

# APPLICATION FOR ADVERTISEMENT CONSENT

## CASE OFFICER REPORT

|                                 |                                                                                   |
|---------------------------------|-----------------------------------------------------------------------------------|
| <b>APPLICATION REFERENCE:</b>   | PL/2026/00983                                                                     |
| <b>APPLICATION TYPE:</b>        | Consent to display an advertisement                                               |
| <b>SITE ADDRESS:</b>            | The Great Western, 21 Pound Pill, Corsham, SN13 9JA                               |
| <b>DEVELOPMENT DESCRIPTION:</b> | Erection of illuminated and non illuminated signs to the exterior of the building |
| <b>RECOMMENDATION:</b>          | Advertisement consent be GRANTED subject to conditions                            |

### PROPOSAL:

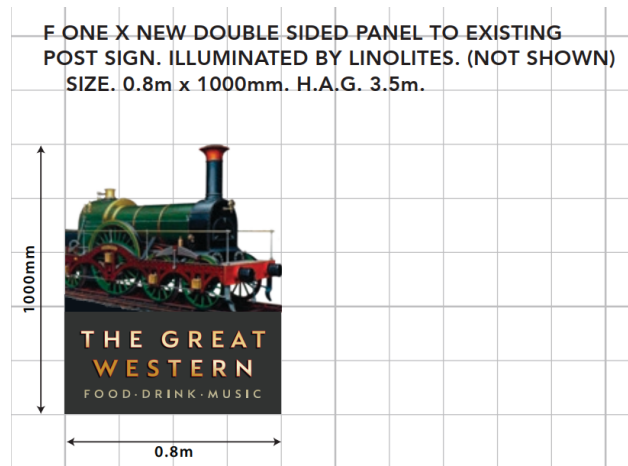
The application seeks advertisement consent for a new signage scheme for The Great Western public house in Corsham. The following proposed elevation visuals have been submitted:



The scheme consists of

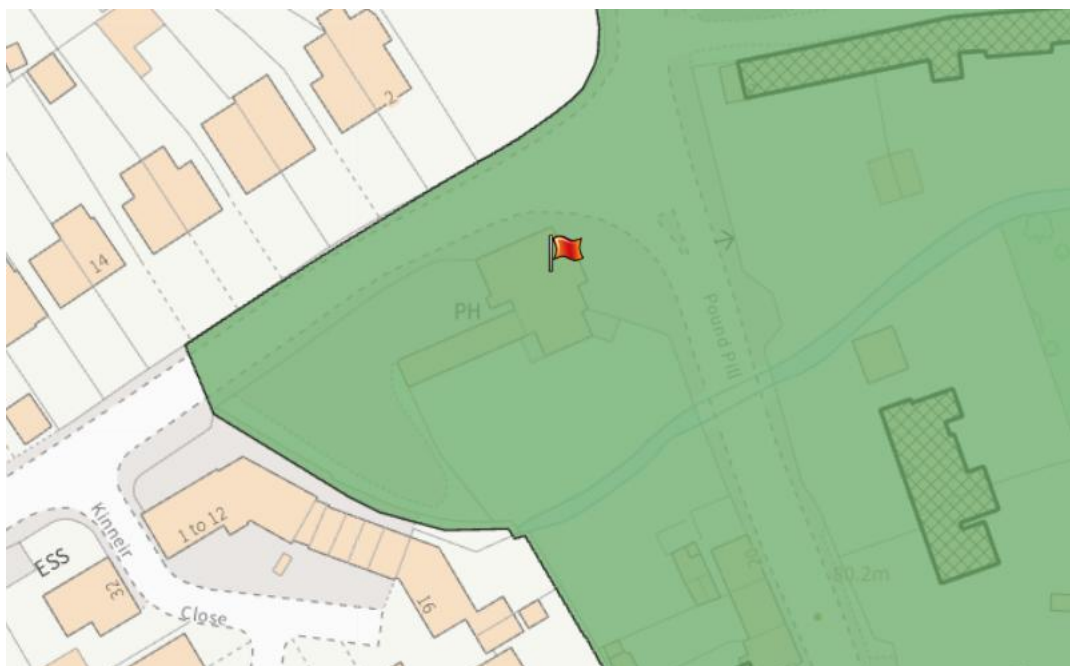
- (A) One fascia 7.5m x 0.6m, illuminated by trough light;
- (B) Two gable boards (one 1.3m x 2.4m, one 1m x 2.2m) illuminated by trough light;
- (C) One smaller fascia 4.1m x 0.3m – non illuminated
- (D) x poster cases (for menus etc) 0.66m x 0.914m – non illuminated
- (E) One amenity board 0.5m x 0.8m – non illuminated

- (G) car parking sign
- One double sided panel to sit within existing post frame 1m x 0.8m, illuminated. (Not shown in visual above). Details as follows:



## SITE DESCRIPTION/CONTEXT:

The application site is The Great Western, a public house located on the corner of Pound Pill and Stokes Road in Corsham. The site is marked with the red flag, below. The green wash indicates that the site is within the Corsham Conservation Area. The pub is not listed, although the plan shows there are listed buildings to the northeast and south east of the site (shown with hatching on the plan below. This part of Corsham is predominantly residential.



