

HERITAGE & DESIGN AND ACCESS STATEMENT

New Shopfront and internal fitout of an existing retail unit at
33-35 New Canal, Salisbury, SP1 2AA



THE NATURE OF THE BUILDING

The property comprises of a three-storey Grade II listed building located at 35 and 37 New Canal. The building was built in the late 18th Century and is situated adjacent to the Old George Mall entrance.

The building comprises of the ground floor of Nos. 33 & 35 New Canal which is located within the Salisbury Conservation area. Whilst No. 33 is not a listed building, Nos. 35 & 37 are Grade II listing under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

The buildings are described as follows in the listings:

List Entry Number : 1258246

Date first listed : 28-Feb-1952

List Entry Name : 35 AND 37, NEW CANAL

Statutory Address 1 : 35 AND 37, NEW CANAL

Details

NEW CANAL 1. 1594 (South Side) Nos. 35 & 37. II GV 2. Late C18.

3 storeys plum coloured brick and grey headers. Moulded brick string over 1st floor. Moulded stone cornice and frieze, brick parapet with stone coping. Symmetrical fenestration to upper floors, 5 windows, square on 2nd floor, recessed sashes, glazing bars intact, flat gauged brick arches. The ground floor had 3 centre windows and flanking doors but has been altered to neo-Georgian shop front with projecting centre windows frieze and cornice carried over Doric columned porches. The doors remain each end, 6 panels semi-circular fanlights radiating and wreathed leaded pattern stucco reveals. Interior has 2 good staircases and mantelpiece. Nos 35 to 39 (odd) form a group. The buildings, No. 33 New Canal / Old George Mall & 35-37 New Canal has a mix of modern painted timber and aluminium framed shopfronts, colour white, with recessed timber entrance doors to 35-37 New Canal. The signage fascias above the shopfronts are assumed to be timber with UPVC signage panels, colour blue.

The external walls to the upper levels consist of red facing brickwork to Nos 35-37 and part of Old George Mall elevations with painted stucco comprising decorative cornices between the floors levels and timber sash and case windows, painted white.

The existing buildings comprises of a ground and first floor to No. 33 and two upper floors to Nos. 35-37 with existing retail use to the ground floor including ancillary accommodation, ie, stockroom, WC's, and the proposals will replicate these uses.

THE EXTENT AND SIGNIFICANCE OF THE ASSET

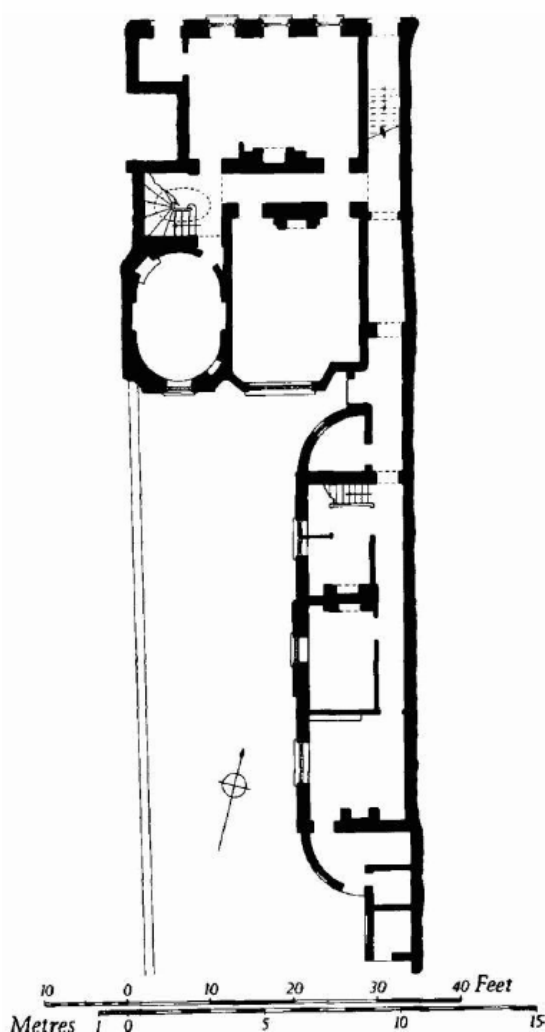
The site comprises 35, a listed building facing the street, and 33, which forms the corner of the northern entrance to Old George Mall. The site is also within the Salisbury City Conservation Area. 33 is entirely modern and the entrance door is within the shopping mall. 35 is one of the few buildings on the north side of New Street Chequer to have survived the extensive demolition in the 1960s to form the shopping mall. 37, to the west, is also grade II listed and has a C18 brickwork frontage.

A following photo of the rear during the demolition work is held by Salisbury Museum, while the front appears in a 1962 image in the Historic England archive.



