

APPLICATION FOR ADVERTISEMENT AND LISTED BUILDING CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/02777 & PL/2026/02800
APPLICATION TYPE:	Advertisement and Listed building consent
SITE ADDRESS:	Santander, 53 Silver Street, Salisbury, Wiltshire, SP1 2NG
DEVELOPMENT DESCRIPTION:	Proposed refurbishment works to external shopfront to replace existing Santander fascia and projecting hanging signs with new in Santander's new standard script font.
RECOMMENDATION:	Advertisement and Listed building consent APPROVED

SITE DESCRIPTION/CONTEXT

The application site is an existing bank currently occupied by Santander located within the central shopping area of Salisbury. The application site lies within Special Area of Control for Advertisements. The site is situated within the principal settlement boundary of Salisbury as defined by WCS policies CP1, CP2 and CP20. The site is located in Flood Zone 2 and has a high risk of groundwater flooding according to the Strategic Flood Risk Assessment. While the application site is situated within the Hampshire River Avon Catchment and the New Forest Protected Sites these ecological designations have no impact on the assessment of the nature of the proposed development. The site is located adjacent to the highway on the south and is bordered by other retail shops on the north, south and east.

The application site is located within the Salisbury Conservation Area and is a Grade II listed building.

List entry number: 1243192

1. SILVER STREET

1594 (South Side)

No 53

SU 1429 NW 3/323 28.2.52.

II GV

2.

Late C18 early C19. 3 storeys colourwashed stucco. The premises include Stoke's Warehouse to New Canal.

Silver Street front band between storeys, band cornice and brick parapet with stone coping. 4 windows to upper floors, recessed sashes, glazing bars intact, all with Venetian shutters. On ground floor early C19 double shop front with 2 low windows, no glazing bars, modern glazed central door with plain semi-circular fanlight, moulded frame and flanking pilasters under later frieze supported by 5 Doric columns. Secondary door with semi-circular fanlight converted to window.

The front to New Canal is an early C19 warehouse of 3 storeys red brick with some grey headers. Low pitch gable end slate roof with flat eaves to bay front with off centre superimposed hatches, the top one with deeply cantilevered gable over. Cast iron hoist with circles in spandrel adjoining. Smaller cast iron hoist to right also on 2nd floor. 9 windows to upper floors, 2 blind on each floor, 2 light thin mullioned small paned iron casements with cambered arches. Ground floor has double mid C19 shop front to left with panelled pilaster frame, frieze and moulded cornice. To right altered doors and windows. Lower 3 storey section of 2 bays to right with flat eaves on paired brackets 2 large 3 light wood casements 2nd floor. 1st floor has one similar casement and 4 pane sash in flush frame. 2 later sash windows on ground floor.

Nos 51 to 59 (odd) form a group.



PROPOSAL:

The application seeks advertisement and listed building consent for refurbishment works to the external shopfront to replace existing Santander fascia and projecting hanging signs with new in Santander's new standard script font.

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

Wiltshire Core Strategy:

Core Policy 1: Settlement Strategy

Core Policy 2: Delivery Strategy

Core Policy 20: Salisbury Community Area

Core Policy 57: Ensuring High Quality Design and Place Shaping
Core Policy 58: Enhancing the Conservation of the Historic Environment

The National Planning Policy Framework (NPPF)

The Planning Practice Guidance

National Design Guide

Salisbury Neighbourhood Development Plan 2020 to 2038

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Supplementary Planning Documents:

Salisbury District Local Plan 2011: S1 Shopping Policy, S10 Shopfronts

Institute of Lighting Professionals: The Brightness of Illuminated Advertisements (2014) PLG 05.

RELEVANT PLANNING HISTORY:

