Part One

Advertisement 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

	Telephone No.	**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	Cheadle
Town	STOKE-ON-TRENT
County	
Postal Town	
Postcode	ST10 1NP
UPRN	0100032196743
Location	

2. Description of the Proposed Advertisement(s)

Development Description

Display of two non-illuminated timber panel fascia signs.

3. Existing Uses

Current use of land or building

Building society.

4. Interest

Has the Applicant an Interest in the land?	X Yes __ No
If No, has the permission of the owner or any other person entitled to give permission for the proposed advert display been obtained?	X Yes __ No

5. Illumination

Will any of the proposed adverts be illuminated?	__ Yes X No
If Yes State the type of Illumination	__ **Internal** __ **External** __ **Floodlight**

Will the illumination be static or intermittent?

__ Halo
__ Static
__ Intermittent

Please specify the maximum amount of illumination

Candelas/m2

6. Period of Consent

Period for which Consent is sought

__ 1
__ 2
__ 3
__ 4
X 5

7. Additional Information

Any additional information which the applicant considers relevant to the determination of the application

Please see covering letter.

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

Colliers CRE
Chartered Surveyors & International Property Consultants



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

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London
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Direct Line 020 7344 6704
Mobile 07824 490432
Direct Fax 020 7344 6558

Alex.brown@collierscre.co.uk

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

08 / 0 0 0 1 7

Dear Sir/Madam

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

We act on behalf of Nationwide Building Society and are instructed to submit the enclosed application seeking Advertisement 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:

- A of the completed Application Form for Advertisement Consent;
- A copy of the site location plan (scale 1:1250) with the site outlined in red;
- A copy of the proposed 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.

This application is a re-submission of application 07/00806/ADV which sought consent for the display of three illuminated fascia signs.

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.

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COLLIERS CRE

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 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 B11, B16 and B18.

Policy B11 Conservation Areas states:

> *"In a conservation area the local planning authority will seek to ensure that development preserves or enhances the appearance or character of the area and is in sympathy with it in terms of scale, siting, alignment, mass, design, colour and materials."*

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

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 refusing the application, 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 Advertisement 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 B11, 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

Brown Alex

From: Katie.Parkins@collierscre.co.uk
Sent: 13 February 2008 14:57
To: Brown Alex
Cc: Parkins Katie
Subject: FW: FW: Nationwide Building Society, 2-4 Cross Street, Cheadle
Attachments: image001.gif; image002.jpg

-----Original Message-----
From: Edgecox, Teresa [mailto:teresa.edgecox@staffsmoorlands.gov.uk];
Sent: 17/10/2007 15:56:01
To: Parkins Katie [mailto:Katie.Parkins@collierscre.co.uk];
Subject: FW: Nationwide Building Society, 2-4 Cross Street, Cheadle

From: Edgecox, Teresa
Sent: 17 October 2007 15:36
To: 'Katie.Parkins@collierscre.co.uk'
Subject: FW: Nationwide Building Society,
2-4 Cross Street
, Cheadle

From: Edgecox, Teresa
Sent: 17 October 2007 15:34
To: Planning
Subject: RE: Nationwide Building Society,
2-4 Cross Street
, Cheadle

Thanks for your email. I have arranged for a copy of the listing to be posted out to you under separate cover along with a copy of the delegated report, the Conservation Officer 's comments and a copy of the Authority 's SPG on Shop Front design. Whilst your letter states that the proposed signage would be installed on the existing fascias, which sit within the existing shop front pilasters, the submitted drawings clearly showed that the proposed signs over sail these. This may have been an oversight on the architect 's part but would need to be clarified as part of any second attempt submission.

The internally illuminated box signs as proposed would be inappropriate and should be replaced with two non-illuminated flat matt signs which sit entirely within the shop front surround. Illumination especially internal illumination is unacceptable and given the nature of the business carried out at the site probably unnecessary. Should illumination be required it should be limited to a hanging projecting sign externally lit with a trough light.
The fascia panel above the door is considered unnecessary and should be omitted from any revised submission. Whilst Policy B18 provides general guidance for advertisements it does not extend to Listed Buildings which we take a more stringent approach to. I understand that you may have recently purchased the building and that you may therefore not be aware of its history and the fact that it has been recently subject to a planning appeal for the insertion of plastic windows, which was dismissed and enforcement action for the reinstatement of an external door. Listed building consent would not in my opinion be required for the painting of the shop front and entrance doors as detailed in your email.

I trust the above is of some assistance although you will appreciate that this represents an informal officer view and does not in any way prejudice any formal decision which may be taken by the Council.

