

Heritage Impact Assessment

30 High Street, Wrexham

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1. Introduction

This document has been prepared to support an application to display an advertisement and a Listed Building Application as the existing building is Grade II listed.

The current use of the building is as a Vape shop and utilises the existing shopfront which is in timber and glass and dates from the 1980s.



30 High Street prior to the current use.

2. Site Details and Description

The proposals involve retaining the existing shopfront with new signs including 2 illuminated signs, one above the door and one in the window.



2. Existing Context – Buildings adjacent to 30 High Street



View of 30 High Street with the neighbouring Overton Arcade to the right.



View of 30 High Street with the neighbouring former Alliance Insurance Company building to the left.

3. Historic Significance and Character Listing Text

Entry Name: No 30, High Street, Wrexham, Clwyd

Listing Date: 31 January 1994

Last Amended: 31 January 1994

Grade: II

Source: Cadw

Source ID: 1786

Building Class: Commercial

Location: Part of a continuously developed building line of the S side of the street, and next to the Overton Arcade.

County: Wrexham

Community: Offa

Built-Up Area: Wrexham

Traditional County: Denbighshire

History

According to Palmer, a building was first recorded on the site in 1699 and was in use as an inn by C1710. The present building is largely the result of a mid-C19 rebuilding but may incorporate elements of an earlier structure.

Exterior

Stucco over brick with painted stone dressings and slate roof with coped gables. 3 storeys, 3-window range. Ground floor frontage entirely rebuilt C1980. Upper windows (renewed to suggest original 12-pane sashes) in moulded architraves, with brackets to sills of upper storey. String course above, with paired brackets to projecting eaves cornice.

Reasons for Listing

Forms part of an important group of commercial buildings on High Street.

Included for group value

3. Historic Significance and Character

Historic Maps



Os Extract 1879



Os Extract 1900



Os Extract 1912



Os Extract 1946

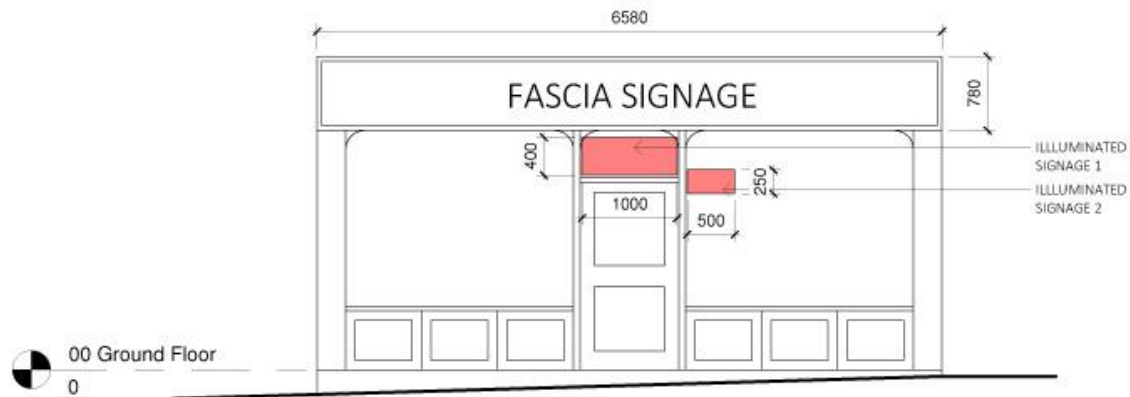


Os Extract 1954

Historic Maps

The listing text states that a building is recorded on the site from 1699 and is believed to have been an inn. The 1879 OS plan shows buildings in block form along High Street, whereas the the 1912 map shows the buildings in more detail than on later or previous maps.

4. Proposed Works, Design and Assessment of their Impact



Facade Elevation
1 : 50



ARKIFY LTD
96-98a Toton, Nant Pwll,
Johannesburg, Wrexham LL14 5LR
07543958990
geraint@arkify.co.uk
www.arkify.co.uk

Project:	30 High Street, Wrexham		
Title:	Facade Elevation		
Scale @ A3:	1 : 50	Author: GE	Date: 30/05/23
Project Ref:	23-26	Drawing No: A002	Rev: -

4. Proposed Works, Design and Assessment of their Impact

When considering the development of a Heritage Asset the proposals should be designed to avoid or minimise any harm to the significance of the heritage asset.

During the design process, the following questions have been assessed.

4.14 Why is the proposed work required?

To allow the existing Grade II Listed building to be used by the community.

4.15 Could your requirements be met in a different way?

The alterations are only to the later 1980s shopfront and do not cause harm to the heritage asset.

4.16 What would the benefits be of the proposed work?

The proposed work will allow the existing building to continue to be used by the local community. The existing rooms will retain their existing proportions and the new use will help ensure the future of the historic structure through continued use.

4.17 Do you understand the heritage asset well enough to make an informed decision?

The structure has been assessed against similar shopfronts.

4.18 Will the benefits outweigh any harm?

The benefit of it's conversion outweighs any perceived harm, due to it being used by the wider community.

4.19 Could you avoid (mitigate) any minor impacts on the heritage asset?

The additions are only to the later 1980s shopfront and are fully reversible. The form is retained and the proposed alterations to not affect the historic fabric.

4.20 Is the scale, design, materials proposed for any proposed works appropriate?

The scale and existing original fabric are all retained externally.

4.21 Is any proposed work in the least damaging place?

The proposed signage is fixed only to the later 1980s shopfront additions rather than the original building.

5. Access Statement

The existing access points into and from the building are retained and unaffected by the proposals. The building is to be used by shoppers who will arrive using the existing pavements in High Street which are unaffected by any proposals



6. Conclusion

The proposed works are minor and limited to signage, including 2 illuminated signs. All the works are fully reversible for when the current shop use ends and can be returned to the condition prior to the current use. The proposed signs are also fixed to the later 1980s shopfront rather than historic fabric.



Previous signage circa 2019