



**James Bailey**  
**PLANNING**

**Document:** Advertisement Consent  
Great Wilsey Park, Great Barton, Bury St Edmunds

**Title:** Planning Statement

**Client:** Bloor Homes

**Date:** April 2026

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## 1. INTRODUCTION

1.1 This Planning Statement has been prepared by James Bailey Planning Ltd. (JBPL) on behalf of Bloor Homes (hereafter referred to as 'the Applicant'), to support an application for express advertisement consent.

1.2 The application relates to the display of advertisement at the site, known as the Great Wilsey Park, Haverhill. This will be referred to as the 'Site' for the purpose of this application.

1.3 Specifically, this application seeks consent for advertising in two locations:

### **Entrance 1: A143 Roundabout**

- 4 x Flag Poles (1000x2000mm)
- 3 x "Coming Soon" signs (1500x3050mm) (one standalone and two together making an "V" formation).

### **Entrance 2: Chalkstone Way Roundabout**

- 6 x Flag Poles (1000x2000mm)
- 1 x "Coming Soon" signs (1500x3050mm)
- 2 x "Entrance" (670x750mm)

1.4 The flag poles feature cloth fabric sized 1000 x 2000mm, commonly seen at housing development gateways. 'Coming Soon' signs, also typical, measure 1500 x 3050mm and are displayed either as a single board or in a 'V' formation for visibility from both directions of the A143. Each side is made from dibond with powder-coated aluminium posts. The entrance signs will be mounted on an existing brick pillars. All signs are non-illuminated.

1.5 Following a review of the proposed advertisement, it is JBPL's opinion that 'express consent' is required for this signage as it does not fall within the categories benefiting from 'deemed consent' under Schedule 1 or Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

1.6 Bloor Homes are currently bringing forward two Reserved Matters Applications in relations to Parcels A9 (DC/25/1988/RM) and Parcels A14 & A15 (DC/25/1990/RM) of the wider Great Wilsey Park development, originally approved under full DC/15/2151/OUT.

1.7 Redrow are the current landowners of this proposed location of the signs and has provided direct permission, as the landowner for this advertising consent.

1.8 This Planning Statement sets out the context of the proposal, provides a brief overview of The Site and the proposed advertisements, and confirms the necessary information provided to support the application for express advertisement consent. It concludes by outlining the next steps in the planning process.

1.9 In accordance with regulation 9 of the Town and Country planning (Control of Advertisement) (2007) following plans have been included as part of this submission:

- Covering Letter
- Planning Statement
- Entrance 1 Location Plan (EA232-PD-001)
- Entrance 2 Location Plan (EA232-PD-002)
- Signage Details (EA232-PD-003)
- Signage Details with Visualisations

## 2. SITE CONTEXT

- 2.1 The Proposed advertising signs or in 2 different locations related to the Great Wilsey Park development. The first is at the roundabout on the A143 and the second is on the roundabout at Chalkstone Way (see Figure One).
- 2.2 Both locations are in residential areas and adjacent to highways infrastructure directly related to the development. Both locations also have benefited from advertising consents in the past.