Proposal / Summary
15/10119/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 11/2/2016 – Installation of two 46" TVs in front windows depicting various Santander advertisements.
15/12073/LBC - Listed building consent Decision - Approve with Conditions Date: 11/2/2016 – Installation of two 46" TVs in front windows depicting various Santander advertisements with additional signage behind cashier counter
S/1988/1242 - Full planning permission Decision - Approve with Conditions Date: 24/8/1988 – REFURBISHMENT OF EXISTING RETAIL UNIT, INSTALLATION OF NEW SHOP FRONTS ON NEW CANAL FRONTAGE, CHANGE OF USE OF PART FROM RETAIL TO RESTAURANT
S/1988/1243 - Listed building consent Decision - Approve with Conditions Date: 24/8/1988 – L/B APPLICATION REFURBISHMENT OF EXISTING PROPERTY - INSTALLATION OF NEW SHOP FRONTS, CHANGE OF USE OF PART RETAIL TO RESTAURANT
S/1990/1373 - Full planning permission Decision - Refused Date: 14/11/1990 – CHANGE OF USE TO CLASS A2 (FINANCIAL SERVICES)
S/1991/0155 - Full planning permission Decision - Refused Date: 17/4/1991 – CHANGE OF USE OF VACANT RETAIL SHOP TO CLASS A2 (FINANCIAL SERVICES)
S/1991/1493 - Full planning permission Decision - Approve with Conditions Date: 27/11/1991 – ALTERATIONS TO EXISTING SHOPFRONT AND REAR DOORS AND NEW PLANT AREA OVER FIRST FLOOR
S/1991/1494 - Consent to display an advertisement Decision - Approved Date: 27/11/1991 – A/D APPLICATION - NON-ILLUMINATED INDIVIDUAL LETTERS ON FASCIA AND INTERNALLY ILLUMINATED GLAZED PANEL
S/1991/1495 - Listed building consent Decision - Approve with Conditions Date: 27/11/1991 – L/B APPLICATION - ALTERATIONS TO EXISTING SHOPFRONT AND REAR DOORS AND NEW PLANT AREA OVER FIRST FLOOR

S/1992/0209 - Consent to display an advertisement Decision - Approved Date: 26/3/1992 – A/D APPLICATION - NON-ILLUMINATED FASCIA SIGN AND HANGING SIGN
S/1995/1290 - Listed building consent Decision - Approve with Conditions Date: 26/10/1995 – Re-paint fascia panel same colour as existing, fix one set of metal letters
S/1996/0530 - Listed building consent Decision - Approved Date: 5/6/1996 – Exterior redecoration - new colour scheme - white woodwork, render buttermilk in smooth finish
S/1996/0662 - Listed building consent Decision - Approve with Conditions Date: 17/6/1996 – Installation of a 80cm diameter satellite dish
S/1996/0663 - Full planning permission Decision - Approve with Conditions Date: 17/6/1996 – Installation of a 80cm diameter satellite dish
S/2004/1413 - Listed building consent Decision - Refused Date: 18/8/2004 – INSTALLATION OF NEW SIGNAGE
S/2004/1414 - Consent to display an advertisement Decision - Split Date: 18/8/2004 – DISPLAY OF AN ADVERTISEMENT
S/2004/2308 - Consent to display an advertisement Decision - Approved Date: 1/12/2004 – PROJECTING SIGN
S/2004/2309 - Listed building consent Decision - Approve with Conditions Date: 1/12/2004 – INSTALLATION OF NEW SIGNAGE
S/2005/1451 - Consent to display an advertisement Decision - Approve with Conditions Date: 13/9/2005 – ILLUMINATE FACIA & PROJECTING SIGNS
S/2005/1452 - Listed building consent Decision - Approve with Conditions Date: 13/9/2005 – ILLUMINATED FACIA & PROJECTING SIGNS
S/2009/1353 - Consent to display an advertisement Decision - Approve with Conditions Date: 6/11/2009 – REPLACEMENT ILLUMINATED FASCIA SIGN, ILLUMINATED ATM HEADER, LETTER BOX PLATE AND WINDOW VINYL.
S/2009/1354 - Listed building consent Decision - Approve with Conditions Date: 6/11/2009 – REPLACEMENT ILLUMINATED FASCIA SIGN, ILLUMINATED ATM HEADER, LETTER BOX PLATE AND WINDOW VINYL.
S/2010/0503 - Full planning permission Decision - Approve with Conditions Date: 20/5/2010 – INSTALL A TUBE AND LINK "OPEN" PORTCULLIS SECURITY SHUTTER TO THE FRONT ENTRANCE OPEN PORCH OF SANTANDER BANK
S/2010/0504 - Listed building consent Decision - Approve with Conditions Date: 20/5/2010 – INSTALL A TUBE AND LINK "OPEN" PORTCULLIS SECURITY SHUTTER TO THE FRONT ENTRANCE OPEN PORCH OF SANTANDER BANK

ISSUES

The issues that are relevant to the consideration of an application for consent to display advertisements are the effects of the proposal on ‘amenity’ and ‘public safety’.

