

|                            |                                                                                             |
|----------------------------|---------------------------------------------------------------------------------------------|
| <b>Application Number:</b> | P/LBC/2026/03245                                                                            |
| <b>Webpage:</b>            | <a href="https://planning.dorsetcouncil.gov.uk/">https://planning.dorsetcouncil.gov.uk/</a> |
| <b>Site address:</b>       | Museum of East Dorset High Street Wimborne Minster Dorset BH21 1HR                          |
| <b>Proposal:</b>           | Alteration to existing fascia sign and add new painted fascia sign                          |
| <b>Applicant name:</b>     | Mr Andy Putt                                                                                |
| <b>Case Officer:</b>       | Ellie Lee                                                                                   |
| <b>Ward Member(s):</b>     | Cllr Bartlett and Cllr Morgan                                                               |

**1. Reason application is going to committee:**

The application site is on Dorset Council land.

**2. Summary of recommendation:**

GRANT subject to conditions as set out at the end of this report.

**3. Key planning issues**

| Issue                                | Conclusion                                                                                    |
|--------------------------------------|-----------------------------------------------------------------------------------------------|
| Principle of development             | The proposal is acceptable in principle.                                                      |
| Impact on heritage assets and design | The proposal results in no harm to the Grade II* listed building or to the Conservation Area. |

**4. Description of site**

- The application site is within the urban area of Wimborne Minster, the Wimborne Minster Conservation Area, Town Centre Boundary, Primary Shopping Area, and the building is a Grade II\* listed building.
- The site is Dorset Council owned land, and the building (known as the Priests House Museum) is currently used by the Museum of East Dorset.
- The proposed non illuminated fascia signage alterations and additions will be to the west elevation which is immediately adjacent to and fronts the High Street.

## 5. Description of works

The proposal seeks consent for new fascia signage and also alterations to existing fascia signage fronting the High Street, on the west elevation of the building.

The new non illuminated signage and proposed alterations to the existing signage on the front (west) elevation above the ground floor windows, will be painted onto the existing fascia of the Grade II\* listed building. It will have a dark green colour and contrasting light coloured lettering to match the existing signage.

The submitted statement confirms that the existing approved projecting hanging signage associated with the museum is to be retained.

## 6. Background and relevant planning history

| Application No.              | Proposal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Decision                   | Date                       |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------|
| P/ADV/2026/02975             | Alteration to existing fascia sign and add new painted fascia sign                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <i>Under consideration</i> | <i>Under consideration</i> |
| 3/21/0833/ADV & 3/20/2247/LB | <p>Update external signage on the building, which covers 23-27 High Street and 29 High Street, Wimborne Minster, BH21 1HR</p> <p>1) The replacement &amp; updating of the Tourist Information fascia sign above the main entrance (29 High Street).</p> <p>2) The replacement and updating of two hanging signs on existing ironwork.</p> <p>3) The addition of a new sign in the recess in front of the main entrance.</p> <p>4) An etched logo of the National Lottery Heritage Fund on the glazed front door.</p> <p>Add and update signage on the Hilda Coles Open Learning Centre. The building elevation is off Crown Mead, adjacent to Wimborne Library. This will include:</p> <p>1) Repainting an existing sign on the building and applying vinyl lettering.</p> <p>2) Installing a new permanent sign to the right hand side of the entrance doors to this building.</p> <p><b><i>For the Listed Building application only ref: 3/21/2247/LB, the following is also included at the end of the description:</i></b></p> <p>In addition, alterations are proposed to the door to the High Street. (Amended description).</p> | Granted                    | 01/12/2021                 |

