

Conservation Team Advice

Date: 03/07/2026
Application Ref: SMD/2026/0239
Site Address: Land Adjacent to the Hollies, Woodside View, Oakamoor
Proposal: Proposed Dwelling

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

Conservation Advice

Summary of Significance

The application site is located adjacent to the Oakamoor conservation area. The conservation area encompasses the village situated on a wooded northern bank of the Churnet Valley. The area has been designated for its industrial origins, with various metalworks historically located along the river. The area is characterised by former industrial buildings and terraced workers housing along the river and more sporadic and detached larger houses to the southwest, on elevated topography. Typically, buildings are constructed in rendered brick, with some stonework prevalent, and Staffordshire blue tile roofs.

The application site forms a portion of land located at the eastern end of a relatively recent new building linear development consisting of 7 residential dwellings on Woodside View.

Assessment and Impact

The application seeks consent for one detached residential dwelling (3-bedroom). The proposed design consists of a square dwelling with a hipped roof. The garden amenity space to be located to the east of the dwelling, with a two car tandem drive to the eastern most side of the application site.

The existing row of dwellings along Woodside view have a predominantly uniform pattern, with gable front elevation details creating architectural interest to each dwelling. The design pattern of Woodside View is successfully complements the established character of Churnet View Road. The architecture along Churnet View Road has a strong gabled character. Nearby no. 1 – 9 Woodside Cottages are distinctly inspired by Voysey's arts and crafts architectural style. The insertion of a hipped roof, which dominates the design of the proposed dwelling, will appear incongruous within the established street scene. The proposed design will appear inappropriate, and is

considered harmful to the character and appearance of the street scene and Oakamoor 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).

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
- Oakamoor Conservation Area Character Appraisal (adopted July 2016)

Conclusions and Recommendations

In summary, the proposed detached dwelling design would appear incongruous within the street scene, and fails to take design reference from the established character of Woodside View and Woodside Cottages on Churnet View Rd. As a result the proposed dwelling is considered harmful to the character and appearance of the Oakamoor conservation area. In terms of planning policy this is less than substantial harm (NPPF para 215). Therefore, it is recommended that the application be refused in order to preserve the character and appearance of the conservation area in accordance with S72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990.

Conservation Officer: Rachel Robinson