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Salisbury City Council: Support

Wiltshire Highways Officer: No Objection Subject to Condition

Conservation: No Objection

RESPRESENTATIONS

No comments 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.

In accordance with this statutory requirement, this application has been assessed against the relevant policies of the Development Plan, including the adopted Wiltshire Core Strategy (2015) and, where applicable, any made Neighbourhood Plans.

From the point of view of the historic environment the main statutory tests are set out within the Planning (Listed Building and Conservation Areas) Act 1990. Section 16 requires that special regard be given to the desirability of preserving listed buildings, their settings or any features of special architectural or historic interest which they possess.

Section 72(1) of the Planning (Listed Building and Conservation Areas) Act 1990 also requires the Council to pay special attention to the desirability of preserving or enhancing the character or appearance of designated Conservation Areas.

Section 16 of the NPPF ('Conserving and enhancing the historic environment') sets out the Government's high-level policies concerning heritage and sustainable development.

Paragraphs 213-215 of the NPPF require a balanced approach with any harm which would be caused being weighed against the potential public benefits which might be achieved. Paragraph 210 requires local planning authorities to take account of the desirability of sustaining and enhancing the significance of heritage assets and of new development making a positive contribution to local character and distinctiveness.

The Council's Core Strategy Policy CP58 'Ensuring the conservation of the historic environment' requires that designated and non-designated heritage assets and their settings will be conserved, and where appropriate enhanced, in a manner appropriate to their significance and encourages proposals which improve the condition of heritage assets at risk.

The Council's Core Strategy CP 57: Ensuring high quality design requires a high quality of design in all new developments. The policy requires applicants to "demonstrate how the proposal will make a positive contribution to the character of Wiltshire through (amongst other things) responding to the value of the natural and historic environment and being sympathetic to and conserving historic buildings and landscapes. Development is required to respond positively to the existing in terms of building layouts,

built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting.

Design and impact of proposals on the significance and setting of the listed building

Understanding the impact of proposed works on a listed building requires a careful and proportionate assessment of how those changes affect the asset's heritage significance and its setting. This includes both the physical alterations to the building itself and any changes to its spatial or visual relationship with surrounding structures or spaces.

The significance of a heritage asset is not static; it is shaped by its architectural, historic, and communal values, and by how these are experienced in context. Therefore, any intervention must be considered in light of the asset's identified significance, with attention given to both potential harm and benefits. Benefits may include repairs that support the long-term conservation of the building, improved energy performance, or enhanced public access and understanding.

This assessment is grounded in the statutory duty under Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990, which requires special regard to be given to the desirability of preserving the building and its features of special interest. It is also informed by national policy, particularly paragraphs 199–208 of the National Planning Policy Framework (NPPF), and relevant local heritage policies and guidance.



EXISTING FRONT ELEVATION
1:50 @ A1, 1:100 @ A3



PROPOSED FRONT ELEVATION
1:50 @ A1, 1:100 @ A3

This dual listed building consent and advertisement consent application is for external refurbishment and repair works to the external shopfront. The works propose to replace 1no. existing externally illuminated fascia sign with new in Santander's new standard script font, replacing 1no. externally illuminated projecting hanging sign in Santander's new standard script font, and inserting Santander graphics (red safety dots) to the front entrance door. Lastly the existing fascia sign light trough is proposed to be replaced.

Impact on Amenity:

Policy Context

"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 amenity. Factors relevant to amenity include the general characteristics of the locality, such as the presence of features of historic, architectural, cultural, or similar interest.

In broader planning terms, as reflected in the National Planning Policy Framework (NPPF), amenity refers to the quality or character of an area and the elements that contribute to the overall enjoyment and liveability of a place.

CP57 requires a high standard of design in all proposals, including (x) the sensitive design of advertisements and signage.

Assessment

The application site is located within the Salisbury conservation area and is a Grade II listed building.

The proposed development is assessed in terms of its significance and in accordance with statutory duties under the Planning (Listed Buildings and Conservation Areas) Act 1990, including the duty to preserve the setting of listed buildings and the character or appearance of conservation areas.

