

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT DELEGATED REPORT

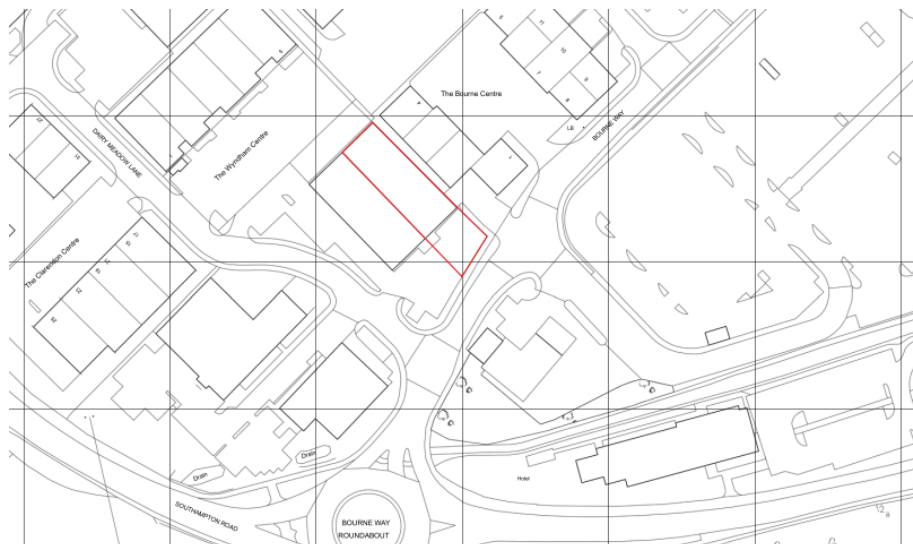
APPLICATION REFERENCE:	PL/2026/00644
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Wren Kitchens, Unit B, Bourne Way Retail Park, Dairy Meadow Lane, Salisbury, SP1 2NY
DEVELOPMENT DESCRIPTION:	LED Fascia Advertisement on the front elevation.
RECOMMENDATION:	APPROVED

PROPOSAL

The proposal seeks consent to display an advertisement for an LED fascia advertisement on the front elevation of a retail unit currently occupied by Wren Kitchens.

SITE DESCRIPTION/CONTEXT

The application site is located within an existing retail shop located within Bourne Way Retail Park and lies adjacent to similar retail units with similar signage and access orientations. The application site is located within Flood Zone 2 and 3 with the River Avon located on the south of the retail park. However, as this application is for advertisement signage, it is not considered that this would have an impact on the flooding on the local area.



PLANNING HISTORY

Reference	Proposal / Summary	Decision
S/1985/0250	O/L APPLICATION - INDUSTRIAL UNITS CLASS III IV AND XWITH ASSOCIATED OFFICE ACCOMMODATION (NOT EXCEEDING	Approve with Conditions
S/1987/0361	ERECTION OF 11NO. STARTER INDUSTRIAL UNITS AND IMPROVEMENT TO EXISTING ACCESS	Approve with Conditions
S/1981/0582	Full planning permission Decision - Date: 20/5/1981 – Construction of Roads and Sewers to facilitate future Industrial Development At Southampton Road Salisbury	Approve with Conditions
S/1989/2200	ERECTION OF BUILDING TO COMPRISE: WORKSHOP, STORAGE, OFFICE AND DISPLAY ACCOMMODATION AND CONSTRUCTION OF NEW VEHICULAR ACCESS	Refused
S/1990/0255	5 NO. WAREHOUSE UNITS INCLUDING SMALL OFFICE AND RECEPTION AREAS, TOILETS, ALL ASSOCIATED WITH WAREHOUSE UNIT USE AND CONSTRUCTION OF ACCESS	Approve with Conditions
S/1990/0291	ERECTION OF BUILDING TO COMPRISE: WORKSHOP, STORAGE, OFFICE AND DISPLAY ACCOMMODATION AND CONSTRUCTION OF VEHICULAR ACCESS	Approve with Conditions
S/1990/1370	ERECTION OF BUILDING TO COMPRISE OF WORKSHOP, STORAGE & DISPLAY ACCOMMODATION WITH CONSTRUCTION OF NEW VEHICULAR ACCESS	Approve with Conditions
S/1991/0159	TO UNDERTAKE DEVELOPMENT WITHOUT TERMS OF CONDITION (03) OF PERMISSION S/90/1370 AND TO SUBSTITUTE CONDITION AS PER COVERING LETTER	Approve with Conditions
S/1991/1613	CHANGE OF USE TO BMW DEALERSHIP (CAR SALES AND SERVICE)	Approve with Conditions
S/1992/0137	SUB-DIVISION OF EXISTING BUILDING INTO 2 UNITS AND EXTENSION OF EXISTING RETAIL WAREHOUSE CONSENT TO PERMIT SALE OF ELECTRICAL GOODS (50% WHITE-50% BROWN)	Approve with Conditions
S/1992/0351	A/D APPLICATION - INTERNALLY ILLUMINATED INDIVIDUAL LETTER SIGNS AND BOX SIGNS	Approve with Conditions
S/1992/0666	A/D APPLICATION - EXTERNALLY ILLUMINATED SHOP SIGNS	Approve with Conditions
S/1995/0744	- Consent to display an advertisement Decision - Split Date: 23/6/1995 – INTERNALLY ILLUMINATED SHOP FASCIA SIGNS	Split
S/1997/0382	Variation of Condition 02 (goods for sale) of planning permission S/92/0137	Approve with Conditions
S/1997/0836	Internally illuminated fascia sign	Approve with Conditions

