

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/04927
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Homebase Distribution Centre, Lydiard Fields, Great Western Way, Swindon, SN5 8UB
DEVELOPMENT DESCRIPTION:	Consent for the display of a freestanding, illuminated 2m totem sign to advertise the presence of the InstaVolt EV charging site.
RECOMMENDATION:	Approve with Conditions

SITE DESCRIPTION/CONTEXT

The application site comprises a small area of land set directly adjacent to a designated parking area associated with the commercial buildings on the estate. The wider site comprises large warehouses set within this existing industrial estate. The estate is on the northern side of the M4 motorway and has quick access to the adjacent motorway at J16, with other main roads leading to Swindon and Royal Wootton Bassett. The Homebase Distribution Centre is set near to the motorway junction, with the east bound slip road leading directly to the access and car park of this site. To the east and south of the site of the proposed totem are large areas for staff car-parking and deliveries and the estate road leading to the other large commercial and industrial units.

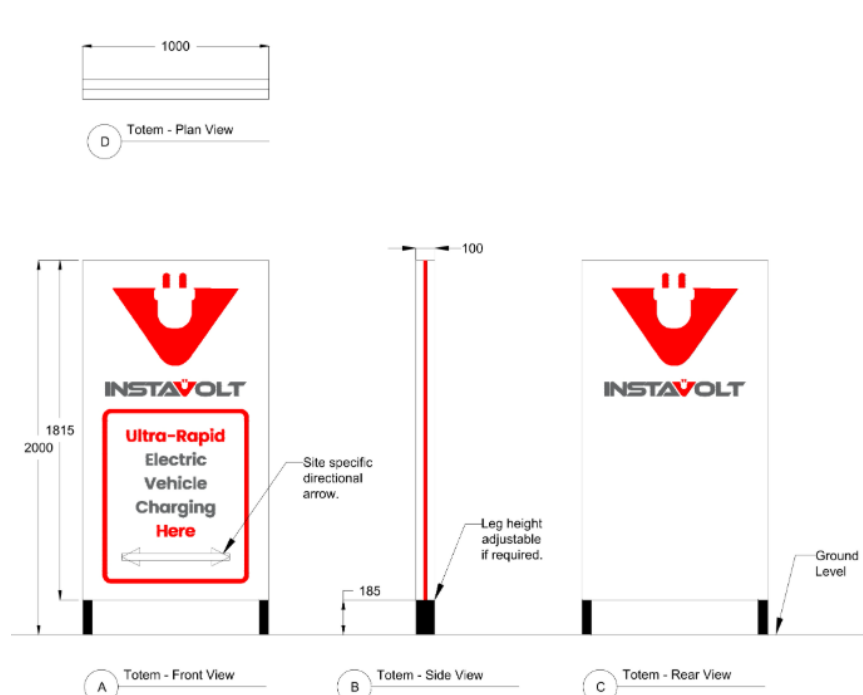
The site is located within a Special Area of Control of Advertisements. Where applicable, the stricter controls applicable within such areas have been taken into account in assessing the proposal.



PROPOSAL:

The application seeks advertisement consent for the erection of an illuminated totem sign to be sited adjacent to electric vehicle charging stations.

The totem sign would measure approximately 2m high, 1m wide and be approximately 0.1m deep and be composed of an aluminium box section frame and legs. Each side would feature corporate logos and wording associated with Instavolt which are coloured red, grey and white. It is stated that the unit would be illuminated.



RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

National Planning Policy Framework (NPPF)

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- Core Policy 57 Ensuring High Quality Design & Space Shaping
- Core Policy 62 Development Impacts on the Transport Network

Neighbourhood Plan:

Supplementary Planning Documents:

Institute of Lighting Professionals: The Brightness of Illuminated Advertisements; Including Digital Displays (2023) PLG 05/23.

RELEVANT PLANNING HISTORY:

There is significant planning history on the wider site which relates to the commercial and industrial uses of the buildings and land within the vicinity of the parking area. Those most relevant to the installation of the illuminated advertisement are listed below.

