

## **Heritage Statement with Design Statement**

47 High Street, Cheadle, Staffordshire,  
Stoke-on-Trent ST10 1AR

PP-06849194

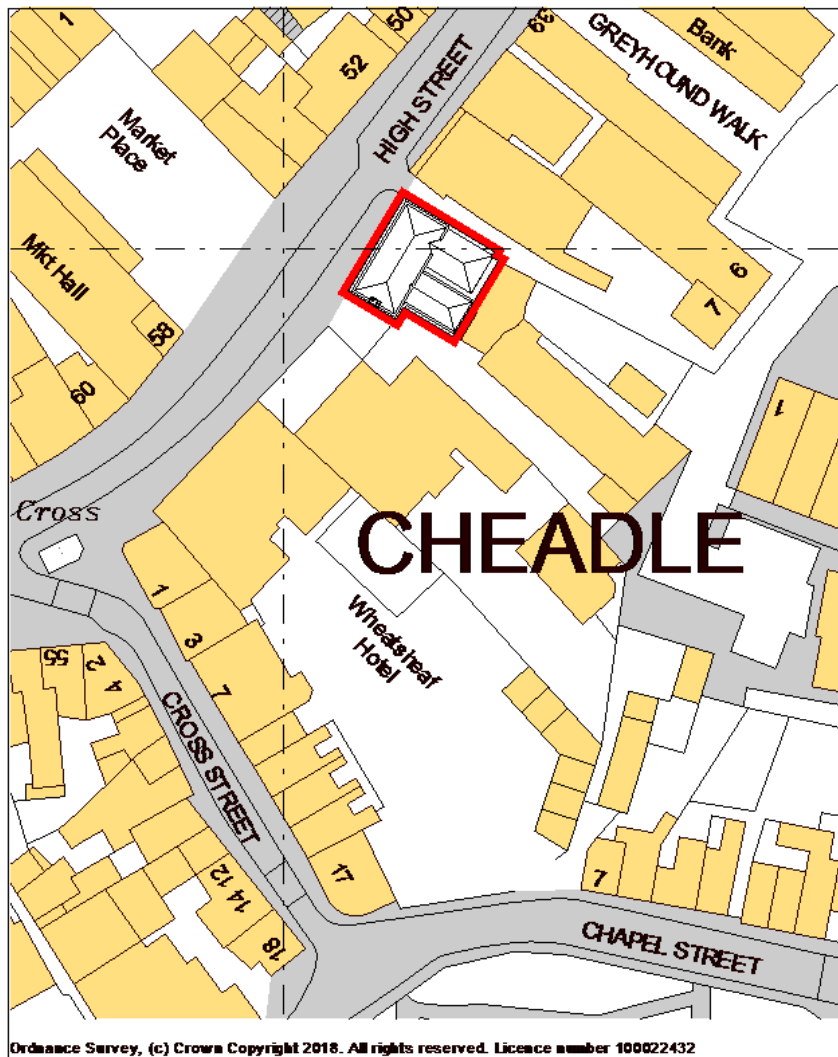
PP-06848906

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## 1.0 Introduction

- 1.1 This Heritage Statement has been prepared by Smytheman Architectural in support of an application for listed building consent and consent to display an advertisement submitted to Staffordshire Moorlands District Council.
- 1.2 This is commissioned on behalf of the Citizens Advice Bureau at 51 High Street. This appraisal has been carried out to assess the impact of proposed alterations to a Grade II Listed Building within a Conservation Area. The appraisal is concerned with the process of conserving the special architectural and historic interest of the building and the character of the area.
- 1.3 This appraisal has been conducted in accordance with the general guidelines set out in British Standard 7913:2013 'Guide to the Conservation of Historic Buildings' and Historic England publications 'Informed Conservation' and 'Conservation Principles, Policies and Guidance' and in particular responds to policies outlined in the National Planning Policy Framework (NPPF). In respect of information requirements, it sets out that:
- “In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.”*
- 1.4 Guidance on the implementation and interpretation of historic environment policy has been provided by the Historic England publications 'Historic Environment Good Practice in Planning' notes 1 'The Historic Environment in Local Plans, GPA2 'Managing Significance in Decision-Taking in the Historic Environment' and GPA3 'The Setting of Heritage Assets'.
- 1.5 The author Bruce Johnson is an Architectural Designer with over 10 years' experience working with historic buildings. He has studied an MSc Degree in Building Conservation & Regeneration at the University of Central Lancashire and a BSc in Architectural Technology accredited by the Chartered Institute of Architectural Technologists.