RELEVANT POLICIES AND GUIDANCE

Wiltshire Core Strategy:

Core Policy 1: Settlement Strategy Core Policy 2: Delivery Strategy

Core Policy 20: Salisbury Community Area

Core Policy 57: Ensuring High Quality Design and Place Shaping

Core Policy 58: Enhancing the Conservation of the Historic Environment

The National Planning Policy Framework (NPPF)

The Planning Practice Guidance

National Design Guide

Salisbury Neighbourhood Development Plan 2020 to 2038

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

CONSULTATION RESPONSES

Salisbury City Council: Support.

Highways Department: No Objection

REPRESENTATIONS

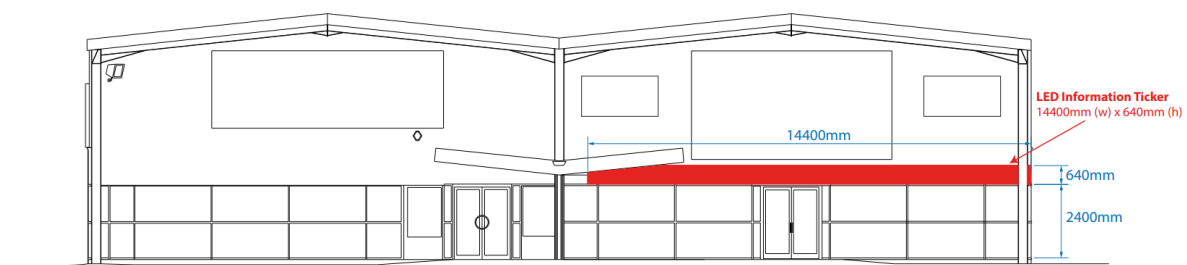
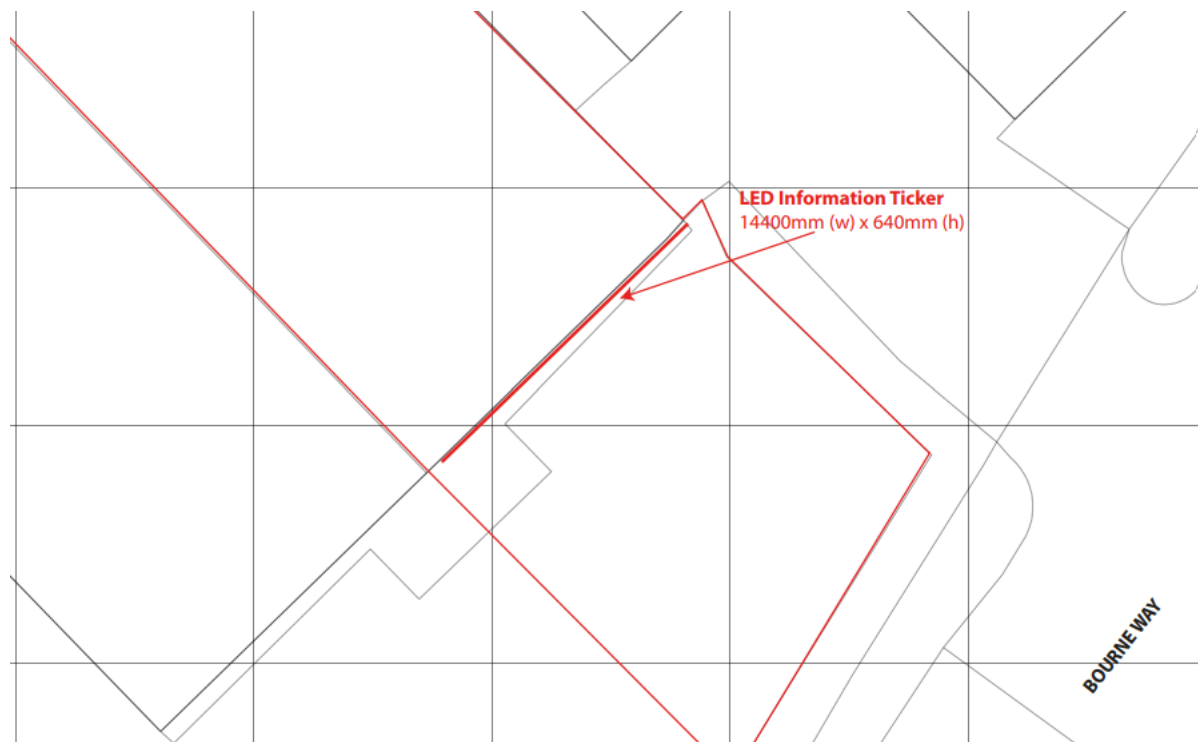
No comments were received.

