

Conservation Team Advice

Date: 16th September 2026

Application Ref: SMD/2026/0342

Site Address: Market Place, High Street, Cheadle

Proposal: The application seeks full planning permission for the comprehensive refurbishment, enhancement and expansion of Cheadle Market Hall and Market Square. The scheme comprises the refurbishment and reconfiguration of the existing Market Hall to create a modern food hall destination centred around four food and beverage units and communal seating, together with external alterations including new doors, glazing and brickwork interventions. A new covered canopy is proposed adjacent to the Market Hall to provide flexible, weather-protected trading and event space, whilst additional permanent trader units will be introduced within the Market Square. Comprehensive public realm improvements are also proposed, including high-quality paving, integrated seating and new planting to create a more attractive, functional and welcoming civic space.

Heritage assets affected:		
Designated Heritage Asset(s):	☒	• Cheadle Conservation Area • 1-6 The Square – Grade II (listing ref: 1374669) • 47 High Street – Grade II (listing ref: 1037981) • 51 High Street – Grade II (listing ref: 1204692) • The Wheatsheaf Hotel – Grade II (listing ref: 1374683) • 1 Cross Street – Grade II (listing ref: 1281127) • Market Cross and Stepped Plinth – Grade II (listing ref: 1037982) • 62 High Street – Grade II (listing ref: 1281112)

		64 High Street – Grade II (listing ref: 1037980)
Non-Designated Heritage Asset(s):	☐	

Conservation Advice

Summary of Significance

The proposal would be situated in Cheadle Conservation Area and within the immediate and wider setting of a number of Grade II Listed Buildings.

Cheadle Conservation Area was designated for its Saxon origins, its 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. The market charter for Cheadle dates back to the 13th century, but the current market square likely dates from the late-Georgian era as the town expanded during this period. The current market hall dates from the late-19th century and makes a positive contribution to the commercial character of this part of the Conservation Area.

Many of the surrounding Listed Buildings to the market hall and square are illustrative and associated with the expansion and redevelopment of the town centre in the Georgian period.

1-6 The Square (Grade II) is an early-19th century terrace constructed in red brick with a slate roof. There are four bow shopfronts to the ground floor and terrace has distinctive symmetry and Neo-Classical proportions and detailing evocative of this period. The building is positioned to the rear of the market square and on a raised platform, making a pleasing bookend to the square. It is recognised as a landmark building in the Conservation Area Appraisal.

47 High Street (Grade II) is an early-19th century house, now a shop, with a 20th century shopfront. The building is constructed in red brick with painted stone dressings and a central pediment over door. 51 High Street (Grade II) is an early-19th century house, since converted. The building is constructed in ashlar with a slate roof and pedimented frontage. Both buildings face onto the market square.

The Wheatsheaf (Grade II) is a late-18th century inn with 19th and 20th century alterations, constructed in rendered stone and plain tiled roof. The building has a central Tuscan porch. 1 Cross Street (Grade II) is an early- to mid-19th century shop constructed in red brick with painted render detailing and a hipped slate roof. The Market Cross (Grade II) dates from 17th century and represents historic marker of the

market place. The market hall and square form the backdrop of these listed buildings when viewed from the junction of High Street and Cross Street.

62 High Street (Grade II) dates from early-19th century with 20th century shopfront, constructed in rendered brickwork and tiled roof. 64 High Street (Grade II) dates from 18th century with a mid-19th century shopfront, constructed in red brick with a tiled roof. Both buildings are immediately adjacent the market hall and contribute to the wider commercial character of this part of Cheadle.

Assessment and Impact

The proposal would involve redevelopment of the Market Hall and market square with external alterations and extension to the market hall and construction of new structure on the northeastern side of the square.

Alterations to Market Hall

The alterations to the market hall would involve insertion of new windows and doors to the front elevation, relocation of the external clock, new openings and alterations to the side elevation, replacement roof structure and installation of solar panels to the roof. The building's function remains the same.

Overall, the proposed works would result in a degree of harm to the character and appearance of the Conservation Area through the loss of historic fabric of the market hall and contemporary additions/alterations to the building which would distract from the historic architectural interest of the market hall. The development would also harm the setting of the surrounding Listed Buildings through visual encroachment and distraction to their architectural interest.

