Hewitt&CarrArchitects

Heritage Statement

No. 66 High Street, Cheadle
Mr P Keates

Document Reference: 00999 – HS1
Date: Oct 2020
Completed By: Kate Walker

1.0 HERITAGE STATEMENT
Description of the Asset

1.1. No. 66 is a three-storey brick-built end terrace, situated to the north side of the High Street, Cheadle. The property is currently occupied by Keates Hulme property consultants at ground floor, with the above storeys lying vacant and used for storage.

1.2. No. 66 looks to date back to the early 19th century, though the façade has undergone many 20th century alterations and is not a nationally nor locally listed building. However, the property lies within Cheadle Conservation Area.

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

1.4. 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.

1.5. 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. For this reason, it is believed that many of the properties along the High Street, particularly those to the northern side, might have much earlier origins than their frontages suggest. Some retain medieval footings or later timber framed elements within updated Georgian/Victorian brick facades. Of these such buildings, only the adjacent No. 64 has been the subject of any archaeological assessment, which established that the original marketplace was likely much wider, the building line having since been extended forward.

1.7. 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.

2.0 HERITAGE STATEMENT
Assessment of its Significance

2.1. Under the National Planning Policy Framework (2012), any alterations 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).

2.1. It is clear that No. 66 has some limited historic value due to its age and inclusion within Cheadle's conservation area. There may also be some further evidential value present within the building and its plot, as seen through archaeological investigations carried out during the refurbishment of the adjacent property.

2.2. However, there is a lack of national or local listing, presumably due to the number of modern interventions which have seriously limited its heritage contribution, particularly aesthetically.

2.3. The inserted modern shopfront is at odds with the early 19th century Georgian styling of this row of terraced shops, which includes the fine refurbished shopfront of the neighbouring No. 64. The original box sashes to the upper storey windows have been removed and replaced in the latter part of the 20th century with top-hung timber casement windows.

2.4. The clearly vacant upper storeys and the poor state of repair of the windows have a detrimental effect on both the building and its contribution within the conservation area.

3.0 HERITAGE STATEMENT
The Design Concept

3.1. It is proposed to replace the single glazed top-hung storm casement windows to the two upper storeys facing the High Street with double glazed flush fit side hung casement windows to allow the upper storeys to be better insulated and utilised. The larger side opening casements will also allow for egress in the event of fire.

3.2. The design and details for the proposed windows is shown within drawing 00999 AL(0)02, but in brief will consist of double glazed units set within a timber frame, with flush fit casements in a white painted finish.

3.3. No change is proposed to the overall design of the windows, besides the inclusion of side hung casements in lieu of top-hung, and will remain as 6 panes, split into 3 large panes with 3 smaller above.

4.0 HERITAGE STATEMENT
The Impact

4.1. The property lies within the Cheadle Conservation Area, which is a heritage asset that can be afforded a relatively high level of significance. The building is unlisted but sits at a key location within the town centre, opposite the listed market cross.

4.2. Unfortunately the 20th century alterations to the building's shopfront and façade have led to it having an overall negative impact on the conservation area, as it retains little of its original features beyond the brickwork and cornice (at eaves level).

4.3. Historic photographs of Cheadle High Street show that No. 66 retained its original tripartite sash windows and a more traditional shopfront as late as the 1960-70s, when it was used as a launderette.

4.4. Whilst it would be favourable to replace the existing casement windows with more traditional sashes in their original tripartite design, the cost of bespoke timber sashes would unfortunately prove prohibitive to the applicant, and it is felt that their replacement with good quality double glazed timber casements should represent no significant harm to the overall character of the conservation area or the nearby heritage assets, as there will be very little change in their appearance.

4.5. The new windows will, if anything, have a positive impact as they replace windows in a very poor state of repair. A flush fit is a more traditional design suitable for conservation areas, and the inclusion of double glazing and better fire egress should hopefully lead to the upper storeys being better utilised, either by the current or future tenants.

4.6. According to the conservation area appraisal "*some buildings on the High Street and Cross Street are still being under used on the upper floors. Although the problem has been targeted over recent years, the lack of use of floor space can act as a disincentive to owners to keep their buildings in a good state of repair. It is also a missed opportunity for additional income and helps create a lively area at night.*" As such, it is felt that the replacement of these poor-quality windows represents an opportunity to ensure a continued use, benefitting the area as a whole.

References

Staffordshire HER - http://www.heritagegateway.org.uk
Staffordshire Records Office - http://www.archives.staffordshire.gov.uk
Conservation Principles Policies and Guidance – Historic England (2008)
www.staffspasttrack.org.uk
www.old-maps.co.uk
www.historicengland.org.uk
Cheadle Conservation Area Appraisal - SMDC
Cheadle Historic Character Assessment – Staffordshire Extensive Urban Survey (2012)