

French Connection Ltd

76 High Street,
Guildford,
GU1 3HE

Request for Advertising Consent – Shop Signage

Heritage Statement

March 2024

Site Address: 76 High Street, Guildford, GU1 3HE

Date: 28th March 2024

Contact Details: Mike Halliday, Retail Operations, French Connection, Tel: 07864 920 323

1.1 Introduction: This document should be read in conjunction with the submitted application form, drawings and associated supporting documents in application 24/P/00341.

1.2 Listing Status of Building: The building is not listed although is located within a Conservation Area.

1.3 Design/Description of Development: French Connection are taking on the lease of 76 High Street and wish to refurbish the shopfront and display an illuminated sign on the front of the shop. This application is to repair the broken glass window, refurbish the woodwork, paint the front of the property and install an illuminated sign above the entrance as well as to replace the damaged “bus stop” or “blade” sign with a non-illuminated sign. With the property front currently in a poor state, the glazing is in need of replacement and will match the existing size and quality. The woodwork will be made good and painted as in application 24/P/00341. The sign will be brand new, in a tonal colour to be in keeping with the shop front and branded lettering will be lit to give a clean and bright aesthetic.

1.4 Key issues of the design: a. Approach: The approach to the building will remain unchanged. b. Entrances: The main entrance to the property will remain unchanged. c. External Appearance: The proposal seeks to replace install signage to advertise the store. The appearance of the proposals will be in keeping with the existing shopfront and remain within the shopfront size as it currently stands. d. Signage: External French Connection signage will be installed with its most recent simplified version resulting in a decluttered appearance and maintained in a condition in accordance to the standard conditions set out in the control of advertisement regulations 2007. e. Impact on Character: The impact of the works on the character of the building and wider Conservation Area is considered to be positive, as the current poor state of repair which the property had fallen into is vastly improved upon.