New openings would be inserted to the side elevation of the market hall. The alterations to the principal façade would involve opening-up arches and installing shop windows, as well as new door. These alterations are not informed by any historic openings in the building and would result in the loss of historic fabric associated with the 19th century. The alterations on the principal elevation have, however, been designed sensitively and would sit within the masonry openings well.

It is noted on the proposed elevations that the brickwork underneath both canopies would be painted dark grey. It is considered this would create quite a visually harsh and oppressive appearance in comparison to the surrounding predominant reddish-brown brickwork that is characteristic of Cheadle. It would be recommended that the existing brickwork on the market hall is left as it currently is to retain the historic character of the building and minimise the harm caused by the proposed development.

The proposal seeks to replace the roof of the market hall with materials to match the existing. This would likely have no effect on the significance of the designated heritage assets.

Solar panels would be installed on the eastern elevation of the market hall roof. PV panels have an engineered appearance which would contrast with the traditional palette of materials of the building. This would likely result in a minor degree of harm to the character and appearance of the Conservation Area and setting of the Listed Buildings. But it is likely that views of this would be screened by the new canopy extension, and the impact could be minimised by a low-rise black framed panel product. In addition, it is acknowledged that the updated NPPF outlines that any harm to the significance of a designated heritage asset could be balanced or outweighed by improved energy efficiency measures (policy HE6).

The proposed elevations indicate that the existing projecting clock would be relocated to the left-hand side of the façade which would help retain some the building's historic character.

It is anticipated that a separate signage application would be made for the finalised design of these aspects.

Extensions and new build elements

There would be an extension to the market hall and new build element installed to the northeastern part of the market square. The existing market hall is approx. 5.5m in height (to the parapet) and the proposed side canopy would be approx. 4.8m with the fretwork projecting a further 600mm above this. It would not dominate or overbear the height and scale of the existing buildings.

However, the principle of a canopy and new build element would encroach upon the market square which currently has a very open aspect, allowing good appreciation of the architectural interest of 1-6 The Square (Grade II) which is situated to the rear of the square. The principle of these extensions would cause a degree of harm to the setting and significance of these Listed Buildings and character and appearance of the Conservation Area as it would reduce visual appreciation of this space and the landmark buildings at the rear of the market square.

The high street of Cheadle is characterised by tightly knit enclosed buildings, which have developed fortuitously in the 18th and 19th centuries. The overriding impression of the high street is the symmetrical facades influenced by Neo-Classical proportions and design. In contrast, the style and design of the proposed canopy and market units is very contemporary in its form and shape. It would result in some visual distraction to what is relatively rhythmic vertical emphasis in the town centre, typified by Neo-Classical detailing and proportions.

Whilst the canopy design does not take cues from the overriding impression of Cheadle, the fascia shape does reference the quatrefoil design in the metal framing of the market hall. It is also recognised that the design is to promote placemaking in Cheadle and intended to create a focal point in the high street and unique town centre attraction.

The canopies would be constructed in aluminium framing, which is a contemporary material not relating to the traditional palette of materials. The canopy framing would be a mixture of dark red fretwork and dark gold mesh to the fascia. The latter would take reference to the colour palette of the buff and red brickwork on the market hall well. As noted above, there are some concerns with the proposed grey brickwork finish underneath as it is considered this would not relate to the surrounding palette of materials and have a harsh visual appearance, particularly as the structures are enclosing part of the market square. It would be recommended that this aspect of the development is altered to be more reflective of the traditional palette of materials and colours in Cheadle.

It is noted that the proposed canopies would include planters, which would add some visual interest to the square.

Other works within the Market Place

The market square currently has dual-pitched canopy market stalls which are removeable from the site. It is proposed to replace these with two centrally located market stalls. These would be fixed into the ground but could be demountable for events for the space. Similar to above, the encroachment of structures, whilst more temporary in their construction/design, would still cause a degree of harm to the setting and significance of the designated heritage assets as it would diminish the visual appreciation of their appearance and design.

The proposed hard landscaping plan indicates that the square would be resurfaced which would be a significant opportunity to enhance the aesthetics of the space which is currently tarmacked. The proposed materials would be a mixture of Staffordshire blue pavers and Hollington red sandstone which would be reflective of the traditional materials utilised in the area. Planters are proposed beneath the canopies which would also add some visual interest, these would be finished externally in a buff brickwork.

