

3/2023/0518
14/7/2023

HERITAGE STATEMENT

PROPOSED ADVERTISING SIGNAGE

AT

12 MOOR LANE

CLITHEROE

LANCASHIRE

BB7 1BE



Sunderland Peacock and Associates Ltd

Hazelmere, Pimlico Road, Clitheroe, Lancashire, BB7 2AG

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Appendix A – Clitheroe Conservation Area: Summary of Special Interest

SECTION 01

INTRODUCTION

1.1 OVERVIEW

This document has been produced in support of an application for advertisement consent for the installation of new signage at 12 Moor Lane Clitheroe and is to be comprised of a non-illuminated hanging sign, fascia sign and window manifestations.

12 Moor Lane is a commercial property built during the first half of the 19th century. The building is not statutorily listed but is located within the Clitheroe Conservation Area, which is a designated heritage asset, in which the building is identified as a 'Building of Townscape Merit.'

1.2 PURPOSE

The purpose of this document is to provide the Local Planning Authority with the necessary and appropriate information that will inform the proposals. An assessment of the heritage values of the Conservation Area will be included to determine its significance. A heritage impact assessment has also been included to assess the potential implications of the proposals on the special interest of the conservation area.

It is produced in response to policies set out in Paragraph 189 of the National Planning Policy Framework, 2021 which states;

In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.¹

This document is produced in accordance with recently published Historic England guidance document 'Statements

of Heritage Significance: Analysing Significance in Heritage Assets' published on the 21st October 2019 and considered to be current best practice.²

1.3 METHODOLOGY

This document has been produced in accordance with a series of documents all of which are considered to be current best practice guidance and consist of the following;

- Historic England (2008) Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment.³
- Historic England (2017) Domestic 1: Vernacular Houses – Listing Selection Guide
- Historic England (2019) Statement of Heritage Significance: Analysing Significance in Heritage Assets - Historic England Advice Note 12.⁴
- Chartered Institute for Archaeologists (2014) Standard and Guidance for the Archaeological Investigation and recording of Standing Buildings or Structures.⁵
- Chartered Institute for Archaeologists (2014) Standard and Guidance for Historic Environment Desk Based Assessment.⁶
- BS 7913:2013 – Guide to the Conservation of Historic Buildings

A search of the following databases and archives has been carried out as part of this investigation to identify published and unpublished sources of documentary evidence which contributes to an understanding of the site.

- Archaeological Data Service
- Historic England Online Archive
- Lancashire County Archive Catalogue
- Lancashire Library Catalogue

¹ Ministry of Housing, Communities and Local Government (2018) National Planning Policy Framework, Page 55, Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/728643/Revised_NPPF_2018.pdf (Accessed on 5th September 2019)

² Historic England (2019) Statements of Heritage Significance: Analysing Significance in Heritage Assets (online) Available at: <https://historicengland.org.uk/images-books/publications/statements-heritage-significance-advice-note-12/heag279-statements-heritage-significance/> (Accessed on the 24th January 2020)

³ Historic England (2008) Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (Online) Available at: <https://historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historic-environment/conservationprinciplespoliciesandguidanceapril08web/> (Accessed on 31st March 2020)

⁴ Historic England (2019) Statement of Heritage Significance: Analysing Significance in Heritage Assets - Historic England Advice Note 12 (Online) Available at: <https://historicengland.org.uk/images-books/publications/statements-heritage-significance-advice-note-12/heag279-statements-heritage-significance/> (Accessed on 31st March 2020)

⁵ Chartered Institute for Archaeologists (2014) Standard and Guidance for the Archaeological Investigation and recording of Standing Buildings or Structures (Online) Available at: https://www.archaeologists.net/sites/default/files/CIfAS%26GBuildings_2.pdf (Accessed on 31st March 2020)

⁶ Chartered Institute for Archaeologists (2014) Standard and Guidance for Historic Environment Desk Based Assessment (Online) Available at: https://www.archaeologists.net/sites/default/files/CIfAS%26GDBA_3.pdf (Accessed on 31st March 2020)

Exhaustive research will not be possible and cost effective and attention will be focused on those documents which are readily available and those which provide an understanding of the design and development of the building.

1.4 AUTHOR

The author of this document, Matthew Fish B.Sc. (Hons) M.Sc. (BldgCons) MCIAT IHBC, of Sunderland Peacock and Associates Ltd, is a Chartered Architectural Technologist (MCIAT) and is a full chartered member of the Chartered Institute of Architectural Technologists (CIAT). Matthew holds a master's degree in Building Conservation and Regeneration and is a fully accredited member of the Institute of Historic Building Conservation (IHBC) and is experienced in the surveying, analysis and recording of historic buildings as well as the specification of repairs and alterations to historic buildings. Matthew has a specific interest in vernacular dwellings and farm buildings.

