

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2025/08961
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Convenience Store, St Peters Place, Fugglestone Road, Salisbury, SP2 9FA
DEVELOPMENT DESCRIPTION:	2x Fascia sign, 1x projecting sign, 3x dibond graphic panel, 2x dibond graphic panel to be mounted on pole
RECOMMENDATION:	Planning Permission be GRANTED

SITE DESCRIPTION/CONTEXT

The provision of the Tesco's store located on the corner of Adlam Way and Xanten Way gained outline planning permission in 2012 under S/2012/0814. In 2025 a Reserved Matters application was submitted and gained approval for the access, appearance, landscaping, layout and scale of a proposed food store forming part of the local centre.

Construction is currently underway for the store and earlier this month (February 2026) Full Planning permission was granted for 3x floor mounted AC units within the service yard under application reference PL/2025/05148.

PROPOSAL

The application seeks advertisement consent for 8 signs, 6 fitted on the building itself and 2 in the car park serving the shop. The arrangement is as follows.

On the north elevation (front of shop) an internally illuminated box fascia (sign 1) is proposed above the entrance door. The word 'Tesco' will be internally illuminated with 'express' being in blue acrylic letters. Sign 4 on this elevation is a non-illuminated white and blue vinyl panel which reads 'Cash Machine'.

On the south facing rear elevation sign 2 proposes a non-illuminated 'Tesco express' vinyl on a white aluminium panel over glazing.

On the west elevation sign 5 and 6 propose two non-illuminated graphics and sign 3 proposes an internally illuminated projecting sign. The internal illumination is to the letters only with the rest of the fascia being in blue.

No signs or advertisement are proposed on the east elevation of the building. In the car park signs 7 and 8 propose two 1.2m high poles fitted into the ground with signs on reading 'Hello & Goodbye' and 'Disabled Parking Only' respectively. Both are non-illuminated.

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 1 Settlement Strategy
- Core Policy 2 Delivery Strategy
- Core Policy 20 Salisbury Community Area
- Core Policy 51 Landscape
- Core Policy 57 Ensuring High Quality Design & Space Shaping
- Core Policy 62 Development Impacts on the Transport Network

Salisbury Neighbourhood Plan

Supplementary Planning Documents:

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
PL/2025/05148 - Full planning permission – Approve with conditions - New floor mounted 3x AC units with protection railing on 2 sides and New Packaged CO2 gas cooler to be installed within Service yard and New double swing access gate to be installed for the service yard
PL/2025/00795 - Approval of reserved matters – Reserved Matters application for the western public open space and relates to the provision, layout, appearance, scale and landscaping. (pursuant to outline consent S/2012/0814)
S/2012/0814 - Outline Planning Decision - Approve with Conditions Date: 2/4/2015 – Outline application for access only for proposed mixed use development comprising residential (up to 1250 dwellings), employment, local centre, community uses, primary school, public open space, landscaping and associated access works including demolition

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Salisbury City Council: support – with the following text received:

‘SCC Support this application.’

WC Highways: No objections subject to two conditions regarding the illumination of the signs. Both suggested conditions have been added to the decision notice.

RESPRESENTATIONS

No representations were received.

ISSUES

- Principle of development including design and scale
- Amenity
- Public safety

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.

Principle of development including design and scale

Core Policy 57 of the Wiltshire Core Strategy (WCS) seeks to ensure the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials.

