

# APPLICATION FOR FULL PLANNING PERMISSION DELEGATED REPORT

|                                 |                                                                                                                                                                     |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>APPLICATION REFERENCE:</b>   | PL/2025/08904                                                                                                                                                       |
| <b>APPLICATION TYPE:</b>        | Full planning permission                                                                                                                                            |
| <b>SITE ADDRESS:</b>            | 12-14 Old George Mall, Salisbury, SP1 2AG                                                                                                                           |
| <b>DEVELOPMENT DESCRIPTION:</b> | Re-position of recessed entrance lobby to align to the existing shopfront with the installation of new double entrance doors and replacement of No.1 fascia signage |
| <b>RECOMMENDATION:</b>          | <b>That Planning Permission be GRANTED</b>                                                                                                                          |

## PROPOSAL

The proposal seeks planning permission for the re-positioning of the existing recessed entrance lobby of the retail unit currently occupied by Superdrug. The proposal is sought to align the existing shopfront and instal double entrance doors. Additionally, the application also proposes to replace the existing fascia signage.

## SITE DESCRIPTION/CONTEXT

The application site is an existing retail shop located within Old George Mall. It is located within Salisbury Conservation Area, however, the application site is located within an existing modern shopping centre and is adjacent to similar retail units with similar signage and access orientations.

## PLANNING HISTORY

| Reference   | Proposal / Summary                                                              | Decision                |
|-------------|---------------------------------------------------------------------------------|-------------------------|
| S/1999/0653 | INTERNALLY ILLUMINATED FASCIA SIGN                                              | Approve with Conditions |
| S/1983/1387 | NEW SHOPFRONT                                                                   | Approve                 |
| S/1983/1388 | APPLICATION - INTERNALLY ILLUMINATED SHOP SIGN                                  | Approve                 |
| S/1997/0908 | INTERNALLY ILLUMINATED FASCIA SIGN AND PROJECTING SIGN                          | Split                   |
| S/2005/1041 | AUTOMATIC DOOR TO SHOPFRONT                                                     | Approve with Conditions |
| S/2005/0724 | TWO FASCIA SIGNS AND PHARMACY PANEL                                             | Approve with Conditions |
| S/2008/1021 | NEW FASCIA SIGN, HANGING SIGN AND BANNERS TO HIGH STREET ENTRANCE               | Refused                 |
| S/2008/1512 | VARIOUS HANGING AND PROJECTING BANNERS TO THE MALL AREAS AND NEW CANAL ENTRANCE | Approve with Conditions |
| S/2009/0063 | ERECTION OF 'BHS' SIGNS ON TWO BRIDGES WHICH PASS OVER THE MALL                 | Refused                 |
| S/2008/1017 | NEW FASCIA SIGN, HANGING SIGN AND BANNERS TO HIGH STREET ENTRANCE               | Split                   |

|             |                                                                                                        |         |
|-------------|--------------------------------------------------------------------------------------------------------|---------|
| S/2008/1019 | NEW FASCIA SIGNAGE TO NEW CANAL AND CATHERINE STREET ENTRANCES. VARIOUS HANGING AND PROJECTING BANNERS | Split   |
| S/1983/1568 | INTERNALLY ILLUMINATED FASCIA SIGN                                                                     | Approve |
| S/80/1070   | Re-fit existing unit including new shop front                                                          | Approve |

## RELEVANT POLICIES AND GUIDANCE

Wiltshire Core Strategy:

Core Policy 1: Settlement Strategy

Core Policy 2: Delivery Strategy

Core Policy 20: Salisbury Community Area

Core Policy 57: Ensuring High Quality Design and Place Shaping

Core Policy 58: Enhancing the Conservation of the Historic Environment

The National Planning Policy Framework (NPPF)

The Planning Practice Guidance

National Design Guide

Salisbury Neighbourhood Development Plan 2020 to 2038

Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Wiltshire Core Strategy

Core Policy 57 Ensuring high quality design and place shaping

Core Policy 58 Ensuring the conservation of the historic environment

## CONSULTATION RESPONSES

Salisbury City Council: None received.

Rights of Way: None received.

## REPRESENTATIONS

No comments were received.