1.5 PREVIOUS INVESTIGATIONS

No previous appraisals or investigations appear to have been undertaken regarding the origins and development of 12 Moor Lane.

1.6 ACKNOWLEDGEMENTS

We would Like to thank our client, Mr and Mrs Shaw, for this commission.

SECTION 02

UNDERSTANDING THE SITE

2.1 SITE LOCATION AND DESCRIPTION

12 Moor Lane is located within the town centre of Clitheroe in the Ribble Valley Borough of Lancashire. It is situated on the west side of Moor Lane at its northern end.

The front of the building faces east and is comprised of a timber shop frontage at ground floor level, with a centrally recessed doorway flanked by large windows on each side. The shop frontage is not historic in nature and is a later replacement. Historic photography of the building shows the primary entrance to have once been located to the left of the extant doorway. Chamfered stone quoins are present to the north east corner of the building and have a white paint finish. Above the shop frontage is a band of cement render which extends across both 14 and 16 Moor Lane also, the exact purpose of which is unknown. A solitary window is positioned at first floor level centrally over the doorway. The window is a late 19th century sliding sash window, with no glazing bars present, set within

a stone surround with lugged moulding. A painted stone gutter, with a lead lining, is present to the eaves. The roof is of gable form with a natural slate roof covering and stone gable stack to the north. Stone copings line the north verge.

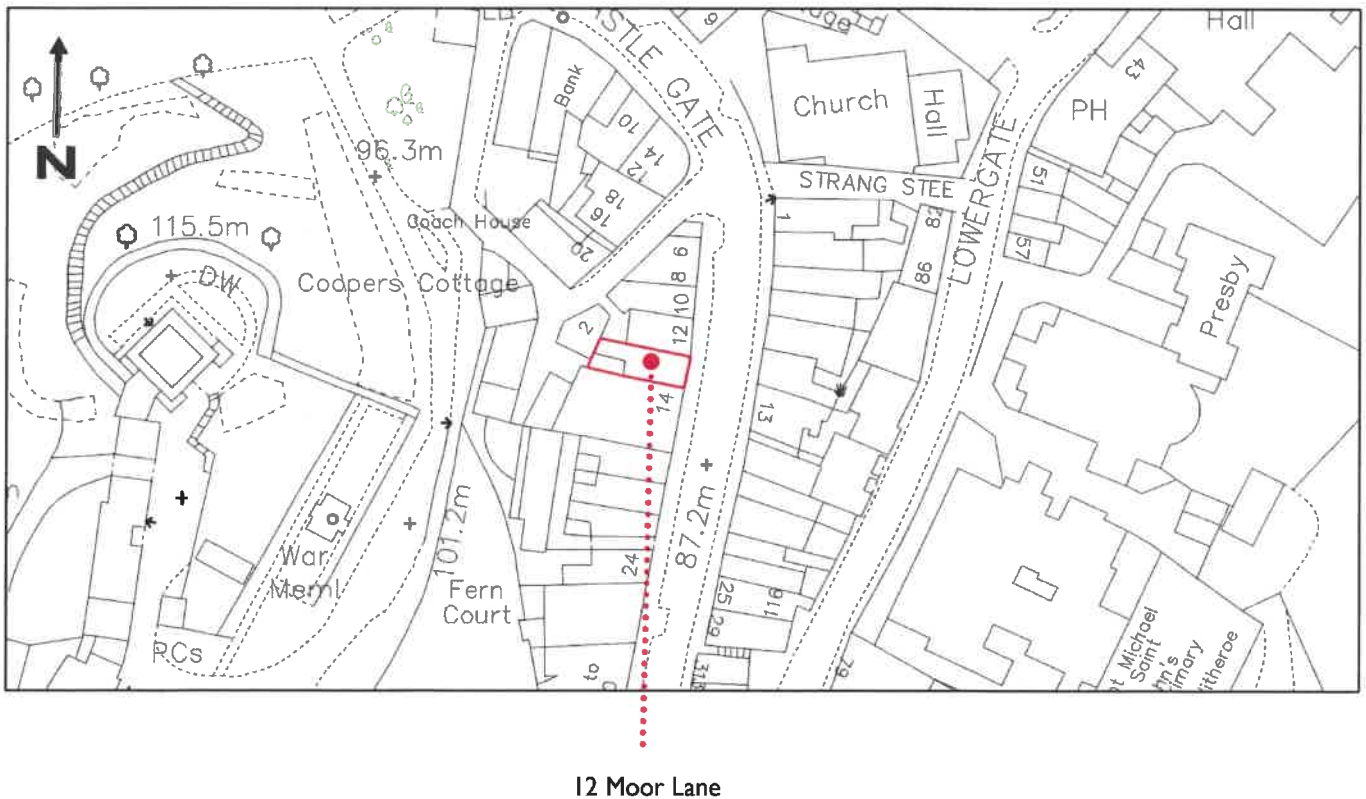


Fig 01: Plan Showing Location of 12 Moor Lane



PL01: View of 12 Moor Lane looking southwards.



