



The Town and Country Planning Act 1990
Notice of Refusal of Advertisement Consent
Application Reference Number: PL/2026/03652
Decision Date: 03/08/2026

Applicant:	Wildstone Estates Limited Fifty Paddington, 50 Eastbourne Terrace, London, United Kingdom, W2 6LG
Particulars of Development:	Erection of a D6 Small Format Advertisement Display
At:	Esso Service Station, Junction of Larkhill road and Bulford Road, Durrington, Salisbury, SP4 8DP

In pursuance of their powers under the above Regulations, the Council hereby REFUSE TO GRANT ADVERTISEMENT CONSENT for the advertisement(s) proposed in the above application and the plans submitted by you for the following reason(s):

Refusal Reason

- 1 The proposed freestanding internally illuminated digital advertisement, by reason of its scale, illumination, changing digital content and prominent siting, would appear as a visually dominant and intrusive feature within the streetscene. The advertisement would add to the existing concentration of signage on the site, resulting in visual clutter and detracting from the character and appearance of the locality. By virtue of its prominent corner location and visibility from surrounding public viewpoints, the display would have an adverse effect on visual amenity.

The proposal is contrary to Core Policy 57 of the Wiltshire Core Strategy, the Wiltshire Design Guide, Salisbury Shopfronts and Advertisements Design Guide and paragraph 141 of the National Planning Policy Framework, which seek to ensure that advertisements are appropriately designed and do not harm amenity.

Informative

- 1 For the avoidance of doubt the documents and plans considered in reaching the above decision, all received 09/06/2026 are as follows:

Application form

Existing site plan Drg no FS763 PA 02

Proposed site plan Drg no FS763 PA 03

Proposed site plan Drg no FS763 PA 04

Existing and proposed elevations Drg no FS763 PA 05

Design specification Drg no FS763 PA 06

Existing and proposed sign CGI's Drg no FS763 PA 07

Planning statement

Highway safety report

Níc Thomas - Director of Planning, Economy and Climate

NOTES

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If the applicant is aggrieved by the decision of the local planning authority to refuse consent, he may appeal to the Secretary of State for the Environment in accordance with Section 78(1) of the Town and Country Planning Act 1990 within 8 weeks of the date of this decision. (Information and forms relating to the appeals process can be found at the Planning Portal – [Appeal a planning decision: Overview - GOV.UK \(www.gov.uk\)](https://www.gov.uk/appeal-a-planning-decision/overview)).