



Heritage Statement

Principal Contractor/Designer:

Agile Retail – The Consumer Engagement Group Limited

Date:

20th May 2026

Premises/Location:

9 Butcher Row, Salisbury

Proposed Shopfront Alterations (Fascia Update & New Hanging Sign)

1. Introduction

This Heritage Statement has been prepared in support of a planning application for minor external alterations to the commercial premises at **9 Butcher Row, Salisbury**.

The proposals comprise:

- Replacement/update of the existing **fascia board signage**
- Installation of a **new protruding hanging sign**

The statement assesses the potential impact of the proposals on the historic significance of the building and the wider conservation area, in accordance with the **National Planning Policy Framework (NPPF)** and local heritage policies.

2. Site Location and Context

The site is located on Butcher Row within Salisbury city centre, an area of significant historic interest characterised by a dense urban grain of medieval origin. The street forms part of Salisbury's historic commercial core, featuring a mix of retail frontages with traditional shopfronts.

The building at No. 9 forms part of a continuous terrace of historic properties, contributing positively to the character and appearance of the street. The site lies within the **Salisbury Conservation Area**, where there is a statutory duty to preserve or enhance its character and appearance.

3. Heritage Significance

3.1 The Building

While the listing status should be confirmed separately, buildings along Butcher Row are typically of historic origin with later shopfront alterations. The significance of the property is primarily derived from:

- Its **historic fabric and street alignment**
- Its contribution to the **uniformity and rhythm of traditional shopfronts**



- Its role within the **historic commercial function of the city centre**

3.2 The Conservation Area

The Salisbury Conservation Area is designated for its:

- Medieval street pattern
- High-quality historic architecture
- Traditional shopfront detailing and signage
- Strong sense of place and visual cohesion

Commercial frontages, including fascia boards and hanging signs, are key contributors to this character, particularly where they follow traditional proportions and materials.

4. Description of Proposals

4.1 Fascia Board Replacement

The proposal includes updating the existing fascia signage. The new fascia will:

- Respect the **existing proportions and alignment** of the shopfront
- Be designed using **appropriate materials and finishes**, sympathetic to the historic context
- Feature **restrained and well-proportioned lettering**, appropriate to the scale of the street

No alterations are proposed to the structural opening or primary historic fabric.

4.2 Hanging Sign

A new **protruding hanging sign** is proposed, which will:

- Be modest in size and **traditionally styled**
- Be mounted on a bracket consistent with historic precedents
- Maintain an appropriate clearance above the pavement
- Avoid clutter and preserve views along the street

Hanging signs are a characteristic feature of historic commercial streets and are considered appropriate where sensitively designed.

Reference: 01-185-SFSS-03-Proposed-Elevation.PDF



5. Impact Assessment

5.1 Impact on the Building

The proposed works are minor and reversible in nature. They do not involve:

- Removal of significant historic fabric
- Alteration to architectural features of note
- Structural interventions

As such, the impact on the building's heritage significance is considered **neutral to slightly positive**, through improved visual quality.

5.2 Impact on Streetscape and Conservation Area

The proposals have been designed to:

- Reinforce the **traditional character** of the shopfront
- Maintain the **rhythm and alignment of fascia signage** along the terrace
- Introduce a **heritage-appropriate hanging sign**, enhancing visual interest without causing clutter

The development will preserve—and potentially enhance—the character and appearance of the Salisbury Conservation Area.

6. Policy Context

The proposals have been assessed against relevant heritage policy, including:

- **National Planning Policy Framework (NPPF)**
 - Paragraphs relating to conserving and enhancing the historic environment
- Local planning policies within the adopted development plan for Salisbury

In line with the NPPF, the proposals:

- Result in **no harm** to designated heritage assets
- Represent a **sensitive and proportionate enhancement**

7. Conclusion

The proposed replacement fascia and installation of a hanging sign at 9 Butcher Row have been carefully designed to respect the historic character of the building and its surroundings.

The works:

- Are **minor, reversible, and non-intrusive**



- Preserve the significance of the building
- Enhance the visual quality of the shopfront
- Contribute positively to the **Salisbury Conservation Area**

Accordingly, the proposals are considered compliant with national and local heritage policies, and planning permission should be supported.