



Your ref : - SMD/2017/0202

Julie Howard
Staffordshire Moorlands District Council
Moorlands House,
Stockwell St,
Leek,
Staffordshire,
ST13 6HQ

Dear Julie,

RE: TOWN AND COUNTRY PLANNING ACT, 1990 - PLANNING APPLICATION
VALIDATION

Advertisement consent for retrospective permission for replacement 1 illuminated fascia sign and projecting sign at 34 Derby Street, Leek

Heritage Statement:-

Significance of the historic fabric/area that will be affected:

The local area offers a range of retail stores such as banks, newsagents, stationery, betting shops, charity shops and fast food/ cafes.

The Millets store is an outdoor clothing and equipment retailer and is located in a two storey building located on the junction of Derby Street and Market Street and within the conservation area.

Unfortunately the upper floor windows belonging to the sports bar have been boarded over due to issues with the safety of the glazing and this has a detrimental effect on the overall.

The ground floor of the store is black granite tiles surrounding the fascia and extending to the pavement. The buildings adjacent and opposite the site are traditional brick buildings.

The impact of the proposed work(s) on the historic fabric/area:

The signage installed at the location has a dark grey background with white illuminated letters reading 'Millets' and also a green summit logo. Some minor text is placed on the lower part of the fascia displaying the company website and a description of the retailer namely 'The Outdoor Store'.

The fascia sign also includes an illuminated projecting sign which allows for site of the shop from distance to inform the public of the store location.

The letters and logo are the only elements of the sign to illuminate and the size of the illuminated area is subtle in relation to the overall size of the sign. The illumination is tasteful and not garish and benefits members of the public with visibility of the store and increases general footfall in the area which hopefully is of benefit to the commerce of the town.

360 signs

Previous signage



360 Signs, The Bakery, Greenwood Street, Salford M6 6PD
Telephone: 0161 743 1001, Website: www.360signs.co.uk,
Registration No: 6551444

360 signs

New Signage



Please let me know if you require any further information and I look forward to receiving your comments.

Yours Sincerely

Roger True

360 Signs, The Bakery, Greenwood Street, Salford M6 6PD
Telephone: 0161 743 1001, Website: www.360signs.co.uk,
Registration No: 6551444