

**From:** [Bayliss, Gillian](#)  
**To:** [Johnston, Christopher](#); [Planning \(SMDC\)](#)  
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Alton Castle, Cheadle

The former pub is in the Cheadle Conservation Area and stands almost opposite the former Black Horse Public House (Grade II Listed Building). The adverts should therefore respect the historic character of the existing building as well as being appropriate to preserve or enhance the wider character of the area.

The application proposes the following signs (all externally illuminated):

- Fascia sign and additional sign facing Queen Street
- Fascia sign, additional sign and projecting sign facing Tape Street (plus frosting of lower windows). Note that the Heritage Statement describes the projecting, fixed sign as a hanging sign
- Wall-mounted sign to the corner
- Wall-mounted sign to south gable
- Totem sign at car park entrance alongside

Fascia panels will be box signs in grey aluminium with fixed acrylic signs. Projecting sign to be a metal box with vinyl branding, wall mounted signs to be in grey aluminium with acrylic overlay. The Heritage Statement states that the proposal will not detract from the understanding of the building as a former public house nor negatively impact on the character and appearance of the Conservation Area. Not result in a change to the appearance of the building and wider townscape or setting of Listed Building. It states that the totem signage will be similar to pub sign and have a minor impact – lower end of less than substantial harm.

Assessment

The type and number of signs are excessive given the need to conserve the character of the existing building and integrate with the wider historic townscape. I note also that not all the signs are shown on the elevations – the additional lower signs facing Tape Street and Queen Street are not shown, there is conflicting information about the hanging sign, and the elevation drawings fail to show all signs on each plan. We should be looking for signage which is more appropriate for historic areas – similar to the Donino's signage in Leek (flat, matt fascia signage with surround, hanging sign and avoid signage clutter). I can see no justification for a totem sign in this location. Revision required.

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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