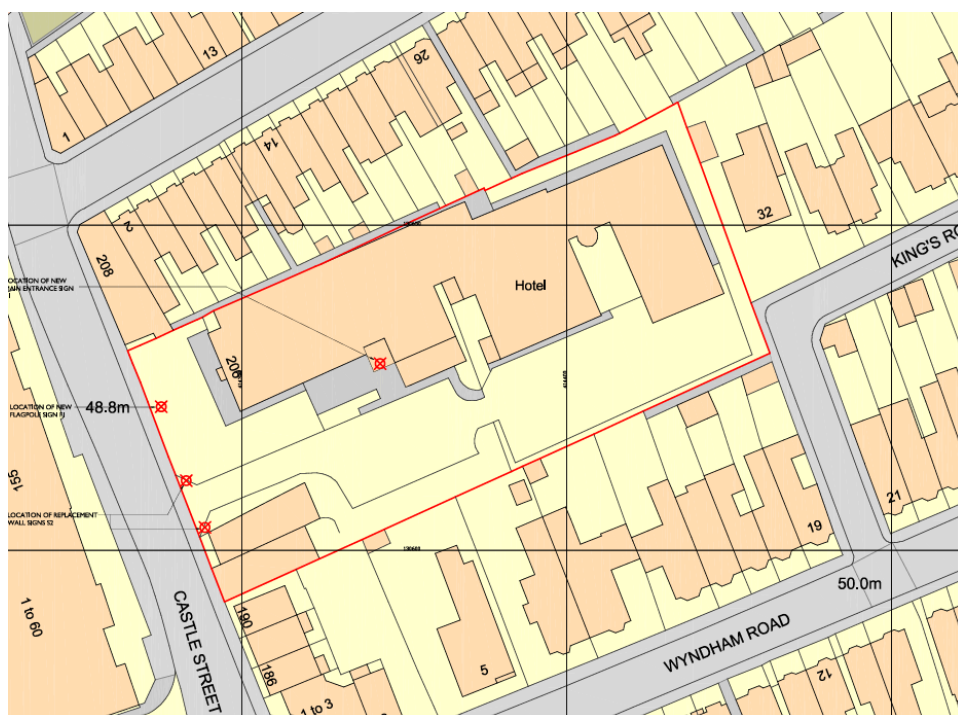


APPLICATION FOR LISTED BUILDING CONSENT OFFICER DELGATED REPORT

APPLICATION REFERENCE:	PL/2026/03517
APPLICATION TYPE:	Listed building consent (Alt/Ext)
SITE ADDRESS:	Milford Hall Hotel, Castle Street, Salisbury, SP1 3TE
DEVELOPMENT DESCRIPTION:	Replacement advertisements to comprise a sign over the entrance lobby and two signs on the front boundary wall (one either side of the access)
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 more modernly to the rear.



The list entry, for means of identification purposes only, provides the following description:

Circa 1800, 2 storeys and attic, brick, rusticated stone quoins painted, small moulded and bracketed cornice, plain parapet, stone coping, very wide slate mansard roof. Flanking chimneys, 3 windows 4 panes wide on first floor. 2 windows and central door on ground floor.

All windows have moulded stone cills and shaped C19 early sun blindcases. 6-Panelled door, arched fanlight over with radiating, wreathed and concentric glazing pattern, under deep porch, with carved 'palm trunk' columns and pilasters. broken entablature with denticulated cornice and

curved, moulded, denticulated open pediment. End elevation have 2 windows in attic. The house is set back from the road in garden flanked by limes and a group of fine cedars to right hand. Interior has staircase with mahogany handrail, square balusters, turned newels.

PROPOSAL

the current application (and associated Advert Consent PL/2026/03515) 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 PLANNING HISTORY

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

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

Legislation

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.

National Policy and Guidance

The National Planning Policy Framework (NPPF) August 2026 sets out government policy, including in respect of the historic environment.

