

Planning Statement Rev 1.1

12-14 Old George Mall

Introduction

This planning statement supports an application for minor external works and replacement fascia signage to the existing retail unit at 12–14 Old George Mall, Salisbury, for occupation by Superdrug. The property lies within the Salisbury Conservation Area, where care has been taken to ensure that the proposed alterations respect and enhance the historic character of the setting while updating the premises to modern retail and accessibility standards.

The proposal seeks planning permission for:

- Adjustment of the existing recessed entrance lobby to bring it in line with the existing shopfront;
- Installation of new double entrance doors and frame, powder coated white (RAL 9010) to match existing shopfront;
- Replacement of existing 1 No. fascia signage with a new aluminium fascia panel incorporating internally illuminated push-through lettering on a black background with white text; and retaining 1 No. fascia sign
- Application of black vinyl to the shopfront glazing internally

Site Details

The site forms part of the Old George Mall Shopping Centre, a pedestrianised retail area within Salisbury's primary shopping district. The surrounding properties are in established commercial use, with a consistent retail frontage and modernised façades that remain sympathetic to the character of the conservation area.

The existing unit presents a recessed entrance set back from the main frontage line, which currently creates a dark and somewhat fragmented appearance within the wider retail frontage.

Site Address.

- 12-14 Old George Mall, Salisbury SP1 2AG

Description of Location.

- The store is located on a busy high street.

Proposed design and Appearance

The works are modest in scale and design, with the main visual change being the alignment of the entrance lobby with the existing shopfront, creating a more cohesive and active frontage that reflects the rhythm of neighbouring retail units.

The proposed double entrance doors will be framed in white powder-coated aluminium to complement adjacent shopfronts and match the existing shopfront. The new fascia sign will be fabricated in aluminium with internally illuminated push-through lettering, providing a subtle and controlled illumination in accordance with conservation area principles.

All materials and finishes have been selected to ensure a high-quality, contemporary appearance that sits comfortably within the wider Old George Mall frontage, without detracting from the heritage value of the area.

Impact on the Conservation Area

The proposed works are minor and reversible. They will not result in the loss of any historic fabric or architectural detailing. The adjustment of the entrance lobby improves the visual continuity of the shopfront and reduces the visual recess that currently disrupts the established building line.

The design is sympathetic in scale, colour, and materiality, and the discreet level of illumination proposed will not cause harm to the character or appearance of the conservation area. On the contrary, the works will enhance the overall quality and consistency of the shopping frontage, contributing positively to the public realm.

Accordingly, the proposal is considered to preserve and enhance the character and appearance of the Salisbury Conservation Area, consistent with Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Conclusion

The proposal represents a sensitive and modest alteration to an existing retail frontage within a conservation area. The works are designed to enhance the shop's functionality and visual quality, align the entrance with neighbouring units, and improve the overall streetscape.

The development will:

- Preserve the character and appearance of the Salisbury Conservation Area;
- Deliver a high-quality, contemporary retail frontage appropriate to its context; and
- Support the ongoing retail use and vitality of Old George Mall.

For these reasons, the proposal is considered in full accordance with national and local planning policy and should be granted planning permission.

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