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SPAR STORE – Village store, 1-3 Bridge Road, Chatburn, BB4 4AW

HERITAGE ASSESSMENT AND STATEMENT OF SIGNIFICANCE

REGARDING PROPOSED SIGNAGE

Introduction

This heritage statement has been produced to inform and support an application to Ribble Valley Borough Council for planning consent for the installation of new externally illuminated Spar fascia signs, re-cover 2 existing awnings and the installation of one additional awning to the village store on Bridge Road in Chatburn, BB7 4AW.

The site falls within the Ribble Valley Conservation area, a designated heritage asset, the planning authority requires a statement of significance of the asset and its setting, to enable it to consider the potential impact of the proposed scheme.

Development Proposals

The site is a corner plot at the junction of Bridge Road and Ribble Lane. The property is currently a Londis store, trading from the ground floor.

Historical Background

The store occupies the ground floor buildings 1 – 3 of the west end row of approximately 7 similar buildings, built in stone.

Heritage Designations

The Whalley conservation Area was designated in 1972 and 1-3 Bridge Road is identified in the planning authority's appraisal as a building of townscape merit.

The premises and their settings



Bridge Road elevation



Ribble Road elevation

The store's principal frontage is to Bridge Road to the South, where there are two sets of windows and the main entrance to the store. To the side elevation there is the gable end

Statement of heritage significance

The heritage significance of 1-3 Bridge Road lies in the architectural form of the front and side elevations, and its position within a group of approximately 7 similar buildings which constitute a major component to the street scene.

Justification for and summary of impact of the proposed signage and awnings

The signage proposed is to be fitted to the front and side elevations of the store. Spar have proposed to use on this particular store, their version of fascia which is sympathetic to in planning sensitive areas. Their fittings are justified to identify the store and to also externally illuminate the fascia's and create a clean easily identifiable store but also taking into consideration the area.

The 2 awnings are to be re-covered and a third proposed to give balance to the overall look of the store.

