

APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2025/04202
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	12 Minster Street, Salisbury, SP1 1TF
DEVELOPMENT DESCRIPTION:	Illuminated fascia sign and suspended projecting sign
RECOMMENDATION:	Advertisement Consent be GRANTED

SITE DESCRIPTION/CONTEXT

The application site comprises the ground-floor and basement retail unit at No. 12 Minster Street, Salisbury, currently occupied by Pita-Pita Limited and operating as a Greek food outlet within Use Class E. The property forms part of a continuous terrace and is characterised by a traditional shop front with a fascia and glazed display window. The unit is also referred to as 20 Oatmeal Row, reflecting the presence of entrances on both Minster Street and Oatmeal Row, which serve the same commercial premises.

The site lies within the Salisbury Conservation Area and within the Prime Shopping Frontage as defined by Saved Policy S1 of the Salisbury District Local Plan. While the application building itself is not listed, the entire row of buildings on the opposite side of Minster Street is Grade II and Grade II* listed, with further listed buildings located immediately to the north and south along the same frontage.

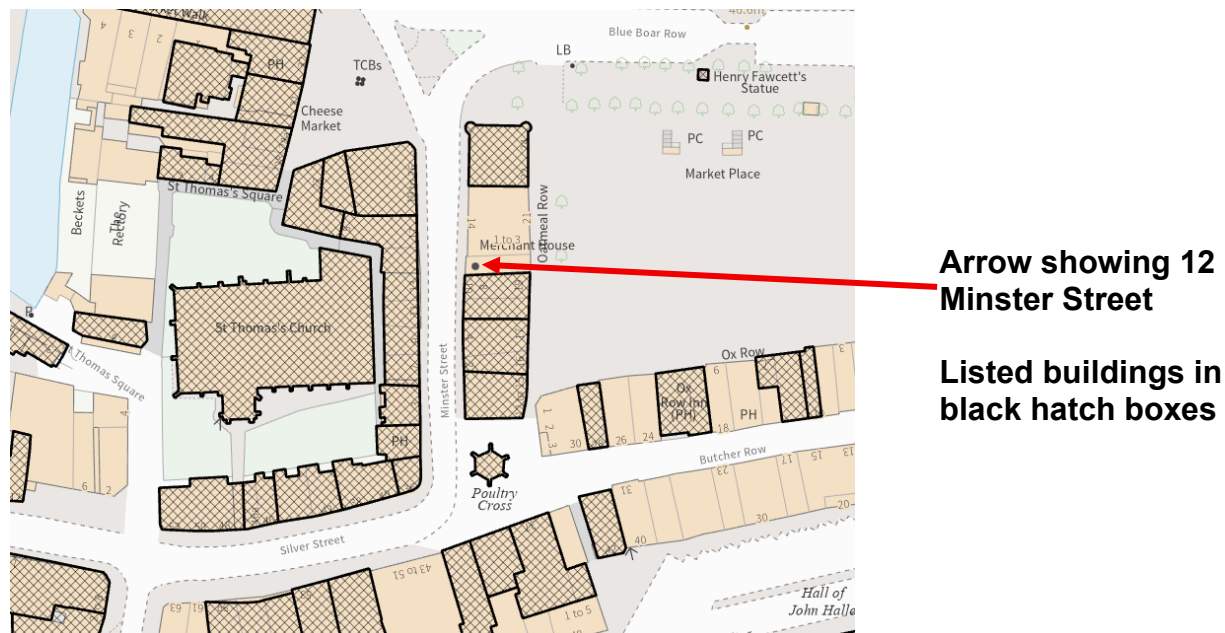
The Minster Street elevation currently has an illuminated fascia board, featuring swan neck lights, in situ spanning the whole top part of the frontage and a fixed projecting sign. Neither of these advertisements have been granted consent and this application does not seek to retrospectively give permission for these advertisements. The intention is that following the approval of the more suitable advertisements in this application the existing is removed and replaced with what is approved in this application.