PL02: View of 12 Moor Lane looking northwards.



PL03: View of the front east facing elevation of 12 Moor Lane.

2.3 HERITAGE ASSET DESIGNATIONS

The application site is within the defined boundary of the Clitheroe Conservation Area which is a Designated Heritage Asset and is designated as a Conservation Area under the provisions of Section 69 of the Planning (listed Buildings and Conservation Areas) Act 1990. Please refer to Appendix A of this report regarding the reasons for designation and the elements which contribute to the special interest of the conservation area.

12 Moor Lane is not a listed building but is identified as a 'Building of Townscape Merit' on the Clitheroe Conservation Area Map and is therefore judged as making a positive contribution to the character and appearance of the conservation area.

2.4 HISTORICAL BACKGROUND AND DEVELOPMENT

This section is intended to give an account of the historical development of the site based on information obtained from secondary research sources.

Little appears to be known of the history of 12 Moor Lane as the history and development of the building does not appear to be well documented amongst published and unpublished documentary resources. However small amounts of historical background have been found amongst available map and local history publications, trade directories and census returns.

Moor Lane forms the south means of entry into the town centre via Whalley Road. Moor Lane was first established as part of a series of turnpike road improvements and was provided as a means of connecting the new toll road, Whalley Road, to Castle Street within the town centre. Construction of the road began in 1806 and required the demolition of a non-burgage house called 'Pinders'. The road was opened in 1809.⁷

The following map regression analysis indicates that 12, 14 and 16 Moor Lane was likely built as one building sometime in the 20 years between 1822 and 1842. 12 Moor Lane was subsequently enlarged to the rear in two phases between 1842 and 1849 and again between 1849 and 1886.

12, 14 and 16 Moor Lane formerly served as the premises of the Clitheroe Equitable and Industrial Co-operative Society from the 1880's, however the use of the building prior to this is unknown. The building is described as 'uninhabited' in the 1871 census return. The Co-operative movement was founded in the mid-19th century at a time

when living condition within the industrial towns of northern England were tough. With the first successful co-operative having been established in Rochdale in 1844 and following its success many other Lancashire town and cities began to follow suit.



Fig 02: An extract from Bawdwen and Alexanders map of 1822

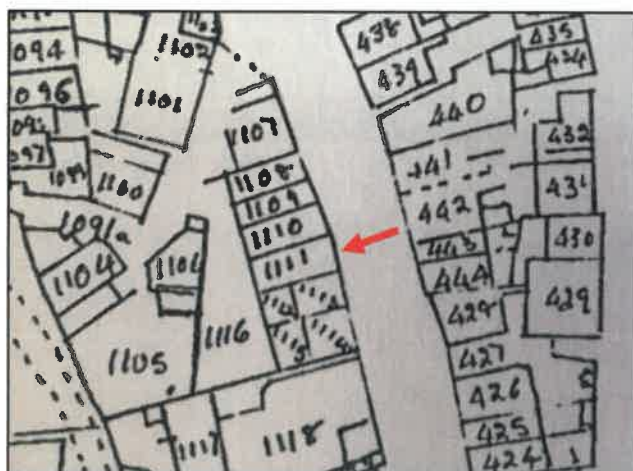


Fig 03: An extract from a tracing of the 1842 Tithe Map for Clitheroe⁸



Fig 04: Extract from the OS 1:1056 map of 1849⁹

⁷ Lancashire County Council (2006) Clitheroe Historic Town Assessment Report, Pg 41

⁸ Tracing of the Tithe Map of Clitheroe, 1842: Copy available from Clitheroe Local Studies Library, Church Street, Clitheroe, Lancashire, BB7 2DG

⁹ Ordnance Survey 1:1056 Map, Clitheroe, Sheet 1 Survey 1844 – 1846.

