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| <b>Application Number:</b> | PL/2026/03745                                                      |
| <b>Location:</b>           | Milford Hall Hotel, Castle Street, Salisbury, SP1 3TE              |
| <b>Proposal:</b>           | Installation of a freestanding hotel sign at the front of the site |

[SP1 3TE - Google Maps](#)

[151 Castle St - Google Maps](#)

## Introduction and Proposal

The proposal relates to the installation of a freestanding hotel sign at the front of the site which would be in the form of a totem sign of dimensions 3m high, 1.2m wide and 0.5m deep and internally illuminated. This double-sided totem sign is intended to replace the existing post mounted hanging signs in this general location.

## Highway Considerations

The proposed signage is indicated on the Site Plan (Drawing No.1130-20-701) to be set back a distance of 2.2m from the edge of the carriageway, within the site frontage and set back behind the low boundary wall.

The proposed signage would be more imposing than the current sign with a solid form of 3m height, which would be located within the established planting which fronts the site.

An assessment of the visibility from the site access for emerging vehicles considers that the location of the signage would not compromise the available visibility from a point measured 2.4m back into the access and extending a distance of a minimum of 43m to the nearside carriageway edge to the north-west, as indicated by the blue line below. This level of visibility accords with the requirements set out in Manual for Streets as appropriate for this location.



## **Summary and Recommendations**

The proposal relates to the replacement of existing pole mounted signs with a double-sided totem sign in the same general location

The proposed totem sign would provide a solid feature in the frontage of the site, set back a distance indicated on the proposed Site Plan to be of 2.2m behind the existing walled boundary.

In assessing the visibility that would be available from the site access, it is considered that a minimum visibility splay to the north-west of 2.4m by 43m would be maintained and therefore the proposed signage would not result in any adverse impact on the highway or users of the highway and site access.

It is therefore recommended that no highway objection is raised subject to the following condition being attached to any permission granted.

The intensity of the illumination of the advertisements hereby approved shall adhere to the requirements of the current government guidance.

REASON: In the interests of amenity and public safety.

**Amanda Hall**  
**Highways Development Management Engineer**