Heritage Impact Statement

Property: 63 King Street, Wrexham, LL11 1HR

Applicant: Violetta Niklas

Proposal: Installation of a projecting hanging sign, fascia sign, and advertisement boards.

1. Introduction

Existing Building: This Heritage Impact Statement has been prepared in support of a Listed Building Consent application for new signage at 63 King Street, Wrexham. The property is a Grade II listed building (Cadw Ref. 16508), forming part of an early 19th-century terrace established by 1828. The terrace is recognised for its architectural uniformity, traditional proportions, and group value within the historic street scene. 63 King Street contributes positively to this character through its traditional frontage and historic form. As such, careful consideration has been given to the design and siting of the proposed signage to ensure it respects the listed building and the wider conservation area.



Existing building



Example of street scene

2. Significance of the Heritage Asset

King Street is characterised by a run of historic terraced properties, many of which are listed for their architectural and historic value. The uniformity of scale, proportions, and architectural detailing contribute to the group value of the street. As part of this terrace, 63 King Street plays a role in maintaining the historic rhythm and character of the area. Its Grade II status reflects both its individual significance and its contribution to the wider terrace.

3. Description of Proposals

The proposals comprise the following:

- Fascia sign: A new non-illuminated fascia sign consisting of individual built-up letters and logo. This will be timber-based with acrylic or metal lettering, in keeping with traditional shopfront signage.
- Projecting hanging sign: One new non-illuminated projecting sign, 500mm x 500mm, designed in a conservation style. The sign will be positioned at high level to align with similar projecting signs on neighbouring properties within the terrace.
- Advertisement boards: Non-illuminated, ply-backed boards in a similar style to previous signage, providing continuity with the historic pattern of shopfront advertisement.

All signage is non-illuminated and designed to be sympathetic to the host building and the wider terrace.

4. Assessment of Impact

Example of Projecting Sign on King Street:

The proposed signage will have no adverse impact on the special architectural or historic interest of the listed building. The key reasons are:

- The fascia sign follows the traditional arrangement of signage within a shopfront, respecting the scale and proportions of the listed frontage.
- The projecting hanging sign replicates the style and positioning of traditional hanging boards seen elsewhere along King Street, ensuring consistency within the terrace.
- The advertisement boards will maintain continuity with previous signage, avoiding visual clutter while aligning with the historic pattern of shopfront display.
- All signage is non-illuminated and will not interfere with historic fabric or detailing described in the Cadw listing.

By matching the style and rhythm of signage along the terrace, the proposals reinforce the uniformity and group value that underpin the heritage significance of King Street.

5. Mitigation and Justification

Wherever possible, the proposals adopt a like-for-like approach to traditional signage. Materials and proportions are sympathetic to the building and neighbouring properties. Fixings will be designed to minimise physical intervention into historic fabric, ensuring reversibility and compliance with conservation good practice.

The works are necessary to provide appropriate and legible identification for the business, while maintaining the character of the terrace and respecting the listed building's significance.

6. Conclusion

The proposed signage has been carefully designed to preserve the special interest of the Grade II listed building and the wider King Street terrace. The works are modest, sympathetic, and fully reversible. They are consistent with the established character of the terrace and its traditional shopfront signage rhythm.

It is therefore considered that the proposals satisfy the statutory duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 and comply with national and local planning policies relating to the historic environment.

Heritage Impact: Neutral – The proposals will cause no harm to the listed building or its setting and will support the ongoing vitality and appropriate use of the property within the conservation area.