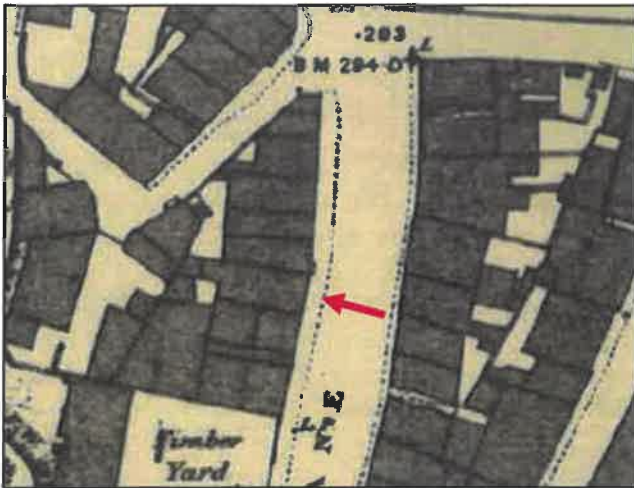


Fig 05: Extract from the OS 1:1056 Map of 1886¹⁰

¹⁰ Ordnance Survey 1:1056 map, Clitheroe Sheet 1, revised in 1884.

SECTION 03

ASSESSMENT OF SIGNIFICANCE

3.1 ASSESSING SIGNIFICANCE

Significance, in terms of heritage related planning policy is defined in the National Planning Policy Framework as “The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.”¹¹ Understanding the significance of a building or place is crucial when attempting to inform sensitively and intelligently managed change in order to sustain significance, and where appropriate and possible, to seek opportunities for enhancement.

The purpose of this section is to provide an assessment of the significance of the Conservation Area so that the proposals for change can be informed by the level of significance they possess and so that the impact of the proposals can also be assessed.

This assessment of significance has been informed by a physical inspection of the building and Conservation Area and both archival and desk-based research.

The following heritage interests have been assessed as per the guidance provided within The Historic England guidance document “Statement of Heritage Significance: Analysing Significance in Heritage Assets” (2019), which is considered to be best practice; to provide a summary statement of significance.

Archaeological interest: “There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.”¹²

Architectural and Artistic Interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skills, like sculpture.”¹³

Historic Interest: “An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation’s history but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.”¹⁴

3.2 ARCHAEOLOGICAL INTEREST

12 Moor Lane forms a row of early to mid-19th century commercial properties built along the west side of the main thoroughfare of Moor Lane. It is likely that the building was constructed as one original phase of construction, alongside No’s 14 and 16 Moor Lane, as a purpose built commercial building.

The archaeological interest of the building is also derived from its extant historic fabric which is limited in this case to external walling, roofing and the sliding sash windows which have been retained to the front and rear of the building. The original shop frontage has been replaced and the interior of the building has been altered, resulting in a loss of fabric and plan form.

3.3 ARCHITECTURAL AND ARTISTIC INTEREST

The existing building frontage is neat yet relatively plain in its overall appearance with the frontage being of little individual architectural merit. The loss of the original shop frontage has detracted from its historical and architectural significance. Nonetheless, the building remains in keeping with the surrounding buildings and provides a positive contribution to the commercial character of Moor Lane. The rear of the building is of little architectural merit and is largely utilitarian in appearance.

¹¹ National Planning Policy Framework (2019) NPPF – Annex 2: Glossary (Online) Available at: [https://www.gov.uk/guidance/national-planning-policy-framework/annex-2-glossary#:~:text=Significance%20\(for%20heritage%20policy\),%2C%20architectural%2C%20artistic%20or%20historic](https://www.gov.uk/guidance/national-planning-policy-framework/annex-2-glossary#:~:text=Significance%20(for%20heritage%20policy),%2C%20architectural%2C%20artistic%20or%20historic). (Accessed on 22nd June 2022)

¹² Historic England (2019) Statement of Heritage Significance: Analysing Significance in Heritage Assets - Historic England Advice Note 12 (Online) Available at: <https://historicengland.org.uk/images-books/publications/statements-heritage-significance-advice-note-12/heag279-statements-heritage-significance/> (Accessed on 16th September 2020)

¹³ Historic England (2019) Statement of Heritage Significance: Analysing Significance in Heritage Assets - Historic England Advice Note 12 (Online) Available at: <https://historicengland.org.uk/images-books/publications/statements-heritage-significance-advice-note-12/heag279-statements-heritage-significance/> (Accessed on 16th September 2020)

¹⁴ Historic England (2019) Statement of Heritage Significance: Analysing Significance in Heritage Assets - Historic England Advice Note 12 (Online) Available at: <https://historicengland.org.uk/images-books/publications/statements-heritage-significance-advice-note-12/heag279-statements-heritage-significance/> (Accessed on 16th September 2020)

3.4 HISTORIC INTEREST

In terms of associative historic value, the building will forever be associated with those that have lived, worked and visited the building, however these associations are not manifested in the physical fabric of the building and as such these associations will not be harmed. The building is also notable as being the former premises of the Clitheroe Equitable and Industrial Co-operative Society from the late 19th century.

