

HERITAGE STATEMENT:

The store has been serving the local community for quite a few years and over these years has had a number of signage changes. My clients are in the process of upgrading the store and part of this upgrading process is the signage / branding change. The new signage / branding we believe is less of an impact on the local area than that of the signage that it will be replacing. The new design fits in far better when stores are located next to or close to grade two listed buildings and when in areas of natural beauty. Based on this we believe the new signage will actually improve the look of the site and fit better within the local community. My clients have over the last few months upgraded a number of sites and the new signage has not only improved these sites but has been warmly accepted by the community and the local planning office. The signage is made of aluminium and powder coated for longer life but it has been done in a way to look traditional which again fits in well when used in areas such as this.