ASSESSMENT

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

"If regard is to be had to the development plan for the purposes of any determination to be made under the planning Acts, the determination must be made in accordance with the plan unless material considerations indicate otherwise."

In accordance with this statutory requirement, this application has been assessed against the relevant policies of the Development Plan, including the adopted Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans.



FRONT ELEVATION AS PROPOSED - 1:100 @A3

FRONT ELEVATION AS EXISTING



FRONT ELEVATION AS PROPOSED



Visual Amenity and Impact on the Area

This application site is for the proposed LED information ticker 2.4 metres above ground level. The LED ticker is proposed to measure 14.4 metres in length and 0.64 metres in height. This advertisement proposes to replace an existing static sign promoting goods sold in the shop.

The submitted drawings note:

- The cabinets are constructed from aluminium with matt black coating to RAL9005.
- When not operational the LED ticker screen will look black. When operational the screen will show static adverts for Wren Kitchens.
- The LED cabinets will project approx 100mm from the front of the building (similar to existing static signage).
- The screen has a light sensor which automatically reads ambient light levels and smoothly adjusts accordingly. The maximum brightness is 4000cd/m2 and can be reduced to 150cd/m2 during darkness

The proposed signage, as shown, has been assessed in terms of the potential impact on the immediate area and wider context of the local area. The application site is currently occupied by Wren kitchens. It is located in a prominent position within the existing retail park as it is located near the entrance of the retail park and lies adjacent to Bourne Way, the main thoroughfare of the retail park and lies near a roundabout. The retail park itself consists of modern business similar to the application site. The application site is located within an existing built-up retail park, proposed the signage is consistent with the retailer occupying this store, and given the commercial surroundings of the site, this is considered acceptable. The surrounding units feature signage relevant to the company or retailer that they are occupied by, which although creates a diverse set of frontages, maintains the consistency required for a retail park style shopping area. Therefore, the principle of the proposed changes in terms of visual amenity are deemed acceptable.



Highways and Public Safety

The LPA's highways officer has been consulted on this application on the impact of the proposed signage on the highway and public safety. To the west of the signage is an

unclassified highway which serves as an access through to the retail park and near a roundabout. However, within the industrial estate, there are many lit and unlit signs in the vicinity, which is expected in these locations. While it is noted that there is a new pedestrian crossing to the west of the application site, the façade of the application site is set back from the carriageway. The highways officer has no objections to make for this application. The highways officer has noted that the proposed advertisement has a static light with the writing/image changing. Conditions have been included in the recommendation to prevent the lighting within the sign from being flashing.

CONCLUSION

The proposed advertisement is considered to have no significant detrimental impacts on the amenity of the area. The proposed signage is considered to be acceptable by reason of the appropriate design, scale and siting within a commercial area. The proposed signage is considered to pose no adverse impacts on public safety or highway safety. The proposals are therefore considered to be in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Core Policies 57 and 58 of the adopted Wiltshire Core Strategy, the aims of the NPPF and the Shopfronts and Advertisement Design (Supplementary Planning Guidance).

RECOMMENDATION: APPROVE with conditions

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:

Digital Elevations and Sign Elevation Drawing No. 5210b 1 of 4 Received: 09 February
Existing and Proposed Elevations Drawing No. 5210b 2 of 4 Received: 09 February 202
Location Plan Drawing No. 5210a 3 of 4 Received: 05 February 2026
Site Plan Drawing No. 5210a 4 of 4 Received: 05 February 2026
Planning Statement Received: 30 January 2026

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

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.