

DESIGN, ACCESS & HERITAGE STATEMENT

Dovecote Barn, The Methuen Arms, 2 High Street, Corsham, Wiltshire, SN13 0HB

Proposed Signage Installation

Applicant / Contractor: Lakeside Signs

Proposal: New sign-written symbols, post-mounted directional signage and vinyl window logos

Site: Dovecote Barn, The Methuen Arms, Corsham

Date: October 2026

1. Introduction

This Design, Access and Heritage Statement has been prepared in support of a proposal for the installation of new signage associated with Dovecote Barn, located within the grounds of The Methuen Arms, High Street, Corsham.

The proposed works comprise a small-scale and carefully considered signage scheme intended to assist visitors in identifying and navigating to the Dovecote Barn and to reinforce the identity of the venue.

The signage works comprise:

- New hand-painted/sign-written decorative and directional symbols;
- A new post-mounted directional sign;
- Vinyl-applied logos and graphic identification to selected windows; and
- Associated minor fixing and installation works.

The proposal is limited to signage and does not involve any alteration to the building's massing, roof form, fenestration, structural arrangement or historic architectural fabric.

The purpose of this statement is to explain the design approach, access considerations and potential impact of the proposal upon the heritage significance of the site and its surroundings.

2. Site and Surroundings

The Methuen Arms is located on High Street within the historic town of Corsham in Wiltshire. The premises form part of the historic fabric of the town and continue to operate as a public house, hotel and hospitality venue.

The Dovecote Barn is located within the grounds of The Methuen Arms and has been restored and brought into use as an events and wedding venue. The venue forms part of the wider hospitality operation of the Methuen Arms and provides accommodation for weddings, private functions, corporate events and other gatherings.

The Dovecote Barn therefore has an established relationship with the existing hospitality use of the site. The proposed signage is intended to support that use by providing clear identification and wayfinding for visitors.

The location within the grounds of an established historic inn means that signage needs to be appropriately scaled and detailed so that it supports the use of the venue without competing with or detracting from the historic character of the site.

3. Heritage Significance

The Methuen Arms is a **Grade II listed building**, List Entry No. 1363984. Historic England describes the building as an inn comprising an early 19th-century front range, with rear elements dating from the 17th and 18th centuries. The building is constructed principally of coursed rubble stone with traditional stone-tiled roofing and incorporates a number of historic architectural features.

The statutory listing records that the site has a long history as an inn. The property occupies the site of a house known as Winter's Court, historically associated with the Nott family, and the building was recorded as an inn as early as 1608. It was recorded as the Red Lion in 1637 and was subsequently acquired by P. Methuen in 1779.

There are also other designated heritage assets associated with the immediate setting of the Methuen Arms. In particular, the Stable Range to the north-east of the hotel is separately listed at Grade II and is described as an 18th-century rubble-stone stable with a stone-tiled roof.

The heritage significance of the site therefore derives principally from:

- The historic development of the Methuen Arms as an established inn;
- The surviving historic fabric of the principal building and associated ranges;
- The traditional stone construction and roof forms;
- The collection of historic buildings and structures associated with the site;
- The contribution the buildings make to the historic character of Corsham; and
- The continued use of the premises as a hospitality and public-house establishment.

The proposed signage does not seek to alter or conceal these elements.

4. Existing and Proposed Signage

The proposal relates specifically to signage associated with the Dovecote Barn and its use as an events venue.

The proposed signage is functional as well as decorative. Its principal purpose is to assist visitors in identifying the Dovecote Barn and navigating through the grounds of The Methuen Arms.

4.1 Sign-written Symbols

New sign-written symbols are proposed as part of the visual identity and wayfinding strategy for the Dovecote Barn.

The use of hand-painted/sign-written graphics is considered appropriate to the character of a historic hospitality setting. Unlike large modern illuminated advertising structures or oversized

corporate signs, hand-painted signage can be applied at a modest scale and can sit comfortably against traditional building materials.

The sign-written elements will be visually subordinate to the architecture and will not obscure important architectural features.

The positioning shown within the proposal ensures that the graphics operate as secondary elements within the overall composition rather than becoming dominant features.

4.2 Post-mounted Directional Sign

A post-mounted directional sign is proposed to assist visitors in locating the Dovecote Barn.

The sign is a freestanding, low-level wayfinding element rather than a large advertising structure. Its purpose is primarily practical: to direct visitors towards the venue.

