

APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENT DELEGATED REPORT

APPLICATION REFERENCE:	PL/2025/09863
APPLICATION TYPE:	Consent to display advertisement
SITE ADDRESS:	25 High Street, Malmesbury, SN16 9AA
DESCRIPTION:	Shopfront 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 consent to display advertisement(s) for the replacement of shopfront fascia and side return panel vinyl graphics with new “Haine & 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 Listed Building Consent application has been submitted under reference PL/2025/09867.

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

PI/2025/09867 – Listed Building Consent: Shopfront repainting, 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)
- Core Policy 62: Development Impacts on the Transport Network (CP62)

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)

Institute of Lighting Professionals:

- The Brightness of Illuminated Advertisements (2014) PLG 05.

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 Highways Team – No objection (14/01/2026).

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

REPRESENTATIONS

Immediate neighbouring dwellings were notified of the application. The application was publicised in the Wiltshire Gazette & Herald on 15/01/2026 and a site notice was displayed on 13 January 2026. No letters of representation were made by members of the public.

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.

Amenity

Regulation 3(2)(a) does not define amenity exhaustively, but it includes aural and visual amenity, and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

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 advertisement scheme responds 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, the character and appearance of the MCA or the setting of other listed buildings and heritage assets within the surrounding townscape.

The effect of the advertisement in respect of amenity is acceptable, and it would therefore accord with the requirements of adopted guidance and Policy 13 of the Malmesbury Neighbourhood Plan, CP57 (iv and x) and CP58 of the Wiltshire Core Strategy, and paragraph 141 of the National Planning Policy Framework, which together seek to ensure advertisements deliver a high standard of design and are sympathetic to and conserve heritage assets.

Public safety

Regulation 3(2)(b) defines that factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), whether the advertisement is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air, and whether the advertisement is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The advertisements replace an existing similar scheme. It is not illuminated and the colour scheme is distinct from typical traffic signage. Wiltshire Council's Highways Team raise no objection.

The advertisement would not be of detriment to public safety, and it would therefore accord with CP62 of the Wiltshire Core Strategy and paragraph 141 of the National Planning Policy Framework, which together seek to ensure advertisements are designed or incorporate measures to ensure no adverse effects on the safety of the public, including users of the transport network.

PLANNING BALANCE AND CONCLUSION

The advertisement would have acceptable effects in respect of factors relevant to amenity and public safety. Furthermore, it would not conflict with the provisions of the development plan, in so far as they are material. The statutory requirements have been met, and the application should therefore be supported, subject to the relevant

standard conditions as set out in Schedule 2 of the Regulations and any other conditions that would meet the tests

RECOMMENDATION: That consent to display advertisement(s) be GRANTED subject to the following conditions:

1. This consent shall expire at the end of the period of 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. The advertisements hereby permitted shall be carried out in accordance with the following approved plans:

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.

3. 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.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

4. 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.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

5. 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 amenities.

REASON: In exercise of Regulation 14(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 to ensure adherence to the standard conditions set out under Schedule 2 of the Regulations.

