

Conservation Team Advice

Date: 16/12/2025
Application Ref: SMD/2025/0436 (LBC) and SMD/2025/0437 (Advertisement Consent)
Site Address: Black Horse House 4 Tape Street Cheadle
Proposal: Listed Building Consent for Fitment of new signage to exterior wall of property
And
To install new signage to the front elevation of the property

Heritage assets affected:		
Designated Heritage Asset(s):	☒	Grade II listed – Former Black Horse Public House 4 Tape Street Cheadle Conservation Area
Non-Designated Heritage Asset(s):	☐	

Conservation Advice

Summary of Significance

The proposal would involve alterations to the Former Black Horse Pub (Grade II), which is situated in Cheadle Conservation Area.

The building is a former inn, dating from the early-19th century. It is constructed in rendered brickwork, with a pitched tile roof. The significance of the building derives from its historic association as a public house, retention of historic fabric, illustrative vernacular design with some polite architectural influence and prominence on a corner plot.

Cheadle Conservation Area was designated for its Saxon origins, its rapid expansion in the 17th, 18th and 19th centuries, historic association with coal mining and metal and textile industries. Predominantly buildings are constructed in red brick walling with Staffordshire blue and Welsh slate roofing. The Conservation Area is characterised by its linear formation, with buildings tightly knit along the highway. There is a high retention of 18th & 19th century buildings along the principal roads and 4 Tape Street makes a positive contribution to the character and appearance of the Conservation Area.

Assessment and Impact

The proposal would involve the installation of three fascia signs and one hanging sign to no. 4 Tape Street. The application details show the signage to be orange with teal lettering. The principal fascia sign will be 800mm in height by 5980mm in width, located on the front elevation. A smaller 600 mm (height) by 1800mm (width) fascia sign will be located on the front elevation of a single-story outrigger. A 1600mm (height) by 800 mm (width) fascia sign will be located on the north elevation. The existing hanging sign will also be replaced with a new orange sign of like-for-like proportions.

The proposed hanging sign appears in keeping with the historic character of the Listed Building as a public house, which traditionally feature minimal signage often in the form of hanging signs. Similarly, the two smaller fascia signs appear subordinate in proportion, and appropriately placed on historic extensions to the Listed Building.

The larger principal fascia sign is to be placed between the ground and first floor windows. The proposed sign will align with the windows above and therefore appears in proportion with the fenestration details of the Listed Building. Furthermore, the signage proportions are similar to other fascia signage located in the street scene. Therefore, no harm is identified to the Listed Building and the character and appearance of the conservation area.

Other matters:

Officer site visit noted that timber cladding previously identified during the consideration of SMD/2024/0564 remains in situ. The timber cladding has been installed to the rear elevation of the Listed Building and is illustrated on existing and proposed elevations (dwg no. J3834-105 and no. J3834-107). This cladding does not benefit from listed building consent and should be removed from the existing and proposed drawings, so as to not inadvertently permit these works through this listed building consent application.

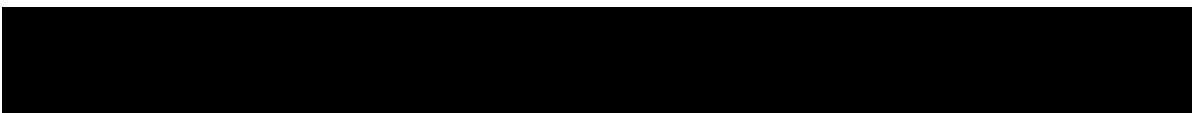
Legislation and Policy

Planning (Listed Buildings and Conservation Areas) Act 1990

The local planning authority should have a desirability of preserving the special interest of the Listed Building (s.16 and 66) and preserving or enhancing the character and appearance of the Conservation Area (s.72).

National Planning Policy Framework (NPPF) 2024

In determining applications, local authorities should take account of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation, the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality, the desirability of new development making a positive contribution to local character and distinctiveness (par.210).



Local Development Framework

Consideration should also be given to the following documents and local development framework policies:

- Staffordshire Moorlands Local Plan (Adopted 2020) – DC2 The Historic Environment
- Cheadle Conservation Area Appraisal (Adopted 2008)

Conclusions and Recommendations

In conclusion, the proposed signage is considered to be in keeping with the character of the former public house, and commercial nature of the Cheadle conservation area. Therefore, the proposed advertising scheme would not harm the significance of the Grade II listed building (4 Tape Street), nor would it harm the character or appearance of the Cheadle conservation area.

Conservation Officer: Rachel Robinson