Its location within the grounds means that it will be experienced principally in close and intermediate views associated with visitors arriving at and moving around the site.

The scale and form of the directional sign are considered appropriate to its function and setting. It does not compete with the principal elevations of the listed Methuen Arms and does not obscure views of significant historic architectural features.

The use of a separate directional sign also reduces the need to place additional large signage on the historic building itself.

4.3 Vinyl Window Logos

Vinyl-applied logos are proposed to selected windows associated with the Dovecote Barn.

The vinyl treatment provides a relatively lightweight and visually restrained means of identifying the venue without introducing projecting signage or substantial physical structures.

The vinyl is applied directly to the glazing and therefore has a limited physical presence when viewed from the surrounding area.

The proposal does not involve the removal, alteration or replacement of historic window frames. The vinyl graphics are intended to remain visually secondary to the building and can be removed in the future without requiring permanent alteration to the building's form.

5. Design Approach

The overall design approach is based upon the following principles:

1. **Clarity** – signage should provide clear identification and wayfinding for visitors.
2. **Appropriate scale** – each sign should be proportionate to its location and function.
3. **Visual restraint** – signage should not dominate the historic buildings or wider setting.
4. **Compatibility** – colours, materials and detailing should sit comfortably within the historic environment.
5. **Minimal intervention** – installation should avoid unnecessary intervention into historic fabric.

6. **Reversibility** – wherever practicable, signage should be capable of removal without significant permanent alteration.
7. **Hierarchy** – signage should remain secondary to the architectural character of the buildings.

The proposal deliberately avoids the introduction of large illuminated advertising panels, excessive projecting signage or visually dominant contemporary structures.

Instead, the combination of hand-painted graphics, a modest directional sign and vinyl window graphics provides a coherent identity for the Dovecote Barn while maintaining the character of the historic setting.

6. Materials and Appearance

The proposed signage has been designed to have a traditional and understated appearance appropriate to the setting of The Methuen Arms.

The sign-written symbols provide a handcrafted quality that is particularly suited to a traditional hospitality environment.

The post-mounted directional sign provides a clear wayfinding function while avoiding the need for extensive signage on the historic building itself.

The vinyl window graphics are visually lightweight and are contained within the existing glazing.

The overall arrangement is therefore considered considerably less visually intrusive than large contemporary signboards, illuminated boxes or extensive applied advertising.

Where fixings are required, they should be limited to the minimum necessary and positioned to avoid significant architectural features, historic masonry details, stone surrounds, timber elements and other features of heritage value.

7. Heritage Impact Assessment

The proposal has been assessed in relation to the special architectural and historic interest of The Methuen Arms and the surrounding heritage context.

The works are limited in scale and are associated with the continued commercial and hospitality use of the premises.

Importantly, the proposal:

- Does not alter the height or massing of the buildings;
- Does not alter the roof form;
- Does not remove or replace historic windows;
- Does not alter significant architectural openings;
- Does not obscure important architectural features;
- Does not involve demolition of historic fabric;

- Does not introduce a large new advertising structure;
- Uses signage appropriate to the scale and character of the site; and
- Provides a clear and practical means of directing visitors to the Dovecote Barn.

The principal visual effect will be the introduction of additional small-scale graphic and directional elements within the existing hospitality environment.

The signage will be experienced in the context of the existing buildings, gardens, circulation areas and established commercial use of The Methuen Arms.

As a result, the proposal is considered to have **no material adverse effect on the special architectural or historic interest of the Grade II listed Methuen Arms.**

8. Impact on the Setting of the Listed Building

Particular consideration has been given to the effect of the signage upon the setting of the listed Methuen Arms.

The proposed signage is subordinate in scale and function to the listed building. The post-mounted directional sign is located within the grounds and is intended to assist visitors rather than advertise an unrelated commercial activity.

Similarly, the sign-written graphics and vinyl logos relate directly to the Dovecote Barn and its established use as part of the wider Methuen Arms hospitality operation.

The proposal therefore reinforces the functional relationship between the Dovecote Barn and The Methuen Arms rather than introducing an unrelated visual element.

The signage will not interrupt or compete with important views of the principal historic building.

The proposal is consequently considered to preserve the ability to appreciate the listed building and its historic relationship with the surrounding buildings and grounds.

9. Conservation and Historic Fabric

The installation methodology will be undertaken with particular care due to the historic setting.

