SPRUCE
TOWN PLANNING

Milford Hall Hotel, Castle Street, Salisbury

Proposed installation of replacement signage

DESIGN, ACCESS AND HERITAGE STATEMENT

Statement prepared by Matthew Holmes, BA (Hons), MA MRTPI June 2026

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1. Introduction

1.1 This Planning, Design and Heritage Statement is submitted in support of advertisement and listed building consent applications for the installation of replacement signage at the Milford Hall Hotel, Castle Street, Salisbury. The new signage will be in association with the continuing use of the building as a hotel.

2. Site context

2.1 The application site lies on the east side of Castle Street and within the built-up area of Salisbury, close to the city centre. It is occupied by a three storey listed building that fronts Castle Street and has previously been extended to the rear, currently operating as a Hotel, restaurant and Spa. Pedestrian and vehicle access is off Castle Street and on site car parking. The hotel's main entrance and dining room are located in the middle section of the building.

2.2 Land uses in the immediate vicinity comprise a mix of residential and commercial. The application property is one of the few remaining more historic buildings in this section of Castle Road. The original building that fronts the highway is grade II* listed. The listing description for the building as given by Heritage England is as follows:

2. Circa 1800, 2 storeys and attic, brick, rusticated stone quoins painted, small moulded and bracketed cornice, plain parapet, stone coping, very wide slate mansard roof. Flanking chimneys, 3 windows 4 panes wide on first floor. 2 windows and central door on ground floor. All windows

have moulded stone cills and shaped C19 early sun blindcases. 6-Panelled door, arched fanlight over with radiating, wreathed and concentric glazing pattern, under deep porch, with carved 'palm trunk' columns and pilasters, broken entablature with denticulated cornice and curved, moulded, denticulated open pediment. End elevation have 2 windows in attic. The house is set back from the road in garden flanked by limes and a group of fine cedars to right hand. Interior has staircase with mahogany handrail, square balusters, turned newels.

Aerial view of the site and surroundings (www.google.co.uk)

3. The proposed development

3.1 The application proposes the installation of replacement advertisements in connection with the use of the building as a hotel. The building already has advertisements comprising of fascia signs on the front boundary wall either side of the entrance point and signs on a timber post on the front site boundary, shown in the photo below

Photograph showing some of the existing signage to be removed

3.1 The new signage proposed is as follows;

- A new fascia sign over the entrace lobby to the hotel. The entrance lobby is a new extension to the building having been granted planning permission in early 2024. This sign will be internally illuminated,
- Two internally illuminated panel signs, one each side of the entrance and affixed to the front boundary wall in place of the two existing signs in this location, and
- Removal of the existing timber post sign at the front of the building and its replacement with a new flagpole with flag advertisement attached.

3.2 The application is amended from a previously withdrawn application (LPA ref. PL/2024/04137) and has been revised in response to Conservation Officer comements on thatapplication. Specifically…

- A 'Voco' fascia sign that was proposed on the side elevation of the spa building has been deleted.
- The signs on either side of the entrance, which will replace existing signage, will no longer be internally illuminated. Rather they will be externally iliminated by the existing lights set within the driveway, and
- The flag sign has been significantly reduced in size and and is now the size and shape of a conventional flag shape and size.

4. Design and Heritage Considerations

4.1 The signage scheme proposed has been designed in cognisance of the listed status of the building. To that end the signage is minimal in nature and of small size relative to the building as a whole. The positioning of signage has also been led in part by the locations of the existing signs to be removed. Overall, the extent of the signage is not considered to change significantly from the existing situation.

4.2 None of the proposed adverts are to be installed on the front section of the hotel building, ie that subject to the listing. Whilst the front boundary wall could potentially be considered curtilage listed the two signs to be installed there will replace existing signs. The flag pole is freestanding. Finally, the sign over the entrance lobby faces into the car park and is on the most recently constructed part of the building.

4.3 As noted above, the proposed advertisements have been revised in positive response to the Conservation Officer's comments on the withdrawn application. The amount of signage has been reduced and the lighting proposals revised.

Front elevation view showing the new flag sign and the panel signs either side of the site entrance

4.3 Mindful of the existing hotel signage that is to be removed it is considered that the signage proposed will preserve the significance of the heritage asset. Accordingly, advertisement and listed building consent can reasonably be granted.