

Revision A – 24.04.2024

**DESIGN & HERITAGE STATEMENT
incl Lighting Assessment**

for

**New Signage at Zafferano Lounge, 12a Market Place
Saffron Walden CB10 1HR**



Prepared on behalf of
Loungers UK Ltd.

prepared by

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1.0 INTRODUCTION

Richard Pedlar Architects (RPA) has been appointed by Loungers UK Limited to prepare an application for LBC & Advertisement Consent, for new signage in connection with their new occupation of 12a Market Place, Saffron Walden to form a 'Lounge' cafe/bar (Use Class A3). This application solely concerns the provision of new signage in connection with proposed new use of the building.

This application is the first revision of the same proposals for signage, following refusal by the local Authority on 22.04.24 of application numbers UTT/24/0433/AV and UTT/24/0440/LB. The previously proposed 'halo' illumination has been removed and replaced by swan neck lights, as per the policy guidance note clause 6.22 from the Uttlesford Shopfront Design Guide (Published 2022).

Relevant planning policies have been referred to in preparing the application proposals.

Revision A – 24.04.2024 – Halo illumination omitted, swan neck illumination added.

2.0 CONTEXT

2.1 Description of Existing Building & Setting

2.1.1 External Appearance

Located on the eastern side of Market Place, the property is highly visible within the central area of Saffron Walden. From the listing description, the building seems to have been constructed by W Eden Nesfield in 1874 for Gibsons and Tuke, Bankers of Saffron Walden. It has been continuously used as a Bank since then, up until the closure of the Barclays branch in August 2022.

The property is Grade II* listed – List entry no. 1297732 (see Appendix A for Listing) and is within the Saffron Walden Conservation Area. It was first listed on 1st November 1972, most recently being amended on 31/10/1994.

The original building is three-storeys in height – see the Listing description for more information. It has an extremely attractive elevation facing onto Market Place – a flamboyant composition in red brick, with hipped, peg-tiled roofs and prominent Tudor chimney stacks.

2.1.2 The Setting

The property is a notable and distinctive building in a prominent location.

It is one of many Listed Buildings in Saffron Walden that remain and help to create an attractive town. The site's immediate context is of a hard, urban landscape with a busy pedestrian usage. The immediate vicinity is mixed use in character with shops and cafes, with some residential flats located to the upper floors of the retail and commercial premises. This adds to the eclectic mix of periods and styles of buildings within the area.

The proposed use will make the building more 'outward looking' and will help integrate the building back into the life of the town.

2.2 Social & Economic

This building has been vacant since the closure of Barclays in August 2022. Vacant buildings do not make a positive contribution to the local area. Combined with its undoubted architectural merit, it is now even more critical that a sustainable, financially viable use is found for this Grade II* Listed building.

The proposed use as a Lounge will be a popular destination for locals of all ages, encouraging social interaction within the community. This use will complement the existing character of the area, will encourage an 'active frontage' and will strengthen the local shopping area.

The café bar will be open throughout the day and into the evening, will be food led and will have a particular appeal to families - 'vertical drinking' is not encouraged. The café/bar will be operated by Loungers UK Limited, a successful Bristol based company that is expanding its Lounge units and Cosy Club restaurants across the country. Loungers present a prestige offering and are experienced in

dealing with listed buildings across the country. They have won awards for both the quality of their conversions and their product.

The Loungers group source produce from local suppliers wherever possible and this will benefit the local economy. The hiring of locally based staff and the increased footfall will inevitably aid the economy of nearby retail units, thus contributing to the economic sustainability of Saffron Walden.

2.3 Relevant Planning Policy

The following planning policies are relevant to these proposals:

- The National Planning Policy Framework
- Planning Policy Guidance Note (PPG) 15: Planning and the Historic Environment
- Planning (Listed Buildings and Conservation Areas) Act 1990
- The Uttlesford Local Plan (adopted 2005)
- The Local Development Plan
- The Uttlesford Shopfront Design Guide (Published 2022)

2.4 Community Involvement

The community has not been consulted on the proposals.

3.0 ASSESSMENT OF SIGNIFICANCE

3.1 Significance within the Conservation Area

The property is an important element within the centre of Saffron Walden. Its external form, design and materials contribute to the character of Conservation Area.

3.2 Historical Significance

The property has a strong historic link with Saffron Walden and its location adds to its significance.

3.3 Architectural Significance

The Grade II* Listed status gives the building importance architecturally.

