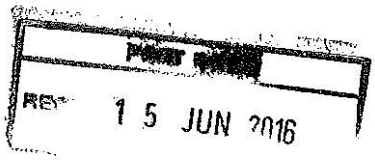
1 The Meadows, Endon, Stoke-on-Trent, ST9 9BG



13 June 2016

Staffordshire Moorlands District Council
PO Box 136
BUXTON
SK17 1AQ

Application Numbers: SMD/2016/0330 and 0331
Applicant: Mitchells and Butler
Location: Plough Inn, Endon

Thank you for your letters re the above applications for replacement of internally illuminated totem sign and listed building consent.

The photograph and diagram of the proposed sign shows it at 4615mm – which seems much higher than the old one (this sign has already been removed so we cannot compare the measurements). In the photo, the proposed sign seems to be blocking the view of the pub building which seems a shame when it is such a beautiful old building which advertises itself really, with no need of a huge sign.

The building is already over-illuminated with the awful bright white downlighters fixed at high levels, which neither suit the character of the building nor the surrounding area. We hope the intended lighting in the sign isn't of the same type.

We do realise that businesses have to advertise themselves but do hope that the size and impact of the lighting on those of us who live nearby will be taken into consideration.

Ian Brown **Barbara Brown**