

HERITAGE STATEMENT

2nd August 2023

1.0 The Application Site :-

Unit 2 53 – 55 Berry Lane Longridge PR3 3JL

The development applicable to the Display of Advertisement application is within a designated conservation area.

2.00 The Nature of the Asset

As described in the Conservation Area Appraisal the conservation area is based on three streets, with Berry Lane forming the centre.

Although there is an early 17th century farmhouse still located within the conservation area, the town largely developed from the late 18th century onwards as a centre for handloom weavers and nail workers. From the mid-19th century, the provision of a railway link to Preston encouraged the further development of the area, with six cotton mills being built in or near the town centre.

The Longridge Conservation Area contains impressive groups of late 18th and 19th century stone buildings arranged along the three principal streets. There are just four list entries –two 19th century churches, the early farmhouse, and a group of terraced handloom weavers cottages in Higher Road.

Longridge is notable for the long rows of terraced housing, built for the cotton mill workers in the mid 19th century. Although post-war housing now largely surrounds the town, the conservation area retains sufficient examples of well detailed and reasonably well preserved late 18th and early 19th century buildings, with their original plots, to justify designation.

The site referred to in the application is noted within the Townscape Appraisal Map as a Building of Townscape Merit

3.00 The Extent of the Asset

The site of the new proposed signage is within a row of terraced retail outlets with varying existing shopfront and signage installations at lower level and traditional stone façade at the upper level forming a row of 'Buildings of Townscape Merit'.

The surrounding street scene on the same side of Berry Lane is fairly consistent up and down the street with traditional stone-built properties. However directly opposite the proposed advertisement site there are two newer buildings constructed in more recent years – one a service station with substantial signage and the other a single storey charity shop.

The location for the application is not in close adjacency or in close proximity to any of the Listed or Focal buildings in the Conservation area.

4.00 The Significance of the Asset

Berry Lane is largely a 19th century invention and is notable for its straightness and gently undulating levels, providing excellent views along the road in each direction.

The surrounding buildings and further up the Lane are in municipal or commercial uses: schools, banks, the Co-Operative Store, and public houses.

5.00 The Proposed Works

This application relates to Display of Advertisement only. The proposals include for the retention of the existing fascia and the installation of new externally illuminated shopfront lettering to read 'Dominos' fitted onto the larger fascia. An externally illuminated wall mounted hanging sign is proposed to be positioned centrally within the second fascia.

An A1 Poster frame, also internally illuminated, is proposed to be positioned internally behind the glazing.

6.00 Statement of Need

The proposed works is needed to provide adequate commercial signage for the new shop tenants, Domino's Pizza, who will be occupying the site.

7.00 Heritage Impact Assessment

In order to assess the impact that the proposals may have on the heritage assets in the surrounding 'zone of visual influence', the identified significance of each of the assets should be considered against the effect the proposals may have on them. This analysis will be based on four overarching key attributes of the proposals and how these may affect the surrounding heritage assets as well as any additional cumulative and complex impacts:

- Location and siting
- Form and appearance
- Additional effects
- Permanence

Location and siting

The proposed location of the fascia sign and projecting sign is to be in the same location as the adjacent retail units, therefore in-keeping with the existing streetscape.

Form and appearance

The signage proposals (fascia sign) are for externally illuminated lettering to read 'Dominos'. Letters (upper case 'D' to be 252mm high) to be fret cut from 10mm opal 069 acrylic and bonded directly to the fascia. Logo (height 456mm) to also be fret cut as the lettering with applied blue and red vinyl and bonded directly to the fascia. All illuminated by a trough light finished grey to match the fascia.

The proposed double sided projecting sign, 500mm x 500mm, formed in timber complete with a moulded frame painted to match RAL 7043 dark grey. Vinyl logo (red/white/blue) to be applied to both sides. The sign projects a total of 534mm from the face of the fascia and is 2500mm above pavement level. All supported off a traditional metal bracket. The sign is externally illuminated by an Ecolux trough light finished to match RAL 7043 dark grey.

Additional effects

The proposed application works only include for the installation of new signage.

Permanence

The fascia lettering and projecting sign would be installed to the existing timber shopfront surround. These proposed works do not include for any significant alterations or removal of historical building fabric. Subsequently, future removal of these signs if required can be removed in future without fundamental detriment to the original historic building.

Conclusion

As detailed above, the proposals call for the installation of new external signage to the existing retail unit. These works do not include for any significant structural alterations or removal of historical building fabric. As a result, it is considered that the impact of the proposed works would have negligible detrimental impact to the surrounding conservation area or nearby Listed Building historical assets.

