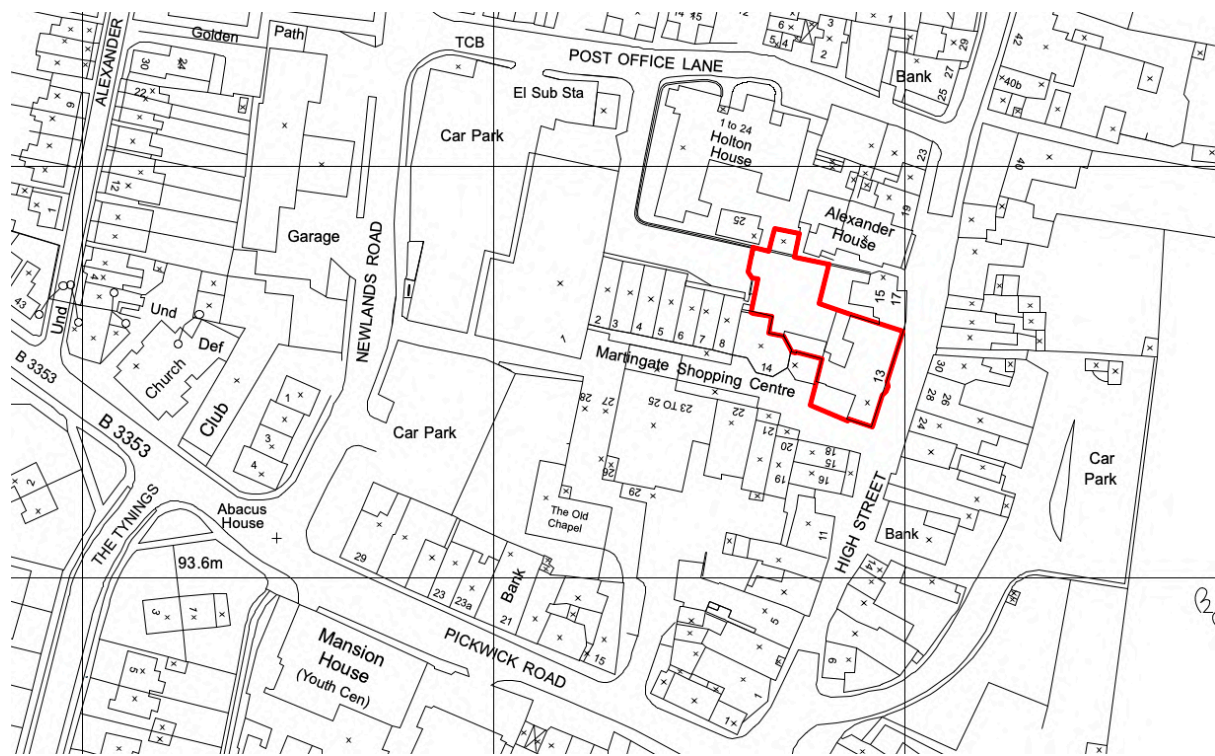


Application for Consent to Display Advertisement at 13 High Street Corsham

Planning Statement

1.0 The Site - Location

13 High Street occupies a prominent location near the centre of Corsham at the junction of the pedestrianised High St and the pedestrianised Martingate Centre shopping mall.



13 High St, outlined in red, is located in the pedestrianised centre of Corsham

2.0 The building

The building is listed grade II and is within Corsham Conservation Area. It has a complex architectural history, including 18th, 19th, and 20th century elements and alterations, having originally been a private home before including a bank at part of the ground floor which gradually extended to occupy the whole building until the bank vacated in 2016.

