

Heritage Impact Assessment

Site Location: Lloyds TSB Bank Plc, 4 BERRY LANE, PRESTON, LANCASHIRE, PR3 3JA

Application Reference Number:

320130322P

Local Area Description:

Longridge is a small town in the borough of Ribble Valley in Lancashire, England. It is situated at the end of Longridge Fell, a long ridge above the River Ribble, several miles north-east of the city of Preston. Its nearest neighbour is the Roman town of Ribchester, 3.5 miles to the southeast. It has a population of around 8,000. The town grew from the mid-nineteenth century as cotton mills and stone quarries were opened. These have all now closed, although stone quarried in the town was used to construct the M55 motorway in the 1970s. Longridge railway station closed to passengers in 1930. The Preston and Longridge Railway carried stone from Tootle Height Quarries in Longridge, which was used to build Lancaster Town Hall and Liverpool Docks. The town is home to 11 pubs, several restaurants and a number of primary and high schools.

Proposal:

Removal of all existing branded Lloyds TSB advertisement signage and the installation of new illuminated and non-illuminated Lloyds Bank corporate signage. External signs include; two internally illuminated fascia signs which will be positioned around the front and side of the building, and three internally illuminated heritage style projecting signs which will directly replace previous projecting signs.

Impact upon Building and Conservation Area:

There will be minimal impact on the building and conservation area, new signage is in keeping with the style of the building ensuring corporate appearance is consistent and attractive. Fascia signs will replace previous white Lloyds TSB signage and the proposed projecting signs will replace previous.

Scheduled installation:

Installation date set for Summer/Autumn 2013 (*date to be confirmed depending on advertisement consent*), this will involve a small installation crew who will visit the site and carry out works, removing old signage and installing new signage proposed within a timeframe of 1-2 working days. Installation crews will also carry out risk assessments and implement appropriate safety measures to ensure the safety of themselves and others while on site.