

APPLICATION FOR LISTED BUILDING CONSENT OFFICER REPORT

Date of Meeting	17 th September 2026
Application Number	PL/2026/01373
Site Address	95 High Street, Marlborough, SN8 1HD
Proposal	Retention of burgundy and pink striped painted front façade.
Applicant	Mrs Isabella Wookey
Town/Parish Council	Marlborough CP
Electoral Division	Marlborough West ED
Type of application	Listed building consent (Alt/Ext)
Case Officer	Pippa Card
Reason for the Application being reported to Planning Committee	At the request of Gary Collins, Development Manager

RECOMMENDATION: That Listed Building Consent be REFUSED.

Executive summary

Section 16 Planning (Listed Building and Conservation Areas) Act 1990 requires that **special regard** be given to the desirability of preserving listed buildings, their settings or any features of special architectural or historic interest which they possess.

Section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990 also requires the Council to pay special attention to the desirability of preserving or enhancing the character or appearance of designated Conservation Areas.

After consideration of all representations, planning policy and material considerations, the application is considered inappropriate, and to be recommended for refusal.

Site and surroundings

Site location



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Proposal

Retention of burgundy and pink striped painted front façade.



Photograph taken by case officer.

Site description

No. 95 High Street is a grade II listed building located within the Marlborough Conservation Area. The listing covers building nos. 93-98 (inclusive) and stated as being part of a picturesque group of buildings.

The building is located at the western end of the High Street and is the end building of a short row of grade II listed buildings (with the exception of No.92, which is a non-designated heritage asset), which contains the library at No.90. There is a high density of listed buildings in this part of the Conservation Area, which house a variety of uses from residential to commercial. The buildings front the pavement, and their common alignment and strong building line create an underlying harmony, whilst varying ridge heights and architectural detailing create variety and interest in the street.

No. 95 itself is an 18th century timber framed building with brick elevations, consisting of two storeys under an old plain clay tiled roof. It is a fine example of the local vernacular architecture; an older building, it has a more cottage character, and this part of the conservation area is much more residential in character around the church and former school (now the library). Buildings originally built as dwellings, but which now have a commercial use tend to retain an outward residential appearance, although this grouping of listed buildings had simple shop windows added to the ground floor in the 20th century, when their use changed to provide a commercial premises. It is one of a group of listed buildings in this part of the town centre, which positively contribute to the character and appearance of the area.



High Street view c.1900 – taken from www.bbc.co.uk – Historic Marlborough photos: [BBC - Wiltshire - In Pictures - Historic Marlborough photos](#) No.95 outlined in red. The building does not have its shop windows at this point in time.

Relevant planning history

- K/44025 – Change of use to a) ground floor A2 plus flat above, b) ground floor A1 plus flat above, c) A2 as a whole, d) A1 as a whole. Approved, with conditions (17/10/2002).
- K/55882/LBC – Decoration to the external paintwork of the building; change of colour of timber work, installation of new signage. Approved, with conditions (16/3/2007).
- 16/03196/LBC & 16/03182/ADV – Replacement signage at ground floor comprising 2 x above-window fascia signs and logo above the entrance door. Repainting in grey of the front ground floor windows and doorway and first floor window sills. Approved, with conditions (23/5/2016).
- 18/04349/LBC & 18/03865/ADV – Fascia signage and exterior fabric redecoration. Approved, with conditions (04/7/2018).

Relevant planning legislation, policies and guidance

National Planning Policy:

- National Planning Policy Framework ((NPPF) August 2026)

Section 20 of the NPPF ('Conserving and enhancing the historic environment') sets out the Government's high-level policies concerning heritage, requiring heritage assets to be conserved in a manner appropriate to their significance, with harm avoided unless there is a clear and convincing justification. Decision-makers are required to apply a balanced approach, giving substantial weight to the conservation of heritage assets and weighing any harm to significance against the public benefits of the proposal.

