

# HERITAGE STATEMENT

01th November 2023



27/29 High Street

Wells Somerset

BA5 2AA

**Prepared by**

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This statement forms part of the planning and advertisement application for the refurbishment of a former retail unit. It is not a standalone document and must be read in conjunction with accompanying application and plans.

## **1.0 Introduction**

The heritage statement has been prepared to support the application for buildings in conservation areas, planning advertisement consent occupied by Poundland. The property is in a conservation area and has a Grade II listing.

## **2.0 Proposal**

Planning permission is sought for the following works:  
Installation of a new externally illuminated Shopfront signage.

## **3.0 Identifying the Heritage Asset**

The unit is an 4 Storey George building located on the main High Street in Wells Somerset. The building was constructed in circ. 1800s and has functioned as a retail unit ever since.

Many properties on the Highstreet are listed. Due to this, careful thought and consideration has been given to the design. Poundland, would like to retain the existing aesthetic qualities of the building whilst aligning the current signage with their nationally recognised branding.

## **4.0 Assessment of Impact**

The proposed works are primarily concerned with Shopfront signage. The proposed works to the unit in regards to signage will be to simple replace the existing with Poundland's branding while in keeping with the conservation area guidelines

The external façade of the first floor will not change creating no visual impact to the area and surroundings in respect to its being in a conservation area.