

Heritage Statement – Advertisement Consent

This heritage statement accompanies the application for advertisement consent and associated listed building consent at Grant Arms, 11 Market Place, Ramsbottom BL0 9AJ.

It is in addition to the detailed Heritage Appraisal and Statement of Significance which accompanied the request for change of use and listed building consent (Ref: 68288 and 68289) and is also included with this submission.



Information on listing

The Grant Arms is a Grade II Listed building. The building is located within the Ramsbottom Conservation Area, designated in 1975. The listed building and Conservation Area are both designated heritage assets in accordance with the National Planning Policy Framework (2012).

The listing description for the building is given below.

“SD 71 NE MARKET PLACE 3/148

Grant Arms Hotel 17.07.75 GV Grade II

Circa 1828. Symmetrical classical front of painted ashlar. Three storeys. Four sash windows with top opening lights. Tuscan half-columns to doorway. Clock on top storey.

Sill bands. Quoins. Slate roof. Older rear wing, possibly C18 in origin, rendered, with slate roof and arched doorway with imposts. The Grant brothers who opened the hotel in 1828 are claimed as models of Cherybles in Nicholas Nickleby.

Listing NGR: SD7902017021”

Impact upon the Listed Building and Conservation Area

As this application is for advertisement consent, it does not impact upon the internal fabric of the building. Externally, the building is rendered and painted which has been maintained and is in reasonable condition. The elevations retain many of the original external openings. These are not impacted by the advertisement consent.

The signage has been designed considering the building's heritage to ensure no negative impact upon the listed building or the conservation area whilst ensuring that the signs are fit for purpose and signpost visitors to the veterinary practice. The signage forms a modest proposal with minimal changes to the property, the signage is similar to that which would be used for advertising a public house or hotel including a projector sign which is set at a 90-degree angle from the wall.

The rear section of the property (on which the signage is to be located) dates back to circa 1780 and is of a simple build. The detailed design mentioned within the listing focuses on the front section of the property which is occupied currently. The advertisements do not hide, alter or remove any of the key design features highlighted in the listing. The signage is attached to the property in a simple fashion, detailed within the supporting information, and would allow for easy removal, if required, with limited damage to the property. The holes left from the removal of the signage fixtures to the render could be remedied through a repair to the render similar to that done during general maintenance on the property.

The signage will not impact upon the views to and from key elements of the Ramsbottom conservation area including the open space of Market Place and the 'Tilted Vase'. A small number will be visible from different areas of the conservation area when looking at the property to not overpower the vistas to and from the building.

The advertisements follow the Medivet corporate colours enabling the recognition of the brand and property for clients of the existing veterinary practice in Ramsbottom as well as those who may have searched for the company online. The red, white and blue colouring is simple yet recognisable and is therefore considered to be suitable within the conservation area and on the listed building. The colours are similar to that in existence around the local area.

Conclusion

The signage is necessary so that the veterinary practice can run efficiently and effectively with the visitors being able to easily find their way to the property and then the correct entrance. The signage has been designed to be in keeping with the heritage of the building and surrounding area. Signage has been kept to a minimum and includes a projector sign as seen on many public houses and inns.

It is considered that there is no significant harm to either the listed building or the conservation area based on the addition of the advertisements requested through this application.

