

Conservation Team Advice

Date: 6th October 2025
Application Ref: SMD/2025/0377
Site Address: Highcroft, Prince George Street, Cheadle
Proposal: Proposed side extension

Heritage assets affected:		
Designated Heritage Asset(s):	☒	- Cheadle Conservation Area - The Croft – Grade II (listing ref: 1204755)
Non-Designated Heritage Asset(s):	☐	

Conservation Advice

Summary of Significance

The proposal is situated in Cheadle Conservation Area and adjacent to The Croft, which is a Grade II Listed Building.

The Croft (Grade II) is an early- to mid-19th century house, constructed in brick with painted cornice and a hipped tiled roof. The building is situated in an elevated position, designed with a symmetrical façade and central flat pedimented projecting porch. The significance of the building derives from its association with Georgian suburban housing, illustrative Neo-Classical architectural influence and designed prominence overlooking Cheadle town centre. The setting of the house has been encroached by modern 20th century suburban housing, including the development site.

Cheadle Conservation Area was designated for its medieval origins, which have been overlaid with Georgian, Victorian and Edwardian buildings. The market town is typified by 2- and 3-storey buildings constructed in red brick walling and Staffordshire blue tiles or slate roofs. The town is characterised by its linear formation and tightly knit buildings along High Street. The skyline of the town is dominated by views of St Giles church, designed by Pugin. Highcroft is a modern dwelling and makes a neutral contribution to the character and appearance of the Conservation Area.

Assessment and Impact

The proposal would involve construction of a side extension to provide a covered staircase.

The shape and form of the extension would be an awkwardly designed addition, with coping feature not typically seen on buildings in the locality. However, due to the land levels and boundary treatments along Prince George Street the proposed extension would unlikely affect the character and appearance of the Conservation Area. The setting of the Listed Building has already been harmed by the encroachment of 20th century housing and the proposal would not result in any further harm to the Listed Building's setting.

Overall, the proposal would likely result in a negligible impact on the character and appearance of the Conservation Area and setting of The Croft.

Legislation and Policy

Planning (Listed Buildings and Conservation Areas) Act 1990

The local planning authority should have a desirability of preserving the setting of the Listed Building (s.66) and preserving or enhancing the character and appearance of the Conservation Area (s.72).

National Planning Policy Framework (NPPF) 2024

In determining applications, local authorities should take account of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation, the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality, the desirability of new development making a positive contribution to local character and distinctiveness (par.210).

Local Development Framework

Consideration should also be given to the following documents and local development framework policies:

- Staffordshire Moorlands Local Plan (Adopted 2020) – DC2 The Historic Environment
- Cheadle Conservation Area Appraisal (2008)

Conclusions and Recommendations

In summary, the proposal would likely result in negligible impact on the character and appearance of the Conservation Area and setting of the adjacent Listed Building. This would comply with the provisions of s.66 and 72 of the Act, Section 16 of the NPPF and policy DC2 of the local development framework. There are no objections to the proposal from a conservation perspective.

For any consent granted, we would suggest the following:

- Prior to construction above damp-proof course level of the extension hereby approved, details of the coping for the extension in the form of drawings no less than 1:20 scale shall be submitted to and approved in writing by the local

planning authority. The works shall thereafter only be carried out in strict accordance with the approved details.

Reason: To preserve the character and appearance of the Conservation Area and setting of the Listed Building.

- All external facing materials of the extension hereby approved shall match the materials of the principal dwelling in their type, colour and finish and shall be retained as such for the lifetime of the development.

Reason: To preserve the character and appearance of the Conservation Area and setting of the Listed Building.

Conservation Officer: