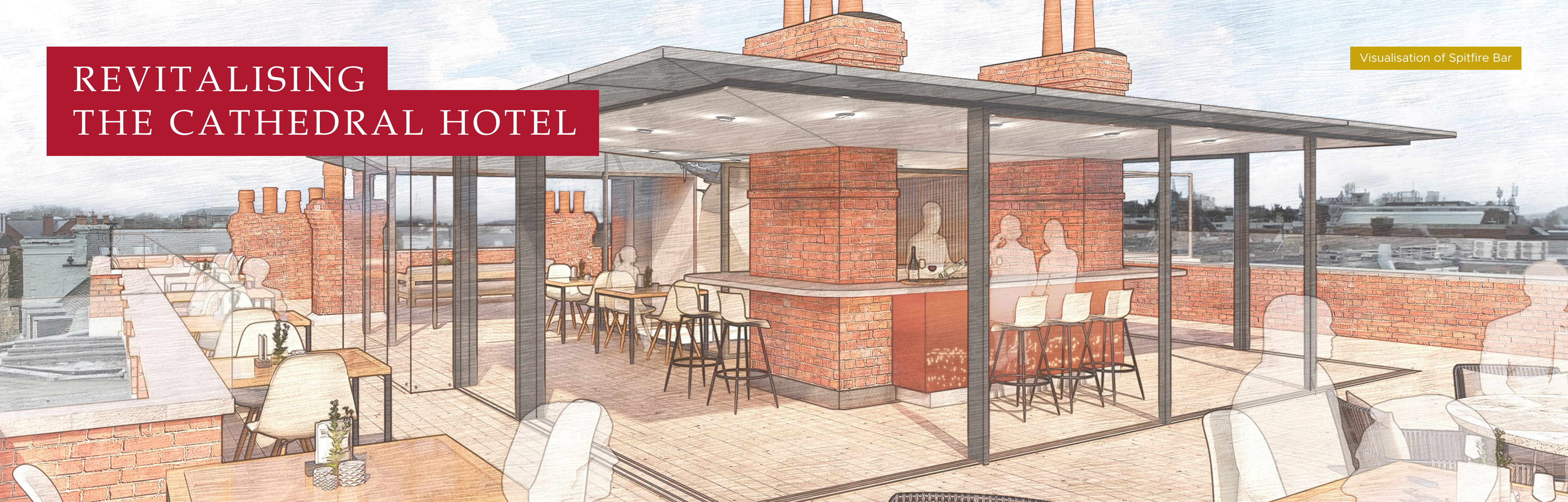


REVITALISING THE CATHEDRAL HOTEL

Visualisation of Spitfire Bar



Larasian, a local business with strong personal links to Salisbury, is excited to introduce plans for renovating the vacant Cathedral Hotel on Milford Street, Salisbury.

