

Heritage Statement for New Hanging Sign at 6 New Street, Sandwich, CT13 9AB

Application No. 24/00193

The above application is to gain permission to attach a traditional style sign perpendicularly to the first floor of the above property. This statement helps the planning authority understand the level of historical significance that the building has, and the impact that the sign will have.

The Building

Location

The property is located in Sandwich, an historic Cinque Port town in east Kent, approximately 12 miles east of Canterbury. It is situated in the centre of Sandwich on the southern side of New Street, one of the main roads passing through the centre of the town. New Street is a one-way road and is predominantly residential, comprising mainly of period terraced houses and cottages. However, at the western end of the street, where the subject property is situated, there are a number of small shops occupied by mostly local independent retailers, on both sides of the street (fig 1,2 and 6). The property is currently directly next door to Costa Coffee, and next door but one to restaurant Tan Bueno, both of which have similar signs as the one proposed here (fig 3 and 4).

History

According to the landlord, the property probably dates from the early 20th Century. The building has previously formed part of a The Greyhound Public House, at 10-12 New Street, which is now Tan Bueno.

The building is now home to Hercules Wines (formally known as Hercules Wine Warehouse Limited), who moved in approximately three years ago (fig 5). Whilst the last tenant was a short-lived clothing shop, for the majority of last couple of decades the shop has similarly been home to wine stores - being Threshers and then the Strand Wine Company.

Significance

Possibly given its relatively youthful age relative compared to many older buildings in Sandwich, the building does not feature on Kent County Council's Historic Environment Record or the Historic England Archive. Neither do the buildings either side of it. Whilst there are numerous historic pictures of New Street on the internet, the only pictures of this particular property are those of recent history (as Threshers or The Strand Wine company). Studies of old maps indicate that there

has been a building on the site at least since the early 1800s and the building next door between 6 New Street and Tan Bueno exhibits a stone dated 1844 (fig 5). However, this has a very different appearance in terms of both style and brickwork.

There is no information to suggest that this red brick building has anything other than moderate significance, forming part of a set of relatively ornate buildings which themselves are collectively listed as part of Sandwich's general listed status. Compared to many buildings in Sandwich it is *relatively* modern, and by all accounts it has little archaeological, architectural, artistic or historical significance. The Planning Authority previously agreed to a hanging sign on the Costa Coffee building next door, which was clearly built at a similar time given its similar style and brick work.

However, for the reasons set out below the simple addition of a hanging sign will not detract from the historical significance that it nevertheless does exhibit, and is likely to instead enhance it.

Assessing the Proposed Works

Overview

The addition of a hanging sign would have a number of benefits to this building and the others surrounding it. It would enhance the business and trading feel to this part of the town, and would be sympathetic to the two shops either side that both have hanging signs already (including the modern day Costa Coffee sign).

It would also restore the hanging sign that was once there – whilst there is no picture of the shop with a sign available, there are screw holes already present where the sign will go, indicating that a sign has hung there previously. (fig 8).

The Sign

The sign itself will display our name and new logo (fig 7). The sign itself will further enhance the heritage of the building:

- The sign will be coloured in Little Greene Royal Navy Blue heritage paint, and have gold lettering
- The new logo features a bottle and glass of wine on top of an anvil, which reflects the history of the Hercules name. Before moving to New Street, the original wine shop resided on the site of Sandwich's old Hercules Foundry.

The sign will hang off a metal bracket which will be sympathetic to the period of the building, a curled wrought iron look.

Conclusion

The simple addition of a hanging sign most likely enhance the relatively modest historic significance of the building, and will be in keeping with neighbouring shops.

Supporting Pictures



Fig 1: New Street looking east. 6 New street is the shop next door to Costa with the green sign. Costa, and Tan Bueno in the distance both have hanging signs. Both Costa and Hercules wines look to be buildings from a similar period.



Fig 2: New Street looking west.



Fig 3 & 4: The Costa and Tan Bueno existing signs.



Fig 5: 6 New Street and the building next door. The latter is dated 1844 at the top but 6 New Street is a very different style.



Fig 6: The buildings directly opposite are of a mixed and different style.



Fig 7: Proposed new sign in Royal Navy heritage blue displaying the anvil to represent Hercules Foundry.



Fig 8: Picture showing numerous screw holes indicating that different hanging signs have been present in the past.