Part One

Listed Building and Conservation Consent

A1. Applicant Details

Organisation	Nationwide Building Society		
	Title	**Forename**	**Surname**
Name	Mr	Alex	Brown

A1.1 Address Details

Name or flat number	c/o agent
Property number or name	9
Street	Marylebone Lane
Locality	
Town	London
County	
Postal Town	
Postcode	W1U 1HL

A1.2 Communication Details

	Nat Code	**Extn No.**
Telephone No.		
Daytime Telephone No.		
Fax No.		
Email Address		
DX Number		

A2. Agent Details

Organisation Colliers CRE

	Title	Forename	Surname
Name	Mr	Alex	Brown

A2.1 Address Details

Name or flat number

Property number or name 9

Street Marylebone Lane

Locality

Town London

County

Postal Town

Postcode W1U 1HL

A2.2 Communication Details

	Nat Code	Extn No.
Telephone No.	02073446704	
Daytime Telephone No.		
Fax No.	02073446558	

Email Address alex.brown@collierscre.co.uk

DX Number

1. Site Address Details

1.1 Address Details

Name or flat number	
Property number or name	2 - 4
Street	Cross Street
Locality	
Town	Cheadle
County	
Postal Town	
Postcode	ST10 1NP
UPRN	0
Location	

2. Brief Description of Proposed Works

Development Description

Display of two non-illuminated timber panel fascia signs.

3. Existing Uses

Current use of land or building

Building society

If vacant what was the land or building last used for?

n/a

4. Interest

State the applicant's interest in the land

X Owner
__ Lessee
__ Prospective purchaser
__ Other

If Other give details

5. Previous History

Has the building previously been subject of a planning permission, listed building consent or conservation area consent?	X Yes __ No
Reference Number	07/00806/ADV
Date of Application (yyyy-mm-dd)	2007-08-07

6. Application Type

Listed Building	**Demolition**	__ Yes	X No
	Alteration	X Yes	__ No
	Extension	__ Yes	X No
	Variation or Removal of an existing condition	__ Yes	X No
Conservation Area	**Demolition**	__ Yes	X No
	Variation or Removal of an existing condition	__ Yes	X No

7. Building Information

Building Grade	**1**	__ Yes	X No
	2*	__ Yes	X No
	2	X Yes	__ No
	Ecclesiastical	__ Yes	X No

Building Type

Early 19th Century three storey terraced, with ground floor shop front and minor 20th Century alterations. Red brick with hipped slate roof.

8. Proposed Works

8. 1 Exterior

Works (including any alteration to windows or their replacement)

Replacement of two existing timber fascia panels.

Materials to be used

Construction as per montage - timber panels with vinyl lettering and logo.

Colour of materials

Blue background with white lettering/logo, underlined in red.

8. 2 Interior

Works

none.

Materials to be used

n/a.

9. Grant Aid

Has any historic buildings grant or other form of grant aid been offered or applied for? __ Yes **X** No

Grant Details

Signature **Electronically submitted; no signature required.**

Certificate A

I certify that:

on the day 21 days before the date of the accompanying application nobody, except the applicant, was the owner of any part of the building/land to which the application relates.

Signatory

	Title	Forename	Surname
Signatory	Mr	Alex	Brown
Signature	**Electronically submitted; no signature required.**		
Date (yyyy-mm-dd)	2008-02-20		

Under the provisions of the Planning Acts, if any person issues a certificate which purports to comply with the requirements of this Act and contains a statement which he knows to be false or misleading in a material particular, he shall be guilty of an offence. Please ensure that the information you have provided is accurate.

Colliers CRE
Chartered Surveyors & International Property Consultants

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Alex.brown@collierscre.co.uk

Your Ref
Our Ref PLA2007/0163/01
Date 20th February 2008

Planning Department
Staffordshire Moorlands District Council
Moorlands House
Stockwell Street
LEEK
Staffs
ST13 6HQ

Dear Sir/Madam

Nationwide Building Society, 2 – 4 Cross Street, Cheadle
Application for Listed Building Consent

We act on behalf of Nationwide Building Society and are instructed to submit the enclosed application seeking Listed Building Consent to display two non-illuminated fascia signs with timber panelling, finished in matt.

Accordingly, please find enclosed the following documents which comprise in addition to this letter, the application, submitted electronically via the Planning Portal

- The completed Application Form for Listed Building Consent;
- The Design and Access Statement;
- A site location plan (scale 1:1250) with the site outlined in red;
- The advertisement drawings/montage (Dwg No: Nationwide/010/2007 C) showing details of size, siting, colour and materials proposed;
- A copy of email correspondence from Planning Officer Teresa Edgecox.

