

Wiltshire Council Planning Consultation Response

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(South/West)

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**Application No:** PL/2025/09866 LBC and PL/2025/09862  
External alterations to replace existing external signage with new branding and repainting shop frontage to match new branding.  
Ground Floor, 10 Market Place, Warminster, BA12 9AN

Please find following comments in respect of the above application(s).

**Recommendations:**

|                          |                                                                             |
|--------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> | No comment                                                                  |
| <input type="checkbox"/> | Support in principle subject to amendments to the scheme (as set out below) |
| <input type="checkbox"/> | Support subject to conditions (as set out below)                            |
| <input type="checkbox"/> | Object (for reasons set out below)                                          |
| <input type="checkbox"/> | No objections                                                               |

**Scope of comments:** the following comments relate to the built historic environment.

**Policy:**

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. Sections 16 (LBC) and 66 (PP) require that **special regard** be given to the desirability of preserving or enhancing 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.

The NPPF outlines government policy, including its policy in respect of the historic environment. Section 16 of the NPPF 'Conserving and enhancing the historic environment' sets out the Government's high-level policies concerning heritage and sustainable development. Paragraphs 214-16 of the NPPF require a balanced approach with any harm which would be caused being weighed against the potential public benefits which might be achieved. Paragraph 210 requires local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and of new development making a positive contribution to local character and distinctiveness.

National Planning Practice Guidance provides guidance on interpreting the NPPF.

The Council's Core Strategy Policy CP58 '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."

Wiltshire Council's Core Strategy Policy CP57 '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.

#### **Site and assets considered:**

Number 10 is a grade II listed building, listed as 'Nos 8 10 12 (even)'. The list entry reads as follows:

*'Including No 1 Weymouth Street. The corner site opened 1838 as Literary and Scientific Institute. **Architect: Edward Blore.** An early example of the Tudor style. **Asymmetrical. 2 1/2 storeys ashlar, facing the Market Place** and with an imposing return to Weymouth Street. Ashlar plinth, coved string over 1st floor interrupted by gables and dormers, all with moulded copes, parapet with moulded cope. Slate roofs with ridge chimneys. Right hand part (No 8) has a full height gabled rectangular bay, 1-5-1 mullion and transom lights on 1st and ground floors with coved strings over. A 2 light mullion window in gable with drip mould; doorway to left, 8 panel door in Tudor arch with moulded head and 2 square lights over. **The left hand part has a range of 3 cross mullion and transom windows with glazing bar casements on 1st floor, framed by weathered buttresses on ground floor. 3 corbelled half dormers over with gables, one retaining finial, and single lights. 2 modern plate glass shop fronts on ground floor,** the left hand shop projecting to link with fascia of No 14, has traces of original Gothic shop. The return to Weymouth Street is in similar style with gable, having 2 light mullion window with drip mould and 3 light mullion and transom windows on 1st and ground floors. No 1 Weymouth Street also in similar style with a gable with window duplicate to return of No 8. Coved string over 1st floor carried across parapet of angled oriel of 1-3-1 mullion and transom lights. The oriel is supported on a wide angled stem with central window. Large cross mullion and transom window with drip mould to right and a pair of sashes in a single frame above. Elaborate doorway to left, 6 panel door in moulded 4 centred arch, drip mould over raised to point with engaged finial in centre, lozenge type overhead.'*

Number 10 is within the Warminster conservation area.

#### **Proposal:**

External alterations to replace existing external signage with new branding and repainting shop frontage to match new branding.

**Issues:** impact on the listed building, impact on the setting of neighbouring listed buildings, impact on the conservation area.

#### **Information considered/provided:**

Paragraph 207 requires that applicants describe the significance of any heritage assets affected, including any contribution made by their setting. This should include sufficient information to provide a clear understanding of the significance of the heritage asset and its setting and the potential impact of any proposals on that significance.

In this case, whilst the applications are accompanied by a "Design and Heritage Statement" which is sufficient for the purposes of this particular application. In any case, paragraph 208 also provides for the

local planning authority to make its own assessment of impact and the following heritage recommendations are offered on this basis.

### **Significance of assets and contribution of setting**

The NPPF defines significance as the “value of a heritage asset to this and future generations because of its heritage interest. The interest may be **archaeological, architectural, artistic or historic**. Significance derives not only from a heritage asset’s physical presence, but also from its setting.” Historic England assesses significance in a similar manner, referring to evidential, historic, aesthetic and communal values of a place.

In this case the significance of the building lies largely with its historic fabric and architecture - its form, layout and architectural expression/detailing and use of high-quality design materials which have significant aesthetic and architectural interest and which contribute to the character of the conservation area. It also has significant group value.

In respect of the shopfront, the list description notes that this is modern shopfront which has limited interest in relation to the listed building, however, it is attractively designed and makes a positive contribution to the character of this part of the Warminster conservation area.

### **Assessment:**

#### Fascia sign

The existing plywood sign is to be covered in a ‘*folded aluminium signage tray*’ and powder coated. I have reservations about this element. The current fascia is book ended by columns and has a bead detail. Also wood is the traditional material for fascias. Would the ‘folded aluminium’ preserve these current details?

Traditional aluminium lettering attached (pinned) to the existing fascia. No objection.

Hanging sign: replacement of sign (not bracket) – no objection.

### **Summary & conclusion:**

The NPPF confirms that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). It makes clear that any harm to a designated heritage asset requires clear and convincing justification.

The impact of the proposals on heritage assets will be **neutral**. 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 considered to be met and there is therefore no objection to the approval of the application.

The impact of the proposals on heritage assets will be largely positive and the requirements of current conservation legislation, policy or guidance are considered to be met and there is therefore no objection to the approval of the applications.