

APPLICATION FOR LISTED BUILDING CONSENT

OFFICER DELGATED REPORT

APPLICATION REFERENCE:	PL/2025/09866
APPLICATION TYPE:	Listed building consent (Alt/Ext)
SITE ADDRESS:	Ground Floor, 10 Market Place, Warminster, BA12 9AN
DESCRIPTION OF WORKS:	External alterations to replace existing external signage with new branding and repainting shop frontage to match new branding.
RECOMMENDATION:	Approve with Conditions

SITE DESCRIPTION

The subject building is a GII designated, early C19 building on a highly visible corner site at the crossroads with Weymouth Street, opposite the Town Hall. The site is central to the historic core of Warminster.



Location Plan and Google Earth Site Photo

No's 8-12 Market Place are listed together as an architecturally important building, originally built as the Literary and Scientific Institute. The proposal relates to the shop front facing Market Place, which although altered, continues to contribute to the special character of the listed building and the Conservation Area.

The building, built of ashlar under a slate roof, over 2 stories with attics, is asymmetrical in the early Tudor style, with the listing noting the imposing Weymouth Street return and Market Place primary elevation.

The rear of the site is within flood zone 1 of lowest risk, with an increased risk of groundwater flooding.

PROPOSAL

The proposal is to replace existing external signage with new branding and repainting the shop front to match the new branding, as across the brand of Haine and Smith Opticians. The existing plywood fascia would be overlaid with a powder-coated folded aluminium signage tray in 'organza-green' with brown letting, sign frame to be colour-matched. A replacement hanging sign on a wrought-iron bracket is also proposed. As per elevations and details below:



Existing and Proposed Front Elevations

- 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’.

Submitted Details of Replacement Sign as per Design and Heritage Statement



Existing and Rendered Proposed Elevations

RELEVANT PLANNING HISTORY

W/98/00773/LBC - Listed building consent Decision - Approve with Conditions Date: 2/9/1998 – Replacement shop front and internal alterations
W/13/00921/FUL - Full planning permission Decision - Approve with Conditions Date: 24/7/2013 – Conversion of first and second floor offices to form 2 no. 2 bed flats
W/13/00922/LBC - Listed building consent Decision - Approve with Conditions Date: 24/7/2013 – Conversion of first and second floor offices to form 2 no. 2 bed flats
W/13/00921/FUL - Listed building consent Decision - Approve with Conditions Date: 24/7/2013 – Conversion of first and second floor offices to form 2 no. 2 bed flats
W/90/00747/FUL - Full planning permission Decision - Approved Date: 3/7/1990 – To include in the window area in the entrance door vestibule a special type key vending machine
W/89/00183/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 25/7/1989 – Externally illuminated fascia sign
W/89/00322/LBC - Listed building consent Decision - Approve with Conditions Date: 25/7/1989 – Proposed shop fascia, logo and projecting signs
W/07/00886/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 23/8/2007 – Shop sign x 2 and projecting sign x 2 – no.8
W/07/00892/LBC - Listed building consent Decision - Approved Date: 23/8/2007 – Two advertising fascia signs and two projecting signs – no.8
W/89/01238/ADV - Consent to display an advertisement Decision - Refused Date: 2/1/1990 – Signs – no.8
W/95/01058/ADV - Consent to display an advertisement Decision - Approve with Conditions Date: 26/10/1995 – 2 individually lettered fascia signs – no.8
W/95/01059/LBC - Listed building consent Decision - Approved Date: 30/10/1995 – 2 individually lettered fascia signs – no.8
W/87/00702/ADV - Consent to display an advertisement Decision - Approved Date: 23/6/1987 – Fascia board, amenity board and swing sign – The John Barleycorn
W/95/00108/ADV - Consent to display an advertisement Decision - Approved Date: 2/3/1995 – Fascia amenity board and shield corporate brewery signage – The John Barleycorn
W/95/00109/LBC - Listed building consent Decision - Approved Date: 2/3/1995 – Installation of new signs to indicate corporate ownership and refurbishment of some existing signs – The John Barleycorn

RELEVANT LEGISLATION, POLICIES AND GUIDANCE

Legislation

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. Section 16 requires that special regard be given to the desirability of preserving 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.