Policy HE4: Securing the conservation of heritage assets states:

1. Heritage assets, as an irreplaceable resource, should be conserved in a manner appropriate to their significance. To achieve this, development proposals which would affect the significance of heritage assets, including any contribution made by their setting should:
 - a. Maintain or secure a use consistent with their conservation, taking into account the importance of maintaining the assets, the positive contribution they can make to sustainable communities including local economies, and the positive contribution they can make to local character and distinctiveness; and
 - b. Avoid (or if that is not possible, minimise) harm to the significance of heritage assets, and instead conserve this significance.
2. Any harm to, or loss of, the significance of a designated heritage asset (including from development within its setting) should have a clear and convincing justification in accordance with the policies in this chapter.

Policy HE6: Proposals affecting designated heritage assets states:

1. When considering the potential effect of a development proposal on the significance of a designated heritage asset, substantial weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential effect amounts to a positive effect, harm, substantial harm, or total loss of its significance.
2. Development proposals which would have a positive effect on a designated heritage asset should be supported.

3. Any harm to a designated heritage asset will be a matter of considerable importance and weight, which should be dealt with in accordance with paragraphs 4 to 6 of this policy.

4. Where a development proposal would harm the significance of a designated heritage asset the effect on the asset and its significance should be weighed against any public benefits resulting from the proposal. Important public benefits can include securing the long-term reuse of a vacant or underused listed building, and enabling energy efficiency and low carbon heating measures to be employed.

- National Planning Practice Guidance provides guidance on interpreting the NPPF.

Wiltshire Core Strategy (WCS), with particular regard to:

- Core Policy 57 Ensuring High Quality Design and Place Shaping;
- Core Policy 58 Ensuring the Conservation of the Historic Environment;

Draft Wiltshire Local Plan Policies: At Full Council on 19th May 2026, the elected members of Wiltshire Council agreed to withdraw the previous 'emerging' Wiltshire Local Plan. The said Plan has no material weight for the purposes of the application.

In accordance with Regulation 19 of the Town and Country Planning (Local Planning) (England) Regulations 2026, on 30th June 2026 Wiltshire Council published a notice of intention to prepare a new local plan for Wiltshire.

The next stage is a Scoping Consultation which commenced on 2nd September 2026. This plan is at a very early stage and currently carries no weight for decision making.

Neighbourhood Plan: Marlborough Area Neighbourhood Plan 2021 – 2036 (made in March 2023)

Link to Neighbour Plans:

[Neighbourhood planning - Wiltshire Council](#)

[Latest progress - Wiltshire Council](#)

Supplementary Planning Documents/Guidance:

- *Historic England Advice Note 2: Making changes to Heritage Assets*, illustrates the application of policies set out in the NPPF in determining applications for LBC (and planning permission).
- *Historic England Advice Note 16: Listed Building Consent* – gives examples of works that require LBC, due to potential impact a building's special interest.
- Historic England's *Historic Environment Good Practice Planning Advice Note 2 – Managing Significance in Decision-Taking in the Historic Environment*
- Historic England's *Historic Environment Good Practice Planning Advice Note 3 – The Setting of Heritage Assets (2nd edition)*

Summary of consultation responses

No additional Wiltshire Council consultees were required for the application.

Summary of representations

- Marlborough Town Council: At the Planning Committee meeting held 30th March 2026 it was RESOLVED: that Marlborough Town Council has no objection to this

application subject to confirmation that the correct type of paint has been used on this listed building; and if not, that it shall be removed and replaced with water permeable paint

Officer comment – the applicant was approached to provide further details on the type of paint used. It was confirmed that:

'the paint used for the redecoration is Johnstone's Trade Stormshield Sol Silicate Masonry paint. This is a mineral-based, non-film forming coating designed for use on lime render and similar traditional surfaces.

It is fully breathable (water vapour permeable), allowing moisture to pass through the surface and helping to preserve the underlying historic fabric. The product was selected specifically to ensure compatibility with the listed building.'

Third party comments: 3 comments as summarised below:

- Support x 3:
 - It's an unusual addition to the High Street, it's fun, helped trade and not done harm to the building.
 - the decoration is quirky, unobtrusive and adds character.
 - the choice of paint colour and design, this is very much a matter of personal taste and opinion.
 - the colour scheme compliments the appearance and age of the building.
 - adds to the interest of the High Street and in a small way bring back a bit of individuality.