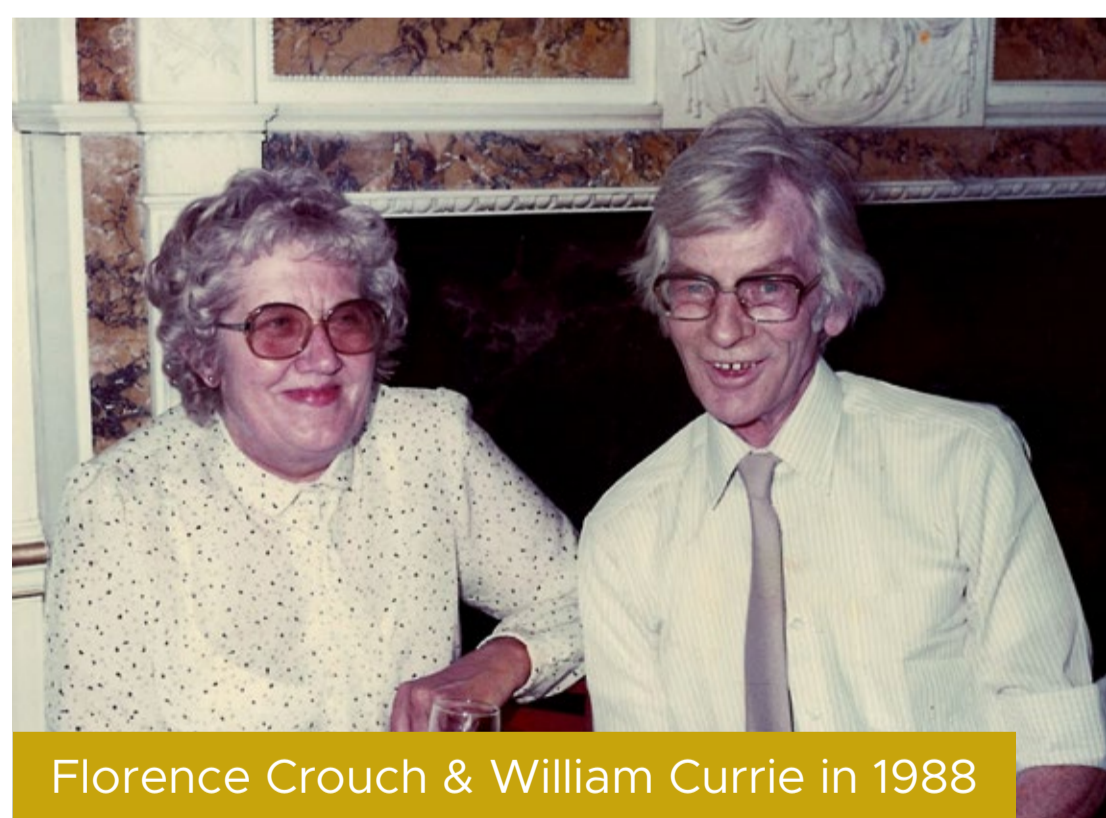
Our vision is to sensitively revitalise this local landmark into a high-quality boutique hotel with 13 luxury suites, filling a crucial gap in Salisbury's local hospitality market, drawing more visitors to this great City and saving an historic hotel building. A revitalised hotel restaurant with access to a private landscaped courtyard will provide a perfect setting for al fresco dining for visitors and locals alike.

Revitalising the Cathedral Hotel for future generations will have many benefits for local people and businesses, including significantly improving the street scene and boosting Salisbury's economy.

A key element of the vision is for a new rooftop Spitfire Bar, envisioned as a tribute to all the local workers who bravely contributed to our nation by secretly working on Spitfire components in Salisbury. The proposed Spitfire Bar would deliver unrivalled views of Salisbury Cathedral spire and the city's skyline, providing a premier attraction for the City.

ABOUT LARASIAN

Larasian's founder, Brian Currie, was born, educated and has spent most of his life here in Salisbury. Brian therefore has a profound connection to the City and is deeply committed to bringing the Cathedral Hotel into viable and sustainable use.



Florence Crouch & William Currie in 1988

Brian's parents, Florence Crouch and William Currie, met while working in a Salisbury factory making Spitfire parts. They married in 1945 and had four children, all born, educated and brought up in Salisbury. They and many others contributed significantly to our nation by working in secret on this vital task.

The redevelopment of The Cathedral Hotel will seek to honour this heritage through a Spitfire Bar on the hotel's roof, providing stunning views of the city. The project will also significantly boost Salisbury's hospitality and tourism sectors.

YOUR VIEWS

This exhibition provides an overview of the proposals and members of our team are available to help answer questions.

We are also collecting feedback today and would welcome your thoughts on the proposed development. We encourage you to complete a feedback form and place it in the box provided.

You can also provide feedback online at www.cathedralhotel.co.uk

THE CATHEDRAL HOTEL

HISTORY OF THE CATHEDRAL HOTEL

The Cathedral Hotel was listed as a Grade II building in 1972. The listed building has a rich history and has evolved architecturally since its original construction in 1594.

The third floor was added in 1929 and at a similar time the eastern range was added, which houses the current kitchen, servicing areas, bathrooms, and additional rooms on the upper floors. The rear of the hotel was also substantially rebuilt, retaining only minor elements of its pre-1929 structure.

The façade showcases 18th and 19th-century elements, including red brick, stone bands, the ground floor is decorated in stuccoed plaster, and a moulded stone cornice. The nine-bay front features canted bays and an elaborate cast-iron balcony.

Inside, the hotel boasts an 18th-century oak staircase, mid-18th-century panelling, and 19th-century decorative plaster arches.



Existing Frontage

THE CATHEDRAL HOTEL NOW

For many years, the Cathedral Hotel served as a popular venue for both locals and visitors, but in 2022 the hotel closed its doors and has since remained vacant.