Where signage is fixed to building fabric:

- Existing fixing locations will be used wherever reasonably practicable;
- New fixings will be kept to the minimum necessary;
- Significant stonework, architectural mouldings and historic features will be avoided;
- Fixings will be carefully positioned following inspection of the substrate;
- No unnecessary drilling into historic masonry will be undertaken; and
- Any installation will be carried out in a manner that allows future removal with minimal impact.

The window vinyls require no alteration to the surrounding building fabric and can be removed in the future.

The freestanding directional sign is similarly designed as a discrete element associated with visitor circulation.

These measures ensure that the physical impact of the signage upon the heritage asset remains minimal.

10. Access

The proposal is intended to improve access and legibility for visitors to the Dovecote Barn.

The directional signage will assist visitors in identifying the route to the venue from within the grounds of The Methuen Arms.

The proposed signage will not obstruct pedestrian routes, doorways, entrances or circulation areas.

The sign positions will maintain adequate clear space for pedestrians and will not create unnecessary trip or collision hazards.

The signage is therefore considered to provide a positive contribution to visitor access by making the venue easier to identify and navigate to.

11. Equality and Inclusive Access

The signage scheme will provide clear visual information to visitors arriving at the Dovecote Barn.

The use of simple symbols and directional information provides an intuitive form of wayfinding which can assist visitors who may not be familiar with the site.

The proposal does not introduce barriers to access or restrict existing pedestrian circulation.

The signage is therefore considered compatible with the objective of providing an accessible and legible visitor environment.

12. Environmental Considerations

The proposal is modest in scale and requires limited material resources.

The use of vinyl graphics and painted signage avoids the need for large illuminated sign structures or extensive electrical infrastructure.

No significant change to the building's energy performance is proposed.

The signage will not require external floodlighting or other lighting infrastructure unless specifically identified within the submitted signage proposal.

The works will therefore have negligible environmental impact.

13. Planning and Heritage Considerations

The proposal has been developed with regard to the statutory protection afforded to The Methuen Arms as a Grade II listed building.

Historic England's listing identifies the architectural and historic interest of the building and confirms that its significance includes its historic fabric, architectural composition and long association with use as an inn.

The proposed works are proportionate to the nature of the application and do not seek to alter the underlying historic building.

The approach is consistent with the principle that alterations to historic buildings should be carefully designed so that the significance of the heritage asset is conserved.

The proposal also recognises the presence of other designated heritage assets within the immediate setting, including the separately listed stable range to the north-east.

The signage is sufficiently modest and carefully located that it will not adversely affect the appreciation of these historic structures.

14. Heritage Benefits

The proposed signage provides a number of benefits within the historic setting:

- Clearer visitor wayfinding to the Dovecote Barn;
- Improved identification of the venue;
- A coherent visual identity for the newly established events use;
- Use of traditional sign-written techniques sympathetic to the hospitality setting;
- Avoidance of large and visually dominant advertising structures;
- Limited physical intervention into historic fabric;
- Retention of the architectural character of the listed buildings; and
- Ability for elements such as the vinyl graphics to be removed without permanent alteration.

The proposal therefore achieves the operational requirements of the venue while maintaining an appropriate degree of sensitivity towards the historic environment.

15. Conclusion

The Methuen Arms is an important historic building within Corsham and is designated at Grade II for its special architectural and historic interest. Its history as an inn extends back several centuries, and its surviving historic ranges contribute significantly to the character of the site.

The proposed signage for Dovecote Barn has been designed as a modest and proportionate response to the practical requirements of operating the venue.

The proposal comprises new sign-written symbols, a post-mounted directional sign and vinyl logos to selected windows. These elements are directly related to the operation and identification of Dovecote Barn and do not represent an unrelated or excessive advertising installation.

The design avoids unnecessary intervention into historic fabric, maintains existing architectural features and uses signage forms which are visually appropriate to the historic hospitality setting.

The post-mounted directional sign will provide useful wayfinding while reducing the need for additional signage to be attached to the historic building. The sign-written graphics provide a traditional, handcrafted quality, while the window vinyls offer a lightweight and reversible means of displaying the venue identity.

Overall, the proposal is considered to preserve the special architectural and historic interest of The Methuen Arms and to have **no material adverse effect upon the significance or setting of the listed building**.

The works are considered to represent an appropriate and proportionate approach to signage associated with the continued use of the site as a hospitality and events venue.