

APPLICATION FOR ADVERTISEMENT CONSENT & LISTED BUILDING CONSENT CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/02757 & PL/2026/03244
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	9 Butcher Row, Salisbury, SP1 1EP
DEVELOPMENT DESCRIPTION:	2x Non Illuminated Traditional Fascia Signs And 1x Non Illuminated Traditional Projecting Sign
RECOMMENDATION:	That Planning Permission and Listed Building Consent be GRANTED

This report covers both the application for advertisement consent (PL/2026/02757) and listed building consent (PL/2026/03244) applications.

SITE DESCRIPTION/CONTEXT



The application relates to 9 Butcher Row, a corner retail unit on the junction between Butcher Row and the link between New Canal and Fish Row, within the centre of the Principal Settlement of Salisbury as defined by Wiltshire Core Strategy (WCS) policies CP1 (Settlement Strategy), CP2 (Delivery Strategy) and CP20 (Salisbury Community Area).

The property is Grade II Listed and within the Salisbury Conservation Area. The listing is as follows:

BUTCHER ROW 1. ' 1549 (South Side) Nos 9 & 11 SU 1429 NW 3/329A 28.2.52. 9 & 11 II GV 2. C15/C16 No 11 recased late C18/early C19. No 9 of 2 storeys and attic. Gabled tile hung upper floors. One window to upper floors, sliding sash in attic, flush framed sash with glazing bars ground floor. Modern shop front conceals overhang. No 11 has 3 storey brick front with hipped old tile roof. Superimposed canted bays to upper floors with pent roof over, sash lights with glazing bars, thick on 1st floor, in architrave surrounds (late C18). Modern shop front on ground floor. The side elevation of No 9 shows overhang with slate hung 1st floor, irregular windows. To New Canal qv early C19 refacing of No 9 (this front the property of No 11). Slate hung 1st floor, stucco frieze with flutes and roundels, carried over centred canted bay window. Flush framed sash windows on ground floor. The front of No 11 to New Canal is brick faced. Superimposed canted bays to upper floors. Blocked windows flanking. Ground floor has C19 tripartite sash window. Mid C19 4 panel door, rectangular fanlight. Pilaster surround, frieze and projecting cornice.

Nos 9 & 11 form a group with Nos 7 & 9 Fish Row.

Listing NGR: SU1447129957

The application site is located within the Primary Frontages (as defined by Saved Salisbury District Local Plan (SDLP) policy S1) and Salisbury City Centre (SDLP policy S3). The local context is characterised by the pedestrian primary shopping frontage with a number of listed buildings in the vicinity, including Grade II* Guildhall and opposite Grade II listed 'The Wheatsheaf Inn'.



The site is within a Special Area of Control for Advertisements.

The ground floor retail unit is currently empty, it has previously been a frame and picture shop.

- Core Policy 57 Ensuring High Quality Design & Space Shaping
- Core Policy 58 Ensuring the Conservation of the Historic Environment
- Core Policy 62 Development Impacts on the Transport Network
- Core Policy 69 Protection of the River Avon SAC

Salisbury District Local Plan policies (Saved by Wiltshire Core Strategy):

- S1 – Primary Shopping Areas
- S10 - Shopfronts

Neighbourhood Plan:

- Salisbury Neighbourhood Development Plan 2020 to 2038, made 3 March 2025, including the 'Salisbury Design and Advertising Guide'

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

Supplementary Planning Documents and other Guidance:

- City of Salisbury Conservation Area Appraisal and Management Plan, December 2014
- Wiltshire Design Guide (adopted April 2024)

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
17/09230/LBC - Listed building consent Decision - Approve with Conditions Date: 5/1/2018 – Retention of 1no hanging sign and 2no professional plaques
17/09231/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 5/1/2018 – Retention of 1no hanging sign and 2no professional plaques
S/1988/1662 - Listed building consent Decision - Approve with Conditions Date: 16/11/1988 – L/B APPLICATION - INTERNAL ALTERATIONS AND EXTERNAL REFURBISHMENT
S/1988/1665 - Full planning permission Decision - Approve with Conditions Date: 16/11/1988 – INTERNAL ALTERATIONS AND EXTERNAL REFURBISHMENTS AND CHANGE OF THE FIRST AND SECOND FLOORS FROM SHOPS AND STORAGE TO OFFICES.
S/1989/0190 - Full planning permission Decision - Approve with Conditions Date: 8/3/1989 – CHANGE OF USE OF FIRST FLOOR PREMISES OF NO.9 AND FIRST AND 2ND FLOORS OF NO.11 FOR USE BY OPTICIAN.