Planning considerations

The key issues that need to be addressed in this case include:

- Impact upon the preservation of the listed building or its setting or any features of special architectural and/or historic interest.
- Impact on the character and appearance of the Marlborough Conservation Area.

Impact on Designated Heritage Assets

Policy Context

The main statutory tests are set out within the Planning (Listed Building and Conservation Areas) Act 1990. Section 16 (Listed Building Consent) requires that special regard be given to the desirability of preserving listed buildings, their settings or any features of special architectural or historic interest which they possess. Section 72(1) of the Act requires the Council to pay special attention to the desirability of preserving or enhancing the character or appearance of designated Conservation Areas.

Chapter 20 of the NPPF 'Conserving and enhancing the historic environment' sets out the Government's high-level policies concerning heritage and sustainable development. In particular:

- Policy HE4 (2) states that *'any harm to, or loss of, the significance of a designated heritage asset (including from development within its setting) should have a clear and convincing justification'*.

- Policy HE6 (1) states that *‘when considering the potential effect of a development proposal on the significance of a designated heritage asset, substantial weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential effect amounts to a positive effect, harm, substantial harm, or total loss of its significance.’*
- Policy HE6 (3) states that *‘any harm to a designated heritage asset will be a matter of considerable importance and weight, which should be dealt with in accordance with paragraphs 4 to 6 of this policy’.*
- Policy HE6 (4) states that *‘where a development proposal would harm the significance of a designated heritage asset the effect on the asset and its significance should be weighed against any public benefits resulting from the proposal. Important public benefits can include securing the long-term reuse of a vacant or underused listed building, and enabling energy efficiency and low carbon heating measures to be employed’.*
- Policy HE9 (1) states that *‘development proposals within or affecting the significance of conservation areas should:*
 - a. Retain and conserve buildings and other features which make a positive contribution to the character or appearance of the conservation area where possible; and*
 - b. Consider the area’s special architectural or historic interest (as identified as part of the designation of the conservation area) in the design of development.’*

WCS CP57 relates to design matters and indicates that a proposal should respond to the value of the natural and historic environment and be sympathetic to and conserving historic buildings and landscapes.

WCS CP58 indicates that the conservation of the historic environment’ requires that designated and non-designated heritage assets and their settings will be conserved, and where appropriate enhanced, in a manner appropriate to their significance and encourages proposals which improve the condition of heritage assets at risk.

Assessment

The proposal seeks to retain painted pale pink and burgundy vertical stripes, which adorn the principal elevation of this grade II listed building.

The submission of the application has been brought about by an Enforcement case, as the applicant did not apply for listed building consent for the striped colour scheme, a form of external decoration that has a visual impact on the special interest of the listed building. The applicant had previously painted the brickwork a pale grey colour (with pale pink joinery) as approved under application 18/04349/LBC.

Historic England’s *Advice Note 16* under ‘External decoration’ (p.28; iv(d)) states that “changing to eccentric colours/stripes/etc is likely to affect special interest and to need LBC” – the need has therefore been established by the submission of the application, and the requirement is now to make the assessment on whether or not the scheme of decoration causes harm to the significance of the designated heritage assets (LB and CA).

The building is colour washed brickwork, a painted finish that very few of the historic buildings that line the High Street have, although there is no uniform elevation treatment, with a variety of materials including timber frame, brick (both painted and unpainted), tile-hung, painted render, limestone and mock-Tudor. The façade would have been unpainted brick originally, and whilst there is historic evidence of painted brickwork from a photograph taken c.1900, it is unknown when it was first done.

At some point in the building's history, perhaps in the late 19th century, No.95 had painted elevations. Although there is no predominant character of this part of the conservation area, plain painted elevations are acknowledged as an historic treatment of elevations along the High Street. Whilst many are painted render/stucco, some are painted brick, although all have plain/solid colour schemes, sometimes picking out architectural features (such as window surrounds, cornices and barge boards) in different colours to emphasise the decorative detailing. Painted elevations were often introduced to give the appearance of a stone façade, a form of gentrification in the late 18th and 19th centuries, as brick was often associated with lower class dwellings as it was a cheaper material, whereas stone was associated with a more formal appearance and status and character to buildings not within the stone belt. Therefore, solid colours would give the elevation a unified appearance.