In terms of illustrative historic value, the building is an example of an early to mid-19th century commercial building. However the building appears to be poorly preserved and there are more significant and complete examples of this building type on Moor Lane. The building provides little, if any, unique evidence of the past given the significant alterations that have occurred to the building. There is no particular uniqueness in relation to its design or construction.

3.5 STATEMENT OF SIGNIFICANCE

12 Moor Lane is not a statutorily designated as a listed building which suggests the limited level of significance that the building possesses. This assessment has demonstrated that the building possesses limited intrinsic interest and that this interest is insufficient to be able to establish the building as one of national importance, therefore the building is not of a standard suitable for statutory listing and must only be considered to be of local interest as part of the local commercial streetscape of Moor Lane.

The significance of the building is derived from being an example of its respective building type, although not a well preserved example due to the harm to the buildings significance. This has been harmed through the loss of historic fabric, the internal plan form and internal features which would denote its historic uses. The unsympathetic alterations to the building, as well as the loss of the earlier shop frontage, have also impacted on its significance.

The significance of the Clitheroe Conservation Area is derived from its strong sense of place and local distinctiveness created by a number of elements within the public realm of the conservation area.

The conservation area encompasses the historic core of the town which is centered around its medieval street layout which is relatively intact. The north and south extents of the medieval layout are denoted by the presence of two imposing and impressive medieval structures in St Mary Magdalene's Church to the north

and Clitheroe Castle to the south which is accompanied by its attractive grounds and gardens.

The conservation area contains in it the commercial, business, and administrative core of the market town of Clitheroe. It hosts a mixture of business, commercial and residential uses and contains within it the entirety of the town's principal retail areas. In addition to this, the conservation area also hosts a number of educational institutions, i.e., Clitheroe Grammar school, and religious places of worship as well as eateries and recreational facilities, all of which make the town a popular tourist destination.

The buildings within the conservation area which play host to these uses, are architecturally diverse and are a mix of types, ages, and appearances and primarily date from the late 18th and early 19th century, many of which replaced earlier structures and some of which occupy and follow the medieval burgage plot layouts. The buildings are also a mixture of vernacular and polite architecture with church street providing good examples of Georgian architecture. Stone and slate are the predominant materials within the conservation area.

It is the local details which enhance the conservation area's distinctive identity and include;

- The three stone-built wells which were the town's main source of water up until the middle of the 19th century.
- The use of local stone for boundary and surface treatments.
- Local details such as street signage, telephone kiosks and stone gate piers.

SECTION 04

DEVELOPMENT PROPOSALS

4.1 SUMMARY OF DEVELOPMENT PROPOSALS

The proposals consist of the installation of:

- A 600 x 600mm non-illuminated hanging sign,
- A non-illuminated fascia sign located above the entrance doorway
- Window manifestation to both windows of the shop frontage.

These are to be installed to the existing shop frontage / east facing front elevation of the building. The signage is to be grey and will incorporate the logo of Castle Financial LLP.

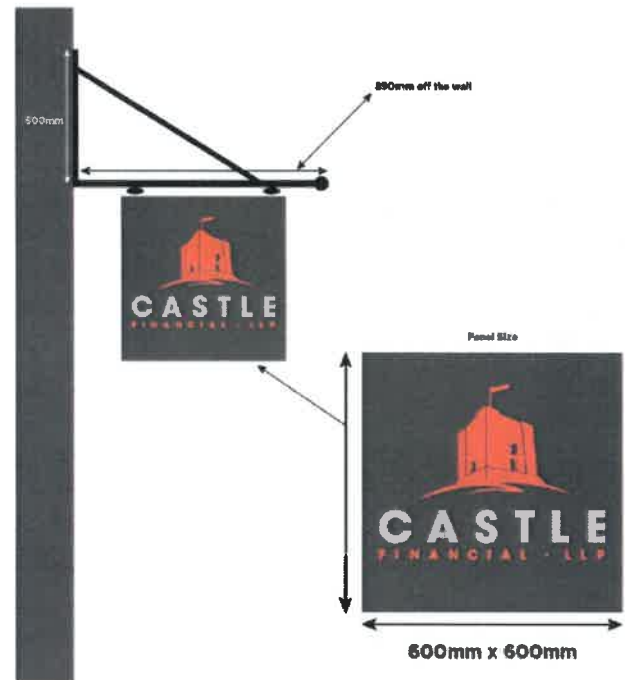


Fig 07: Proposed hanging sign.

