

Design & Access Statement

1. Introduction

Advertisement consent is sought for the installation of discreet business signage at 26 Westgate, Honley, to support its use as a small, independent beauty and aesthetics clinic. The proposal relates solely to external signage and does not involve any structural alterations to the building.

2. Description of Works

The proposal comprises the installation of one projecting (hanging) sign to the front elevation of the property. The sign will consist of a double-sided, non-illuminated panel measuring approximately 500mm (width) x 400mm (height), suspended from a black powder-coated metal bracket, with an overall projection of approximately 600mm from the building façade. The sign will be positioned adjacent to the entrance to clearly identify the premises.

3. Design, Materials & Appearance

The proposed signage has been designed to be simple, discreet, and sympathetic to the character of the host building. Key design features include black powder-coated metal bracket and fixings, painted aluminium sign panel in a muted, neutral tone (Pebble Grey), minimal, understated typography, and no illumination. The design draws inspiration from traditional projecting signage commonly found on historic buildings, avoiding overly modern or visually intrusive elements. The modest scale and restrained palette ensure the signage remains subordinate to the building.

4. Access

The proposed signage will not impact access to the building or surrounding highway. The sign will be installed at a height providing a minimum clearance of approximately 2100mm above pavement level, ensuring safe pedestrian movement. The projection of approximately 600mm is modest and typical for this form of signage. The location adjacent to the entrance assists in wayfinding for visitors and clients. The proposal therefore maintains safe and inclusive access for all users.

Heritage Statement

1. Site & Heritage Context

The property is a Grade II listed building located within a designated conservation area in Honley. The building contributes positively to the character of the area through its traditional stone construction, historic proportions and detailing, and relationship to the surrounding streetscape.

2. Significance of the Asset

The significance of the building derives primarily from its historic fabric, including stone walls and architectural detailing, its contribution to the wider conservation area, and its traditional appearance within a cohesive streetscape. The front elevation is publicly visible and forms part of this historic character.

3. Impact of the Proposed Works

The proposed signage has been carefully designed to ensure minimal impact on the significance of the listed building. The sign is modest in scale and visually subordinate. Fixings will be located within mortar joints, avoiding damage to stonework. The installation is fully reversible, with no

permanent alteration to historic fabric. No original features, openings, or detailing will be removed, altered, or obscured. As such, the proposal results in no harm to the significance of the listed building.

4. Impact on the Conservation Area

The proposal is considered to preserve and enhance the character and appearance of the conservation area. The design reflects traditional projecting signage in both form and materials. The muted colour palette and lack of illumination ensure a subtle visual presence. Similar hanging signage is present on nearby listed properties, establishing a clear precedent. The proposal therefore integrates comfortably within the existing historic streetscape.

5. Conclusion

The proposed signage is a modest, well-considered addition that respects the character and significance of both the listed building and the wider conservation area. It enables the continued viable use of the property while ensuring that its historic fabric and setting are preserved.