From: Stannard, James
Sent: 15 December 2017 12:29
To: Planning Comments (SMDC)
Subject: SMD/2017/0388 - Conservation Officer Comment

From: Bayliss, Gillian
Sent: 31 October 2017 16:31
To: Lisa Jackson
Subject: 2017/0388

6 Market Place, Leek

The sign does not relate to the historic character of the building and wider area. The sign is boxy, with exposed cabling and the internal illumination makes the sign prominent, brash and out of place. The property is within the centre of the Leek Conservation Area an in close proximity to numerous Listed Buildings. Internally illuminated signs are resisted in the Leek Conservation Area and especially so in such a sensitive historic location as the Market Place. Approval would set a harmful precedent to allow other similar signs.

I would suggest a traditional hanging sign (which could be in the shape of the proposed sign) with external illumination.

Recommend refusal and enforcement action to secure its removal.

Gill Bayliss MA (Arch Con), MA (Env Planning) IHBC RTPI
Senior Conservation Officer
Staffordshire Moorlands District Council & High Peak Borough Council

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