

Cabinet Member for Housing, Planning, Economic Development and Regeneration Agenda

Date: Monday 12th August 2013
Time: 10.00 am
**Venue: Committee Suite 1 & 2, Westfields, Middlewich Road,
Sandbach CW11 1HZ**

The agenda is divided into 2 parts. Part 1 is taken in the presence of the public and press. Part 2 items will be considered in the absence of the public and press for the reasons indicated on the agenda and at the foot of each report.

PART 1 – MATTERS TO BE CONSIDERED WITH THE PUBLIC AND PRESS PRESENT

- 1. Apologies for Absence**
- 2. Declarations of Interest**

To provide an opportunity for Members and Officers to declare any disclosable pecuniary and non-pecuniary interests in any item on the agenda.

- 3. Public Speaking Time/Open Session**

In accordance with Procedure Rules Nos.11 and 35 a period of 10 minutes is allocated for members of the public to address the meeting on any matter relating to the work of the body in question. Individual members of the public may speak for up to 5 minutes but the Chairman or person presiding will decide how the period of time allocated for public speaking will be apportioned where there are a number of speakers. Members of the public are not required to give notice to use this facility. However, as a matter of courtesy, a period of 24 hours' notice is encouraged.

Members of the public wishing to ask a question at the meeting should provide at least three clear working days' notice in writing and should include the question with that notice. This will enable an informed answer to be given.

For requests for further information

Contact: Paul Mountford

Tel: 01270 686472

E-Mail: paul.mountford@cheshireeast.gov.uk with any apologies

4. **Proposed Community Consultation upon the Draft Character Appraisal and Management Plan, as part of the review of the Sandbach Town Centre Conservation Area (Pages 1 - 148)**

To consider a report seeking authority for officers to undertake a community consultation as part of a review of the Sandbach Town Centre Conservation Area

CHESHIRE EAST COUNCIL

Cabinet Member for Housing, Planning, Economic Development and Regeneration

Date of Meeting:	12 th August 2013
Report of:	David Hallam, Principal Conservation and Design Officer
Subject/Title:	Proposed Community Consultation upon the Draft Character Appraisal and Management Plan, as part of the review of the Sandbach Town Centre Conservation Area
Portfolio Holder:	Councillor Don Stockton

1.0 Report Summary

- 1.1 This report seeks Member authority for officers to undertake community consultation in accordance with the details set out in this report, in relation to the review of the Sandbach Town Centre Conservation Area.
- 1.2 The review comprises the preparation of a character appraisal for the conservation area, a review of the conservation area boundary and draft management proposals for the conservation area, including a draft management plan.
- 1.3 The draft appraisal documents are provided as Appendix 2 and the draft consultation material will be available at the meeting.
- 1.4 It was originally intended that this be reported to the Portfolio Holder on 22nd April. However, it was withdrawn from that meeting after representation by Cllr B Moran, on behalf of the Town Council, regarding aspects of the Management Plan. Amendments have now been incorporated to address those concerns.

2.0 Recommendation(s)

- 2.1 That officers be authorised to undertake community consultation in respect to the review and draft management proposals for the Sandbach Town Centre Conservation Area, in accordance with the consultation details set out in this report.

3.0 Reasons for Recommendation(s)

- 3.1 Section 71 of the Act¹ states that 'it shall be the duty of a local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas'.

¹ Planning (Listed Buildings and Conservation Areas) Act 1990

3.2 Sandbach Town Centre Conservation Area was first designated in 1970, when an appraisal document, including management proposals was adopted. Since then the conservation area has been extended twice, firstly in 1976 and then in 1995. A plan showing these phases of designation and the current boundary of the conservation areas is attached as Appendix 1.

3.3 A detailed character appraisal has been prepared as part of the review of the conservation area, including reviewing the current boundary. The review has also led to draft management proposals for the conservation area that need to be consulted upon before adoption, as encouraged by best practice².

4.0 Wards Affected

4.1 Sandbach Town

5.0 Local Ward Members

5.1 Cllr Barry Moran

6.0 Policy Implications

6.1 None

7.0 Financial Implications

7.1 The administrative costs associated with the consultation will be met within the 2013/14 budget for Development Management.

7.2 It is proposed as part of the management plan that there will be projects (see summary table at the end of the draft CA appraisal/management plan), but these would have to be subject to individual bids for Cheshire East capital funding, in accordance with its Finance and Contract Procedure Rules and approval processes, and would be joint projects with other agencies. The summary table identifies that Cheshire East would not be the lead agency for such projects. There is also a caveat at the end of the table advising that all management actions are subject to the availability of funding/resources.

8.0 Legal Implications

8.1 The approval of this report relates solely to authorising officers to undertake the consultation in relation to the review of the Sandbach Town Centre conservation area, the draft appraisal and associated draft management proposals. Upon completion of the consultation, a further report will be presented to the Portfolio holder or Cabinet, outlining the

² Understanding Place: Conservation Area Designation, Appraisal and Management, English Heritage, revised 2012

community consultation responses, the proposed changes to the Appraisal and Management Plan, and seeking authority to adopt them on that basis, in accordance with statutory requirements.

- 8.2 Certain of the management actions indicated in the management proposals, such as the service of an Article 4(2) direction will require separate individual approval by members, either via the Cabinet or by the Portfolio holder on its behalf.
- 8.3 Pursuant to the Local Government Act 2000 s13 and the Local Authorities (Functions & Responsibilities) (England) Regulations 2000, decisions relating to the designation of conservation areas belong to the Executive and have been delegated, by the Council's Constitution, to the Portfolio Holder.

9.0 Risk Management Implications

- 9.1 Statutory and local requirements in respect to publicity and future adoption of the conservation area appraisal and management proposals shall be undertaken.

10.0 Background and Options

- 10.1 Local authorities have a statutory responsibility to positively manage the built heritage of their areas, including the periodic review of conservation areas and to formulate and publish proposals for preservation and enhancement of the area.
- 10.2 Sandbach Town Centre Conservation Area was first designated in 1970. An appraisal was prepared for that designated area. Since then the conservation area has been extended on two more occasions, the first in 1976 and more recently in 1995. Neither of those extensions were the subject of updated appraisals or management proposals and therefore the appraisal and management proposal coverage is incomplete and where there is coverage, it is over 40 years old.
- 10.3 The enlargement of the conservation area has led to a more complex and varied conservation area than that first designated in 1970. The areas are of varied character and therefore face different issues in terms of threats to their historic interest. As a consequence there has been some erosion of character in certain parts of the conservation area due to the lack of management and controls, notwithstanding the conservation area designation.
- 10.4 Whilst there is no defined statutory period in terms of the frequency of conservation area review, it would be extremely difficult to argue that, in Sandbach's case, the review is not long overdue. Best practice advocated by English Heritage discusses review every 5 years and the need to have

an up to date appraisal and management proposals for the conservation area³

Conservation Area Review - The Process

- 10.5 The review process entails a detailed assessment of the positive and negative elements of a place, and in the case of a review of an existing conservation area, the continued relevance of the adopted boundary. The review is then encapsulated in a character appraisal, which in essence explains what is significant in built heritage terms and what defines the special characteristics of the conservation area: its genius loci. The appraisal also identifies elements that are less positive and where improvement of the conservation area can be secured through planning and positive conservation management.
- 10.6 Following this baseline stage, management proposals are then devised. There is a statutory duty for local planning authorities to draw up and publish proposals for the preservation and enhancement of conservation areas⁴
- 10.7 In the case of Sandbach, the appraisal and management plan has been drafted working closely with Sandbach Town Council and the Sandbach Conservation and Heritage Group, comprising several meeting and workshop type sessions. It has also entailed informal dialogue with some Cheshire East Council officers and with English Heritage. Amendments have been incorporated to take account of that informal feedback.
- 10.8 In particular, following withdrawal of the item to the Portfolio Holder meeting in April, a further meeting has been held with Sandbach Town Council to address the concerns about the Management Plan. Changes have been incorporated to address those concerns.
- 10.8 The only statutory requirement for consultation set out in the Act is that proposals shall be submitted for consideration to a public meeting in the area to which they relate. However, English Heritage best practice guidance advocates wider community consultation as part of the review process.
- 10.9 Once the consultation has been completed, the amended version of the appraisal is then adopted by the Council under its relevant procedures, in this case either via Portfolio Holder decision on behalf of the Cabinet or by the Cabinet itself. Once adopted, under the provisions of the Act, a notice has to be placed in the London Gazette and in a local newspaper and it needs to be recorded on the Land Charge Register.

³ Understanding Place: Conservation Area Designation, Appraisal and Management, English Heritage, revised 2012

⁴ Section 71 of the Planning(Listed Buildings and Conservation Areas) Act 1990

Proposed consultation arrangements

10.10 In order to consult as widely and effectively as practicable, the following arrangements are proposed:

- 1) Advance publicise the event through posters – provided to Town Council to distribute/display approx 1- 2 weeks before consultation starts
- 2) Distribution of leaflets (flyers) to each property in the CA – by CEC and partners 1-2 weeks before the consultation starts
- 3) Advance publicise on CEC reception screen
- 4) Advance publicise on CEC, STC and SP websites
- 5) Advance publicise in the Saxon town magazine (if achievable) – TC to organise
- 6) Preview to Sandbach Town Council Community and Environment Committee 29th August
- 7) Public meeting at Literary Institute on 12th September
- 8) Exhibition at local venue, most probably Sandbach Library from 2nd September – 15th October
- 9) 3 surgery sessions at the library during first week of consultation
- 9) Possibly attend the Saturday Farmers market during the consultation period
- 10) Potentially other media coverage

10.11 It is intended that feedback will be possible by paper copy questionnaire at exhibition and by electronic questionnaire via the website (discussions well advanced with web and research teams at CEC).

10.12 The consultation webpage will include copies of the draft appraisal document as pdfs, a copy of the exhibition as a pdf and the live questionnaire. It is also hoped to link from the CEC homepage either in the 'Have your Say' section or possibly 'In Focus'. Links from partner websites will also be created (Sandbach Town Council and possibly the Sandbach Partnership)

11.0 Access to Information

Appendix 1 Current Conservation Area plan
Appendix 2 Draft appraisal and management proposals
Appendix 3 Draft consultation material – available at the meeting

The background papers relating to this report can be inspected by contacting the report writer:

Name: David Hallam
Designation: Principal Conservation and Design Officer
Tel No: 01625 (3)83733
Email: david.hallam@cheshireeast.gov.uk

This page is intentionally left blank



- 1995 Conservation Area extension
- 1970 Conservation Area
- 1976 Conservation Area extension
- 1970 Conservation Area removed



This page is intentionally left blank

Character Appraisal and Management Plan



Working Draft

Contents

PART 1 CHARACTER APPRAISAL

Section 1 Introduction and purpose

Section 2 The Planning Policy Context

Section 3 Summary of special interest

Section 4 Assessment of special interest

4.1 Location and setting

4.2 History and archaeology

4.3 Spatial analysis

4.4 Character Analysis

Section 5 Community Involvement

Section 6 Suggested boundary amendments

Section 7 Local generic guidance

Section 8 Summary of issues

PART 2 MANAGEMENT PROPOSALS

APPENDICES

Appendix 1 Listed buildings

Appendix 2 Boundary assessment

Appendix 3 Additional protection and controls

Appendix 4 Shop front design guidance

MAPS

1 Conservation Area evolution

2 Sandbach in the context of Cheshire east

3 Current conservation area boundary

4 Setting and negative features

5 Archaeological potential and zones

6 Spaces, routes and public realm

7 Landmarks, focal points and views

8 Character areas

9 Designated & non-designated assets

10 Place shaping & enhancement opportunities

11 Suggested boundary amendments

12 Proposals Plan

13 Suggested public realm enhancement areas

14 suggested gateway and route enhancement

Part 1 CHARACTER APPRAISAL



*St Mary's Church from
pathway off High Street*

1 Introduction and purpose

Conservation Areas were introduced in 1967 as a consequence of the Civic Amenities Act and are now an established and valued element of the planning process. A Conservation Area is an area of “special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”¹.

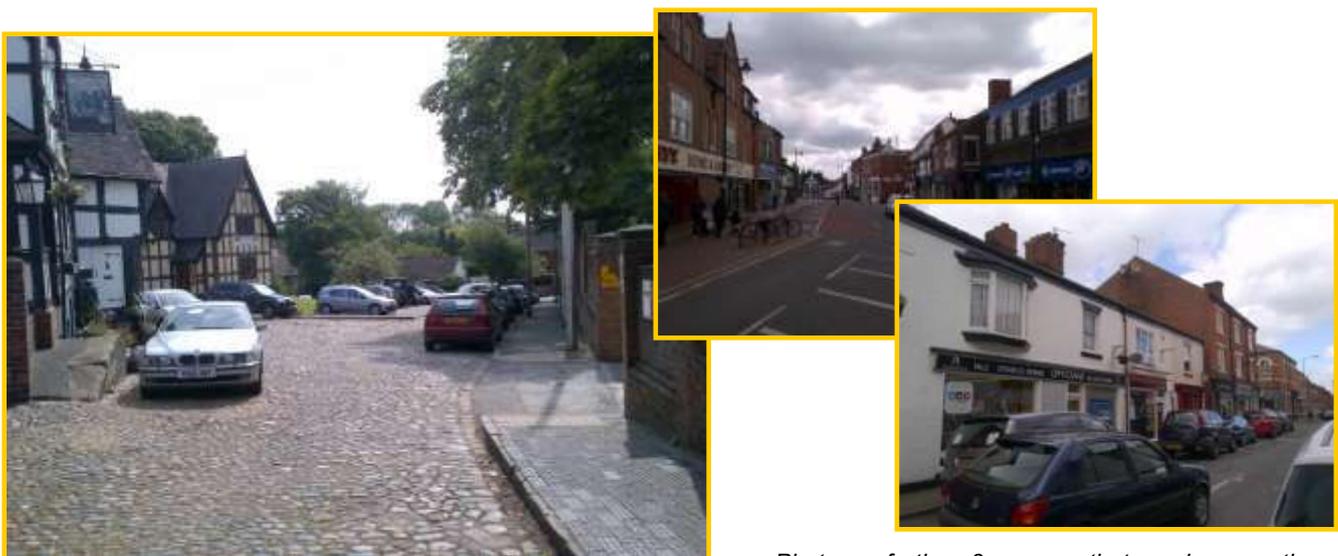
More recent legislation has expanded on these early principles, and Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 obliges local planning authorities to determine which parts of their areas are of special architectural or historic interest and to designate them as Conservation Areas. Section 72 of the same Act also specifies that it is the general duty of local planning authorities, in the exercise of their planning functions, to pay special attention to the desirability of preserving or enhancing the character or appearance of these Conservation Areas.