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                         |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------|
| 3/21/0718/TCA                   | T1 Common Walnut: Remove lowest truncated branch over lawn area. Remove lowest branch over yard in adjacent property. Lift the smaller tertiary branches on South side over building and away from windows providing at least 2m clearance.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | No objection | 07/05/2021              |
| 3/18/0900/FUL & 3/18/0901/LB    | Window and Door alterations and internal alterations and repairs to the Listed Building.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Granted      | 21/06/2018              |
| 3/15/0606/LBC & 3/15/0607/FUL   | Install glazed doors in place of solid timber doors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Granted      | 18/11/2015              |
| 3/13/0227/LBC                   | Erect fascia sign facing High Street<br><br><i>Refusal reason: Affixing the Museum of East Dorset fascia sign hereby proposed to this visually prominent elevation which is part of a Grade II Star Listed Building would adversely affect the character and appearance of the listed building; would fail to make a positive contribution to local character and distinctiveness and result in harm to the significance of what is a Designated Heritage Asset. Therefore, this sign fails to adhere to the policy set out in paragraphs 131 and 132 of the NPPF accordingly. The proposal is also contrary to Policy HE1 of the emerging Christchurch and East Dorset Core Strategy, as it is unsympathetic to the character of the building and will fail to respect its key architectural features, one of which is an uninterrupted stone facade.</i> | Refused      | 25/06/2013              |
| 3/12/0191/FUL & 3/12/0203/LBC   | Provide access gate to garden boundary wall on south elevation at rear of museum (retrospective)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Granted      | 13/06/2012              |
| 3/12/0165/NMC                   | Non-material amendment to Planning Permission 3/10/0769/FUL to make changes to positions of openings, internal alterations & external materials                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Granted      | 15/03/2012              |
| 3/10/0769/FUL & 3/10/0770/LBC   | Free standing timber framed building, located to the rear of the main building to accommodate Learning, Storage and Enhancement of Visitor Facilities (Tea Room and W.Cs) as amended by plans received 15/10/2010 for external alterations (scale and position of building unchanged) and plans rec'd 29.10.2010 to move W section of building 500mm to the north.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Granted      | 17/12/2010              |
| 3/09/0627/FUL                   | Retention of free standing wooden construction shed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Granted      | 06/10/2009              |
| 03/99/0523/LBC                  | Repair of rendered rear gable at attic level including introduction of steel frame to support roof structure.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Granted      | 06/01/2000              |
| 03/94/0436/LBC & 03/94/0435/ADV | Erect non-illuminated exterior sign, siting amended by plans rec'd 20 July 94                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Granted      | 15/08/1994 & 30/09/1994 |
| 03/90/0926/LBC                  | New shop front reinstate windows and internal alterations Listed Building application                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Granted      | 06/11/1990              |

|                |                                                                                             |                 |            |
|----------------|---------------------------------------------------------------------------------------------|-----------------|------------|
| 03/90/0925/FUL | New shop front reinstate windows and internal alterations, as amended by plans rec 1 Oct 90 | Granted         | 18/01/1991 |
| 03/90/0327/LBC | Internal alterations, Listed Building application, amended by plans received 31/8/90        | Response Issued | 06/11/1990 |
| 03/89/1453/OUT | Change of use from dwelling to Tourist Information Centre and extension to Museum.          | Granted         | 19/01/1990 |
| 03/85/1802     | Garage and Store                                                                            | Granted         | 18/10/1985 |
| 03/85/1659     | Reconstruct specimen store Listed Building application                                      | Granted         | 27/09/1985 |

## 7. List of constraints

- Wimborne Minster Conservation Area
- Listed Building (Grade II\*) - Priests House Museum (23 and 25, High Street)
- Listed Building (Grade II) - Albion Hotel & Chandlers Wine Shop (19, High Street): building to side/north of application site
- Highways: High Street (Class D): 5.65 metres from site and Cook Row (Class D): 5.95 metres from site
- Urban Area of Wimborne
- Wimborne Minster Town Centre Boundary & Primary Shopping Area
- Right of Way: Footpath ref: E2/6: 30.83m from the site
- Within 5km of Dorset Heathlands
- Within Flood Zone 2
- Surface Water Risk: 1 in 30 - adjacent to west elevation of building
- Surface Water Risk: 1 in 100 - adjacent to west elevation of building and also overlaps part of the west of the building
- Surface Water Risk: 1 in 1000 - covers most of the built form areas within the site
- Groundwater – Susceptibility to flooding
- Radon: Class 1.0 (low)

## 8. Consultations

All consultee responses can be viewed in full on the website.

### Consultees

#### 1. Historic England – Comments (30/06/2026):

It is not necessary to consult us on this application again, unless there are material changes to the proposals.