In April 2026, retrospective full planning permission was granted for the insertion of an extract grille on the Minster Street elevation. This grille is positioned adjacent to the location of the proposed fascia sign. On the Oatmeal Row elevation, a further illuminated fascia and projecting sign are present, which similarly do not benefit from advertisement consent. These advertisements do not form part of the current application, which relates solely to the Minster Street elevation.

PROPOSAL

The application seeks advertisement consent for the installation of a white fascia sign positioned within the fascia zone above the shopfront window on the Minster Street elevation. The fascia would display the wording 'THE ORIGINAL PITA-PITA GREEK GYROS', flanked by the Pita-Pita logo on either side, with lettering in blue and yellow. Illumination would be provided by four recessed spotlights mounted within the soffit above the fascia.

A suspended, non-illuminated projecting sign is also proposed on the left-hand side of the frontage. This would comprise a blue background featuring the Pita-Pita logo in white and yellow, with a chain restrainer fitted to limit movement.



RELEVANT LEGISLATION, POLICIES AND GUIDANCE

National Planning Policy:

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
- S/66/72 of the Planning (Listed Buildings and Conservation Areas) Act 1990
- National Planning Policy Framework (NPPF) - Paragraph 141

Planning Practice Guidance (PPG)

- Advertisements

Development Plan:

The development plan for Wiltshire comprises the *Wiltshire Core Strategy (WCS)* (adopted January 2015) and any made neighbourhood plans, which remains the principal statutory planning document guiding development across the county. In line with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.

Though the development plan is considered as a whole, those parts deemed to be particularly relevant to this application are listed below:

The adopted **Wiltshire Core Strategy (WCS)**, with particular regard to:

- Core Policy 1 Settlement Strategy
- Core Policy 2 Delivery Strategy
- Core Policy 20 Spatial Strategy for the Salisbury Community Area

- Core Policy 57 Ensuring High Quality Design and Place Shaping
- Core Policy 58 Ensuring the Conservation of the Historic Environment
- Core Policy 62 Development Impacts on the Transport Network

Neighbourhood Plan:

- Salisbury Neighbourhood Plan and associated Salisbury Design and Advertising Guide

Salisbury Conservation Area Plan

Supplementary Planning Documents:

- Wiltshire Design Guide (adopted April 2024)
- Shopfront Design in Salisbury SPD (adopted December 2004)
- Salisbury District Local Plan (Saved Policy) S1-Prime Shopping Frontage
- Institute of Lighting Professionals: The Brightness of Illuminated Advertisements (2014) PLG 05.

RELEVANT PLANNING HISTORY:

Proposal / Summary
S/1996/1230 - Full planning permission Decision - Approve with Conditions Date: 30/9/1996 – New shop front
S/1996/1101 - Full planning permission Decision - Approve with Conditions Date: 11/10/1996 – To wine bar licensed premises. Alterations to entrance steps
19/10307/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 20/1/2020 – Advertisement Facias
19/10673/FUL - Full planning permission Decision - Approve with Conditions Date: 20/1/2020 – Change of use from A1 to A3
PL/2026/01062 - Full planning permission - Retrospective planning application for insertion of extract grille to shop front to serve ventilation equipment

ISSUES

- Impact on amenity (including design, scale and heritage)
- Public safety

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Salisbury City Council – no comment – with the following text received:

‘Salisbury City Council has no comment.’

Wiltshire Council’s Highways – no objection – subject to the inclusion of 4 conditions:

The four recommended conditions have been added to the decision notice.

Wiltshire Council’s Conservation Officer – comment – with the following text received:

'The revisions address my earlier comments with regard to the west elevation. The lighting has been revised to soffit spotlights, a much more subtle arrangement. The fascia has been revised in scale and position as requested. The projecting sign has not been amended to be suspended and is arguably superfluous given the illuminated fascia and visible activity of the premises, it would be best omitted rather than requiring further revisions. Regarding the east elevation, I haven't seen confirmation that the frame will be painted, could we have that please? There needs to be a timeframe for implementation and completion of the works, this is a reasonable approach to the enforcement case, I would suggest 3 months.'