The hotel is therefore a grossly underutilised site within Salisbury's City centre which, in its current vacant state, detracts from the City in terms of its appearance and lack of contribution to the local economy.

The Cathedral Hotel is centrally located at the end of Milford Street, close to Guildhall Square and Market Place. Its prime location in the heart of Salisbury makes it a convenient and attractive destination for guests looking to explore the city's many attractions. The hotel's proximity to key landmarks, such as Salisbury Cathedral and the bustling Market Place, emphasises its importance within the community and the crucial need for its regeneration.



Existing Rear Courtyard

OUR VISION

Our vision for the Cathedral Hotel is to reinvigorate a long-term vacant building into a high-quality boutique hotel with 13 luxury suites.

The regeneration of the hotel would fill a crucial gap in Salisbury's local hospitality market, drawing more visitors to the City, and saving a historic hotel building.

The vision includes:

- **Regeneration:** Revitalising a long-term vacant brownfield site in the heart of Salisbury and bringing the hotel back into active economic use.
- **Luxury Accommodation:** 13 bespoke luxury ensuite hotel suites designed to offer an unrivalled guest experience.
- **Dining and Leisure:** A revitalised restaurant with access to a private landscaped courtyard, providing a perfect setting for al fresco dining, serviced by a new modern kitchen housed in a new infill extension.
- **Health and Wellness:** On-site treatment rooms for spa services, adding a wellness component to the guest experience.

- **Event Hosting:** A lobby area and Club Room suitable for various functions and private hire events, supporting local businesses and local community gatherings.
- **Spitfire Bar:** As a tribute to local heritage, the rooftop Spitfire Bar cocktail bar would offer panoramic views of Salisbury Cathedral and the historic city skyline. The Spitfire Bar is a unique opportunity to honour the local workers who contributed to WWII efforts.
- **Boosting the local economy:** The proposed redevelopment will provide a significant economic benefit to the city by generating new employment opportunities and enabling a significant uplift in visitor spending, contributing to the city's long-term economic stability.



SENSITIVE DESIGN

Visualisation of proposed frontage



The design approach focuses on sensitively preserving the building's history while also providing the opportunity to sensitively enjoy the City's skyline.

The design approach will reinvigorate the hotel frontage at street level, providing a consistent and appropriate frontage that reflects and respects historic elements of the original Cathedral Hotel.

Larasian is keen to deliver a respectful development and is working alongside trusted local architect BrightSPACE, (now part of national architects practice Corstorphine & Wright).

Key architectural features, such as the original chimneys, will be preserved, while deteriorated elements will be replenished. This approach will ensure minimal visual impact on the skyline, maintaining the historic charm of the area while fostering community and economic growth.

- **Improved Street Scene:** The design approach will reinvigorate hotel frontage at street level, providing a consistent and appropriate frontage that reflects historic elements of the original Cathedral Hotel.
- **Minimal Visual Impact:** A comprehensive visibility study using LiDAR data has mapped potential visual impacts of the proposed development. The study indicates that the Spitfire Bar, owing to the visually permeable design which utilises mainly glass, will be minimally visible from key points in the City, ensuring that the integrity of Salisbury's skyline is maintained.

- **Revitalised Rear Courtyard & Bespoke Art:** As well as reintroducing opportunities for al fresco dining at the hotel, the revitalised rear courtyard will include a new piece of public art intended to pay homage to Salisbury's skyline with a bespoke backlit corten steel cityscape.
- **Retaining Key Features:** The main internal staircase will be retained as will the original chimneys which will be incorporated as attractive features within the rooftop bar proposals.
- **Removing Decaying Structures:** The plans include the removal of unsightly metal fire escape staircases to the rear with a safe and modern fire escape route within a zinc-clad enclosure with a glazed top section. Existing roof structures, including sheds housing old plant machinery and ageing roof lanterns, will also be removed.

SPITFIRE BAR

A key element of the vision is the creation of a new rooftop Spitfire Bar, envisioned as a tribute to all the local workers who contributed significantly to our nation by secretly working on Spitfire components in Harnham and other locations in and around Salisbury during World War II.

This celebration of their dedication and craftsmanship aims to recognise Salisbury's unique historical contribution to the war effort.

The Spitfire bar will be designed to fit sensitively and seamlessly into its setting, utilising glazing to create a visually permeable structure.

