

**Subject:** FW: Frontage with measurements

## **Heritage statement – Sherlock's**

The aim of this statement is to accompany the sign planning application to enable a change of shop signage (advertisement) in a conservation area.

### **Property Address**

Sherlock's,  
23 Queens Street  
Blackpool  
FY1 1NL

The area is part of Blackpool town centre commercial conservation area.

### **History of the building**

Despite having a Victorian appearance, the property has undergone many changes and we believe the original property was a Jewellers. After having planning permission granted in the last 20 years to be refurbished into a bar/ club today we recognise it from its distinctive Victorian style wrought iron, heavy hardwood doors and period style bay window fascias and mouldings.

It is generally believed it originally formed part of a purpose build shopping street dating back to late Victorian times within the town centre area.

The building is of brick construction with a rendered finish. The roof is a pitched tiled roof. Most of the properties in the street appear to have been built in a Victorian style appropriate to the period of build although many have been modernised unsympathetically. Despite its recent modernisation, Sherlock's has remained sympathetic to its Victorian Era, even adopting a Victorian theme and name to the property.

### **Proposed design**

Pictures submitted of present signage and proposed signage over laid.

We believe the chosen Victorian signage design compliments the property, as well as suiting the style of the business it's aiming to be.

The chosen lettering is classic Victoria and the simple backlighting will ensure it will not look overstated or tasteless.

### **Impact**

The impact will be far more subtle in keeping with the building style and era, than previous signage which were temporary printed boards diminishing the image of the building and street.

The signage will be visible from the pavement and road outside the venue.



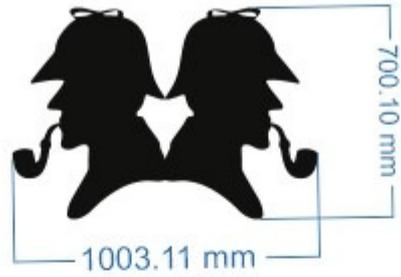


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3 hours  
No sleeping  
10 am - 2 am  
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