#### 2. National Amenity Societies

No comments received

**3. Ramblers Association**

No comments received

**4. Dorset Council (DC) - Conservation Officer – Comments (01/07/2026):**

- Proposed signage design and colour to match existing.
- Colour and finish are subtle shade and traditional colour.
- Placement within existing fascia board.
- There are no conservation objections to the proposed scheme.

**5. DC - Asset & Property**

No comments received

**6. DC - Rights of Way Officer**

No comments received

**7. Wimborne Minster Town Council – Comments (07/07/2026):**

No Objection

**8. Wimborne Minster Ward Members**

None received

**Representations received**

The application was advertised by Site Notice, and 2 no. Site Notices were displayed at the site. No third party consultation response have been received.

**9. Duties**

The Planning (Listed Buildings and Conservation Areas) Act 1990 - requires that special regard is had to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses when considering whether to grant listed building consent.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of conservation areas.

**10. Relevant policies**

**Development plan**

In this case the development plan comprises the Christchurch and East Dorset Local Plan – Part 1 – Core Strategy 2014:

**Adopted Christchurch and East Dorset Local Plan 2014:**

The following policies are considered to be relevant to this proposal:

HE1: Valuing and conserving our historic environment

## HE2: Design of new development

### Material considerations

#### **Emerging local plans:**

Paragraph 49 of the NPPF provides that local planning authorities may give weight to relevant policies in emerging plans according to:

- the stage of preparation of the emerging plan (the more advanced its preparation, the greater the weight that may be given);
- the extent to which there are unresolved objections to relevant plan policies (the less significant the unresolved objections, the greater the weight that may be given); and
- the degree of consistency of the relevant policies in the emerging plan to the NPPF (the closer the policies in the emerging plan are to the policies of the NPPF, the greater the weight that may be given).

#### **The Dorset Council Local Plan**

The Dorset Council Local Plan Options consultation took place between January and March 2021, with further consultation between 18 Aug – 31 October 2025. Being at a very early stage of preparation, the relevant policies in the draft plan should be accorded very limited weight in decision making.

#### **Emerging neighbourhood plans**

Wimborne Minster Neighbourhood Plan- In preparation – limited weight applied to decision making

#### **National Planning Policy Framework 2024 (as amended 2025)**

Paragraph 11 sets out the presumption in favour of sustainable development. Proposals that accord with the development plan should be approved without delay. Where the development plan is absent, silent or relevant policies are out-of-date then permission should be granted unless specific NPPF policies protecting areas or assets provide a strong reason for refusal and/or any adverse impacts of approval would significantly and demonstrably outweigh the benefits when assessed against the NPPF as a whole, with particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well designed places and providing affordable homes.

Other relevant NPPF sections include:

- Section 4 'Decision making': Para 39 - Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available...and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.
- Section 16 'Conserving and Enhancing the Historic Environment'- Paragraph 212 says that when considering designated heritage assets, great weight should be given to the asset's conservation, irrespective of whether any potential harm amounts to substantial harm, total

loss or less than substantial harm to its significance. The effect of an application on the significance of non-designated heritage assets should also be taken into account (para 216).

### Other material considerations

## **National Planning Practice Guidance**

Inc. Historic Environment

## **Supplementary Planning Documents/Guidance**

Wimborne Minster Conservation Area Appraisal SPG15

Dorset Council Interim Guidance and Position Statement Appendix B: Adopted Local Plan policies and objectives relating to climate change, renewable energy, and sustainable design and construction. December 2023.

## **11. Human rights**

Article 6 - right to a fair trial.

Article 8 - right to respect for private and family life and home.

The first protocol of Article 1 protection of property.

This recommendation is based on adopted development plan policies, the application of which does not prejudice the human rights of the applicant or any third party.

## **12. Public Sector Equalities Duty**

As set out in the Equalities Act 2010, all public bodies, in discharging their functions must have “due regard” to this duty. There are 3 main aims: -

- Removing or minimising disadvantages suffered by people due to their protected characteristics
- Taking steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people
- Encouraging people with certain protected characteristics to participate in public life or in other activities where participation is disproportionately low.

Whilst there is no absolute requirement to fully remove any disadvantage the Duty is to have “regard to” and remove or minimise disadvantage and in considering the merits of this planning application the planning authority has taken into consideration the requirements of the Public Sector Equalities Duty.

