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Planning Statement: Consent for Outdoor Advertisement and Internal Window Decal on Listed Building in Conservation Area (Shop Signage)

Date: 5th November 2025

Council: Wiltshire

Ward: Devizes North

Site address: 4 & 5 St John's Street, Devizes, Wiltshire SN10 1BQ

Proposal: Repaint existing shopfront signage and place one internal decal with new business name

Applicant: Mr Tharmalingham Jeyantham

Ownership: Leased to Mr Tharmalingham Jeyantham

1. Introduction

This planning statement has been prepared by Katia Hadidian on behalf of the Applicant, Mr Tharmalingham Jeyantham, who is seeking to **repaint the existing shopfront signage at 4 & 5 St John's Street, Devizes, Wiltshire SN10 1BQ** with his new business name: **Wiltshire Express: Food & Wine Grocery**. Mr Jeyantham would also like to **place a decal (lamine "sticker") on the inside window** of his premises.

The site at 4 & 5 St John's Street, Devizes, Wiltshire SN10 1BQ is in the Devizes North Ward and Conservation Area of Wiltshire Council.

To support this Planning Statement for Consent for Outdoor Advertisement and Internal Window Decal we attach the following 3 drawings and supporting photographs (please see following page):



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Drawings

(**GA** = General Arrangement Drawing; **EL** = Elevation; **SC** = Scale Drawing)

1. Drawing number GA-01: 1st Floor Top of Fascia Plan (no change)
2. Drawing number EL-01: Proposed Signage Elevations (no change)
3. Drawing number EL-02: Painted and Printed Signage Details
4. Recent photographs of the exterior

2. Site, location and Wiltshire Council classification

Statutory Address: 4 & 5 St John's Street, Devizes, SN10 1BQ

District: Wiltshire (Unitary Authority)

Parish: Devizes

Ward: Devizes North

Listing of National Grid Reference: SU 00439 61439

Historic England Official list entry

Heritage Category: Listed Building

Grade: II

List Entry Number: 1252304

Date first listed: 19 September 1972

List Entry Name: 4 & 5 St John's Street

3. Site Description

The historic and much-loved market town of Devizes is renowned for having one of the largest numbers of listed buildings in England, dating back to the 12th century, with more than 500 in the town centre alone.



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Number 4 & 5 St John's Street occupies a corner site at the junction of St John's Street and Wine Street, and was originally built in 1912 for Boots the Chemists by their in-house architect, Michael Vyne Treleaven. For this reason, it is still referred to as "Boots Corner" by some residents. It is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 for its architectural and historic interest.

The ground floor is modern, and most recently served as a bank and men's tailor's, while there are original residential premises on the two floors above, which are topped by a parapet and corner turret that features a scalloped copper dome and domed lantern.

Key original features include casement windows; stone carving; and highly decorative stucco work on the façade – including winged cherubs, festoons, and busts of famous people associated with Devizes, including Roger, Bishop of Sarum & Matilda and Edward I. There is also "banded rustication" to the piers on both the St John's Street and Wine Street frontage.

The site has a notable rounded and recessed corner entrance with a heavy cornice projecting forward over its piers, decorated with original modillions (ornate brackets) and egg-and-dart moulding.

4. Proposal for Advertisement on the Site

The applicant, Mr Jeyantham, took on the lease at 4 & 5 St John's Street in summer 2025 in order to open Wiltshire Express: Food & Wine Grocery.

He is seeking to **repaint the existing shopfront signage**, which wraps around the building from St John's to Wine Street, with his new business's name. Mr Jeyantham would also



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like to **place a series of discreet frosted decals (lamine “stickers”) on the inside windows of the premises.**

Mr Jeyanantham is **keeping the original fascia, which is set under the cornice and between the pilasters that demarcate 4 & 5 St John’s Street from its neighbours.** The fascia wraps around the building in one piece and the signs have been designed to be painted above the 5 window bays of the property.

5. Adherence to Local Planning Policy

Mr Jeyanantham is ensuring that his advertisement signage is in keeping with the aspirations of the Devizes Conservation Area:

- i) The character and appearance of the building will be preserved and enhanced by this well-designed signage with appropriate, high-quality materials (woodwork and paint).
- ii) The original architectural features of the building are still prominent and celebrated, rather than covered.
- iii) The fascia signage is not oversized or brash.
- iv) The lettering and colour scheme suit the character of the area and are in harmony with the immediate neighbours and surroundings of 4 & 5 St John’s Street, with its wide range of commercial and residential properties of differing historical eras, architectural styles, and character.



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v) The colour scheme adheres to the RAL¹ heritage colour palette recommended by the *June 2023 Wiltshire Shop Front Design Guide* by Clive Frankham and Frances Nash, for the Neighbourhood Plan Town Centre Topic Group.

The signage is in shades of dark blue, dark red, and stone (off-white) and is therefore not excessively bold or bright and will have a matt finish. **These tone well with the external materials of the building** (see accompanying photographs) and the signage of neighbouring retailers.

vi) The sign is unlit and there will be no impact on neighbouring shops, amenities or residents.

vii) The width, depth, and length of signage have been established for 113 years – the applicant, Mr Jeyanantham, is merely replacing the name and colours.

vii) The internal window decals (essentially large stickers) are small and a discreet off-white shade.

6. Conclusion

Mr Jeyanantham's application for advertisement (signage) is sensitive to the history and character of the location, the architectural period, neighbouring shops and residents, and local planning goals. It is in keeping with Devizes' strong community spirit, while offering a welcome service to visitors and residents.

¹ The RAL colour management system (palette) was devised in 1927 by the German group, *Reichs-Ausschuß für Lieferbedingungen* (Imperial Committee for Delivery and Quality Assurance, and is widely used in Europe to this day.