Paragraph 136 of the NPPF states *'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

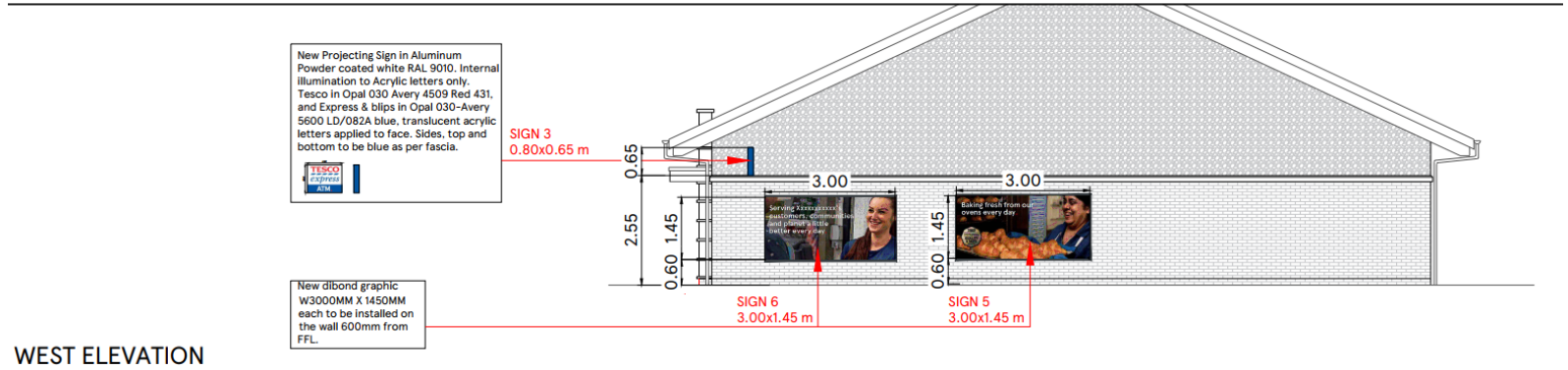
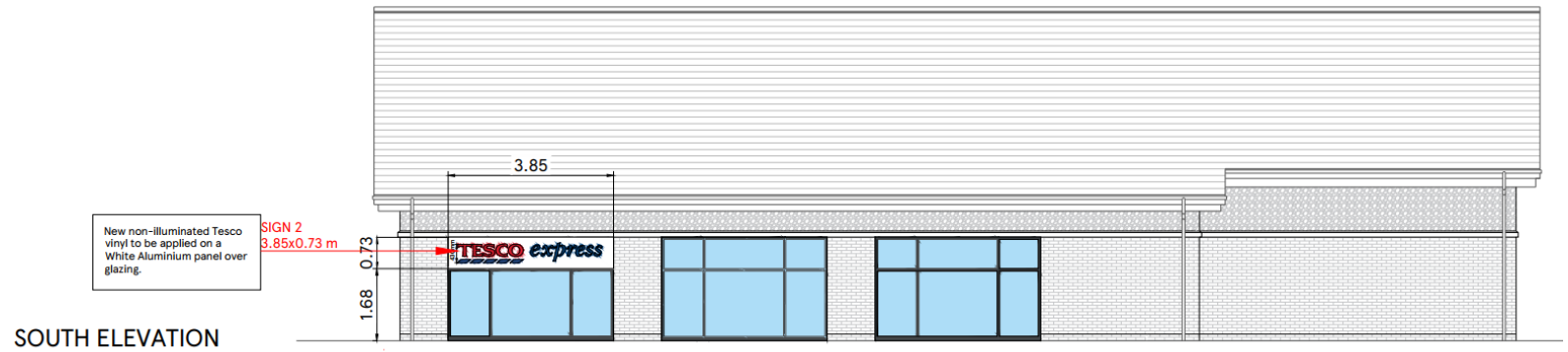
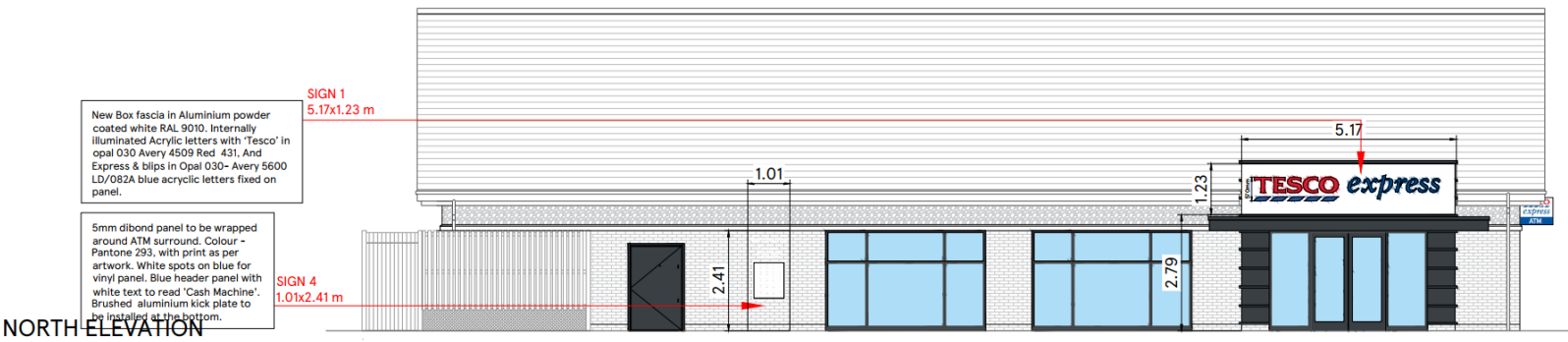
The principle of a convenience store on this site has been established. The outline planning permission granted in 2012, together with the subsequent reserved matters approval in 2025, included a designated unit for a retail convenience store.

