

Heritage Statement

Installation of Signage

**57 Berry Lane
Longridge**

***CFM Consultants Ltd.
New Media House,
8 Hardhorn Road,
Poulton-le-Fylde,
Lancashire,
FY6 7SR***

Installation of Signage

August 2024

1. Introduction

This heritage statement has been submitted in support of the planning application for installation of signage at 57 Berry Lane, Longridge.

2. Site Analysis

The application unit lies on the south-west side of Berry Lane. It is part of a run of three units (53, 55, and 57 Berry Lane), each of which are two storeys. There are other similar units adjacent to this run of three, to the north-west and south-east. There is a petrol filling station opposite the unit.

The ground levels outside the unit are largely even. The site is less than 0.10Ha in total.

The unit lies within the Longridge Conservation Area and is highlighted as a 'building of townscape merit'.

3. Proposals

A planning application for signage was previously refused. Alterations have been made to this application following discussions with Planning Enforcement.

The application proposes to install two signs – a fascia sign and a hanging sign. Both signs are to have no illumination, to fit within the conservation area aesthetic. Timber has been selected for the main materials of the signage to provide an appropriate conservation area finish. The signage is finished to the company's brand colours.

4. Heritage Assessment

Regard should be had to the advice given at Section 16 of the NPPF "Conserving and enhancing the historic environment" (paragraph 200 in particular) and to Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, "General Duty as respects Conservation Areas in exercise of planning functions", specifically, "Special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area".

Paragraph 200 of the NPPF states that when determining such application, "Local Planning Authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting". It continues to say that, "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".

Section 16 of the NPPF deals with, "Conserving and enhancing the historic environment". Of particular relevance to this proposal is the content of paragraph 200 (mentioned above) that gives advice as to what local planning authorities should require of an applicant, in order to determine applications. Clearly, this whole statement is relevant, but this Heritage statement deals with the impact of the proposal on the conservation area.

In this instance the building to which the application relates is within Longridge conservation area. The application site lies towards the north-west end of the conservation area.

The only proposed alterations are the installation of the signage. The proposals are not considered to impact in any detrimental way on the character or appearance of the conservation area or the building itself.

The proposed signage has been selected to be in-keeping with the building and conservation area setting, whilst also attracting passing customers using recognisable branding and minimal colours to ensure that the unit can remain viable.

5. Conclusion

The design of the signage remains in-keeping with the surrounding conservation area matching those of adjacent units and is suitable for a building of townscape merit.

The proposals will assist in the long-term preservation and viable use of a building that has remained vacant for a few years.