The listing reads as follows

CORSHAM HIGH STREET ST 8770 (west side) 5/202 No 13 (Lloyds Bank) 20.12.60 GV II. House now bank, earlier C18, painted roughcast with ashlar dressings and stone tiled roof, coped gables and one ridge stack. Two storeys and attic. Raised plinth, pilaster strips, moulded cornice and parapet. Main range, to right has 2 hipped dormers, 5-window range with pilaster strips each side, cornice broken forward over and moulded course stepped up as hoodmould over ground floor windows. Upper windows in bead-moulded raised surrounds, three 12-pane sashes alternating with 2 blank windows. Ground floor plate glass sashes in moulded architraves, one to left of door, pair and single to right. Six-panel door in raised bead-moulded surround with strip each side up to scroll pediment on consoles. To right of main range is late C18 or early C19 two-storey bay with cornice and parapet carried around, raised band and plinth. Twelve-pane sashes to first floor, plate glass sashes below, continuous sills. To left is one-window range framed by pilaster strips as on main range, upper 12-pane sash in bead-moulded raised surround, ground floor plate glass sash in moulded architrave with moulded course stepped as hoodmould over. Moulded course and cornice break forward over pilasters. Hipped lean-to

on south end. Rear of main range has projecting gable with flush cyma-moulded windows and dripstones and TH 1737 scratched on south side wall. Curved stair projection to right. Listing NGR: ST8719170342

A heritage Statement was prepared for the refurbishment and conversion works by Michael Copeman, Historic Buildings Consultant and can be found in the original application documents for PL/2022/09459 & PL/2022/09717 LBC.

The recent change of use to a restaurant and boutique hotel to be operated as Corsham House has brought conservation benefits in terms of investment in the building's fabric and state of repair.

The restaurant at ground floor is entered from the pedestrianised High St with hotel rooms above at 1st and 2nd floors entered from the rear of the building with vehicular access via Post Office Lane through the north Martingate Centre service yard.

The High Street elevation has been restored to a natural stone finish for the main entrance door surround and portico, window surrounds, stepped hoodmoulds and moulded course, plinth, pilasters, cornice, and parapet all in local bath stone, with a natural lime render to the remainder.

The doors, windows and rainwater goods are finished in Farrow and Ball Cardamom, a rich warming brown with a hint of green. These colours and finishes were presented on sample areas and approved by the Conservation Officer Guy Bentham-Hill (2025 01 07).



View of No13 looking North along the pedestrianised Corsham High St with the restored natural stone and lime render finishes to No13. The retained bracket to be re-used for the proposed hanging sign is at the left end of the building. Similarly sized hanging signs can be seen on several other properties on both sides of the High Street.

3.0 Proposed Advertising signage

The proposed signage is required to facilitate the restaurant use. Sensitively designed sign and decals are proposed for the High Street façade as an appropriate and subtle way of introducing signage in a building which lacks a traditional retail fascia and the modest hanging sign, menu box and window decals are equivalent to other A3 uses within the area.

A new hanging sign using the existing bracket has been approved as required by a Condition 5 (lanterns, awnings, hanging signs), 6 and 7 of Listed Building Consent PL/2022/09717 LBC, under Application No PL/2025/07133 For APPROVAL OF DETAILS RESERVED BY CONDITION

Condition 5: None of the proposed hanging signs, recessed signs, awnings or lanterns shall be installed until further details of their design and method of fixing has been submitted to and approved in writing by the Local Planning Authority:

The light fitting over the hanging sign and the illuminated menu box have been approved as required by Condition 9 of Full Planning Approval PL/2022/09459 under Application No PL/2025/08928 for APPROVAL OF DETAILS RESERVED BY CONDITION of Conditions 5, 7, 8 and 9 (external lighting) .

Condition 9 Notwithstanding the submitted External Lighting Strategy, no external light fixture or fitting will be installed within the application site unless details of existing and proposed new lighting have been submitted to and approved by the Local Planning Authority in writing.

The materials, text and colour details of the sign and the proposed window decals are additional to information that has been submitted and approved previously.

4.0 Proposed hanging sign

The existing black finished bracket is to be retained and re used. A 600mm square 3mm thick dibond aluminium sign panel will be hung using an aluminium boxed header onto the existing suspension points which are at 575mm centres. The sign will be approximately the same size as the previous hanging sign used by Lloyds Bank. See photo below. An LED sign lighting fitting is to be fixed to the existing retained bracket above the sign to light the sign from each side while minimising the upward throw of light. Bracket and lights will be finished in black.



