

STATEMENT in connection with insertion of extract grill and signage at 12 Minster Street Salisbury for PitaPita Ltd

The Application --- Council records that Application for Consent to Display an Advertisement[s] has been submitted to Wiltshire Council but required additional information. The application registration number is 2025/04202

The Property --- No 12 Minster Street is located in the centre of Salisbury west of the Market Place. It is double fronted with access onto the Market Place and Minster Street.

The property is in a prime commercial position with various retail outlets in the Street.

No 12 is located in the Salisbury Conservation Area but is not a listed building, although there are 12 listed properties in the Street.

Attention has been drawn to the applicants that the insertion of an extract grill in the fascia and signage requiring consent.

The Business --- The applicants have recently taken up the lease on the ground floor of No 12 to offer the public a selection of food from their homeland. This Greek food is possibly the only outlet in Salisbury offering this experience. At present the business employs 3 staff but as the business grows more staff could be engaged.

The Signage --- At present a 'fascia ' sign is located above the glaze front for the full frontage width between the pilasters and depth but suspended from possibly the original blind box. This sign conceals a previous extract grill and the new extract grill.

The sign is illuminated by five downward pointing lights equally spaced along the frontage.

There is also a fixed projecting sign on the North pilaster the bottom of which is 2.340 metres above pavement level and not protruding beyond the pavement. This sign is not illuminated.

It is understood that the advertisement and frontage to the Market Place are satisfactory.

The Extract Grill --- To the right hand side of the fascia within the original fascia area there are two extract grills. The smaller grill is an original fixture venting the semi basement. The larger grill is subject to the application

Relevant Policies --- The Wiltshire Core Strategy Adopted January 2015 is the principle policy with Core Policy reviewed with reference to Paragraph X considered relevant.

The location is within the Salisbury Area of Special Advertisement Control.

Referral to the emerging Salisbury Neighbourhood Development Plan 2020-20236 with particular interest in paragraphs 54-58 inclusive

Signage

Wiltshire Core Policy 57 X indicates that to comply with policy :-

The sensitive design of advertisements and signage, which are appropriate and sympathetic to their local setting by means of scale, design, lighting and materials

In considering the ground floor façade signage a review of signage in Minster Street shows a wide selection of styles, heights when referring to projection signs and colours.

With the proposals now submitted it is considered the proposed fascia and projecting signage is not detrimental to the property or the street scene.

Referring now to the Salisbury Neighbourhood Development Plan 2020-2036 Paragraphs 53-58 inclusive :-

Paragraph 54 It is considered that the proposed signage is not out of character with the location.

Paragraphs 55-58 Gives guidance in relation to illumination. The business will operate in the evenings and at certain times of the year will require signage lighting.

The present lightning will be reduced from five small swan neck fittings to three lighting only the fascia sign. The filament in each light at present is approximately 5,000k-6,000 kelvins[K] giving a cool light these could be replaced with 3,000K filaments which will give a warm light, usually for domestic lighting.

The casing of the lights is painted in with the fascia colour; the lights will be on a timer sequenced with the shop lights. Thin trough lights have been consider but will not fit in under the fascia framework

It is considered the reduction in the number of fittings restricted to the fascia sign only will not be detrimental to the location or the Conservation area.

It is suggested that the fixed projecting sign is a necessity for the business as seen in photograph 5 the sign when seen from the Poultry Cross [an interchange from several directions] is the only way a visitor can see the business.

Fascia Grill

The new grill is installed in the original fascia alongside a previous grill that serves the semi basement. We remind ourselves that the property is not Listed, but none the less the location is in a possibly original shop front therefore care must be taken.

The grill is 1.000metre wide and 0.350metre deep and within the depth of the fascia it is not disturbing any of the original detail.

The new grill is critical to the operation of the premises to maintain the required level of hygiene. There is no other method of extract.

The grill can be painted in to match the background

Summary

The proposals presented are considered satisfactory the signage will have little impact on the surrounding area. The signage in Minster Street has no particular discipline in design or colour and the proposed signage is clean and fresh appropriate to the trade.

The grill is a necessity it has been inserted within the limitations of the fascia. Colouring the grills to blend with the background will lessen any impact.

. Photographs

- 1 Directly opposite No 12 showing whole façade
- 2 Showing the 'fascia sign' suspended grills under right hand area
- 3 Showing fixed projection sign
- 4 View of property from opposite Poultry Cross area
- 5 Enlarge view of premises from same side as the Poultry Cross showing 50% of the fixed projecting sign is obscured
- 6 View from opposite Cheese Market area
- 7 View on same side as Cheese Market area
- 8 In Poultry Cross area looking North showing assortment of facades on West side















