CASE OFFICER'S REPORT

Application Reference:	**PL/2024/00209**
Date of Inspection:	**21/09/23, 06/02/24**
Date site notice posted:	**Posted to applicant**
Date of press notice:	**21 Mar 2024 expiry 11 Apr 2024**
SITE ADDRESS:	**15 Minster St, Salisbury SP1 1TB**
PROPOSAL:	**Replacement fascia sign**

POLICIES

Wiltshire Core Strategy CP58
NPPF/PPG

CONSULTATION RESPONSES

Salisbury City Council – "SCC object as it fails to comply with the Salisbury shop front policy."
Historic England:

> "We do not wish to comment in detail but we would refer you to the general principles of advertsisment in historically sensitive areas inlcuded in both Hitsoric England's published guidance 'Streets for All' and your own Authority's 'Shopfronts Advertisment Design. A guide to Shopfronts and Advertisement Design.'
>
> Given the high sensitivity of no 15 Minster Street as a Grade II* listed structure and its group value within the historic core of the Salisbury Conservation Area, any new design for its shopfront should fully respond to the need to preserve and enhance the historic interest, apperance and character of the building and area thorugh a careful consideration of the overall design, materiality, lettering and coulour scheme for all elements of the composition."

REPRESENTATIONS

None received.

ASSESSMENT

Special regard is to be paid to the desirability of preserving the character and setting of listed buildings by section 16 of the Act. Section 72 requires special attention to the desirability of preserving or enhancing the character of conservation areas. The NPPF sets out the considerations for heritage assets in section 16, and CP58 of the Wiltshire Core Strategy seeks their protection and enhancement.

15 Minster St is a grade II* listed building in the Salisbury City Conservation Area, and is entirely surrounded by other listed buildings.

The application seeks to regularise the signage that is now installed, following an earlier installation that provoked immediate reports from several city councillors and was removed after prompt action by officers. This was issued as a press release and considered a success by the council.

As reported in the Salisbury Journal (article dated 20/12/23):

> *A VAPE shop has been forced to change its appearance following reports from a member of the public.*
> *Red Power Shop had installed unauthorised signage and internal shopfront lighting when it moved into the Grade II* listed building on Minster Street earlier this year.*

Wiltshire Council was alerted about the changes and sent a conservation officer to investigate.

This officer gave the owner of the shop clear instructions about how they needed to amend the shopfront to fit within planning guidelines.
The owner then made the required changes to the shopfront without the council needing to resort to formal enforcement action.

Councillor Nick Botterill, cabinet member for development management and strategic planning, said:"Our clear message to anyone considering making changes to their shopfront, home or any other building in breach of planning regulations is don't, because we will take firm action."

Cllr Botterill explained that the council is prepared to use all available powers to prevent planning breaches from happening, including enforcement action and prosecution.

"This case is a great example of positive work by our officers to work with a small business owner to resolve the situation quickly. They had a robust discussion with the owner about what they had done wrong and how they could resolve the issue – and the owner resolved the issues within the required timeframe to avoid any enforcement action," he added.

Cllr Botterill advised any shop owners who are planning to change the appearance of their building to contact the council first for advice, particularly when it is a listed building in a Conservation Area.

Prior to the unauthorised installation, the shopfront had a thin panel mounted on the fascia, with letters and branding on short pins. This was itself the second iteration and had required officer intervention to remove LED illumination and silver-foiled lettering. (this photo Sept 2018)



The unauthorised signage had an internally illuminated metal box covering all of the fascia and its surround, and a similar projecting sign. Another was mounted over the doorhead within the shopfront's recess. (Sept 2023)



By November 2023 the nature of the fascia sign had reverted to a printed thin flat panel fitted within the existing moulded frame, and by the time of submission in January 2024, below, the illuminated panel in the doorway had also gone, along with the signs that had been added to the brickwork stallriser.



The Shopfronts and Advertising guide, produced by Salisbury District Council but still applicable, and likely to be embraced almost verbatim in the Salisbury Draft Neighbourhood Plan, advises:

Of stallrisers, it says: *Panelled painted timber, brick, stone, rendering or other non-reflective materials are preferred.*

On colour: *The colour palette should reflect the context of the area, i.e. a modern colour palette will be acceptable in a modern shopping precinct although garish 'day-glow' colours are unlikely ever to be acceptable. Where shopfronts and signs are within a historic street, a 'traditional' colour palette and finish should be used. Rich, dark colours with a matt finish often look very good, leaving window displays and lettering to provide accents. Whatever the context, colour schemes adopted should be subtle and blend harmoniously with the environment. Corporate organisations should not assume that their corporate colour scheme will be acceptable and variations may be required.*

Fascia material: *The fascia on a historic building should be painted timber. Glossy plastic, Perspex, or large areas of highly polished metal finishes are unlikely to be acceptable.*

Materials traditionally used in Salisbury are wood, glass, brick, stone, and brass. Good quality modern materials for lettering will sometimes be permitted where appropriate, but fascias made of acrylic sheeting, Perspex, aluminium or plastic will not generally be permitted.

And Illumination: *On listed buildings, the design of the light source and the number of light fittings will be considered for their affect on the character of the building.*

Internally illuminated fascias are not acceptable.

Archive photos show the building in 1970, with a deep oversized fascia and no stallriser.



(https://historicengland.org.uk/images-books/photos/englands-places/card/418320)

15 Minster St forms part of a single II* list entry for nos 7-17, described as ‘a group of C15/16 houses, possibly of earlier origin, considerably altered fronts to Minster St’. 15 was noted as having a C18/C19 frontage with a ‘modern’ shopfront (in 1952), and tile hanging. All of the existing fascia and shopfront were replaced some time after the 1970 photo (probably after S/1989/1708), with the shop then forming part of the adjacent premises and having no door of its own. The premises were separated again further to applications 15/09154/FUL and 15/09261/LBC.

In light of the revisions made to the shopfront since September 2023, it is considered that the City Council’s comments must surely relate to the earlier version. Historic England and the City Council both refer to the shopfront and advertising guidance.

Considering the extracts quoted above, the only element that is a slight deviation from the guidance is the material of the fascia panel. The use of a matte metal panel is the least visually harmful of the panel options, viewed, other than at extremely close quarters, as being close to the appearance of painted timber. The design of the printing of the panel is relatively subtle and not garish, and the lettering is not oversized.

CONCLUSION

The works are considered acceptable with regard to the character of the listed building, the setting of surrounding listed buildings and the conservation area.

RECOMMENDATION:

Approve subject to conditions