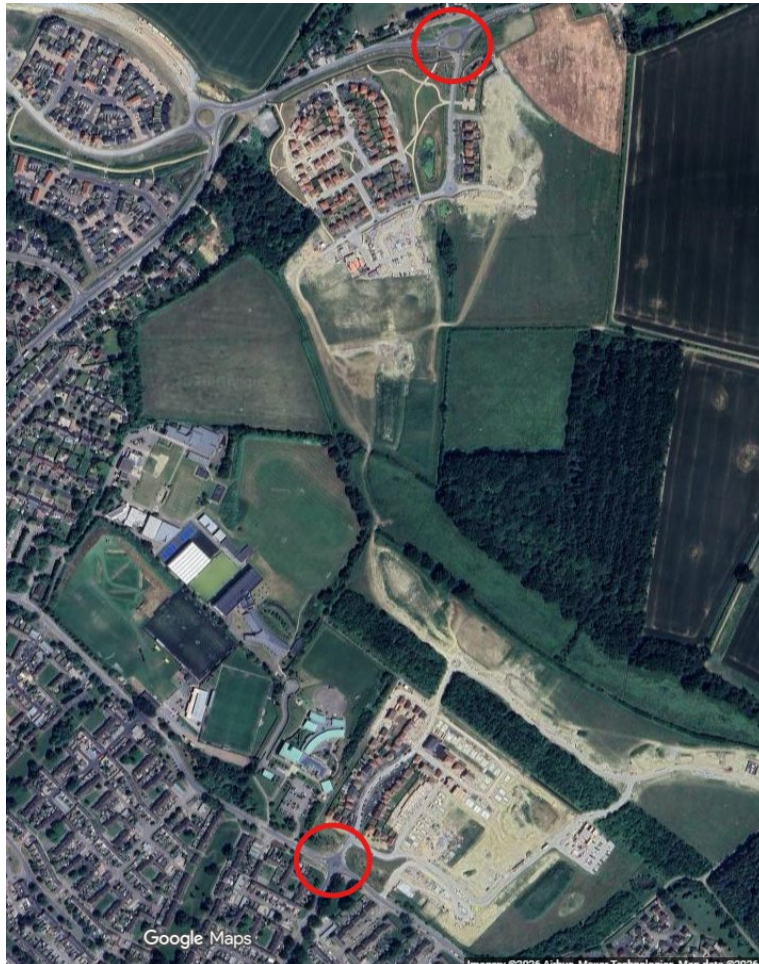


Figure One: Site Indicative locations highlighted by red circles (2026)

- 2.3 Both locations are located outside of any Conservation Area and has no designated heritage assets within the boundaries.

### 3. PLANNING ANALYSIS

3.1 Regulation 3 of the Town and Country Planning (Control of Advertisements) (2007) as amended states that: *“a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety”*.

3.2 This assessment considers the acceptability of a proposed advertising in relation to the potential impact on both amenity and public safety.

#### Assessment of Amenity

3.3 The guidance underscores that the evaluation of amenity is intrinsically linked to the visual and aural impact of the advertisements on the immediate area, as perceived by passers-by and local residents.

3.4 For the proposed advertisement, the key considerations will be its scale and integration with the surrounding environment.

3.5 The proposed advertising signs are situated in areas that are commonly used for this type of signage, both adjacent to highways infrastructure and within residential settings. These locations are neither within Conservation Areas nor in proximity to designated heritage assets, supporting the notion that their impact on local amenity, including individuals, will be minimal. Historically, advertising consents have been granted for similar signs at these sites without any record of significant adverse effects on local residents, or the character of the area.

3.6 Given the modest scale and non-illuminated nature of the proposed advertisements, there is no reason to believe that they will generate any notable disturbance or inconvenience, even when considered alongside the existing Redrow advertisements of similar size and design. The signs are integrated carefully with their surroundings, avoiding unnecessary visual intrusion or disruption. As such, the assessment concludes that any impact to amenity is expected to be low, if not negligible, and the signs are positioned in locations where such advertising is both usual and appropriate.

#### Assessment of Public Safety

3.7 The guidance clarifies that public safety considerations relate to the safe operation of all forms of traffic and transport, including pedestrians. Given the proposed locations are adjacent to roundabouts, it is an important consideration.

3.8 While acknowledging that all advertisements are intended to attract attention, the crucial factor is whether the proposed advertisements, or their location, are so distracting or confusing that they create a genuine hazard for those exercising reasonable care.

3.9 However, considering the size, location set back from the highway, and non-illuminance, the proposals are highly unlikely to divert drivers' attention away from the road. Given the static nature of the proposed signage they are less likely to pose a significant public safety risk.

## 4. CONCLUSION

- 4.1 Based on the assessment conducted with reference to regulation 3 and 9 of the Town and Country planning (Control of Advertisement) (2007) the proposal can be deemed acceptable for this specific context.
- 4.2 Regarding amenity, the scale and placement of the sign are considered appropriately integrated with the existing areas of housing development related to Great Wilsey Park, avoiding any significant adverse impacts on the visual environment.
- 4.3 Concerning public safety, the non-illuminated nature and the proposed location of the signage mitigates potential risks to traffic and pedestrians. While all advertisements inherently aim to attract attention, the static nature, appropriate sizing, and positioning, of this advertisement, away from any visibility splays suggest that they are unlikely to cause undue distraction or confusion for drivers exercising reasonable care.
- 4.4 Taking into account the minimal effect on amenities across the broader area of Great Wilsey Park, which is still being developed for residential use, as well as the low expected risk to public safety, this advertising proposal is deemed appropriate for this situation.
- 4.5 Accordingly, we formally invite the Council to approve the application knowing that any consent issued by the Council shall be in accordance with the following standard conditions set out in Schedule 2 of The Town and Country Planning (Control of Advertisements) (2007):
1. no advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
  2. no advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
  3. any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
  4. any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
  5. if an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

**JBPL**  
**April 2026**



**James Bailey**  
**PLANNING**

