

Conservation Team Advice

Date: 22nd January 2026
Application Ref: SMD/2021/0780
Site Address: Land to the East of Froghall Road and North of Ayr Road, Cheadle
Proposal: Reserved Matters application (access, layout, scale, appearance and landscaping) for residential development comprising 135 dwellings, with associated access, public open space and infrastructure

Conservation Comments

Assessment and Impact

Conservation comments in the previously approved outline application (ref: SMD/2018/0180) raised no objections to the proposal and considered that the peripheral views from the heritage assets could be mitigated by landscaping.

The proposed site layout plan and planting for this reserved matters application illustrate there would be a well-defined landscaping buffer on the northeast and southeast borders of the proposed development site. This would help minimise views of the proposed development from the designated and non-designated heritage assets, notably Broad Haye Farmhouse (Grade II – listing ref: 1374681) and Woodhead Hall Farm (Non-designated heritage asset). Their settings and significance would be conserved as a result.

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).

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).

The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining applications and a balanced judgement

will be required in regard to the scale of harm or loss of significance of the non-designated heritage asset (par.216).

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

Conclusions and Recommendations

In summary, the slight adverse visual impact on the wider setting of the Listed Building and non-designated heritage asset has been mitigated by proposed landscaping on the boundaries of the proposed development site. The rural character of the Listed Building's setting would be preserved, which would satisfy the provisions of s.66 of the Act. The proposal would also satisfy the provisions of Section 16 of the NPPF and policy DC2 of the local development framework. There are no objections to the proposal from a conservation perspective.

Conservation Officer: Megan Atkinson