Existing GF GA Layout  
Scale 1:50@A1

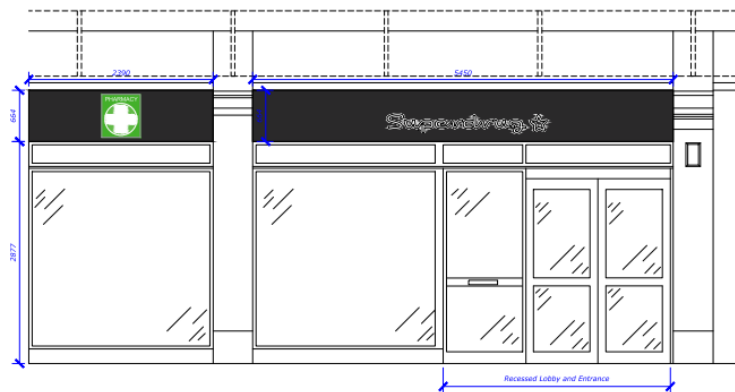
SCALE BAR 1:



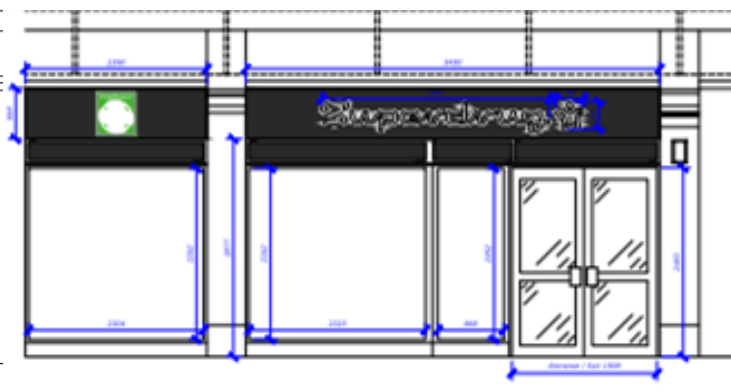
0m

*Proposed Ground Floor GA*  
*Scale 1:50@A1*

SCA  
0m



SHOP FRONT ELEVATION A-A



SHOP FRONT ELEVATION A-A

## ASSESSMENT

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:

*"If regard is to be had to the development plan for the purposes of any determination to be made under the planning Acts, the determination must be made in accordance with the plan unless material considerations indicate otherwise."*

In accordance with this statutory requirement, this application has been assessed against the relevant policies of the Development Plan, including the adopted Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans.

### Visual Amenity and Impact on the Conservation Area

The proposed signage, as shown, has been assessed in terms of the potential impact on the immediate area, as well as Salisbury Conservation Areas, and wider context of the area. Superdrug has a prominent position within the mall. The proposed style and colours proposed for the signage is consistent with the retailer occupying this store, and given the commercial surroundings of the site, this is considered acceptable. The surrounding units feature signage relevant to the company or retailer that they are occupied by, which although creates a diverse set of frontages, maintains the consistency required for a mall style shopping area. Therefore, the principle of the proposed changes in terms of visual amenity are deemed acceptable.

The application also includes changes to the entrance to the retail shop. The existing entrance doors are set back approximately 1.5 metres with double doors along the front elevation (the entrance door) and the exit door being through a side door. The recessed entrance lobby is proposed to be brought forward to be in line with the existing shopfront. New double entrance doors are proposed to be installed along the shopfront. The proposed changes to the entrance doors are not considered to pose any detrimental amenity impact to the wider area.

### Public Safety

The installation of the signage on the Old George Mall frontage is not considered to pose public safety risks as it is within the established shopping area, set within a commercial context. It will be located away from highways in a pedestrian area. The units adjacent to the site also feature signage of a similar style, supporting the opinion that signage in this area would not cause harm to public safety.

## CONCLUSION

The proposed replacement signage is considered to have no significant detrimental impacts on the amenity of the area. The proposed signage is considered to be acceptable by reason of the appropriate design, scale and siting within a commercial area. The proposed signage is considered to pose no adverse impacts on public safety or highway safety. The proposals are therefore considered to be in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Core Policies 57 and 58 of the adopted Wiltshire Core Strategy, the aims of the NPPF and the Shopfronts and Advertisement Design (Supplementary Planning Guidance).

**RECOMMENDATION:** APPROVE with conditions

1. 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. 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 purpose of security or surveillance or for measuring the speed of any vehicle.

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.

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. 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: To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. This consent shall expire at the end of the period of [5] years from the date of this Notice.

REASON: To comply with Regulations 14 (7) and (8) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

Planning Statement Received: 10 November 2025

Location & Block Plan Drawing No. 001 Received: 10 November 2025

Proposed Ground Floor Drawing No. 004 Received: 10 November 2025

Proposed Elevations Drawing No. 005 Received: 10 November 2025

Proposed Signage Plans Drawing No. 006 Received: 10 November 2025

REASON: For the avoidance of doubt and in the interests of proper planning.