Heritage Statement

30810

Prepared for:
Holland & Barrett
9 & 10 The Brittox
Devizes
SN10 1AJ

Prepared by:
New Vision
Ventnor Street
Bradford
BD3 9JP

Tel: 01274 728831

August 2023

1.0 Heritage significance

The Holland & Barrett premises in Devizes is situated in a conservation area, and it is adjacent to various listed buildings.

2.0 Assessment of impact of development

The impact on the structure of the building is minimal and the new signage will be an improvement on the existing metal signage which is old and rather delipidated.

3.0 Mitigation strategy

The existing metal signage will be removed.

The proposed new signs are non-illuminated and of timber construction and the letters have been much reduced in scale and style but still maintain a link to the current company style without detracting from the use, character or appearance of the premises.

We consider the proposals to be appropriate, in planning terms and sympathetic to the building and surrounding environment.