



The Town and Country Planning Act 1990
Refusal of Full Planning Permission
Application Reference Number: PL/2026/02555
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 accordance with paragraph 39 of the National Planning Policy Framework (NPPF), this planning application has been processed in a proactive way. However, due to technical objections or the proposal's failure to comply with the development plan and/or the NPPF as a matter of principle, the local planning authority has had no alternative other than to refuse planning permission.

In pursuance of their powers under the above Act, the Council hereby **REFUSE TO GRANT PERMISSION** for the development referred to in the above application and plans submitted by you, for the following reason(s):

Refusal Reason

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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. **Appeals.** If the applicant is aggrieved by the decision of the local planning authority to refuse permission, they 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 six months 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)).