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Heritage Statement

Site Location/Address:

The application is within the Longridge Conservation Area. The surrounding area is characterised by commercial and residential premises.

The proposal has been developed aiming to be sympathetic to the surrounding conservation area.

70 Berry Lane is a 19th century 2-storey stone built building within a terraced row of other retail units. The shop front faces onto Berry Lane. The proposal seeks consent for 1 non-illuminated sign to be sited on the ground floor aspect of the front elevation. The ground floor of the property is currently used by the RSPCA as a charity shop and the shop frontage has existing signage and canopy located at the front of the building. Directly next door is a haberdashery store and the proposal is to install a sign to complement theirs by being similar in size and composition.

Appearance:

Having considered the special features of the conservation area and the associated policy concerns, the appearance of the building shall remain on the whole, the same as existing. However, the signage and canopy currently in situ are looking tired and require upgrading.

There is at present a brown faded canopy which displays the logo "RSPCA." The canopy and sign are faded and unsightly and in need of repair. The proposal is to remove the canopy and old sign entirely and replace this with a new fascia sign which will in turn provide a tidy, high quality uniform appearance and remain in keeping and sympathetic to the site and surrounding conservation area. It has been taken into consideration how the sign fits in with the existing retail signage of the surrounding shops and the proposed sign is proportionate to the front elevation of the shop. The design of the sign is simple using muted blue tones and white which are stylish and eliminate visual clutter and so do not detract from the buildings special character whilst ensuring the shop is easily recognisable from the high street.

Conclusion:

Taking into account the local planning policies, the sign would enhance the simplicity of the host building (with removal of the faded canopy) and the terrace row and street scene of which it forms part of. The fascia sign would also enhance the character, appearance and significance of the conservation area whilst being mindful of materials, specification, scale and location.

Through the assessment of the impact and significance of the surrounding area, it is considered that the proposed development will successfully resolve the advertising issues the charity shop has whilst also responding to the need to preserve the Longridge Conservation Area.