Proposal / Summary
PL/2023/06610 - Full planning permission Decision - Approve with Conditions Date: 3/11/2023 – InstaVolt are proposing to install ten rapid electric vehicle charging stations within the car park of Distribution Centre, Great Western Way. Eighteen existing parking spaces will become EV charging bays, along with associated equipment. Six of the ten E
PL/2024/02849 - Non-Material Amendment Decision - Approve with Conditions Date: 24/4/2024 – Non-Material Amendment of PL/2023/06610 to Allow Updated Site Layout and Two Additional EV Charging Units
PL/2024/07574 - Full planning permission Decision - Approve with Conditions Date: 1/11/2024 – Proposal to install one substation and one feeder pillar to service EV chargers within the car park of Homebase Distribution Centre, Lydiard Fields. Three existing parking spaces will become area housing the substation and feeder pillar.
PL/2025/07365 - Lawful development: Proposed use Decision - Permitted Development Date: 10/11/2025 – Proposed refurbishment of the distribution hub / centre previously occupied by Homebase

ISSUES

Advertisement applications are subject to a distinct statutory regime. The Local Planning Authority may only consider the effect of the proposal on amenity and public safety. Other matters, including the content of the advertisement or commercial considerations, are not material to the determination of the application.

CONSULTEE RESPONSES

The views of consultees are material considerations in the determination of the application. However, the decision-maker must exercise their own planning judgement. Where consultees raise concerns or recommend conditions, these have been considered and are addressed within the assessment section of this report.

The following consultees were invited to comment on this application:

Lydiard Tregoze Parish Council: Support

Wiltshire Council's Highways Engineer: No Objection
Subject to recommended conditions for a static light and the intensity of the illumination.

REPRESENTATIONS

No comments were received

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.

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, including features of historic, architectural, cultural or landscape interest.

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

Policies DP1-DP4 of the NPPF require development to contribute positively to the quality of places, respond appropriately to local character and context, and achieve a high standard of design. Whilst advertisement applications are determined primarily with regard to amenity and public safety, these policies provide useful context when assessing the impact of signage upon the character and appearance of an area.

The character and appearance of the site and its surrounds are clearly identifiable as an industrial and commercial estate with large, warehouse style buildings, staff parking areas and delivery areas. Whilst there is some signage within the estate on the buildings, and directional signage, the estate is not overly littered with advertisements. As such the addition of this relatively small and low totem is not considered to result in excessive visual clutter and would be seen in context with the adjacent EV charging facilities. As there are no residential properties within the vicinity of the site, no additional conditions are considered necessary for hours of display.

Having regard to the character of the area, the design, scale, siting of the proposed advertisement, it is considered that the proposal would not cause harm to the visual amenity of the area, either individually or cumulatively, 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 NPPF supports the creation of safe environments and the protection of public safety. In the context of advertisement control, particular regard should be had to the effect of the advertisement on highway safety and the safe movement of pedestrians and vehicles.

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.

Albeit the signage would not be located on or near a publicly maintainable highway, the Council's Highway Team were consulted as the road network within the estate provides for commercial traffic, delivery vehicles and large numbers of vehicle parking areas. There is no objection from that service subject to a condition to ensure that the lighting is static and does not flash. However, the application form clearly states that the illumination would be static and a condition to ensure that the advertisement is carried out in accordance with the submitted documentation can be appended to any grant of permission.

In relation to luminance levels, it is stated on the application form that the levels would be 4000cd/m². However, this level of brightness during the hours of darkness is considered excess by the Institute of Lighting Professionals; as documented within the supporting Professional Lighting Guide SPD. The Council's Highway Engineers do not object overall to the proposal but have recommended a condition that the intensity of illumination is no greater than that recommended in the adopted documentation.

Therefore a condition to this effect is considered appropriate and necessary in this instance and can be appended to any grant of advertisement consent.

Having regard to its siting, scale, illumination and relationship with the surrounding highway network, 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.

Public Sector Equality Duty (PSED):

In reaching this decision, due regard has been had to the Public Sector Equality Duty under Section 149 of the Equality Act 2010. This requires the Local Planning Authority to have regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between persons who share a protected characteristic and those who do not.

The Local Planning Authority is satisfied that the proposal would not result in any unlawful discrimination and that any impacts on protected groups have been appropriately considered as part of this assessment.

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. 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).

All conditions imposed have been assessed against the tests set out in Policy DM6 of the NPPF and are considered to be necessary, relevant to planning, relevant to the development to be permitted, enforceable, precise and reasonable in all other respects.

1. This consent shall expire at the end of the period of five [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.

2. 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.

3. The development hereby permitted shall be carried out in accordance with the following approved documentation and plans, all received on 06 August 2026

Application Form

10570-0001_11 Rev A. Location and Block Plan

001_61-01 Rev H. Equipment Elevations and Signage – 2m Totem

4. The intensity of the illumination of the sign hereby permitted by this consent shall be no greater than that recommended by the Institute of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05/23) Brightness of Illuminated Advertisements.

REASON: In the interests of amenity and public safety