The proposed rooftop Spitfire Bar is essential to ensuring a viable redevelopment of this site, providing a compelling attraction for both locals and visitors. Designed to offer a sophisticated and relaxed atmosphere, the bar will be a premier destination with unrivalled views of Salisbury Cathedral spire and the City's picturesque skyline. Guests will be able to enjoy the stunning scenery while savouring carefully crafted beverages, making it a standout feature of the boutique hotel.

In addition to its aesthetic and appeal, the Spitfire Bar will play a crucial role in the economic success of the redevelopment. By drawing a steady stream of patrons, it will help to sustain the overall operations of the hotel and contribute to the vibrancy of Salisbury's social and hospitality scene. The bar's unique concept, blending historical homage with contemporary elegance, promises to make it a landmark destination in its own right.

Floorplan of proposed Spitfire Bar



Visualisation of Spitfire Bar



REAR COURTYARD

Proposals include a renovated restaurant with access to a private landscaped courtyard, serviced by a new modern kitchen housed in a thoughtfully designed infill extension.

This transformation aims to enhance the dining experience for guests by combining gourmet cuisine with an inviting atmosphere.

In addition to reintroducing opportunities for al fresco dining at the hotel, the revitalised rear courtyard will feature a new piece of public art intended to pay homage to Salisbury's skyline. This bespoke backlit corten steel cityscape will be a striking focal point, celebrating the architectural beauty and historical significance of the city. The artwork will provide an inspiring backdrop for diners, creating a unique and memorable ambiance.

The rear courtyard will also benefit from the replacement of the two unsightly metal staircases at the rear of the building. They will be replaced with an enclosed fire escape core, clad in zinc and with a glazed top section.



