



**Northumberland  
Estates**

**Proposed Signage,  
Bailiffgate Hotel, Alnwick**

**Heritage, Design and Access Statement**

**October 2023**

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## 1. Introduction

- 1.1 This Statement supports the Listed Building Consent planning application for the installation of various signage on the front and side elevation of Bailiffgate Hotel, formerly no.2 Bailiffgate.
- 1.2 No.2 Bailiffgate is part of the wider complex of buildings that was granted planning permission for the conversion into a hotel, ref. no. 20/01238/FUL and 20/01239/LBC. No.2 is a Grade II\* Listed Building.

## 2. Use

- 2.1 The approved planning consent is for the conversion of the building to a hotel (Use Class C1), with some demolition to the rear and the construction of a new build hotel (Use Class C1).

## 3. Appearance

- 3.1 The front elevation of Bailiffgate has been repaired and restored as part of the conversion to a hotel. This has included re-roofing, repair and replacement of windows, and masonry repair and cleaning.
- 3.2 It is proposed to install two illuminated hanging signs on no.2 Bailiffgate, one on the front elevation adjacent to no.4, and the other on the side elevation with The Peth. It is also proposed to install a building mounted illuminated sign next to the main door of the Hotel, along with an illuminated menu board on the existing railings.



Photo showing no. 6 and no. 4 Bailiffgate (blue doors), with no.2 Bailiffgate front entrance just visible behind the trees, where the signage would be installed

#### 4. Access

- 4.1 The proposed signage would have no impact on physical access to the building. The signs will draw greater attention to the main door as a focal point for entry into the building. No works are required to the public highway or footpath as part of the installation.

#### 5. Heritage

- 5.1 The approved planning permission for the hotel conversion included a Heritage Impact Assessment, April 2020. This specifically assessed the significance of no.2 Bailiffgate, and states that the principal visitor entrance to the hotel will ensure that it continues to serve as the principal elevation and the focus of activity. The conversion to a hotel was concluded to have a minor positive impact on the setting and significance of no.2 Bailiffgate, which will reflect the building's historic and architectural significance.
- 5.2 It is considered that the previous Heritage Impact Assessment is an important baseline in assessing the significance of no.2 Bailiffgate, and in assessing the impact of the proposed development. Within the context of the approved planning application the proposal to install various signage will have no negative impact on the building's setting or significance. In fact, the signage will draw attention to the principal elevation and to no.2 Bailiffgate as the main entrance to the complex of buildings to retain its status as the principal building of historic and architectural importance on Bailiffgate.



Photo showing the front elevation of no.2 Bailiffgate, where the signage will be installed. The existing tree largely hides the front elevation, and the signs will not detract from the building aesthetic or heritage value.