest in scale, non-illuminated, and largely contained within the car park and its boundary landscaping, maintaining the character of the surrounding streetscape and public realm.

Amenity conclusion

Given their modest size, siting, and functional nature, the proposed advertisements would not cause harm to the visual amenity of the area, 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

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that advertisement applications are assessed in the interests of public safety. In this context, the assessment considers whether the proposed signage would:

- obstruct visibility for road users or pedestrians;
- distract, confuse, or mislead drivers, particularly near junctions or crossings;
- interfere with traffic signs, signals, or street lighting; and
- pose a physical hazard due to structural integrity or inappropriate siting.

The National Planning Policy Framework (NPPF) also supports the principle that planning decisions should ensure developments create places that are safe, inclusive, and accessible, and that they do not undermine public safety or security.

Assessment

The proposed signs would be located within the existing National Trust car park, adjacent to the associated parking machines. The site is accessed from Hither Way, an unclassified section of public highway with a 40mph speed limit. The Highway Authority has confirmed that the signs, being wholly within private land, would not affect the public highway and raises no objection.

The signs are sited within the car park, away from the highway and public footpaths. Whilst intended to give information to visitors to Lacock, the signs are modest in scale, securely mounted, and non-illuminated, and would not distract or confuse drivers, interfere with road signs, or create a physical hazard to vehicles or pedestrians.

Overall, the proposal would not compromise public safety and is consistent with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Public Safety Conclusion

It is considered that 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) Regulations 2007.

CONCLUSION

The application seeks advertisement consent for the erection of three signs providing information on parking requirements and payment, associated with the replacement and new parking machines (PL/2025/09292). The signs are modest in scale, non-illuminated, constructed of durable Tricoya panels on wooden posts, and would be sensitively sited within the existing National Trust car park. Two signs

would be adjacent to the proposed machines at the northern end of the site, while the third would replace an existing sign at the southern end.

The proposals have been assessed in terms of their impact on visual amenity, including cumulative impact with existing signage, the setting of nearby heritage assets, and public safety. The signs are well-contained within the car park, largely screened by boundary trees, and positioned away from the highway and pedestrian routes in a manner that would not obstruct visibility, distract drivers, or pose a physical hazard. The site lies on the edge of the Lacock Conservation Area and near the Grade I listed Abbey and the Grade II Registered Park and Garden, but given the modest scale, low height, and screening, the proposed signs would have no adverse impact on the significance or setting of these heritage assets.

The proposals are therefore considered to comply with Core Policies 57 (High Quality Design) and 58 (Conservation of the Historic Environment) of the Wiltshire Core Strategy, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, and relevant guidance in the National Planning Policy Framework.

On this basis, the application is recommended for approval, subject to the standard conditions for installation, maintenance, and removal if no longer required.

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

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 [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.

3. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Location Plan LA1-01 received 26 November 2025

Existing and Proposed site plans LA1-02 received 26 November 2025

Proposed Signs LA1-03 received 26 November 2025

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