Previous Lloyds bank sign



Existing bracket.



Approved LED lighting over hanging sign

The proposed background colour of the hanging sign is a deep Burgundy, a colour used throughout the Georgian and Victorian eras and appropriate to the appearance of the building and its location in the Corsham Conservation area with text and line artwork in a cream colour complimentary to that of the stone and lime render.

Similarly sized hanging signs are hung using similar brackets on several other listed buildings on both sides of the High Street.

Artwork/Text on the sign will be UV protected is illustrated below and at scale on the drawings submitted as part of this application.



Hanging Sign

Overall sign size 600 x 600 x 3mm

Font and Colour references

Font : Apercu PRO (Hanging sign and decals)
Max letter height : 60mm (Hanging sign)
Font colour : Cream: #EFE3CB (Hanging sign and decals)
Hanging sign background colour : Red: #441418
Hanging sign graphic colour: Cream: #EFE3CB

Proposed hanging sign with font and colour references

5.0 Brass Menu box

The approved polished brass framed menu box, size 520mm W x 697mm H (illuminated area 420mm W x 597mm H) internally illuminated by warm white LEDs concealed in the frame, is to be fitted to the left hand side of the High St entrance door balancing the retained and refurbished bronze night safe in stone surround to the right hand side of the entrance door.



Proposed internally illuminated brass framed menu box with LED lighting concealed in the frame.

The illuminated menu box has been approved as required by Condition 9 of Full Planning Approval PL/2022/09459 under Application No PL/2025/08928 for APPROVAL OF DETAILS RESERVED BY CONDITION of Conditions 5, 7, 8 and 9 (external lighting).

Condition 9 Notwithstanding the submitted External Lighting Strategy, no external light fixture or fitting will be installed within the application site unless details of existing and proposed new lighting have been submitted to and approved by the Local Planning Authority in writing.

6.0 Proposed Decals to ground floor glazing

The fenestration of the High Street elevation includes 6 over 6 sash windows at 1st floor with 1 over 1 sash windows at ground floor. Hand-painted 76mm high decals to the internal face of the glass using a cream colour complimentary to that of the stone and lime render are proposed at the centre of the lower pane of each of the ground floor windows, except one of the windows serving the wine shop on which the operators Beckford Bottle Shop wine merchants logo (376mm W x 434mm H) is to be applied in gold leaf, see elevation below.

Note: These are not included on the application form as it does not allow thickness of less than 10mm.



The proposed decals on the lower sash of each of the ground floor windows unobtrusively announce the hotel, wine shop and restaurant use of the building while the menu box to the LHS of the entrance door balances the bronze night-safe retained from the previous bank use at the RHS of the entrance door.



The Beckford Bottle Shop logo (376mm W x 434mm H) to be applied in gold leaf to one of a pair of windows serving the wine shop to the right of the main entrance door, the other having the decal 'Wine Shop'.

7.0 Visual Impact

The proposed decals and hanging signs are appropriate within the context of the application site and adjoining premises and will not create a discordant or obtrusive feature along the street scene or result in undue impact on the visual amenity of the public realm or character of Corsham Conservation Area.

8.0 Highway Safety

13 High Street is located on a pedestrianised section of the High Street with no vehicular traffic. The proposed signage with lowest edge at 2.6m above ground level will not unduly impede on pedestrian flow along the footway.

9.0 Conclusion

The proposed signage is appropriate within the context of the listed building and the location.

The proposed signage will assist in facilitating a use which secured investment in the building's fabric.

None of the changes affect the fabric of the listed building and are easily removed.

There will be no harmful impact on the listed building or the character or interest of the surrounding conservation area and the requirements of current legislation and policy are considered to be met.

The proposed advertisements would not give rise to any detrimental impacts in terms of amenity or highway safety and as such the proposal should be considered to be acceptable.

Synthesis Architecture 08 June 2025