Hewitt&CarrArchitects

Heritage Statement

The Baker's Arms, 21 High Street, Cheadle
Caldmore Taverns Ltd.

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1.0 HERITAGE STATEMENT
Description of the Asset

1.1. 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).

1.2. No. 21 High Street, alongside No. 19 (adjacent), is Grade II listed. The listing description is as follows:

"House, a flat and shops. Early C19. Roughcast over brickwork; tiled roof on moulded eaves; end stack to right. Three-storey, 3-window front; glazing bar sashes in moulded surrounds, deeper on first floor; shop windows to ground floor (early C19 to left), small central first-floor window over C20 door. Lower addition of two storeys to right end with a single range of glazing bar sashes and 6-panel door in moulded surround to extremity."

1.3. The property is also located within Cheadle Conservation Area, designated in 1970. Cheadle is one of the oldest market towns in the Staffordshire Moorlands, dating back to Anglo-Saxon times. It was granted 'market charter' in 1216. Since then it has grown steadily over the centuries – just 220 households were recorded in 1772, expanding to 696 by 1871.

1.4. There are 21 listed buildings/monuments within the conservation area, including 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.

1.5. The town's medieval structure has altered little over the years, and the character appraisal describes the buildings along the High Street as forming the historic central core of the town. This is reflected in the medieval burgage plots still visible to the north side of the High Street.

1.6. The built form of the High Street, defined as HUCA 1 within the Extensive Urban Survey, is described as primarily 2-3 storey buildings in red brick with tiled roofs, with 14 of the 21 listed buildings being of early 19th century origin. However, there is potential for many of these properties to yield medieval provenance. The town was prospering during this time due to the arrival of the textile industry, and so many of the town centre buildings were remodelled during this period.

1.7. No. 21 had operated as a bakery for several years, until an application for change of use to a public house (with accommodation above) was sought in 2016 (SMD/2016/0305 & 0306). The application was approved and 'The Baker's Arms' subsequently opened later that year.

2.0 HERITAGE STATEMENT
Assessment of its Significance

2.1. The building is of moderate significance when considered within the context of the conservation area. Historic and evidential value is identified as high within the High Street due to the number of legible heritage assets and surviving historic buildings.

2.2. Aesthetic value has been much improved by the recent conversion, and the current shopfront fits in well with many of the other traditional frontages situated along the High Street. However, the font and style of the current signage is neither contemporary with the building's heritage (having more of a medieval theme rather than early 19th century) nor modern enough to set it apart.

3.0 HERITAGE STATEMENT
The Design Concept

3.1. The existing signage was conditioned as part of the approval, details of which were submitted and approved by the Local Authority. However, the applicant is unhappy with the current finish and wishes to re-paint the existing signage using a different design, whilst adding a hanging sign to increase visibility along the High Street.

3.2. The current colour scheme of black, white and gold will be retained but the new signage, visualised by a graphic designer, utilises a different style and font to achieve a slightly more modern feel.

3.3. No changes to the shopfront are proposed beyond the repainting of the existing sign, a new hanging sign, and the application of transfers to the glazing.

4.0 HERITAGE STATEMENT
The Impact

4.1. It is felt that the new signage proposals will vastly improve the appearance of the public house, both in its own right, but also within the setting of the High Street and the conservation area.

4.2. The new design represents a more modern feel, but still retains a traditional format, more representative of the late Georgian, early Victorian period the building dates from.

4.3. The dimensions and placement of the hanging sign have been carefully considered so as to be visible to passers-by whilst limiting overall impact. Several other buildings along the High Street utilise hanging signage, some much larger

than that proposed, so it is felt that the addition of another sign (in a traditional format), would have no adverse impact upon the conservation area.

4.4. In conclusion, the re-painting of the existing signage and the addition of a hanging sign should only serve to enhance both the listed building and its setting. In a small rural town, where High Street shops are becoming increasingly empty, the potential improvement of one of these units is surely a small but positive step towards regeneration.