

APPLICATION FOR ADVERTISEMENT CONSENT CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/03201
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Access to Salterton Down Buildings off A345, High Post, Salisbury, SP4 6BG
DEVELOPMENT DESCRIPTION:	Installation of 2x2 signage at the site access by the roadside, identifying the storage business.
RECOMMENDATION:	That Planning Permission be GRANTED

SITE DESCRIPTION/CONTEXT

The red line boundary of the application site is located at the entrance to Salterton Down Buildings which is accessed off a privately owned track coming off A345 in High Post. While the red line boundary has been drawn only around the proposed location of the advertisement signage, the land ownership of the applicant includes the agricultural land to the north and south of the red line boundary and also includes Salterton Down Buildings which the proposed signage is advertising for.

Below is an extract of the site location plan submitted as part of planning application which shows the extend of the land ownership and the context of the business which the signage is proposing to advertise on the west.



The application site lies with a Special Landscape area in accordance with Salisbury District Local Plan 'Saved' Policy C6. It also lies within an area with Special Area of Control for Advertisements.

PROPOSAL:

The application seeks advertisement consent for the installation of 2 signs at the site access to identify the storage business down the track.

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 58 Ensuring the Conservation of the Historic Environment
- Core Policy 62 Development Impacts on the Transport Network

Salisbury District Local Plan 'saved' Policies

C6 Special Landscape Area

Salisbury Neighbourhood Development Plan 2020 to 2038

RELEVANT PLANNING HISTORY:

The wider blue line boundary and ownership have had several planning permission applications:

Proposal / Summary
PL/2025/04671 - Full planning permission Decision - Approve with Conditions Date: 23/7/2025 – Retrospective change of use of an agricultural building to light industrial/storage (use class E)(200sqm)
PL/2025/04880 - Full planning permission Decision - Approve with Conditions Date: 4/8/2025 – Retrospective change of use of an agricultural building to storage (Use Class B8)
PL/2025/08677 - Full planning permission Decision - Approve with Conditions Date: 13/2/2026 – Part retrospective full application for change of use of an agricultural building and yard to storage (use class B8) and creation of an associated car park and soft landscaping.
PL/2026/01945 - Full planning permission – Full application for change of use silage clamps to storage (use class B8).

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:

Durnford Parish Council: None Received.

Wiltshire Council's Highways Engineer: No Objection.

RESPRESENTATIONS

Two objections from the members of the public were received. Their objections were on the grounds that the signage has the potential to *distract motorists on a fast and busy major road*, and that the scale of the signage *does not need to be so large to be seen*.

One representation of support from the public noted that the signage will be *no different to any other roadside signage at Longhedge roundabout or at High Post Business Park, High Post petrol station and Stones Hotel*.

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

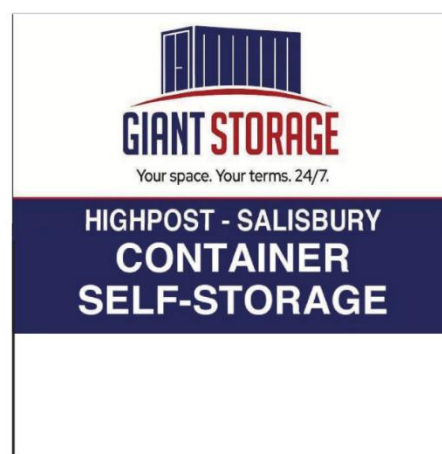
"Amenity" is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, but is generally understood to include both visual and aural amenity. Factors relevant to amenity include the general characteristics of the locality, such as the presence of 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.