RESPRESENTATIONS

No representations were received.

ASSESSMENT

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities exercise their powers in relation to the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

The NPPF (141) is clear that the quality and character of places can suffer when advertisements are poorly sited and designed and should be subject to control only in the interests of amenity and public safety, also considering the cumulative impacts.

Principle of development

The application site lies within a designated Prime Shopping Frontage within Salisbury city centre, where commercial uses and associated signage form an established and expected feature of the street scene. Advertisement display on the Minster Street elevation, including in the position proposed as part of this application, has also been a consistent feature of the premises under previous occupiers. The display of advertisements is therefore acceptable in principle in this location, subject to detailed consideration of their impact on amenity, including the character and appearance of the Conservation Area, and on public safety.



**Unauthorised
signage as existing**



Signage as Proposed

Impact on amenity (including design, scale and heritage)

“Amenity” is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, but is generally understood to include both visual and aural amenity, having regard to the general characteristics of the locality, including the presence of buildings or features of historic, architectural or cultural interest.

Paragraph 136 of the National Planning Policy Framework (NPPF) confirms that advertisements should be controlled only in the interests of amenity and public safety, taking account of cumulative impacts, and that the quality and character of places can suffer where advertisements are poorly sited or designed.

Core Policy 57 of the Wiltshire Core Strategy requires a high standard of design in advertisements, ensuring that proposals are appropriate and sympathetic to their setting in terms of scale, materials, siting and illumination. Core Policy 58 seeks to ensure that development conserves and, where possible, enhances designated heritage assets and their settings. The site lies within the Salisbury Conservation Area and in close proximity to listed buildings, and therefore the statutory duties under Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 must be applied.

In design terms, the proposed fascia sign would be positioned within the established fascia zone of the shopfront and would be proportionate in scale to the width and height of the unit. The fascia does not extend across or obscure the recently approved extract grille, which is considered a positive aspect of the proposal as it allows this feature to remain legible and avoids an over-dominant or cluttered appearance. The use of a white fascia background is considered appropriate within the street scene, providing a neutral and non-prominent base which does not appear visually jarring.

The lettering and logos are of an appropriate size and colour and present a simple and legible form of advertisement. Importantly, the design avoids the use of large photographic imagery of food products, which are present on the existing unauthorised signage, and instead adopts a more restrained and traditional approach. This represents a material improvement in design quality when compared to the existing situation.

With regard to illumination, the provision of four recessed spotlights within the soffit ensures that lighting is relatively subtle and focused. Whilst such illumination is not considered essential to the operation of the business, the limited number of lights and their recessed positioning significantly reduces their visual impact. This approach is supported by the Conservation Officer, who raised no objection to the lighting arrangement. Overall, the illumination is considered modest and appropriate within the context of a commercial street.

The projecting sign is proposed as a suspended, non-illuminated feature located on the left-hand side of the frontage. Originally proposed as a fixed sign, the scheme was amended following officer concerns to provide a suspended sign, which is a more traditional and less visually intrusive approach. This amendment was discussed with the Conservation Officer, who raised no objection to its inclusion in this revised form. The sign itself is modest in scale and features a simple logo design against a blue background, ensuring that it does not appear overly dominant or result in visual clutter when read alongside the fascia.

In heritage terms, the Conservation Officer has raised no objection to the proposal and has confirmed that the revised signage represents an improvement over the existing unauthorised advertisements. Subject to the amendments secured during the application process, no concerns remain. Having regard to the scale, design and subdued illumination of the proposed advertisements, it is considered that the development would preserve the character and appearance of the Salisbury Conservation Area and would not result in harm to the setting of nearby listed buildings.

