

Replacement Signage – Heritage Impact Assessment

Wrexham Glyndwr University, Plas Coch Campus

1.0 INTRODUCTION

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, Plas Coch Campus, Mold Road, LL11 2AW.

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, Plas Coch Campus, Mold Road, LL11 2AW.

2.2 Wrexham Glyndwr University faces south-west onto Mold Road.

2.3 The Main Building – ‘Plas Coch (former Denbighshire Technical College)’ – is Grade II listed and dates back to the Denbighshire Technical College in 1950-53. In 1956, the architects were awarded the RIBA architectural bronze medal in the Liverpool Architectural Society's area for this building. At the time, the building was said to include many new features in its design and engineering, and particular attention was drawn to its planning, heating, lighting and acoustics.

2.4 The building is a mid-20th century technical college, which has 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 for some time 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 in line with a name change across the University.

1 - THE TOWER



Fig. 2 Existing and Proposed Signage at The Tower

3.2 Figure 2 above shows the existing and proposed replacement signage.

3.3 The proposed updated signs simply seek to replace existing signage on the elevation.

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

3.4 On the basis of the above the integrity of the listed building will not be harmed, replacing an existing feature which aligns with a name change whilst maintaining the overall character, appearance and modular character.

2 – ENTRANCE BLOCK



Fig. 3 Existing and Proposed Signage at the Entrance Block

3.5 The signage to the principal elevation of the building is the entrance point to the University. The proposed signs align with the character of the listed building and seek to simply replace existing provision located on the building.

3.6 The proposed is located in place of the redundant Glyndwr University sign and retains the overall appearance of the front elevation, whilst representing a presence which is of a comparable nature, scale and form to existing.

3.7 The proposal will not impact the significance of such and will maintain the character of the listed building itself.

3 – WELCOME SIGNS



Fig. 4 Existing and Proposed Signage Layout – Welcome Signs



Fig. 5 Proposed Signage Details – Welcome Signs

3.8 The currently 'V' shaped Welcome signs to be split either side of the main entrance. The existing signs are to remain in terms of sizing, to be vinyl wrapped to reflect the name change to Wrexham University.

3.9 Whilst not on the listed building elevation itself, the freestanding signs are forward of the building elevation and are therefore within the setting of the listed building. That being said, will not impact the integrity of the asset being a modest form of signage consistent with the existing provision.

4.0 CONCLUSION

4.1 The proposals seek the replacement of existing signage at the University Campus, to reflect a 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 reading of the listed building.

4.3 The character of the signs are in accordance with both the existing signs and will not disrupt the character of the listed building itself.