Consequently, the purpose of a Conservation Area is to protect the special character of an area, the character of which is derived from the interrelationship between its constituent elements: buildings, uses, street patterns, spaces, views and vistas, landmarks, landscape features, public realm, materials, detailing, setting and potentially other elements including its social historical context. Each place is unique, and therefore, the characteristics that define it and which make it special and its capacity to accept change need to be understood in order to positively manage its future.

Why is a review required?

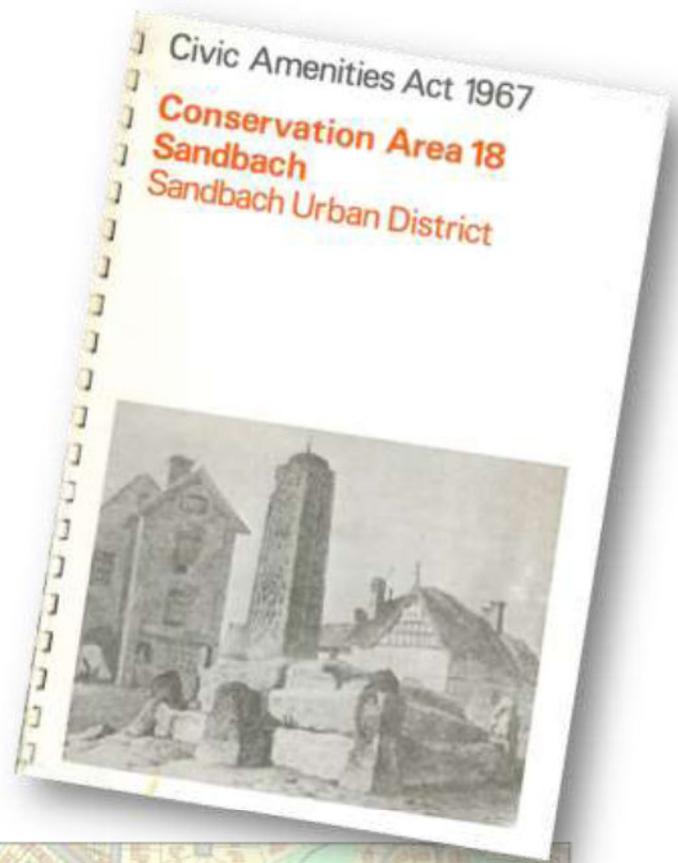
The Sandbach Conservation Area was first designated in 1970 and included the area around St Mary’s Church and Market Square. It has since been extended, firstly in 1976 to take in the Hightown area, and then in 1995 taking in Welles Street, Green Street, Bold Street, Chapel Street and Wesley Avenue. Only the original Conservation Area, which focused on the medieval heart of the town, has an appraisal document, but this is many years old and does not meet present day requirements.

When the extensions to the Conservation Area were undertaken, only very concise justifications were provided and no updated or new appraisals were produced, as they were just felt worthy of inclusion. The Conservation Area is also split into the main area and a smaller section, with the area west of Wesley Avenue separated from the remainder. This means that the elements of significance for much of the conservation area are not set out and there are no up to date management proposals for the conservation area. Consequently a review is long overdue.



Photos of the 3 areas that make up the conservation area

¹ Planning (LB & CA) Act 1990, S.69 (1)



Right: the existing Sandbach conservation area appraisal document, produced when the area was first designated in 1970 and covering approximately a third of the presently designated area

Above: areas of the conservation area that presently do not benefit from a character appraisal or management strategy



Map 1: The current conservation area boundary identifying the different phases of designation

The Purpose and Scope of this Appraisal

This appraisal is one of an ongoing programme of appraisals for conservation areas across Cheshire East.

The purpose of the character appraisal is to help summarise and explain the special character of the area and to set out principles and proposals to assist in its future management. Conservation Area management is not about preventing change but more about managing it in an informed way. Importantly, the aim is for positive management to try and harness the pressures for change, and, in the process, to make the conservation area more resilient to potential economic decline and lack of investment. It also provides an evidence base and management proposals that can be used to secure inward investment within the conservation area.

Given the period of time since designation, the appraisal will also assist the Council in deciding whether the conservation area or certain parts of it still retain sufficient special interest to warrant inclusion, by recording and evaluating the special interest as it exists today, taking account of how events since designation have affected the character of the area. It will also allow the opportunity to consider whether areas previously omitted should now be included, as conservation theory and practice has evolved since the time of designation. Townscape once deemed to be of no significance may now be considered to have a special character worthy of designation, or it may warrant consideration in terms of how it influences the existing Conservation Area (such as affecting its setting).

This information will comprise of descriptive text supported by photographs, maps and other graphical material. It will also identify opportunities for future enhancement and preservation of elements of significance within the conservation areas, which will provide a basis for its positive management.

To be successful, the appraisal must be prepared in consultation with the many interests involved in the conservation area's future. Consequently, this appraisal has been prepared in close discussion with the Town Council, the Sandbach Conservation and Heritage Group and by engaging with other stakeholders, including English Heritage and through community consultation.

In order to be as effective as possible, to enable ease of future review and to provide a vehicle for conservation led regeneration, the appraisal and management proposals should be as focused and as practical and concise as possible.

Whilst this appraisal seeks to assess the area's special architectural and historic interest as comprehensively as possible, it cannot cover the minutiae of all issues. Consequently, any omission of a particular building, feature or space should not be taken to imply that it has no value or interest. The appraisal is the starting point; any development proposals within or in proximity to the conservation area should fully consider the implications upon it, having regard to national and local policies and the wider objectives of the character appraisal and management plan. Such proposals should be informed by a level of conservation assessment commensurate with the scale of the project.

The appraisal is also an important snapshot in time, which in due course will inform future assessment and management as a record of the issues that affected and shaped the conservation area in the early 21st century.

2 Planning Policy Context

Conservation areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 72 of this Act relates to the fact that in determining a planning application, special attention must be paid to the desirability of preserving or enhancing the character or appearance of the area. This document should be read in conjunction with the National Planning Policy Framework (NPPF).

The NPPF sets out how the Government intends to deliver sustainable development through the planning process. It expressly states that sustainable development is about achieving positive growth, balancing economic, environmental and social considerations. There is little doubt that the NPPF is pro development, with a strong presumption in favour of sustainable development. However, the framework also recognises the finite nature and value of our built heritage and the need for this to be properly assessed and where appropriate protected in a manner commensurate with the sensitivity of the heritage asset. Conservation areas are termed designated heritage assets in the Framework. Consequently their importance is elevated by this designation.

Sections 7 and 12 of the NPPF set out the main policies in respect to the historic environment and achieving high quality design. The key messages are:

- Local planning authorities should set out in the Local Plan a positive strategy for the conservation and enjoyment of the historic environment
- The value of the historic environment in creating sustainable and viable communities, including the benefits to the local economy
- When considering the designation of conservation areas, the area's special architectural or historic interest should justify designation, otherwise the concept is de-valued
- When considering the impact of proposals on a designated heritage asset great weight should be given to the asset's conservation. Substantial harm should be exceptional, whilst less than substantial harm should be weighed against the public benefits of the development
- In conservation areas and within their setting, there are opportunities for new development to enhance or better reveal their significance (such as by replacing inappropriate development or enhancing key spaces and views)
- Not all parts of the conservation area will necessarily contribute to its significance. However, loss of a building or structure that contributes to the significance of the conservation area will amount to substantial or less than substantial harm, taking into account the impact upon significance of the conservation area as a whole
- Design mediocrity has reduced confidence in new development
- Good design is a key aspect of sustainable development and is indivisible from good planning
- Securing high quality and inclusive design goes beyond aesthetic considerations
- Permission should be refused for development of poor design that fails to take the opportunities presented by a site
- Where a degree of special protection to protect amenity is required then an Area of Special Control Order may be approved (there is a requirement to consult with local trade and amenity organisations)
- Planning policies and decisions should not seek to impose architectural styles or particular tastes and should not stifle innovation, originality or initiative, but it is appropriate to seek to promote or reinforce local distinctiveness
- Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment

The Borough Council has a statutory duty to review its conservation area designations, to consider any new areas from time to time, and to formulate and publish proposals for their preservation and enhancement

At present, the policies relating to conservation areas are contained within the saved policies of the Congleton Borough Local Plan. A new Cheshire East wide Local Plan is being prepared but at the

time of writing this appraisal, no specific Development Management policies are in place. Draft Development Strategy and Emerging Policy Principles have been consulted upon, the latter of which identifies the policy principles that will provide the basis for strategic policies in Cheshire East. The Core Strategy will be consulted upon in October/November 2013. This includes a positive strategy towards heritage conservation and achieving design quality as part of reinforcing the unique character of Cheshire East. It also aims to strengthen quality of life in the Borough whilst also delivering sustainable development.

However, for the time being, the saved policies form the basis for determining planning applications in these areas alongside the NPPF. Consequently, for the time being, this appraisal should be read in conjunction with the following policies.

The key saved policies on the historic built environment in the Congleton Borough Local Plan are:

GR1 Design policies for new development
GR2 Design
BH2 Demolition of listed buildings
BH3 Change of use or conversion of listed buildings
BH4 The effect of development on listed buildings and their setting
BH5 The effect of development on historic environment assets
BH6 Non-statutory list of buildings and structures of architectural and historic interest
BH8 Conservation area boundary designation, extension and alteration
BH9 Proposals for development affecting conservations areas
BH10 Demolition of buildings within conservation areas
BH11 Development affecting sites scheduled ancient monuments
BH12 Development affecting sites of archaeological significance
S11 New shop fronts and alterations to existing shop fronts
S12 Installation of solid lath/similar security shutters
S13 Installation of lattice/mesh grille security shutters
S14 Advertisement policies in general
S15 Advertisements in conservation areas
S16 Environmental improvements and traffic management

The new Cheshire East Local Plan

The Council has recently consulted upon the Draft Development Strategy and Emerging Policy Principles and these will inform the Core Strategy of the Local Plan. At the time of writing this appraisal the Core Strategy is being written. This document will translate the policy requirements of the NPPF at the local level. Specific sections of Core Strategy will set out the policy requirements in relation to both design and building conservation, supplemented by the future site allocations and Development Management Policies and Supplementary Planning Documents.

Key policy messages in relation to built heritage and design are:

- That conservation area designation does not mean 'preserve in aspic', as there is scope for positive development to preserve or enhance the conservation area
- Positive management of the area's built heritage is important from an economic as well as an environmental perspective, but especially in terms of preserving Cheshire East's unique character
- That high quality design is indivisible from good planning and that it is fundamental to sustainable development (in particular reinforcing sense of place in historic settings)
- Good conservation practice does not stifle design innovation but it should be shaped by the local context

- Achieving good design is not just the aesthetic quality but also how the development performs in terms of usability and managing its environmental impact

In addition to the specific Development Management and area based policies that will be in the new Local Plan, it is envisaged that a Design and Heritage Supplementary Planning Document will also be produced. This will provide more detailed policy guidance to support Local Plan policies and will act as a policy 'thread' between the more general policies in the Local Plan and the specific management proposals contained in individual conservation area appraisals and management plans.

