

DELEGATED DECISION REPORT

SMD/2026/0243
Valid 15/05/2026

22 HIGH STREET
CHEADLE

CHANGE OF USE TO
LICENSED PREMISES, MICRO
PUB

(FULL - MINOR)

MAIN ISSUES

- Impact on viability of town centre
- Impact on character and appearance of area and heritage assets
- Impact on residential amenities

DESCRIPTION OF SITE

22 High Street – a modestly sized vacant retail unit, central to Cheadle town centre and its Conservation Area. The property is a two storey premises provided within a terraced row of late 20th century retail development.

A flush fitted powder coated aluminium shop front, central door between two display windows.

Adjacent at 24 there is a nail bar with an aluminium shop front and, the other side, at 20, the unit presents a replica Victoriana shop front but is currently vacant.

Opposite 22 there is a mid-20th Century retail development that provides a large discount cosmetics store and Council offices.

PROPOSAL

The description of the development set out on the application form – Change of Use to Licensed Premises, Micro Pub.

The form details the use class for the use proposed as E(b) Sale of Food and Drink for Consumption Mainly on the Premises

Opening hours Monday to Friday 12:00 – 22:00, Saturday 12:00 to 22:00, Sunday 12:00 to 21:00.

The applicant is not the owner of the property and has notified the current owner, they are presumed to be a prospective purchaser/tenant.

The application does not propose any external alterations to the existing shop front.

The submitted plans indicate that the proposed use of the premises would be at both ground and first floor. The red edged location plan and the scope of the proposal is limited to the building it does not include the provision of any outdoor space to be used in association with the material change of use.

The development is described as a change of use to a Micro Pub which would most obviously be a drinking establishment 'sui generis' for the purposes of the Use Class Order. However, the form indicates a E(b) use class which includes sale of food and drink to be consumed on premises – most commonly a restaurant or café, a change of use that would occur in the same use class and not require planning permission. The submitted statement does not provide any additional detail appertaining to the provision of a restaurant and the proposed floor plan does not include the provision of any kitchen facility.

On that basis this application is considered and determined as a proposal to provide a drinking establishment only 'sui generis'.

RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Local Plan (adopted 9th September 2020)

SS1 Development Principles
SS2 Settlement Hierarchy
SS7 Cheadle Area Strategy
DC1 Design Considerations
DC2 The Historic Environment
C1 Community facility
TCR1 Town Centre
TCR2 Primary Shopping Frontage

National Planning Policy Framework

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

78/05148/OLDDC Change of use of premises from childrens and baby wear shop to Employment Services "Job Centre". APPROVED.

Apparent from Google Street View, the premises provided a retail unit trading as Herbies Health Food until sometime between 2011 and 2015, it was then occupied by the Samaritans as a charity shop, sometime between 2021 and 2023 it began trading as 'Village Barn' home and cosmetics store. Village Barn had closed by Aug 2025 and has been vacant since.

CONSULTATIONS

Publicity

Site Notice expiry date: 6th July 2026
Neighbour consultation period ends: 6th July 2026
Press Advert: N/A

Public Comments

None

Town / Parish Comments

Cheadle Town Council: No response within consultation period

Environmental Health

Noise from Construction (Condition)

Noise from public house (amplified sound breakout -condition)

Noise from plant and machinery (Condition)

Lighting (Condition)

Opening Times (Condition Application Form)

Cooking Smells (Condition)

The unit is in commercial area with no obvious residential units above or adjoining it so there is no direct risk to residential amenity. There are commercial units attached which should be protected from excessive noise breakout. We would advise conditions are placed on any permission granted to restrict plant/machinery noise and control any amplified sound e.g music, television etc. Further conditions are advised to address renovation and opening times.

Staffordshire County Council Highways

Acceptance

The property is located on High Street within Cheadle Town Centre. High Street is an A classified road (Road No. A521), subject to a 30-mph speed limit and benefits from streetlighting and footways. The area is mainly commercial which given High Street is a main A road route through Cheadle Town Centre it is expected.

There is a no waiting at any time restriction on the southeast side and on the northwest side of High Street there is a restriction limiting parking to 30 mins every day from 8am until 6pm.

The previous commercial use of the premises generated vehicle movements, including staff and customer parking as well as deliveries, and it is expected that such activity will continue under the proposed use. Parking is available on High Street directly outside the property, albeit for limited periods, and there are additional public car parks within reasonable walking distance.

The proposed change of use is not considered to result in a detrimental impact on the local highway network or parking provision.

SMDC Conservation Officer

We have undertaken a desk-based assessment of the proposal, including a review of the submitted Design, Access and Heritage Statement and decided that no technical advice is required from Conservation.

The development site is within Cheadle Conservation Area (which is a designated heritage asset). When considering the impact of a proposed development upon a Conservation Area, the application should be determined in accordance with the duties in s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. In addition, great weight should be given the heritage asset's conservation, as stipulated in par.212 of the National Planning Policy Framework (2024) and the application determined in accordance with Section 16 of the NPPF and policy DC2 of the local development framework.

We have determined not to provide technical conservation advice in this case.

Police Architectural Liaison

Recommend that video surveillance and a monitored alarm system be provided with the development. Recommendations and guidance provided in respect of this.

OFFICER COMMENTS

Principle of Development/Impact on Viability and Vitality of the Town Centre

The application site is a small unoccupied retail unit located within a terraced row of similarly sized units provided as part of late 20th century development. This part of Cheadle High Street, is defined within the Staffordshire Moorlands Local Plan as a primary shopping area.

Generally, the Local Plan strategy policy for the area SS7 requires the Council to seek to expand the role of Cheadle as a significant service centre and a market town/retailing centre by, inter alia, supporting improvements to the quality and range of the retail offer and supporting town centre uses.

