RELEVANT HISTORY

S.07/1389/LBC New shop front and bakery installation.

CONSULTATIONS

Parish: Stroud Town Council Object; question the down lighting; sign should be painted fascia and timber; contrary to SDC shop fronts and Advertisement quide.

POLICY CONSIDERATIONS

Policy considerations with regard to listed building matters are given in paragraph 132 of the NPPF (National Planning Policy Framework.

Paragraph 132 says 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.'

CONCLUSIONS

Shopfront A presents the sign proposed for the front of the building, facing the highway. It consists of a non illuminated fascia panel featuring aluminium panel finished corporate grey with individual letters stood off finished white and the mobile logos in face applied vinyl. Shopfront B located within the Merrywalks arcade also consists of non illuminated fascia panels featuring aluminium panel finished corporate grey with individual letters stood off finished white and the mobile logos in face applied vinyl. Whilst the use of aluminium is not perhaps the most appropriate material, the appearance, colour and materials of the replacement signs will retain a simple and relatively subdued appearance that will not harm the character of the listed building.

The proposed signage therefore will not look out of keeping in its setting and is not considered detrimental to the character and appearance of the listed building.