In this instance, amenity impacts derive primarily from visual considerations and the sensitivity of the historic environment. For the reasons set out above, the proposed advertisements are considered to be appropriately scaled, well-designed and sympathetically integrated into the existing shopfront. They would not result in visual harm to the street scene or wider area.

Overall, it is considered that the proposal, by reason of its design, scale, siting and method of illumination, would not give rise to harm to visual amenity and would preserve the character and appearance of the Conservation Area and the setting of nearby listed buildings, in accordance with Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The proposal therefore complies with Core Policies 57 and 58 of the Wiltshire Core Strategy and the relevant provisions of the NPPF and the Advertisement Regulations in respect of amenity.

It is considered that the proposed advertisement would not cause harm to the visual amenity of the area, including the setting of any heritage assets, and would therefore comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Impact on public safety

“Public safety” is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, but it generally refers to the potential impact of a development or advertisement on the safe use and operation of public spaces, including roads, footpaths, and other areas accessible to the public.

In assessing public safety, the Local Planning Authority (LPA) may consider:

- Whether the proposal would obstruct visibility for road users or pedestrians;
- Whether it could distract, confuse, or mislead drivers, particularly near junctions or crossings;
- Whether it interferes with traffic signs, signals, or street lighting;
- Whether it poses a physical hazard, such as through poor structural integrity or inappropriate siting.

The National Planning Policy Framework (NPPF) also supports the principle that planning decisions should ensure developments create places that are safe, inclusive, and accessible, and that they do not undermine public safety or security. Core Policy 62 advises that proposals should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the implementation and operational stages.

Wiltshire Council Highways have been consulted on the application and have raised no objection, subject to the imposition of standard conditions controlling the illumination, positioning and height of the signage. These conditions have been incorporated into the recommended decision. The signage is of a modest scale and would be positioned at an appropriate height and distance from the highway, ensuring that it would not obstruct visibility or impede pedestrian movement along the footway.

Furthermore, the proposed illumination is limited in number and recessed within the soffit, ensuring that light sources are not directly exposed to view from the public highway. This reduces the potential for glare or distraction to highway users. The lighting is also static and appropriately controlled, further minimising any potential impact on driver perception or safety.

The projecting sign is modest in scale and appropriately restrained in its projection from the building, such that it would not create a physical hazard or interfere with the safe operation of the highway.

It is therefore considered that the proposal would not result in an unacceptable impact on public safety, either individually or cumulatively, and would therefore satisfy the relevant provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007.

CONCLUSION:

The proposed advertisement has been assessed in accordance with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

It is considered that the advertisement, by reason of its design, scale, siting, and method of illumination, would not result in harm to the visual amenity of the area, including the setting of any nearby heritage assets. Furthermore, the proposal is not considered to pose a risk to public safety, either individually or cumulatively with other signage in the vicinity.

Subject to the recommended conditions, the proposal is therefore considered acceptable and it is recommended that advertisement consent be granted.

RECOMMENDATION:

It is recommended that advertisement consent be GRANTED subject to conditions.

1. The advertisement consent hereby approved shall expire at the end of a period of five years

commencing from the date consent is issued.

REASON: In accordance with the provisions of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:

- Existing and proposed elevations and location plan – ref (04625-1-B) – date received: 29/05/2026
- Planning statement – date received: 07/05/2026

REASON: For the avoidance of doubt and in the interests of proper planning.

3. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to—

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: To comply with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. The illumination of the advertisement shall be implemented in a way which ensures that no source of light is directly visible from the public highway and be static and shall not be of a flashing type.

REASON: In the interests of public safety.

5. No part of the advertisement(s) shall be located less than 2.2m above the highway/footway.

REASON: In the interests of public safety.

6. No part of the advertisement(s) shall be closer than 600mm to the edge of the carriageway.

REASON: In the interests of public safety.

7. The intensity of the illumination of the sign permitted by this consent shall be no greater than that recommended by the Institute of Lighting Professionals (for a sign within Zone 3) in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement Guide).

REASON: in the interests of amenity and public safety.