

Wiltshire Council reference: PL/2026/02790 and PL/2026/02555
Planning Inspectorate reference: 6012933 and 6012932

Pavement o/s Ramparts, Devizes Road, Salisbury, SP2 7EE, United Kingdom

NPPF August 2026

Case Officer: Hayley Clark
Date: 26 August 2026

Thank you for providing the opportunity to comment on material and relevant changes in national planning policy since Wiltshire Council determined applications PL/2026/02790 and PL/2026/02555

Since the Council's decision was issued, the National Planning Policy Framework (August 2026) has been published and is a material consideration in the determination of the appeal. The Council has reviewed the National Planning Policy Framework (August 2026) and considers that it does not alter the Council's position in respect of this appeal.

The 2026 NPPF does not contain any specific policies relating to advertisements. However, Policy DP3 continues to require development proposals to respond positively to their context, integrate with and enhance their surroundings, and create visually attractive, distinctive and characterful places. Development proposals which conflict with these requirements should be refused.

The updated NPPF also continues to attach significant importance to the conservation of heritage assets. Policy HE4 requires heritage assets to be conserved in a manner appropriate to their significance, whilst Policy HE6 confirms that substantial weight should be given to the conservation of designated heritage assets and that any harm remains a matter of considerable importance and weight.

Whilst Policy CO1 supports the expansion and upgrading of electronic communications networks and requires substantial weight to be given to the benefits of telecommunications infrastructure, it also requires such infrastructure to be sited and designed so as to minimise visual impacts. The Council considers this policy to be directed more towards telecommunications infrastructure such as masts, network equipment and associated apparatus, rather than the assessment of large-scale digital advertising displays associated with the proposed BT Street Hub.

The appeal proposal was refused due to its harmful impact on visual amenity and the character and appearance of the area, having regard to its scale, design, prominent illumination, location within the public realm, nearby heritage assets which form part of the character of the area, and relevant local design and advertisement guidance. These considerations still remain material under the adopted Wiltshire Core Strategy, including Core Policies 57 and 58, together with the Salisbury Shopfronts and Advertisements Design Guide and the Salisbury Neighbourhood Plan. The proposal would also be contrary to the aims of NPPF policies DP3, HE4, and HE6, given the impact on the character of the area, which includes the nearby heritage assets.

The publication of the NPPF 2026 does not alter the Council's conclusions as set out within the original Officer report and the Council therefore maintains its reasons for refusal.