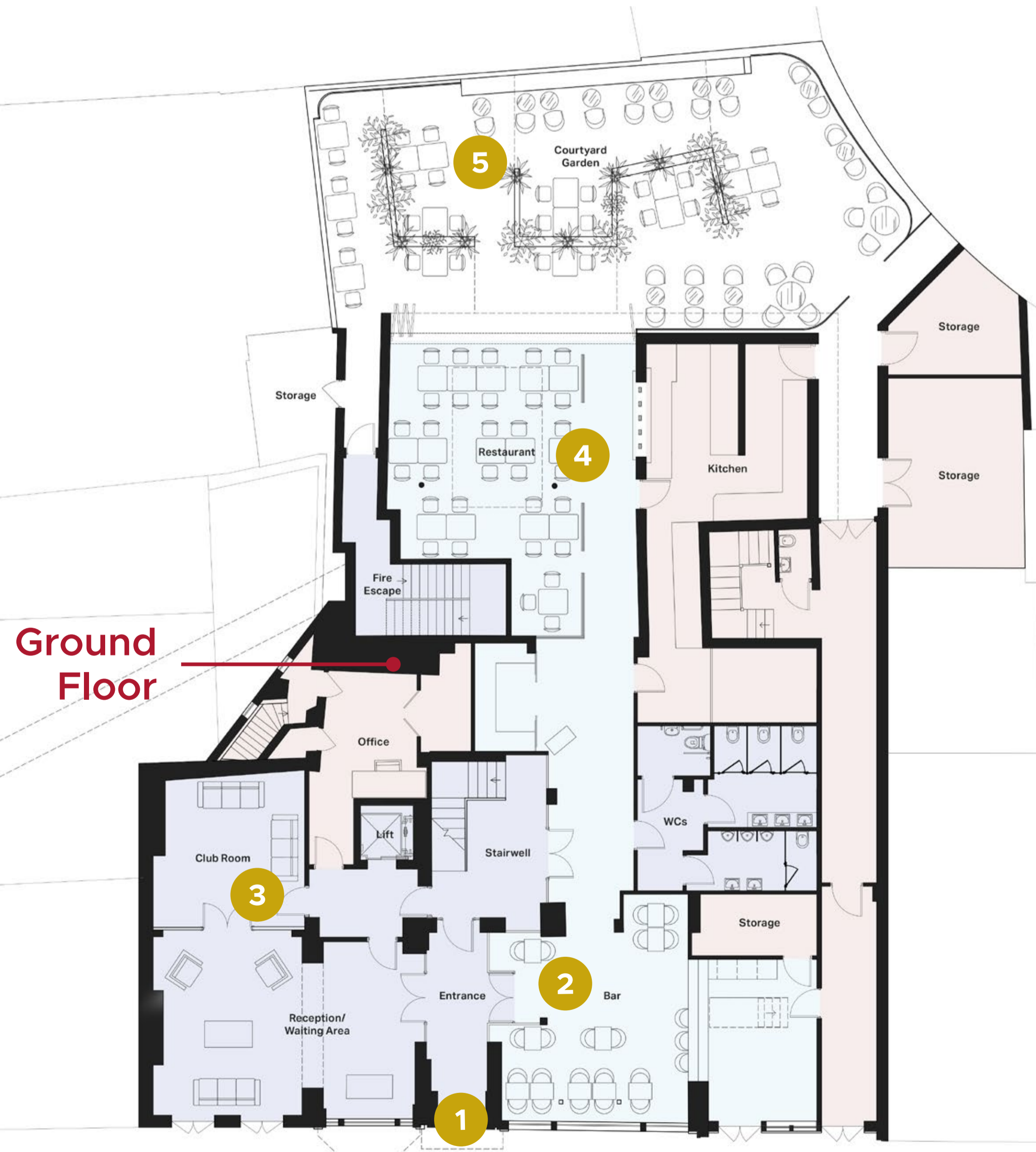
Restaurant Plan



HOTEL PLANS

The hotel will be regenerated with 13 bespoke luxury hotel suites designed to offer an unrivalled 5* guest experience. Each suite will be meticulously furnished to provide modern comfort with timeless elegance.

The hotel will also provide a dedicated health and wellness offering, with on-site treatment rooms for spa services, offering a range of therapeutic and beauty treatments designed to promote relaxation and well-being. These facilities will provide guests with a sanctuary to unwind and rejuvenate, enhancing their overall experience.



