



Retail Design Solutions (Consultancy) Ltd

# Heritage Statement

for

Specsavers Opticians  
93 High St,  
Street,  
Somerset,  
BA16 0EZ

**Prepared By:**

**Retail Design Solutions (Consultancy) Ltd**

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## 1.0 Site Description

The site 93 High St, Street, Somerset, is situated on a busy pedestrianised Highstreet in the village of Street. Given the location of the site, and the historical characteristics of the building and area, special consideration needs to be given as to how the proposal may impact surrounding heritage assets.

## 2.0 Architectural Significance

93 High St, Street is a retail building consisting of Ground and First Floor which is rented by Specsavers.

## 3.0. Architectural Value

The building at 93 Street High Street embodies distinctive architectural features representative of the local heritage. The proposed signage aims to harmonise with these elements, respecting the building's architectural integrity as well as reflecting the style of signage that is existing.

## 4.0 Historic Context

The area has a rich historical background, The proposed signage seeks to enhance the public's awareness of this history without compromising the building's historical fabric.

Contribution to Local Character:

The heritage assets contribute significantly to the character of the local area, serving as a landmark with cultural and community value. The proposed signage aims to integrate seamlessly into this context, enhancing rather than detracting from the existing character.

Impact Assessment:

1. Architectural Harmony: The design of the proposed signs has been carefully considered to ensure they complement the existing architectural features, thereby minimising any adverse impact on the building's aesthetic significance.
2. Nighttime Visibility: The internally illuminated feature is intended to provide visibility during evening hours, enhancing the building's presence without compromising its daytime appearance. Lighting design considers the need for subtlety to avoid undue disruption to the heritage asset.

Mitigation Measures:

1. Historic Material Compatibility: Materials used for the signage will be sympathetic to the historic fabric, ensuring a seamless integration that does not compromise the building's heritage value.
2. Lighting Control: The lighting scheme will include measures to control brightness and minimise light spill, preventing any negative impact on the nighttime character of the area.

## 5.0 Impact of Proposals

The installation of internally illuminated fascia and projecting signs at 93 Street High Street in Somerset is proposed with due consideration to the heritage assets and their significance within the local context. The affected heritage assets primarily include the architectural and historic elements surrounding the site.

We propose a new fascia signage, window manifestations and new shopfront to new unit only. The shopfront is to be checked for rot and treated as part of the works. Specsavers existing shopfront to be de-nibbed, prepared as necessary and resprayed in basalt grey RAL 7012, matching new. Advert Consent has been applied for.

The proposal aims to refresh the shopfront. We feel the proposal has minimal impact on the heritage characteristics of the surrounding area and we are repairing the building where needed.

## 6.0 Schedule Of Works

The main external works consist of the following:

- ❖ Install new fascia to the front and lettering, the type proposed has been used on many other units with a Heritage background.
- ❖ New shopfront to new unit
- ❖ Allow for removal of existing entrance soffit signage, checked for rot etc and is in a good structural order, any rot to be removed replaced and redecorated in green signage colour.
- ❖ Specsavers existing shopfront to be de-nibbed, prepared as necessary and resprayed in basalt grey RAL 7012, matching new.

The main internal works consist of the following:

- ❖ New flooring throughout the customer area
- ❖ Additional partition walls to add consultation rooms.
- ❖ Existing broken fittings and equipment to be replaced with new

In conclusion, the proposed installation of internally illuminated fascia and projecting signs at 93 Street High Street in Somerset is approached with a commitment to preserving and enhancing the significance of the heritage assets. The design respects the architectural and historical values while incorporating mitigation measures to safeguard the integrity of this cherished local landmark for current and future generations.