

15 Church St., Hayfield

PROPOSED PROJECTING SIGN

REF HPK/2014/0451

STATEMENT OF SIGNIFICANCE AND IMPACT AND DESIGN AND ACCESS STATEMENT

15 Church St. ,Hayfield is a 2 storey stone building with a pitched slate roof.
The ground floor of the building is a general shop (Hayfield Village Store).
The building dates from the mid 19th century and was built as a shop. It is not listed ,but falls within the Hayfield Conservation Area .

The building is robust and well proportioned, if not of great architectural significance.
From an urban design viewpoint the building is significant in having a corner entrance onto Church Street, and in creating a space off the street where it terminates a short terrace of shops and dwellings. The entrance, which is on a chamfered corner is marked by a handsome cornice with pilasters. There are shop windows on both adjacent elevations to this entrance. The stonework to the principle elevations is in coursed,tooled local gritstone.

The building is in the commercial area of Hayfield being opposite the fish and chip shop and the George Hotel, and in the same terrace as a bridal wear shop and a café.
Several properties in this area of the village centre have recently gone out of commercial and into residential use, including no.2 (the Bulls Head pub) and no.17 (the Pepperpot Restaurant)

The owners of the property are proposing to incorporate a Post Office use into the existing trading area of the shop. They consider that this will help to increase footfall and assist in the viability of the business.

The proposal in this Application is to fix a small (600mm x 570mm – 2ft x 1ft 11in) projecting sign which will indicate the new Post Office use. The sign will project by a maximum of 700mm from the face of the building. There is evidence on the building that there has been a previous projecting sign fixed in the location proposed. The proposed sign will be unilluminated and of conventional design (see drawings).
There will be no significant impact on the historic fabric and the impact on the visual aspect of the area will be minimal given the size , location and design of the proposed sign.
There will be no alteration to the access arrangements for the property as a result of this Application.
The location and height of the proposed sign will be such as to have no effect on the public highway or footway.

J.McC .Sept 2014