The Royal Commission (1980) provides both a description and floorplan, see below:

(180) House, No. 35 New Canal, of three storeys with brick walls and tiled and leaded roofs, was a late 18th-century town house ingeniously planned to make the most of a restricted site. In 1967 the N. front was remodelled to make it suitable for a shop and the rest of the building was demolished. The W. front of the narrow single-storeyed S. range had gauged-brick dressings and a pedimented central feature with a round-headed window. Inside, the E. passage retained fragments of a plaster vaulted ceiling, removed for the insertion of a later staircase. The principal stairs had mahogany handrails and a plain balustrades; above was an oval sky-light with a moulded cornice. On the first floor, the two N. drawing rooms had moulded and enriched cornices, and that on the E. contained a neo-classical chimneypiece of wood with carton-pierre enrichment. ([New Street Chequer](#) | [British History Online](#))



The RCHME entry is slightly misleading with regard to the extent of demolition – the long southern range was demolished but the front and rear elevations, including the three storey rear bay, survive to this day. The brickwork of the rear elevation and bay appears to have been rebuilt in the early to mid-C20 without any alteration of floorplan. The western stairwell has gone, as have most of the internal divisions. Parts of the oval library remain. The roof structure is unknown.

The shopfront installed c1970 is a fine example of traditional character and is a highly positive contributor to the streetscene with its Doric columns and porches.

PLANNING HISTORY

S/2002/1228 - Repairs and redecoration of existing shopfront with existing colours except plinth repainted in dark grey and application of new non-illuminated signage.

Approved 19/07/2002

PL/2024/04288 – Repainting of existing shop front and entrance doors between numbers 35 to 37, lowering of shopfront glazing on this facade and new fascia signage with individual rear illuminated lettering. New shopfronts on all sides of number 33 to unify these facades with the adjoining shop and new fascia signage with individual rear illuminated lettering. Interior retail refurbishment on ground floor of both units, shop-fitting and joinery. Redecoration works to existing walls and ceilings first floor spaces. No structural works required.

Withdrawn by client 23/08/2024.

THE PROPOSED WORKS

The proposals comprises of a new shopfront (NB. subject of separate application by others, Ref: PL/2025/09325), signage and internal fitout of the existing ground floor retail unit, including the following:

- Downtaking of existing non-original partitions throughout and existing plasterboard suspended ceiling in the proposed sales area (No.33).
- Internal shopfit of the ground floor only, to create sales floor within No.33 and ancillary back of house provisions to Nos. 35, ie. stockroom, toilets, teapoint, locker room & office.
- Existing suspended ceilings to be retained and made good within back of house areas (No.35) and existing soffit exposed within the sales area (No.33).
- Make good the existing shopfronts, fascia & pilasters and redecorate, colour white.
- Apply new timber mouldings to fascia panels to No.33, colour white, in keeping with the style of the listed building.
- Redecorate existing shopfront frames to No.33, colour black.
- Install new back-lit boxletters (halo illumination) to fascia panel above the shopfront to Old George Mall and new non-illuminated boxletters to fascia panels above the shopfronts to No.33 & 35 New Canal. The new proposed external signage will comprise of individual antique brass letters, pinned off the existing fascia.
- Install internal digital display screen to shopfront window to Old George Mall and an internal lightbox logo sign and philosophy text to the shopfront window display area to No.35 New Canal.

ACCESS

The designer has taken reasonable steps to minimize the effect of disability and has created an accessible environment throughout the unit as far as is reasonably practicable. Level access will be provided from Old George Mall and throughout the sales floor area with fixtures and fittings positioned to provide unhindered circulation for all customers. Staff only facilities and ancillary accommodation will be provided to the rear of the unit, including existing toilets and new teapoint, locker room, office and stockroom. Access is by way of an existing doorway with a single step due to a historic change in level between buildings which is an existing condition. Additional communal toilet provision, including accessible WC's, are provided within the Old George Mall multi-storey carpark.

Rituals management operate a personal shopper arrangement which services the needs of any customer who requires assistance in selecting products and merchandise. It is not proposed for the cash desk to be permanently manned, and will act more as a general payment and customer service facility, however, all customers, regardless of stature, can be served directly throughout the store by processing transactions using a handheld wireless 'Verifone' device, including contactless payments.

A lowered surface will be provided to the front of the cashdesk for use by any customers seated in a wheelchair to place products, merchandise etc, if required. There would be no foreseen circumstances or requirements for this lowered surface to be used for any other activities, such as writing.

A Hearing Enhancement System, audio frequency induction loop system will be provided at the cashdesk with all appropriate signage.

CONCLUSION

The proposals will enhance the overall appearance of the buildings and include much needed improvements/repairs to the deteriorated external decorative features to the ground floor of the listed building.