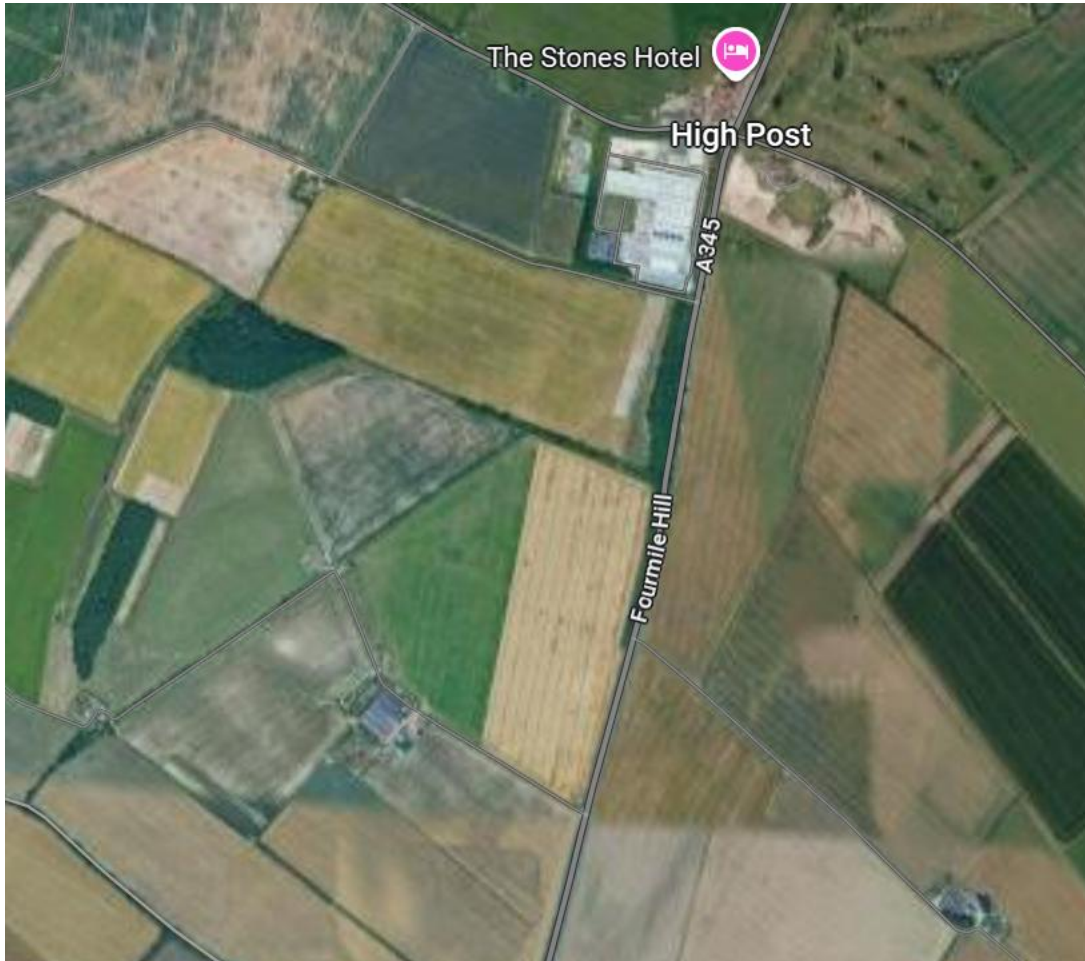
Assessment

The application site is located in the open countryside and is surrounded by agricultural land some of which is owned by the applicant. The application site lies in a special landscape area and in an area with special control for advertisements. Additionally, it lies 2 miles south of the boundary of Stonehenge, Avebury and Associated Sites World Heritage Site. It does not lie within a National Landscape and conservation area nor are there listed buildings in the nearby vicinity.



Salterton Down Buildings historically comprised of agricultural buildings and farmyard associated with the surrounding agricultural farm. Recent planning application (Ref: PL/2025/08677) allowed for the change of use of an agricultural building and yard for storage use (Use Class B8). This advertisement application proposes to erect 2 no. non illuminated signage on opposite sides of the access track angled toward the highway A345 to signpost the storage business.

The surrounding area is characterised by open landscape. The closest advertisement to the site is located approximately 1 mile north of the proposed location of the signage. The initial application proposed signage approximately 2.4 metres in width and 3.12 in height. The application site currently has a small signage (approximately A3 size) which says: Salterton Down Buildings. The case officer is aware that there is need for signage at this location to signpost the storage buildings down the track. However, the case officer had concerns that the signage was overly large for what it needs to be. A revised signage was submitted as part of this application which measures approximately 2.45 m in height including the metal poles with the signage itself being approximately 2.4 m width and 1.76 m in height.



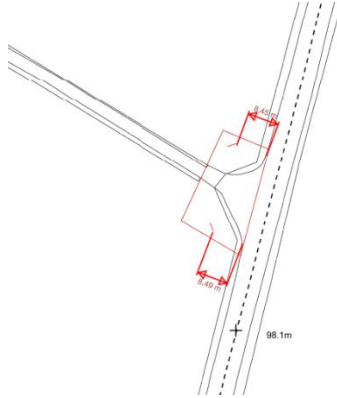


High Post business park has existing signage by the entrance to the business park off A345. Signage at this location is not uncharacteristic as the signage is visible against the backdrop of the business park. Whereas on the other hand, this application site proposes to erect signage against the backdrop of agricultural farm which is characterised by the open landscape.

Another signage located approximately 1 mile north of the application site is the signage at Stones Hotel. This signage is approximately 2 metres from the edge of the highway. However similar to the signage at High Post Business Park this signage is visible against the backdrop of Stones Hotel.



This application proposes to erect the two advertisement signage approximately 8.5 metres from the highway. The officer requested a mock up to show how the signage will look like in the landscape as the surrounding characteristic is that of open landscape and agricultural farms. However this was not submitted.



The signage being approximately 2.4 metres in width and 2.45 metres in height and has the potential to appear overly prominent in the open landscape. However, in this case, the signage is non illuminated, this minimises impact as an illuminated signage at this location would appear overly prominent and impact the landscape. This proposal is for one sign for each direction of travel of the vehicles on the road associated with the business down the track. Two signs at this location is considered to be minor and is therefore not considered incongruous enough to warrant a refusal on amenity and impact to the landscape grounds.

While the objections from members of the public have been noted, the location of the proposed signage is not considered to impact visibility of the highway and as such this is not enough to benefit a refusal on these grounds.

Lastly, while there is potential for the signage to impede on the open landscape of the area, the impact of 2 advertisement is not enough to warrant a refusal. The signage has the public benefit of signposting the location of the storage business which currently only has a small A3 sign.

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 two proposed advertisement signage will approximately be 8.5 metres from the highway. The signage will be located adjacent to a private track off the A346. This section of the A345 does not have any footpaths or pedestrian crossing, nor are there any other traffic signals or other highway infrastructure adjacent to the signage. There are two bus stop signs adjacent to the highway, however these will not be impacted by the location of the proposed signage.



The signage is proposed to be non-illuminated and made up of a metal composite dibond signage. The highways officer has no objection to the location of the proposed signage, they have noted that they will be set back from the highway and will not be within the visibility splays of the access.

It is considered that 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 non-illuminated nature, 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 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:

Location Plan Received: 19 May 2026

Site Plan Received: 19 May 2026

Signage Elevation Rev B Received: 16 July 2026

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