Teresa Edgecox

Planning Officer

Staffordshire Moorlands District Council

Moorlands House

Stockwell Street

Leek

Staffordshire

ST13 7SH

From: Planning
Sent: 15 October 2007 12:14
To: Edgecox, Teresa
Subject: FW: Nationwide Building Society,
2-4 Cross Street
, Cheadle

From: Parkins Katie [mailto:Katie.Parkins@collierscre.co.uk]
Sent: 15 October 2007 11:53
To: planning@staffsmoorlands.gov.uk
Subject: FW: Nationwide Building Society,
2-4 Cross Street
, Cheadle

To Teresa Edgecox

With regards to the refusal of advertisement consent I sent an email to you on the 2 nd October requesting your advice, unfortunately, I have just received a message stating the email was unable to be sent; unfortunately it appears I was provided with the wrong email address.

The email is below and I would be extremely grateful for pre-application advice so that a scheme can be produced addressing the concerns raised by the authority.

Regards,

Katie Parkins

Katie Parkins
Planner - Planning & Development

Colliers CRE
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Fax: +44 20 7344 6558
Web: www.collierscre.com

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Information Alert - The Government has finally decided to abandon its proposal for a planning gain supplement. Alistair Darling announced the introduction of standardised tariffs combined with section 106 agreements in a forthcoming planning reform bill. If you would like further information on this matter and its implications please contact Colliers CRE Planning and Development Department.

Consider your responsibility to the environment - think before you print!

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From: Parkins Katie
Sent: 02 October 2007 14:12
To: teresa.edgecox@staffsmoorlands.co.uk
Subject: Nationwide Building Society,

20/02/2008

2-4 Cross Street
, Cheadle

To Teresa Edgecox

Colliers CRE have been instructed by Nationwide Building Society following the refusal of advertisement consent at
2-4 Cross Street
in Cheadle.

I understand the building is Grade II listed, unfortunately I have been unable to find details of the listing on the Images of England website; would it please be possible to obtain a copy of the listing by email?

From reading the decision notice, it appears the signage was considered unacceptable due to their size, number, design, appearance, reflective materials and inappropriate method of illumination. The Officers report is not available online, to provide more guidance on why the Council considered the proposal to be unacceptable is it possible to receive a copy of this report by email? Can you please also confirm whether the existing Portman Building Society signage benefited from advertisement consent?

In terms of size, it is very difficult to change the size of the signs as they are installed on the existing fascia panels and set within the existing pilasters and thus proportionate to the shopfront. In order to create an attractive shopfront which not only compliments the original building, but also to the surrounding area, it is the intention to paint the existing shopfront white and the entrance doors blue. This will ensure the entire proposal has been considered as a whole and so the signage does not appear as an incongruous addition, thus improving its appearance. Can you please advise whether you consider the painting of the shopfront would affect the character of the building and thus require listed building consent? Can you please also provide some guidance whether the proposed painting to the external of the building is likely to receive consent?

In terms of your concerns regarding the number of signs, would this be addressed if the fascia panel above the main entrance were painted in a neutral colour? This would therefore only result in two fascia signs, one upon each elevation.

Policy B18 states consent will be granted for signs comprising individually illuminated letters or external concealed lighting washing down the fascia. The proposed signage included illuminated lettering, logo and underline, which would appear to comply with policy B18. Can you please advise what particular aspect of the proposed illumination was considered unacceptable?

Also, I noticed on your website that there is Supplementary Planning Guidance on Shop Front and Design, can you please advise whether it is possible to view this document online?

If you have any questions, please contact me on 0207 344 6741.

