



The Town and Country Planning Act 1990
Notice of Refusal of Advertisement Consent
Application Reference Number: PL/2026/02790
Decision Date: 25/06/2026

Applicant:	Safia Rana-Jaswal BT - One Braham, 1 Braham Street, London , United Kingdom, E1 8EE
Particulars of Development:	The installation of 1no. BT Street Hub
At:	Pavement o/s Ramparts, Devizes Road, Salisbury, SP2 7EE

In pursuance of their powers under the above Regulations, the Council hereby REFUSE TO GRANT ADVERTISEMENT CONSENT for the advertisement(s) proposed in the above application and the plans submitted by you for the following reason(s):

Refusal Reason

- 1 The proposed development, by reason of its scale, design and prominent internally illuminated digital display, would represent a visually intrusive, dominant and incongruous feature within the streetscene, resulting in unacceptable harm to visual amenity and the character and appearance of the area. The proposal would introduce a substantial new element of street furniture into an area that is currently open and relatively uncluttered, thereby undermining established public realm improvements and eroding the quality of the environment.

This harm is further exacerbated by the site's highly prominent location on an important arterial route into Salisbury city centre, where the surrounding character is informed by nearby listed buildings and the site's position between two designated conservation areas. Whilst the proposal does not result in direct harm to designated heritage assets, these assets form an important part of the character of the area, which the development fails to respect or respond to.

The Street Hub would primarily function as a commercial advertising display, and the wider telecommunications benefits cited are ancillary, are not secured, and have not been demonstrated as necessary in this location. There is no evidence to indicate that such benefits could not be delivered through a less visually intrusive

form of development. As such, these benefits attract only limited weight and do not outweigh the identified harm.

The development is therefore contrary to Core Policies 57 and 58 of the Wiltshire Core Strategy, the Creating Places Design Guide, Wiltshire Design Guide, the Council's Supplementary Planning Guidance on Shopfronts and Advertisements, Policy 6 of the Salisbury Neighbourhood Plan, and the National Planning Policy Framework (2024), including paragraph 141, which seeks to ensure that advertisements do not harm amenity.

Informative

- 1** The documents and plans considered in reaching the above decision are as follows:

Application form received 21/04/2026

Site location map Drg no 001 B received 30/04/2026

Proposed Site Plan Drg no 002 A received 21/04/2026

Existing and Proposed Elevations Drg no 003 A received 21/04/2026

Professional Lighting Guide PLG/05/23 dated 2023 received 21/04/2026

Street Hub Product Statement dated February 2021 received 21/04/2026

Planning Statement received 21/04/2026

Review of the telephony universal service obligation dated 2022 received 21/04/2026

Photomontage received 21/04/2026

Inclusive Mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure dated December 2021 received 21/04/2026

Street Hub Anti-Social Behaviour Management Plan V3 dated April 2021 received 21/04/2026

Nic Thomas - Director of Planning, Economy and Regeneration

NOTES

1.

If the applicant is aggrieved by the decision of the local planning authority to refuse consent, he may appeal to the Secretary of State for the Environment in accordance with Section 78(1) of the Town and Country Planning Act 1990 within 8 weeks of the date of this decision. (Information and forms relating to the appeals process can be found at the Planning Portal – [Appeal a planning decision: Overview - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/appeal-a-planning-decision-overview)).