

Application Number:	P/ADV/2026/02975
Webpage:	https://planning.dorsetcouncil.gov.uk/plandisp.aspx?recno=429075
Site address:	Museum of East Dorset High Street Wimborne Minster Dorset BH21 1HR
Proposal:	Alteration to existing fascia sign and add new painted fascia sign
Applicant name:	Operations Manager- Andy Putt
Case Officer:	Ellie Lee
Ward Member(s):	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.
Impacts on amenity	The proposal results in no harm to amenity and no harm to the Grade II* listed building within the Conservation Area.
Impacts on public safety	The proposal results in no harm to public safety.

4. Description of site

- The building is a Grade II* listed building within the urban area of Wimborne Minster, the Wimborne Minster Conservation Area, Town Centre Boundary, Primary Shopping Area
- The site is Dorset Council owned, and the building (the Priests House Museum) is currently used by the Museum of East Dorset.
- The proposed fascia signage alterations and additions will be to the west elevation which is immediately adjacent to the High Street. On the opposite side of the High Street are other shops (no. 18) and an area of open space that lies north of the Minster.

5. Description of development

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 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/LBC/2026/03245	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	Update external signage on the building, which covers 23-27 High Street and 29 High Street, Wimborne Minster, BH21 1HR 1) The replacement & updating of the Tourist Information fascia sign above the main entrance (29 High Street). 2) The replacement and updating of two hanging signs on existing ironwork. 3) The addition of a new sign in the recess in front of the main entrance. 4) An etched logo of the National Lottery Heritage Fund on the glazed front door. 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: 1) Repainting an existing sign on the building and applying vinyl lettering. 2) Installing a new permanent sign to the right hand side of the entrance doors to this building. <i>For the Listed Building application only ref: 3/21/2247/LB, the following is also included at the end of the description:</i> In addition, alterations are proposed to the door to the High Street. (Amended description).	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	Refused	25/06/2013
	Refusal reason: <i>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>		
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 signage.
- 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 – Highways – No objection (10/06/2026)

It is considered that the signage would have no impact on the highway.

The Highway Authority has NO OBJECTION to the proposal.

6. DC - Asset & Property

No comments received

7. DC - Rights of Way Officer

No comments received

8. Wimborne Minster Town Council – Comments (24/06/2026):

No Objection - Assuming Conservation Officer approves

9. Wimborne Minster Ward Members

No comments 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

s38(6) of the Planning and Compulsory Purchase Act 2004 requires that the determination of planning applications must be in accordance with the development plan unless material circumstances indicate otherwise.

The Planning (Listed Buildings and Conservation Areas) Act 1990 - includes a general duty to have special regard 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 Adopted 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:

KS11: Transport and development

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

Local Nature Recovery Strategy

The Dorset Local Nature Recovery Strategy identifies local priorities for nature recovery and maps areas where action would be most beneficial. In planning decisions it is a material consideration, helping to ensure that development supports biodiversity enhancement and aligns with Dorset's agreed priorities for nature recovery.

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 5 'Delivering a sufficient supply of homes' This outlines the government's objective in respect of land supply with subsection 'Rural housing' at paragraphs 82-84 reflecting the requirement for development in rural areas.
- Section 6 'Building a strong, competitive economy', paragraphs 88 and 89 'Supporting a prosperous rural economy' promotes the sustainable growth and expansion of all types of business and enterprise in rural areas, through conversion of existing buildings, the erection of well-designed new buildings, and supports sustainable tourism and leisure developments where identified needs are not met by existing rural service centres.
- Section 11 'Making effective use of land'
- Section 12 'Achieving well designed places' This indicates that all development to be of a high quality in design, and the relationship and visual impact of it to be compatible with the surroundings. In particular, and amongst other things, Paragraphs 131 – 141 advise that:
The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development.
Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design.
- Section 14 'Meeting the challenges of climate change, flooding and coastal change'
- Section 15 'Conserving and Enhancing the Natural Environment'- In National Landscapes (formerly known as Areas of Outstanding Natural Beauty), paragraph 189 requires great weight to be given to conserving and enhancing the landscape and scenic beauty. Decisions in Heritage Coast areas should be consistent with the special character of the area and the importance of its conservation (para 191). Paragraphs 192-195 set out how biodiversity is to be protected and encourage net gains for biodiversity.
- 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. Determining planning applications

Supplementary Planning Documents

Wimborne Minster Conservation Area Appraisal SPG15

Dorset Heathlands Planning Framework 2020-2025 Supplementary Planning Document

Dorset Heathlands Interim Air Quality Strategy 2020-2025

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.

The proposed signage is not anticipated to result in any disadvantage to persons with protected characteristics; the contrasting colour scheme may assist with legibility.

13. Public Benefits

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

14. Planning Assessment

The National Planning Policy Framework paragraph 141 requires that applications for Advertisement Consent are only assessed in relation to their impacts upon public safety and amenity.

Principle of development

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.

Impacts on amenity

Amenity includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The proposal seeks consent for new fascia signage and also alterations to existing fascia signage, within the High Street front elevation of the building, both of which are proposed to match the appearance of existing signage on this elevation.

The existing projecting hanging signage (associated with the museum) on the High Street elevation previously approved by application 3/21/0833/ADV will be retained.

Historic England chose not to comment. The Council's Conservation Officer has reviewed the proposed signage and notes the proposed placement of the advertisement on the existing fascia board using a traditional colour and finish'. As such, the Conservation Officer has no objections to the proposed scheme.

The proposed new fascia signage and alterations to existing fascia signage, would be of a colour and appearance that is in keeping with the character of the area and listed building, so it is considered that the scheme results in no harm to amenity and no harm to the Grade II* listed building within the Conservation Area.

The proposal accords with local policies HE1 (Valuing and conserving our historic environment) and HE2 (Design of new development) and also policies within Section 16 (Conserving and enhancing the historic environment) of the NPPF; the amenity impacts of the proposal are acceptable.

Impacts on public safety

The Council's Highways officer was consulted on the application and considers that the signage would have no impact on the highway and as such has no objection to the application. No other safety impacts have been identified.

As the proposal results in no harm to public safety, it accords with local planning policy KS11 (Transport and development) and the policies within section 9 (Promoting sustainable transport) of the NPPF.

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 and the planning balance

For the above reasons and subject to conditions, the application is judged to be acceptable in terms of amenity and public safety.

17. Recommendation: Approve subject to the following conditions:

1. The development 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: For the avoidance of doubt and in the interests of proper planning.

2. 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.

Reason: As is required by Regulation 14 and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. 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 purposes of security or surveillance or for measuring the speed of any vehicle.

Reason: As is required by Regulation 14 and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. 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.

Reason: As is required by Regulation 14 and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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.

Reason: As is required by Regulation 14 and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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: As is required by Regulation 14 and Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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. The applicant is advised that in accordance with Part 3, 14(7) of the Town and Country Planning (Control of Advertisements) Regulations 2007, the consent expires after a period of 5 years.