

Planning Services
Wiltshire Council
By email only



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Dear Sir or Madam,

ADDRESS: LAND AT SALTERTON DOWN BUILDINGS, HIGH POST, SALISBURY, SP4 6BG

PROPOSAL: 4NO. FREE STANDING BUSINESS SIGN ADVERTISEMENTS

I am pleased to enclose for your consideration an application for four advertisement signs on land associated with Salterton Down Buildings, High Post, Salisbury SP4 6BG.

The Site

The site is located adjacent to the A345, north of Salisbury. It is the entrance to the wider site known as Salterton Down Buildings. The site forms part of the boundary to the arable field associated with the farm holding, therefore the site is not currently occupied.

There is no relevant planning history at the site.

The Proposal

In recent years a successful storage company, Giant Storage, has been established at the farm. This includes both internal storage within the former agricultural barns, and external container storage within a dedicated yard area.

The following planning applications have provided consent for the storage use at the site:

- PL/2025/04671 – retrospective change of use from agricultural to light industrial/storage (Use Class E), approved July 2025
- PL/2025/04880 – retrospective change of use from agricultural to storage (Use Class B8), approved August 2025

- PL/2025/04881 – Prior approval for Class R conversion of agricultural barn to storage (Use Class B8), approved September 2025 (not implemented)
- PL/2025/08677 – full application for part retrospective change of use of yard to storage (Use Class B8) and change of use of the agricultural barn to storage (Use Class B8), approved February 2026

There is also a current planning application at the farm for the conversion of silage clamps to external storage (Use Class B8) being considered by Wiltshire Council (Ref: PL/2026/01945).

The proposed advertisement consent therefore seeks the erection of four signs adjacent to the entrance of the site for this established and growing business. They will be arranged as two pairs of signs, either side of the entrance to include details such as the company name and contact details, with the purpose of both attracting new customers, and assisting existing customers to find the site which is currently not well sign-posted on the main road.

The signs will be placed with the larger above the smaller, in an arrangement similar to this (not to scale):



The signs will have no illumination.

Full details of the proposed signed, including location, can be found within the submitted plans.

Planning Policy

Core Policy 57 of the adopted Wiltshire Core Strategy seeks to ensure high quality design and place shaping from new developments. Part X of the policy requires: *“the sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials”*.

The Town and Country Planning (Control of Advertisements)(England) Regulations 2007 (as amended) also forms a material consideration to the determination of applications to display advertisements.

Part 1, Regulation 3, of the Advertisement Regulations state that the only issues to be considered in applications are amenity and public safety. Paragraph 2 of Regulation 3 defines these matters as the following:

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

As set out, the proposed signage is required to advertise the business at the site, particularly as the buildings and storage areas associated with the business are not visible from the highway. The proposed signs are appropriate in height, scale and orientation to the site. They will improve legibility of the site for all users, facilitating wayfinding for both new and existing customers.

The design of the signage is considered to be appropriate in terms of appearance and colour, representing the business logo and associated information. There will be no illumination.

Within the context of the wider area, the proposed signs will not result in any amenity impacts. The site is located within the countryside, and the nearest buildings are those related to the business. There are no features of architectural, heritage or cultural significance within or adjacent to the site.

The signs will not be positioned in a manner which will impact the safety of road users, obscure any road signs or hinder any surveillance or speed survey equipment.

Therefore, we respectfully request that the application is approved without delay.

Yours faithfully



Eleanor King BA (Hons) MSc MRTPI

Associate, Atlas Planning Group