As part of establishing the evidence base for the Local Plan, a Town Strategy has been developed for Sandbach along with other towns in Cheshire East. The strategy sets out a number of community priorities for the town and development options. The Town Council has not endorsed the specific development options in the strategy but it has endorsed the vision and objectives set out in the strategy. Key objectives include:

- Promotion of tourism and the visitor economy
- Enhance and promote the town centre and make it accessible to all
- An integrated transport system that provides access for all
- Promoting community facilities
- Preserve and enhance the historic and natural environment of the town

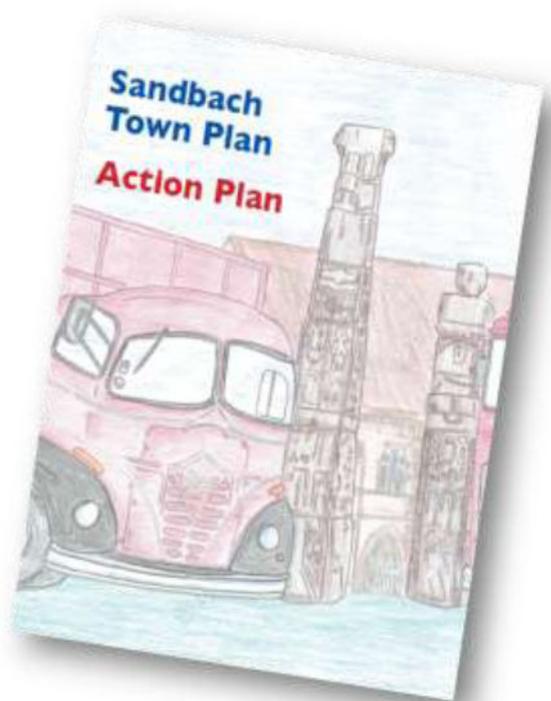
The Sandbach Town Plan

The community of Sandbach has set out a framework for the future management and improvement of the town, drawing on the input by residents, businesses and community interests. Conservation issues are highlighted primarily in actions 24-30 of the action plan. Relevant key actions highlighted are:

- Preservation and care of green spaces
- Improvement of the High Street, in particular the quality of shop frontages and signage
- Tackling grot spots around the town
- Better maintained pavements and encouraging cycling
- More control over late night drinking
- More variety of markets and events
- Protection of distinctive buildings and tighter planning controls in historic areas
- Tighter regulation on shop fronts and signage
- Heritage interpretation and publicity
- Support for improved ICT infrastructure
- Improve safety of areas including alleyways
- Improve pedestrian safety and traffic management



Proposed structure of the new Local Plan



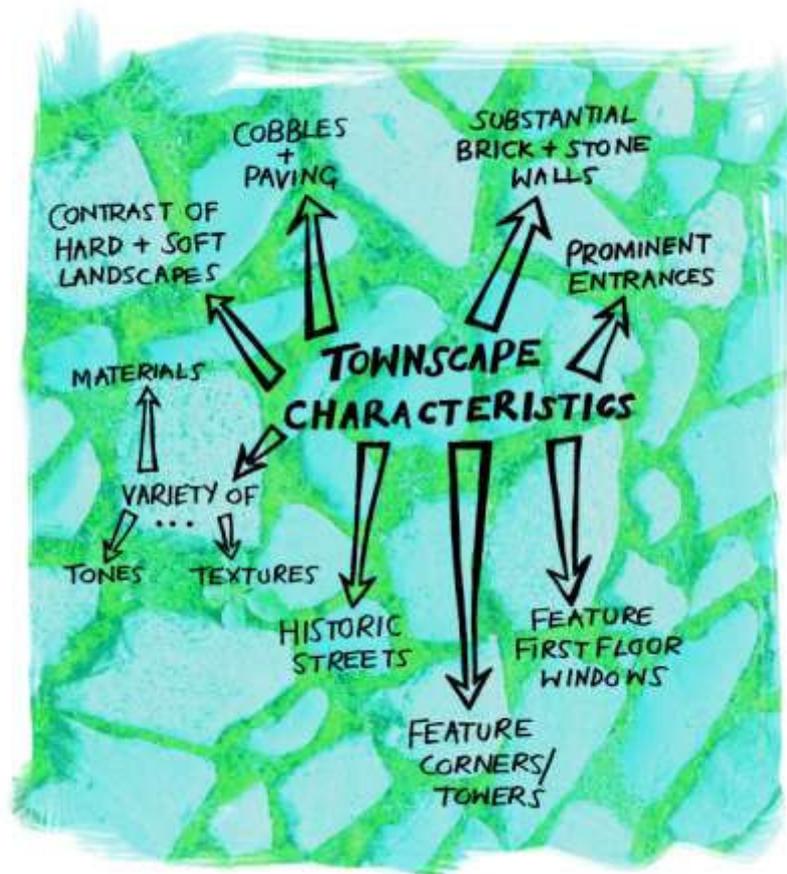
Sandbach Town Plan, prepared by the local community of Sandbach

3 Summary of special interest

Sandbach Conservation Area is a multi period conservation area that encompasses different eras of town development. These character areas exhibit specific and varied townscape characteristics and features of special interest that will be explained area by area later in this appraisal. The town centre retains its identity as a market town which has a medieval heart focused upon the historic market square and church. This core area is surrounded by attractively grouped buildings and structures dating from the 16th to the 19th Century. Contrasting, distinct character areas to the north further enrich the significance of the Conservation Area, reflecting the Victorian and early Edwardian expansion of the town, initially in a linear fashion along key routes and then infilled by later Victorian/Edwardian growth.

Key elements of significance are:

- Key landmark buildings of different periods, many of which are listed
- St Mary's Church and its grounds act as both a key landmark but also a green heart for the town, which is visible in several key vantage points, particularly from the south, east and west
- Other key historic buildings define focal points in key views, including the Town Hall, the Literary Institute, Old Hall, The Black Bear and the Swan and Chequers
- The historic medieval and post medieval street pattern is largely intact and is particularly evident in Well Bank, Crown Bank, Hawke Street, Church Street, Front Street, Back Street, Hope Street and part of High Street. The latter having been re-developed by Georgian and Victorian buildings
- A stronger sense of enclosure and urban character in the northern area with buildings defining edges of the public realm and largely continuous frontages. The townscape in the south is of a more organic, informal character, with enclosure created by boundaries as well as buildings and with areas of private frontage
- Pedestrian lanes and streets radiating from the market square are a remnant of the historic medieval townscape in the southern part of the conservation area
- There is townscape contrast between the greener character of the southern part of the conservation area and the harder, more urban townscape to the north. The churchyard is the key area of green space and mature landscape in the conservation area
- The cobbled market square defines the primary space with its historic Anglo Saxon crosses and enclosure by a number of characterful buildings
- The later townscape phases in the Hightown area and Green Steet/Welles Street have a more formal, planned character reflecting their development in the Victorian period
- Several monuments exist within the conservation area creating focal points within the townscape (all are protected)
- A rich variety of architectural detail including a number of timber framed buildings, Georgian and ornate neo-gothic Victorian architecture and some reasonable early 20th century early modernist architecture. The richness of features above eye level extends from high status landmark buildings to lower status, everyday buildings
- Areas of historic cobbled streets and pavements predominantly within the medieval core area, with sporadic remnants of Victorian surfacing comprising stone sets and gulleys and blue brick paving
- A mix of uses predominantly focused on retail with a high percentage of local independent retailers. The town centre is primarily active during the daytime rather than the evening
- Historical events and commemorations associated with the town, not least the skirmish at Scotch Common, the weekly market and two fairs and more modern events such as the annual transport festival



Mind maps summarising elements of the significance of the conservation area



*Congleton Road elevation of the
Swan and Chequers*

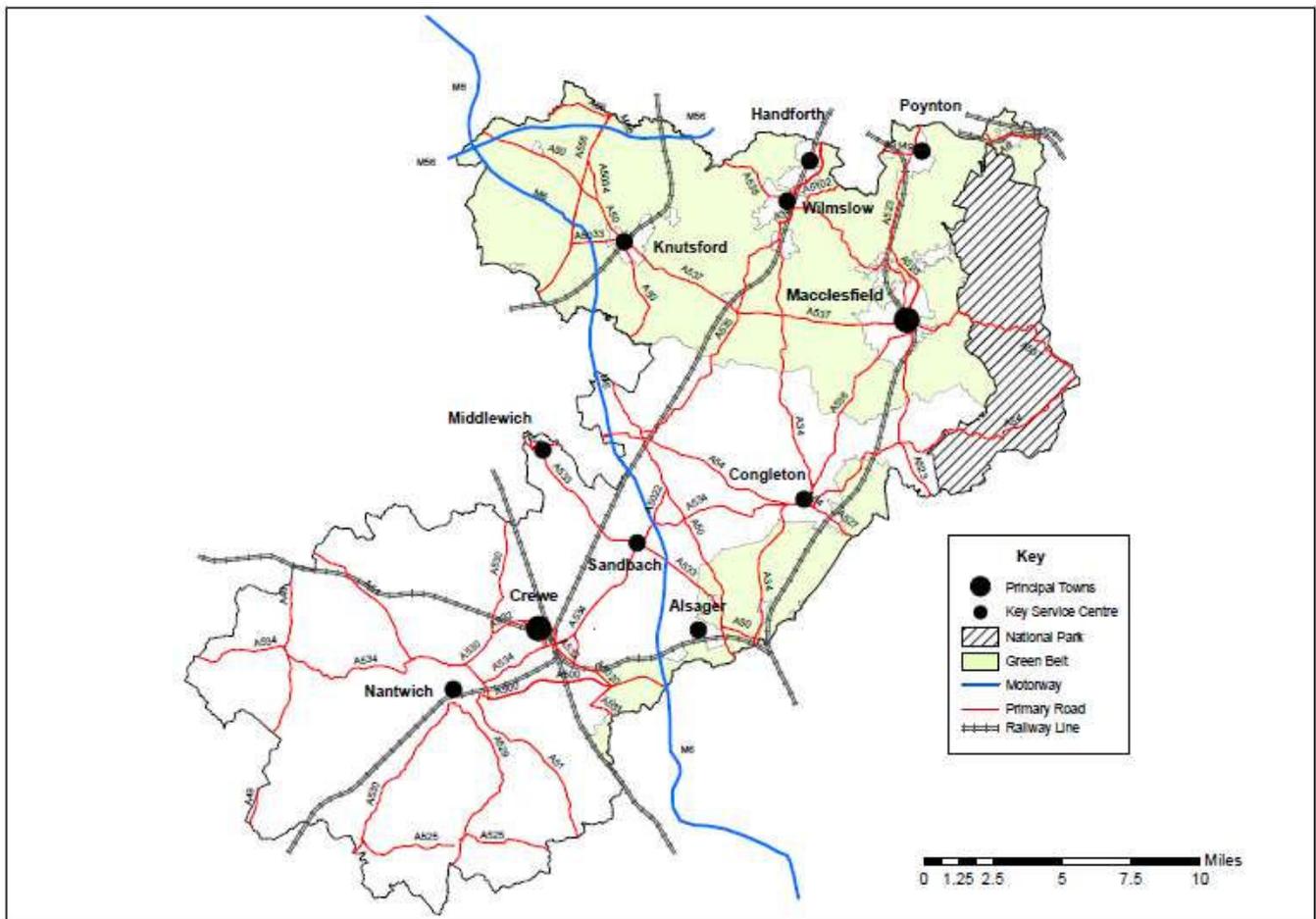
4 Assessment of special Interest

4.1 Location and wider setting

Sandbach's location and context

Cheshire occupies the low-lying plain between the Pennines and the North Welsh uplands. Historically it has been the main corridor of communication for journeys between the south and the North West of England and between England and the North Welsh Coast and ports for Ireland. Sandbach lies in the southern part of the county.

Sandbach is a modestly sized town with circa 17,000 residents and is located centrally but slightly to the south of the borough. It lies a mile to the west of junction 17 of the M6 and also has good accessible links to other towns in the borough, namely, Congleton, Alsager, Middlewich and Crewe. In the 1990s, the town was bypassed by the construction of Old Mill Road, which impacted significantly upon the townscape of the south western corner of the town centre but which took much of the through traffic out of the conservation area.

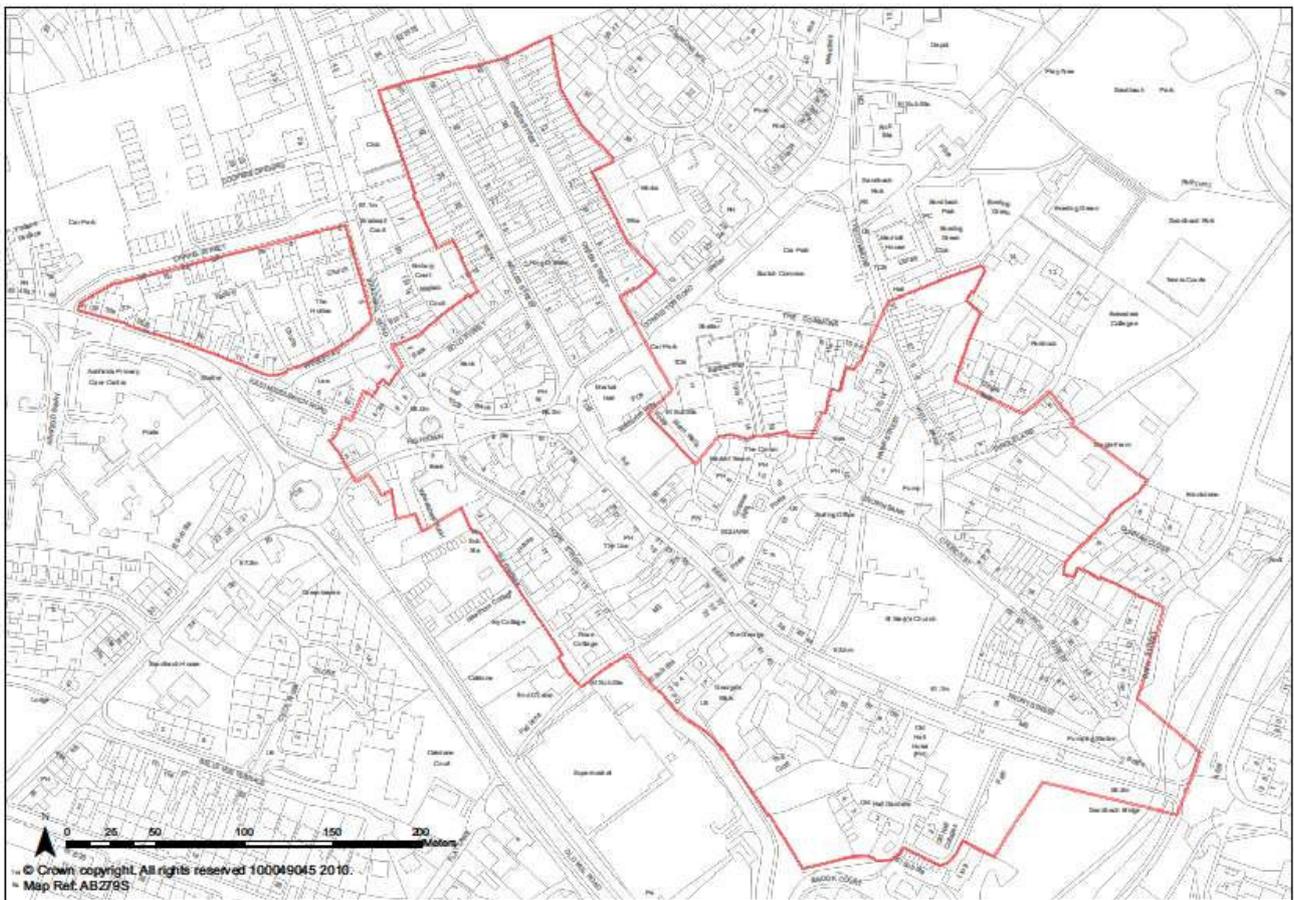


Map 2 Sandbach's location and context in relation to Cheshire East as a whole

The Town Centre Conservation Area

The Sandbach Town Centre Conservation Area is approximately 11.4 hectares in area and relatively compact based around the commercial and historic town centre. The town expanded in a ribbon pattern outwards along the principal roads to Middlewich and Crewe, parts of which presently lie within the current conservation area. In the late Victorian period, further expansion occurred to the north east, creating the terraced suburb of Green and Welles Street.

