

3 BARRINGTON ROAD

HERITAGE STATEMENT
COLUMBIA THREADNEEDLE INVESTMENTS



1.01 BACKGROUND

3 Barrington Road, formerly The Southmark building is a vacant office building constructed circa 1990.

The building has undergone significant refurbishment in 2019-20.

The Planning Application is for advertising signage to the front of the building and on the side wall.



1.02 CONSERVATION AREA

The building is not located within a conservation area, however it does share a boundary with an existing conservation area “Old Market Place Conservation Area” [see map extract below].



Conservation area map extract [red line indicates shared boundary]



1.03 SCOPE OF WORKS

The application is for permission for two signs to be positioned within the building demise.

One sign positioned within the planter with the new name of the building and information on how to contact the sales team. 9m x 1.5m made from aluminium on steel posts.



One sign positioned to the north of the building on the side wall, 7m x 2.4m made from vinyl and attached directly to the wall itself.



1.04 CONCLUSION

The signage at 3 Barrington Road is a tool for both wayfinding (as the name of the building has changed) and marketing, to allow the office to be re-occupied as soon as possible.

The changes when viewed from the conservation area are relatively minimal and respectful to the character of the surrounding area.

