

Heritage Statement: Shopfront Replacement at 4-6 Royal Parade, Plymouth, Devon, PL11DS

1. Introduction: This proposal involves the replacement of the existing non-original shopfront at 4-6 Royal Parade. The current shopfront, which is blank, in poor condition and shows generic images will be replaced with a new, modern and professional design in-keeping with the new look in this area of the City Centre (Drake Circus, Barcode and other new brands).

2. Existing Site Features:

The property is situated within the conservation area of Plymouth, an important part of the city. The current shopfront shows an empty building and has a “run down” feel.

3. Layout of Proposed Development:

No significant changes to the layout are proposed, ensuring continuity with the existing structure.

4. Scale/Appearance of Proposed Development:

The new shopfront design will be clean but fun. Adding to the appearance of the area.

There will be no change to the structure, window or door placement.

- Construction in high-quality materials
- Main fascia board to be replaced with brand new 50mm deep tray signs.
- New LED Back lit illuminated sign to sit above the door.

5. Heritage Statement:

The proposed signage has been carefully developed to harmonize with the architectural features of the building and the surrounding streetscape. The signage will serve to identify the commercial premises housed within the building while maintaining the historic integrity of the site.

The introduction of the proposed signage will have a positive impact by revitalizing the appearance of the building and contributing to the vibrancy of the area. The design respects the historical context and will not detract from the architectural significance of the building or its surroundings.

6. Enhancement of Local Aesthetics:

The proposed shopfront design is a significant improvement for the following reasons:

- Positive Impact: The existing shopfront is blank and generic, offering a negative image of the city centre to locals and visitors. The proposed design will positively enhance both the building and the surrounding area.
- Improved Streetscape: The new shopfront will contribute to a more visually appealing streetscape, aligning with the City Council's goal of enhancing the appearance of the area.

7. Conclusion:

In conclusion, the proposed shopfront replacement at 4-6 Royal Parade aims to not only address functional aspects but also contribute positively to the local character and aesthetics. The design is in keeping with the new brands that are moving into the east end of the City Centre.