STAFFORDSHIRE
moorlands
DISTRICT COUNCIL
ACHIEVING · EXCELLENCE

Simon W. Baker B.Ed MBA MIMSPA
Chief Executive

STATEMENT OF SIGNIFICANCE & IMPACT: ASSESSMENT TABLE

Proposed Works (*item by item*):	Significance of the historic fabric/area that will be affected:	The impact of the proposed work(s) on the historic fabric/area:
2 no. fascia signs, 1 no. hanging sign and a vinyl window graphic.	***The building at 17 St Edward Street is situated within the Leek Conservation area. The building itself is not listed but is located adjacent to a grade II listed building at number 19 St Edward Street. The Conservation Area Appraisal states that major views occur at entry points. The church of St. Edward dominates the northern approach with St Mary's at the southern end of St. Edward Street. The listed building at No. 19 St Edward Street is an 18th century building situated on a main street. The property is of brick and plain tile construction over three storeys with an impressive frontage and decorative fluted columns with Corinthian capitals. The adjacent building at no. 21 has a large retail window with off centre recessed doorway.***	***The 2 no. fascia signs are to be fixed to the existing timber fascia and replace the existing signage. The replacement individual letter signage can be considered an improvement to the streetscape and conservation area when compared to the existing 'Bengal Spice' signage. A new hanging sign is proposed on Sheep Market, located off the main high street and so reducing any potential impact on no. 19 St Edward Street. All three signs are to be externally illuminated from above with light fittings coloured to match the repainted façade. It is considered the proposed signage is an enhancement to the conservation area and do not cause harm to the setting or significance of the adjacent listed building.*** ***The vinyl logo graphic is to be applied to the window glazing. It is considered that the proposal will not negatively impact upon the conservation area or the adjacent listed building at no. 19.***