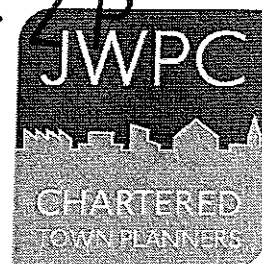


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Heritage Asset Statement

10 Market Place, Clitheroe, BB7 2DA

1. Site Description

- 1.1 This Statement has been prepared to support a planning application for the change of use of 10 Market Place to a betting shop (Class A2). The site lies within the Clitheroe Conservation Area and Market Place, forming part of the town's medieval historic core. The proposal site is not statutorily listed, however it lies close to several Grade II Listed Buildings, notably 3-5A and 9 Market Place, the Victoria Hotel, the White Lion Hotel and 1-5 Church Street.



- 1.2 Commercial premises along Castle Street, Market Place and Church Street feature a mixture of coloured renders and painted stone quoins. This is distinctive feature which draws visual attention to several key Listed Buildings in this area. Notably, the Grade II Listed Building at 3-5 Church Street features a sky blue colour scheme. The Victoria Hotel has a cream render with black quoins.

- 1.3 The Conservation Area Appraisal for Clitheroe was published in 2005 and identifies that *"many modern shopfronts incorporate elements of earlier traditional shopfronts such as timber fascia or scrolled consoles. These should be preserved"*. The planning application site is one such building and the shopfront elevation (understood to have been approved in 1990 through application reference 3/1989/0704) includes cream painted render walls with a stained timber frame and pilasters, a non-illuminated timber fascia panel, and traditional-style hanging sign. Stone quoins have been painted to match the signage.
- 1.4 The rear of the application site is three storeys in height, with a large single storey element currently used as a kitchen. The rear features a single asbestos flue from the kitchen to the third storey ridge height. These rear elements are well hidden from the Conservation Area's key viewpoints by screening from the line of development which steps up towards Castle Street to the south-west and follows Wellgate to the east. Access to the rear yard area is made via a waggon entrance to No. 2 Wellgate.

2. Planning Policy

- 2.1 In preparing the design of the change of use and external alterations, note has been taken of the 'Saved' Policies of the Ribble Valley Local Plan 1998. This includes:
- 2.2 Policy ENV16 - Within conservation areas development will be strictly controlled to ensure that it reflects the character of the area in terms of scale, size, design and materials. Trees, important open spaces and natural features will also be protected as appropriate. The desirability of preserving or enhancing the character or appearance of a conservation area will also be a material consideration in deciding development proposals outside the designated area which would affect its setting or views into or out of the area.
- 2.3 Policy ENV17 - Applications for planning permission within or affecting conservation areas will be required to be accompanied by sufficient additional information in the form of sketch elevations of the proposed buildings, means of access and (where appropriate) landscaping of the site.

- 2.4 Policy ENV18 - There will be a presumption in favour of the retention of buildings which make a positive contribution to the character or appearance of a conservation area.
- 2.5 POLICY ENV19 - Development proposals on sites within the setting of buildings listed as being of special architectural or historic interest which cause visual harm to the setting of the building will be resisted. In assessing the harm caused by any proposal the following factors will be taken into account:
- i) The desirability of preserving the setting of the building;
 - ii) The effect of the proposed development on the character of the listed building;
 - iii) Any effect on the economic viability of the listed building;
 - iv) The contribution which the listed building makes to the townscape or countryside; and
 - v) The extent to which the proposed works would bring substantial benefits to the community including economic benefits and enhancement of the environment.
- 2.6 Shopfront design advice is also provided through the Clitheroe Conservation Area Management Guidance document (published 2005).

3.0 Proposed Alterations

- 3.1 The fascia and pilasters are proposed to be repainted to match the colour scheme of the operator's global brand (Green RAL 6029). The existing signage will be replaced with white, individually cut acrylic letters which will be set approximately 50mm away from the timber panel. Additions include means of external signage illumination, facing down. Brackets will be fixed to the fascia and painted to match the colour scheme. The existing hanging sign from the first floor will be replaced, with the traditional frame retained.
- 3.2 The main entrance will be relocated to the south-western part of the frame and reduced in scale to a single door. The shopfront will feature two large areas of glazing in a traditional-style. New stall risers will be formed along the ground to compensate for the stepping down of Market Place towards Wellgate.

- 3.3 No alterations will be made to the cream painted render walls; whilst the stone quoins will be re-painted dark green. This is intended to improve the visual appearance of the elevation in respect of the changes to the shopfront.
- 3.4 To the rear of the building, the existing asbestos flue will be removed. Three no. 900mm satellite dishes will be installed to the single storey roof.

4. Impact on the Heritage Asset

- 4.1 The change of use of Class A2 will retain a similar commercial presence to the former bakery. The main proposed alterations with the potential to impact upon the historic character of the Conservation Area, is through the redesign of the main elevation facing Market Place. By maintaining the pilasters and timber fascia board that were previously approved by the Council in 1990, the shopfront has a traditional appearance in keeping with commercial premises within its setting. This appearance is improved through reduction in the scale of the public entrance to match those of adjacent properties.
- 4.2 Individually cut letters to advertise the premises expose the timber panel fascia and the style of external illumination affords visual attention to these traditional features. It is noted that several Listed Buildings within the vicinity of the proposal site also benefit from a degree of illumination. Individually cut lettering is externally illuminated to the first floor of The White Bear Public House and the take-away at 3-5 Church street benefits from an internally illuminated ground floor sign.
- 4.3 The re-use of the hanging sign bracket will ensure a commercial presence from further along Church Street and Castle Street. The scale of the advertisement allows the site to display the global brand colours without diverting attention away from the buildings traditional features. Amongst the wider Conservation Area, the extent of overall signage proposed strikes a sound balance between the need to advertise the premises to customers whilst not appearing harmful to the street scene.

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- 4.4 Through the existing variance in colours between rendered wall elevations and stone quoins within the Conservation Area, including several Listed Buildings, the re-painting of the stone quoins to compliment the site colour scheme adds visual interest to the historic design of the shopfront. This furthermore promotes the distinctiveness of the commercial core of the Conservation Area.
- 4.5 Satellite dishes proposed to the rear elevation will largely be unseen from the public and will be less obtrusive than the existing flue at ridge height. This rear part of the building does not form part of any key view identified within the Conservation Area Appraisal.

5. Conclusions

- 5.1 In light of adopted planning policies and the Clitheroe Conservation Area Appraisal, the proposed alterations through the change of use of 10 Market Place have been carefully designed to reflect the character and setting of the town's historic core. Through measures to improve the shopfront, the proposal enhances its contribution to the distinctiveness of this historic commercial centre.
- 5.2 The Local Planning Authority is invited to agree with the above analysis and grant planning consent for the change of use to Class A2 and associated alterations.

JWPC Limited

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