However, the addition of the coloured stripes is not a traditional form of elevational decoration either locally or nationally, and the form in which they take detract from the building's strong visual qualities. Dentil detailing at eaves level is obscured by the visually distracting alternating coloured stripes, losing sight of the simple Classical detailing at high level. The striped elevation has a strong visual impact along the High Street, and upon its adjoining neighbour No.93/94, and grouping within which it sits, detracting from the traditional qualities of the tile hung elevation with its dominant appearance. The stripes no longer retain a unified colour treatment of the front elevation, something that would have elevated its status amongst other formal dwellings in the immediate area.

Whilst the desire behind the redecoration is understood, it is considered that this could be achieved in way where the architectural qualities of the elevation are retained undistracted by decoration that is not characteristic of the area. The permanent painted decoration is not sympathetic to the building's architectural detailing or its setting within the conservation, or the wider context of the setting of neighbouring listed buildings.

Summary

The proposal therefore does not accord with the aims of the NPPF and policy CP58 of the WCS, as the form of decoration fails to preserve the special interest of the listed building and its setting, whilst failing to enhance the character and appearance of the conservation area.

Planning balance

Chapter 20 of the NPPF 'Conserving and enhancing the historic environment' sets out the Government's high-level policies concerning heritage and sustainable development. In particular:

Policy HE4 (2) states that *'any harm to, or loss of, the significance of a designated heritage asset (including from development within its setting) should have a clear and convincing justification'*. The application is not supported by a convincing justification for the retention of

the painted colour scheme, as it does not consider the cosmetic change to cause harm to the special architectural or historical interest of the listed building.

Policy HE6 (1) states that *‘when considering the potential effect of a development proposal on the significance of a designated heritage asset, substantial weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential effect amounts to a positive effect, harm, substantial harm, or total loss of its significance.’*

Policy HE6 (4) states that *‘where a development proposal would harm the significance of a designated heritage asset the effect on the asset and its significance should be weighed against any public benefits resulting from the proposal.’* The retention of the colour scheme is considered to cause harm to the visual qualities of the front elevation, and there are not considered to be any public benefits resulting from its retention.

Policy HE9 (1) states that *‘development proposals within or affecting the significance of conservation areas should:*

- a. Retain and conserve buildings and other features which make a positive contribution to the character or appearance of the conservation area where possible; and*
- b. Consider the area’s special architectural or historic interest (as identified as part of the designation of the conservation area) in the design of development.*

The painted colour scheme is not considered to make a positive contribution to the character or appearance of the conservation area, nor does it reflect its special architectural or historic interest.

Links:

[Wiltshire Core Strategy - Wiltshire Council](#)

[National Planning Policy Framework - GOV.UK](#)

Conclusion

The recommendation is to refuse listed building consent, as the painting of the front elevation fails to preserve its special interest as a grade II listed building and its setting within the Marlborough Conservation Area, by virtue of the lack of a traditional form of surface decoration for a listed building or local tradition within the area.

Recommendation:

That listed building consent be REFUSED for the following reason:

The retention of the painted striped colour scheme fails to preserve the special interest of the grade II listed building and its setting. The striped colour scheme is not considered an appropriate or traditional form of decoration for a principal elevation, causing visual harm to the special architectural character and historic interest of the 18th century façade.

The proposal causes harm to its significance as a designated heritage asset. In addition, the proposal also causes visual harm to the character and appearance of the Marlborough Conservation Area. In the absence of any reasonable justification to

support the retained decoration scheme, or public benefits that would outweigh the visual harm, the proposal is contrary to the statutory duty under Section 16 and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, National Planning Policy Framework (August 2026) Policies HE4(2), HE6(1,3,4) & HE9(1), and Wiltshire Council Core Strategy Policies 57 and 58.

The case should be referred to the Enforcement Team to seek the removal of the stripes, issuing a formal notice should an initial written request to paint out the stripes with an agreed colour scheme (or to return the elevation to the solid colour it was previously) not be adhered to.