In the town centres Local Plan policy TCR 1 states that: the vitality and viability of the town centres will be protected and enhanced by positive management to include focusing and promoting retailing as well as other key town centre uses such as offices, leisure and cultural facilities within the town centres; supporting positive measures and proposals which enhance and regenerate the shopping and town centre environment; and enhancing local distinctiveness by supporting proposals which help retain, attract or expand the provision of independent retailers in the town centres including niche markets.

Those policies could be interpreted as providing support for the proposal – the provision of a new drinking establishment in the town centre could be considered to support the retail offer by attracting and retaining visitors to the town centre, diversifying the interest and facility of the town centre, and bringing about regeneration by making use of a vacant unit.

However, 22 High Street is very specifically on a part of the high street that falls within the Local Plan designated 'Primary Shopping Frontage'. In that case policy TCR 2 applies and states that Development providing other, non-retail uses, or the loss of a retail unit will only be permitted where it will not create a concentration of non-shopping uses and result in an unacceptable change in the retail character of the immediate area or have an adverse effect on the vitality or viability of the town centre.

The National Planning Policy Framework (NPPF) requires planning policies promote the long term vitality and viability of town centres by allowing them to grow and diversify in a way that can respond to rapid changes and in these regards Local Plan Policies TCR1 and TCR2 are consistent with national policy.

The supporting text to policy TCR2 provides examples of what is meant by concentration of non-shopping uses which includes 3 or more adjacent units in a non-retail use.

The premises in this case is one of two vacant units between a nail bar to one side and an off license to the other. The change of use to a drinking establishment would not, with consideration for the supporting text, result in a concentration of non-shopping uses.

With consideration, more generally, for the effect of the development on the vitality or viability of the town centre, within the immediate locality there is a relatively healthy mix of town centre business including a considerable retail offering. The use might be more likely to attract visits at evening or night, however, in this case the application does state that it would be open in the daytime, so could serve and attract shoppers or visitors to this part of the high street.

The proposal would not in itself lessen the reason and desire for people to visit this part of the town centre during certain times of the day or weaken the retail function of the street particularly because it is located in a relatively healthy and commercially diverse part of the High Street where there is an existing retail offer and available opportunity for new retail occupants.

The proposal therefore would not reduce footfall to an extent that would have an adverse impact on the vitality and viability of that part of the town centre.

Moreover, in this case it is evident that the retail unit has been vacant and marketed for some years and that there is other vacant unit adjacent. Whilst the benefit to vitality and viability might be limited with the introduction of a non-retail unit, as opposed to the introduction of a new retail offering, overall there would be contribution to local economy and community in terms of job creation, competition, and diversity of consumer choice that would not be delivered while the unit remains vacant. This is a matter that should be given some weight in favour of the proposed development.

Impact on Character and Appearance and the Conservation Area

Local Plan Policy DC1 requires that all development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area in line with the Council's Design Guide SPD.

The development site is within Cheadle Conservation Area (which is a designated heritage asset). Great weight should be given the heritage asset's conservation, as stipulated in par.212 of the National Planning Policy Framework (2024) and policy DC2 of the local plan.

The application does not propose any alterations or changes to the external appearance of the building. The presentation of the existing shop front would remain.

There would be no impact on the character and appearance of the locality or the Conservation Area heritage designation. There would be no conflict with Local Plan Policy DC1 or DC2.

Impact on Amenity

Local Plan Policy DC1 requires that development protects the amenity of the area, including creation of healthy active environments and residential amenity, in terms of satisfactory daylight, visual impact, sunlight, outlook, privacy, soft landscaping as well as noise, odour and light pollution.

The proposed change of use would apply to both floors with the service bar at ground floor and seating and toilets at first floor. There would not, therefore, be a residential flat above the premises.

As per the observation of the Council's Environmental Health Officers, there do not appear to be any first floor residences above or adjoining the premises. Moreover, the premises does not include and would not provide any outdoor space that could be used by customers to drink or congregate. A condition to prohibit the amplification of music outside would appear to be unnecessary in those circumstances. Conditions relating to cooking smells would also be unnecessary given that this is purely a drinking establishment.

In other respects, conditions controlling the noise levels of machinery and equipment and limiting opening hours to those specified on the application form, should control and limit noise and customer behaviour to an acceptable degree. Police suggestions regarding CCTV could be dealt with under licensing.

There would be no conflict with policy DC1 in those regards.

Highway Safety

Local Plan Policy DC1 requires that development provides for safe and satisfactory access and make a contribution to meeting the parking requirement arising from necessary car use.

The NPPF states that in assessing applications for development, it should be ensured that safe and suitable access to the site can be achieved for all users. Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety.

There are additional public car parks within reasonable walking distance. The proposed change of use would not result in a detrimental impact on the local highway network or parking provision.

CONCLUSION / PLANNING BALANCE

The development would not result in a concentration of non-retail uses on a Local Plan designated 'primary shopping frontage'. The proposed use would not be harmful to the character, vitality and viability of Cheadle's town centre in this high street locality. As such there would be no conflict with policies SS7, TRC 1, and TRC 2 of the adopted SMDC Local Plan 2020 and the terms of the NPPF.

There are no external alterations proposed that would change or replace the existing shop front presentation. There would be no impact on the character and appearance of the locality or the Conservation Area heritage designation. There would be no conflict with Local Plan Policy DC1 or DC2.

The development should not harm the living conditions and amenity of residents or have an unacceptable impact on highway safety. There would be no conflict with policies DC1 of the adopted SMDC Local Plan 2020 and the terms of the NPPF.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Ben Hurst

Recommendation Date: 10th July 2026

X *B.S. Haywood*

Signed by: Ben Haywood

On behalf of Staffordshire Moorlands District Council