

Replacement Signage – Heritage Impact Assessment

Wrexham Glyndwr University, Regent Street Arts College

1.0 INTROCUCTION

1.1 Cassidy and Ashton have been instructed by Wrexham Glyndwr University to submit this application for advertisement consent and listed building consent.

1.2 The application site is Wrexham Glyndwr University College of Art, Regent Street, LL11 1PF.

1.3 Policies in Chapter 6 of Planning Policy Wales Edition 11 (PPW) (2021), Technical Advice Note 24: The Historic Environment and local development plans, set out national and local planning policy in respect to the conservation of the historic environment, set out national planning policy in respect to the conservation of the historic environment. It states that the planning system should look “to protect, conserve and enhance the significance of historic assets”. The impact of any planning decisions that change the historic environment in terms of its significance and heritage values where they contribute to the character of place must be fully considered.

2.0 SITE AND HERITAGE CONTEXT

2.1 The application site is Wrexham Glyndwr University College of Art, Regent Street, LL11 1PF.

2.2 The building – *Former Wrexham Infirmary* - is Grade II listed and faces north onto Regent Street.

2.3 The building was originally built as the Infirmary in 1838-9, to the design of Edward Welch of Liverpool, Architect. The infirmary was successively extended in the later 19th century (theatre added 1862, detached fever wards, 1866, a new ward wing in 1887). At the end of the 19th century, it included 1 men's, 2 women's, accident, children's and emergency wards (Slaters Directory, 1895). Following the opening of a new hospital in 1926, the buildings were used by Denbighshire Technical Collage from 1927 and later by the College of Art. The present extensions to the Regent Street and Bradley Road elevations appear to be early 20th century, and were possibly built in association with its change of use.

2.4 The building has since evolved over time to the University of Glyndwr in North-East Wales. The University are now undergoing a name change to Wrexham University.

2.5 Existing signage is present on the building façade and has been historically in line with its use.

3.0 PROPOSED DEVELOPMENT / IMPACT ON THE HERITAGE ASSET

3.1 The proposed development is part of a wider replacement signage across the Plas Coch Campus, Crispin Lane Student Village and the Regent Street Arts College and is consistent with a name change across the University.



Fig. 2 Existing and Proposed Signage at College of Art

3.2 Figure 2 above shows the existing and proposed signage above the main entrance into the building.

3.3 The proposed updated sign simply seek to replace existing signage at the entrance and does not seek to introduce a new feature.

3.3 The proposed signage is located in place of the redundant Glyndwr University sign. Whilst not an identical form of display, the replacement principally relates to the name change and therefore aligns with the form, nature and scale of the existing sign.

3.4 With this in mind the integrity of the listed building will not be harmed - the proposed development aligns with the character of the listed building and will therefore not impact the significance of such.

4.0 CONCLUSION

4.1 The proposals seek the replacement of existing signage, to reflect a University name change.

4.2 The application site is a Grade II listed building and therefore minimum intervention is proposed. The signage subject to this listed building consent application will sit in place of existing signage and will therefore not inhibit the appearance, character and reading of the listed building.

4.3 The appearance, scale and nature of the sign is in accordance with the existing sign and will not disrupt the character of the listed building itself.