

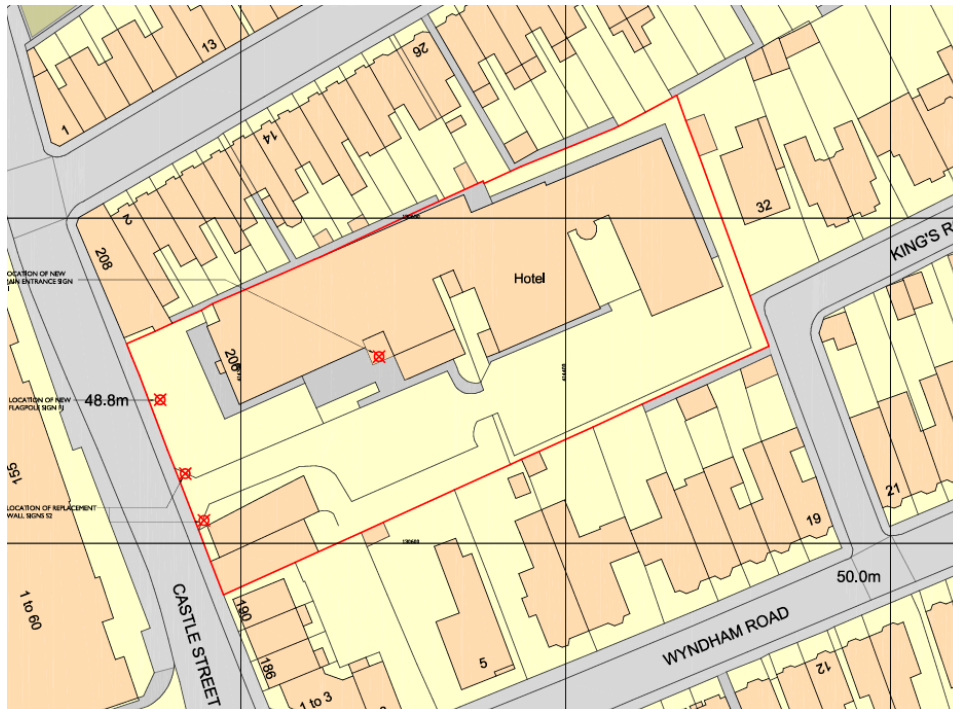
APPLICATION FOR ADVERTISEMENT CONSENT

CASE OFFICER REPORT

APPLICATION REFERENCE:	PL/2026/03515
APPLICATION TYPE:	Consent to display an advertisement
SITE ADDRESS:	Milford Hall Hotel, Castle Street, Salisbury, SP1 3TE
DEVELOPMENT DESCRIPTION:	Replacement hotel signage to comprise a fascia signs over the main entrance to the building, two signs affixed to the front wall (one each side of the site entrance) and a new flagpole sign (existing flagpole to be retained)
RECOMMENDATION:	Approve, with conditions

SITE DESCRIPTION/CONTEXT

Hillford Hall Hotel is a well established Hotel, restaurant and spa which 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 Grade II* listed building that fronts Castle Street and has previously been extended to the rear.



PROPOSAL:

The site already benefits from some existing signage and the current application (and associated Listed Building Consent PL/2026/03517) seeks the following:

- A new LED Halo illuminated fascia sign over the entrance lobby to the hotel. The entrance lobby is a new extension to the building having been granted planning permission in early 2024.
- Two panel signs, one each side of the entrance and affixed to the front boundary wall in place of the two existing signs in this location, which will utilise the existing ground lights set within the existing driveway
- Removal of the existing timber post sign at the front of the building and its replacement with a new flagpole with flag advertisement attached.

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

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

National Planning Policy Framework (NPPF)

Planning Practice Guidance (PPG)

- Advertisements

Wiltshire Core Strategy 2015 (WCS):

- 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

Neighbourhood Plan:

Salisbury Neighbourhood Development Plan 2020-2036 Shopfront Design Guide

Supplementary Planning Documents:

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

RELEVANT PLANNING HISTORY:

Proposal / Summary
13/04679/FUL - Full planning permission Decision - Approve with Conditions Date: 6/12/2013 – Conversion and extension of former coach house to create fitness suite, including spa pool and associated facilities and external works
13/04686/LBC - Listed building consent Decision - Approved Date: 6/12/2013 – Conversion and extension of former coach house to create fitness suite, including spa pool and associated facilities and external works
S/2007/0715 - Full planning permission Decision - Refused Date: 3/8/2007 – ERECTION OF A PART GROUND AND PART FIRST STOREY EXTENSION TO EXISTING MODERN HOTEL ANNEX TO CREATE 11 HOTEL BEDROOM SUITES AT THE REAR OF HOTEL
S/2007/0716 - Listed building consent Decision - Approve with Conditions Date: 4/9/2007 – ERECTION OF A PART GROUND AND PART FIRST STOREY EXTENSION TO EXISTING MODERN HOTEL ANNEX TO CREATE 11 HOTEL BEDROOM SUITES AT THE REAR OF HOTEL

