

DELEGATED DECISION REPORT

SMD/2025/0526
Valid 22/12/2025

1 PATCH MEADOW ROAD
CHEADLE

VARIATION OF CONDITION 2
RELATING TO SMD/2025/0271
- VARY THE EXTERNAL
MATERIALS FROM
BRICKWORK TO RENDER

(FULL - HOUSEHOLDER)

MAIN ISSUES

- Impact on Character and Appearance of the Area

DESCRIPTION OF SITE

The site is within the development boundary of Cheadle and is close to the northwest edge of the town. It comprises a modern detached chalet-type bungalow (with rooms in the roof space) with a front facing gable. The site is at the start of a residential cul-de-sac (Patch Meadow Road) with the dwelling facing the road but also close to the junction with Dilhorne Road to the north. Two-storey semi-detached houses lie to the south-west side and there are bungalows on the opposite side of the cul-de-sac to the west. To the other side of Dilhorne Road is open land which rises upwards towards the north and part of which is outside of the Development Boundary and in the Green Belt. To the rear of the site to the south are two-storey houses facing the A521 further to the south.

PROPOSAL

Planning permission granted September 2025 (SMD/2025/0271) for alterations and extensions to the existing bungalow – Raising the eaves and ridge of the front facing gable and a side extension to introduce, a second, matching front facing two storey gables to the other side of the property.

The permission was granted only after revised plans were submitted to reduce the extent of render to be used on the front gables and to introduce matching brick on the side elevations and at lower ground floor level.

The application seeks to have the permission varied with a differing plans condition that would approve and allow the development to revert to the plans originally submitted with previous application that details a full render treatment for the front facing gables.

The reason for this is said to be because the applicant cannot find a brick that matches the existing dwelling.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIE

Local Plan (adopted 9th September 2020)

SS7 Cheadle Area Strategy
DC1 Design Considerations

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

SMD/2025/0271 Alterations and Extension. Approved.

CONSULTATIONS

Publicity

Site Notice expiry date: 16th February 2026
Neighbour consultation period ends: 16th February 2026
Press Advert: N/A

Public Comments

None

Town / Parish Comments

Cheadle Town Council: No objection, support the proposal

Staffordshire County Council Highways

No comment. The condition does not relate to highway matters.

OFFICER COMMENTS

The consideration of the previous application found that the alterations would result in a form of development that 'would be incongruous with the rest of the cul-de-sac'. That was not considered critical because the existing bungalow is already a different dwelling type to the other houses in the row that are of varied design and, overall, if the dwelling were altered and enlarged as proposed, it would be no less in keeping with the rest of the cul-de-sac.

Moreover, it was considered that the somewhat discordant design would be assisted and better assimilated into the street scene because amended plans had been received to increase the use of brick as a primary facing material and the use of pale facing render had been reduced to feature sections on the upper parts of the front facing gables.

The use of facing materials, as detailed in the approved revised plans, would reflect a similar use of materials of dwellings further along this side of the Patch Meadow Road and also the new houses behind, facing The Green. This was considered to be an improvement. Overall, it was considered, that with the approved revision, the proposed scheme would not lead to a dwelling which is out of keeping with the area and which would not be visually intrusive, and which would respect the scale and height of other dwellings in the immediate surrounding area.

This proposal, to revert to the originally submitted plans and full height render, would 'undo' the merits and improvements secured with the previous application.

Local Plan design policy DC1 requires that all development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the character of the area in line with the Council's Design Guide SPD. In particular, new development should be of a high quality and add value to the local area, incorporating creativity, detailing and *materials appropriate* to the character of the area.

The application form suggests that the applicant is unable to find or source a matching brick. No further information is provided to evidence their efforts in these regards or to point to anything that might be close to or has been considered. The existing facing bricks appear to be similar to a number of red brick mixes or blends available in the lbstock range. There is no explanation as to why these are discounted or unsuitable. The applicant does not therefore present a case that there are other considerations that might outweigh the identified harms.

An increased use of render, so that it becomes the dominant and primary facing material to the front of the dwelling, would be at odds with the other properties in the locality that present brick as the primary facing material, and variations such as render sections are limited to feature or accent elements. If the development were varied as proposed, the somewhat discordant design of the development would not be assimilated into the street scene with a sympathetic use and variety of facing material. Overall, the development and a dominant use of facing render, would be harmful to the character and appearance of the area and at odds with local distinctiveness. There would be conflict with policies SS7 and DC1 of the SMDC Local Plan 2020 and the terms of the SMDC Design Guide SPD and the NPPF which says that LPAs should ensure that the quality of approved development is not materially diminished between permission and completion as a result of changes being made to the permitted scheme, for example, changes to materials (para 141)

OFFICER RECOMMENDATION : REFUSE

Case Officer: Ben Hurst

Recommendation Date:

X *J Curley*

Signed by: Jane Curley

On behalf of Staffordshire Moorlands District Council