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Leek United, Derby Street, Leek

A contemporary building within Leek Conservation Area and in a shopping area where traditional shopfront design is important to local character. Whilst this is a modern building, the design incorporates brick pilasters which extend up in brick detailing to visually give the impression of a corbel, defining the edge of the fascia.

The current proposal shows the revised fascia sign extending across the decorative pilaster/corbel thus harming the proportion and detailing of the shopfront. The fascia should be centrally sited as it is at present.

The independent hanging sign is acceptable in its current location (separate from the fascia) and is not illuminated.

I note that there is an intention to internally illuminate the sign (only the lettering and logo is illuminated). Whilst we normally have a requirement for externally lit fascia signs on this modern building it would be possible to internally light the fascia provided that the fascia is slim (not boxy), the lighting is totally restricted to the lettering and logo, illumination levels are kept low and that sign has a matt finish. The trough light can then be removed.

We need revised plans and a section through the fascia.

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