

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/02591
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Bathurst Estate, Kemble, Cirencester, GL7 6ND
DEVELOPMENT DESCRIPTION:	The erection of a single non-illuminated information board to sit adjacent to Kemble Solar Farm on the south western boundary.
RECOMMENDATION:	Approve with Conditions

SITE DESCRIPTION/CONTEXT

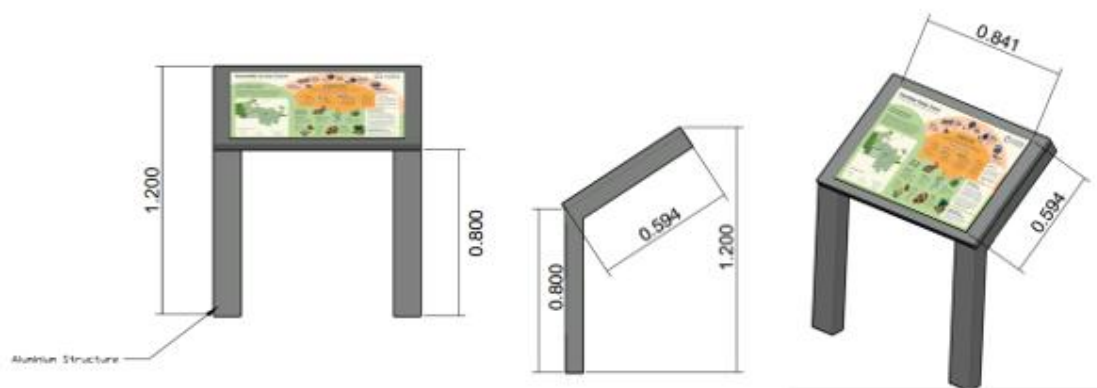
The application site comprises land to the north and west of Kemble Wick within Special Advertisement Control Area (North). A majority of the site lies within Cotswold District, with a significant minority, around 20 hectares of the total 73, located in Wiltshire. The western part of the site is crossed by a public right of way, Bridleway CRUD4. The wider area has considerable issues with respect to flood risk from various sources, however the extent of the site known to be at a heightened risk of flooding is limited; what risk is known is associated with surface water flooding. This vicinity is also known to be an area of significant archaeological potential, with a mosaic of buried archaeology sites between this part of the county and Malmesbury.

PROPOSAL:

This application seeks advertising consent for a , non-illuminated information board It would be small scale, free-standing, and made from an aluminium structure with a powder-coated finish. It would be position on the southwestern boundary just of the bridleway.

Dimensions (WxHxD) in metres: 0.8 x 1.2 x 0.59

Material: Aluminium Structure



RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

National Planning Policy Framework (NPPF)

- Paragraph 141

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- Core Policy 13 Spatial Strategy Malmesbury Community Area
- Core Policy 51 Landscape
- Core Policy 57 Ensuring High Quality Design & Space Shaping
- Core Policy 62 Development Impacts on the Transport Network

Neighbourhood Plan:

Crudwell Neighbourhood Plan May 2021

Policy DD2 – Design

Supplementary Planning Documents:

- Wiltshire Design Guide (adopted April 2024)
- A Green & Blue Infrastructure Strategy for Wiltshire: Wiltshire's Natural Environment Plan 2022-2030

RELEVANT PLANNING HISTORY:

Proposal / Summary
20/05360/SCR - Screening Opinion - TCPA EIA 2006 Decision - EIA Not required Date: 10/8/2020 – EIA Screening Report for Kemble Solar Farm for solar photovoltaic development and associated grid connection
PL/2021/06919 - Full planning permission Decision - Approve with Conditions Date: 2/3/2022 – The installation of a solar farm comprising an array of ground mounted solar PV panels with associated infrastructure including housing for inverters, transformers and electrical equipment, a substation compound, as well as fencing, security cameras, acce
PL/2025/02066 - Non-Material Amendment Decision - Approve Date: 15/4/2025 – To Amend Condition 2 (Plans) of Planning Permission PL/2022/09140 - Replace the approved standalone inverters, with the use of string inverters; Variation of conditions 2, 5, 9, 10, 13 and 16 of PL/2021/06919 to allow for this replacement and account for
PL/2025/02787 - Full planning permission Decision - Approve with Conditions Date: 18/9/2025 – Installation of security cameras comprising 37 pole mounted CCTV cameras to enhance security and safeguarding measures for the infrastructure and assets associated with the approved solar farm 'Kemble Solar Farm'.

PL/2026/02591 - Full planning permission – The erection of a single non-illuminated information board to sit adjacent to Kemble Solar Farm on the south western boundary. Pending Consideration
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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:

Parish/Town Council: No comments received

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

RESPRESENTATIONS

Below is a summary of the representations received during the consultation period. 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.

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 proposed advertisement comprises a single, non-illuminated information board associated with the existing and operational Kemble Solar Farm. The board would be small scale, freestanding, and constructed from an aluminium structure with a powder-coated finish. It would be positioned adjacent to the public bridleway on the south-western boundary of the solar farm.

In visual terms, the character of the area is rural and influenced by the approved solar arrays. The proposed board would sit to the southwestern boundary within this established context and would not appear prominent or intrusive when viewed from the bridleway or wider landscape. Its size, design and materials are simple and functional, and it would not introduce clutter or detract from the visual amenity of the area.

The proposal is non-illuminated and would therefore not result in light spill or night-time visual disturbance. There are no listed buildings, conservation areas or other heritage assets whose setting would be affected by the proposed advertisement, and the board would not harm any locally valued views or landscape characteristics.

No objections have been raised by consultees in relation to amenity, and there have been no representations identifying concerns regarding visual impact. Given the limited scale of the proposal and its sensitive siting, it is not considered that any specific mitigation measures or restrictive conditions are necessary beyond standard advertisement conditions.

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 proposed information board would be located within a field on the Kemble Solar Farm site, set well away from the A429 to the northwest by 1.23km. It is to be positioned adjacent to a public bridleway. The board would be small in scale, low in height and would be securely fixed in place. It would be non-illuminated, static in nature and would not include any digital or moving elements. As a result, it would not distract, highway users, nor would it interfere with driver sightlines or visibility. Its siting has been chosen to ensure it would not obstruct or narrow the bridleway and can be safely used by pedestrians, cyclists and horse riders.

No objections have been received from the Highway Authority or other consultees in relation to public safety, and no representations have raised concerns regarding distraction or obstruction. When considered cumulatively against its setting, it would not give rise to clutter or competing visual messages.

Given the scale, design and location of the proposal, it would not pose a physical hazard or result in any harm to public safety. The use of standard conditions for advertisements is considered sufficient, and no additional mitigation measures are necessary.

It is therefore considered that the proposal would not result in an unacceptable impact on public safety, either individually or cumulatively, and would satisfy the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) 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.

RECOMMENDATION:

It is recommended that advertisement consent be GRANTED subject to condition(s).

1. The development hereby permitted shall be carried out in accordance with the following approved plans and documents: Received 13th April 2023

Site Location Plan Rev Issue 01 (AD)
Proposed elevation and Detail Rev Issue 1 (AP30)
Board Specification Spec6533_GH_v2.

Information Board CGI
Application Form

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

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.

Informatives: (1)

3. 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.