Hewitt&CarrArchitects

Heritage Statement

89 High Street, Cheadle, Staffordshire, ST10 1AN.

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Heritage Statement in support of

The proposed change of use of No. 89 High Street from 'A1' Shop to 'Sui Generis' Tattoo Parlour.

"Good design can help to create lively spaces with distinctive character, streets and public spaces that are safe, accessible, pleasant to use and human in scale; and places that inspire because of imagination and sensitivity of their designers."

- *By Design, Urban Design in the Planning System; Towards Better Practice (DETR & CABE, 2000).*

Contents **Page No**

1.0	Introduction	4
2.0	Description of the Asset	4
3.0	Assessment of its Significance	5
4.0	The Design Concept	5
5.0	The Impact	6

1.0 INTRODUCTION

1.1. This application concerns the change of use of 89 High Street, Cheadle.

1.2. The production of this Appraisal has been considered as a necessary part of the design development process to ensure that the detailed design actively seeks to respond positively to its specific context in order to enhance and make the best use of the existing building.

2.0 Description of the Asset

2.1. Cheadle is one of the oldest market towns in the Staffordshire Moorlands dating back to Anglo-Saxon times. Over the years it has become more established since it was granted 'market charter' in 1250. Since then it is well documented as progressing from a market trade town with supporting agricultural businesses, to renowned textile producer throughout the industrial revolution. Both manufacturing and trading are still key features of the town's existence.

2.2. The Cheadle Conservation Area Partnership Scheme is helping to preserve the town's heritage and buildings. St Giles Catholic Church is widely regarded as one of the most magnificent gothic designs by the architect, Pugin.

2.3. The town stands in a valley, environed by high hills, near the river Tean and the Uttoxeter canal, 3 miles SW of Oakamoor, and 11 miles ESE of Stoke-upon-Trent.

2.4. Developing Cheadle

By 1676 Cheadle's population is recorded as just over one thousand, and a hundred years later, 1772 as one thousand eight hundred. During this time the main source of employment was agriculture and farming. At the same time a new workhouse was built and opened. It was extended under the Cheadle Union an 1837. In 1798, 10 weaver's houses were built. The weavers lived downstairs and the looms for the manufacture of tape were upstairs. By the 1820s the looms were transferred into a factory in Tape Street. This tape factory closed in 1972, and is now a shop. In 1851 silk and narrow fabric mills were built in Cheadle. They employed hundreds of operatives, and closed in 1981

2.5. Later Developments in Cheadle

For hundreds of years the main industry in the Cheadle area was coal mining. The Cheadle Coalfield was part of the much larger North Staffordshire Coalfield. The town and the surrounding area were once home to over 60 mines, but the Industry declined in the 20th century, and one by one the remaining larger pits were closed; Parkhall (now the JCB factory) and Hazlewall in the 1930s, New Haden in 1943 and Foxfield in 1965. However Opencast Mining and small scale mining carried on in Cheadle up until the 1990s. Today the town's main employer is the large JCB factory. There are also several small industrial units on the site of the former New Haden Colliery and the nearby Alton Towers theme park

employs many people from the Cheadle area. A lot of people in the town commute to Stoke-on-Trent and Newcastle-under-Lyme.

3.0 ASSESSMENT OF ITS SIGNIFICANCE

3.1. Intervisibility is a major factor in the town due to the nature of being located in a valley. As a result, few parts of the Conservation Area are without impact on others, and ill-considered developments can have a major impact.

3.2. It is particularly important that existing contrasts are maintained. Each is the result of its historical development, and represents a key characteristic of the Conservation Area.

3.3. Each area has its own scale of development, in some cases associated with a particular type of building.

4.0 THE DESIGN CONCEPT

4.1. The proposal for the design is the change of use of the existing building as it currently stands from an 'A1' use class retail unit into a 'Sui Generis' Tattoo Parlour.

4.2. Externally the proposal will maintain the existing façade to be in keeping with the local vernacular of the high street.



Existing façade of 89 High Street, Cheadle.

4.3. The external facing materials is a mix of brickwork, stonework & glazing as existing.

4.4. Internally, no structural changes have or will be made, only the addition of loose fittings that can easily be replaced or removed if necessary such as a front desk, timber stud internal partition, a storage desk & superficial coverings to hide pipework. The unit has also been painted & decorated to modernise the property & improve its longevity as well as increase its appeal as a commercial unit on the High street.

5.0 THE IMPACT

5.1. Externally, the proposed alterations will not impact on the significance of the conservation area. It will maintain the existing frontage without changing anything of the façade, there may be possible signage in the windows at some stage, but will be minimal, temporary & easily removed.

5.2. In regards to the impact on the High street, the change of use from its current format as a retail unit into a Tattoo parlour will provide some much needed diversity on the High Street. Currently the high street is largely occupied by many retail units, several café's & food establishments as well as hair salons. A tattoo parlour would add artistic value to the High street & possibly bring in a broader spectrum of people who are attracted to Cheadle due to the artistic integrity of the parlour, potentially creating further business for the rest of the high street.

5.3. In conclusion, this proposal will create diversity along the high street & potentially provide additional business to other commercial units, whilst having a very minimal visual impact on the street vernacular. Internally the building will be improved through painting, decorating & maintenance to modernise the interior, improving its appeal on the High street as well as its longevity for future uses.