HERITAGE STATEMENT

The Trevor Arms, Marford Hill, Marford, Wrexham, LL12 8TA

Proposed works: External redecoration, installation of new signage and external lighting
Application type: Listed Building Consent

1. Introduction

This Heritage Statement has been prepared in support of an application for Listed Building Consent for proposed external decoration works, new signage and external lighting at the Trevor Arms, Marford Hill, Marford, Wrexham.

The purpose of the statement is to identify the heritage significance of the building, consider its setting within the Marford Conservation Area and assess the likely impact of the proposed works upon the special architectural and historic interest of the listed building and the character and appearance of the wider conservation area.

The proposals seek to improve the external presentation, visibility and appearance of the premises while respecting the historic character of the building and its contribution to the surrounding historic environment.

2. Heritage Significance of the Building

The Trevor Arms Hotel is a Grade II listed building, designated on 2 July 1962. The building dates principally from the early nineteenth century and incorporates an earlier structure. It forms part of the distinctive group of picturesque buildings associated with the historic development of Marford under the Trevalyn Estate.

The building is notable for its rendered elevations, slate roof, varied roofline and characteristic window openings, including ogee-headed windows and ornate multi-paned cast-iron window frames with Gothic detailing. These features contribute significantly to its architectural interest and distinguish the building within the historic village.

The Trevor Arms also has historic and communal significance as an established inn within Marford. Its architectural character and historic function contribute to an understanding of the development of the village and the relationship between its buildings, historic routes and former estate.

The heritage significance of the building therefore derives from its architectural design, historic fabric, association with the development of Marford and its contribution to the character of the surrounding historic streetscape.

3. Marford Conservation Area and the Setting of the Trevor Arms

The Trevor Arms is situated within the Marford Conservation Area, a designated historic area recognised for its distinctive architectural and historic interest. The conservation area was

first designated in 1971, with subsequent boundary reviews and amendments, and is characterised by its historic village core, picturesque cottage orné architecture and relationship with the wooded slopes of Marford Hill.

Marford is particularly notable for the unusual and individual architectural character of its historic buildings, many of which were constructed in the early nineteenth century in a picturesque style associated with the Trevalyn Estate. The use of traditional materials, distinctive window forms, varied building profiles and carefully composed elevations contributes to the area's unique sense of place.

The Trevor Arms occupies a prominent position on the western side of Marford Hill, at a bend in the road. Its scale, architectural detailing and historic use as an inn make it an important component of the conservation area's built environment. Its position within the streetscape means that its external appearance contributes to the experience of the conservation area for pedestrians and passing road users.

The building also has a group relationship with the adjacent historic buildings, including the former stable block and nearby historic cottages. These relationships reinforce the historic character and visual coherence of this part of Marford.

The setting of the Trevor Arms is therefore an important element of its significance. Any external alterations must be carefully considered to ensure that they do not detract from its architectural features, obscure significant detailing or introduce visually intrusive elements into the historic streetscape.

The Marford Conservation Area Character Assessment and Management Plan identifies opportunities for improving the appearance of signage associated with the Trevor Arms, including the sympathetic replacement of existing freestanding signs and signage on the former stable block. This provides a relevant local heritage context for considering a carefully designed and coordinated approach to signage at the premises.

4. Description of the Proposed Works

The application seeks consent for a programme of external decorative improvements, together with the installation of new signage and external lighting.

The proposed works comprise:

- **External decoration:** The redecoration of appropriate external surfaces to provide a refreshed and coherent appearance, with colours and finishes selected to complement the architectural character of the listed building.
- **New signage:** The installation of replacement or new signage to identify the premises and improve its visibility, with the design, scale, materials, colours and positioning intended to complement the building and its historic setting.
- **External lighting:** The installation of external lighting to provide appropriate illumination of the premises and associated signage, with the design and positioning intended to minimise visual intrusion and avoid unnecessary light spill.

The proposals are intended to improve the appearance and legibility of the premises without fundamentally altering the architectural composition of the building or its relationship with the surrounding conservation area.

The final design, dimensions, finishes, fixing details and lighting specifications should be read alongside the submitted drawings and supporting product information.

5. Assessment of the Impact on Heritage Significance

The proposed works have been considered in relation to the significance of the listed building and its contribution to the Marford Conservation Area.

