CASE OFFICER'S REPORT

Application Reference:	**PL/2023/07650 and PL/2023/07649**
Date of Inspection:	**N/A**
Date of consultation expiry:	**07/12/23**
SITE ADDRESS:	27 Castle Street, Salisbury, Wilts, SP1 1TT
PROPOSAL:	Replacement fascia sign

POLICIES

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisements are controlled with reference to their effect on amenity and public safety only. Those parts of the development plan relevant to the determination of this application are as follow:

Wiltshire Core Strategy
Core Policy 57: Ensuring High Quality Design and Place Shaping
Core Policy 58: Ensuring the conservation of the historic environment Core Policy

National Planning Policy Framework
Planning Practice Guidance

Shopfront Guidance SPG

Planning (Listed Building and Conservation Areas) Act 1990
Sections 16/66/72

CONSULTATION RESPONSES

Conservation – No objection, subject to confirmation of letter thickness. *Details were submitted and deemed acceptable.*

No further comments received

REPRESENTATIONS

None received

ASSESSMENT

The application appears to follow enforcement action to remove some unauthorised illuminated and projecting signage. The proposal is to fix white timber lettering directly to the timber fascia, the applicant has now also confirmed that the proposed lettering thickness is 1.8mm.

There are two issues that can be considered in relation to an application for advertisement consent; amenity and public safety.

Visual amenity

The application site is one of three properties connected which are Grade II Listed, being number 27, 29 and 29a. Number 27 faces Castle Street and is clearly prominent within the streetscene and falls within the Salisbury Conservation Area. The proposed signage is of an appropriate scale for the building itself and the design is simple and modest using timber lettering, with no proposed illumination. The proposal is not considered to result in an overbearing or dominant addition.

The Councils Conservation Officer was consulted on the proposal and provided the following comments:

The application follows enforcement action to remove some unauthorised illuminated signage. The proposal to fix white timber lettering directly to the timber fascia raises no concerns, subject to clarification of the thickness of the lettering, and would preserve the character and significance of the listed building and the Salisbury City Conservation Area, as expected by ss16/66&72 of PLBCA Act 1990, the NPPF and CP58. I attach a photo that's more recent than the 'as existing' that was submitted, showing the lettering and projecting sign have been removed as requested.

Public safety

Due to the location and the nature of the signage being a single fixed sign upon the fascia of the unit, and with no proposed illumination, the proposal is not considered to result in any public safety concerns.

CONCLUSION

In conclusion, the proposed signage, is appropriate for the location and would not result in any visual harm upon the Heritage Asset itself or the overall character or appearance of the Conservation Area and would not result in any public harm concerns.

RECOMMENDATION

Approve, with conditions.