## 2.0 Building Location & Site Information



**Figure 1: Extract from Ordnance Survey presented on drawing by Smytheman Architectural**

- 2.1 47 High Street, also referred to in this document as 'the building', is located at national grid reference - SK008433.
- 2.2 The building has a footprint of approximately 180m<sup>2</sup> (1,938ft<sup>2</sup>) and fronts the main route of passage through Cheadle town centre.
- 2.3 There are currently 14 Conservation Areas within the area covered by the Staffordshire Moorlands Local Planning Authority. These are designated at Alton and Farley, Bagnall, Biddulph Grange, Caldon Canal, Caverswall, Cheadle, Checkley, Cheddleton, Endon, Horton, Ipstones, Leek, Stanley and Upper Tean. The building lies within the Cheadle boundary. See Section 4.0.

### 3.0 Listing Description

3.1 The building has been designated a Grade II Listed Building by Historic England and as such is one of the 92% of listed buildings in England recognised for its national importance and special interest.

3.2	<b>List entry No</b>	274858	<b>Location</b>	Cheadle
	<b>District</b>	Staffordshire Moorlands	<b>Grade</b>	II
	<b>Date Listed</b>	3 January 1967		

### 3.3 Description

3.3.1 *House, now shop. Early C19 with C20 shopfront. Red brick with painted stone dressings; hipped slate roof on moulded eaves band; end stack to right. Three-storey, three-window front; glazing bar sashes with painted wedged heads, reduced in height to top storey and with moulded surround to centre first floor, set over wide low pediment of former central entrance.*

#### 4.0 Conservation Area Appraisal

4.1 A Conservation Area is defined by the Planning (Listed Buildings and Conservation Areas) Act 1990 as 'an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'. Conservation Areas usually comprise groups of historic buildings and/or areas of attractive landscape closely associated with the built environment. They can be large enough to include historic cores of town centres such as Leek and Cheadle, or small in scale to contain attractive village scenery or special features such as a canal or historic parkland.

4.2 There are currently 14 Conservation Areas within the area covered by the Staffordshire Moorlands Local Planning Authority. The application building is located in Cheadle.

4.3 The Cheadle Conservation Area is defined by the following boundary line:

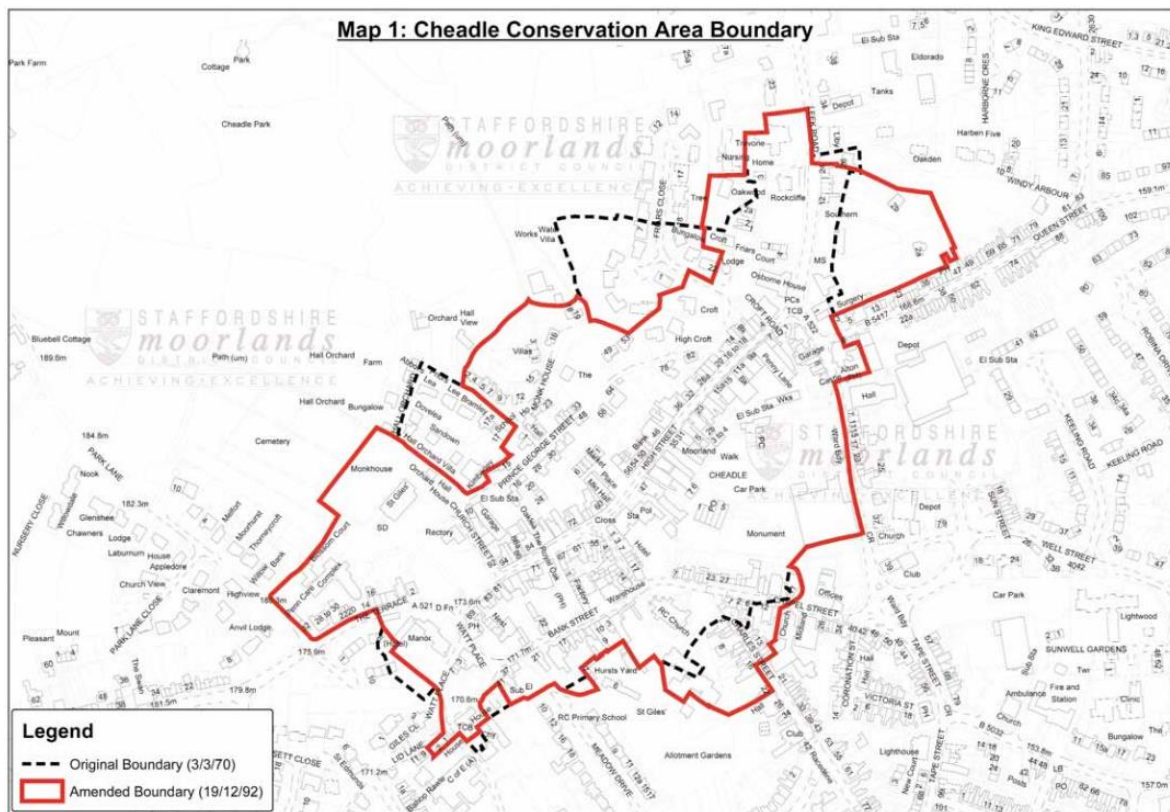


Figure 2: Conservation Area boundary by SMDC

4.4 The Cheadle Conservation Area boundary was designated in March 1970. SMDC have not produced a Character Appraisal for the area and this was last reviewed in 1992.