First designated in 1970, the conservation area included the area around St Mary's Church and Market Square. It was extended in 1976 to include Hightown and then again in 1995 to include Welles Street, Green Street, Bold Street, Wesley Avenue and Chapel Street. When these additional areas were designated, no formal assessment and/or analysis appears to have been undertaken as to the significance of the additions; they were just felt worthy of inclusion. It also split conservation area into the main area and a smaller section, with the area in-between on Wesley Avenue and part of Old Middlewich Road being excluded.



Map 3 the current boundary of the conservation area

Geology

Sandbach is located on the Cheshire Plain, an area extending from the Peak Fringe to the Dee estuary and contained by the mid Cheshire ridge in the west. Its landscape is characterised by gently undulating, often flat countryside. During the last ice age, retreating glaciers deposited a thick glacial till across the Cheshire Plain, overlaying deposits of heavy clays, sand and gravel. Post glacial forestation led to large areas of woodland across the plain, but subsequently, after many hundreds of years of human occupation and the extensive clearing of woodland, grassland and pasture began to dominate the landscape. This provided grazing land and ultimately led to widespread dairy farming in the area.

Significant tree coverage in medieval times provided a ready and plentiful source of timber for building. This heavily influenced the early local vernacular of timber framed buildings. A number remain, principally within the southern part of the Conservation Area with several fine examples, not least the Jacobean Old Hall, on High Street.

The presence of clay soils also probably led to the production of local brick and roof tiles, influencing the shift from timber framed to masonry buildings in the 18th century. The change from vernacular to more polite building design is evident in the Georgian buildings located in the Conservation Area. Proximity to the brick manufacturers in the potteries and the capacity to transport materials from further afield accelerated the use of mass manufactured bricks and roof tiles through the Victorian and Edwardian period, eventually leading to it becoming the predominant material in the conservation area.

The cobbled surface of the square and some historic streets reflects the local availability of this material. It is reputed that cobbles were 'harvested' from the fields and laid by the women folk of the town. In reality much of the cobbled surfacing has been re-laid in more modern times, including the square, which was substantially re-laid in Victorian times, and again in 2009.



Cobbles are a key characteristic of Sandbach

Topography

The wider topography around the town is generally quite uneventful. However, that of the town centre is a little more characterful. Sandbach straddles the valley of The Brook (The Bec), a tributary of the River Wheelock, essentially coalescing with the former village of Sandbach Heath to the south. Historically the settlements were separated by the valley, watercourse and latterly man made water bodies associated with the now demolished Brook Mill silk factory.

The landscape within the valley has been subject to ongoing change over the last 200 or more years as a result of the industrialisation and urbanisation of the town and more recently, highway improvements to create Old Mill Road. Consequently, the modern day landform is rather artificial and much altered, making it difficult to envisage how it would have been historically.

Church Street, leading up to Hawke Street, conveys the relatively steep gradient that would have characterised the southern High Street prior to it being bridged in the latter part of the 18th century. When Town Bridge was constructed, the levels of the southern part of High Street were increased considerably creating a shallower gradient into the Conservation Area from the bridge to the church, which then steepens for a short distance before it levels out towards the cobbled market square.

This sets the southern part of High Street above the area of Front Street and Church Street creating attractive views and prominence for the properties on Front Street, with the Church as a backdrop. This vista is often exploited by photographers wishing to capture the historic essence of the town.

The 'remodelling' of the southern part of the conservation area in the 18th and 19th centuries also incorporated extension of the churchyard and the construction of the substantial Sandstone wall that contains it (including the distinctive stone steps leading from Front Street to High Street). The prominence of the church has increased as a consequence of these works, resulting in an artificially enhanced setting and wide ranging views



Artificially elevated church site and Sandstone wall

from the churchyard over the southern part of the conservation area. The wall is a strident but also attractive feature in the public realm of Front Street and Church Street, in essence 'elevating' the church above the secular townscape surrounding it.

Land form is also an important characteristic in the other areas of the southern part of the conservation area, leading down from Scotch Common into Well Bank and from the cobbles into Crown Bank and Church Street. This helps to reinforce its intimate and informal character and to create informal viewpoints within the area.

From the east on Dingle Lane, the land falls south westward into the Conservation Area to Well Bank, also creating attractive views into the Conservation Area. This green lane creates an informal vantage point where the conservation area can be experienced in a different way. This is the last remaining green lane into the area.

In contrast, the area of the town centre north and west of the square is relatively flat with a much shallower gradient resulting in a less dramatic townscape where the grouping of buildings, punctuated by landmarks and their relationship to space is the most distinctive characteristic, rather than the underlying landform and its influence on townscape. The quite distinct contrast between the steeper topography of the southern conservation area and the flatter northern area also reinforces the sense of arrival upon reaching the heart of the conservation area.

Landscape and setting

The Parish Church stands dominantly on its elevated spur of land, surrounded by mature trees within the church yard. This sense of greenness reinforces its dominance as a landmark and the quality of the southern approach on High Street. In Church Street, the effect is less noticeable until much closer to the church, because of the narrowness of the street, its irregular alignment and the tightly arranged buildings, channelling and shortening the view.

Along High Street, west of Town Bridge, the green gateway character is reinforced by the densely wooded area to the south, up to Old Hall and the tree lined embankment between High Street and Front Street to the north. This connects the southern belt of landscape with the trees in the church yard.

Other pockets of landscape help to characterise the southern part of the conservation area. A small triangular greenspace situated between Well Bank and Crown Bank creates a focal point in short views, whilst the garden area to the recently refurbished Old Hall, also creates a pleasant green space in the High Street area, situated opposite and complimenting the greenness of the churchyard. Domestic gardens in Front Street, Church Street, High Street and Well Bank further add to the landscape quality and informality of this part of the conservation area.

Recently, further landscape has been introduced into the conservation area with trees planted as part of the refurbishment of the square in 2009. However, the constraints of the space and relationship to buildings have limited the number and the species so that it will have a relatively modest landscape impact in the longer term.

The swathe of mature trees within the Brook valley and alongside Dingle Lake creates a dense green edge, largely reducing the visibility of the town centre from the south. Whilst this is an attractive, soft foreground to the Conservation Area it does mean that the area is largely hidden, except in occasional glimpse views and in views at the junction of Old Mill Road and High Street. When trees are in full leaf, the town centre is largely invisible from the south east.

Mature landscape in High Street toward Town Bridge

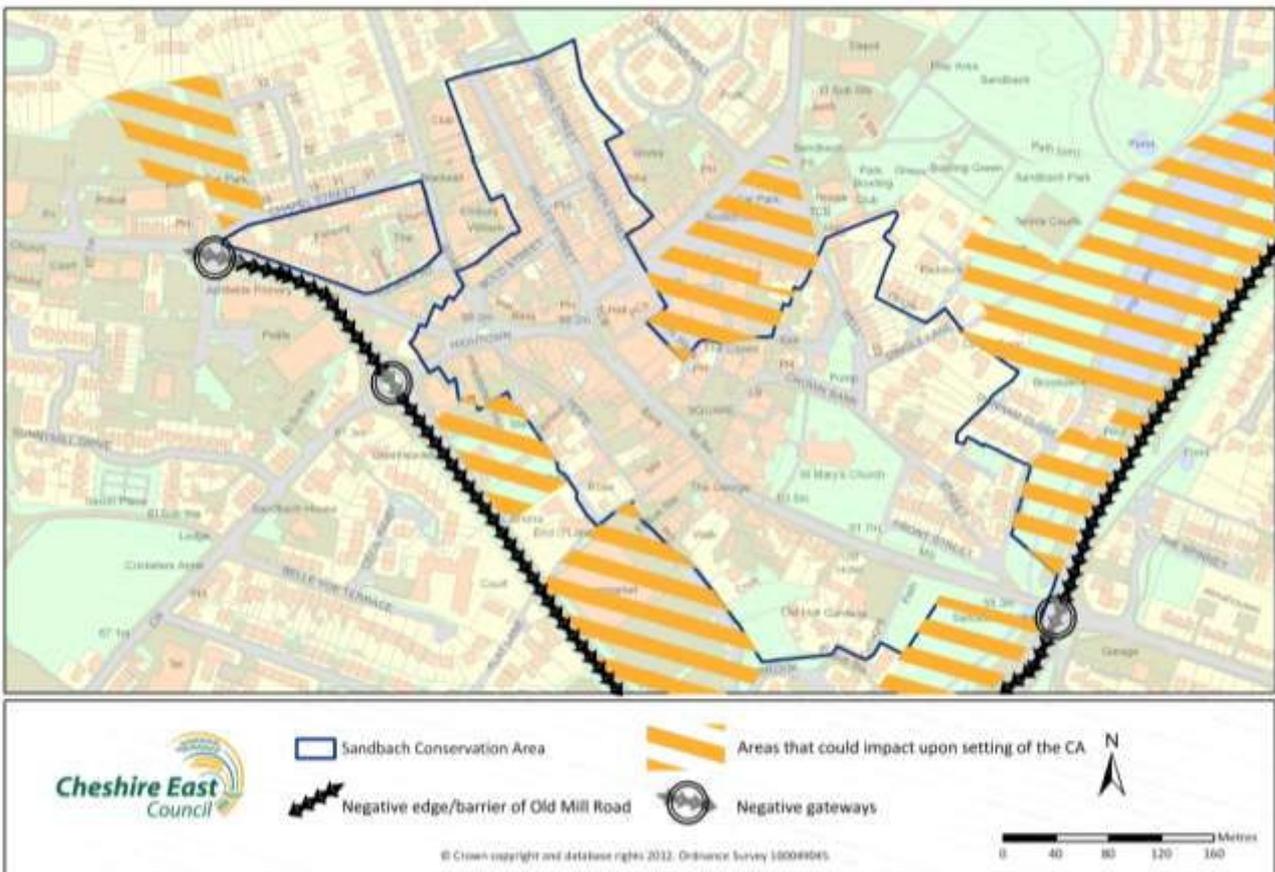


The southern belt of landscaping extends northward up Brookhouse Road, to the rear of properties off High Street. The landscaping encloses the rear of High Street and helps to contain views. To the north east, beyond Dingle Farm, greenness extends with a block of trees to the east of Dingle Lane, which merges with the landscape in the southern area of Sandbach Park.

In the area of Scotch Common and around the library, to the north of the conservation area, a number of mature trees help to define the gateway from Congleton Road. The trees surrounding Scotch Common help to soften it but they have a limited wider townscape impact due to their modest height and therefore lacking the presence of true street trees in creating greenness and structure within the townscape.

The northern part of the conservation area is almost entirely devoid of trees and planned landscape, green space is restricted to curtilages. The edge of the Ashfields medical centre has some trees and landscaping but they have very little impact in defining the entrance into the area from the west.

Old Mill Road, creates a very engineered environment immediately to the east, south and west of the town centre. Whilst it is outside the conservation area, it does have a bearing on its setting, as it forms a significant barrier between the town centre and surrounding townscape, creating quite a negative impression of place, particularly evident at the nodal points/junctions. This is especially apparent where it skirts around the south western edge of the town centre and is aligned by open car parks, inanimate building edges and areas of open land without function, creating a fractured townscape. This influences impressions of Sandbach's town centre and has some bearing on impressions of the conservation area. The junction with Crewe Road is particularly an issue because townscape with heritage value is presently separated from the town centre by the roundabout, and because of its immediacy to the conservation area. Consequently, whilst this is probably the least engineered of the main gateways, it is still poor for pedestrians, affecting perception of the conservation area. It also influences the quality of views into and out of the area.



Map 4 Setting and negative features

4.2 History and archaeology

Early history

There is limited evidence of prehistoric and Roman activity in the area and it is uncertain when occupation first started in Sandbach. The earliest reference to Sandbach appears in the Domesday Survey in 1086 when it was recorded as *Sanbec*. The name refers to a 'sandy valley-stream' presumably a reference to the local tributary stream of the River Wheelock.

The Domesday survey records a priest and a church at Sandbach, which implies a settlement of some size. Sandbach is known for its two 9th century stone crosses which now stand in the market place, and in the churchyard the remains of a further cross can be seen, together with two pre-Viking tombs slabs. The Domesday reference and the presence of these pre-Viking sculptures, suggests that there was a high status ecclesiastical centre at Sandbach, potentially even a Minster church, and this is most likely to have been located in St Mary's churchyard. The former sub-circular outline of the churchyard is still partially discernible on the Tithe map of 1840 and this shape is often associated with early medieval ecclesiastical foundations. The church and churchyard are located on a steeply elevated site, thus creating a prominent local landmark.



