

Conservation Team Advice

Date: 22nd July 2026
Application Ref: SMD/2026/0318 & SMD/2026/0301
Site Address: Veterinary Surgery, 1 Watt Place, Cheadle
Proposal:

- Listed Building Consent for new external client standard signage to replace existing signage
- Advertisement Consent for 1No. New external fascia panel, 2No. ACMs panels & 1No. Window Vinyl

Heritage assets affected:		
Designated Heritage Asset(s):	☒	• 1 Watt Place – Grade II (listing ref: 1204804) • Cheadle Conservation Area
Non-Designated Heritage Asset(s):	☐	

Conservation Advice

Summary of Significance

The proposal would involve alterations to 1 Watt Place, which is a Grade II Listed Building situated in Cheadle Conservation Area.

1 Watt Place (Grade II) is a 18th century house with mid-19th century alterations, now in commercial use. The building is constructed in roughcast brickwork with pitched tiled roof and moulded eaves. The principal elevation is symmetrical with segmental headed windows and a central doorway with reeded pilasters and surrounds. The significance of the building relates to its association with residential development of the town in the Georgian period, retention of historic detailing and proportions. The building has had modern alterations, including a 1970s side extension (added before the building was listed in 1986). These do not make a positive contribution to the significance of the building.

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 and 1 Watt Place makes positive contribution to the character and appearance of the Conservation Area.

Assessment and Impact

The existing building has a fascia board facing Watt Place and information signage facing the car park, all of which is attached to the modern 1970s extension. The replacement signage would be of similar scale and non-illuminated, which would not distract from the appearance of the principal part of the Listed Building nor the Conservation Area.

The application form sets out that the fascia board would be aluminium which is a modern material, but given this part of the building is modern and the proportions of this board would be modest this would unlikely impact the appearance or significance of the designated heritage assets.

Legislation and Policy

Planning (Listed Buildings and Conservation Areas) Act 1990

The local planning authority should have a desirability of preserving the setting and special interest of the Listed Building (s.16 and 66) and 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).

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

Conclusions and Recommendations

In summary, the proposal would have a negligible impact on the special interest of the Listed Building and character and appearance of the Conservation Area. Their special interest would be preserved which would satisfy the provisions of s.16, 66 and 72 of the Act, Section 16 of the NPPF and policy DC2 of the local development framework. There are no objections to the proposal from a conservation perspective.

Conservation Officer: Megan Atkinson