

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, 10 Market Place, Warminster,
Wiltshire BA12 9AN.

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' – 448mm x 2875mm x 3mm
- 'Opticians' – 130mm x 1255mm x 2mm
- 'Hearing' – 130mm x 1000mm x 2mm
- Height from the ground to the bottom of the lettering – 3160mm

- **Materials and colours:**

- Folded aluminium signage tray overlaid on top of the existing plywood fascia, powder coated finish to match RAL 1500 80 10 – 'Organza Green'.
- 'Haine & Smith' – Aluminium, fixed with Nickel locaters applied to new aluminium tray surface, finished in RAL 8017 'Chocolate Brown'.
- 'Opticians' – Acrylic, bonded to the new aluminium tray surface using s/a 3M tape, finished in RAL 8017 'Chocolate Brown'.
- 'Hearing' – Acrylic, bonded to the new aluminium tray surface using s/a 3M tape, finished in RAL 8017 'Chocolate Brown'.

II. HANGING SIGN

- **Dimensions and Materials:**

- 710mm x 710mm 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 500mm in diameter in colour RAL 8017 'Chocolate Brown'. The text 'H&S' in white.
- Height from the ground to the bottom of the sign – 2800mm
- Maximum projection of the sign from the face of the building – 820mm

HERITAGE ASSESSMENT

10 Market Place forms part of the Grade II listed range Nos. 8–12, an architecturally significant site originally opened in 1838 as the Literary and Scientific Institute and designed by Edward Blore. The building is an early and notable example of the Tudor Revival style, constructed in ashlar with an asymmetrical 2½ storey composition facing the Market Place and returning prominently along Weymouth Street. The ground-floor shopfronts, though altered, sit within a richly articulated façade defined by buttresses, Gothic-influenced detailing, and distinctive doorcases. Collectively, these elements give the building strong architectural presence and contribute meaningfully to the historic streetscape and character of the Warminster Conservation Area.

The proposed signage works have been designed to remain visually respectful of the listed building and proportionate to the established shopfront arrangement. The scheme avoids intrusion upon the building's surviving details.

The proposals are modest, reversible, and confined to areas of modern fabric, resulting in no harm to the special architectural or historic interest of the building or its contribution to the conservation area.