The iconography of the Sandbach crosses appears to be aimed at both monastic and secular Christian audiences, and it is for the latter that they were probably produced. The crosses and the other pre-Conquest sculptural fragments, strongly suggest that Sandbach was an important regional centre in the 9th century within the north-western part of the kingdom of Mercia, possibly associated with a school of sculpture, which was in contact with developments in continental art.

The fate of the minster is unknown but it is possible that along with a number of other ecclesiastical foundations, Sandbach may well have become a victim of the Viking raids, sometime during the late 9th century.

The minster church may have been responsible for a large area stretching as far as Middlewich and Davenham, but by the mid-13th century the parish had been reduced to just a core area around the church with two associated chapelries at Holmes Chapel and Goostrey. At this time, the lords of the manor had assumed the local name, with *Richard de Sandbache* the first individual recorded. Documentary records show that the manorial lands were clearly extensive and provided a large rental income. The manor of Sandbach passed through numerous families and was eventually bought by Sir Randulph (Randle) Crewe, who became Lord of the Manor.



The medieval settlement at Sandbach probably clustered around the church and the market place. Although Sandbach's market charter was not granted until the 16th century, such charters were often a legitimisation of an earlier market, and this was probably true of Sandbach. The market place is adjacent to the High Street, the main east-west

thoroughfare, yet none of the major roads of Sandbach runs directly into the market place. While the market place may have been a later addition to the town plan, its location next to the church equally suggests that it may have an early origin. This is a common occurrence in medieval settlements and

there are a number of examples of early medieval 'minster markets', where a market place is located by a gate of the minster enclosure.

Archaeological excavations undertaken in 1981 in the central market area of the town, although only small scale, clearly show that archaeological deposits dating from the medieval period do survive in the historic core of Sandbach. This evidence comprised domestic settlement, including a potential oven, enclosed within property boundaries.

The area of medieval settlement may have been formally laid out as the property boundaries running at right angles to the High Street frontage and backing onto Hope Street, appear to represent medieval tenements.

Post medieval

Sandbach did not have a borough charter and it did not receive its market charter until 1578/9 when Sir John Ratcliffe of Ordsall obtained a charter from Queen Elizabeth I, granting him the rights to hold a market and two fairs at Sandbach, but this may well have simply 'legalised' what was a much earlier informal event. The 'Market Hall' or 'Old Town Hall' was erected in the south of the market place. The space between the building's piers which faced into the market square was used for the incarceration of prisoners and for shops, whilst on the opposite side, facing onto the High Street were stalls used by butchers and other food sellers. The site of the old market hall was identified when works were undertaken to the square in 2009.

The town continued to develop in the Middle Ages and provided for the material as well as for the spiritual needs of the surrounding agricultural population. The original market was located on the cobbles and this area around the Market Square and to the east still has a pleasant country town environment with alleyways, black and white timbered buildings, old inns and shops.

Old Hall is the most outstanding example of a timber framed post medieval building in the town and is listed Grade I. It was built in 1656 by John Radclyffe, the son of Sir John Radclyffe, Lord of the Manor of Sandbach. It replaced a previous hall dating from the 13th century that was owned by the Sandbache family, destroyed by fire. There is also archaeological evidence of an earlier 12th century building on the site which apparently served as the seminary for priests attached to the local minster.

During the 17th century Sandbach was noted for the quality of its ales, which were popular in London, although production appears to have ceased by the late 19th century. The population of Sandbach in 1664 has been estimated from the hearth tax as numbering 664. Associated with this trade were the beer houses, public houses and inns of the town. The earliest surviving public houses are the Lower Chequer Inn which dates from the late 16th or early 17th centuries, the Black Bear Inn dated 1634, and the 17th century Fox Inn. In 1850 there were twelve establishments recorded as hotels, inns, taverns, or 'beer houses'.

The silk industry

A textile industry had been established in the Sandbach area by c.1809, when the Wheelock Mill was constructed. The Brook Silk Mill in the south-west area of the town, was built c.1850 by which time the silk industry employed upwards of 500 workers. Brook Mill had a significant influence on the town's development. The works comprised two large linear factory buildings with an associated large rectangular area of water called 'The Pool'. It is likely that 'The Pool' was originally a mill pond, supplying the large quantities of water used in the production of silk, but the boat house and tree lined walks shown on the OS First Edition suggest that this was also used as a leisure area.

Newfield Mill, dating from the mid 19th Century was located north of Scotch Common and may well have influenced the laying out of the Green Street/Welles Street area of the Conservation Area. The trade was still flourishing in 1882, and contributed to the prosperity of the town. The regional silk

industry may have begun to decline from the mid 19th century, and in towns such as Congleton the effects of this decline were offset by the establishment of a fustian-cutting industry. Fustian cutting was eventually introduced to the Commons Factory and the Town Mill in Sandbach. Other textiles were also produced, such as Worstead yarn and fabrics for country wear.

The mills were big employers in the town and approximately 500 women worked in the silk trade in 1861 plus children (half timers) and a few men.

The 18th and 19th centuries

Expansion of the town was further stimulated by the establishment of other local industries, such as shoe making, salt making, chemicals and engineering.

This urban growth resulted in modifications to the town plan, including the raising of the High Street to the level of the new bridge, an action which resulted in the original east-west route through the town (directly to the south of the church) becoming redundant, and the churchyard being enlarged. The population rose from just over 1,800 in 1801 to over 5,500 in 1901. The principal area of new development was in 'Hightown', located to the north-west of Sandbach's historic core. Hightown was an area of green field industrial and domestic development, including workers' terraced houses, typical of the Victorian period. Houses belonging to the employees of the shoe industry were built fronting onto Scotch Common, and also located in this area was the Newfield Silk Mill. The earliest reference to Scotch Common dates from 1583, and later it provided the location for Sandbach's two annual fairs. The common has a regular triangular shape formed by the converging Hightown and Well Bank roads, suggesting that its establishment was the result of planning rather than organic growth.

In 1889 the Old Town Hall was replaced by the present hall (located opposite Welles Street) at a cost of £5000. The spacious new building had the capacity to hold up to eight hundred people, and the old market hall was demolished in 1891, however the market place was still used as a venue for smaller subsidiary markets, Archaeological work in 2009 revealed the remains of the old brick built Town Hall and pits and post holes dating from the early 17th century.

The parish church of St. Mary's underwent periodic remodelling and rebuilding throughout the post medieval period. The building retains some mid 17th century architectural features, including a number of roof corbels, and masonry on its south side. Between 1847-9 the church was substantially rebuilt by the noted architect George Gilbert Scott. Scott was also the architect of the Church of St. John on Sandbach Heath, which was completed in 1861.



The non-conformist movement was well represented in the town and the surrounding area. The Wesleyans were established by 1744 and by 1785 the movement had twenty members, a figure which had risen to 100 in 1807. In 1872 a chapel was built on Middlewich road, although occasional services were held at the Commons Silk Factory. An Independent (Congregational) chapel was erected on Hope Street in 1836, with a Sunday School and burial ground established by 1860, and a new schoolroom added in 1893. In 1832 Primitive Methodists met in a small brick chapel on Union Street, as well as in a chapel at Ettiley Heath. A United Methodist Chapel was located on Bradwell Road.

The prominent non conformists were also the leading members of the Co-operative movement, which became quite a force in the town. The shops in Bold Street (with art deco influenced frontages) sold

a variety of goods, whilst the first floor was used as a reading room. The Co-op were responsible for Tuesday half day closing and annual holidays.

Sandbach is situated at the junction of a number of important routeways, a location which encouraged the establishment of a number of stagecoach services. In 1822 the London Service called at the George Hotel, whilst other services were run daily to Liverpool and Manchester. The date of the earliest Sandbach Bridge is unknown, but it may have been built c.1777 to replace an earlier ford. Industry in the town was further encouraged by the cutting of the Trent and Mersey Canal (c.1775), which passed through Elworth to the west and Wheelock to the south, and the construction of the Manchester to Crewe Railway (1840) to the west, which had a station at Elworth. This new transport system undoubtedly provided the commercial incentive for the expansion of the existing salt industry at Wheelock, and is likely to have had a positive effect upon the industries of Sandbach.

The 20th century

Sandbach continued to grow rapidly in the 20th century. Two major commercial automotive companies were based in the town, one site being located to the west of the Town Centre, which latterly became ERF and Fodens based in Elworth (off Moss Lane). Fodens became a world leading brand in lorry manufacture. These companies provided a significant employment base for the town. Jennings Coach Works was a large employer next to ERF, manufacturing cabs for lorries. The industry declined in the latter part of the 20th century and now very little remains of that industrial heritage, except the annual transport festival. One lasting townscape reference to the Foden name is Foden Terrace, off Middlewich Road, which presently lies outside the Conservation Area.

During the latter half of the 20th century larger scale developments within or on the edge of the town have been largely detrimental to its market town character. The modern shopping precinct of Penda Way/Sanbec Way and St. George's walk provide two of the key pedestrian gateways into the area but both feel tired, poor for pedestrians and are unsympathetic to the conservation area and its setting. Their architectural quality has detracted from the conservation area and they feel unwelcoming and hostile to pedestrians, particularly at night time. The servicing areas in Warmwalls and the area between Waitrose and Iceland are also a very unwelcoming place for pedestrians, with historic pedestrian routes running through them.

In High Street more recent buildings have had a detrimental impact upon the character of the conservation area, in particular Iceland, Boots and the units in front of Town Mill. The Post Office in Market Place is also a negative building in this attractive townscape.

Modern development at Sandbach has significantly increased the extent of the town, and has largely linked the settlements of Sandbach, Elworth and Wheelock to the town centre. At Sandbach and Wheelock development has generally been domestic, including large housing estates and their associated infrastructure: schools, leisure centres, parks, cemeteries etc. Elworth has undergone both domestic and industrial expansion, particularly to the west but some of those industrial sites are being regenerated for housing.

This overview of the historical development of the town explains how the town has continuously evolved and grown but that the pace of change in the 20th century accelerated quite dramatically. This pressure for change will continue as significant housing growth and further employment is anticipated and there are areas in the town centre that need to be regenerated. Consequently, in order to maintain a sense of place for the town, it will be important to protect its character, not least the character and quality of the town centre and in particular the conservation area.

Key historical events

The key visible archaeological features within the town centre are the Sandbach Saxon Crosses, designated as a scheduled monument (National Heritage List for England no.1011144). They are highly celebrated, and are also grade I listed structures, dating from the early to mid 9th Century. The

written history of the crosses is extensive and information is available from many published documentary sources. The crosses due to their age are vulnerable and are monitored by English Heritage.

Historically, the theory behind the origin and presence of the crosses was that they commemorated the conversion to Christianity of Peada, the son of the Saxon King of Mercia, King Penda. Peada was baptised in Northumbria before he married the Christian Princess Alchflæda and returned to Mercia (Sanbec) with the blessing of his father King Penda. The four priests accompanying his court then settled there to convert the locals to Christianity, establishing the Saxon Minster Church and a seminary for the four priests on the site of Old Hall. The community of priests were responsible not only for the conversion of the district but also subsequently for ministering to its religious needs.

However, research carried out by Jane Hawkes in 2002 and other archaeological work has not provided evidence of Old Hall being the site of a Seminary, and it is believed that it was the secular manorial centre. But, it is considered that the presence of the crosses and other monuments of the period suggest that the settlement was the site of an ecclesiastical centre or Saxon Minster, served by a community of priests.

The crosses were badly damaged either after the Reformation or during the Civil War by religious extremists. Except for the platform, base stones and a large part of one shaft, the stones were dispersed. They were recovered by Cheshire historian George Ormerod and in 1816 the townsfolk were persuaded to restore the Crosses as far as possible to their original state.

The English Civil War largely bypassed Sandbach, but a brief event has influenced the history and folk lore of the town. The Common which lies to the north of the Conservation Area (now the Scotch Common car park), was the site of a skirmish between Scottish Royalist Troops and the local population. The townspeople of Sandbach are said to have attacked the defeated Royalist army which was travelling through the town en route to Scotland at the time of the town fair. Since then it has been known as Scotch Common. This event is commemorated by a board located in the car park and there has been re-enactment in the town, involving the Sealed Knot. Although this is a historically significant site, it is not presently included in the conservation area boundary. The Commons was sold in 1917 and given to the people of Sandbach by Lord Crewe.



The plaque commemorating the Scotch Common Skirmish

Archaeological evidence

There is little evidence of significant prehistoric or Roman activity at present. However, Roman archaeology has been found in the wider area associated with important settlements to the north and west, namely Northwich, Nantwich and Middlewich. These towns were at the centre of salt production in the area and it is conceivable that more modest Roman settlement also occurred in the Sandbach area alongside transport routes to these settlements, particularly Middlewich.

The presence of the Anglo Saxon Crosses and the fragments suggests a significant religious centre in the early 9th century and that the settlement flourished in the pre-Viking period. However, as outlined above, there is a certain amount of conjecture about the history and purpose of the crosses themselves.

During the Medieval period interest remained focussed on the market Square, parish church and surrounding area, including the Old Hall. Early post-medieval occupation is evidenced by standing archaeology in the remaining early timber framed buildings dating from the 17th century. The property boundaries in the High Street area north of the square and in Church Street indicate medieval or early

post medieval expansion of the core of the town along the main street running through it. Indeed, the settlement expanded quite substantially compared to its pre-conquest origins.

