

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/00647
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Unit 3, St. Modwen Park, Land South-East of Junction 17 of M4 Motorway, Wiltshire
DEVELOPMENT DESCRIPTION:	Proposed Yard and Car Park Signage
RECOMMENDATION:	Approve with Conditions

SITE DESCRIPTION/CONTEXT

The application site forms a parcel of a much larger commercial area which functions as a storage and distribution hub near to Junction 17 of the M4 and is characterised by large 'shed' type buildings. This wider site is part completed but with elements still under construction.

The site lies in an area designated as Special Area of Control for Advertisements but is not subject to any other specific constraints.

PROPOSAL

The application seeks advertisement consent for 2no. separate totem style advertisements, one located at the goods entrance and a separate one at the customer / visitor entrance. Each of these are the same style and size, measuring some 1.6m by 1.6m (depth of 0.6m).

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 51 Landscape
- 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

Neighbourhood Plan: There is no Neighbourhood Plan for the Parish of Kington Langley

Supplementary Planning Documents:

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
16/11368/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 21/2/2017 – Erection of 2 non-illuminated site boards
17/03417/OUT - Outline Planning Decision - Approve with Conditions Date: 23/8/2018 – Outline Planning for the Erection of up to 1,000,000 sq ft of Class B8 (storage and distribution) Employment Space and Associated Infrastructure.
18/03007/FUL - Full planning permission Decision - Approve with Conditions Date: 24/9/2018 – Full Planning Permission for Groundworks and Drainage Proposals (to Facilitate the Delivery Programme of Outline Application 17/03417/OUT).
18/08446/REM - Reserved Matters Decision - Approve with Conditions Date: 15/3/2019 – Approval for all matters reserved by Condition 2 attached to 17/03417/OUT including appearance, landscaping, layout and scale for 'phases 1 & 2' and the 'strategic landscaping' element at the boundaries of the site.
18/09293/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 5/11/2018 – Site Board
19/09555/VAR - Removal/variation of conditions Decision - Approve with Conditions Date: 20/11/2019 – Variation of Condition for Application 18/08446/REM - Approval for all matters reserved by Condition 2 attached to 17/03417/OUT including appearance, landscaping, layout and scale for 'phases 1 & 2' and the 'strategic landscaping' element at the boundary
19/12033/REM - Reserved Matters Decision - Approve with Conditions Date: 16/3/2020 – Reserved Matters approval for all matters reserved by Condition 2 attached to 17/03417/OUT including appearance, landscaping, layout and scale for Unit 4.
N/03/03008/OUT - Outline Planning Decision - Refused Date: 15/6/2004 – REPLACEMENT LIVESTOCK MARKET
PL/2021/06414 - Approval of reserved matters Decision - Approve with Conditions Date: 4/3/2022 – Reserved Matters approval for all matters reserved by Condition 2 attached to 17/03417/OUT including appearance, landscaping, layout and scale for Units 3 and 5.
PL/2021/06969 - Approval of reserved matters Decision - Approve with Conditions Date: 4/3/2022 – Reserved Matters approval for all matters reserved by Condition 2 attached to 17/03417/OUT including appearance, landscaping, layout and scale for Units 2 and 3.
PL/2022/05088 - Consent to display an advertisement Decision - Approve with Conditions Date: 7/10/2022 – 4 totem signs, 2 post mounted signs and a fascia sign
PL/2022/09784 - Removal/variation of conditions Decision - Approve with Conditions Date: 22/6/2023 – Variation of condition 1 of planning consent 18/08446/REM to allow for an amendment to the design of Unit 2 to increase the height of the parapet wall
PL/2023/02092 - Removal/variation of conditions Decision - Approve Date: 23/6/2023 – Variation of Condition 1 of 18/08446/REM in Relation to Reprofiting of Areas to the North & West of Unit 5 and Changes to Landscaping
PL/2024/07156 - Full planning permission Decision - Approve with Conditions Date: 8/4/2025 – Erection of two units falling within Use Class B8 (storage and distribution) and two units falling within flexible Use Class B2 (general industrial) / Use Class B8 (storage and distribution) / Use Class E(g)(iii) (industrial processes), together with park

PL/2024/10158 - Removal/variation of conditions Decision - Approve with Conditions
Date: 10/2/2025 – Variation of condition 1 (Approved Plans) relating to application
PL/2021/06414 (Reserved Matters approval for all matters reserved by Condition 2
attached to 17/03417/OUT including appearance, landscaping, layout and scale for Units
3 and 5.)

PL/2025/08148 - Removal/variation of conditions Decision - Approve with Conditions
Date: 26/1/2026 – Variation of condition 1 (Approved Plans) relating to application
PL/2021/06414 (Reserved Matters approval for all matters reserved by Condition 2
attached to 17/03417/OUT including appearance, landscaping, layout and scale for Units
3 and 5.)

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:

Kington Langley Parish Council: No objection

Wiltshire Council's Highways Engineer: No objection

Wiltshire Council's Conservation Officer: N/A

RESPRESENTATIONS

Only material planning considerations have been taken into account in the assessment of this application. Non-material issues, such as property values or private legal disputes, cannot be considered in the determination process. No representations were received with regard to this application.

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 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.

Assessment

The site does not lie within any designated area and there are no heritage assets within vicinity of the site – it is one of clearly singularly commercial character. The advertisement proposed would be entirely in keeping with its commercial setting and area, and there are not considered to be any visual amenity impacts or harm arising.

It is considered that the proposed advertisement 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

“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.

Assessment

The site forms part of the wider solely commercial area and the proposed signage will improve site legibility for drivers and visitors. There are not considered to be any safety implications arising and the Highway Officer has confirmed no objection in terms of junction and highway visibility and safety. There is not considered to be any harmful cumulative effects, nor any specific need for Conditions: the application form does not specify whether the sign would be illuminated, but this is not considered to represent any particular issue given the scale of sign compared to the scale of buildings in the vicinity; and the proposal is for a static display only.

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.

Other Matters:

N/A

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, including the setting of any nearby heritage assets. Furthermore, the proposal is not considered to pose a risk to public safety, either individually or cumulatively with other signage in the vicinity.

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 condition(s).

1. The advertisement hereby granted consent shall not be retained on the site after the expiry of 10 years from the date of this decision.

REASON: To comply with Regulations 14(7) and (8) 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:
 - 24027-TP-001: Location Plan
 - 24027-TP-002: Site Plan
 - 24027-TP-003: Totem Details(received 30/01/2026)

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.

INFORMATIVES:

The applicant is requested to note that this permission does not affect any private property rights and therefore does not authorise the carrying out of any work on land outside their control. If such works are required it will be necessary for the applicant to obtain the landowners consent before such works commence

Any alterations to the approved plans, brought about by compliance with Building Regulations or any other reason must first be agreed in writing with the Local Planning Authority before commencement of work.