

HERITAGE, DESIGN & ACCESS STATEMENT



RETROSPECTIVE ADVERTISEMENT CONSENT FOR EXISTING SHOPFRONT SINGNAGE

at

**34 HIGH STREET
SALISBURY
WILTSHIRE
SP1 2NT
for**

MR SIMMS SALISBURY LTD



REDBRIDGE HOUSE, WATER LANE, UPPER CLATFORD, ANDOVER, HAMPSHIRE. SP11 7PP
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September 2026

1.0 **INTRODUCTION**

- 1.1 This Design and Access Statement has been prepared in support of a retrospective application for advertisement consent at 34 High Street, Salisbury, SP1 2NT.
- 1.2 The purpose of this statement is to describe the existing advertisement, its relationship with the host building and surrounding High Street, and to consider its visual and heritage impact.

2.0 **SITE LOCATION & CONTEXT**

- 2.1 The application site is located at 34 High Street, Salisbury, Wiltshire, SP1 2NT. The property occupies a prominent position within the historic city centre, on the pedestrianised section of High Street and directly opposite the entrance to the Old George Mall Shopping Centre.
- 2.2 No. 34 is situated immediately adjacent to No. 32 High Street, a Grade II listed building (List Entry No. 1023682).
- 2.3 The Listed building dates principally from the late 18th century, with an earlier structure behind, and is a three-storey painted brick building with a hipped old tile roof and a distinctive first-floor canted bay window. Its ground-floor shopfront has been altered over time.
- 2.4 The site therefore forms part of the historic commercial frontage of Salisbury High Street, where historic buildings and contemporary retail uses sit alongside one another

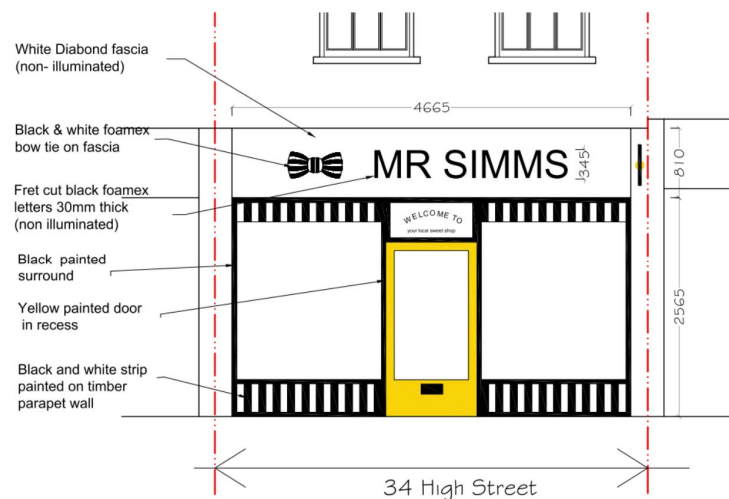
3.0 **EXISTING & EARLIER SHOPFRONT**

- 3.1 The premises at 34 High Street have historically been occupied by retail businesses. Prior to the current occupation by Mr Simms Sweet Shop, the property was occupied by men's clothing retailer.



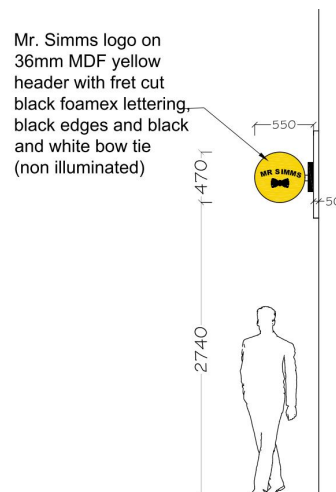
34 High Street- Salisbury- formerly occupied by James Meade Menswear, established in 1982

- 3.2 The premises are currently occupied by Mr Simms Sweet Shoppe and the existing shopfront incorporates the company's established yellow and black branding. The current frontage includes a yellow fascia, yellow entrance door and a projecting sign incorporating the Mr Simms branding.
- 3.3 This application is retrospective. Following discussions with the Planning Officer regarding the appearance of the existing yellow fascia, it is proposed to replace the yellow fascia with a white, non-illuminated Diabond fascia, providing more subdued appearance.
- 4.0 **THE PROPOSAL**
- 4.1 The revised approach seeks to retain the recognisable Mr Simms branding while providing a more restrained shopfront treatment, particularly given the close proximity of the premises to the adjoining Grade II listed building at 32 High Street.
- 4.2 The proposed white fascia is intended to sit more comfortably within the established historic character of the High Street and reduce the visual prominence of the frontage.
- 4.3 Mr Simms has also used a more restrained white shopfront treatment at other locations, including its premises in Bath and Canterbury. This provides an established precedent for adapting the company's branding to suit the character and heritage context of individual locations.



34 High Street- Salisbury proposed appearance

- 4.2 The entrance door frame will be finished in a soft yellow tone (referenced as 'Yellow Delux Easter Mom 2'), selected to provide a subtle and sympathetic appearance within the historic streetscape.
- 4.3 Above the entrance door, a 'Welcome to Mr Simms Sweet Shop' message is proposed in vinyl lettering applied to the internal face of the glazing. This will be a non-illuminated, reversible intervention with no impact on the shopfront
- 4.4 The Mr Simms logo is proposed to be formed in 30mm thick fret-cut Foamex lettering. The lettering will feature a black edge with a black face, and will be fixed directly to the Diabond fascia.
- 4.5 The existing timber surround to the glazing will be painted black. Black and white vinyl strips forming part of the Mr Simms branding will be applied internally along the upper section of the glazing.
- 4.6 The existing timber parapet will also be retained and painted with the Mr Simms black and white striped branding.



34 High Street- Salisbury proposed projecting sign

- 4.7 The projecting sign will follow the established Mr Simms Company branding, taking the form of a circular 'lollipop' sign with a diameter of 470mm. The sign will project approximately 550mm from the proposed fascia towards the street and will be positioned at approximately 2.740m above ground level.
- 4.8 The sign will comprise a 36mm thick MDF yellow header with black Foamex lettering. It will be non-illuminated.

5.0 **SUMMARY**

- 5.1 The proposed signage retains the established Mr Simms branding while providing a more restrained shopfront treatment. The yellow fascia will be replaced with a white, non-illuminated Diabond fascia, with the yellow entrance door and projecting sign retained.
- 5.2 The revised frontage and signage are intended to complement the character of the High Street and respect the setting of the adjoining Grade II listed building.

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19/09/2026