External decoration

Appropriate external redecoration has the potential to enhance the presentation of the building and maintain its appearance as an important historic feature within the village. The use of a considered colour scheme and suitable finishes will help preserve the architectural character of the elevations and ensure that the building remains visually compatible with its surroundings.

The works should avoid inappropriate finishes, visually discordant colours or the covering of significant architectural details. Where existing historic fabric is affected, the works should be undertaken using suitable methods and materials compatible with the building's construction.

Signage

The introduction of well-designed signage provides an opportunity to improve the appearance of the premises while maintaining its function as a commercial and hospitality building. Signage that is appropriately scaled, restrained in design and sympathetic in colour and material can sit comfortably within the historic setting.

Particular care should be taken to ensure that signage does not obscure characteristic window openings, decorative detailing or other features that contribute to the significance of the building. Fixings should be carefully located to minimise intervention in historic fabric, with existing fixing points reused wherever practicable.

The proposals should also be considered in the context of the conservation area's distinctive character and the local management plan's recognition that more sympathetic signage at the Trevor Arms could enhance its setting.

External lighting

Carefully designed external lighting can improve the visibility and presentation of the building and its signage. However, lighting within a historic conservation area should be discreet and proportionate, avoiding excessive brightness, prominent contemporary fittings or unnecessary illumination of neighbouring buildings and historic features.

The use of appropriately scaled fittings, a warm colour temperature, controlled light distribution and concealed or minimal cabling, where practicable, would help reduce visual

impact. Lighting should be directed only where required, with unnecessary upward illumination and light spill minimised.

The fittings and their associated cabling should be installed in a manner that avoids unnecessary damage to historic materials and architectural detailing.

6. Impact on the Marford Conservation Area

The proposed works are localised in nature and relate principally to the external appearance and presentation of an existing building. They do not, in themselves, involve a change to the established building footprint or the wider spatial arrangement of the historic village.

The principal consideration is therefore the visual quality and detailing of the proposed finishes, signs and lighting, together with the manner in which they relate to the listed building and its surroundings.

Provided that the works are appropriately designed and sensitively implemented, they have the potential to maintain and enhance the appearance of the Trevor Arms within the conservation area. A coordinated approach to decoration, signage and lighting would help establish a consistent external appearance and avoid the cumulative visual clutter that can arise from poorly integrated commercial signage and lighting.

The proposals should respect the scale, proportions, materials and detailing of the historic building, as well as the distinctive architectural character of Marford. They should not compete with the building's historic features or detract from views along Marford Hill.

On this basis, the works are considered capable of preserving the character and appearance of the Marford Conservation Area, subject to the detailed design and implementation of the proposed scheme.

7. Mitigation and Heritage Considerations

To ensure that the proposals appropriately conserve the significance of the listed building and its setting, the following principles should guide the works:

- All decorative finishes should be compatible with the existing building fabric and appropriate to its historic character.
- Signage should be proportionate to the building, with restrained colours, suitable materials and a design that complements rather than competes with the historic architecture.
- Fixings should be minimised and positioned to avoid significant architectural features and sensitive historic fabric wherever practicable.
- Lighting should be discreet, appropriately scaled and directed to minimise glare, light spill and visual intrusion.
- Existing architectural details should be retained, and any damage to historic fabric should be avoided.
- Installation works should be undertaken carefully, with any necessary making good carried out using compatible materials and finishes.

The proposed works should be implemented in accordance with the approved drawings, specifications and any conditions attached to the consent.

8. Conclusion

The Trevor Arms is a Grade II listed historic inn that makes an important contribution to the architectural character and historic identity of Marford. Its early nineteenth-century origins, distinctive picturesque architectural detailing and prominent position within the Marford Conservation Area give it considerable local heritage significance.

The proposed external decoration, new signage and lighting seek to improve the presentation and visibility of the premises while retaining its established use and respecting its historic character.

The Marford Conservation Area Character Assessment and Management Plan recognises the potential for more sympathetic signage at the Trevor Arms to enhance its setting. The application therefore presents an opportunity to improve the external appearance of the premises through a coordinated and considered scheme.

Subject to the appropriate selection of materials, colours, signage design, lighting fittings and fixing methods, the proposed works are considered capable of preserving the special architectural and historic interest of the listed building and preserving the character and appearance of the Marford Conservation Area.

The proposals are consequently considered to represent an appropriate form of alteration to a listed building, consistent with the objective of conserving the historic environment and ensuring that the Trevor Arms continues to make a positive contribution to the character of Marford.