

Appeal 6015230

Appeal questionnaire

Submitted on 30 September 2026.

Appeal type	Commercial advertisement
Appeal site	Larkhill Road, Durrington, Salisbury, SP4 8DP
Agent contact details	Amon Yiu amon.yiu@carterjonas.co.uk [REDACTED]
Application number	PL/2026/03652

Constraints, designations and other issues

Is a commercial advertisement appeal the correct type of appeal?	Yes
Affects a listed building	No
Affects a scheduled monument	No
Conservation area	Yes
Conservation area map and guidance	Bulford Conservation Area- 9 Oct 1985.pdf (/document/c01ee93b-8bb9-4b05-a74e-371546b090e6)
Protected species	No
Is the site in an area of special control of advertisements?	No
Green belt	No
Is the site in a national landscape?	No
Designated sites	No, it is not in, near or likely to affect any designated sites

Notifying relevant parties

List of neighbours' addresses that you notified about the application	List of Consultees & Neighbours.pdf (/document/58815621-5fbb-4eae-82e9-f17938eb198d)
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Type of notification	A site notice Letters or emails to interested parties An advert in the local press
Uploaded site notice	Site Notice.pdf (/document/8bc93504-6167-415a-aa37-bc83f7e2cb82)
Letter sent to neighbours	Neighbour Consultation letters.pdf (/document/4667ace6-ec0a-4f28-ae32-179f116971c3)
Uploaded press advert	SJ - 02.07.26.pdf (/document/304057c4-97b6-494e-a0ed-4f651bd77496)
Upload the appeal notification letter and the list of people that you notified	Distribution list.pdf (/document/52c55d34-4150-4fde-8154-14c4c95541ad) Appeal - Notification of Advert Appeal.pdf (/document/f1efb34a-63eb-4294-b9bb-3250804e7661)

Consultation responses and representations

Statutory consultees	Yes Durrington Town Council Highways Department
Representations from other parties	Yes
Upload representations from other parties	Called in to Planning Committee by Councillor Wright.pdf (/document/0ab0cbcc-965b-47f2-bfcd-4e18a6e07162) Consultation comments.pdf (/document/f32b1885-669a-4a20-b8d2-7bb04eac2354)

Planning officer's report and supporting documents

Upload planning officer's report	officer report.pdf (/document/4afae678-b44f-4378-9246-773246f9c244)
Did you refuse the application because of highway or traffic public safety?	No
Did the appellant submit complete and accurate photographs and plans?	No
Do you have any relevant policies from your statutory development plan?	Yes
Policies from statutory development plan	WILTSH~1.PDF (/document/1f2cf496-f4d0-461b-8e84-5a9adbfe01ec) 00 Core Strategy front page.pdf (/document/3ca5e932-cf73-4666-b57f-63ed877fa19e)

Emerging plans	No
Do you have any other relevant policies?	No
Supplementary planning documents	Yes
Upload supplementary planning documents	The Brightness of Illuminated Advertisements.pdf (/document/57a78ca7-7eca-4dad-9644-0bd12d563de3) creating-places-design-guide-spg-adopted-april-2006.pdf (/document/7b990e8f-ff73-4983-a218-195233c24a4a) WiltshireDesignGuide.pdf (/document/730bfd4-dcc4-4ffd-bf69-6e0365948814) Shopfront design in Salisbury.pdf (/document/e726bdc4-6b22-41ca-afd6-ff3438b32205)

Site access

Access for inspection	No
Will the inspector need to enter a neighbour's land or property?	No
Potential safety risks	No

Appeal process

Procedure type	Written representations
Appeals near the site	No
Extra conditions	Yes 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:

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

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.

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

National policy changes
Since the Council's decision was issued, the National Planning Policy Framework (August 2026) has been published and is a material consideration in the determination of the appeal. The Council has reviewed the National Planning Policy Framework (August 2026) and considers that it does not alter the Council's position in respect of this appeal.

The 2026 NPPF does not contain any specific policies relating to advertisements. However, Policy DP3 continues to require development proposals to respond positively to their context, integrate with and enhance their surroundings, and create visually attractive, distinctive and characterful places. Development proposals which conflict with these requirements should be refused.

The appeal proposal was refused due to its harmful impact on visual amenity and the character and appearance of the area, having regard to its scale, design, prominent illumination, location within the public realm and relevant local design and advertisement guidance. These considerations still remain material under the adopted Wiltshire Core Strategy, including Core Policies 57 and 58, together with the Salisbury Shopfronts and Advertisements Design Guide. The proposal would also be contrary to the aims of NPPF policies DP3 given the impact on the character of the area.

The publication of the NPPF 2026 does not alter the Council's conclusions as set out within the original Officer report and the Council therefore maintains its reasons for refusal.

Original Evidence

Did the applicant submit a design and access statement with the application?

No

Did the applicant submit plans and drawings with the application?

Yes

Upload the plans and drawings submitted with the application

[Display-Sign Specification.pdf \(/document/755ca011-55f1-41e4-bbf5-3a95ff553e80\)](#)
[Existing Site Plan.pdf \(/document/46c5f0a2-f6ea-4692-8e28-45b44fb01999\)](#)

[Existing & Proposed Sign CGIs Photos.pdf \(/document/84c1166a-2894-4695-a050-6580ad833512\)](#)
[Existing and Proposed Elevations.pdf \(/document/3b4c1e40-457d-4098-90b1-7c2a2fe26f32\)](#)
[Proposed Site Plan - 1-200 Scale.pdf \(/document/f34d8f4c-2e4b-4097-aba0-9daa80494dd4\)](#)
[Application Form.pdf \(/document/fec79372-a836-4379-b481-c5fde07f889d\)](#)
[Proposed Site Plan - 1-500 Scale.pdf \(/document/1f179ea6-55e7-40d6-890a-e0057943683e\)](#)
[Location Plan.pdf \(/document/66c0f1be-adbc-41a0-bf0f-ff4f7d7a1e99\)](#)

Did the applicant submit any other documents with the application?

Yes

Upload any other documents submitted with the application

[Planning Statement.pdf \(/document/7ce38941-381a-460a-8099-0dbf4a6a580c\)](#)
[Highway Safety Report - Roundabout.pdf \(/document/4f61aea2-8115-4a6a-85e5-92b25daf38d2\)](#)

What documents and plans did you use to make your decision?

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
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