Also forming part of the application is a vinyl sample of the proposed lettering/logo materials. This is sent via post under separate cover.

Justification Statement

The Nationwide Building Society is a long established trader within town centres across the country, occupying units within core shopping areas. As you may be aware, in April 2007 Portman Building Society savers and borrowers approved the merger of the Portman and Nationwide Building Societies. Consequently, the merger requires the re-branding of all units formerly occupied by Portman.

Planning Policy

The building is Grade II listed and within the Cheadle Conservation Area.

Current national guidance on the historic environment is provided in Planning Policy Guidance Note 15 'Planning and the Historic Environment'. Paragraph 4.32 of the guidance note states "Outdoor

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advertising is essential to commercial activity in a free and diverse economy, and the success of local businesses will usually help owners and tenants of commercial premises to maintain buildings in good repair and attractive appearance".

The adopted Development Plan is the Staffordshire and Stoke-on-Trent Structure Plan (2001) and the Staffordshire Moorlands Local Plan (1998).

Policy NC18 of the Structure Plan is considered relevant to the determination of this application. The policy states:

> *"There will be a presumption in favour of preserving Listed Buildings and protecting their settings and historic context. In exceptional circumstances, other planning policies may be relaxed to enable the retention or sympathetic reuse of Listed Buildings, or to maintain the integrity of their settings. An historical and architectural evaluation of Listed Buildings may be required as part of the planning process to ensure decision-making is based on a proper understanding of their fabric and structure."*

Policy NC19 of the Structure Plan is also considered relevant to the determination of this application and states:

> *"Areas of architectural or historic interest will be designated as Conservation Areas. There will be a presumption in favour of retaining and enhancing buildings, groups of buildings, or other features, including open spaces and views through, into or out of the areas which contribute to their special character, appearance or interest. New development within or adjacent to Conservation Areas should respect, protect and enhance their character and appearance with respect to its height, scale, intensity and materials, and only generate levels of activity which will support their preservation and economic viability. Proposals which would result in over-development, undue disturbance and traffic movement detrimental to the character of the Conservation Area will not be permitted."*

The Local Plan policies which are pertinent to the determination of this application are B16 and B18.

Policy B16 Advertisements states:

> *"Consent will not be granted for the display of advertisements having an adverse effect either individually or cumulatively on the character and appearance of the area, nor which detract from the architectural character and quality of a building or group of buildings."*

Policy B18 Advertisements states:

> *"In conservation areas and on or in the setting of listed buildings consent will be given for signs comprising individually illuminated letters on a matt background or external concealed lighting washing down the fascia. Exceptionally, other forms of illuminated sign will be permitted where it can be shown that the character or appearance of the conservation area or listed building or its setting will not be adversely affected."*

Supplementary Planning Guidance Note "Shopfronts: A Guide to Design and Security" provides general advice for advertisements and seeks the use of traditional materials, especially timber and requests national retailers to deviate from standard designs if they are out of character with the surrounding area.

Planning History

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An application for Advertisement Consent (reference 07/00806/ADV) was refused on the 20th August 2007 for the installation of three illuminated fascia signs. An application for Listed Building Consent was also submitted and subsequently returned to the applicant as it was invalid.

In refusing the application for Advertisement Consent, the Council considered that the proposed signage by reason of the size, number, design, appearance, reflective materials and inappropriate method of illumination, would have a harmful effect on the visual amenities of the building and the character and appearance of the Cheadle Conservation Area. As such the proposal was considered to be contrary to policies B11, B16 and B18 of the Adopted Staffordshire and Moorlands District Local Plan and contrary to advice contained in PPG 15 (Planning and the Historic Environment) and the Council's adopted Supplementary Guidance Shopfronts & Advertisements.

This revised application seeks Listed Building Consent to repair the two existing timber fascia panels, which will have an applied matt vinyl sign, including blue background, text and logos.

The proposed signs, by virtue of their form, appearance, construction materials and finish would be a sympathetic addition to the listed building, which would result in a significant enhancement to the character and appearance of the listed building and its surrounding area, when compared to the former Portman Building Society signs, in accordance with policy NC18 of the Staffordshire and Stoke-on-Trent Structure Plan (2001) and policies B16 and B18 of the Staffordshire and Moorlands District Council Local Plan (1998) and the SPG on Shopfronts and Advertisements.

