

Appeal 6015230

Submitted on 25 August 2026.

Before you start

Local planning authority	Wiltshire
Appeal type	Commercial advertisement
Decision date	3 August 2026

Prepare appeal

Was the application made in your name?	No, I'm acting on behalf of the applicant
What is the applicant's name?	Philip Allard Wildstone Estates Limited
Contact details	Amon Yiu Carter Jonas
What is your phone number?	
What is the address of the appeal site?	Larkhill Road, Durrington Salisbury SP4 8DP
Is the appeal site on highway land?	No
Is the advertisement in position?	No
Is the appeal site in a green belt?	No
Do you own all of the land involved in the appeal?	No
Do you own some of the land involved in the appeal?	No
Do you know who owns the land involved in the appeal?	Yes, I know who owns all the land
Have the landowners been told about the appeal?	I confirm that I've told all the landowners about my appeal within the last 21 days using a copy of the form in annexe 2A or 2B
Do you have the landowner's permission?	Yes
Access for inspection	No

Are there any health and safety issues on the appeal site?	No
What is the application reference number?	PL/2026/03652
Enter the description of the advertisement	Erection of a D6 Small Format Advertisement Display
Did the local planning authority change the description of the advertisement?	Yes, I agreed a new description with the local planning authority
Why are you appealing?	The proposal is located within an established commercial stretch of Princes Road, including the petrol station that has operated since at least 2009, Tesco supermarket, car garages and shops which define the streetscene. The proposal is similar in scale and dimensions to that approved under S/2010/0280 and in place for over ten years from 2011. That Officer's Report concluded that it would not appear out of scale, would not clutter the forecourt, and its illumination would not harm the appearance and character of the area. No material change in circumstances justifies a different conclusion. The panel will sit below the adjacent signage, which will remain more prominent due to its scale and colour. Illumination would be controlled by light sensors to respond to ambient conditions. There is no commercial incentive to operate at unnecessarily high luminance. With the proposed conditions, no more than one content will be experienced by passing vehicles and pedestrians every 10 seconds, limiting potential visual clutter. The panel is not materially significant given the existing signage as the precedent, the petrol station, adjacent signage and surrounding trees, and would not exceed prevailing ridge heights. The petrol station would remain the dominant commercial presence in the locality, including the uphill approach from the Conservation Area, such that the panel would not appear visually prominent or materially harm the character of the area. It is accepted no amenity impact to neighbouring properties. PL/2024/04269 provides no meaningful

comparison, as that site does not comprise an established petrol station.

Have there been any significant changes that would affect the application?

There have been no significant changes

Upload evidence of your agreement to change the description of the advertisement

[FS763-PL_R.pdf \(/document/049ca3e7-8e80-45ef-ae07-1693cc0cb217\)](#)

Are there other appeals linked to your development?

No

Upload documents

Application form

[ApplicationForm \(19\).pdf \(/document/3f92fb0c-733f-41bf-bf5c-b7e3f89a25d9\)](#)

Decision letter

[FS763-PL_DL.pdf \(/document/eda82063-6411-457f-abc3-c87a3e07d1cb\)](#)

Do you want to apply for an award of appeal costs?

No