A conservation officer has been consulted on this application, they have no objections to the proposed works and have noted: *The changes are very minor in nature and would have no impact on the character or significance of the listed building, nor that of the setting of the numerous listed buildings in its setting, nor the character of the CA, in accordance with the aims of sections 66 & 72 of the PLBCA Act 1990, the NPPF and CP58, and the adopted Salisbury Shopfronts and Advertisements Guidance (also in the Salisbury NDP).*

Key Amenity Considerations:

Design, scale, and siting of the advertisement, Materials and colour, and their compatibility with the surroundings whether the proposal would appear overly prominent, cluttered, or incongruous

In terms of the design, scale and siting of the proposed advertisement, the location, size, materials and colour of the advertisements are in a similar location, of a similar size, and of a similar colour and finish to existing advertisements. It is not considered that the proposed changes would detrimentally impact the character of the conservation area or the listed building as these advertisements are similar to the existing signage at this application site.

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:

Policy Context

“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.

CP62 advises that proposals should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the implementation and operational stages.

Assessment

The application site is surrounded by retail shops adjacent and parallel to the application site. To the north (front) of the frontage of the site is the highway Silver Street with the façade of the bank set back from the highway by approximately 4.5 metres.

The proposed signage includes a fascia sign and a projecting hanging sign. The projecting hanging sign is approximately 9.5 meters above the ground level while the fascia sign is approximately 6.5 metres above the ground level. This is similar to the existing signage at the site.

In terms of illumination, the hanging signage is proposed to be: Illuminated signage connected via photocell, switching off above 2000 lux. Static Illuminated signage also controlled via time switch with lights on between 7am to 11pm and lights off between 11pm to 7am. Illumination does not exceed 120 cd/m².

The fascia signage is proposed to be: Static fascia signage illuminated by new external Ecolux Mini LED strip lighting connected via photocell, switching off above 2000 lux. Lights also controlled via time switch with lights on between 7am to 11pm and lights off between 11pm to 7am. Illumination does not exceed 300 cd/m².

The LPA's highways officer has no objections to the proposed signage subject to conditions on illumination being static and no source of light being directly visible to the public highway, and that the height should be 2.4 above the highway/footway with the intensity being no greater than that recommended by the Institute of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement Guide). These conditions have been included in the recommendation.

It is 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 and CP58 of the Wiltshire Core Strategy as the application is located in a Grade II listed building.

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 condition(s).

1. 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.

2. This consent shall expire at the end of the period of [5] years from the date of this Notice.

REASON: To comply with Regulations 14 (7) and (8) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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

Location Plan Received: 30 April 2026

Ecolux Mini Product Specification Received: 30 April 2026

Heritage Statement Received: 29 April 2026

Design and Access Statement Received: 29 April 2026

Proposed Sign Elevation / Section Drawing No. SL-0088-DE-FS-PR-P Received: 29 April 2026

Proposed External Projecting Sign Elevation Plan Drawing No. SL-0088-DE-HS-PR-PL Received: 29 April 2026

Proposed Front Elevation / Shopfront Plan Drawing No. SL-0088-FR-EL-PR-PL Received: 29 April 2026

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

4. The illumination of the advertisement(s) 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 2.4m above the highway/footway.

REASON: In the interests of public safety.

6. 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 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.

Informative:

The development hereby approved includes the construction of structures which will overhang the adopted highway. You are advised that before any works commence you will require a Section 177 (Oversailing) Licence from the Highway Authority.

That Listed Building Consent be GRANTED subject to the following conditions:

1. The works for which Listed Building Consent is hereby granted shall begin before the expiration of three years from the date of this consent.

REASON: To comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

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

Location Plan Received: 30 April 2026

Ecolux Mini Product Specification Received: 30 April 2026

Heritage Statement Received: 29 April 2026

Design and Access Statement Received: 29 April 2026

Proposed Sign Elevation / Section Drawing No. SL-0088-DE-FS-PR-P Received: 29 April 2026

Proposed External Projecting Sign Elevation Plan Drawing No. SL-0088-DE-HS-PR-PL Received: 29 April 2026

Proposed Front Elevation / Shopfront Plan Drawing No. SL-0088-FR-EL-PR-PL Received: 29 April 2026

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

3. Materials to be used in the construction of the works hereby permitted shall be as stated on the application form and submitted documents.

REASON: In the interests of visual amenity and the character and appearance of the area.