

Highway Development Management Consultation Response

Planning Application Ref: PL/2025/09863

Site Address: 25 High Street, Malmesbury, SN16 9AA.

Proposal: Fascia sign with store name 'haine & smith' and 'opticians' reverse applied on top part of glazed panel. Hanging sign on wrought-iron bracket to facade above shopfront.

Date of Consultation Response: 14/01/2026

I refer to the above planning application dated 18/12/2025 seeking permission for a fascia sign with store name 'haine & smith' and 'opticians' reverse applied on top part of glazed panel and a hanging sign on wrought-iron bracket to facade above shopfront.

The site has existing frontage onto the B4040 High Street, a classified section of public highway subject to a speed limit of 20mph.

The proposals include 2 non-illuminated signs, which would not adversely impact the public highway. It is therefore considered that no highway objection be raised.

If you have any queries regarding the above advice, please contact:

HighwaysDevelopment@wiltshire.gov.uk