

Milford Hall Hotel, Castle Street, Salisbury

Proposed installation of a freestanding hotel sign at the front of the site

DESIGN, ACCESS AND HERITAGE STATEMENT

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June 2026

1. Introduction

- 1.1 This Planning, Design and Heritage Statement is submitted in support of an advertisement consent application for the installation of a freestanding hotel sign 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 a free standing, internally illuminated hotel sign at the front of the property. The sign will be situated to the front of the proposed building and be 3m high and 1.2m wide. The sign is black other than for lettering at the top of the sign and which will be illuminated by internal LED illumination.
- 3.2 The sign will be installed within the curtilage of the listed building but will not be fixed to any listed structure and therefore the proposals do not require listed building consent. Notably, in the future and when the sign is no longer needed it can therefore be removed without leaving any impact on the listed structures (ie the main hotel building and curtilage listed features such as the front boundary wall).
- 3.2 Concurrent with this application a separate application has been submitted for replacement advertisements in connection with the use of the building as a hotel.

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.
- 4.2 The proposed sign is to be located close to the front of the site and from where it will be visible to those wishing to locate the hotel. The extent of lettering has been limited on the sign and for the most part the sign is black only. Therefore, the sign is not considered to be overtly prominent for its location. Although of modern appearance and construction, as a standalone feature on the site this is considered appropriate in this instance and to not detract from the historic character of the hotel building.
- 4.3 As noted above, the sign can be removed in the future should it become redundant or replaced with new signage, and as a standalone structure it can be removed easily and with no lasting impact on the significant of the listed building or its immediate setting.
- 4.4 Mindful of the existing hotel signage that is to be removed it is considered that the sign proposed (together with that proposed in the concurrent application) will preserve the significance of the heritage asset. Accordingly, advertisement consent can reasonably be granted.