
HERITAGE STATEMENT

Retrospective Advertisement Consent – Fascia Sign

1 High Street, Salisbury, SP1 2NH — Tech Haus

Application Ref: PL/2026/04010

1. Introduction

I'm applying for retrospective Advertisement Consent to keep the fascia sign on my shop, Tech Haus, 1 High Street, Salisbury. I'm doing this myself, so please bear with me if it's not in the usual format, I've tried to cover everything clearly.

My shop is in the City of Salisbury Conservation Area and stands near several listed buildings, though the building itself isn't listed. I also understand that an advertisement can only be judged on two things: amenity and public safety. I've covered both below.

2. The Area and the Nearby Listed Buildings

The City of Salisbury Conservation Area is protected for the survival of the medieval planned city, its old street grid and "chequers", its many listed buildings, and the consistent line of historic frontages. High Street runs down to the High Street Gate into the Cathedral Close, and its character comes from a mix of building ages, timber and brick fronts, jettied upper floors, and traditional shopfronts along a busy shopping street.

The nearby listed buildings, which include Grade II examples, matter mainly for their age, form and historic fabric, the timber framing, brickwork, windows and roofs and this is read mostly in their upper floors. What they take from their surroundings is the historic building line and the overall grain of the street, rather than the shop fascias at ground level, which have changed many times over the years.

My shopfront is part of that continuous active retail frontage. Shop signage at ground floor level is a normal and long standing feature of this street, and of historic commercial streets like it, so a fascia sign is an expected part of its everyday character.

3. The Sign, and What I'm Proposing

The sign is individual matt black lettering reading "TECH HAUS", with a small strapline on a white matt fascia. It is deliberately simple and understated.

As part of this application I'm proposing to trim the sign so it sits within the width of the shopfront reducing it to 4.24m from its current 4.4m so it no longer runs beyond the frontage. The lettering is separately applied flat and matt black non-reflective finish, keeping it plain and low key. The letters are 0.36m high and the sign projects only 0.17m from the building.

4. The Lighting

The lettering is lit by a soft halo behind the individual letters only. The letter faces and the fascia are not lit and there is no illuminated box or panel. It is set to a low static level (200 cd/m²), giving a gentle glow around the letters rather than lighting up the shopfront or the pavement and there is no light spilling onto neighbouring buildings. To keep any night time effect to an absolute minimum, I'm happy for the illumination to be switched off outside my trading hours.

5. Effect on the Conservation Area and the Listed Buildings

Trimmed to fit and kept plain and simple, the sign sits at fascia level, on the same line as the other signs along the street. Its size, proportions and plain colours keep it subordinate to the building and in keeping with the streetscape. It does not break the historic building line, and it does not touch or hide the upper floors or roofs that give the conservation area and the listed buildings their character. I believe the character and appearance of the conservation area are preserved.

The sign is at ground floor level on a building that is not listed. It does not touch, cover or physically affect any listed building, and it does not intrude on the upper elevations that make those buildings important. It is fixed to the shopfront fascia rather than to any historic or decorative fabric of the building, so it causes no physical harm to the building. For these reasons I do not believe there is any harm to the significance or setting of the nearby listed buildings.

Because the lighting is limited to a soft halo behind the letters at a low static level, there is no light spilling onto neighbouring historic buildings or the pavement and no real effect on the look of the street at night.

Taken together, I believe the sign causes no harm to the significance of any heritage asset.

6. Public Safety

The sign does not raise any public safety issues. It is a fixed sign flat against the shopfront and not a digital, moving or flashing display, so there is nothing to distract drivers. It projects only 0.17m, so it does not overhang the pavement dangerously, block visibility or get in the way of pedestrians or road signs.

7. Conclusion

I hope I've shown that the sign is modest and restrained proposing to bring it within the width of the shopfront. I believe it preserves the character and appearance of the City of Salisbury Conservation Area and causes no harm to the significance or setting of the nearby listed buildings and it raises no public safety concerns.

For these reasons I believe the sign meets the tests that apply to advertisements (amenity and public safety), the duty under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to preserve the character and appearance of the conservation area, the National Planning Policy Framework and Core Policies 57 and 58 of the Wiltshire Core Strategy. I respectfully ask that consent be granted to retain the sign, trimmed to fit the shopfront with its halo illumination.

I'm very happy to discuss anything.