## 5.0 Heritage Values

- 5.1 An appraisal of the heritage values associated with the building has been carried out. This process relates to the range of heritage values as outlined by Historic England; formerly English Heritage in the 2008 guidance document.

These values are distilled under the following headings: evidential value, historic value, communal value and aesthetic value. The purpose of assessing these values is to enable an assessment of the site's significance - whether physically manifest (e.g. architectural features) or in some other less tangible form (e.g. historical associations) - so as to enhance the objective appraisal of proposals for the change to the building.

In essence, this follows the approach generally advocated by Historic England, whereby necessary change in the historic environment is intelligently managed. A summary of what each heritage value is and a subsequent table identifying the values associated with the application site are provided below.

- 5.2 Evidential value is described by Historic England as "*physical remains*" (EH.2008.s38) and "*evidence of human past activity*." (EH.2008.s35) and is derived from one's ability to interpret the history and historic evolution of a building through visible and tangible features.
- 5.3 Historical value "*derives from the ways in which past people, events and aspects of life can be connected through a place to the present*" (EH.2008.S39). This is generally regarded as either *Illustrative* whereby the site can be perceived to represent a period in history, or *Associative* where a connection with an event or person can contribute to the historic significance of a site.
- 5.4 Aesthetic value according to Historic England "*derives from the ways in which people draw sensory and intellectual stimulation from a place*." (EH.2008.S46). This value can be attributed to conscious design whether it be predetermined by an architect or the work of a craftsman and can also encompass historic and evolutionary changes to a building.
- 5.5 Communal value "*derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory*." (EH.2008.S54). This can be divided in to *Commemorative and Symbolic* values where the place may invoke emotion or contribute to an individual's or community's sense of place or *Social* values where a place can be a form of catalyst for memories associated with it.

5.6 The following table briefly describes the Heritage Values of the application site based on the above description from Historic England.

<b>Evidential</b>	<b>Historic</b>	<b>Aesthetic</b>	<b>Communal</b>
Original building form remains as per the 1880 ordnance series.	Historically old likely Georgian façade.	Set in a prominent high street location.	The attractive listed building adds to the sense of place locally.
Evidence of a C19 structure. Historic England state most buildings 1700-1840 will be listed.	The building and neighbours are still accurate in footprint to the 1881 ordnance map.	The building has a positive effect on the conservation area character.	Principal position on main high street.
		Attractive historic shopfront from C20. C19 red brick façade above.	

## 6.0 Proposal Overview & Design Statement

- 6.1 The proposal is for signage associated with the Citizens Advice Bureau (CAB) in Cheadle town centre. This is located at number 51 High Street which does not have a prominent location.
- 6.2 As result of community members being unable to find the CAB a new sign is required to direct the public, this is best located on the south facing side elevation of number 47 High Street which currently has a ground floor commercial use as a 'Boots' high street store. Boots UK Limited have been consulted and a lease has been agreed.
- 6.3 Currently the side elevation of Boots has other signage attached, this comprises a 915 x 610mm flat, non-illuminated metal sign, this is located circa 1540mm above pavement level at eye-line. Meanwhile the principal elevation has a branded fascia sign on the shopfront and a hanging sign.



**Figure 3: 47 High Street principal elevation and the side elevation where signage is proposed.**

- 6.4 The proposal is for a 500mm diameter non-illuminated circular flat metal sign to be fixed at eye level alongside the Red 'Army Cadets' sign above. This can be mechanically fixed using screws and rawl plugs into the mortar courses of the host building to ensure no damage is caused to the brickwork of the building. This is a minimum intervention approach.

6.5 The following image is an example of the signage:



Elevation detail of proposed sign  
SCALE 1 : 5

6.6 The sign shall be located at circa 1800-1950mm above pavement level to the centre of the signage.

## 7.0 Conclusion

- 7.1 To conclude, the proposal does not contravene planning policy, or conservation philosophy. There is very low intervention to the host building and this can be done without causing any damage.
- 7.2 The proposals cause very minor invasion to historic fabric which could be reversed or repaired if the sign were removed. By creating fixings into mortar courses repair would be simple to carry out.
- 7.3 The effect on the buildings setting, the aesthetics of a listed building and the wider conservation area is not adversely affected by the proposals.
- 7.4 For the reasons rehearsed above the effect of the proposals on the host building are **imperceptible** according to Historic England's effect on heritage values. For this reason, the author of this report has **NO OBJECTIONS** to the proposals.

## 8.0 Bibliography

- Clarke, K. 2003. *Informed Conservation*. London: English Heritage.
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- Historic England. 2015. *Historic Environment Good Practice in Planning. Note 1. The Historic Environment in Local Plans*. London: Historic England.
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