Photographs of the pub as existing are below:

*Below: Front elevation showing existing fascia signage (x 2) and poster cases (x2)*



*Below: Side elevation showing existing gable board and amenity board:*



*Below: Car park and rear elevation – existing gable board shown by red arrow.*



*Below: Existing post mounted sign*



## **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
- Core Policy 62 Development Impacts on the Transport Network

Corsham Neighbourhood Plan:

- Policy CNP HE1
- Policy CNP HE2

Supplementary Planning Documents:

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

## **RELEVANT PLANNING HISTORY:**

|                           |
|---------------------------|
| <b>Proposal / Summary</b> |
|---------------------------|

|                                                                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 18/08256/ADV - Consent to display an advertisement Decision - Approve with Conditions<br>Date: 17/12/2018 – Erection of illuminated and non-illuminated signs to the exterior of the building                         |
| 18/01862/FUL - Full planning permission Decision - Approve with Conditions Date: 25/4/2018 – Extension to rear of property to create larger female W.C. New feature entrance canopy and new orangery style extension. |
| PL/2026/00983 - Consent to display an advertisement – Erection of illuminated and non illuminated signs to the exterior of the building                                                                               |

## 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:

Corsham Town Council: No objection subject to conditions:

*“Resolved: that, subject to the conditions recommended by Wiltshire Council Highways being applied, no objection be raised.”*

Wiltshire Council's Highways Engineer: No objection subject to conditions:

*“Please note that the paved area to the front of the pub is public highway and the tables and chairs shown on the submitted plans would need a licence to be positioned within the highway.*

*I raise no highway objection to the signage providing the following conditions are imposed:*

*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.*

*No part of the advertisement(s) shall be located less than 2.4m above the highway.*

*REASON: In the interests of public safety.*

*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.*

*Informative*

*The development hereby approved includes the construction of structures which will overhang*

*the adopted highway. You are advised that before any works commence you will require a Section 177 (Oversailing) Licence from the Highway Authority.”*

## **RESPRESENTATIONS:**

The application was publicised by site notice and direct neighbour letter. 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 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 application site lies within the Corsham Conservation Area, within a predominantly residential area. While the public house itself is not listed, there are listed buildings to the east, and the site is therefore sensitive in heritage and townscape terms.

The proposed signage scheme comprises a mix of fascia signs, gable boards, poster cases, an amenity board and a post-mounted sign. Having regard to the submitted elevation drawings and the photographs of the site as existing, it is evident that the majority of the proposed advertisements are replacements for existing signage already displayed on the building and within the site, rather than representing a significant intensification of advertising presence.

In particular:

- Existing fascia signage, gable boards, poster cases, an amenity board and a post-mounted sign are already present on the building and within the curtilage of the site.
- The proposed signs broadly follow the same locations, functions and scale as those currently displayed.
- There is no material increase in the overall number of advertisements or their visual prominence when viewed in the context of the street scene.

The proposed signs are of a scale and design that is typical for a public house of this nature and are appropriate to its commercial function. The materials, proportions and siting of the signage ensure that it remains subordinate to the host building and does not compete visually with nearby heritage assets.

The proposed illuminated elements are limited in extent and would be subject to conditions controlling illumination levels, method and timing. Subject to these controls, the illumination would not result in undue visual intrusion or harm to the character or appearance of the Conservation Area, nor would it adversely affect the setting of nearby listed buildings.

When considered both individually and cumulatively, the proposed advertisements would preserve the character and appearance of the Corsham Conservation Area and would not result in harm to visual amenity. The proposal therefore accords with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, paragraph 141 of the NPPF, Core Policies 57 and 58 of the Wiltshire Core Strategy and CNP HE1 and HE2 of the Corsham Neighbourhood Plan.

#### 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 proposed advertisements would not prejudice public safety. The signs are either mounted on the building or within the curtilage of the site and would not obstruct visibility for pedestrians or vehicles using the adjacent highway. Conditions recommended by the Highway Authority relating to illumination, minimum height above the highway and brightness levels are considered reasonable and necessary in the interests of public safety and amenity.

It is considered that, subject to these conditions requested by the consultees, 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, 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.

*NOTE:* The submitted drawings also indicate the presence of external floodlights and lanterns; however, as these do not constitute advertisements, they fall outside the scope of this application and have not been assessed as part of this advertisement consent.

**RECOMMENDATION: It is recommended that advertisement consent be GRANTED subject to conditions.**

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

Location Plan received 12 February 2026

Proposed Advertisements received 18 February 2026

Proposed Elevations received 18 February 2026

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

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.

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.

#### Control of illumination

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. The illumination shall be static and shall not be of a flashing or intermittent type.

REASON: In the interests of public safety.

#### Minimum height above highway

No part of the advertisement(s) shall be located less than 2.4 metres above the level of the public highway.

REASON: In the interests of public safety.

#### Brightness levels

The intensity of the illumination of the sign(s) 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) *The Brightness of Illuminated Advertisements* (or any equivalent replacement guidance).

REASON: In the interests of amenity and public safety.

#### **Informative**

##### Highway oversailing licence

The development hereby approved includes the construction of structures which will overhang the adopted highway. You are advised that before any works commence you will be required to obtain a Section 177 (Oversailing) Licence from the Highway Authority.