Due to its Listing, the key conservation principle should be minimum intervention to the historic fabric. English Heritage gives the following guidance for designing in these circumstances:

- measures that avoid or minimize the need for alteration should be considered first
- alterations which adversely affect a property's special character should be avoided
- alterations should form part of a long-term strategy for use
- alterations should be reversible wherever possible

The design for the Listed Building Consent application has been carefully considered. The proposed new signage will permit the existing vacant building to be brought back into a viable, long-term re-use. The signage is sensitively detailed, positioned, and will be fully reversible. This enables us to demonstrate below that English Heritage guidance has been followed.

4.0 DESCRIPTION OF SIGNAGE PROPOSALS

4.1 Lighting Assessment

A Lighting Assessment is required because external illumination is proposed – however, no floodlighting is proposed. The proposed signage is to be as illustrated on the application drawings and comprises new individual lettering fixed to the existing facing brickwork, and 1No traditional illuminated hanging sign hung from a metal bracket fixed to the face of the building. It is proposed that the signage will be softly illuminated as described on the application drawings. It is proposed that the lighting will be switched on during Loungers normal opening hours of 9am-11pm daily (9am-midnight, Thursdays, Fridays and Saturdays).

4.2 Principal Signage

This will comprise individual surface-fixed lettering located between the ground floor and first floor windows, exactly following the precedent set by the building's previous occupant. It is noted that there are several precedents of similar illuminated signage in the vicinity of this property.

The new sign will spell out the words 'ZAFFERANO' and 'LOUNGE.' It is proposed that the letters would be softly illuminated in soft warm white as described on the application drawings, with illuminance of not more than 300.00cd/m. This illumination will be provided via swan neck lights directly above the lettering, in accordance with the Uttlesford Shopfront Design Guide (2022) clause 6.22.

4.3 Hanging Sign

This is to be a painted timber sign hung from a projecting bracket fixed to the face of the building, as indicated on the application drawings. It will follow the precedent set by the previous occupant and be located in exactly the same position, directly above the entrance. Where possible, existing fixings will be re-used, so as to avoid damage to the existing brickwork. It will be illuminated in a traditional manner as shown on the application drawings, in soft warm white, max 300Cd/m. It is noted that there are several precedents of similar illuminated signs in the vicinity of this property.

4.4 Menu Board

This will be as indicated on the application drawing, adjacent to the entrance, on the left-hand side. Where possible, fixings will be located into the mortar joints, to avoid unnecessary damage to the stonework. The menu board will be gently illuminated via a concealed LED strip in soft, warm white, max luminance 300Cd/m².

5.0 IMPACT OF THE PROPOSALS

5.1 Impact of the proposals on the Conservation Area

The proposed signage is sensitively detailed, and the proposed illumination will be soft and non-intrusive. Bringing the property back into use for the benefit of the public will add vitality to the conservation area, the Listed Building, and provide an active frontage. As previously noted, it is now critically important that a sustainable, financially viable use is found for this building. Signage proposals are an essential and key part of achieving this aim.

The proposals will therefore enhance the appearance of the building, retain and enhance its significance within the conservation area and have a positive impact on the immediate surrounding area by bringing it back into an active, public use throughout the day.

5.2 Impact of the proposals on the Historical Significance

The proposals will have no impact on the historical significance of the building.

5.3 Impact of the proposals on the Architectural Significance

The architectural significance of the exterior of the building is retained and will be enhanced under the proposals. The proposed new signage is sensitively detailed, and is fully reversible, and will therefore have no impact on the architectural significance of the building. Furthermore, there are clear precedents for similar signage having been approved and installed on this building.

In summary the proposals will have an overall positive impact on the architectural significance of the building.

5.4 Impact of the proposals on amenity and public Safety

Paragraph 67 of the NPPF states:

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The proposed new signage is sensitively detailed and positioned, and will have contribute positively to the local built environment. It will not have an appreciable impact on the building, and will have no impact on amenity and public safety.

6.0 CONCLUSION

This application is for Advertisement Consent for new signage at 12a Market Place, Saffron Walden.

- The building is important in terms of its contribution to the appearance of Market Place.
- The proposed use of the building, being opened to the public both during the day and at evenings as a family friendly, food-led operation, provides a true public benefit in re-vitalising the asset, and enlivening the Street.
- The re-vitalisation of an existing building within a prominent location will also contribute positively both economically and socially to the Listed Building, the Conservation Area and the town more generally.
- The signage proposals directly follow previously approved precedents on this particular building.
- There are numerous examples of similar illuminated signage in the vicinity.
- The proposed method of illumination has been changed to swan neck lights in accordance with the Uttlesford Shopfront Design Guide (2022).

We therefore conclude that the proposals will have a positive impact both on the heritage asset and the surrounding conservation area and complies with the stated policy objectives of the NPPF, and Local Planning Policy. They should therefore be approved.

