

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/03121
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	36 High Street, Malmesbury, SN16 9AT
DEVELOPMENT DESCRIPTION:	Advertisement consent for the Installation of new non-illuminated fascia lettering and one non-illuminated projecting sign associated with the proposed nail and beauty salon.
RECOMMENDATION:	Approve with Conditions

SITE DESCRIPTION/CONTEXT

The application site comprises a 2No storey corner property located on the junction with the High Street and St Dennis Road which in turn leads off the Cross Hayes Car Park.

The property is grade II listed its listing as follows;

Pair of houses, now one shop. Dated 1763, C20 shop front. Rendered brick front, limestone rubble return and rear, and limestone dressings, brick gable stacks and stone slate roof. Double-depth plan. EXTERIOR: 2 storeys and attic; 4-window range. Full-width shop front; rusticated quoins above and to right-hand jamb of shop front recess; keyed 6/6-pane sashes in exposed boxes, the middle pair closer together, and 2 gabled dormers with metal leaded casements, the N one inscribed AGI/1763. Rear right-hand range, with No.50 St Dennis Lane (qv) extending from the rear left. INTERIOR: details include a rear right-hand stair, central attic winder stair, and roof with through purlins.

Listing NGR: ST9335087076

The site lies within the Malmesbury Conservation area well utilised by both pedestrians and vehicles.

PROPOSAL:

The application seeks advertisement consent for new lettering to be applied to the existing front and side fascia boards which replaces the former livery of the previous business.

In addition to the fascia signage, 1No hanging sign is proposed at a height of 3m measuring approximately 500m by 650mm on a bracket of approximately 700mm

The new lettering on the fascia and on the hanging sign is to say 'TP NAILS'

All signage is to be non-illuminated.

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework (NPPF)

- Paragraph 141

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- Core Policy 51 Landscape
- Core Policy 57 Ensuring High Quality Design & Space Shaping
- Core Policy 58 Ensuring the Conservation of the Historic Environment
- Core Policy 62 Development Impacts on the Transport Network

Malmesbury Neighbourhood Plan - Made 2015 (MNP)

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

Supplementary Planning Documents:

Institute of Lighting Professionals: The Brightness of Illuminated Advertisements (2014) PLG 05.

RELEVANT PLANNING HISTORY:

n/a

ISSUES

The issues that are relevant to the consideration of an application for consent to display advertisements are the effects of the proposal on 'amenity' and 'public safety'.

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Malmesbury Town Council: No objection - comment

'At the Malmesbury Town Council Planning and Environment meeting on 9th June 2026 the following comment was resolved:- We do have concerns over the background colour of the signage and are unable to gauge the colour vibrancy of the yellow tone. We therefore request that that sensitivity is used for this prominent location in a conservation area.'

Wiltshire Council's Conservation Officer:

No comments received

REPRESENTATIONS

No comments received

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.

The NPPF (141) is clear that the quality and character of places can suffer when advertisements are poorly sited and designed and should be subject to control only in the interests of amenity and public safety, also considering the cumulative impacts.

Impact on Amenity:

Policy Context

“Amenity” is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 but is generally understood to include both visual and aural amenity. Factors relevant to amenity include the general characteristics of the locality, such as the presence of features of historic, architectural, cultural, or similar interest.

In broader planning terms, as reflected in the National Planning Policy Framework (NPPF), amenity refers to the quality or character of an area and the elements that contribute to the overall enjoyment and liveability of a place.

CP57 requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

The advertisement scheme responds to the new occupiers of the property, operating as a nail salon rather than the former leisure and sporting shop. It involves new lettering on existing fascia boards and the erection of a new hanging sign, the design of which is simple, and considered appropriately detailed for this sensitive location. No lighting is proposed on the signage.

Comments have been received from the Town Council requesting that the colour of the signage be appropriate for its setting and whilst no changes are proposed to the existing soft yellow coloured fascia boards, plans show the new hanging side be a soft yellow colour to match. 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.

Impact on Public Safety:

“Public safety” is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, but it generally refers to the potential impact of a development or advertisement on the safe use and operation of public spaces, including roads, footpaths, and other areas accessible to the public.

In assessing public safety, the Local Planning Authority (LPA) may consider:

- Whether the proposal would obstruct visibility for road users or pedestrians;
- Whether it could distract, confuse, or mislead drivers, particularly near junctions or crossings;
- Whether it interferes with traffic signs, signals, or street lighting;
- Whether it poses a physical hazard, such as through poor structural integrity or inappropriate siting.

The National Planning Policy Framework (NPPF) also supports the principle that planning decisions should ensure developments create places that are safe, inclusive, and accessible, and that they do not undermine public safety or security.

CP62 advises that proposals should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the implementation and operational stages.

The advertisements replace an existing similar scheme. It is not illuminated and the colour scheme is distinct from typical traffic signage.

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.

Drawing 130526.1

Design and Access Statement

Location Plan

Received 14.05.26

Block Plan

Received 02.06.26

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.

No advertisement shall be sited or displayed so as to—

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

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.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

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 amenity.

REASON: To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.