S/2007/0717 - Full planning permission Decision - Approve with Conditions Date: 22/5/2007 – ERECTION OF A SMALL 13.5 SQ. M EXTENSION AND INTERNAL ALTERATIONS TO THE CONFERENCE SUITE, INCLUDING THE LOSS OF ONE GUEST BEDROOM TO CREATE FULLY COMPLIANT DISABLED TOILET FACILITIES, TO THE REAR OF THE HOTEL
S/2007/0718 - Listed building consent Decision - Approve with Conditions Date: 28/6/2007 – ERECTION OF A SMALL 13.5 SQ. M EXTENSION AND INTERNAL ALTERATIONS TO THE CONFERENCE SUITE, INCLUDING THE LOSS OF ONE GUEST BEDROOM TO CREATE FULLY COMPLIANT DISABLED TOILET FACILITIES, TO THE REAR OF THE HOTEL
S/2003/2432 - Full planning permission Decision - Approve with Conditions Date: 27/4/2004 – CONVERSION / EXTENSION TO FORMER COACH HOUSE TO CREATE FITNESS SUITE INCLUDING SPA POOL
S/2003/2433 - Listed building consent Decision - Approve with Conditions Date: 12/7/2004 – CONVERSION / EXTENSION TO FORMER COACH HOUSE TO CREATE FITNESS SUITE INCLUDING SPA POOL
S/2012/0714 - Full planning permission Decision - Approve with Conditions Date: 6/7/2012 – Single storey extension to east elevation of main house to provide additional leisure facilities including incorporation of pitched and mono-pitched roofs together with alterations to existing reception facade incorporating automatic sliding doors and ass
PL/2023/10103 - Listed building consent (Alt/Ext) Decision - Approve with Conditions Date: 5/2/2024 – Proposed hotel main entrance extension, restaurant extension to replace an existing lightweight structure, alterations to front elevation of spa building and the installation of solar PV panels
PL/2023/09702 - Full planning permission Decision - Approve with Conditions Date: 5/2/2024 – Proposed hotel main entrance extension, restaurant extension to replace an existing lightweight structure, alterations to front elevation of spa building and the installation of solar PV panels
PL/2024/04136 - Consent to display an advertisement Decision - Withdrawn by Applicant Date: 13/6/2024 – Replacement hotel signage to comprise two fascia signs, two signs affixed to the front wall (one each side of the site entrance) and a replacement flagpole sign
PL/2024/04137 - Listed building consent (Alt/Ext) Decision - Withdrawn by Applicant Date: 13/6/2024 – Replacement advertisements to comprise a sign over the entrance lobby, two signs on the front boundary wall (one either side of the access) and a sign on the side elevation of the spa building
PL/2024/04622 - Full planning permission Decision - Approve with Conditions Date: 10/7/2024 – Proposed first floor fire escape door and external escape staircase.
PL/2024/04885 - Listed building consent (Alt/Ext) Decision - Approve with Conditions Date: 10/7/2024 – Proposed first floor fire escape door and external escape staircase.
PL/2024/11633 - Full planning permission Decision - Withdrawn by Applicant Date: 25/6/2025 – Installation of two kitchen vents on the north elevation of the building
PL/2024/11634 - Full planning permission Decision - Approve with Conditions Date: 15/8/2025 – Proposed siting of four air handling units with an enclosure at the rear of the building

ISSUES

Advertisement applications are subject to a distinct statutory regime. The Local Planning Authority may only consider the effect of the proposal on amenity and public safety. Other matters, including the

content of the advertisement or commercial considerations, are not material to the determination of the application.

CONSULTEE RESPONSES

The views of consultees are material considerations in the determination of the application. However, the decision-maker must exercise their own planning judgement. Where consultees raise concerns or recommend conditions, these have been considered and are addressed within the assessment section of this report.

The following consultees were invited to comment on this application:

Salisbury City Council: *Comment - Salisbury City Council notes the resident's concerns and requests that the shopfront policy is adhered to.*

Wiltshire Council's Highways Engineer: No Objection

Wiltshire Council's Conservation Officer: No Objection

Historic England: No comment

REPRESENTATIONS

Below is a summary of the representations received during the consultation period. Only material planning considerations have been taken into account in the assessment of this application. Non-material issues, such as property values or private legal disputes, cannot be considered in the determination process.

One letter of objection was received relating to the potential of such signage visual appearance and the potential distractions to drivers.

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.

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, including features of historic, architectural, cultural or landscape interest.

