



CASE STUDY: HERITAGE BUILDING SIGNAGE CONSENT



OVERVIEW:

The client came to us to help her achieve planning permission and consent to erect new signage to the shop frontage of her jewellery shop and jewellery school ([see website](#)) in Henley Street, Stratford upon Avon. As a listed building in a conservation area, the planning application required scale drawings and a heritage statement as supporting documentation.

CHALLENGE:

The property is a red brick Victorian terrace providing retail space on the ground floor and residential accommodation to the first floor. The client wanted a classic sign featuring her signature brand logo to welcome customers to her award winning jewellery store.

SOLUTION:

The planning department suggested that the sign sit within the narrow frame of the bay window, but the client was concerned that this would not be sufficiently visible to her customers or reflect the high standard of the property renovation. The planning department agreed to permit a sign to be affixed above the bay window, in line with the precedent set by the neighbouring properties, with conditional restrictions on size and materials.

RESULT:

The resulting signage was approved, conforming to size, material and positioning. The shop frontage now boasts elegant, effective and engaging signage to welcome Sara's customers.

“I cannot recommend Stolwood Architects highly enough, both Emma and John were superbly supportive and helpful in assisting me navigate my planning application, not to mention professional and speedy in delivering the required architectural drawings where they went out of their way making sure all potential considerations and questions would be covered before submission. I would definitely use them again and recommend them to small businesses, especially those who are unfamiliar with the process of historical planning applications.”

Sara Preisler, Sara Preisler Contemporary Jewellery Gallery, Stratford on Avon

PROJECT BENEFITS:

- Heritage statement and drawings to support signage application
- Clear signage to welcome customers
- In keeping with the period property