

DESIGN AND ACCESS STATEMENT

Malmesbury Barbers

9 High Street, Malmesbury, Wiltshire, SN16 9AA

Listed Building Consent Application

1. Introduction

This Design and Access 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 application relates to 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. Proposed Development

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

The principal wording reads “**Malmesbury Barbers**” in yellow lettering. Smaller white lettering beneath identifies the services offered:

Haircut / Hot Towel Shave / Beard Trim / Skin Fade

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

The fascia 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.

The fascia has been **fitted into the existing fascia frame**, while the barber pole is attached to the fascia side panel.

No changes are proposed to the internal layout, use, entrance or other elements of the building.

3. Design and Appearance

The signage has been designed to provide clear identification for the barber shop while remaining within the established shop-front and fascia zone.

The black fascia provides a simple and visually contained background, with yellow principal lettering providing clear identification from the High Street. The smaller white lettering provides information about the services offered without requiring additional separate signs.

The dimensions of the fascia are proportionate to the existing frontage. The signage remains at ground-floor shop-front level and does not obscure the upper-floor windows or introduce a large projecting structure onto the principal elevation.

The barber pole is a conventional form of identification associated with barber shops. Its position on the fascia side panel keeps it visually associated with the shop frontage and limits its visual impact on the wider elevation.

4. Relationship to the Listed Building

The premises form part of the Grade II listed building known as 9 and 11 High Street.

The building has an established commercial frontage, including 20th-century shop fronts, and the proposal relates directly to this existing commercial element.

The signage has been located within the existing fascia zone and the fascia has been fitted into the existing fascia frame. The barber pole is attached to the fascia side panel rather than directly to the principal masonry.

The proposal therefore seeks to provide appropriate identification for the current business while minimising physical intervention to the historic building.

No alterations are proposed to the upper floors, roof, windows, doors or other principal architectural features.

5. Access

There is **no change to access** as a result of the proposal.

The existing shop entrance remains in its current position and configuration. No alterations are proposed to the pavement, entrance, doorway, threshold or internal circulation.

The proposal does not change the existing use of the premises and has no effect on access for customers, staff or other users of the building.

6. Conclusion

The proposal is a small-scale signage intervention associated with the established commercial use of the premises.

The design provides clear and appropriate identification for Malmesbury Barbers while remaining proportionate to the existing shop frontage. The signage makes use of the existing fascia arrangement and the barber pole is attached to the fascia side panel.

No changes are proposed to the building's access, internal arrangement or use, and no alterations are proposed to the upper floors or principal architectural features.

The proposal is considered to provide an appropriate response to the existing building and its High Street setting while keeping physical intervention to the listed building to a minimum.