Regards,

20/02/2008

Katie Parkins MRTPI

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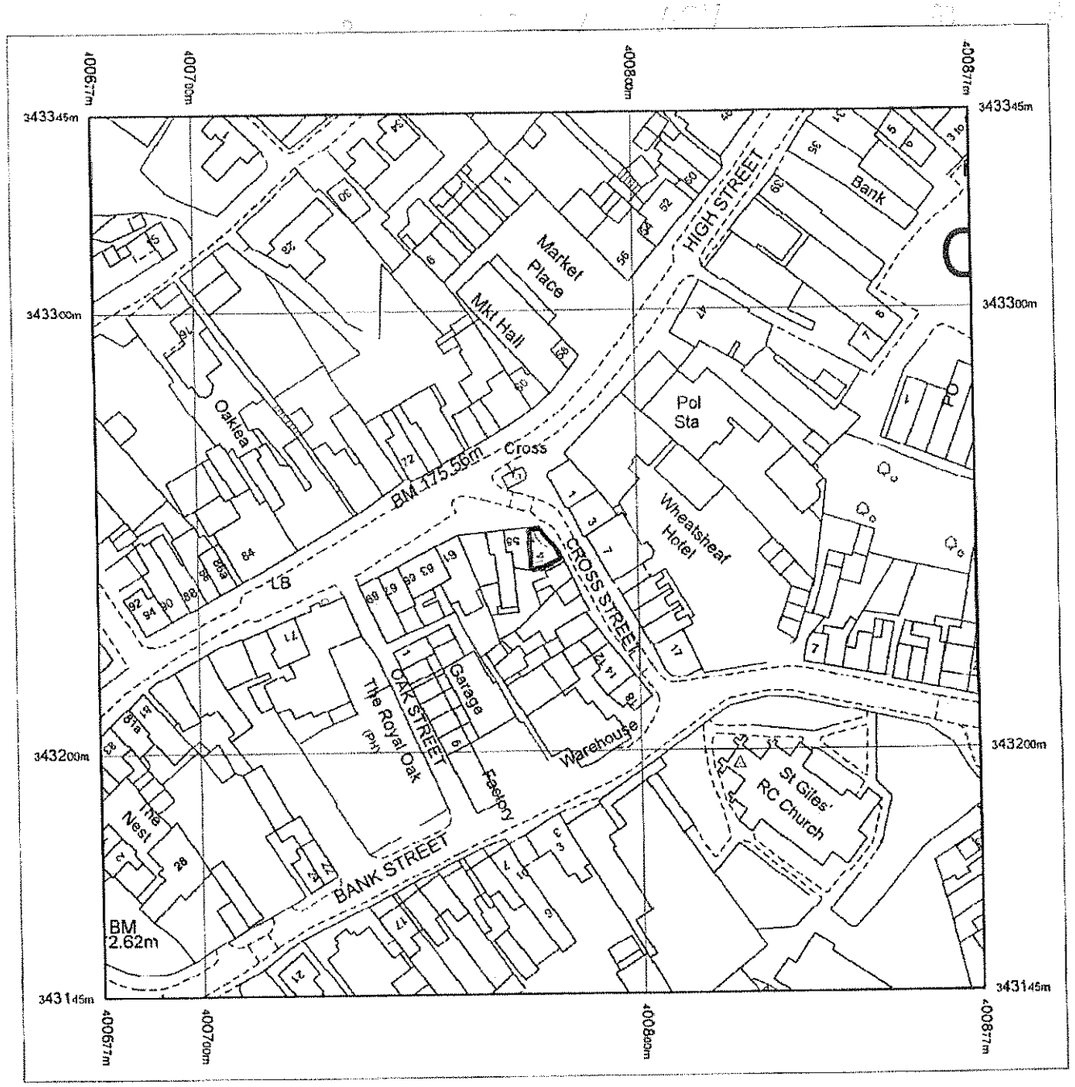
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Ordnance Survey

OS Sitemap™



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Metres
0 20 40

Scale 1:1250

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Serial number: 00381100
Centre coordinates: 400777 343245

Further information can be found on the OS Sitemap Information leaflet or the Ordnance Survey web site: www.ordnancesurvey.co.uk

Portman Building Society

2/4 Cross Street

Cheadle ST10 1NP

NATIONWIDE - CHEADLE (PORTMAN CONVERSION)

BUTTERFIELD SIGNS

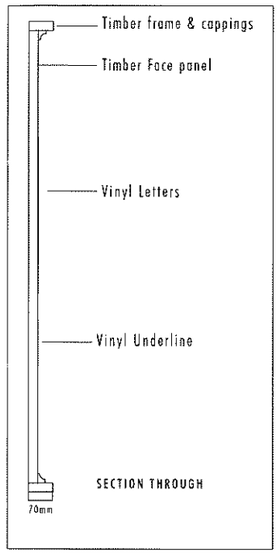
DATE	18 June 2007	SCALE	AS SHOWN @ A3
SALES CONT.	GL	DRAWN BY	CW
JOB NO.	73963	DWG NO.	Nationwide / 010 / 2007 C

SIGN A scale 1:20

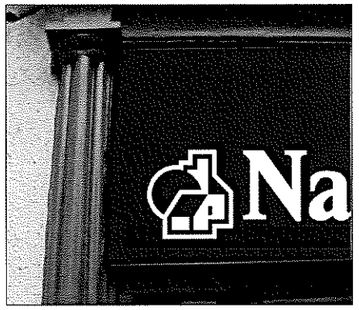


SIGN C scale 1:20





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

174 SUNBRIDGE ROAD, BRADFORD, WEST YORKSHIRE. BD1 2RZ. Tel : +44 (0) 1274 722244 Fax : +44 (0) 1274 848998 - www.butterfieldsigns.co.uk

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