

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, 25 High Street, Malmesbury,
Wiltshire SN16 9AA.**

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 vinyl branding and replace with the new branding. 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 and 'opticians' 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' – 180mm x 1170mm
- 'Opticians' – 55mm x 515mm
- Height from the ground to the bottom of the lettering – 2165mm

- **Materials and colours:**

- 'Haine & Smith' window graphic in Vinyl will be reverse applied to the top 345mm of the glazed shopfront and to glazed return panels to both sides.
- Timber-framed shopfront and entrance door set to be painted in RAL 1500 80 10 – 'Organza Green'.
- Non-functional feature canopy above window and window sill and stall riser at pavement level to be decorated in RAL 8017 'Chocolate Brown'.

II. HANGING SIGN

- **Dimensions and Materials:**

- 600mm x 760mm 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 475mm in diameter in colour RAL 8017 'Chocolate Brown'. The text 'H&S' in white.
- Height from the ground to the bottom of the sign – 3135mm
- Maximum projection of the sign from the face of the building – 725mm

HERITAGE ASSESSMENT

25 High Street (part of the combined listing of Nos. 25 & 27) is a Grade II listed building, originally a 17th-century house subsequently re-fronted in the mid to late 18th century and re-fenestrated in the mid 19th century. The principal frontage retains a traditional layout: a central through-passage door with overlight, a mid-19th-century shopfront to the left (with glazing bars), and a plate-glass shopfront to the right beneath a full-width bracketed canopy. These aspects contribute to the building's special architectural and historic interest and underline its significance within the historic High Street streetscape of Malmesbury.

The proposed signage consists of a reverse-applied vinyl sticker positioned internally within the upper 340 mm of the principal glazed shopfront. This method ensures that no fixings, brackets or external alterations are introduced to the historic fabric. The two glazed return panels will also receive matching vertical vinyl graphics applied to the inside face, maintaining visual consistency while avoiding any physical intervention to the timber or masonry elements of the frontage.

The discreet positioning and non-reflective finish ensure the proposal has no detrimental impact on the special architectural or historic interest of the listed building or its contribution to the conservation area.