Hewitt&CarrArchitects

Heritage Statement

86 HIGH STREET, CHEADLE, STAFFORDSHIRE

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Heritage Statement in support of the

Proposed Change of use into an Ice cream shop

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1.0 INTRODUCTION

1.1. This application concerns the proposed change of use for 86 High Street into a ice cream shop.

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. Under the National Planning Policy Framework (2012), any design should seek to "conserve and enhance" the historic environment. Section 12 of the NPPF states that LPAs should require an applicant to describe the significance of any heritage assets affected by a proposal, including any contribution made by their setting, with a level of detail proportionate to its importance (P128).

2.2. 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.

2.3. 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.

2.4. 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.

2.5. There are 21 listed buildings/monuments within the conservation area, the closest being No.s 1-6 The Square, 47, 51, 62 & 64 High Street, The Wheatsheaf Hotel and the Market Cross. The HER also contains information relating to non-designated buildings such as the Market Hall.

3.0 ASSESSMENT OF ITS SIGNIFICANCE

3.1. To assess the significance of any affected heritage assets, this document adopts the methods outlined in Historic England's publication "*Conservation Principles, Policies & Guidance.*" The guidance describes four heritage values that may contribute to the significance of a place: Evidential, Historical, Aesthetic and Communal.

3.2. 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.

3.3. 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.

4.0 THE DESIGN CONCEPT

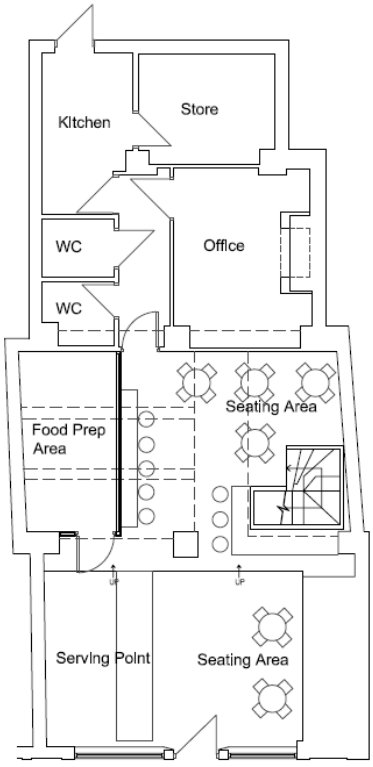
4.1. The application is for the proposed change of use into an ice cream shop

4.2. The previous use was an estate agent; the proposal for the change of use shall be very little and shall have no negative impact upon the conservation area.

4.3. The proposed changes to the external frontage shall be repair works including re-painting the shop front; colour to be the same as existing.

4.4. The internal layout has been carefully considered to make best use of the space, It was felt this is the best compromise between minimal alteration, which should serve to enhance the existing historic features.

4.5. As you can see from the picture to the right, the layout to the rear of 86 High Street shall remain the same with small alteration of the open plan layout at the front. A new glazed wall shall divide the food preparation area from the seating area with a serving/sales area located to the left of the entrance.



5.0 THE IMPACT

5.1. The aim of this report is to assess the impact of any proposals on the significance of any heritage assets that might be affected. In line with current NPPF guidance, any proposals should seek to conserve and enhance historic character.

5.2. The property lies within the Cheadle Conservation Area, which is a heritage asset. The building is unlisted but sits at a key location within the town centre and makes a positive contribution to the character of the area. Therefore, it is considered to retain some level of heritage significance in terms of legibility of the medieval market town, and the evolution of the high street (particularly in the early 19th century).

5.3. Impact on the significance of the conservation area will be minimal. The key front elevation (visible along the High Street) will remain unchanged, benefitting from repair and maintenance where necessary.

5.4. Internally, changes have been kept to a minimum. The addition of the glazed partition wall ensures that changes are reversible and shouldn't negatively impact the significance of the building.

5.5. The proposed changes are unlikely to affect any other heritage assets within the immediate vicinity, being focused to the rear of the High Street within an enclosed yard area. Therefore, it is concluded that the application represents no substantial harm to the conservation area or surrounding listed buildings.