Excavation in the 1980s suggested archaeological remains are resnet in the core area of the town centre but that they are ephemeral and liable to disturbance. The Local Plan therefore identifies 2 specific areas within the defined Area of Archaeological Potential, namely early medieval and medieval zones. These are indicated on the plan opposite.

Further archaeological work was undertaken in 2009 during the re-laying of the cobbles in the market square when the footprint of the original town hall was revealed situated on the frontage of the square. In 2011 a watching brief was carried out during renovations at Old Hall, but revealed little additional evidence

The Brook Silk Mill site and other industrial sites provide continuing post medieval archaeological interest within or close to the conservation area.



The Saxon crosses on the Cobbles



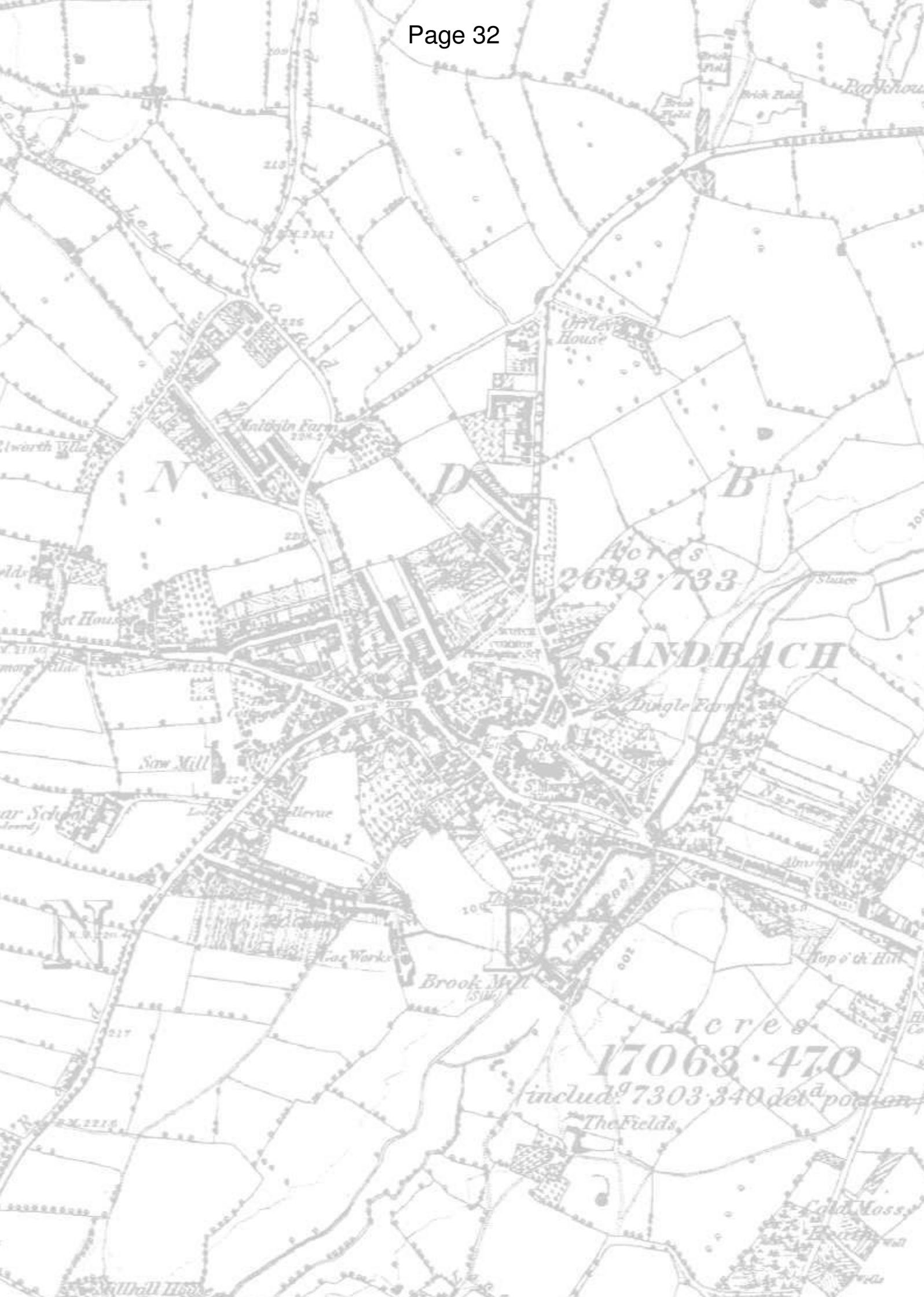
Tomb and cross fragments reflect the importance of Sandbach in Saxon times



Late-medieval pit and foundations of the demolished town hall – Market Square archaeological works 2009



Map 5: Archaeological potential and zones



N

D

B

Acres
2693.733

SANDBACH

Acres
17063.470

includes 7303.340 det^a portion
The Fields

4.3 spatial analysis

Morphology of the conservation area

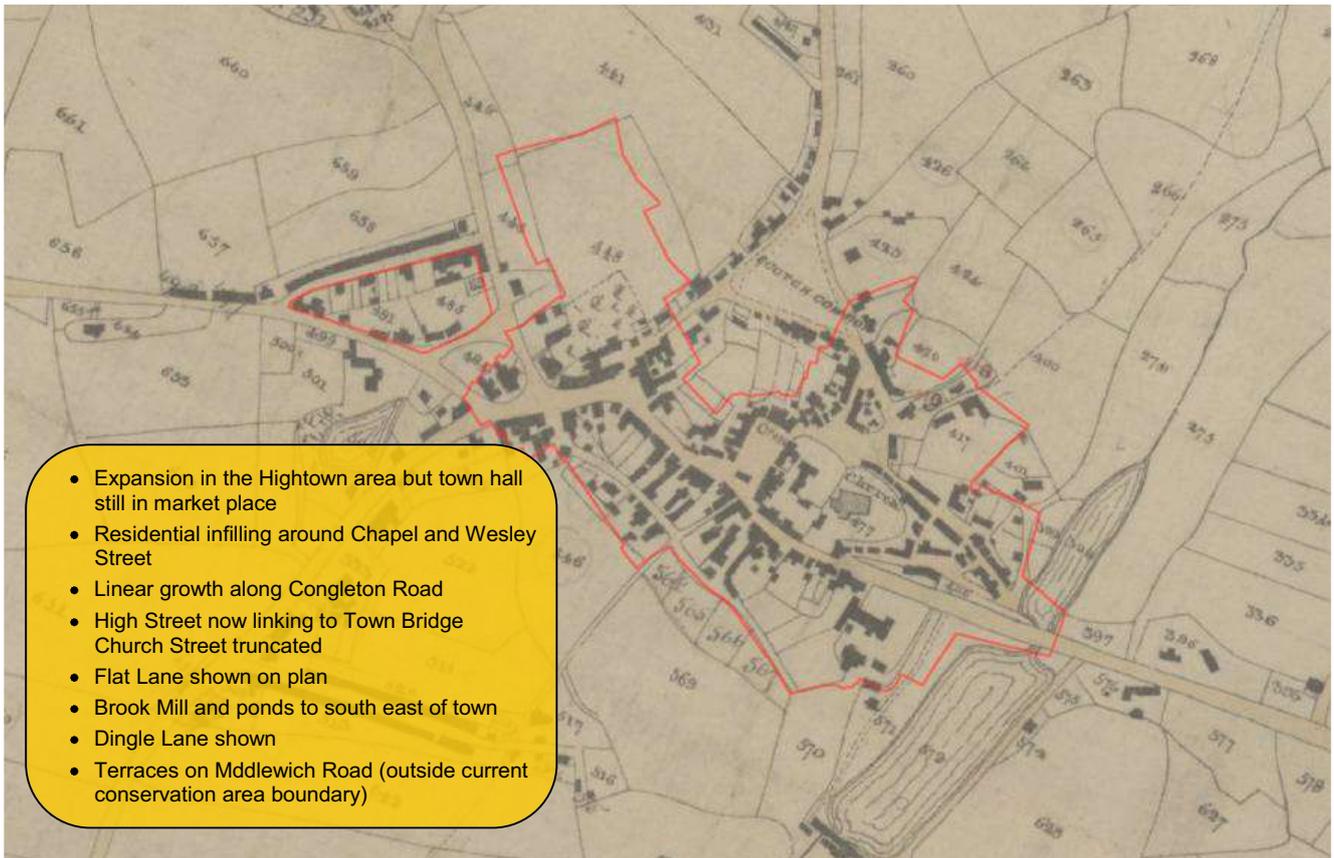
The morphology of the area is its arrangement of street and blocks, plot subdivision and positioning of buildings and how this has changed over time. Where the plot subdivision is small and frequent, the town is considered to have a 'fine grain', where plots are larger, with fewer, larger buildings then the grain is considered to be 'coarse grain'. A fine grain has been retained across much of the town centre, as demonstrated by the figure ground drawings below. These compare the urban form from the mid 19th century with that of the present day



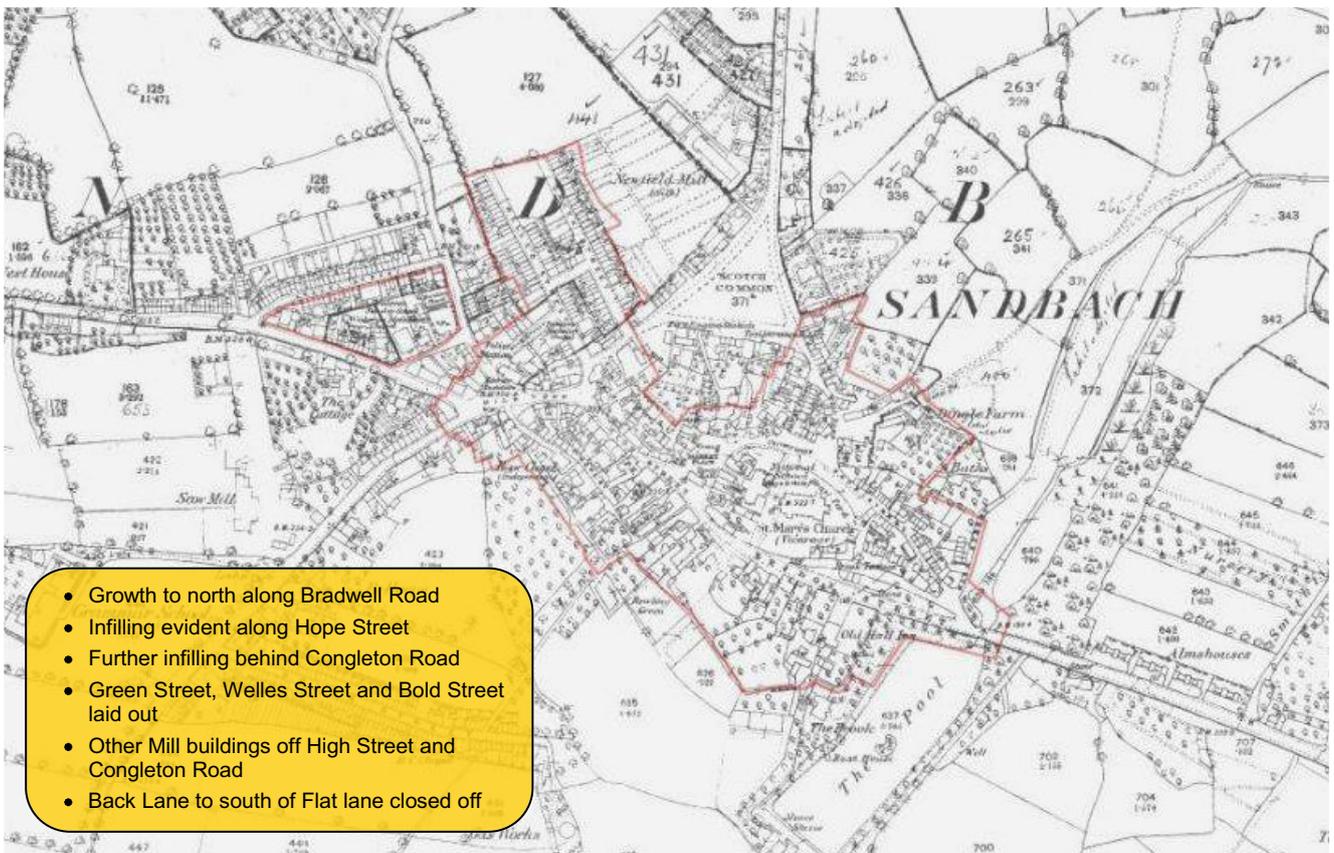
The earliest detailed map for Sandbach is the Tithe map of 1841, which clearly shows the layout and grain of the town. Within the conservation area this has not changed significantly to the present day. The road network remains the same, with the exception of the bypass built in 1986, which cuts along the rear of the Gardens and links up with Middlewich Road, near Hightown. The later ordnance survey (1st Edition OS map surveyed in 1874 and published in 1884) shows the expansion of the town to create the Bold Street, Welles and Green Street terraces that took place later in the 19th century.

A map regression exercise over the following couple of pages further reviews the morphology of the town, highlighting changes that have occurred but also the elements of consistency that remain to the present day and which form part of the townscape character of the conservation area.

By analysing the sequence of maps it is also possible to identify 'hidden' history and patterns of buildings and uses that existed but which have been overlaid, leaving remnants of historical significance (including surviving buildings or parts of buildings in different uses, or in different townscape contexts).



