

STATEMENT in connection with signage at 12 Minster Street Salisbury for PitaPita Ltd

For clarity the application relates to the Minster Street elevation only

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.

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.

The sign is illuminated by five downward pointing swan necked 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.

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 facade 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 5358 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.

All swan neck fittings will be removed

The replacement lights proposed will be recessed soffit adjustable wall washing down lighters set in to the soffit of the blind box each fitting is 80mm dia with white cover and 85mm deep the 4 fittings will be located over the fascia sign only.

The lights will be on a timer sequenced with the shop lights.

It is considered the removal of present fittings and replacement with recessed lights restricted to the fascia sign only will not be detrimental to the location or the Conservation area.

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's attention can be drawn to the business.

Summary

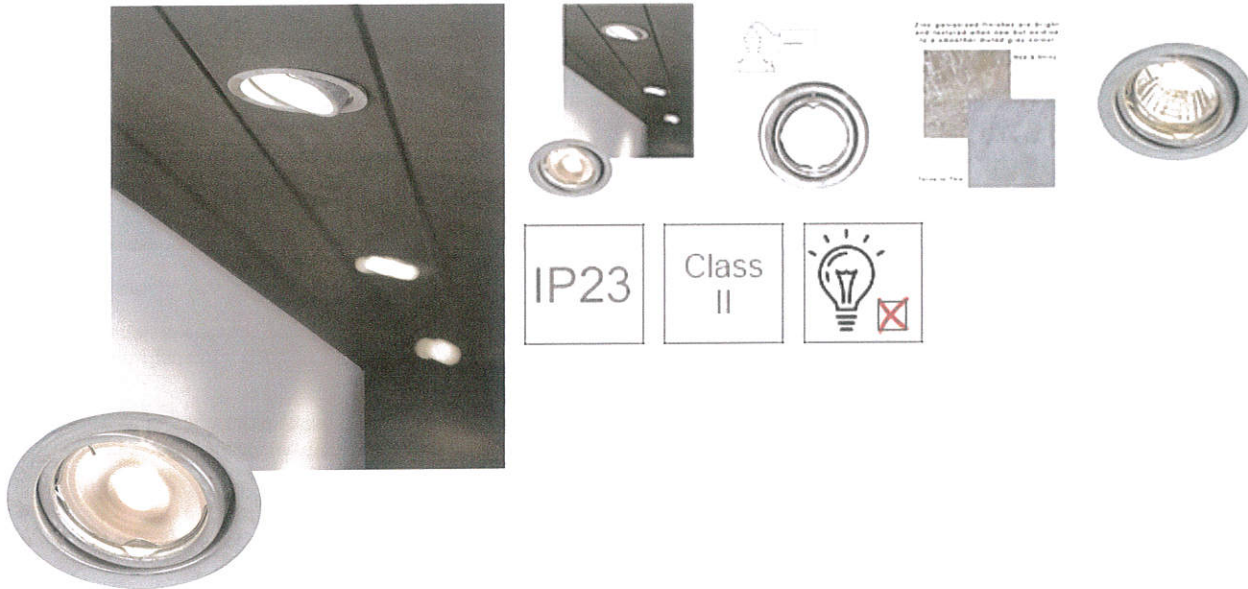
The proposals presented are considered satisfactory the signage will have little impact on the surrounding area. The signage in Minster Street has no particular discipline in design or colour and the proposed signage is clean and fresh appropriate to the trade.

Photographs submitted with original application are still appropriate.

Attached information on proposed light fittings.

GALVANISED SOFFIT DOWNLIGHT FOR LED LAMPS - ADJUSTABLE WALLWASHING

15 Year Guarantee - Great for Fit & Forget Exterior Wallwashing



Product Ref: 3560

Description

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A very popular recessed adjustable downlight offered in a robust galvanised zinc finish. Provides long-life, maintenance-free service as a soffit downlight which will wash the exterior walls of a building and give a great look to a property.

A galvanised finish is a steel which has been coated in zinc to stop rust and prolong a products life. When new the finish will look raw and unfinished but with age the surface oxidises and take a more muted grey colour like an old watering can.

The fitting accommodates mains LED lamps with a GU10 base, so no transformers or drivers are required.

Tilt adjustment allows more flexibility and direction as to where the light is placed. Offers up to 35° adjustment great for highlighting particular areas of a building or providing interest through washing walls with light.

Designed for use with a mains GU10 base lamp up to 35 watts maximum. LED lamps are a good investment when used at high level.

IP23 rated providing protection from the British weather. Ideal for use in coastal areas with a 15 year guarantee.

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Number Of Lamps 1

Lamp Type GU10 Base Mains Lamps

Lamps Included No

Max Wattage 50w

Total Wattage 50w