DESIGN AND ACCESS AND HERITAGE STATEMENT

FOR

PROPOSED REPLACEMENT OF ENTRANCE SHOPFRONT, NEW SIGNAGE AND LIGHTING

AT

LEEK POST OFFICE
LEEK
ST13 5DZ

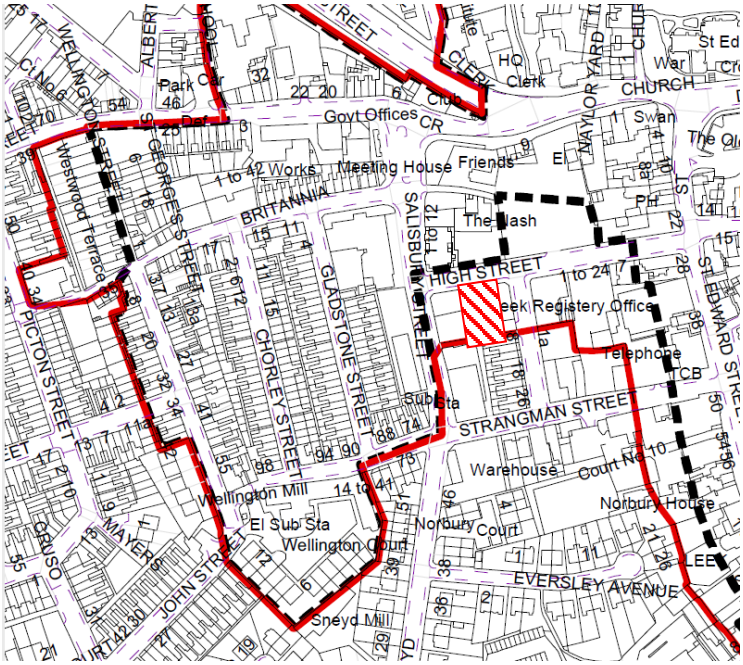
1.0 INTRODUCTION

1.1 This Statement has been prepared to accompany a Planning Application for a replacement entrance shopfront, new signage and lighting to Post Office, High Street, Leek ST13 5DZ



Google Maps image showing site location

1.2 The application site sits within the Leek Conservation Area:



Location of property within the Conservation Area (extract from Staffordshire Moorlands Local Plan)

1.3 The existing building was originally a Department Store (Emporium) which opened in 1911. The building was also used as a Magistrates Court.

1.4 Since that use ceased, the building has been divided into several different units with use classes which have differed over the years.

1.5 The Post Office was previously used as Staffordshire County Council's Register Office until December 2009, and the following use was as a Volunteer Centre and associated offices.

1.6 The building was approved for a Change of Use to a Post Office in November 2017 (application no. 2017/0612).

2.0 NEW SHOPFRONT

2.1 The proposal is to remove the hardwood doors and windows around the entrance and replace them with aluminium powder-coated in white.

2.2 The new entrance door will be a sliding door, allowing the entrance to become fully accessible to wheelchairs and pushchairs.

3.0 NEW SIGNAGE

3.1 New signage is proposed which will include:

i) a new fascia sign above the far right-hand section of the frontage;
ii) 2 no. A0-sized poster signs fixed to the brickwork both sides of the existing window on the right-hand section;
iii) a sign board fixed to the pillar between the entrance and first window;
iv) new vinyl graphics to the top of the left-hand window;
v) new vinyl graphics to the whole of the right-hand window.



Image showing existing frontage (Google Maps)



Proposed elevation to High Street

3.2 The new fascia sign will have a white background with a red strip at the bottom to match the adjacent existing fascia signs, with black text.

3.3 The A0 poster signs will be positioned each side of the existing window on the right-hand section of the frontage; these will display offers inside the shop and will be changed periodically.

3.4 The sign board between the new entrance and the left-hand window will display the Post Office services available within the shop. This will have a white background with red text and a Post Office Logo.

3.5 The vinyl strip to the top of the left-hand window will be fixed to the front of the glazing and will have a black background with white text.

3.6 The vinyl graphics to the right-hand window will have a black strip to match the adjacent window at the top, with coloured balloon graphics on a light grey background around a sign displaying currency rates (this is an existing sign board fixed behind the existing glazing). The vinyl will be fixed to the front of the glazing.

4.0 NEW LIGHTING

4.1 New lighting is proposed above the existing and new fascia signs.

4.2 The lighting will comprise 4 no. 2.4m long LED strip lights with brackets, as shown in the literature attached separately in the documents accompanying the Planning Application.

5.0 ACCESS STATEMENT

5.1 The existing entrance door will be replaced with an accessible sliding entrance door to replace the existing double doors.

5.2 The new doorway will have a level threshold; there is an existing ramp leading up into the floor level of the shop which will remain.

6.0 HERITAGE STATEMENT

6.1 There will be no alterations to the fabric of the building required for the installation of the fascia sign, sign board, poster signs or vinyl graphics, apart from fixings.

STATEMENT OF SIGNIFICANCE & IMPACT:

Proposed Works:	*Significance of the historic fabric/area that will be affected:*	*The impact of the proposed work(s) on the historic fabric/area:*
New Shopfront	The existing building dates from early 1900s and was built as an 'Emporium'. The building sits within the Conservation Area slightly outside the Town Centre. It is assumed that the existing shopfront dates from when the use of the building was changed from a Register Office to its subsequent use, prior to the change of use to the Post Office and shop. The existing entrance is formed of hardwood, with a pair of double-doors and sidelights both sides.	The new shopfront is to the entrance section only and will be aluminium powder-coated in white. This will provide an accessible entrance to the shop. The white will match the white painted frames of the adjacent windows. It is considered this will not adversely affect the appearance of the building nor the Conservation area.
New fascia sign and poster signs to right-hand section	The right-hand section of the shopfront is brickwork with high-level windows above, and a window positioned centrally. Above is a grey-painted infill panel beneath a stone cornice which supports a stone and brick-faced frontage. A bay window sits centrally above this section.	The new fascia sign will be fixed within the area of the existing high-level windows. The new poster signs will be positioned each side of the existing window. The fascia sign will match the existing fascia signs adjacent in colour and size. The poster signs are proportional to the section of the shopfront and will continue the symmetrical style of the building.

New sign board	There is an existing timber pillar between the entrance and the window which is painted grey.	The proposed sign board will be proportionate to the size of the pillar. The sign is simple in design and colour, with logos and text sizes proportional to the sign, and matching the existing Post Office theme.
Proposed window graphics	The existing windows have mirrored glazing.	The proposed vinyl graphics will be fixed to the front of the existing glazing; the existing mirrored glazing to the left-hand window will remain. The right-hand window will no longer be reflective. It is considered that the colours and styles of the proposed graphics will improve the appearance of the building, as the current mirrored glazing only serves to reflect the road and car park opposite.
Proposed lighting	There is currently no lighting to this section of the building. The Indian Restaurant to the right-hand side adjacent to the Post Office has several projecting wall lights to illuminate their fascia sign.	The new LED lighting will be subtle and will be similar to those above the Dominos Pizza restaurant on St Edward Street. The lights will be positioned centrally within each section of fascia, continuing the symmetry of the existing building.

END