# Heritage Statement

**for**

## Mr. Peter Wilkinson

**in respect of a Proposal comprising:**

## Change of Use of Vacant Bank Premises (Class A1) to a Gym & Wellness Centre (Class D2)

**at**

## 46, High Street,
## Cheadle,
## Stoke-on-Trent.
## ST10 1AQ

## April 2019

# CONTENTS PAGE

**1.0 DESCRIPTION OF THE HERITAGE ASSET**

**2.0 DESIGN CONCEPT**

**3.0 CONCLUSION**

## 1.0 DESCRIPTION OF THE HERITAGE ASSET

1.1 Cheadle Conservation Area was designated in March 1970 by Staffordshire County Council, and is a historic town originating from Saxon times, which developed into an important local trading centre. The town centre is a medieval site and there is evidence to suggest that the remains of earlier buildings exist within the area centring on the High Street. By the late 17th Century, the town was an important agricultural centre, and coal mining had also become an important industry recorded as far back as 1190. The town has an attractive setting on the southern slopes of The Monkhouse, overlooking a wide river valley set between two wooded ridges. The town lies between the River Tean and one of its tributary streams and on the approach from the surrounding countryside, the spire of St. Giles (RC) Church dominates the skyline and provides a picturesque landmark. Cheadle's character has formed around several key streets and its medieval street. The buildings on High Street form the central core of the town; these consist of long narrow plots which have buildings fronting High Street and are mainly of three storey brick construction. Behind these are networks of alleyways, which lead to small dwelling houses beyond. Much of Cheadle's town centre was rebuilt around the late 18th and 19th Centuries when the town was prospering. This has resulted in brick being the dominant building material throughout the town and the high proportion of three-story buildings, which can be seen along the High Street. The north of the town is situated towards the top of the hillside whilst the south end of the town slopes downwards towards the valley bottom. The best view of the town is from the top of The Monkhouse and the gaps between the residential buildings provide pleasant views towards the town centre below, the looming presence of the St. Giles (RC) church dominates the skyline and provides a key landmark within the town itself and the countryside beyond. To the south there are panoramic views of the hills and the surrounding countryside. An equally impressive vista can be seen looking northward up Cross Street towards High Street. Here the road gently curves onto High Street opening out with the Market Cross sitting at its junction framed by a collection of attractive historic buildings.

1.2 The site to which this application refers is a vacant bank premises (Class A1 use) situated on the North West of the High Street in Cheadle, Stoke-on-Trent, Staffordshire. ST10 1AQ.

1.3 The property was designed by Hollins, Jones & Oldacre, Architects of Marsh Parade, Newcastle-under-Lyme.

1.4 The premises were built as a bank in the late 1960's of traditional brick walls with some lead cladding above the front windows and slated and built up flat roofing.

1.3 The site lies within the Cheadle Conservation Area.

## 2.0 DESIGN CONCEPT

2.1 The application is a full application.

2.2 This application seeks to convert the premises into a Gym & Wellness Centre Class D2 usage) with no alterations to the external envelope being proposed.

## 3.0 CONCLUSION

3.1 We are confident that this application will not have a detrimental effect on the Conservation Area, as all the alteration works are with the confines of the existing building.