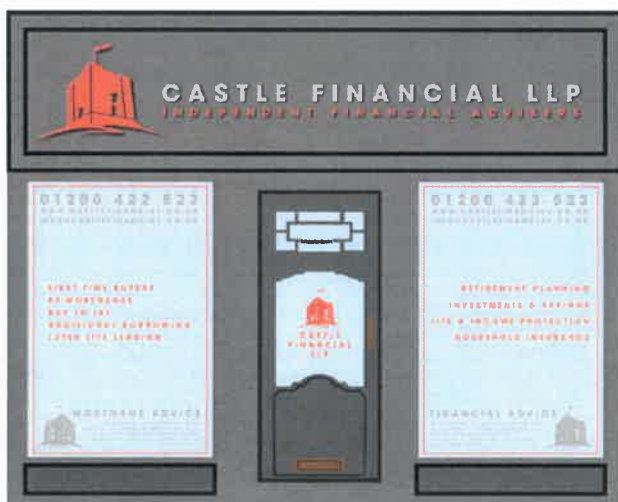


Fig 06: Proposed fascia sign and manifestation designs.



Fig 08: Visual of proposed hanging sign.

SECTION 05

PLANNING POLICY CONTEXT

5.1 NATIONAL LEGISLATION

12 Moor Lane is located within the Clitheroe Conservation Area and therefore the area benefits from statutory protection in the form of national legislation, namely the Planning (Listed Buildings and Conservation Areas) Act 1990 due to being an area of special architectural and historic interest. The Act is the legislative foundation in terms of decision making in relation to conservation areas.

The duty at Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states:

"In the exercise, with respect to any buildings or other land in a conservation area ... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area."

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 Requires that planning applications are determined in accordance with the Development Plan which in this case is the Ribble Valley Borough Council Core Strategy 2008 – 2028, which was adopted in December 2014.

5.2 NATIONAL PLANNING POLICY

The relevant national planning policies are contained within the National Planning Policy Framework (NPPF) 2021, which sets out the Governments economic, environmental and social planning policies for England and how these policies should be applied. The overarching principle of the NPPF is that of achieving 'sustainable development.'

It is chapter 16 of the NPPF which addresses the national planning considerations in relation to the historic environment and how sustainable development within the historic environment can be achieved. The general principle suggested by these policies is that development which does not give due regard to the conservation of heritage assets will not be considered as 'sustainable development' and will therefore be considered as unacceptable and will not be supported by decision making bodies. The policies within the NPPF highlight the need to assess the significance of Heritage Assets and their setting which are to be affected by design proposals for change in order to inform this change and requires that the impact of any such change is assessed.

5.3 LOCAL PLANNING POLICY

The relevant local planning policies pertaining to the historic environment are contained within the Ribble Valley Borough Council Core Strategy 2008 – 2028, which was adopted in December 2014 and which forms the central documents of the Local Development Framework (LDF), establishing the vision, underlying objectives and key principles that will guide the development of the borough.

The relevant Local Planning policies consist of the following;

Key Statement EN5: Heritage Assets:

There will be a presumption in favour of the conservation and enhancement of the significance of heritage assets and their settings. The Historic Environment and its Heritage Assets and their settings will be conserved and enhanced in a manner appropriate to their significance for their heritage value; their important contribution to local character, distinctiveness, and sense of place; and to wider social, cultural, and environmental benefits. This will be achieved through:

- Recognising that the best way of ensuring the long-term protection of heritage assets is to ensure a viable use that optimises opportunities for sustaining and enhancing its significance.
- Keeping Conservation Area Appraisals under review to ensure that any development proposals respect and safeguard the character, appearance, and significance of the area.
- Considering any development proposals which may impact on a heritage asset or their setting through seeking benefits that conserve and enhance their significance and avoids any substantial harm to the heritage asset.
- Requiring all development proposals to make a positive contribution to local distinctiveness/sense of place.
- The consideration of Article 4 Directions to restrict permitted development rights where the exercise of such rights would harm the historic environment.

Policy DME4: Protecting Heritage Assets

In considering development proposals the council will make a presumption in favour of the conservation and enhancement of heritage assets and their settings.

I. Conservation Areas

Proposals within, or affecting views into and out of, or affecting the setting of a conservation area will be required to conserve and where appropriate enhance its character and appearance and those elements which contribute towards its significance. This should include considerations as to whether it conserves and enhances the special architectural and historic character of the area as set out in the relevant conservation area appraisal. Development which makes a positive contribution and conserves and enhances the character, appearance, and significance of the area in terms of its location, scale, size, design and materials and existing buildings, structures, trees, and open spaces will be supported.

In the conservation areas there will be a presumption in favour of the conservation and enhancement of elements that make a positive contribution to the character or appearance of the conservation area.