National Policy and Guidance

The National Planning Policy Framework (NPPF) sets out government policy, including 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 213-215 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 to 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.

Historic England Advice Note 2: Making changes to Heritage Assets, illustrates the application of policies set out in the NPPF in determining applications for LBC (and planning permission).

Wiltshire Core Strategy:

Whilst not directly relevant to listed building consent applications, the below policies give an indication of the Council's approach to development affecting heritage assets:

- Core Policy 57 '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.
- Core Policy 58 '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."

Warminster Neighbourhood Plan, made 2016

ISSUES

Impact upon the preservation of the listed building and any features of special architectural or historic interest.

CONSULTATION RESPONSES

Warminster Town Council: no objection.

Conservation officer : no objection and reports:

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

REPRESENTATIONS

No third-party comments were received.

In accordance with the requirements of Section 5(1) of the Planning (Listed Buildings and Conservation Areas) Regulations 1990 (as amended) the application for listed building consent was publicised by way of:

- A site notice displayed near the site;
- An advertisement placed in the local press.

Whilst the applicant failed to submit photos of the site notices on display, there was an historic in-store email that demonstrates the notices were displayed for the required 21 days.

These methods were used to inform interested parties and to allow a statutory consultation period of 21 days for representations to be submitted.

ASSESSMENT

In accordance with Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, special regard has been given to the significance of the listed building, including its architectural and historic interest, and the desirability of preserving both the building and its setting.

Relevant policies within the National Planning Policy Framework (NPPF), particularly Section 16: Conserving and Enhancing the Historic Environment, have also been taken into account. These policies require that any harm to the significance of a designated heritage asset must be clearly justified and weighed against the public benefits of the proposal.

In order to be acceptable, the application needs to be assessed against the following criteria:

Information considered/submitted

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.

The application is supported by a Design and Heritage Statement which includes the listing details and comment that the proposed signage has been designed to be proportionate to the established shopfront, avoiding intrusion upon the building's surviving details and are modest, reversible and confined to areas of modern fabric.

Assessment of significance:

The architectural detailing and high-quality materials of the visually prominent subject building results in clear legibility as a building built to impress and as such has architectural, aesthetic and social interest together making a positive contribution to the Conservation Area.

In respect of the shopfront, the list description notes that this is a 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.

The proposals do not seek to alter any historic fabric but overlay an aluminium signage tray over the existing modern plywood on the shopfront of no.10 facing Market Place.

Impact of proposals on the significance and setting of the building/structure:

Understanding the impact of proposed works on a listed building requires a careful and proportionate assessment of how those changes affect the asset's heritage significance and its setting. This includes both the physical alterations to the building itself and any changes to its spatial or visual relationship with surrounding structures or spaces.

The significance of a heritage asset is not static; it is shaped by its architectural, historic, and communal values, and by how these are experienced in context. Therefore, any intervention must be considered in light of the asset's identified significance, with attention given to both potential harm and benefits. Benefits may include repairs that support the long-term conservation of the building, improved energy performance, or enhanced public access and understanding.

This assessment is grounded in the statutory duty under Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990, which requires special regard to be given to the desirability of preserving the building and its features of special interest. It is also informed by national policy, particularly paragraphs 199–208 of the National Planning Policy Framework (NPPF), and relevant local heritage policies and guidance.

The proposed intervention would be limited to the front elevation, and would not involve the removal of any historic fabric, with modern signs to be overlaid upon the modern plywood fascia.

The proposed works would have a neutral impact on the significance of the listed building, with the added benefit of ensuring the long-term viability of the commercial property.

The signage tray would not be increased in size, altering only the colour, with the proposed font and branding being sympathetic to the historic frontage, with no negative impact on the setting of neighbouring listed buildings nor the character of the Conservation Area, meaning the proposals are considered appropriate and acceptable and so policy compliant.

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 overall impact of the proposals on heritage assets will be neutral, offering modern replacement to existing signage. 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.

RECOMMENDATION:

That Listed Building Consent be GRANTED, subject to conditions.