

**256 High Street, Guildford**

**Heritage Statement**

1. The Application Site falls within the Guildford Town Centre Conservation Area.
2. The Application Proposal is for replacement signage. The previous and new signage is shown on the drawings. Previous advertisement consent applications have been granted on the building for “Display of replacement individual white lettering attached to brick work at first floor level” (05/P/01582, approved 23 September 2005). The signage now proposed is consistent with the design and size of the previous signage.
3. There is a lot of signage on buildings in this area, consistent with it being a high street with numerous shops, restaurants and other businesses.
4. The Conservation Area Statement sets out “Issues and threats: High Street” which does not rule out signage but does warn against “Use of garish signage/colours” (Section 4.2). The Application Proposal is for muted signage principally in white which is the same as the previous signage and is the main colour used on this and nearby buildings.
5. The Application Proposal will therefore not cause any harm to the Conservation Area.
6. If it is considered that the Application will lead to “less than substantial harm to the significance of a designated heritage asset” (NPPF paragraph 202), this harm should be weighed against the public benefits of the proposal including securing the ongoing use of the building and providing jobs.

**1 November 2023**

**NT20231101**