Pre-application advice was sought from the Planning Officer (Ms Teresa Edgecox) who advised that timber fascia panels with non-projecting matt vinyl signs would be acceptable. Ms Edgecox also advised to remove the fascia panel above the door from the proposal. (Please see enclosed email dated 17th October 2007.

We look forward to receiving your acknowledgement of receipt of this application and to its early favourable determination. Should you have any questions arising from this submission we request you contact Alex Brown (020 7344 6704) of this office in the first instance.

Yours faithfully

COLLIERS CRE

Encs

08/0

COLLIERS CRE

DESIGN AND ACCESS STATEMENT

FOR THE INSTALLATION OF TWO NON-ILLUMINATED FASCIA SIGNS

NATIONWIDE BUILDING SOCIETY

2 – 4 CROSS STREET, CHEADLE, ST10 1NP

This Design & Access Statement has been produced to support the proposal by Nationwide Building Society to display two non-illuminated fascia signs at 2 – 4 Cross Street, Cheadle.

Design

Following the merger with the Portman Building Society in August 2007, Nationwide Building Society now occupies 2 – 4 Cross Street.

The premises are Grade II listed, constructed in the early 19th Century with minor 20th Century alterations. Located in a three-storey terrace, forming the west side of Cross Street, with a hipped slate roof and end stacks to the units.

An application for Advertisement Consent (reference 07/00806/ADV) was refused on the 20th August 2007 for the installation of three illuminated fascia signs. In determining the application the Council considered that the proposal due to its size, number, design, appearance, reflective materials and inappropriate method of illumination, would have a harmful effect on the visual amenities of the building and the character and appearance of the Cheadle Conservation Area.

Following the refusal, advice was sought on the form of advertisement likely to be considered acceptable by the authority. Conservation Officer's observations from the previously refused application were noted, which confirmed that the signs should be flat timber fascias sitting within the pilasters to either side and within the frame of the shopfront. External illumination was considered inappropriate and so has been removed from this revised proposal.

Pre-application advice has been sought from the case officer that dealt with the previously refused application, Ms Teresa Edgecox, who reiterated that two non-illuminated flat matt signs would be appropriate. These should sit entirely within the shopfront surround. It was also advised that the fascia panel above the door should be removed from a revised proposal.

This advice has been adhered too and it is considered that the proposed advertisements by virtue of their size, scale, siting and use of materials would ensure the advertisements would be a sympathetic addition which respects the architectural and historic fabric of the Grade II listed building and would not result in a detrimental impact to the character and appearance of the Conservation Area in accordance with policies B11, B16 and B18 of the Staffordshire and Moorlands District Council Local Plan (1998) and thus considered acceptable.

Access

The proposal does not involve any works to the existing shopfront, thus access is not an issue to be addressed when determining this application.

