

Heritage Statement – Leek United, Derby Street.

Location: Leek United Business Society, 51 Derby Street, Leek, Staffordshire, ST13 6HU.

Introduction

This statement is written to explain what we are looking to do at Leek United Building Society and how we have taken our Heritage Asset into consideration along the journey. This will go through the signage plans we would like to change for the sign and bus-stop sign of the branch.

Proposal

We are looking to swap the sign and bus-stop of the branch for a new/cleaner looking alternative. Having taken into consideration the conversation area, we will be changing these items on a like-for-like basis; keeping the colours and wording the same. Having assessed our neighbours on Derby Street, we are looking to improve on the image on the store. To do this we have taken into consideration neighbours such as NatWest with their internally illuminated sign, but wanting to get an image closer to stores like TUI which have maintained conservation signage, such as the traditional hanging sign. We would like to add internal illumination to the signage lettering and bus-stop lettering which will only be on between 8am – 6:30pm and will be a dim light that will only be seen on darker days/early evening, not to affect the fact it is a conservation area. With this in mind, we will be maintaining the traditional feature on the hanging bus stop sign to be in-keeping with the appearance of the town and our neighbours, TUI.

The need for consent

Under the Planning (Listed Buildings and Conservation Areas) Act 1990 local authorities have the power to designate as conservation areas, any areas of 'special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.' (StaffordBC, February 2021).

Due to the Listed Buildings and Conservation Area Act 1990, we need to apply for consent to change the signage of Leek United Business Society Derby St. This is due to Leek United Building Society, Derby Street, being within a conservation area. We understand the importance of this and have taken it into consideration when creating our new proposed designs. We have included the traditional hanging sign on our bus-stop and have attempted to match the signage on a like-for-like basis. This is to keep the presence of the store in-keeping with its neighbours. We scoped the town when creating the drawings to ensure we were a balance between EE & NatWest, as well as TUI and Boots. We considered all neighbours and wanted to come up with a happy middle ground to compliment both our brand and the high street.

Justification

The change is not only to keep the branch modern and welcoming, but to keep Derby St tidy and presentable for our community and visitors. We are hoping the new signage will encourage more people, not only to our store, but to the town and encourage others on the high street to keep their stores well maintained.

Access

The access for the shop front, will not be changing or affected. The branch will be closed and hoarded off during the signage refurbishment process.

Conclusion

In conclusion, we have been at Leek United Derby street since 1985. We appreciate we are within a conservation area and would not want to challenge that. We have reviewed our neighbour's signage and our new plans, and have come up with, what we believe, is a design that will complement the town too. Thank you for taking our application into consideration.

(StaffordBC, February 2018): [Conservation Areas | Stafford Borough Council \(staffordbc.gov.uk\)](https://www.staffordbc.gov.uk/conservation-areas)