

Heritage & Lighting Statement – Leek United, Derby Street.

Location: Leek United Business Society, 50 St. Edward Street, Leek, Staffordshire ST13 5DL

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 signs and an additional fascia sign added to the branch.

Proposal

We are looking to swap the 2 x fascia signs and add an additional fascia sign to the branch for a new and cleaner alternative. Having taken into consideration the conservation area, we will be changing these items on a like-for-like basis; keeping the colours and wording the same, but slightly increasing the size. Having assessed our neighbours on St Edwards Street, we are looking to improve on the image of the branch. To do this, we have taken into consideration neighbours such as Dominoes with their internally illuminated sign which goes the width around their branch front. We would like to add internal illumination to the signage lettering (lettering only) across all three signs, these signs will only 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 conservational area. At most the internal lights will be 600 candelas, there is already lighting installed on the existing signage, these are trough lights above the signage. We believe changing this to be minimal internal lighting will allow the building to look tidier and be more environmentally friendly.

The signs will be made from the following:

Folded 3mm aluminium tray with 100mm deep returns and will be non-illuminated. The aluminium tray will be powder coated semi-gloss RAL 6018 green. The lettering and “pyramid” logo will be stencil cut out of the fascia and this detail will be backed up with a 3mm opal 050 acrylic panel & 10mm opal 050 acrylic letters and logo which will push through the fascia. The letters & “pyramid” logo will be illuminated using a 3mm aluminium composite panel fixed to the existing wall holding 12v white LEDs behind the stencil cut detail only. This means only this detail will illuminate. The illumination will be static and will measure 600 Candelas PM/2. The sign will be fixed to the wall using 50mm x 50mm x 3mm fixings rails at the top and bottom of the fascia.

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, 50 St Edwards Street. This is due to Leek United Building Society, 50 St Edwards 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 attempted to match the signage on a like-for-like basis, when increasing the sign size, we believe it will then be more in keeping with the neighbours and their full signage. 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 the variety of stores within Leek. We considered all neighbours and wanted to come up with a happy middle ground to compliment both our brand and the high street. Due to the centre being out head office and customer service centre, we believe it needs to be clear for the residents within Leek that we are here for them.

Justification

The change is not only to keep the branch modern and welcoming, but to keep St Edwards Street 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 have the correct access and Health & Safety equipment during the signage refurbishment process, in order to keep staff, customer and pedestrians safe whilst the works take place. We will apply for a pavement license when the works are carried out, this will happen once we have the planning permission confirmed for the works.

Conclusion

In conclusion, we have been at Leek United Building Society, St Edwards Street since 1952. 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 \(staffordbc.gov.uk\)](http://staffordbc.gov.uk/conservation-areas)