

HERITAGE, DESIGN AND ACCESS STATEMENT

Proposed Refurbishment, Change of Use and Signage Works

Property Address: 36/38 High Street, Malmesbury, Wiltshire, SN16 9AT

Proposed Development: Refurbishment and change of use of vacant retail premises to a nail and beauty salon including associated shopfront signage works.

Prepared in support of a planning application and listed building consent application.

1. Introduction

This Heritage, Design and Access Statement has been prepared in support of the proposed refurbishment and change of use of the existing vacant commercial premises formerly occupied as a retail shop associated with sports and leisure equipment sales.

The application property is a listed building located within the historic commercial centre of Malmesbury. The premises are currently vacant and underutilised. The proposal seeks to bring the unit back into active economic use through the introduction of a nail and beauty salon together with modest internal refurbishment and associated shopfront improvements.

The proposal aims to support local employment opportunities, improve the vitality of the town centre, and enhance the overall appearance and condition of the premises whilst preserving the special architectural and historic interest of the listed building.

2. Heritage Context

The application site forms part of a listed historic building within Malmesbury town centre. The building contributes positively to the historic character and appearance of the surrounding conservation area and commercial streetscape.

The proposal has been carefully developed to minimise impact upon the historic fabric of the building. Existing architectural proportions, shopfront arrangements, and historic timber features are proposed to be retained wherever practicable.

No substantial demolition, extensions, or harmful structural alterations are proposed as part of the development.

3. Existing Property

The premises were previously used as a retail shop selling sports and leisure related equipment. The unit is currently vacant and requires refurbishment to improve its condition and suitability for continued commercial occupation.

The existing shopfront arrangement and overall form of the building are proposed to be largely retained.

4. Proposed Development

The proposal includes:

- Change of use of the vacant retail premises to a nail and beauty salon;
- Replacement tiled flooring throughout the premises;
- Installation of pedicure chairs and associated plumbing works;
- Installation of a new 12.5mm plasterboard ceiling while retaining existing historic timber features where practicable;
- Removal of the existing display unit adjacent to the shopfront window to improve internal layout and usable floor space;
- Internal redecoration works;
- Repainting of the side window frame to match the front shopfront frame;
- Installation of new non-illuminated flat fascia lettering;
- Installation of one non-illuminated projecting sign perpendicular to the shopfront.

The proposed works are modest in scale and are intended to improve the long-term viable use of the listed building while preserving its historic character.

5. Heritage Impact Assessment

The proposed works are considered to result in less than substantial harm to the significance of the listed building.

The proposal has been designed to preserve the historic character of the premises through:

- Retention of existing shopfront proportions;
- Retention of historic timber elements where practicable;
- Use of modest and sympathetic signage;
- Avoidance of excessive illumination or visually intrusive advertisements;
- Limiting works primarily to internal refurbishment.

The proposed fascia sign consists of simple non-illuminated flat lettering fixed within the existing fascia area. The projecting sign is modest in scale and designed to complement the historic commercial character of the street scene.

The proposal is therefore considered to preserve the significance, setting, and character of the listed building and surrounding historic environment.

6. Design Principles

The proposal seeks to improve the visual appearance and long-term viability of the vacant premises through sensitive refurbishment.

The design approach includes:

- Retention of the existing shopfront proportions;
- Use of simple non-illuminated signage;
- Improvement of the internal environment and operational layout;
- Refurbishment using visually appropriate materials and finishes;
- Reuse of the existing building without extending the footprint.

The proposal will provide a cleaner and more attractive commercial frontage while respecting the character of the listed building and neighbouring properties.

7. Access

The premises will continue to be accessed from the existing High Street entrance.

No significant changes are proposed to the existing pedestrian access arrangements. The proposal relates primarily to refurbishment and internal fit-out works within the existing building envelope.

8. Economic and Community Benefits

The proposal will provide several public and economic benefits, including:

- Bringing a vacant listed building back into active commercial use;
- Supporting local employment opportunities;
- Improving the appearance and maintenance of the property;
- Supporting the vitality and sustainability of the town centre;
- Securing the continued viable use of a heritage asset.

9. Conclusion

The proposed refurbishment and change of use of the vacant listed building at 36/38 High Street, Malmesbury to a nail and beauty salon has been carefully designed to preserve the architectural and historic significance of the property.

The proposal represents a modest and sympathetic refurbishment scheme which preserves the character of the listed building while securing its continued active commercial use and improving the vitality of the surrounding area.

Accordingly, the proposal is considered acceptable in heritage, design, and access terms.