

HERITAGE STATEMENT

Malmesbury Barbers

9 High Street, Malmesbury, Wiltshire, SN16 9AA

Listed Building Consent Application

1. Introduction

This Heritage Statement has been prepared in support of an application for Listed Building Consent relating to external signage at Malmesbury Barbers, 9 High Street, Malmesbury, Wiltshire, SN16 9AA.

The works comprise the replacement of the previous commercial signage associated with the former occupier, Spoilt for Choice, with new signage identifying the premises as Malmesbury Barbers, together with the installation of an illuminated barber pole.

The signage was installed on 29 June 2026 and this application seeks Listed Building Consent for the works.

2. Heritage Significance of the Building

The premises form part of the Grade II listed building recorded by Historic England as **9 and 11 High Street**, List Entry Number **1269393**, first listed on 1 July 1976.

Historic England describes the building as a pair of houses, now comprising one house and two shops. The building dates principally from the mid-17th century and has a mid-to-late 19th-century unified façade and 20th-century shop fronts.

The building is three storeys with an attic and has a rendered principal elevation. Historic England identifies a number of historic features, including the building's roof structures, historic windows and doors, and significant historic fabric to the rear. The listing also records an extensive vaulted undercroft, possibly dating from the 13th century.

The building's architectural and historic interest therefore derives principally from its historic origins, surviving historic fabric, architectural form and its contribution to the character of Malmesbury High Street.

The Historic England listing itself identifies the presence of 20th-century shop fronts at ground-floor level. The commercial use and shop-front character of the building therefore form part of its established appearance and evolution.

3. Description of the Works

The previous signage associated with the former occupier, Spoilt for Choice, was removed and replaced with signage for the existing barber shop.

The principal fascia is approximately **3 metres wide and 0.61 metres high**. It is constructed from aluminium and has a black background.

The principal wording reads “**Malmesbury Barbers**” in yellow lettering. Beneath this, smaller white lettering identifies the services offered:

Haircut / Hot Towel Shave / Beard Trim / Skin Fade

The fascia also includes the business telephone number and a number of social-media symbols.

The fascia itself is **not illuminated**.

A plastic barber pole is attached to the side panel of the fascia at approximately **2.5 metres above pavement level**. The pole is illuminated and rotating and is a conventional form of identification associated with barber shops.

The fascia has been **fitted into the existing fascia frame**, rather than introducing a new standalone structure to the building.

4. Assessment of Heritage Impact

The proposed signage is located within the established ground-floor commercial frontage of the building and is directly associated with the existing use of the premises as a barber shop.

The principal fascia is modest in scale in relation to the overall elevation and remains within the existing fascia zone. It does not extend across or obscure the upper floors of the listed building, and no alterations are proposed to the building's upper-floor windows, roof, doors or other principal architectural features.

The use of the existing fascia frame also avoids the need to introduce a new structural sign across the elevation.

The barber pole is attached to the **side panel of the fascia**, rather than being fixed directly to the principal masonry of the building. This limits the extent of physical intervention associated with the additional sign.

The design and positioning of the signage allow the building to continue to function as an active commercial premises while retaining the established relationship between the shop frontage and the upper historic elevations.

The black fascia provides a visually contained background for the business identification, while the yellow and white lettering provides clear legibility. The barber pole is relatively small in relation to the overall building and is positioned at fascia level.

The works do not involve the removal or alteration of any identified historic architectural features. There is no proposed alteration to the building's plan, internal arrangement, access, upper floors or roof.

The impact of the works on the heritage significance of the listed building is therefore considered to be **limited and localised**, principally affecting the existing commercial shop-front area.

5. Design Response and Minimisation of Impact

The signage has been designed to provide clear identification for the current occupier while remaining within the established commercial frontage.

The replacement fascia makes use of the existing fascia arrangement rather than introducing additional signage elsewhere on the principal elevation.

The fixing arrangement has also sought to minimise intervention to the listed building. The fascia is fitted into the existing fascia frame and the barber pole is attached to the fascia side panel.

The proposal therefore allows the premises to operate as a contemporary High Street business while retaining the established commercial character of the ground-floor frontage and limiting physical intervention to the historic building.

6. Conclusion

The works comprise a small-scale alteration to the existing commercial shop-front of a Grade II listed building.

The signage is proportionate to the frontage, located within the established fascia zone and associated with the existing commercial use of the premises. The fascia uses the existing fascia frame and the barber pole is attached to the fascia side panel, helping to minimise intervention to the principal historic fabric.

No alterations are proposed to the upper floors, roof, windows, doors, internal arrangement or access to the building.

Having regard to the historic and architectural significance of the Grade II listed building, the scale and location of the signage, and the manner in which it has been attached, the works are considered to have **no more than a minor and localised effect on the significance of the listed building**.

The proposal is therefore considered to represent an appropriate and proportionate response to the established commercial use of the premises and its High Street setting.

Heritage Source

Historic England, *9 and 11 High Street, Malmesbury*, National Heritage List for England, List Entry No. 1269393.