Chapter 20 - *Conserving and enhancing the historic environment*, recognises heritage assets as an irreplaceable resource. Heritage assets should be conserved in a manner appropriate to their significance, with harm avoided unless there is a clear and convincing justification. Decision-makers are required to apply a balanced approach, giving substantial weight to the conservation of heritage assets and weighing any harm to significance against the public benefits of the proposal.

Chapter 5 of the NPPF sets out policies for *Meeting the challenge of climate change* and gives substantial weight to the benefits of improving the energy efficiency of existing buildings and/or drawing energy from district heat networks, renewable and low carbon sources (including through the installation of heat pumps and solar panels where these do not already benefit from permitted development rights).

National Planning Practice Guidance provides guidance on interpreting the NPPF.

Historic England's *Conservation Principles, Policies and Guidance* (2008) provides policy and guidance for the "sustainable management of the historic environment". Additional guidance on the application of policies set out in the NPPF is contained within their publications:

- Historic Environment *Good Practice Planning Advice Note 2 – Managing Significance in Decision-Taking in the Historic Environment* (2015)
- Historic Environment *Good Practice Planning Advice Note 3 – The Setting of Heritage Assets 2nd edition* (2017)
- Historic England *Advice Note 2 – Making changes to Heritage Assets* (2025)
- Historic England *Advice Note 18 – Adapting Historic Buildings for Energy and Carbon Efficiency* (2026)
- *Traditional Windows: their care, repair and upgrading* (2017)

Wiltshire Core Strategy:

Whilst not directly relevant to listed building consent applications, the below policies give an indication of the Council's approach to development affecting heritage assets:

- Core Policy 57 'Ensuring high quality design and place shaping': A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality.

- Core Policy 58 'Ensuring the conservation of the historic environment' requires that "designated heritage assets and their settings will be conserved, and where appropriate enhanced, in a manner appropriate to their significance."

ISSUES

Impact upon the preservation of the listed building or its setting or any features of special architectural and/or historic interest.

CONSULTATION RESPONSES

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

Conservation Officer – No objection

Historic England – No comment

REPRESENTATIONS

None received

ASSESSMENT

Impact of proposals on the significance and setting of the building/structure:

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 considering 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 policies HE4-9 of the National Planning Policy Framework (NPPF), and relevant local heritage policies and guidance.

The proposed fascia sign is to be located upon the modern extension of the building and is facing the existing car parking area. No loss of historic fabric is proposed, and due to the nature of the site being a well-established hotel, such uses are associated with such signage.

The overall scale, design and illuminance is considered acceptable and is not considered to pose any visual harm upon the setting of the Heritage Asset.

The proposed replacement curtilage boundary wall signs, although located to the front boundary wall (and therefore considered to be curtilage listed) the signs are replacement signs of similar design and scale, just rebranded. The existing ground set lighting will be utilised again and therefore the proposal is not considered to pose any significant alterations to the existing arrangement on site. Therefore, the replacement signs are considered to preserve the setting of the Heritage Asset.

The proposed flagpole would be positioned directly in front of the Heritage asset within the front curtilage adjacent the existing flagpole. Although clearly visible the nature of such an addition is not considered to pose any significant harm which would warrant a refusal. The slimline design ensures the elevation of the Heritage asset would remain clearly visible with no loss of fabric or direct impact upon the significance of the building itself.

The Conservation Officer was consulted on the proposals and provided the following comments:

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 proposal in this (and the associated ADV app) involves replacement of some existing signage, the introduction of new signage over the south rear entrance door, and an additional flagpole flying a corporate flag. 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.

CONCLUSION

In this case the proposals will have no effect on the significance of the heritage asset(s). On this basis no specific justification is required however it is considered the works will assist in securing the future use of a heritage asset in support of its long-term conservation. The requirements of current conservation legislation, policy or guidance are met.

The requirements of current conservation legislation, policy or guidance are met and the application is recommended for approval.

RECOMMENDATION:

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

1. The works for which Listed Building Consent is hereby granted shall be begun 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 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.