

**PLANNING & HERITAGE STATEMENT FOR SHOP FITOUT WORKS TO
52 MARKET PLACE, WHITEHAVEN, CA28 7JB**



Image 001: Existing front elevation



Images 002 and 003: Rear Elevation

This design access and heritage statement has been written by Greggs plc in support of our planning and advert applications.

CHARACTER

The shop is an existing Greggs shop in a parade of similar shops. It is not listed but does lie within Whitehaven's conservation area.

HERITAGE IMPACT STATEMENT

Our proposed development will not detract from the appearance of the building will be in keeping with the conservation area in general.

No changes are proposed that will impact upon the street-scene. We are replacing the existing shopfront with a new timber shopfront and painting to our current corporate colour, grey to RAL 7011, which compliments the conservation area. The proposed new signage is externally illuminated, as per the existing signage. All works are like for like with no major alterations being proposed either internally or externally. No works of a structural nature are proposed.

The works will be accommodated within the footprint of the existing floor space of the building and no additional development is proposed. The works are not considered to have any adverse impact to the existing appearance and amenity of the application site and that of its neighbours.

AMOUNT OF DEVELOPMENT

We propose replacing the existing shopfront and installation of a new externally-illuminated fascia sign on the front elevation and non-illuminated sign on the rear elevation, together with a new externally illuminated projecting sign. We are retaining the existing extract grille and replacing like for like the existing air conditioning condenser unit.

Shopfront:

The shopfront, doors and stallriser to be replaced with a new hardwood timber shopfront, complete with beading, finished iron grey to match RAL 7011.

The external wall is to be repaired as necessary and painted magnolia. The surround to the first and second floor windows is to be finished grey to RAL 7011.

Signage:

The existing fascia panel to be replaced with a new timber panel and finished slate grey to match RAL 7015.

Fascia sign, externally illuminated with a Portland Ecolux II LED trough light screw fixed to substrate using 2 off quick fix uni brackets through light. Brackets and screw fixings to have PPC finish to match RAL 7011 grey. Trough light illumination level to be no more than 350cd/m². Sign to have 3mm non illuminated flat panel badge fixed with VHB tape directly to timber fascia. Badge blue to match RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. New individual 25mm foamex white 'GREGGS' lettering and orange quattro dots to Pantone 1235c, fixed with M8X1.5 wood screws directly through badge and into timber.

Projecting sign: externally illuminated double sided projecting box sign constructed from 10g aluminium stove enamelled slate grey to RAL 7015. Centre panel stove enamelled blue to RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. 'Greggs' lettering in fret cut opal Perspex. Quattro dots fret cut Perspex to Pantone 1235c.

Rear elevations:

The external wall is to be repaired as necessary and painted magnolia.

The fascia panel to be replaced with a new panel finished grey to RAL 7011.

The sign to be non-illuminated with a 3mm flat panel badge fixed with VHB tape directly to timber fascia. Badge blue to match RAL 5019 with 65% horizontal gradient to Pantone Processed Cyan. New individual 25mm foamex white 'GREGGS' lettering and orange quattro dots to Pantone 1235c, fixed with M8X1.5 wood screws directly through badge and into timber.

We currently have an extract grille that is being replaced like for like, and two air conditioning condenser units; one is to be retained and the small single condenser replaced like for like.

LAYOUT

The building is an existing retail unit on Market Place, Whitehaven, and currently trades as Greggs. The front area of the ground floor is used for retail sales to the general public with the remainder of the shop used for ancillary uses, ie preparation, staff room, toilets etc.

APPEARANCE

The appearance will not alter significantly, but will be improved by our proposed development.

ACCESS

The new entrance will be level with the pavement with manual sliding doors which are locked open during trading hours and provides adequate provision for access for the disabled. As we have an Open-Door trading policy, there will be unrestricted access at all times.

We have an inclusive service policy which is available on request.

The circulation areas around the site, bus routes and pedestrian routes are all well established facilities over which we have no influence.

SPECIAL HISTORIC AND ARCHITECTURAL IMPORTANCE OF LISTED BUILDINGS

The building is not listed but does lie within a Conservation Area.

Signed applicant

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Date 13 March 2025