

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/00495
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Tesco Store, Beversbrook Road, Calne, SN11 9FQ
DEVELOPMENT DESCRIPTION:	Proposed 1X Totem, 1 X Promotional Banner, 1 X way finder sign
RECOMMENDATION:	Approve

SITE DESCRIPTION/CONTEXT

The application site comprises a large retail unit currently within the Tesco group and comprises a single-storey retail unit, petrol garage and large customer parking area with a designated highway access and separate pedestrian accesses.

The local context is characterised by being set on the outskirts of the market town of Calne. There is a main road, the A3102 on the northern side of the site, which provides for through traffic around the town and a highway directly adjoining the eastern side of the site where there is pedestrian access into the site. To the east is a further supermarket with open agricultural land to the north.

The site is not constrained by any heritage assets, flood risk or ecological designation.

PROPOSAL:

The application seeks advertisement consent for three (3) separate signs. Two around the eastern perimeter of the site and one within the car park.

1. Car Park Totem. 2m wide by 3.5m high with ACM Panels and advert digitally printed on self-adhesive signage. Located close to footway entrance on eastern boundary of the site.
3. Banner Frame. 03.70m wide by 2.35m and installed onto two new posts and advertisement to be single-sided. Located within soft landscape verge on north-eastern corner of the site, between footway access and highway.
4. Panel and Posts 2.85m high by 1m wide and installed on two new posts and double sided advertisement. Located within car park

It is relevant to note that the number of signs has been reduced from that originally proposed. A proposed sign on the highway verge has now been removed from the scheme due to concerns raised by the Wiltshire Council Highway Team.

The sign numbering has not been altered and the submitted plans now read as Signs 1, 3 & 4.

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 62 Development Impacts on the Transport Network

Neighbourhood Plan:

Calne Neighbourhood Plan: Made March 2025

Design Guidelines and Codes. DC.04. Shop Fronts and the Public Realm

RELEVANT PLANNING HISTORY:

Proposal / Summary
PL/2021/06777 - Consent to display an advertisement Decision - Approve with Conditions Date: 21/10/2021 – 1x Fascia Sign and 1x Gantry Sign.
PL/2022/04458 - Consent to display an advertisement Decision - Approve with Conditions Date: 19/12/2023 – Retrospective application to install 1 x 42" LCD media screen size-860(W)X2160(H)MM Screen size-530(W)X930(H)mm 2no x 1250mm x 700mm flag pole signs, overall 2450mm in height

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:

Calne Town Council: Comment

The proposed signage for the existing Tesco superstore is excessive in both number and size, creating unnecessary visual clutter along the roadside and posing a potential distraction to motorists at a location where full attention is essential. This area is regularly used by pedestrians, cyclists, and other vulnerable road users, and any reduction in driver focus increases the risk of conflict or accidents. As the store is already well established and identifiable, the additional signage offers little functional benefit and appears disproportionate to operational need. For these reasons, the proposal raises clear highway

safety concerns and should be reconsidered or reduced to ensure it does not compromise the safety of all road users.

Wiltshire Council's Highways Engineer: Comment

There is no in principle objection, however, sign 2 would be within the public highway in a position where it would provide for insufficient clearance from the shared use path and the carriageway and would also be considered a trip hazard in the location indicated.

The sign would be acceptable within the applicant's own curtilage to the rear of the footway. No highway objection provided sign 2 is relocated to the rear of the footway.

RESPRESENTATIONS

No letters of representation were received in relation to the proposed development

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:

"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 (at subparagraph x) the sensitive design of advertisements and signage.

The character and appearance of the site and its surrounds is characterised by two large retail outlets, other industrial sites and a new residential development to the south-east.

Whilst it is noted that the Tesco site already benefits from some signage on the roadside, the siting of one further totem sign and a banner sign are not considered to result in excessive visual clutter in this instance. The existing totem sign is located at the corner by the roundabout and a further totem sign, some distance to the south by the pedestrian access with a low banner sign on the grassed area on

Beaversbrook Road are considered acceptable. The third sign would be set within the designated carpark for the site and would not be seen in conjunction with the other two additional signs.

As previously advised, the original submission also proposed a further sign on the highway verge and both the Council's Highway Team and the Town Council raised concerns in relation to the siting and number of signs. That sign, referenced as Sign 2 on the original plans has now been removed from the scheme.

The quantum of signs is now considered acceptable, and their design, scale and siting are considered acceptable. None of the signs would be illuminated.

It is considered that the proposed advertisement would not cause harm to the visual amenity of the area 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.

The signs as now proposed would be set back from the highway and footpaths. The Council's Highway Team raised no public safety concerns in relation to Signs 1, 3 & 4.

The proposed advertisements, in terms of colours, materials and styles are not considered a significant departure from signs which are already present on this and other units within the wider area and are not considered overly prominent. As previously opined, there are a total of 3 signs, but collectively they appear to visually work together and their siting and lack of illumination are considered acceptable and would not otherwise conflict with the requirements of CP62 of the Wiltshire Core Strategy

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. 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.

2. 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.

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

Location Plan. Received on 26 January 2026

02_4445_02A Existing Site Plan. Received on 26 January 2026

02_4445_02B_R1 Proposed Site Plan. Received on 15 May 2026

03_4445_03A_R1 Typical Adverts. Received on 15 May 2026

Hello Totem Detail. Received on 26 January 2026

Banner Frame Detail. Received on 26 January 2026

Car Park Post Detail. Received on 26 January 2026

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