

Design and Heritage Statement

For the Submission of Listed Building Consent Application
to replace existing external signage with new branding.

Haine & Smith Partnership LLP



Existing signage on shopfront

Haine & Smith Opticians, 31 The Brittox, Devizes,
Wiltshire SN10 1AJ.

AGM 2025 143

PROJECT PROPOSAL

The proposed works are to secure a Listed Building Consent for changing the existing external branding on the fascia above the shopfront and changing the branding on the hanging sign.

The brand, Haine & Smith Opticians, are undergoing a change in their branding, for which they wish to remove the existing lettering and replace with the new lettering. The existing hanging sign will also be replaced with a new one with new printed graphic.

Description of the fixings:

- **Fascia sign** with store name 'Haine & Smith' in the centre, 'opticians' on the left and 'hearing' on the right.
- **Hanging sign** on wrought-iron bracket to facade above shopfront.



Proposed signage on shopfront

I. FASCIA SIGN

- **Dimensions (H x W x D):**
 - 'Haine & Smith' – 470mm x 3095mm x 3mm
 - 'Opticians' – 150mm x 1405mm x 2mm
 - 'Hearing' – 150mm x 1140mm x 2mm
 - Height from the ground to the bottom of the lettering – 2870mm

- **Materials and colours:**

- Existing plywood fascia to be sanded, filled and prepped to receive exterior grade satin paint finish to match RAL 1500 80 10 – ‘Organza Green’.
- ‘Haine & Smith’ – Aluminium, fixed with Nickel locaters screwed directly into existing plywood fascia, finished in RAL 8017 ‘Chocolate Brown’.
- ‘Opticians’ – Acrylic, bonded to the plywood fascia using s/a 3M tape, finished in RAL 8017 ‘Chocolate Brown’.
- ‘Hearing’ – Acrylic, bonded to the plywood fascia using s/a 3M tape, finished in RAL 8017 ‘Chocolate Brown’.
- Entrance door set to be painted to match RAL 1500 80 10 – ‘Organza Green’.
- Metal frames to the glazed shopfront to be painted to match RAL 1500 80 10 – ‘Organza Green’.

II. HANGING SIGN

- **Dimensions and Materials:**

- 910mm x 910mm Hanging Sign
- Replace the existing signage with new 50mm thick sign fabricated from 50 x 40mm aluminium extrusion with 10mm signage panel to centre.
- New centre panel finished with printed graphic image on both sides as shown in the attached drawings.
- Sign frame to be paint finished in RAL 1500 80 10 – ‘Organza Green’.
- Background colour of the graphic to be RAL 1500 80 10 – ‘Organza Green’. The graphic disc 720mm in diameter in colour RAL 8017 ‘Chocolate Brown’. The text ‘H&S’ in white.
- Height from the ground to the bottom of the sign – 4220mm
- Maximum projection of the sign from the face of the building – 1120mm

HERITAGE ASSESSMENT

Nos. 29-32, the Brittox in Devizes are Grade II listed terraces divided into 4 houses and shops. No.31 The Brittox is built in Bath stone and is three storeys high.

The proposed signage is appropriately positioned on the fascia of the shopfront of 31 The Brittox and is modest in scale. Hanging and fascia signs are an established characteristic of the commercial frontage along the Brittox, where a mixture of traditional and contemporary shop signage forms part of the street's long standing retail identity.

The sign is considered to have no detrimental impact on the architectural or historic significance of the Grade II listed building or its wider setting. In accordance with local guidance, the signage is confined to the ground floor, uses appropriate non-reflective materials, and maintains safe clearances for pedestrians and vehicles. Its restrained design and traditional colour palette ensure it remains visually sympathetic while supporting the continued commercial use of the premises.