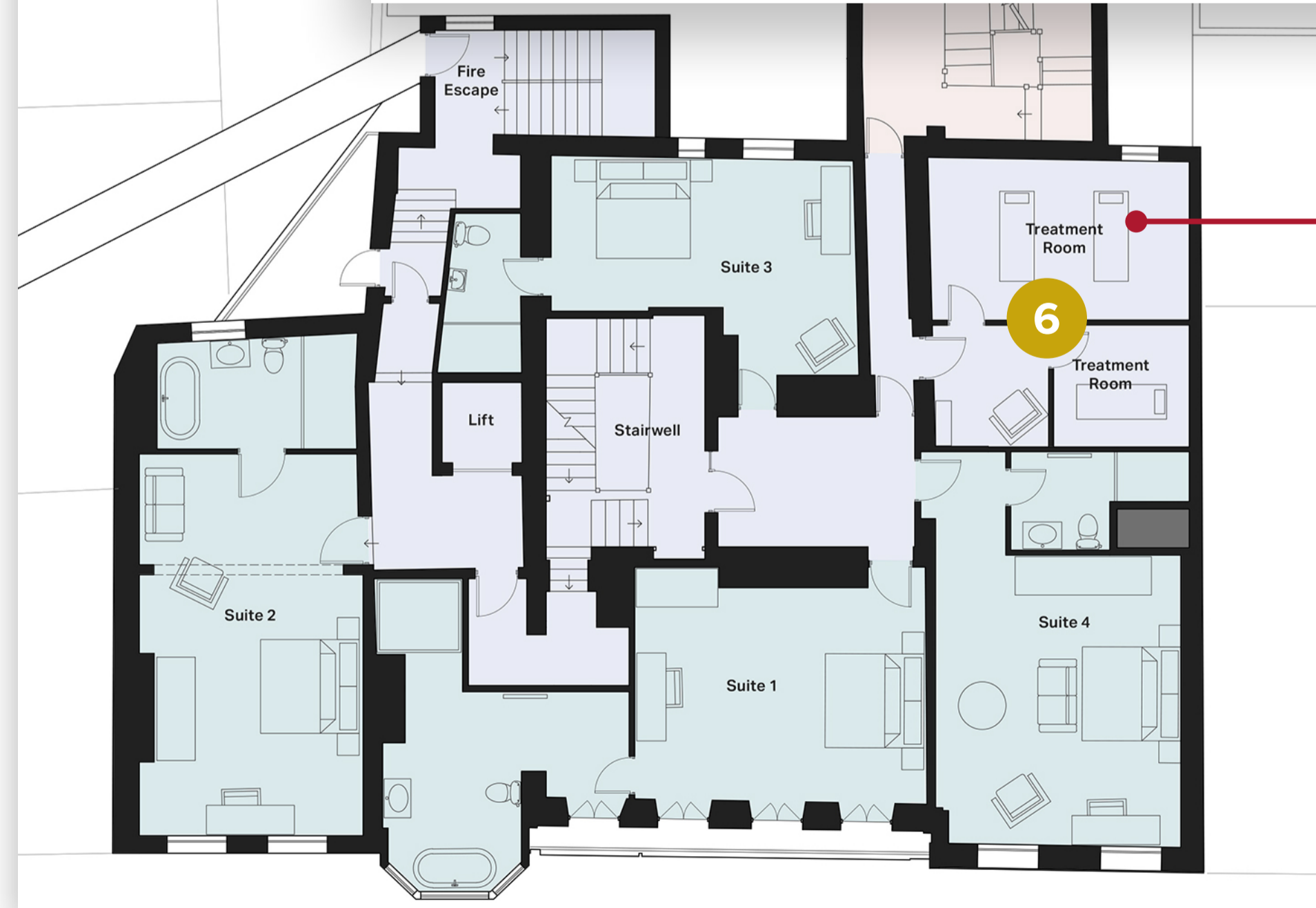
Ground Floor



Third Floor



Second Floor



First Floor

- 1 Entrance Hall
- 2 Hotel Bar
- 3 Club Room & Lobby (available for hire)
- 4 Restaurant
- 5 Courtyard Garden
- 6 Spa Treatment Room

VIEWS

A comprehensive visibility study using LiDAR data has thoroughly mapped the potential visual impacts of the proposed development.

The study indicates that the Spitfire Bar will be minimally visible from key points in the City, ensuring that the integrity of Salisbury’s iconic skyline is maintained. This careful planning underscores our commitment to preserving the aesthetic and historical value of Salisbury while introducing new elements that enhance its charm.

The Zone of Theoretical Visibility (ZTA) is calculated using an Environment Agency LiDAR survey digital surface model (DSM). The model takes into account the height of buildings and other structures, the top of trees and other vegetation, which will offer a pre-existing visual barrier to any proposed development.

Potential visibility has been calculated from the proposed rooftop building and terrace as well as existing rooftop structures to compare the visual impact of both.



Milford Street View Point 1



Existing



Proposed

Milford Street View Point 2



Existing



Proposed

Milford Street View Point 3



Existing



Proposed

VIEWS - CONTINUED

View from A36 Milford Hill



View from Cross Keys Car Park



View from Blue Boar Row



ECONOMY

Larasian have instructed professional hotel consultants, Sturt & Company and IHCA Limited, to review the plans to renovate the Cathedral Hotel.

The reports provided conclude that the proposed redevelopment of the Cathedral Hotel will provide a significant economic benefit to the city by generating new employment opportunities and enabling a significant uplift in visitor spending, contributing to the city's long-term economic stability.

Historically, Salisbury has lacked high-end hotels, with a large number of mid-market hotels, which has hindered its ability to attract domestic and international visitors and business travellers. The proposed redevelopment of the Cathedral Hotel aims to fill this gap, providing Salisbury with its first boutique hotel offering a luxury experience that meets modern tourist demands.

In so doing the project will help meet the aspirations set out in the Council development plan in respect of enhancing tourism facilities and delivering high-quality accommodation in the city.

Following initial discussions with Wiltshire Council officers, the vision for the project has received positive feedback from the Economic Development Officer, who commented "Economic Development would strongly support a proposal based on the information provided to date. We are aware that there is a perception that Salisbury currently does not have a premium hotel accommodation offer which puts some travellers off from either visiting the city or staying for longer than a few hours to visit its outstanding historical attractions."

The introduction of a boutique hotel to Salisbury, featuring a restaurant with courtyard dining, treatment rooms, and a rooftop bar, will attract new travellers and provide the opportunity for visitors to stay overnight in the city and therefore generate additional new expenditure at other hospitality, leisure and retail businesses across Salisbury and Wiltshire.



Visualisation of proposed frontage



Visualisation of Spitfire Bar



Visualisation of rear courtyard