

## HERITAGE STATEMENT

**Wade House, 2 Church Brow, Clitheroe, BB7 2AA**

**Listed Building application for the replacement of one non-illuminated hanging sign and two tray signs**

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### Introduction

This Heritage Statement has been prepared to accompany an application for replacement signage at 2 Church Brow, Lancashire BB7 2AA. The application is for the replacement of one external hanging sign and two tray signs on behalf of our client, Harrison Drury.

The signage is to be attached to a Grade II listed building at 2 Church Brow and is located within Clitheroe's Conservation Area under 'Character Area 1: Clitheroe's Historic Core'. The following Heritage Statement considers the effect of the proposed signage upon the significance of the Conservation Area and 2 Church Brow which is Grade II listed.

Other listed buildings in the immediate vicinity include:

- Parish Church of St Mary Magdalene (Grade II\*)
- 4-8 Church Brow (Grade II)
- 24 Church Street (Grade II)
- 22 Church Street (Grade II)
- 23 Church Street (Grade II)
- 21 Church Street (Grade II)
- 19 Church Street (Grade II)
- The Vicarage (Grade II)
- Major House (Grade II)

Due to the scale of the proposal, as a result of its size, non-illumination and the fact that the adverts will replace existing signage, it is considered that the assessment of heritage impact should centre upon 2 Church Brow as a Grade II listed building. No harmful heritage impacts would be perceived beyond the building itself.

### Proposed signage

The new hanging sign will measure 450mm by 750mm and will be installed in the same location as the existing sign, suspended from the original wrought iron bracket, which is to be retained. The two

tray signs will each measure 190mm by 330mm and will be positioned in the same location as the current signage. All signage is non-illuminated, and the hanging sign will be finished in Pantone 2607C (purple) with blue and white lettering. The proposal retains the existing scale and position of the signage on the listed building.

## **Heritage Assets**

2 Church Brow Listed Building Entry (Historic England):

*“Mid-late C19. 2 storeys in coursed stone with rusticated quoins and stone brackets and band at eaves. 3 windows in stone surrounds with chamfered reveals on tabs. Ground floor has 2 similar windows of 2 lights but with cornice and on 3 wide tabs. Feature is doorway, which is arched and with drip mould and carved ornament and monogram. Marginal glazing bars to arched fanlight. Pink granite columns to spandrels have carved capitals. 3 steps. Included as part of a group. No 2 and Nos 4 to 8 (even) form a group with Nos 22 and 24 Church Street.”*

Clitheroe’s Conservation Area Appraisal notes that Church Brow is part of the town’s historic core. This includes some of Clitheroe’s oldest streets and buildings and forms part of the original medieval layout. Church Brow links to Church Street and the town centre. The street is known for its strong historic character, with buildings set close to the pavement and creating a long frontage. Church Street is noted as being well kept, featuring stone paving and Georgian buildings. Church Brow continues this sense of character as it slopes down from the church.

## **Assessment**

This assessment is carried out in accordance with the requirements of paragraph 207 of the National Planning Policy Framework and related Historic England guidance and good practice advice provided in ‘Conservation Principles, Policies, and Guidance: Sustainable Management of the Historic Environment’ (2008) and ‘Managing Significance in Decision-Taking in the Historic Environment – Good Practice Advice in Planning 2’ (2015). This is used to address the heritage information required to satisfy the obligation of paragraphs 212-215 of the NPPF as part of a staged approach to heritage-related decision-making.

Paragraph 207 of the NPPF explains that:

*“In determining the application, 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 sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary”.*

This assessment, therefore, begins by identifying and understanding the significance of the building to which the signage will be attached. Before moving on to objectively understand and assess any harmful effects the proposed signage is likely to have upon the building's significance, whilst considering how any harm to significance can be avoided, minimised and/or mitigated and if any opportunities to 'better reveal' or enhance significance can be taken.

### **Assessing significance**

Conservation Principle, Policies and Guidance: Sustainable Management of the Historic Environment (Historic England, 2008) explains that significance is a collective term for the sum of all the heritage values attached to a heritage asset. It sets out a method of thinking systematically and consistently about the heritage values that can be ascribed to an asset by grouping them into four categories

- a) Evidential value: The potential of a place to yield evidence about past human activity.
- b) Historical value: How past people, events, and aspects of life can be connected through a place to the present – it tends to be illustrative or associative.
- c) Aesthetic value: the ways in which people draw sensory and intellectual stimulation from a place.
- d) Communal value: The meaning of a place for the people who relate to it, or for whom it figures in their collective experience or memory.

The relevance of these heritage values in determining the significance is laid out below:

#### a) Evidential value:

Church Brow holds limited evidential value as it does not yield much evidence about past human activity. The building is from the 1800s and demonstrates how buildings were made during this period for example it features a carved doorway, granite columns, and stonework which aids in understanding the building style and materials of the time.

#### b) Historical value:

The building has historic value as it contributes to Clitheroe's historic centre. The architectural details provide evidence of design during the 19<sup>th</sup> century. It's grouped with other buildings along Church Brow and Church Street which strengthens its historical value.

#### c) Aesthetic value:

Church Brow holds moderate aesthetic value, it is an example of a well-made building from the 19<sup>th</sup>

Century with key design elements of the period, including granite columns and carved stone detailing. These features contribute to the wider conservation area along Church Brow. The property forms part of a listed group of buildings which enhances the building's aesthetic value, adding to the quality of the Conservation Area.

#### d) Communal Value

As part of the town's core, many visitors and residents pass by this area. It is in a key location set close to the pavement. Its visibility along a key street contributes to its moderate communal value.

### **Statement of Significance**

Having assessed each of the heritage values, an objective statement can be made to summarise its overall significance as a locally listed building. Which is:

- The building at 2 Church Brow holds recognition as a Grade II building

The building's primary significance lies in the aesthetic value demonstrated through its stonework and decorative features. The building also holds historical and communal value as it contributes to the character and identity of Church Brow as part of Clitheroe's historic streetscape.

### **The effect of the proposed signage on the building's significance**

The signage will display Harrison Drury's details in white and blue font on a purple background using appropriate proportions and scale. Given its modest size and position, replacing already existing signs, the proposal will have no adverse effect on the building's aesthetic value. The signage maintains an appropriate frontage that respects the building's historic and aesthetic character.

### **Conclusion**

This Heritage Statement has considered the nature of the proposed signage, the level of change that will arise from the proposed development of the replacement signage, and the effect this will have upon the significance of the Grade II building.

It has been found that the proposed signage as such will not result in any direct harm to the significance of the Grade II listed building from its evidential, historical, communal, and aesthetic value. Nor will the proposal harm the heritage significance of the Conservation area and adjacent heritage assets.