Appendix A – Listing Description

Details

This list entry was subject to a Minor Amendment on 31/10/1994

SAFFRON WALDEN

TL5338 MARKET PLACE 669-1/1/284 (East side) 01/11/72 Barclays Bank (Formerly Listed as: MARKET PLACE Premises occupied by Barclays Bank)

GV II*

Bank. 1874. By W Eden Nesfield. For Gibsons and Tuke, bankers of Saffron Walden. Red brick with stone dressings and ornamental detail in mixed Gothic style, essentially Elizabethan. L shaped plan originally but now lengthened by C20 single storey, flat roofed extensions to rear. W front elevation: 3 storeys and attics, hipped, peg-tiled roofs and prominent Tudor stacks behind panelled, irregular, rosette-ornamented, lead parapet, 2 principal units. Unit to N: 2 window range over deep podium with 2 moulded string courses, windows have moulded mullions and transoms with splayed sills, dressing quoins flush but irregular. Windows ground floor, each of 2x4 lights, lower lights plain fixed glazing, upper 3 have small leaded coloured panes in geometrical shapes, first floor windows each 4x2 lights, leaded panes, lower coloured, upper clear, second floor windows, 3x1 lights, metal casements with central horizontal glazing bars, also a small single light window to outer N and S edges, dormer window under central prominent hip with gable, 3 cants, 5 casement lights with glazing bars, one 2x2 panes, three 2x3 panes, one 2x2 panes, stacks each side of central roof hip, shaped shafts and heads. Unit to S: shorter, with ground floor internal porch, moulded 2-centred archway with steps rising to raised floor, 2-leaved panelled doors with G.T. and saffron flower and apple ornament, spandrel decorated with storks (Gibson's motif), adjacent doorway to domestic quarters, flat ogee arch with lion head and leaf enrichment, door boarded and battened, above, overlight in pedimented frame, iron grille, 'G.T.' in each spandrel and '1874 Walden' in pediment. Above, over principal archway, 3-light mullioned window with leaded panes. Wall above splayed in to create facade break, outer S edge has buttress rising from splay, windows in general style, first floor, 3-light mullioned window, second floor a 2-light casement window, to outer S edge, long 2 and 3-light window bridging storeys with similarly proportioned lower blind panel. A prominent lead down-pipe in 2 sections with elaborate water heads at parapet and ground/first floor levels. Rear, E elevation: similar to front, with stairway and domestic unit to S of less depth, ground floor obscured by additions but have plain stone mullioned windows. Principal unit to N has 2-window range, wooden frames with glazing bars, first floor, mullions and transoms, 4x2 lights, 2x3 and 2x2 panes. Second floor, mullions, 4-lights, glazing bars, each 2x3 panes, rosette parapet with dormer behind similar to front, also stacks as front, each side. S unit partially flush with N but rises only to first storey with transomed window, glazing bars, 2x5 panes, flat roof and parapet. To S, recessed stair area with ground floor slate lean-to porch, panelled door, overlight and adjacent sash window with glazing bars, 2x5 panes. First floor, mullioned and transomed window of 4 lights, glazing bars, two 2x3 and two 2x2 panes, second floor, 2-light casement window, glazing bars, each light 2x3 panes decorative dormer window behind rosette parapet, flat rectangular head with central crest, 3-cant window with frieze lights round cants and central 4x4 paned window, side cheeks unglazed. N end elevation: mainly obscured by adjacent property but high plain side wall with 3 tall prominent stacks in

red brick, central broadest, shafts have chamfered pilasters up to stepped expanded heads. INTERIOR: ground floor banking hall, altered at rear to accommodate rear extensions but contains a plastered ceiling in Elizabethan style with ribbed panels and pendants, panels decorated with a vase of flowers and fleur-de-lys and separate flower designs, room panelled to half-height with wainscotting, fluted frieze and embattled cornice, some panels at rear of room carved with named varieties of saffron flowers, also frieze of windows with coloured leaded panes in geometrical shapes. S side of room has large fireplace in fossiliferous limestone, flat arch with deep moulding carried down to high stops on jambs, stone integral fender, fireplace splays have majolica tiles, wooden overmantel panelled and embattled with flower frieze. Entry doors to hall, from porch, 2 leaves, panelled with upper glazed panels of coloured leaded panes, each 3x4. Private domestic stairway at S end, dogleg, stone, with slender cast-iron newel and balusters, fine leaf and stem decoration alternating with palmette, shaped oak handrail with scroll. Nesfield also worked in adjoining parishes of Radwinter (church restoration and shops) and Newport (Grammar School). (The Buildings of England: Pevsner N & Ratcliffe E: Essex: London: 1965-: 51, 334).

Listing NGR: TL5390238539