No disadvantage to persons with protected characteristics has been identified for this proposal.

## **13. Public Benefits**

Improved legibility of signage will assist wayfinding, visitor engagement and public understanding of the building's civic and cultural function.

## **14. Assessment**

This application seeking Listed Building Consent requires an assessment of the impacts on the significance of affected heritage assets, including any contribution made by their setting.

### Principle

The proposal for new signage to one of the fascia windows at ground floor level within the High Street, and the lettering alterations to the existing fascia signage to the other window frontage are acceptable in principle. The existing signage was approved under previous applications 3/21/0833/ADV and 3/20/2247/LB.

This application is a dual application alongside advertisement application P/ADV/2026/02975.

### Impact on heritage assets and design

The proposed works would be to the west elevation of the existing Grade II\* listed building known as Priest's House Museum. The site lies within the Wimborne Minster Conservation Area, and the application is supported by a Heritage Statement which explains that the building makes a positive contribution to the character and appearance of the conservation area, and forms part of the historic commercial frontage along the High Street. The Historic England listing describes the Grade II\* listed building comprises of a late 16<sup>th</sup> or early 17<sup>th</sup> century hall house, which was altered and extend during the 18<sup>th</sup> century.

The proposed signage would be painted onto the fascias of the west elevation of the building, as shown on the submitted plans. The proposed painting of the signage would be green and the lettering a pale/white colour.

The submitted application includes supporting information which explains the public benefits to the museum that would result in the event that consent is granted. These are:

- Improved legibility of signage, which will enhance the visibility and accessibility of the museum and associated visitor facilities, including for visitors approaching along the High Street, with the potential for associated viability benefits.
- Clearer signage of the museum's services will assist with wayfinding, visitor engagement and an understanding of the building's civic and cultural function.

Whilst it is acknowledged that the proposed signage would be painted onto the fascia of the elevation of the Grade II\* Listed Building, it is considered that no harm would result to the fabric of the Grade II\* Listed Building, the Wimborne Minster Conservation Area or to the street scene.

Furthermore, it is considered that the changes and additions of fascia signage on the west elevation of the building, would make a positive contribution to the significance of the Wimborne Minster Conservation Area in particular within the High Street. The proposed signage would not be illuminated.

Historic England has chosen not to comment.

The Conservation Officer has reviewed the proposed signage and notes the proposed placement of the advertisement on the existing fascia board and that the signage will have a shade and finish which will be of a traditional colour. As such, the Conservation Officer has no objections to the proposed scheme.

The proposed paint to be used for the signage has not been provided with the application, but the proposed colours of the fascia signage and the lettering have been provided:

- Fascia background signage: dark green to match existing signage
- Lettering on fascia signage: white/light coloured.

In summary, no harm would result from the proposal to heritage assets and public benefits have been identified.

Therefore, the proposal accords with local planning policies HE1 and HE2, and section 16 of the National Planning Policy Framework.

## **15. Environmental implications**

The proposed new signage and alterations to the existing signage are not considered to result in any significant environmental implications.

## **16. Summary of issues**

For the above reasons and subject to conditions, the application is judged not to cause harm to the listed building so is acceptable.

## **17. Recommendation: Grant listed building consent subject to the following conditions:**

1. The works hereby permitted shall be carried out in accordance with the following approved plans:  
P-01 Location and Block Plan  
P-02 Altered and Additional Signage (Proposed)  
Proposed Fascia Signage

Reason: To preserve the architectural and historical qualities of the building.

## **Informative Notes:**

1. Informative: National Planning Policy Framework Statement  
In accordance with paragraph 39 of the NPPF the council, as local planning authority, takes a positive approach to development proposals and is focused on providing sustainable development.  
The council works with applicants/agents in a positive and proactive manner by:
  - offering a pre-application advice service, and
  - as appropriate updating applicants/agents of any issues that may arise in the processing of their application and where possible suggesting solutions.

In this case:

-The application was acceptable as submitted and no further assistance was required.

2. This permission/consent does not permit the display of any advertisements that require consent under the Town and Country Planning (Control of Advertisements) (England) Regulations, 2007 or under any Regulation revoking and re-enacting or amending those Regulations, including any such advertisements shown on the submitted plans.