

Conservation Team Advice

Date: 2nd June 2026
Application Ref: SMD/2025/0003
Site Address: 4-6 High Street, Cheadle
Proposal: Replacement windows to front and side elevations

Conservation Advice – Amendments

Assessment and Impact

Previous conservation comments (29/01/25) raised concerns with the principle of upvc windows. These comments are based upon the following further information received:

- Ultimate Roseview Windows Specification
- Rose Collection Specifiers Brochure
- Rose Collection Conservation Brochure
- Heritage Rose Sectional Drawings

The proposed technical details provided are for upvc sliding sash manufacturer. As noted in previous conservation comments (29/01/25), the use of upvc would be discouraged from a conservation perspective as they are unable to authentically replicate traditional historic joinery detailing well. It has not been clearly demonstrated whether the proposed replacements would be bulkier than the existing as no sectional/technical details have been provided for the existing and no technical details have been provided on how the windows would be installed (i.e. would the outer frame be recessed behind the brickwork). Notwithstanding this, it is still considered the proposed replacements would erode the architectural quality of the Conservation Area as the windows would have a uniform appearance and the chamfered edges and joins of the frames, as well as the plant-on glazing bars, would poorly mimic traditional craftsmanship of historic windows.

This view on the use of upvc windows was also taken in the recent appeal decision in Cheadle Conservation Area¹ in which the Inspector noted:

“Even if the uPVC frames would be no bulkier than timber frames, the use of uPVC, albeit finished in a white colour, would have a more uniform and even finish than painted timber with its natural, irregular grain and surface imperfections. They would not age or weather in the same way as timber and the artificial and contemporary appearance would be clearly distinguishable from timber. The use of uPVC would not result in the same appearance as timber windows and would, therefore, not be an

¹ Mill House, Oak Street, Cheadle S10 1NX Appeal Decision (appeal ref: 6002965) [dated 27th March 2026]

appropriate material for use in a historic building...The proposed loss of traditional materials on this historic building should be resisted to preserve the character and appearance of the building and the special character of the [Conservation Area].”

Overall, the proposal would still result in harm to the character and appearance of the Conservation Area and, as previously noted, there does not appear to be clear and convincing justification for the heritage harm.

In addition, previous conservation comments highlighted there also appears to be an unauthorised upvc stormproof window to the side elevation which detracts from the character and appearance of the Conservation Area.

Legislation and Policy

Planning (Listed Buildings and Conservation Areas) Act 1990

The local planning authority should have a desirability of 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).

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

Conclusions and Recommendations

In summary, the proposal would result in harm to the character and appearance of the Conservation Area through loss of traditional craftsmanship and erosion of the architectural interest of the area. This would fail to satisfy the provisions of s.72 of the Act. With reference to planning policies, this would be 'less than substantial harm' to the designated heritage asset (par.215 of NPPF and policy DC2 of the local development framework). There would be no heritage-related public benefits arising from the proposed development which would balance or outweigh this level of harm. We object to the proposal from a conservation perspective and recommend it is refused.

Conservation Officer: Megan Atkinson