Ordnance Survey

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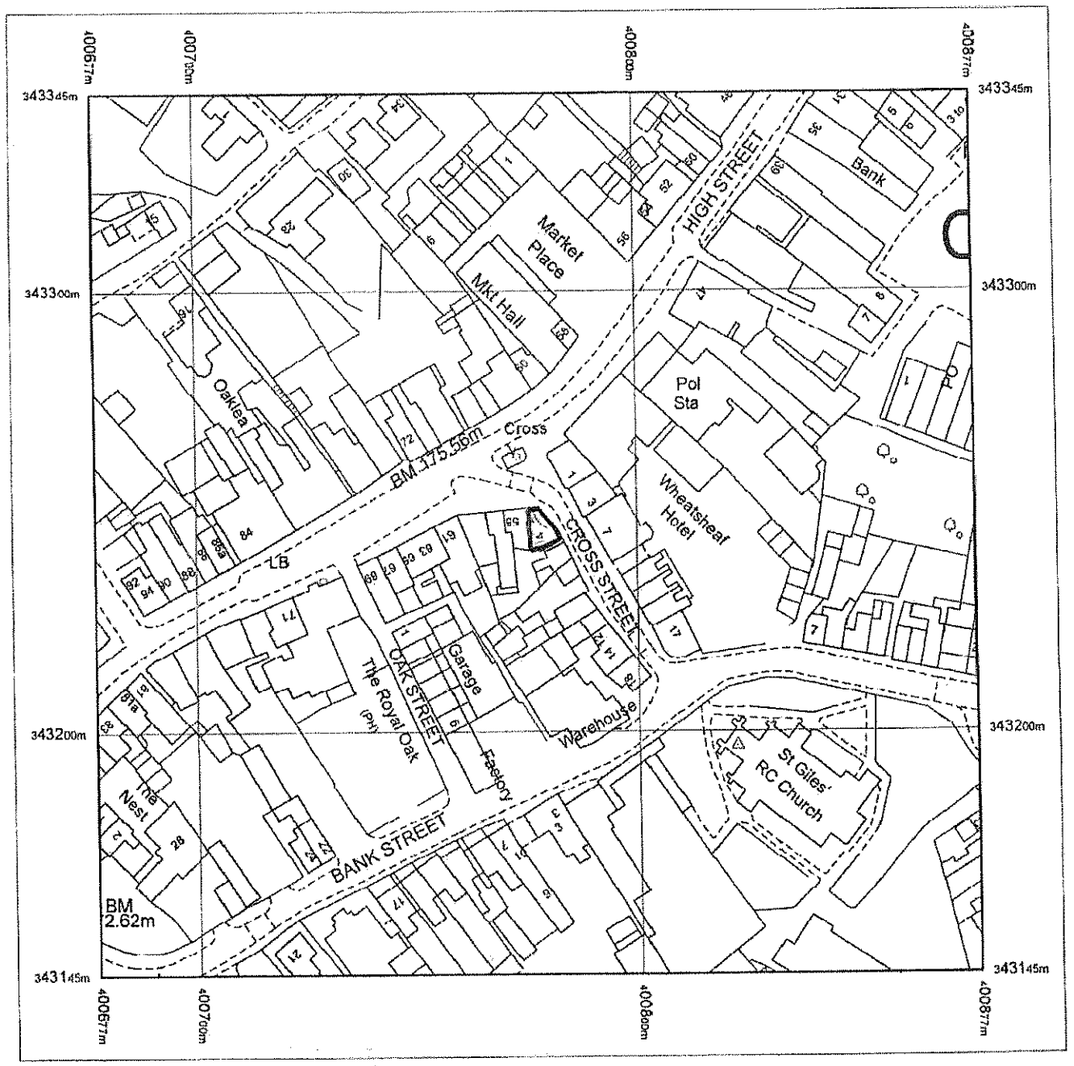

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Metres
0 20 40

Scale 1:1250

Supplied by: Outlet User
Serial number: 00381100
Centre coordinates: 400777 343245

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Portman Building Society

2/4 Cross Street

Cheadle ST10 1NP

NATIONWIDE - CHEADLE (PORTMAN CONVERSION)

BUTTERFIELD SIGNS

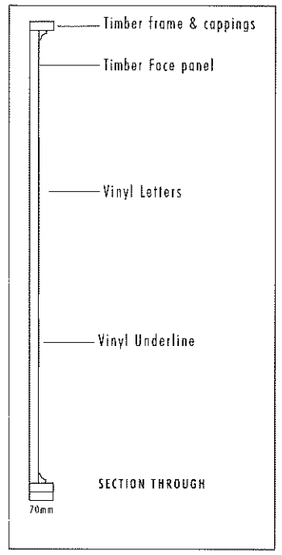
DATE	18 June 2007	SCALE	AS SHOWN @ A3
SALES CONT.	GL	DRAWN BY	CW
JOB NO.	73963	DWG NO.	Nationwide / 010 / 2007 C

SIGN A scale 1:20

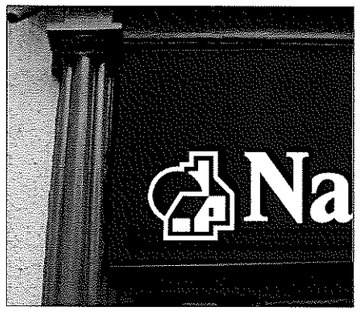


SIGN C scale 1:20





FASCIA TO FIT WITHIN THE PILLASTARS



PROPOSED SIGNAGE - (Existing opening hours plaque to be removed & wall area repainted)



EXISTING SIGNAGE



SIGNS A & C

DIMENSIONS

SIGN A (L/H) - 1450mm x 535mm

SIGN C (R/H) - 1760mm x 535mm

DESCRIPTION

2 No existing fascia units to be fitted with replacement face panels and timber cappings with vinyl lettering and logo.

REVISION C 08/02/2008 GC
Added measurements to section thru

REVISION B 21/01/2008 GC
Added close up picture to indicate sign within pillastars

REVISION A 14/01/2008 GC
Signs A & C Specification changed to timber
Sign B - Deleted

APPLICATION FOR PERMISSION TO ERECT
T&CP 18-06-02007 CW

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