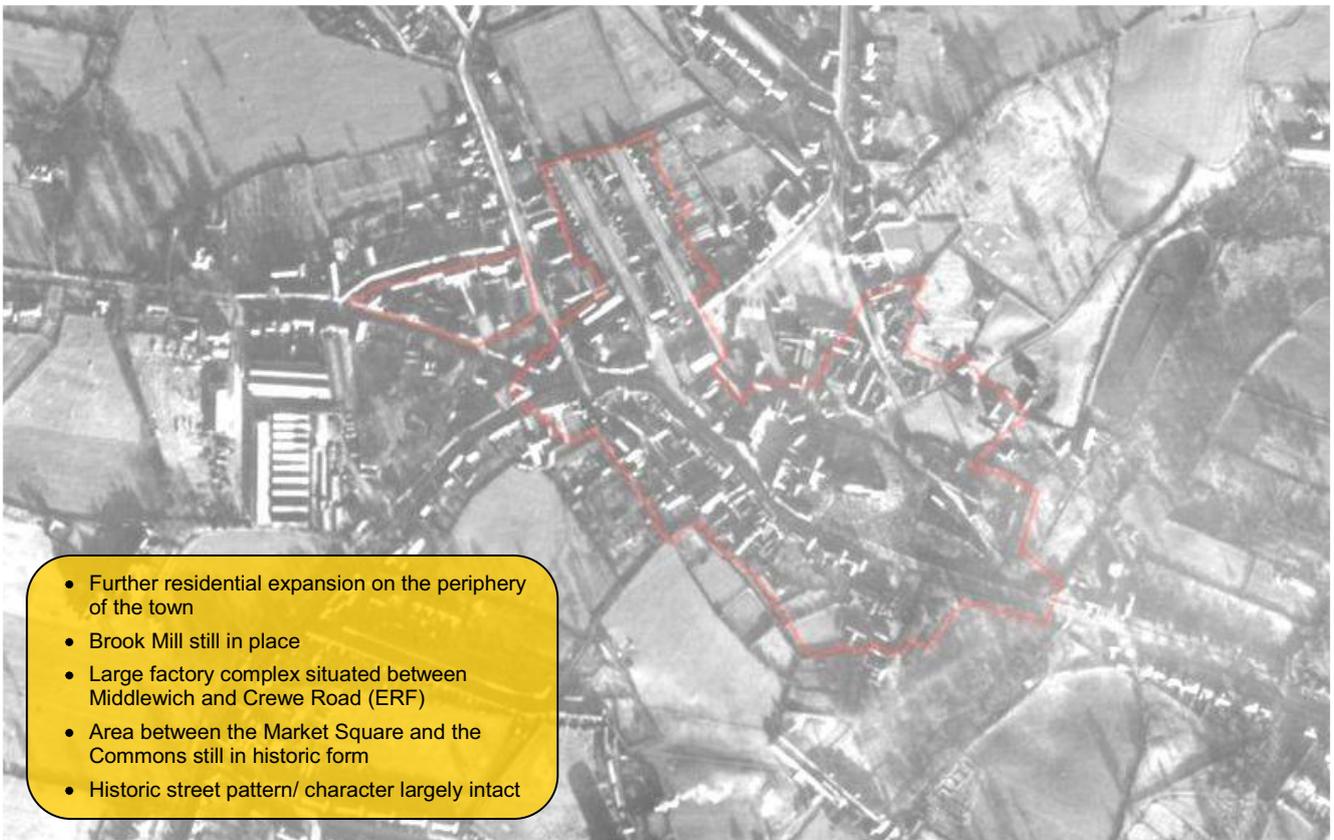
Tithe Map 1840



OS 1st Edition 1875



OS 3rd edition 1910



Aerial photograph 1947



Aerial photograph present day

Character and inter-relationship of spaces

There is one key civic space in the conservation area, the market place, known locally as ‘the Cobbles’ and located at the centre of what was the medieval township. During the latter part of the medieval period Sandbach began to develop a linear character with expansion along its main street which developed into the High Street, initially what is now Church Street, through to Middlewich Road, with secondary lanes intersecting with this primary route. Subsequently, with the Victorianisation of the High Street/High Town area, other secondary spaces have developed at these nodal points with the High Street (such as the space outside the Literary Institute in Hightown).

The potential of these incidental spaces along High Street is undermined, and, to an extent, obscured by the traffic dominance in the northern part of the town. The cobbles on the other hand have benefited from enhancement to sensitively improve the space, including limitation upon vehicular access. As a consequence, there is a strong contrast between the spatial quality of this and other hard spaces in the conservation area. These other spaces offer the potential to create a more extensive, better quality public realm in the future, if the traffic management issues can be addressed



The Cobbles – recently refurbished and traffic managed, creating a people focused public realm

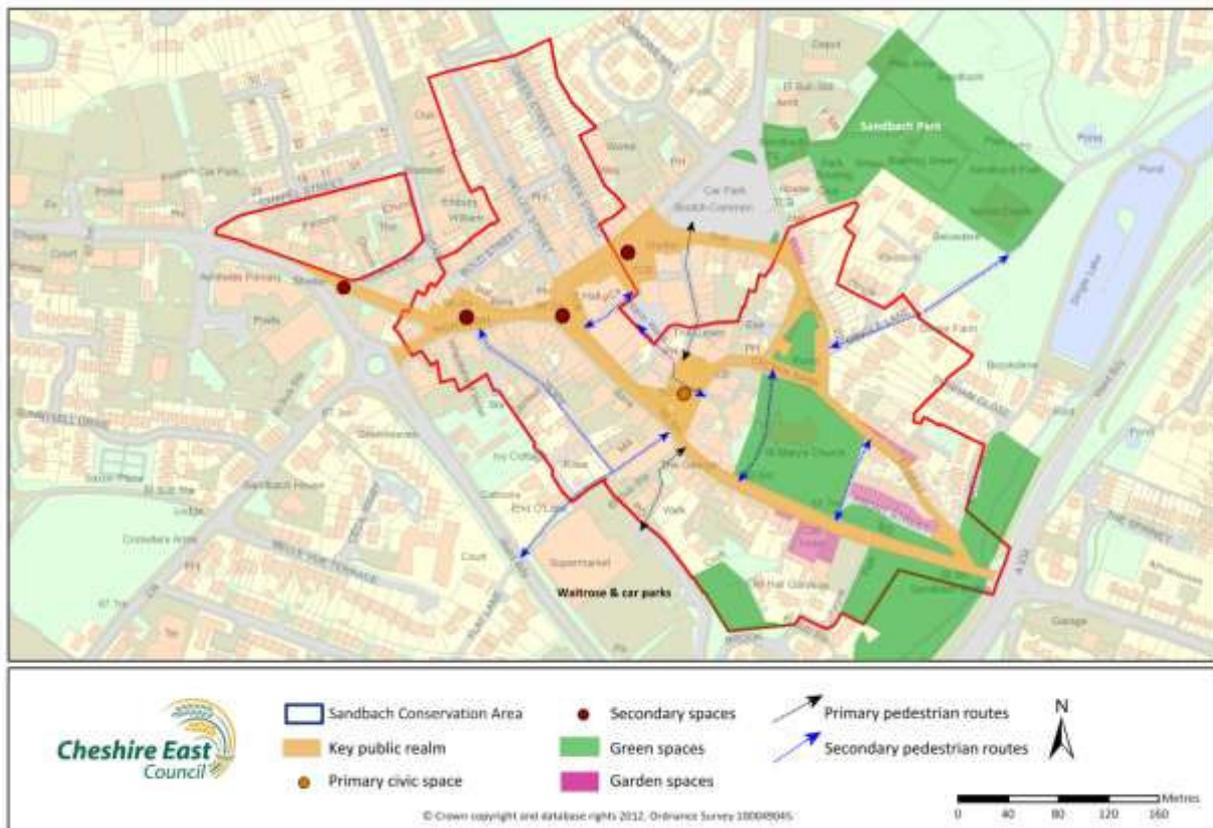
A further key space outside of the conservation area, but of historic importance to the town and which influences the setting of the conservation area, is Scotch Common. Its spatial quality is badly affected by its use as a car park but it is also invaluable in providing convenient parking for the town centre. It is also the main location for events like the fair and transport festival, as well as the extremely popular Thursday market. Along with the Penda Way shopping area, it also creates an uninviting route and a barrier from the heart of the conservation area to Sandbach Park, the key amenity space for the town situated just 2-300 metres from the Cobbles.

As previously discussed, the green spaces in the southern part of the conservation area are a mix of public and private spaces of different sizes and types, ranging from the mature landscape setting of the church and woodland south east of Old Hall to the contribution made by individual gardens, in Front Street and High Street.

The contrast between hard and soft space within the conservation area helps to reinforce its character areas. The public realm and landscape qualities of specific areas are discussed in more detail later in this appraisal.

Spaces are generally interconnected by streets with sequential views, particularly in High Street and High Town. This helps to create a highly legible townscape. Public realm enhancement in this area would extend the usability and quality of the public realm, capitalising on the positive arrangement of buildings and space in this part of the town centre. A public realm strategy would help rationalise the approach and set in place principles for its design and future management.

Parts of the area retain an organic character, particularly the area to the south east of the Cobbles. The form and pattern of the area is heavily influenced by the arrangement of streets and pedestrian route ways. The width of the roads varies through the Conservation Area. As would be expected, streets are narrower and more organic in the eastern area and more formalised in areas of Victorian re-modelling and expansion in the western area. A grid street pattern exists in Welles and Green Streets.



Map 6: Spaces, routes and public realm



View from Crown Bank into the Cobbles

Key views and vistas

As befits such an interesting and characterful area, there are a variety of positive views into and within the conservation area.

In the eastern part of the conservation area the views are influenced more by topography. The 'artificial' elevation of the eastern part of High Street and the church yard have created manufactured views, whilst the organic street pattern in Church Street, Well Bank and Crown Bank create serial shortened views.

The focus of long views into the southern half of the conservation area is the church, the primary built landmark. However, its visual prominence is reduced by the heavy landscape that exists to the east alongside the Brook and Dingle Lake and indeed within the church yard itself. The combined vista of the church and its landscaped setting, establishes an interesting backdrop in views from Dingle Lane to the north, adding to the quiet, rural ambience of this route into the conservation area



Front Street cottages viewed from High Street



View of Church from Dingle Lane



View from St Mary's churchyard

Elevated views from High Street toward the attractive cottages in Front Street, with the church in the background, offer another characterful perspective of the oldest part of the town, whilst the view from the bottom end of Church Street up toward the church provides an intimate, channelled view up this meandering street. A series of characterful short views exist in Crown Bank and Well Street with views of buildings and trees. Within this area there is also an attractive view from Crown Bank into the Cobbles with the crosses as the focal point.



Part of panoramic view from the Cobbles



View from Well Bank toward Church

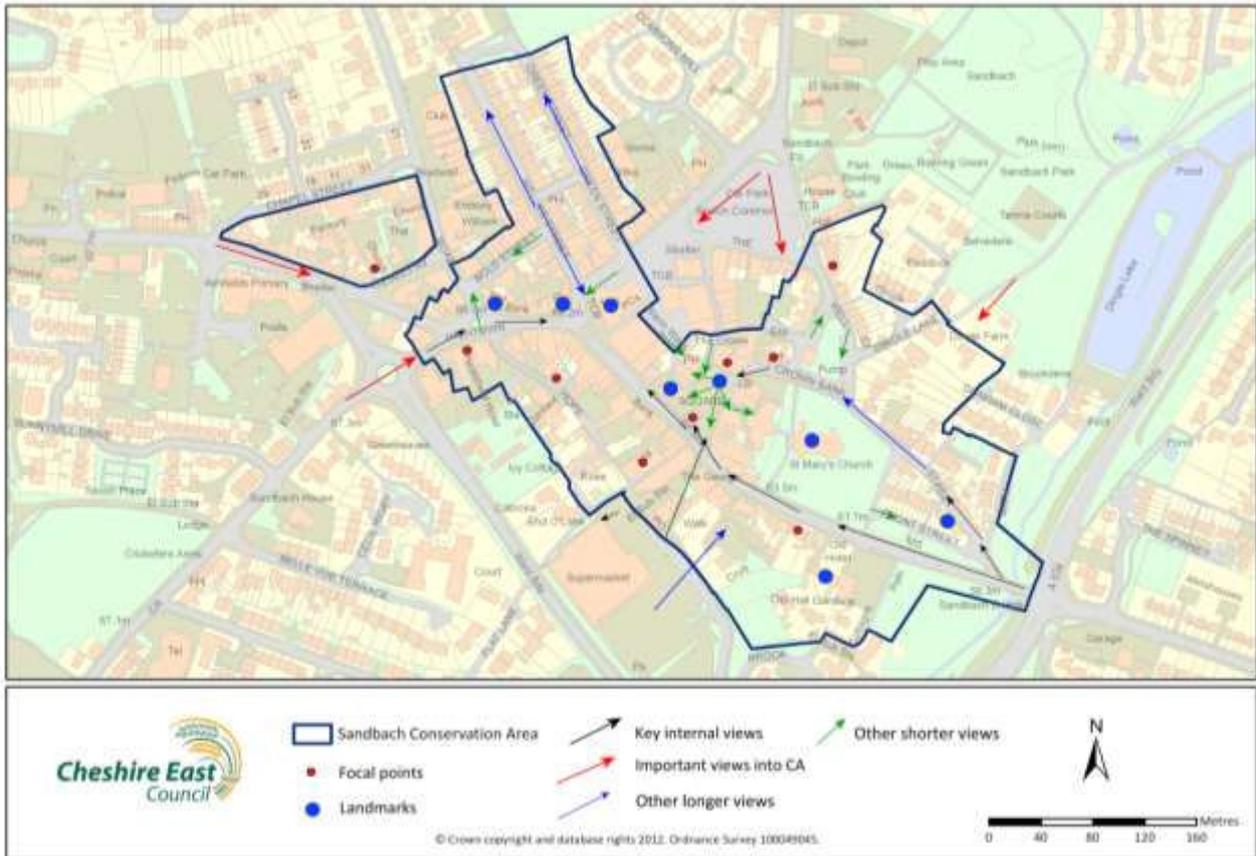


View to Crown Bank from Church Street

Within the square there are panoramic views of the characterful buildings surrounding the square and a positive view into Crown Bank.