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

Policies DP1-DP4 of the NPPF require development to contribute positively to the quality of places, respond appropriately to local character and context, and achieve a high standard of design. Whilst advertisement applications are determined primarily with regard to amenity and public safety, these policies provide useful context when assessing the impact of signage upon the character and appearance of an area.

The heritage policies HE4-HE10 of the NPPF provide further guidance regarding the conservation and enhancement of heritage assets and their settings.

Assessment

The proposed VOCO fascia sign is of a scale and design appropriate for such a feature and it would sit sympathetically upon the elevation of the building. The sign would be facing the existing car parking area on the modern part of the hotel. Due to its position, it would be screened from view along Castle Street and therefore is not considered to pose any visual harm.

In addition, the illuminance levels are acceptable with the use of internally illuminated LED Halo lighting. Again, due to its location, this would clearly demonstrate the main lobby entrance for visitors when parked in the car park but would not be visually prominent from within the streetscene.

The proposed front boundary wall panel signs are modest in scale and design would be replacing existing signage in these positions. Furthermore, the signs would only be illuminated via the existing ground set lights within the driveway.

Considering the above the boundary wall signage is considered comparable to the existing arrangement on site and is purely replacing the existing signage with the rebranding of the hotel.

The proposed flagpole would be situation within the front boundary of the building in front on the Listed Building itself. The flagpole is of a standard scale and design and would be well stepped back from the highway. Visually, the flagpole is not considered to pose any visual harm upon the overall character and appearance of the area which would warrant a refusal.

The third party objection comments have been carefully considered in relation to the visual impact upon the signage within the Medieval City, however, the Councils Conservation was consulted on the proposal and raised no objections:

The building is grade II listed and we are required to pay special regard to the desirability of preserving its character and setting by sections 16 and 66 of the PLBCA Act 1990. The NPPF, CP58 and Historic England guidance also apply.*

The halo illumination of the lettering over the rear entrance door, which lies in a modern extension, will not be excessively bright and will have no significant impact on views of the historic parts of the building. The replacement signage on the flank walls is similar to the existing and raises no concerns;

existing pavement lighting will remain. The additional flagpole and corporate flag will be in a prominent location but would not seem out of place in association with the hotel: I would however, suggest that the pole should be located far enough from the other so that the flags don't overlap.

I am satisfied that the proposals would preserve the character and setting of the listed building.

Having regard to the character of the area, the design, scale, siting and illumination of the proposed advertisement, it is considered that the proposal would not cause harm to the visual amenity of the area, either individually or cumulatively, 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 NPPF supports the creation of safe environments and the protection of public safety. In the context of advertisement control, particular regard should be had to the effect of the advertisement on highway safety and the safe movement of pedestrians and vehicles.

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

Officers note concerns raised in regard to the potential distraction of signage within the area upon road users. Therefore, the Councils Highways officer was consulted on the proposal and provided the following comments:

The fascia signs proposed are a straight replacement of the existing signage to the hotel entrance lobby and the vehicular access, with no changes to the illumination that would adversely affect the safety of highway users.

The proposed flagpole sign is proposed to be located adjacent to an existing flag pole which is set within the walled frontage of the hotel and set back from the highway.

The flag pole would be set back approximately 1.5 metres from the footway fronting the site and at a height of 5m from the ground to the base of the flag, such that there would be no adverse impact on the safe use of the highway.

Summary and Recommendations

The proposals are for the provision of replacement fascia signage and a new flag pole sign for the existing hotel.

The fascia signs are intended to replace existing signage with no alterations to the means of illumination, and would not result in any adverse impact on the highway.

The proposed flag pole would be located adjacent to any existing flag pole sign within the frontage of the site and set back sufficiently to ensure there would be no adverse impact on the highway or users of the highway.

It is therefore recommended that no highway objection is raised.

Having regard to its siting, scale, illumination and relationship with the surrounding highway network, 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.

Public Sector Equality Duty (PSED):

In reaching this decision, due regard has been had to the Public Sector Equality Duty under Section 149 of the Equality Act 2010. This requires the Local Planning Authority to have regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations between persons who share a protected characteristic and those who do not.

The Local Planning Authority is satisfied that the proposal would not result in any unlawful discrimination and that any impacts on protected groups have been appropriately considered as part of this assessment.

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, siting, and method of illumination, would not result in harm to the visual amenity of the area, including the setting of the heritage asset. 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).

All conditions imposed have been assessed against the tests set out in Policy DM6 of the NPPF and are considered to be necessary, relevant to planning, relevant to the development to be permitted, enforceable, precise and reasonable in all other respects.

Conditions:

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:

1130-20-204A Location and block plan received 03/06/26

11 30-20-402A Proposed elevations received 03/06/26

11 30-20-403A Sign details received 03/06/26

1130-20-401A Proposed site plan received 03/06/26

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

3. The illumination of the signs) hereby permitted shall be static and shall not be of a flashing type.

REASON: In the interests of amenity and/or public safety.