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.66) and preserving or enhancing the character and appearance of the Conservation Area (s.72).

National Planning Policy Framework (NPPF) 2026

Chapter 20: Conserving and enhancing the historic environment

HE4: Securing the conservation of heritage assets

1. Heritage assets, as an irreplaceable resource, should be conserved in a manner appropriate to their significance. To achieve this, development proposals which

would affect the significance of heritage assets, including any contribution made by their setting should:

- a. Maintain or secure a use consistent with their conservation, taking into account the importance of maintaining the assets, the positive contribution they can make to sustainable communities including local economies, and the positive contribution they can make to local character and distinctiveness; and
 - b. Avoid (or if that is not possible, minimise) harm to the significance of heritage assets, and instead conserve this significance.
2. Any harm to, or loss of, the significance of a designated heritage asset (including from development within its setting) should have a clear and convincing justification in accordance with the policies in this chapter.
 3. Where there is evidence of deliberate neglect of, or damage to, a heritage asset, the deteriorated state of the asset should not be taken into account in any decision relating to the asset.
 4. Proposals for enabling development, which would otherwise conflict with other policies in this Framework and/or those in the development plan, but which would secure the future conservation of a heritage asset, should be considered on the basis of whether the conservation benefits outweigh the disbenefits of departing from the policies concerned.

HE5: Assessing effects on heritage assets

1. Development proposals affecting heritage assets should be accompanied by an assessment of the significance of the assets affected (including any contribution made by their setting) and of the potential effect of the proposal on their significance. The level of detail should be proportionate to the assets' importance and no more than is necessary to understand the potential effect of the proposal on their significance. The relevant historic environment record should be referred to in making this assessment, and appropriate expertise employed where necessary.
2. Assessments of the potential effects of development proposals on the significance of heritage assets (including through effects on their setting) should identify whether proposals would be likely to:
 - a. Have a positive effect, which is where the significance of a heritage asset would be enhanced, or better revealed; or
 - b. Have no effect on the significance of a heritage asset; or
 - c. Result in harm to the significance of a heritage asset, either from work affecting the asset itself or from development within its setting. The degree of harm should be identified: substantial harm would occur where the development proposal would seriously affect a key element of the asset's significance; or

- d. Cause the total loss of the significance of a heritage asset.

HE6: Proposals affecting designated heritage assets

1. When considering the potential effect of a development proposal on the significance of a designated heritage asset, substantial weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential effect amounts to a positive effect, harm, substantial harm, or total loss of its significance.
2. Development proposals which would have a positive effect on a designated heritage asset should be supported.
3. Any harm to a designated heritage asset will be a matter of considerable importance and weight, which should be dealt with in accordance with paragraphs 4 to 6 of this policy.
4. Where a development proposal would harm the significance of a designated heritage asset the effect on the asset and its significance should be weighed against any public benefits resulting from the proposal. Important public benefits can include securing the long-term reuse of a vacant or underused listed building, and enabling energy efficiency and low carbon heating measures to be employed.
5. Where a development proposal would cause substantial harm to, or the total loss of, the significance of a designated heritage asset, consent should be refused unless it can be demonstrated that the harm is necessary to achieve substantial public benefits that outweigh the harm or loss, or if all of the following apply: a. The nature of the heritage asset would otherwise prevent all reasonable uses of the site; b. No suitable use for the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; c. Conservation by grant-funding or some form of not for profit, charitable or public ownership is not possible; and d. The harm or loss is outweighed by the benefit of bringing the asset back into use.
6. Within this context, development which would cause substantial harm to, or the total loss of, the significance of grade II listed buildings, or grade II registered parks or gardens, should be exceptional; while development which would cause substantial harm to, or the total loss of, assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

HE9: Conservation Areas

1. Development proposals within or affecting the significance of conservation areas should:
 - a. Retain and conserve buildings and other features which make a positive contribution to the character or appearance of the conservation area where possible; and

- b. Consider the area's special architectural or historic interest (as identified as part of the designation of the conservation area) in the design of development.
2. Not all elements of a conservation area will necessarily contribute to its significance. Where a development proposal would result in the loss of a building or other element which contributes to the character or appearance of a conservation area that is desirable to conserve, the assessment of impact should take into account the relative significance of the element affected and its contribution to the significance of the conservation area as a whole, and the effects of this considered in accordance with policies HE5 and HE6.
3. Proposals which conserve those elements of a conservation area that make a positive contribution to the area (or which better reveal its significance) should be supported.

