

Appeal 6012933

Submitted on 16 July 2026.

Before you start

Local planning authority	Wiltshire
Appeal type	Commercial advertisement
Decision date	25 June 2026

Prepare appeal

Was the application made in your name?	No, I'm acting on behalf of the applicant
What is the applicant's name?	Safia Rana-Jaswal BT Telecommunications Plc
Contact details	Lewis Baldwin Mitie
What is your phone number?	
What is the address of the appeal site?	Pavement o/s Ramparts Devizes Road Salisbury SP2 7EE
Is the appeal site on highway land?	Yes
Is the advertisement in position?	No
Is the appeal site in a green belt?	No
Do you own all of the land involved in the appeal?	No
Do you own some of the land involved in the appeal?	No
Do you know who owns the land involved in the appeal?	Yes, I know who owns all the land
Have the landowners been told about the appeal?	I confirm that I've told all the landowners about my appeal within the last 21 days using a copy of the form in annexe 2A or 2B
Do you have the landowner's permission?	No

Access for inspection	No
Are there any health and safety issues on the appeal site?	No
What is the application reference number?	PL/2026/02790
Enter the description of the advertisement	X2 75" LCD advertisement screens, one on each side of the proposed Street Hub
Did the local planning authority change the description of the advertisement?	No
Why are you appealing?	The Council have stated that Street Hub would be a visually intrusive and dominant feature within the street scene and that the unit would add a new element of street furniture in a location which is currently open and uncluttered. The unit would be seen against a modern residential building which is larger in scale than the Street Hub. Furthermore, the area is characterised by trees and other nearby features such as street lights which are all taller in height than the unit. It is considered that the unit would not be an overly dominant feature when viewed within this context. The Council has made the claim that Street Hub's primary function is as a commercial advertising display however this is not true. Street Hub presents BT's solution to fulfilling the Universal Service Obligation to provide telephony services which is assigned to them by Ofcom. The advertising screens are the primary funding source which enables the development to be in place. Without this feature, the development becomes commercially unviable which would therefore prevent BT from fulfilling their legal obligation. This is a busy, commercial location which the Council has recognised as being on an important route towards the city centre and it is considered that the array of benefits associated with the proposal will be utilised on this basis.
Have there been any significant changes that would affect the application?	There have been no significant changes
Are there other appeals linked to your development?	Yes
Enter the appeal reference number	6012932

Upload documents

Application form

[SLB-07 Application Form.pdf](#)
[\(/document/a9229a2f-46fe-468a-af0d-](#)

Decision letter

[SLB-07 ADV Decision Notice.pdf \(/document/3a00a9fc-a712-4036-8187-be7c82d185f4\)](#)

Do you want to apply for an award of appeal costs?

No
