

Design, Access and Heritage Statement

This statement supports planning application number PL/2025/09986 - 21/22 New Park St, Devizes which is for the replacement of external signage of the building which is within the Conservation Area. The proposal seeks to replace existing illuminated signage with a high-quality, non-illuminated to reflect the building's new use as a Julia's House children's hospice charity shop.

Introduction and Design Principles

Julia's House is the local children's Hospice to Devizes whose Wiltshire Hospice premises is on Bath Road they provide practical and emotional support for families caring for a child with a life-limiting or life-threatening condition, providing frequent and regular support and care to those affected in their own homes, in the community or the hospices. Already established in the community we now look to open a new shop on New Park Street replacing the currently empty Carpet Right building. The income from this new charity shop will directly help fund the care provided by the charity. Our aim is to do this while respecting the historic character of Devizes by moving away from illuminated signage, the proposal aims to provide a more traditional, understated aesthetic that aligns with local planning guidance for heritage assets.

- **Proposed Works:** Removal of existing illuminated signage and instal a non-illuminated matte-finish, composite aluminium sign.
- **Scale and Appearance:** The dimensions of the signage will remain consistent with the existing shopfront proportions to ensure visual continuity though colour scheme will be more subtle than the current signage fitting in with the surrounding buildings shown in the supporting documents.

Heritage Impact Assessment

Devizes is a historic market town characterized by its medieval street patterns and a high concentration of Grade I and II listed buildings. The site is located within a designated Conservation Area, where the preservation of the "street scene" is paramount and so we are requesting to change the current signage to Julia's House Children's Hospice signage using the same measurements and dimensions as what is already in place while removing the illumination.

Impact on the Conservation Area

The current signage, featuring illumination, is a modern addition that can be seen as "at odds" with the traditional surrounding architecture.

- **Enhancement:** Replacing the existing lit signs with non-illuminated will result in a net gain for the conservation area.
- **Preservation:** The use of Julia's House children's hospice brand palette will reduce visual clutter and light pollution, contributing to the quiet dignity of the historic setting.

Access and Sustainability

The change in signage has no impact on the physical access to the building. Access for customers, including those with pushchairs or wheelchairs, remains unchanged.

- **Sustainability:** By removing electrical components and lighting units, the new signage reduces the building's energy consumption.
- **Materials:** High-quality composite aluminium, ensuring longevity and minimal maintenance.

Conclusion

The proposed signage provides a significant aesthetic and environmental upgrade by replacing modern, illuminated signage with a new sign more in keeping with local businesses and buildings. By opting for a non-illuminated design, the proposal eliminates light pollution and reduces energy consumption, aligning with the conservation area's goal of preserving a traditional market town atmosphere. Furthermore, the change ensures that the Julia's House shop establishes a welcoming retail presence that enhances the street scene rather than competing with it.

We hope to operate from the building for years to come but to do so need to advertise with shop signage, the buildings new use, directly helping to support the local Children's Hospice charity that covers Wiltshire and Dorset and whose hospice premises is also in Devizes aligns with the local community values.