



Heritage Statement

TG Jones

39 Castle Street, Clitheroe BB7 2BT

Prepared by

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Introduction

This Heritage Statement has been prepared by Greens the Signmakers Ltd on behalf of TG Jones. The purpose of this assessment is to provide a description and justification of the proposed works to support the advertisement consent for the property of 39 Castle Street, Clitheroe BB7 2BT and proposed signage associated with the TG Jones brand. This document provides details of the application, identification of any heritage assets, and impact upon the conservation area.

Application Details

Applicant's name: WH Smith

Applicant's address: WH Smith, Greenbridge Road, Swindon SN3 3RX

Submission date: 19/05/2025

Site address: 39 Castle Street, Clitheroe BB7 2BT

Application reference number: PP-14030268

About WH Smith PLC:

WH Smith PLC is a leading global retailer for news, books and convenience, and is made up of two core businesses – Travel and High Street.

Details of the proposal:

Replacement of the existing WH Smith fascia and projecting sign with a like for like TG Jones branded fascia and projecting sign.



Heritage Assets:

Is the application site located within a conservation area?	Yes
Which conservation area is the application located within?	Clitheroe
Is any part of the application site a listed building or listed garden?	No
Is the application site within 15m of a listed building or listed building?	Yes

Heritage Statement

The property on Castle Street, Clitheroe is a mid-terrace retail unit part way down the retail area of Castle Street and is situated within the Clitheroe conservation area. The property is within close proximity of Grade II Listed Buildings. Due to its close proximity heritage style proposals will be implemented to be sympathetic to the conservation area location.

Impact of proposed development upon conservation area

Changes proposed as part of the works to change WH Smith branding to TG Jones branding includes installing heritage aesthetic styled signage to the existing front. The existing blue WH Smith fascia will be replaced like for like with a TG Jones fascia. The new fascia will be to the same specification as the existing WH Smith fascia, with white vinyl letters applied on the plain blue aluminium fascia. The existing blue WH Smith projecting sign will be replaced with a like for like TG Jones projecting signs, using the same materials, specifications and colours. None of the signage will be illuminated. These additions are very much keeping with the character of the area and will have very little impact on the surrounding properties.

Mitigation measures

Replacing the signage like for like will ensure that no historic features are covered up, and no damage will be done to the building as all fixings will be in the same place as the existing fascia. Keeping the proposed signage in the same style as the existing signage and having non-illuminated signage will ensure that it is in keeping with the other buildings in the area.

Photo of the building

Existing:



Proposed:

