

Nationwide, 77/79 George Street, Luton, LU1 2AP**Heritage Statement**

This statement has been prepared to support our Advertising Consent application to replace the existing external signage. The building is not listed but is within an conservation area. Permission is sought to replace external signage.

The Proposals:

Works will include:

Replace existing signage with:

Front Elevation - George Street:

- Replace 1no. Projecting signage with new 500mm. Retain existing bracket
- Replace 2no. fascia with new blue fascia and 1no. Logo with new 290mm logo height. Logo to be centred to fascia. Omit 1no. Logo
- Install new safety manifestations.
- Replace 1no. ATM surrounds and decals with new.

Front Elevation - Wellington Street:

- Replace 1no. Projecting signage with new 500mm. Retain existing bracket
- Replace 2no. fascia with new blue fascia and 1no. Logo with new 290mm logo height. Logo to be centred to fascia. Omit 1no. Logo
- Install new safety manifestations.

The property is currently occupied by Nationwide.

The following statement explains the heritage context and appraises the property as a heritage asset.

Impact Summary

The building is not listed but is within a conservation area; the original building fabric will not be altered, removed, or concealed. All existing original features will not be affected by the proposed works.

No discussions have been made with neighbours in relation to the proposals; the works are not considered to have any adverse impact on neighbours. The works are not considered to have any adverse impact to the existing appearance and amenity of the application site and that of its neighbours, rather, the proposals will benefit the front elevation. Access to the building will remain unchanged. The proposals will not affect public routes. There are no alterations proposed to the landscaping.

All works are intended to involve the minimum intervention and preserve the original look and feel of the existing building within the context of its conservation area status.

The significance of the building has been considered and will retain its existing character. It is considered these works will improve the elevation and therefore makes a positive contribution to the conservation area.