

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

This statement is to be read in conjunction with Drawing number 04625/1A

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 taken up the lease on the ground floor of No 12 to offer the public a selection of Greek food, this is possibly the only outlet in Salisbury offering the experience. At present the business employs 3 staff but as the business grows more staff could be engaged

The Signage --- This application is specific to the Minster Street frontage. At present a 'fascia sign' is located above the glaze front for the full frontage width between the pilasters and suspended from possibly the original blind box. This conceals a extract grills

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.

The new sign will be white 3mm vinyl fixed to the flat fascia area for half the shop front width [approximately 2.50m long x 0.40mm deep] it will not protrude in front of the original fascia

The colours for the signage for the fascia and the projection sign are the blue lettering RAL5002 for the yellow lettering RAL 1006

Extract Grill – Council records will indicate that permission has been granted for a new extract grill to remain in place in the fascia above the glazed front .The application number is PL/2026/01062 approved 20/4/2026

Relevant Policies/ Design Guides ---The location is within the Salisbury Area of Special Advertisement Control.

The application is not seeking alterations to the 'shop front', only for the advertisement display and illumination.

The Salisbury Neighbourhood Development Plan 2020-20236 includes a section on signs and advertising

Reviewing the Salisbury Neighbourhood Design Guide sections 55-58 are of relevance

Guide 55 indicates that 'illumination in certain circumstances, where a building is open in the evening, [the business is one that is open in the evenings] and goes on that 'discreet lighting specific for the signage may be permitted.

Guide 56 refers to the positioning and purpose of the lighting with small spot lights could be considered acceptable.

Guide 57 this advises on the position of the lighting

The swan neck fittings will be removed and replaced with small recessed spotlights with thin cover located in the soffit of the original blind box angled onto the fascia with wall wash elements .The position of the fittings will be only over the signage not the grills

and

Shop fronts –Advertisement Design a guide to shop fronts and advertisement design by Salisbury District Council

The relevant sections in the guide are basically the same as included in the Salisbury Neighbourhood Design Guide so need not be repeated

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

The fixed projecting sign is a necessity for the business when seen from the Poultry Cross [an interchange from several directions] the frontage is not in view and the projecting sign is the only way a visitor can see the business.

Other Illumination—a review has been carried out of illumination solution in the locality

Opposite Number 12 there is a vape shop with projecting lighting

The HSBC Bank on the corner of the Cheese Market has strip lighting above their signs on both elevations

In the Cheese Market William Hill has upward floodlight to the facade

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 illumination is within guidelines

Photographs

- 1 Directly opposite No 12 showing whole facade
- 2 Showing the suspended 'fascia sign'
- 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

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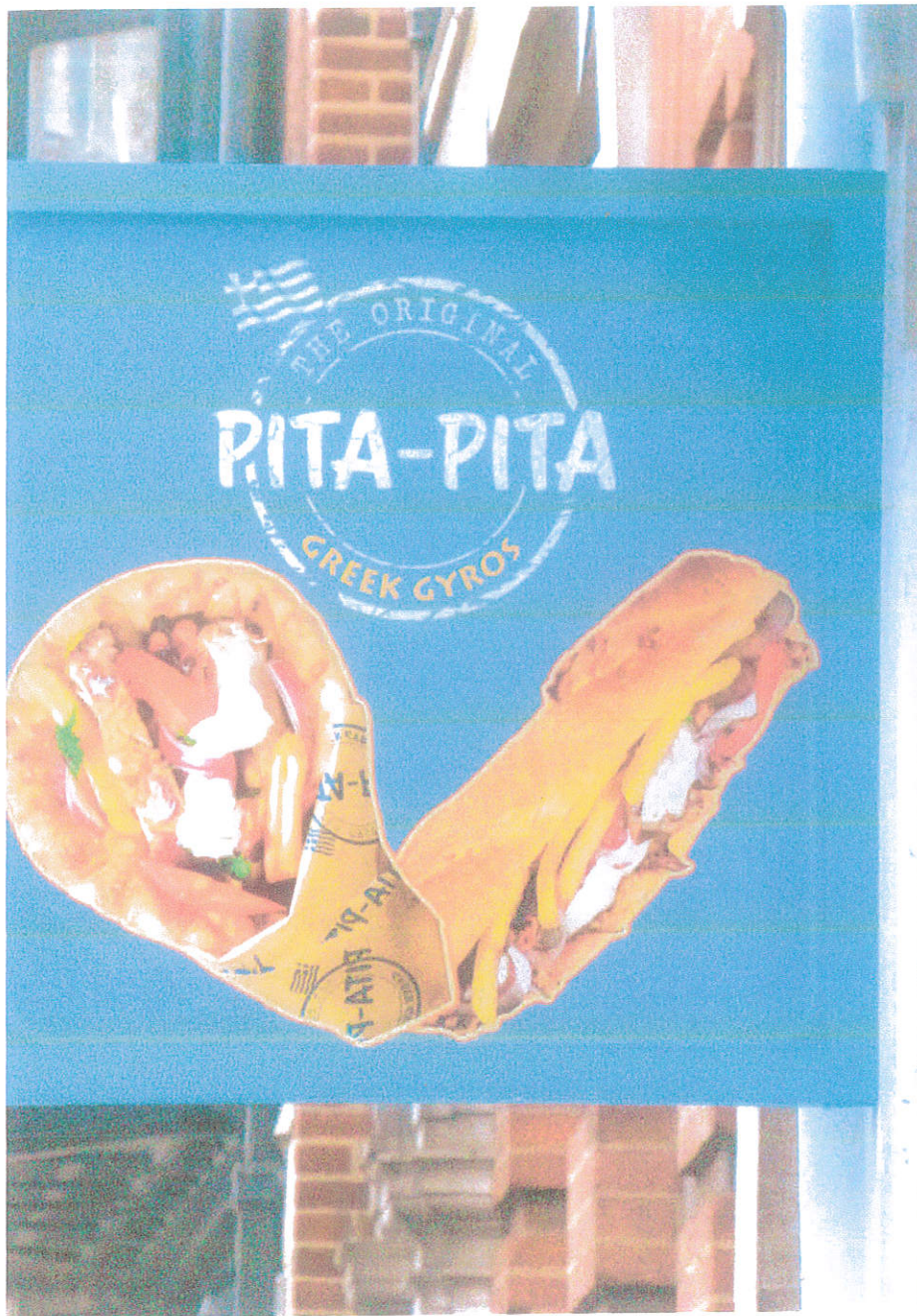


Directly opposite No12 showing whole facade



Showing the suspended 'fascia sign'

Note The right hand side of the new sign will align with the vertical break in the shop window



Showing fixed projecting sign

The pictorial illustrations will be omitted from the new sign



View of property from opposite Poultry Cross area



Enlarged view of premises from same side as the Poultry Cross showing 50% of the fixed projecting sign is obscured



View from opposite Cheese Market area



View on same side as Cheese Market area



In Poultry Cross area looking North showing assortment of facades on West side