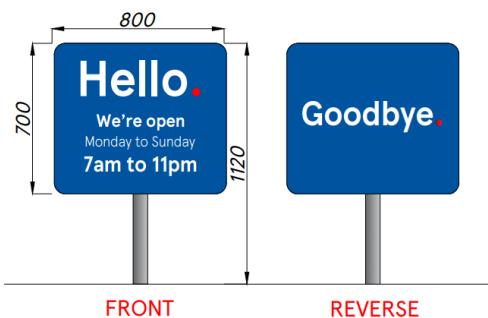
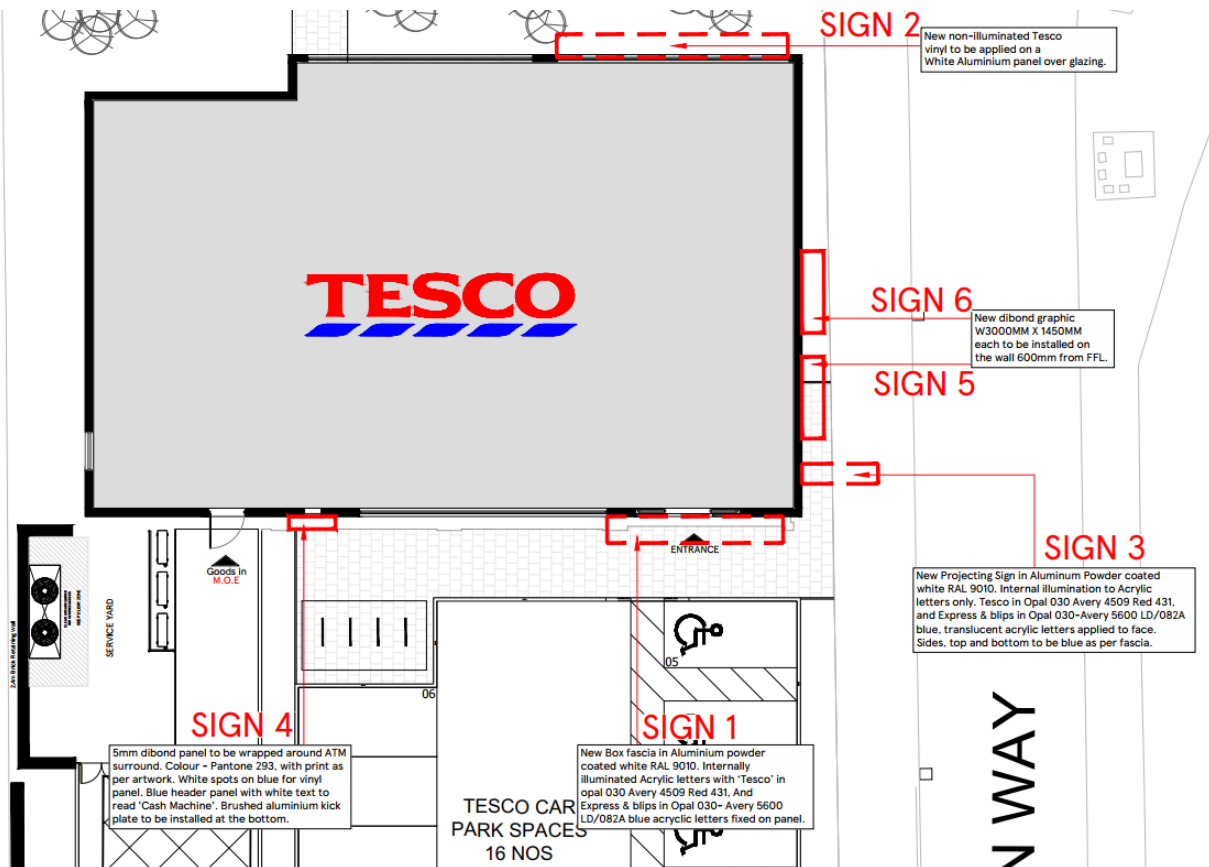
The current application proposes a suite of advertisements to support the functioning of the store. The scale and nature of the signage will be consistent with what is ordinarily expected for a small convenience retail store within a residential neighbourhood. The majority of the signage will be fixed to the building's façades, with two modest pole-mounted panels positioned within the car park areas. All signs relate solely to the operation of the Tesco store.

