

APPLICATION FOR LISTED BUILDING CONSENT DELEGATED REPORT

APPLICATION REFERENCE:	PL/2025/09867
APPLICATION TYPE:	Listed building consent
SITE ADDRESS:	25 High Street, Malmesbury, SN16 9AA
DESCRIPTION:	Shopfront repainting, fascia and side return panel graphics and replacement hanging sign
RECOMMENDATION:	APPROVE WITH CONDITIONS

PROPOSAL

In discussion with the applicant, the Local Planning Authority amended the description of the application on 6 February 2026 in the interest of conciseness; no re-consultation was deemed necessary. The application seeks listed building consent for the replacement of shopfront fascia and side return panel vinyl graphics with new “Haime & Smith” branding (background in RAL 150 80 10 and text in RAL 8017) and replacement aluminium hanging sign (background RAL 150 80 10 and graphic in RAL 8017 with white text). Shopfront also to be painted in brand colours (RAL 150 80 10 and RAL 8017).

A separate advertisement consent application has been submitted under reference PL/2025/09863.

SITE DESCRIPTION

The application site is known as 25 High Street. It is a three-storey townhouse with ground floor shopfront part of a pair comprising the Grade II listed building 25 and 27 High Street [NHLE: 1269403], they date to 17th century, refronted mid/late 18th century, and refenestrated in mid-19th century. Constructed from rendered limestone rubble walls, Welsh slate roof and brick stacks, 6/6 hornless sashes, central doorway to through-passage, bracketed canopy above bayed shopfronts. No.25 has plate-glass shop front, mid-19th century shopfront to No.27. Its setting is characterised by the continuous street frontage and variety of traditional architectural styles of its surrounding high-street townscape. It is in the settlement boundary of Malmesbury. Relevant designations and constraints include its designation and other nearby listed buildings on the High Street, and Malmesbury Conservation Area.

PLANNING HISTORY

PL/2025/09863 – Consent to Display Advertisement: Shopfront fascia and side return panel graphics and replacement hanging sign (UNDER CONSIDERATION).

RELEVANT POLICIES AND GUIDANCE

Wiltshire Core Strategy (WCS):

- Core Policy 57: Ensuring High Quality Design and Place Shaping (CP57)
- Core Policy 58: Ensuring the Conservation of the Historic Environment (CP58)

Malmesbury Neighbourhood Plan - Made 2015 (MNP):

- Volume I - Main Body: Policy 13
- Volume II – Design Guide

National Planning Policy Framework (NPPF)

Planning Practice Guidance (PPG)

National Design Guide (NDG)

Wiltshire Design Guide SPD (WDG)

Malmesbury Conservation Area Appraisal 2007

Malmesbury Conservation Area Management Plan 2010

Historic England Guidance:

- Managing Significance in Decision-Taking in the Historic Environment. Historic Environment Good Practice Advice in Planning: 2 (GPA2)
- The Setting of Heritage Assets. Historic Environment Good Practice Advice in Planning: 3 (2nd Edition) (GPA3)
- Making Changes to Heritage Assets. Historic England Advice Note 2. (HEAN2)

CONSULTATION RESPONSES

The following consultees and interested parties were invited to comment on the application:

Malmesbury Town Council – No responses received at time of case officer recommendation.

Wiltshire Council's Conservation Officer – No objection (05/02/2026).

REPRESENTATIONS

Immediate neighbouring dwellings were notified of the application. The application was publicised by press advert in the Wiltshire Gazette & Herald on 15 January 2026 and a site notice was displayed on 13 January 2026. No letters of representation were made by members of the public.

ASSESSMENT

S7 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires applications for listed building consent for any works of demolition, alteration or extension to a listed building in any manner which would affect its character as a building of special architectural or historic interest.

S16(2) of the same act places a duty on the local planning authority, when considering whether to grant listed building consent for any works, to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

S72(1) requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area in which the building is situated.

25 High Street forms part of a Grade II listed building together with No.27, the significance and special interest of which, in so far as is relevant, comprises the architectural and historic interest that can be ascribed to its age, fabric, form, and architectural details. Its setting as part of the high street townscape contributes positively to its significance, and it forms part of the setting of a number of listed buildings and non-designated buildings on the high street.

It lies within Area 1 (Market Cross and Upper High Street) of the Malmesbury Conservation Area (MCA). The published Appraisal summarises that its character and appearance can primarily be discerned from its protected buildings and features, archaeology, open space and historic routes, and significant foliage. The adopted Management Plan advises of the need to “*[i]nsist on a high standard of design and suitability to context for applications for new shop-fronts, particularly in cases where national chains seek to impose their corporate identities on outlets irrespective of location*”.

The works respond to a rebrand by the shops existing occupying opticians. It involves the replacement of existing vinyl graphic signage and hanging sign on a near identical basis, and repainting of the shopfront in the brand colour scheme.

Wiltshire Council’s Conservation Officer raises no objection, noting that the advertisements require no alterations to historic building fabric or harm to its

significance. The difference in appearance would be discernible but of no detriment to the character of the listed building as a building of special interest, the character and appearance of the MCA in which it is located or the setting of other listed buildings and heritage assets within the surrounding townscape.

For the above reasons, it would also not conflict with Policy 13 of the Malmesbury Neighbourhood Plan, CP57 and CP58 of the Wiltshire Core Strategy, or relevant guidance including Chapter 16 of the National Planning Policy Framework.

HERITAGE BALANCE AND CONCLUSION

The effect of the works on the character of the building as a building of special architectural and historic interest is acceptable, and it would not harm the significance of the listed building or the character and appearance of the Conservation Area in which it is located. Special regard has been had to the desirability of preserving the building, its setting and the features of special architectural and historic interest that it possesses, and special attention has been paid to the desirability of preserving or enhancing the character and appearance of the Conservation Area in which it is located. Furthermore, and although not determinative, it would not conflict with the provisions of the development plan. The statutory duties have been fulfilled, and the application should therefore be supported subject to such conditions as would meet the relevant tests.

RECOMMENDATION: That listed building consent be GRANTED subject to the following conditions:

1. The works for which Listed Building Consent is hereby granted shall be begun before the expiration of three years from the date of this consent.

REASON: To comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. The works hereby permitted shall be carried out in accordance with the following approved plans and documents:

Location Plan. Received 18 December 2025.

Application Form. Received 18 December 2025.

Proposed exterior signage. 002/01. Received 18 December 2025.

REASON: For the avoidance of doubt and in the interests of proper planning.