HERITAGE STATEMENT

PROPOSAL : Replacement shopfront and internally illuminated fascia sign

ADDRESS : 23 Castle Street, Hinkley

APPLICANT : Ryman Limited

DATE : July 2008 JOB No. : 2008-1569

BACKGROUND

The application property is a Grade II Listed Building situated within the central shopping area of Hinkley. The building is a three storey brick building with a tiled roof. The brickwork on the front elevation is painted white.

The existing shopfront takes up the whole width of the building. It is modern and comprises a series of concertina wooden and glazed doors that are set back from the frontage. The ground level at the frontage slopes down from left to right. It is tiled and there is a small area of level platform on the RHS. The pillars either side of the frontage are modern and constructed of timber panels with beading. The shopfront is painted blue.

The existing fascia is a blue painted timber panel with individual white letters and a logo.

PLANNING POLICY

The Hinkley and Bosworth Local Plan was adopted in February 2001. Policy BE4 of the Local Plan states that alterations to Listed Buildings will be permitted provided that it would not detract from the architectural or historic interest of the building. Policy B11 requires that replacement signs should be traditionally styled and carefully detailed.

Paragraph 4.16 of **PPG15 Planning and the Historic Environment** states that many conservation areas include the commercial centres of the towns and villages of which they form part and that while conservation of their character or appearance must be a major consideration, this cannot realistically take the form of preventing all new development: the emphasis will generally need to be on controlled and positive management of change. Paragraphs 4.19 and 4.20 confirm that planning decisions in respect of development proposed to be carried out in Conservation Areas must give high priority to preserving or enhancing the character or appearance of the area. However, paragraph 4.20 states that the Courts have held that there is no requirement in the legislation that conservation areas should be protected from all development which does not enhance or positively preserve. Whilst the character and appearance of conservation areas should always be given full weight in planning decisions, the objective of preservation can be achieved either by development which makes a positive contribution to an area's character or appearance, or by development which leaves character and appearance unharmed.

EVALUATION

The application proposes the construction of a traditional timber framed shopfront at the back edge of pavement set within the existing timber columns. The proposal incorporates a new brick stall riser. The proposed double doors will be semi-glazed and set back to facilitate the change in level.

The proposed fascia will be a red enamel panel with individual letters cut out and illuminated from behind. Each letter will be white. The logo will also be cut out and coloured a silver blue.

The application proposes the removal of a poorly designed and detailed shopfront and introduces a traditionally designed shopfront with appropriate detailing.