

APPLICATION FOR ADVERTISEMENT AND LISTED BUILDING CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/03480
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Hendy Skoda, Old Sarum Park, Old Sarum, Wiltshire, SP4 6EB
DEVELOPMENT DESCRIPTION:	Removal of existing signage and the display of 2 no. illuminated fascia signs & 1 no. illuminated pylon sign
RECOMMENDATION:	Advertisement consent APPROVED

SITE DESCRIPTION/CONTEXT

The application site is an existing car showroom currently occupied by Hendy Skoda located within Old Sarum Business Park. The application site lies within a Special Area of Control for Advertisements. The site is situated within the principal settlement boundary of Salisbury as defined by WCS policies CP1, CP2 and CP20. The site is located in Flood Zone 1 (lowest risk of flooding) with no risk of surface water and groundwater flooding according to the Strategic Flood Risk Assessment. While the application site is situated within the Hampshire River Avon Catchment and the New Forest Protected Sites these ecological designations have no impact on the assessment of the nature of the proposed development being to display an advertisement. The site is located adjacent to the highway on the northwest (Portway) and access roads of the business park (Old Sarum Park) on the southwest and Spitfire Road on the southeast. On the northeast is a business centre.

PROPOSAL:

The application seeks advertisement consent to replace the existing signage and display 2 no. illuminated fascia signs and 1 no illuminated pylon sign.

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

Wiltshire Core Strategy:

Core Policy 1: Settlement Strategy

Core Policy 2: Delivery Strategy

Core Policy 20: Salisbury Community Area

Core Policy 57: Ensuring High Quality Design and Place Shaping

Core Policy 58: Enhancing the Conservation of the Historic Environment

The National Planning Policy Framework (NPPF)

The Planning Practice Guidance

National Design Guide

Salisbury Neighbourhood Development Plan 2020 to 2038

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

Supplementary Planning Documents:

Salisbury District Local Plan 2011: S1 Shopping Policy, S10 Shopfronts

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
14/00547/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 20/3/2014 – 1 x internally illuminated built up Kia logo, 1 x non illuminated built up Kia motors text, 1 x non illuminated built up Westover text fixed to existing background, 1 x non illuminated totem, 1 x non illuminated totem with applied acrylic text, 1 x intern
14/04040/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 24/6/2014 – Installation of 1 x internally illuminated fascia, 1 x non-illuminated fascia, 1x non-illuminated Skoda pylon sign, 1 x internally illuminated directional entrance sign and internally illuminated wall mounted logo sign
S/1983/1366 - Unknown Decision - Withdrawn Date: 30/1/1986 – CIRCULAR 49/63 - POSSIBLE USE OF FORMER AIRFIELD BUILDINGS AS LIGHT INDUSTRIAL TOGETHER WITH DIRECTLY
S/1988/0067 - Outline Planning Decision - Approve with Conditions Date: 9/3/1988 – O/L APPLICATION - CONSTRUCTION OF CHURCH MEETING HOUSE AND CAR PARK AND CONSTRUCTION OF NEW ACCESS
S/1991/1608 - Outline Planning Decision - Approve with Conditions Date: 8/1/1992 – O/L APPLICATION - FOR CLASS B1 USE CLASS BUILDING AND CONSTRUCTION OF ACCESS
S/1998/0431 - Full planning permission Decision - Approve with Conditions Date: 27/7/1998 – DISPLAY, SALE, STORAGE AND PREPARATION OF VEHICLES PLUS COMPOUND AND GENERAL PARKING
S/1998/1090 - Consent to display an advertisement Decision - Approve with Conditions Date: 27/8/1998 – INTERNALLY ILLUMINATED FASCIA, LETTERING AND FREE STANDING PYLON AND DIRECTIONAL SIGNS
S/2000/1208 - Full planning permission Decision - Refused Date: 15/9/2000 – REMOVAL OF CONDITION 2 (DISPLAY AND STORAGE OF VEHICLES) ATTACHED TO PLANNING PERMISSION S/98/431
S/2000/2075 - Full planning permission Decision - Approve with Conditions Date: 23/2/2001 – PROVISION OF SECURITY FENCING AND LIGHTING
S/2002/0906 - Outline Planning Decision - Approve with Conditions Date: 26/3/2003 – CAR SHOWROOM WITH ANCILLARY FACILITIES AND ALTERATION TO EXISTING ACCESS
S/2012/0423 - Full planning permission Decision - Approve with Conditions Date: 9/5/2012 – Construction of new showroom with workshop and parking

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:

Laverstock and Ford Parish Council: No Comment.

Highways: No Objection.

RESPRESENTATIONS

One comment of objection from a member of the public was received. It is as follows: *I object to internally illuminated signs, large pole signs, totem signs, flagpoles, banners and anything else that makes our medieval city look like America or distracts drivers. 2) If approved, please impose conditions that (a) the intensity of external illumination be reduced during hours of darkness, and (b) that most illumination be turned off when the premises are closed to the public, and (c) be constructed so as to prevent light pollution into the sky.*

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.