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 minor-moderate level of harm to the setting of the surrounding Listed Buildings, with moderate-high level of harm to the setting of 1-6 The Square as it would interrupt views and appreciation of its principal façade. In addition, the proposal would result in minor-moderate harmful impact on the overall character and appearance of the Conservation Area. This would fail to satisfy the provisions of s.66 and 72 the Act.

With reference to the planning policies, the level of harm has been minimised through a subservient scale and height of the extensions and new build elements and there is clear and convincing justification for the level of harm in terms of revitalising the market hall and square (policy HE4 & HE5 of the NPPF). There are clear public benefits arising from the proposed development which would likely balance and outweigh the harm to the designated heritage assets (policy HE6 and HE9 of the NPPF). In addition, the proposal seeks a contemporary high-quality design, whilst also maintaining a use consistent with the market hall and square (policy HE4 of the NPPF and policy DC2 of the local development framework). There are no objections to the proposal from a conservation perspective.

As outlined above, however, the following amendment would be recommended:

- Alterations of the brickwork underneath the canopies – removal of the dark grey appearance

Notwithstanding the suggested amendment above, we would recommend the following conditions for any approval granted:

- No development shall be commenced until a methodology for undertaking repair works has been submitted to and approved in writing by the Local Planning Authority. This shall include a full schedule of works which addresses details of any external masonry repairs (including re-pointing) to the market hall and details of the repair and reinstatement to the existing clock. The works shall thereafter be carried out only in accordance with the approved details.

Reason: To safeguard the character and appearance of the Conservation Area.

- Before any construction occurs above damp-proof course (DPC) of the new structures (including brick planters) hereby granted consent, a brick sample panel, showing the brick type, brick bond pattern, mortar and pointing technique, shall be provided on site for inspection and agreed in writing by the Local Planning Authority. The works shall be carried out only in accordance with the agreed sample panel details.

Reason: In order to preserve or enhance the character and appearance of the Conservation Area and setting of the Listed Buildings.

- Before any construction occurs above damp-proof course (DPC) of the extension to the market hall and new structure in the square hereby granted consent, samples and technical details of their design, fixing and finish in the form of drawings and sections at a scale of not less than 1:20 shall be submitted to and approved in writing by the Local Planning Authority. The development shall thereafter be carried out only in accordance with the approved details.

Reason: In order to preserve or enhance the character and appearance of the Conservation Area and setting of the Listed Buildings.

- No development shall be commenced in respect of the features identified below, until details of their design, fixing and finish in the form of manufacturer's specification or drawings and sections at a scale of not less than 1:20 (or samples upon request) have been submitted to and approved in writing by the Local Planning Authority. Development shall thereafter be undertaken and retained for the lifetime of the development only in accordance with the approved details.

- i. Details of external windows and doors and their immediate surroundings
- ii. Details of heads and cills
- iii. Details of materials for roof replacement of the market hall
- iv. Ridge, verge and eaves details of the replacement roof of the market hall
- v. Details of the glazing to the canopy structure
- vi. Sectional details of planters in the canopy
- vii. Any external flues, vents or extraction
- viii. Access hatch to the roof
- ix. Any external lighting
- x. Balustrades and handrails
- xi. Solar panels
- xii. Air-source heat pumps and their means of enclosure
- xiii. Rainwater goods
- xiv. Bollards
- xv. Bikes stands
- xvi. Any fixed external seating

Reason: In order to preserve or enhance the character and appearance of the Conservation Area and setting of the Listed Buildings.

- Prior to any re-surfacing of the market square, specific details and samples of all hard surfacing to be used shall be submitted to and agreed in writing by the Local Planning Authority. The works shall thereafter be carried out only in accordance with the agreed details.

Reason: In order to preserve or enhance the character and appearance of the Conservation Area and setting of the Listed Buildings.

- Prior to the installation of the new market stalls, specific details of their construction, design, fixing and finish in the form of drawings and sections at a scale of not less than 1:20 have been submitted to and approved in writing by the Local Planning Authority. The development shall thereafter be undertaken only in accordance with the approved details.

Reason: In order to preserve or enhance the character and appearance of the Conservation Area and setting of the Listed Buildings.

Conservation Officer: Megan Atkinson