ISSUES

The issues that are relevant to the consideration of an application for consent to display advertisements are:

- Public Safety
- Amenity and Impact on the Character and Appearance of the Conservation Area

CONSULTEE RESPONSES

The following consultees were invited to comment on this application:

Salisbury City Council: Support

Salisbury City Council supports the application as long as it meets the shopfront policy

Wiltshire Council's Highways Engineer: No objection

I refer to the above planning application for 2x non illuminated traditional fascia signs and 1x non illuminated traditional projecting sign.

I raise no highway objection providing the following condition are imposed:

No part of the advertisement(s) shall be located less than 2.4m above the highway/footway.

REASON: In the interests of 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.

Wiltshire Council's Conservation Officer: Comment

The building is grade II listed and in the Salisbury City CA. There is no accompanying application for Listed Building Consent. The proposal appears to involve painting the existing plywood fascia (or a matching replacement) and applying lettering, and a new hanging sign. The lettering is described as acrylic, is this flat or 3D? The hanging sign is rather large for the location in the narrow pedestrian street, and I would suggest 450mm would be more suitable. Subject to the use of flat lettering and a reduced hanging sign, I am satisfied that the proposals would preserve the character of the listed building, the setting of surrounding LBs and the character of one of the most distinctive streets in the CA, in accordance with the aims of sections 66 and 72 of the PLBCA Act 1990, the NPPF and CP58.

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.

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 aural 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.

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. CP57 (x) specifically refers to the sensitive design of advertisements and signage.

As highlighted by comments from Salisbury City Council, the Salisbury Neighbourhood Development Plan 2020 to 2038, made March 2025 contains a 'Salisbury Design and Advertising Guide'. The guide proposes criteria for refurbished and new shopfronts, including that signage 'should be contained within

the space originally designed for the shop unit' and 'be in proportion with the building and not unduly dominate the elevation'. The guide also advises that "The fascia on a historic building should be painted timber". It proposes that the colour palette should reflect the context of the area, in historic areas this should be rich/dark colours with a matt finish and colour schemes should be "subtle and blend harmoniously with the environment".

Assessment

The application relates to a Grade II listed building, within the Salisbury Conservation Area. Butcher Row is a historic, narrow pedestrian street, with retail/commercial/pubs either side, within the centre of Salisbury. There are numerous listed buildings within the vicinity.

The proposals are to replace the existing fascia signage (see photo above) with a painted header (colour RAL5013) with 300mm high acrylic text. This text has been confirmed by the agent to be slightly raised (3-5mm). No structural changes are proposed.

The proposals also include for a new hanging sign. The original application proposed this sign to be 650 x 650mm but following comments from the Conservation Officer, this has been reduced to 450mm x 450mm. No lighting or illumination is proposed.

The existing signage is not of any historic or special character. The proposals are to paint over the existing fascia board and install new lettering and logo. The design, scale and siting of the proposed signage is similar to the existing and following amendments to reduce the scale of the hanging sign, the proposal is not considered to be overly prominent, cluttered or incongruous. The materials will be the same as the existing and the proposed signage colour is Cobalt Blue RAL 5013, this is a dark colour and in accordance with the Salisbury Design and Advertising Guide.

The Conservation Officer has commented that, subject to the lettering not being 3D and the reduced size of the hanging sign, they have no objection. The development is therefore considered to comply with Core Policy 58 of the Wiltshire Core Strategy and Sections 16, 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, as well as the relevant provisions of the NPPF.

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, Conservation Area 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 proposals are for non-illuminated signage to a retail unit located on a pedestrian street. The signage will replace existing signage. The proposed hanging sign was reduced in size during the process of the application and subsequently 2.639m is proposed from the underside of the hanging sign to the public footway below. The Highways Officer has raised no objection but requested that a condition be included to ensure that no part of the advertisement shall be located less than 2.4m above the public footway, in the interests of public safety, this will be included. An informative relating to a Section 177 (oversailing) Licence will also be included.

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.

It is considered that the advertisement, by reason of its design, scale and siting, would not result in harm to the visual amenity of the area, including the setting of the Conservation Area and 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).

RECOMMENDATION:

That Planning Permission be GRANTED, subject to conditions

For Planning Permission ref: PL/2026/02757

1. 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.

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

- Location Plan PP-14870773v1, received 29.04.2026
- Site Plan 01/185/SFSS-02, received 22.05.2026
- Existing/Proposed Elevations 01/185/SFSS-03 Rev 01, received 01.07.2026

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 materials to be used in the construction of the external surfaces of the development hereby permitted shall match in material, colour and texture those detailed on the application form and approved plans.

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

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.

Informative

1) 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.

For listed building consent ref: PL/2026/03244

1. 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.

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

- Location Plan PP-14870773v1, received 29.04.2026
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