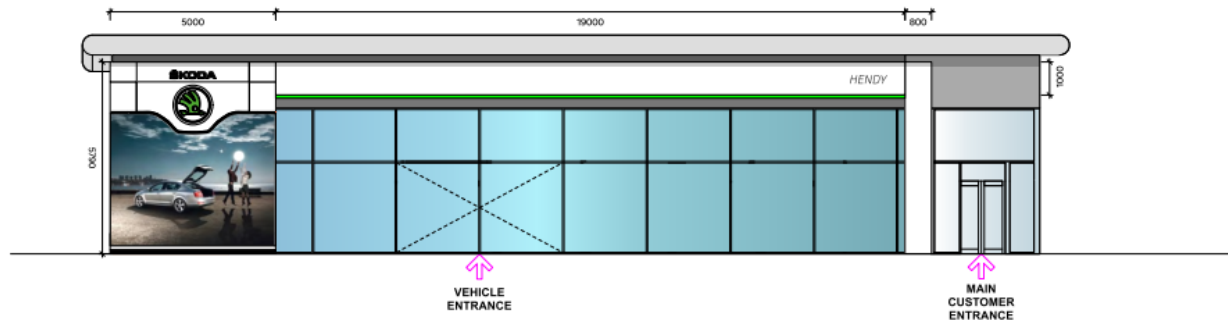
In broader planning terms, as reflected in the National Planning Policy Framework (NPPF), amenity refers to the quality or character of an area and the elements that contribute to the overall enjoyment and liveability of a place.

CP57 requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

EXISTING ELEVATION



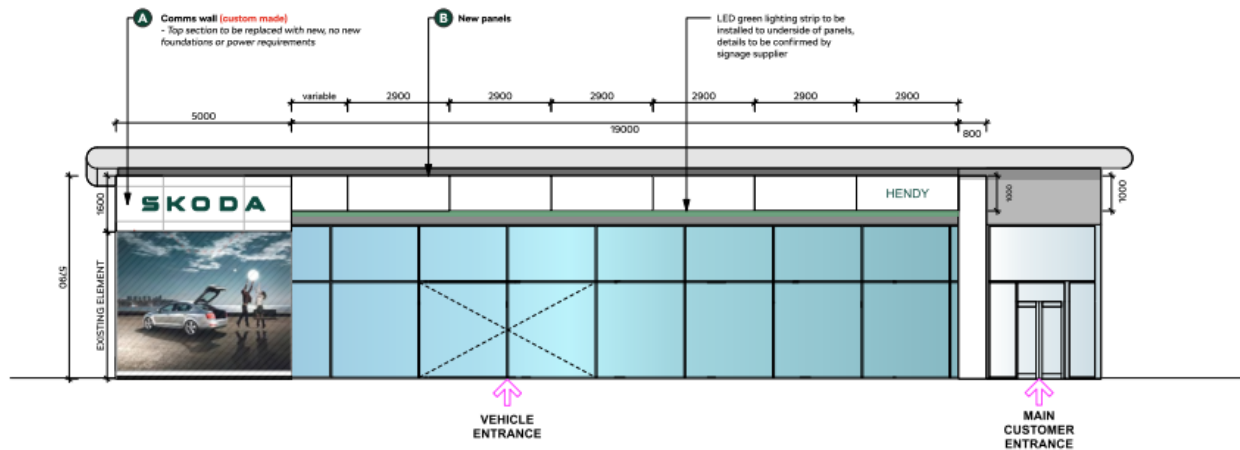
NORTH WEST
ELEVATION
(LOOKING SOUTH EAST)



PROPOSED ELEVATION



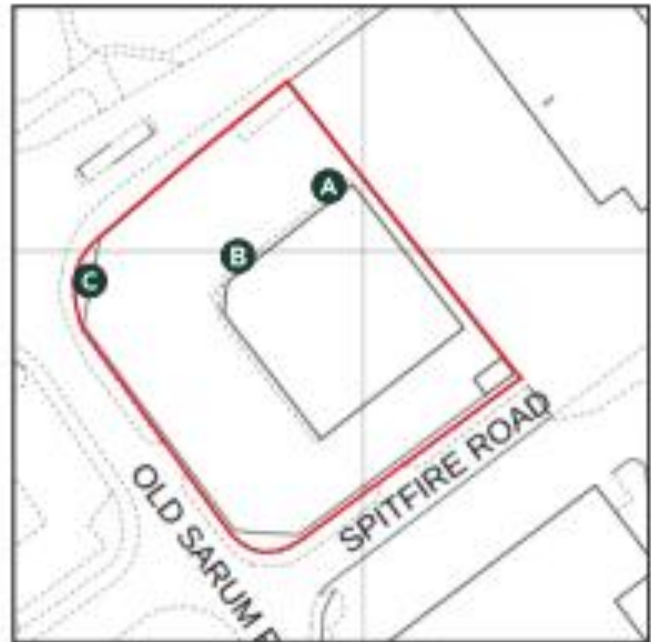
NORTH WEST
ELEVATION
(LOOKING SOUTH EAST)



C 3.75M DOUBLE-SIDED PYLON

Self-Coloured Green ACM face panels and returns

Green self-colour acrylic Skoda text to be internally illuminated



Assessment

The application site is located within an established business park area with the proposed signage replacing existing signage at the same location for the same business occupying the site. Nonetheless, the application site lies in a special landscape area and in an area with special control for advertisements.

This advertisement application proposes to replace an existing double-sided pylon with the new logo, font and colour of the business located at the same location as an existing pylon. The proposed pylon will be a green acrylic pylon which is internally illuminated. In addition to this, the application proposes new fascia panels and an LED green lighting strip to be installed to the underside of the panels. Lastly, the top section of the existing communications wall is proposed to be replaced with the new logo with no new foundations or power requirements. The proposed replacement signage is minimally different from the existing signage located at this site with the only difference being the update logo lettering and colour.

The letter of objection from the member of the public has been noted, the proposed signage is a like for like replacement, mitigation regarding the illumination levels have been conditioned as part of the recommendation.

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.

Assessment

The three proposed elements are located adjacent to the highway (Portway) on the northwest with the pylon being directly across the highway. The application proposes like for like replacement of existing advertisements at this location.

The highways officer has no objection to the location of the proposed signage subject to conditions which have been included in the recommendation.

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 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. 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: 02 June 2026

Proposed Pylon Elevations Received: 02 June 2026

Proposed Elevation Received: 02 June 2026

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

4. 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.

5. 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.