In design terms, the advertisements will be proportionate to the size and form of the building. The fascia and panel signs will fit within the existing elevations, avoiding any sense of imbalance. The advertisements will not occupy the full extent of the walls, and substantial areas of each elevation will remain free from signage. This will ensure the building retains its overall appearance without the advertisements becoming visually dominant or intrusive within the immediate context.

The pole-mounted signs are small-scale, set away from the public highway and positioned within the site fulfilling their function as wayfinding for those arriving at the store by vehicle. Their height and footprint will ensure they integrate comfortably with the car park layout.

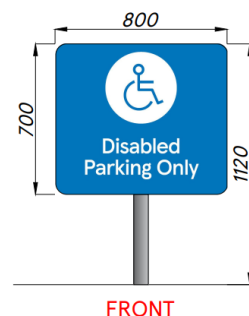
Overall, the proposal will represent modest additions that provide the level of advertisement reasonably required for the operation of the store. The proposed advertisements are therefore acceptable in principle in terms of their design and scale.





SIGN 7
0.80x1.12 m

New Pole mounted 'Hello' & 'Goodbye' Sign on Pole.



SIGN 8
0.80x1.12 m

New Pole mounted 'Disabled Parking Only' Sign on Pole.

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, such as the presence of features of historic, architectural, cultural, or similar interest. In broader planning terms, as reflected in the National Planning Policy Framework (NPPF), amenity refers to the quality or character of an area and the elements that contribute to the overall enjoyment and liveability of a place. CP57 requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

When considering the amenity impact of the proposed advertisements, it is important to recognise the established context of the site. The building already operates as a convenience store, and a degree of commercial signage is both expected and necessary to support day-to-day functioning. The surrounding land uses consist of St Peter's Primary School to the north, a MUGA to the east, an area identified as the 'local centre' open space to the west, and residential dwellings along Adlam Way to the south.

