

# 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, 22 High Street, Corsham, Wiltshire, SN13 0HB.

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' – 260mm x 1705mm x 3mm
- 'Opticians' – 100mm x 975mm x 2mm
- 'Hearing' – 100mm x 790mm x 2mm
- Height from the ground to the bottom of the lettering – 3275mm

- **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'.
- Feature corbels, shopfront window frame, window sill, and entrance door to be painted to match RAL 1500 80 10 – 'Organza Green'.

## II. HANGING SIGN

- **Dimensions and Materials:**

- 610mm x 610mm 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 450mm in diameter in colour RAL 8017 'Chocolate Brown'. The text 'H&S' in white.
- Height from the ground to the bottom of the sign – 2730mm
- Maximum projection of the sign from the face of the building – 730mm

## HERITAGE ASSESSMENT

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22 High Street forms part of a Grade II listed early- to mid-18th-century ashlar-fronted range (Nos. 20–22). The building retains a stone-tiled roof, coped gable, hipped dormers and an ordered first-floor arrangement of six 12-pane sash windows set within moulded architraves with fielded apron panels. No. 22 also preserves significant historic features including its original 8-panel door in a moulded architrave, flanked by low ashlar walls, and a 19th-century shop window with slender panelled pilasters and a traditional fascia. These elements collectively contribute to the architectural and historic value of the building and form an important part of the wider character of Corsham's historic High Street.

The proposed signage is designed to sit sensitively over the existing fascia, in line with the existing commercial frontage. The design respects the buildings proportions and avoids any interference with the original features

As such, the proposal is considered to have no harmful impact on the special architectural or historic interest of the listed building or its contribution to the conservation area.