2. Listed buildings and other buildings of significant heritage interest

Alterations or extensions to listed buildings or buildings of local heritage interest, or development proposals on sites within their setting which cause harm to the significance of the heritage asset will not be supported.

Any proposals involving the demolition or loss of important historic fabric from listed buildings will be refused unless it can be demonstrated that exceptional circumstances exist.

3. Registered historic parks and gardens of special historic interest and other gardens of significant heritage interest proposals which cause harm to or loss of significance to registered parks, gardens or landscapes of special historic interest or other gardens of significant local heritage interest, including their setting, will not be supported.

4. Scheduled Monuments and other Archaeological Remains

Applications for development that would result in harm to the significance of a scheduled monument or nationally important archaeological sites will not be supported.

Developers will be expected to investigate the significance of non-designated archaeology prior to determination of an application. Where this demonstrates that the significance is equivalent to that of designated assets, proposals which cause harm to the significance of non-designated assets will not be supported.

Where it can be demonstrated that the substantial public benefits of any proposals outweigh the harm to or loss of the above, the council will seek to ensure mitigation of damage through preservation of remains in situ as the

preferred solution. Where this is not justified developers will be required to make adequate provision for excavation and recording of the asset before or during excavation.

Proposals should also give adequate consideration of how the public understanding and appreciation of such sites could be improved.

In line with NPPF, Ribble Valley aims to seek positive improvements in the quality of the historic environment through the following:

- A) monitoring heritage assets at risk and;
 - i) supporting development/re-use proposals consistent with their conservation;
 - ii) considering use of legal powers (building preservation notices, urgent works notices) to ensure the proper preservation of listed buildings and buildings within the conservation areas.
- B) supporting redevelopment proposals which better reveal the significance of heritage assets or their settings.
- C) production of design guidance.
- D) keeping conservation area management guidance under review.
- E) use of legal enforcement powers to address unauthorised works where it is expedient to do so.
- F) assess the significance and opportunities for enhancement of non-designated heritage assets through the development management process.

Clitheroe Conservation Area Appraisal (2005)

This documents, produced on behalf of Ribble Valley Borough Council, provides a detailed description and analysis of the various features that contribute and form the special architectural and historic interest of the Clitheroe Conservation Area. It also describes specific strengths, weaknesses, opportunities, and threats in relation to the special architectural and historic interest of the conservation area,

Clitheroe Conservation Area Management Plan (2005)

This document provides brief guidance and advice for assisting in the preservation and enhancement of aspects of the Clitheroe Conservation Area. In relation to advertisements and signage, the management plan provides a list of criteria which should be complied with in order to

achieve an acceptable proposal which does not detract from the special interest of the conservation area.

The proposals will be assessed against the following criteria as part of the Heritage Impact Assessment which is provided within this document.

A The Sign

- (i) The sign is in keeping with character of the shopfront and the area.
- (ii) The sign is not positioned above fascia level.
- (iii) Existing first floor pilasters and architectural details such as string courses and pilasters are not obscured.
- (iv) Projecting signs on brackets are not set away from the fascia board.
- (v) Projecting signs should be sited high enough to avoid danger to pedestrians.
- (vi) Signage should not be over-intensive.
- (vii) Materials used should reflect the character in the conservation area.

B – Conservation Areas and Listed Buildings

- (i) On listed buildings and in conservation areas the Council will seek a high standard of design which should conserve or enhance features of architectural or historic interest.
- (ii) Traditional fascia design with indirect lighting will be considered appropriate.

C - Illumination

- (i) Intermittently illuminated signs will not be considered appropriate.

D Canopies

- (i) Canopies at first floor will be resisted.

SECTION 06

HERITAGE IMPACT ASSESSMENT

6.1 ASSESSMENT CRITERIA

There is currently no overarching or prescribed method for the assessment of heritage impacts and the impacts of the proposed scheme have been assessed in the signage criteria set out in the Clitheroe Conservation Area Management Plan (2005).

