

Conservation Team Advice

Date: 27/03/2026
Application Ref: SMD/2026/0095
Site Address: 18 Tape Street Cheadle
Proposal: Proposed sub-division of existing ground floor area into four units (Class E), conversion of the first floor to one residential flat (Class C3) and elevational alterations.

Heritage assets affected:		
Designated Heritage Asset(s):	☒	Cheadle Conservation Area
Non-Designated Heritage Asset(s):	☐	

Conservation Advice

Summary of Significance

18 Tape Street is situated in Cheadle Conservation Area. Cheadle Conservation Area was designated for its Saxon origins, its rapid expansion in the 17th, 18th and 19th centuries, historic association with coal mining and metal and textile industries. Predominantly buildings are constructed in red brick walling with Staffordshire blue and Welsh slate roofing. The Conservation Area is characterised by its linear formation, with buildings tightly knit along the highway. There is a high retention of 18th & 19th century buildings along the principal roads.

18 Tape Street is a brick building, considered to be part of the former Tape Street Mill site. Modern alterations have overcome the buildings previous visual connection with Mill.

Assessment and Impact

Planning permission is sought to sub-divide the ground floor of no.18 Tape Street into Class E commercial units. These works will include fenestration alterations to create three new shop fronts on the south elevation. It is further proposed to convert the first floor to a single residential unit. The application also details the replacement of rooflights and roofing materials and proposed to finish the external walls in a white render.

Sub-division into Commercial units.

The works to subdivide the ground floor will include the installation of three new shopfronts to the southern elevation with two large windows being installed to the eastern elevation. Indicative details of these new shopfronts have been provided in *P415 - Materials Schedule.260205*. These details show black aluminium shop frontages

proposed. The use of aluminium and uPVC is not typically considered acceptable within the Conservation Area. Aluminium shopfronts commonly appear unsightly and age poorly with limited opportunity for repair and restoration. In contrast timber shopfronts offer visual interest and depth due to the greater range of details offered by timber joinery. Furthermore, timber shopfronts can more easily be repaired and repainted as they age, allowing for a more sustainable and enduring quality finish.

The retention of the existing timber framed entrance on the east elevation is supported, as this will preserve the character and appearance of the conservation area. The three proposed aluminium shopfronts will appear out of keeping with the retained timber entrance. All proposed aluminium shopfronts should be revised to be timber to be in keeping with and enhance the character and appearance of the Cheadle Conservation Area.

Residential unit

it is further proposed to convert the upper floor to a single residential unit. This will include the installation of a new door to allow access to the upper floor. *P415 - 206 PP03 B Proposed Elevations S1* has an annotation stating: 'FORM DOOR OPENING TO PROVIDE ACCESS TO FIRST FLOOR RESIDENTIAL UNIT. SEE MATERIALS SCHEDULE FOR DOOR FENESTRATION' however no corresponding details have been included within the submitted material schedule. Details of the new door should be provided.

A bin store is proposed to be located next to the new door on the south facing elevation. The proposed bin store will be visible within the street scene. Consideration should be given to relocating the bin store to a more discrete location which is not set forward of the principal elevation. Furthermore, details of the proposed material finish have not been provided. Details of the proposed doors, roof and facing materials should be requested to determine the impact upon the street scene.

Render

The proposed plans and material schedule show the existing red brick building to be rendered in white on the southern and eastern elevations. Render is not characteristic of the street scene within the immediate vicinity of the application site. the introduction of a white render to two elevations will result in the building looking stark and standing out unfavourably within the surrounding street scene which is dominated by red brick buildings.

Furthermore, the introduction of render will result in the loss of existing elevation details such as the existing lintels. The use of render will obscure any features of architectural interest, creating an uninteresting and visually flat principal elevation. This will appear out of keeping with the immediate street scene and result in harm to the character and appearance of the Cheadle Conservation Area.

Replacement windows

It is proposed to replace the upper floor windows with a black uPVC. The existing windows are a bulky uPVC which appear inappropriate and out of keeping within the Conservation Area. uPVC is a modern material which is not sympathetic to the historic character of Cheadle Conservation Area. Its use is usually discouraged as it has a shiny appearance, bulky frames and cannot replicate the intricacy of traditional joinery details which contribute to the architectural interest of the Conservation Area. Both individually and cumulatively the use of uPVC within the conservation areas detracts from its character and appearance as noted within the Cheadle Conservation Area appraisal:

Top-hung opening windows, storm-proof casements and double-glazing are a creation of the 20th century and cannot replicate the fine joinery details of traditional windows. This damage is exacerbated by failing to match the subdivision of original windows, constructing frames in inappropriate materials such as upvc, and staining rather than painting (the traditional finish). (page 22)

P415 - Materials Schedule.260205 shows that the proposed type of uPVC casement would have an outer frame and mullion detail which would create a bulkier appearance to the window frame. The existing uPVC windows detract from the character and appearance of the conservation area. Their replacement with equally inappropriate windows would continue to diminish the character and appearance of the Conservation Area and harm its special interest. This harm is considered to be exacerbated by the proposed mix of fenestration materials, the bulky uPVC windows on the first floor would appear particularly inappropriate when coupled with inappropriate aluminium units at the ground floor.

Roof alterations

It is proposed to reroof the single storey section of the building in Staffordshire blue plain clay tile and add a total of 12 rooflight. (6 on each roof elevation). Blue clay tiles are common along the nearby High Street, as such there are no heritage objections to the use of blue clay tiles for the pitched roof.

Plans show the proposed rooflights to sit proud of the roof slope. From a conservation perspective protruding rooflights are discouraged within Conservation Areas. Alternative conservation style rooflights which sit flush with the roof should be used instead to reduce their visual intrusion upon the roof slope and create a more cohesive appearance.

A large skylight is proposed for installation on the two-storey flat roof. The skylight will protrude above the flat roof and be visible from the surrounding streetscape. Due to nearby trees and a lack of access this skylight is likely to become dirty quickly, with limited access for cleaning. This would quickly become unsightly and detract from the character and appearance of the Conservation Area.

It is further proposed to install a new warm deck to the top of the flat roof increasing the height of the building by 200mm. Clarification on how this will appear from the street scene, including how the elevations will be finished are required. The added mass to the top of the flat roof adds bulk to the top of the building and is considered harmful to the character and appearance of the Conservation Area.

Legislation and Policy

Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990

Section 72(1) of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 states that with respect to any buildings or land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character and appearance of that area.

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).

Any harm to the significance of a designated heritage asset (from its alteration or destruction, or from development within the setting), should require clear and convincing justification (par.213).

Where a proposed development would lead to less than substantial harm to the significance of a designated heritage asset, this should be weighed against the public benefits of the proposal, including securing its optimum viable use (par.215).

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 (Adopted 2008)

Conclusions and Recommendations

In summary, the proposal would cause minor harm to the overall character and appearance of the Cheadle Conservation Area. This would fail to satisfy the provisions of Section 72(1) of the Act. In regard to planning policies, this would be less than substantial harm to the designated heritage asset (NPPF para 215). There would be no heritage related public benefits which would balance or outweigh this harm (NPPF para 215), nor does there appear to be clear and convincing justification for this level of harm

(NPPF para 213). Substantial alterations to the design proposed scheme would be required to address this harm as outlined above. Therefore, we object to the proposal from a conservation perspective and recommend it is refused.

Conservation Officer: Rachel Robinson