Given this arrangement, any potential amenity effects are most likely to be experienced by occupiers of dwellings on Adlam Way, particularly numbers 1–5. These properties will have a view of signs 2 and 3. Sign 2 comprises a non-illuminated Tesco vinyl fixed to an aluminium panel. Its scale is proportionate to the elevation and its non-illuminated nature means its presence will not give rise to adverse visual amenity impacts.

The illuminated projecting sign (sign 3) will also be visible from Adlam Way. However, several design factors limit its effect. The sign is small in scale, positioned towards the northern end of the elevation which maximises separation from the closest dwellings, and the internal illumination is restricted to the lettering only. These elements ensure that the visual impact on surrounding residential properties will be minimal and will not amount to adverse amenity harm.

The two pole-mounted signs within the car park are modest, non-illuminated and positioned within the internal layout of the site. They are not prominently visible from the public realm beyond the car park and therefore will not detract from the amenity of nearby occupiers. More generally, the signage across the site functions to identify and distinguish the store for users approaching on foot or by vehicle. This is a standard and expected feature of small-scale retail premises and does not, in itself, result in amenity harm. From a wider perspective, the site does not lie within a conservation area and is not in the vicinity of any heritage assets.

Taking the above into account, the scale, siting and nature of the proposed advertisements will not result in harm to visual amenity. The signage will be proportionate to the established retail use of the site, will integrate acceptably within its surroundings and will not adversely affect nearby residential properties or the wider area.

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 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. 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 Highways were consulted on the application and raised no objection, subject to the inclusion of two conditions controlling the illumination of the signs. These conditions require the illumination to remain static, ensure that the light source will not be directly visible from the public highway, and limit the intensity of the lighting to levels that comply with recognised professional guidance. These conditions have been added and will secure the necessary level of control.

Only two of the proposed advertisements will be illuminated: the fascia sign above the main entrance and the projecting sign on the west elevation. The Highways response confirms that neither sign will give rise to an adverse impact on public safety. Their scale and siting will enable the store to be identifiable to pedestrians and road users without introducing distraction or glare. The case officer is also able to come to the same view based on the characteristics of the site and the signage proposed.

The illuminated fascia sign will face towards the store's car park, with St Peter's Primary School situated further to the north. The sign's orientation and limited brightness will ensure it does not cause distraction for drivers, cyclists or pedestrians. The illuminated projecting sign on the western elevation will face north and south. Its placement will assist with identifying the store for vehicles turning from Adlam Way into Xanten Way, and its scale and level of illumination will remain appropriate within this setting.

The remaining advertisements consist of non-illuminated graphic panels on the west and south elevations, the ATM panel, and two graphic boards. These signs are static, proportionate in scale and positioned close to the building. They will not draw the attention of drivers away from the highway or result in unacceptable visual clutter.

The two pole-mounted signs within the car park are similarly small-scale, non-illuminated and set away from the public highway. Their purpose is to support internal wayfinding and they will not introduce any hazard to users of the adjacent streets. In functional terms, they will assist car park users without impacting on the safe operation of the surrounding highway network.

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 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. Furthermore, the proposal is not considered to pose a risk to public safety.

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.

1. The advertisement consent hereby approved shall expire at the end of a period of five years commencing from the date consent is issued.

REASON: In accordance with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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

- Express projecting-cash (ATM) – internal illuminated (ref: projecting+Sign+V2.1) – date received: 18/11/2025
- Location plan - date received: 11/11/2025
- Proposed elevations – (ref: 03_SALI_03D) - date received: 11/11/2025
- Proposed plan – (ref: 02_SALI_02C) - date received: 11/11/2025
- Proposed site plan – (ref: 02_SALI_02F) - date received: 11/11/2025
- Proposed site signage – (ref: 03_SALI_03E) - date received: 11/11/2025
- Fascia details 1 – (ref: fascia V2.1) – date received: 11/11/2025
- Fascia details 2 – (ref: fascia V2.1) - date received: 11/11/2025
- Fascia details 3 – (ref: fascia V2.2) - date received: 11/11/2025

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

3. 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.

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. 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.