A - THE SIGN	
CRITERIA	ASSESSMENT
<i>(i) The sign is in keeping with character of the shopfront and the area.</i>	The existing shop front is not historic in nature and is a later replacement and is simple in its style and appearance with traditional looking elements. The proposed signage and the existing shop front are to be in matching colours so as not create a jarring contrast which would be detrimental to the appearance and character of the building. The fascia signage to the existing commercial buildings on Moor Lane are of varying styles, however the proposed signage to 12 Moor Lane will be consistent with the general traditional appearance of signage throughout Moor Lane. The hanging signage will also be traditional in style and appearance.
<i>(ii) The sign is not positioned above fascia level.</i>	The proposed signage is not proposed to be installed at fascia / eaves level. The proposed fascia signage is to be installed in the same location as the existing optician signage. The hanging sign will be installed above the fascia sign so as to be in line with the pattern of the other hanging signs on the street.
<i>(iii) Existing first floor pilasters and architectural details such as string courses and pilasters are not obscured.</i>	The features to the first floor of the front east facing elevation are limited and comprise of a single 19 th century timber sliding sash window with decorative stone surround and stone quins present to the north east corner of the building. The proposed signage installations will not impact on these important characteristics of the building principal front east facing elevation, therefore preserving their contribution to the character of the building and streetscape.
<i>(iv) Projecting signs on brackets are not set away from the fascia board.</i>	The hanging sign will be installed above the fascia sign so as to be in line with the pattern of the other hanging signs on the street.
<i>(v) Projecting signs should be sited high enough to avoid danger to pedestrians.</i>	The hanging sign will be installed above the fascia sign so as to be in line with the pattern of the other hanging signs on the street and will therefore be high enough so as not to present as a potential danger / health and safety risk to pedestrians.

<i>(vii) Materials used should reflect the character in the conservation area.</i>	The signage will use modern materials so as to reduce the need for maintenance and to ensure that the signage remains looking 'fresh.' The use of window manifestations is consistent with other shops on Moor Lane as well as other commercial streets of Clitheroe Town Centre. The hanging bracket will be made in metal, with a traditional appearance and black paint finish.
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B – CONSERVATION AREAS AND LISTED BUILDINGS

CRITERIA	ASSESSMENT
<i>(i) On listed buildings and in conservation areas the Council will seek a high standard of design which should conserve or enhance features of architectural or historic interest.</i>	The front east facing elevation of 12 Moor Lane possesses few features of architectural and historical interest. What features of interest are present, namely the first floor window and the quoins to the front corner, will be conserved unharmed through the positioning of the various elements of signage as discussed previously. The existing shop front is a modern replacement and although an attempt has been made to achieve a traditional appearance, it is of little interest.
<i>(ii) Traditional fascia design with indirect lighting will be considered appropriate.</i>	No signage illumination is proposed as part of the development proposals.

C - ILLUMINATION

CRITERIA	ASSESSMENT
<i>(i) Intermittently illuminated signs will not be considered appropriate.</i>	No signage illumination is proposed as part of the development proposals.

D - CANOPIES

CRITERIA	ASSESSMENT
<i>(i) Canopies at first floor will be resisted.</i>	No canopies are proposed as part of the development proposals.

In all views of the proposed signage from the north and south, the proposal will be seen in the context of the existing town centre retail frontages and the associated existing signage. Indeed, the proposal will contribute towards the character of the area, identifying the presence of a well-established local business that will directly contribute towards the vitality and viability of the town centre.

Given the proposed design and orientation of the proposed signage, it is highly unlikely to have any adverse impact on

the character or setting of the Conservation Area when viewed from either the north or south ends of Moor Lane.

The above assessment demonstrates that the signage criteria set out in the Conservation Area Management Plan has been met and that the proposed signage is acceptable in terms of any impact on the character and appearance of 12 Moor Lane and the Clitheroe Conservation Area. On this basis it is expected that Advertisement Consent will be granted.

APPENDIX A

CLITHEROE CONSERVATION AREA: SUMMARY OF SPECIAL INTEREST

12 Moor Lane is sited within the defined boundary of the Clitheroe Town Centre Conservation Area which is a designated heritage asset. The special interest of the area is derived from the following:

- Clitheroe Castle, a Scheduled Ancient Monument;
- The relatively intact medieval layout of the original settlement;
- The Castle Grounds which is included on the English Heritage Register of Parks and Gardens;
- The architectural and historic interest of the area's buildings, 88 of which are listed;
- **Church Street, the best area of Clitheroe's historic townscape;**
- Historic late 19th century townscape along King Street including Police Station (1886), former Post Office (1879) and Victoria Buildings;
- Planned grid pattern of typical late 19th century terraced housing (Railway Terrace, Waddington Road, **St Mary's Street and Brennand Street**);
- Good examples of late 19th century terraced houses in Eshton Terrace;
- The prevalent use of local building stone;
- The distinctive skyline, especially as viewed from the Bashall Eaves area of the Borough;
- Open space beside Mearley Brook at the rear of SS **Michael and John's Church**;
- The Market Place;
- Traditional 19th century shopfronts;
- Views of Pendle Hill and distant fells to the west;
- Panoramic views from Clitheroe Castle;
- **A pleasing historic townscape enhanced by the town's changes of level and curves in the old streets and areas of historic stone floorscape;**
- Stone paved pedestrian alleys off Moor Lane and Church Street;
- **Individual trees and groups of trees in the area's three significant open spaces.**