From the south on High Street, there are long views, leading the eye up toward the heart of the town, with sideway views along the route of Old Hall and the Church. As the road narrows and bears right, there is a view of the George and then a sense of arrival as the Cobbles come into view, announced by the Black Bear at the threshold of the space.

Around the square, from the lanes and pedestrian routes, there are interesting short views into the space and of surrounding buildings. The view from Warm Walls toward the church is particularly attractive, with Godfrey William and Son delicatessen, the church hall and the church in the background. In the western area there are long views given the linearity of streets and the flatter topography. The main landmark in this area is the town hall at the junction of High Street/Congleton Road, visible from various vantage points including a long view from Middlewich Road, from High Town and from Green Street. The tower is also visible from Congleton Road and Scotch Common, as is the church tower.



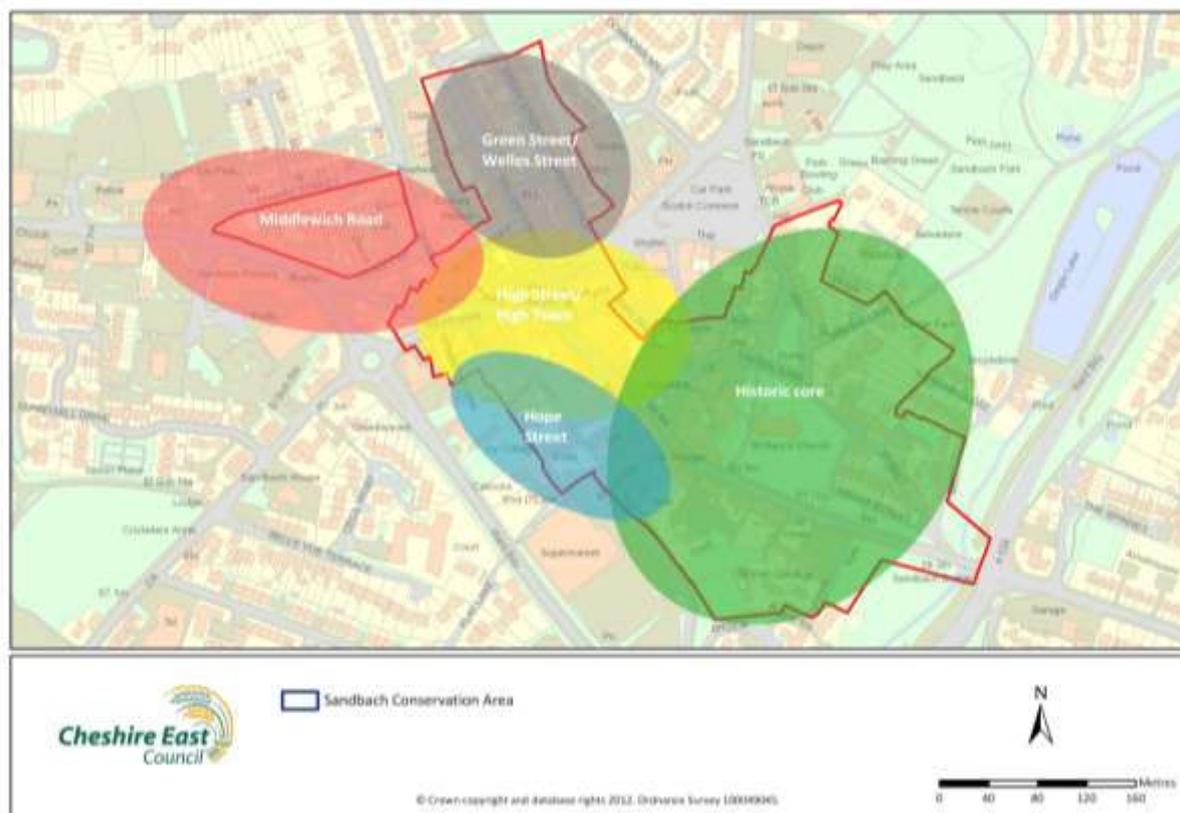
Map 7: Landmarks, focal points and key views



Examples of key and other views that contribute toward the CA's significance

4.4 Character analysis

The conservation area covers a relatively large area, and as previously discussed, exhibits a degree of variety within distinct areas. Consequently, in order to present the character assessment, the appraisal breaks the area down into these individual 'character areas'. It should be noted that areas are not defined by specific edges and there is some blurring between them. The plan below indicates the different character areas identified. Key issues are summarised at the end of this section.



Map 8: Character areas

Historic Core

Occupying the eastern part of the town centre, this area is the oldest and most historic part of the conservation area and is focused on the original area designated in 1970. Key elements within the area are the Parish Church of St Mary and the market square. The area's principal characteristics and significance is summarised below:

Prevailing or former uses and their influence on buildings

This area contains the majority of the medieval core of the town. It contains a mixture of commercial and residential buildings. In general terms the commercial uses are focused in the western part of the area around the Cobbles and in Crown Bank and on High Street. These uses include shops, offices, the auction centre (hidden away behind the Cobbles) and restaurants and pubs, mainly focused around the square. Old Hall has recently been refurbished into a successful pub/restaurant, whilst at present the George is vacant. The Black Bear, on the cobbles is a highly visible, characterful public house, at the threshold to the town square.

Town Mill, situated in a yard between High Street and Hope Street is a former Silk Mill now in use as an antiques centre with the ground floor in use as a restaurant.

Historically, in medieval times the main street ran down Church Street, where early shops lined this narrow street. This historic function changed when High Street was remodelled and it became the shopping street, with the front Street properties becoming residential in use. Evidence of this historic use has been overwritten by subsequent refurbishment and replacement buildings.

Qualities of buildings

Within this part of the Conservation Area there is the greatest concentration of listed buildings/structures. There are 2 grade II* (St Mary's Church and the Black Bear) and 2 grade I (Old Hall and the Saxon crosses) listed buildings in this area. The Saxon crosses are also a scheduled monument. The area is very rich in individual heritage assets.

This area is also characterised by the concentration of surviving timber framed buildings:

- Old Hall
- Dingle Farmhouse
- The Black Bear
- 10 Well Bank
- The Lower Chequer and 21 Crown Bank
- 22 Front Street/47 Church Street
- 1 and 2 Old Hall Gardens (re-built)
- 34 High Street

Old Hall is the most striking and largest of the timber framed buildings, dated 1656. It has a substantial Sandstone flag roof. Until recently the building was on the national register of Buildings at Risk but has been refurbished and transformed into a successful pub/restaurant owned by Brunning and Price. It is now a social as well as historic focal point for the town centre.

It is possible that other buildings retain elements of earlier timber framed construction concealed within a later brick shell.

St Mary's Church is the dominant building in the area. Built in local Sandstone, the church was substantially remodelled in 1849 by George Gilbert Scott. It incorporates a tower with high open porch and undercroft, linking Church Street with High Street. The attractive, substantial stone boundary wall and railings around the perimeter exaggerate its historic significance and influence over the surrounding townscape.

The collective value of the historic buildings around the Cobbles cannot be underestimated. They amplify the historic quality of this space. All except the more recent Post Office/Ladbrookes building are listed, as is the war memorial at the entrance.

Townscape along High Street is complimented and enriched by a variety of 2 and 3 storey Georgian and Victorian buildings that align the street. Next to Old Hall is the former girl's school, with a distinctive 'U' plan twin gable onto the street frontage. The scale of buildings in his area helps to channel views.



Lower chequer/21 Crown Bank



Old Hall – grade I timber framed building



The tower of St Mary's Church

In Well Bank and Church Street modest terraced cottages step down the slope, flanking the edge of the streets. There are also a few buildings that are not statutorily listed but which help to reinforce the historic character of the area

Materials

Vernacular buildings are constructed of oak timber frames with wattle and daub or brick Noggin infill panels. Sham detailing is incorporated on some semi complete or extended timber framed buildings such as the Lower Chequer and the extension to the Black Bear. Jettying is evident on some buildings, for example, the cottages at 21 Crown Bank and 10 Well Bank. Historically these timber framed buildings had Reed thatch roofs, as at the Black Bear. However, all other timber framed buildings have been re-roofed with slate or plain clay tiles (a reflection of their adaptation in the 19th and 20th centuries). It is unclear whether the Sandstone roofing on Old Hall is a later adaptation, or contemporary to its construction, given the status of the building as the manor house.

Later buildings are predominantly in brick, with earlier examples constructed in handmade brindled Cheshire brick, probably produced in the town. Later, Victorian/Edwardian buildings are constructed in a more regular, manufactured brick, (such as the cottages in Front Street with patterning in contrasting Staffordshire Blue brick and the smaller artisan cottages in Church Street).

Some building frontages have been painted, for example, the George, other High Street buildings and within the Square itself. Whilst this treatment creates variety and 'lightens' the street scene, it is uncertain how this is affecting the fabric of individual buildings.

Roofing is predominantly either Welsh Slate or clay plain tiles. However, many buildings have been re-roofed in more modern concrete tiles which detract from the historic character of the area.

Local detailing

There is significant variety in the local detailing within this character area. Many buildings have lost their original fenestration although there is still a predominance of timber windows and doors. In Church Street there are several properties that have uPVC replacement windows and there is extensive variety in window design.

Sashes are still evident in some buildings, both Georgian and Victorian, in a 8 over 8, 6 over 6 and 2 over 2 design, particularly in High Street, There are also examples of flush timber casements with fine glazing bars.

Old Hall retains leaded windows of 2 principal types, with the oldest, central portion of the building with small, diamond pane windows and the eastern wing with larger square panes.

Historic brick buildings are predominantly constructed in a Flemish bond with more limited use of English Garden Wall Bond, often using darker bricks within the snap header courses. The terraces in Front Street have a contrasting diaper Staffs blue detail on the front elevation.

Some historic shop fronts have been retained, particularly on the eastern end of High Street. Some have been refurbished or sensitive new fronts have been installed. There are several examples of less sensitive shop fronts however, for example 45 High Street, with its plastic fixed blinds, inappropriate shop windows and poor quality adaptation to the threshold.



Flemish bond brickwork and 8 over 8 Georgian Sash window, High Street



Inappropriate alterations to 45 High Street

Roofs are historically slate or clay tiled and many are still intact. A widely repeated characteristic is the use of projecting gables and roof dormers creating stepped frontages and roofscapes with visual interest. This is especially apparent on the terraces on Front Street, creating highly animated frontages. It is also characteristic of individual properties on High Street. This has been repeated in the new development at the bottom of Church Street.



Perpendicular gables and dormers on historic properties and on recent housing

Public realm

As noted previously, in addition to the cobbled square, cobbled surfaces characterise the streets in Crown Bank, Hawk Street, the northern pavement in Well Bank and thresholds on parts of High Street. In places the pavements are edged in slim profile Sandstone kerbs. There are also remnants of Staffs Blue pavers and stone sets in Crown Bank and High Street. Elsewhere road and pavement surfaces are in tarmac and concrete municipal slabs (High Street).

Immediately outside the square, there is riven Yorkstone paving and granite road surfacing, with tumble sets at the entrance to the Cobbles. Recent enhancement of the square has enlarged the Yorkstone margins of the space, linked by stone set pedestrian walkways within the cobbled areas.

Railings from the bridge along High Street to the Church create a boundary feature guiding you up the street.

Street lighting in High Street is relatively new and comprises simple metal columns with more ornate arms and lanterns, painted black. However, the columns are quite tall in comparison to the street's dimensions. In Church Street, the lighting is of more human scale, in a similar style and finish to that of High Street as is lighting on the Cobbles.

There is little street clutter and signage but in the eastern part of High Street, highway measures and markings create an engineered feel which impacts on the character of the street. In Church Street double yellow road markings are quite prominent. In the market place new contemporary metal and timber seating, planters and bins complement the character of the space.

Although not in really bad condition, the general floorscape needs maintenance and repair, particularly in High Street and the area around the pump at the intersection of Crown Bank, Well Street and Church Street. There is evidence of underlying historic cobbled surfacing that could be reinstated. Tarmac roads and highway markings undermine the historic character of streets in High Street, Well Bank and Church Street.



Historic surfaces in High Street and Crown Bank

St George's Walk is a key gateway into the heart of the area, but its poor quality modern character detracts from the historic core of the town centre. Inferior, uneven paving and lack of lighting exaggerates the poor quality of this route, which is made worse by the relationship with the vehicle access and blank elevation of Iceland's. The lanes are an important aspect of local distinctiveness, yet the public realm quality of Flat Lane and Warm Walls is poor. Misused as servicing areas by the Orient takeaway and Market Tavern, they have become neglected spaces, poorly maintained and blighted by antisocial behaviour.

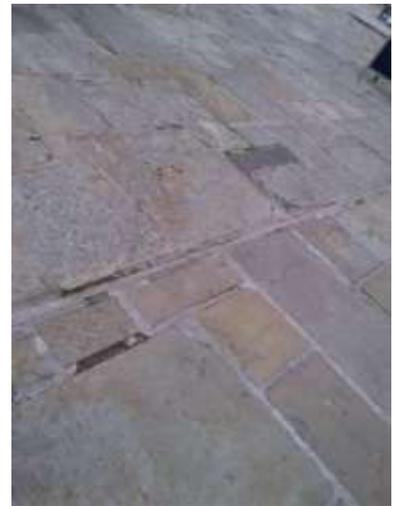
Boundary walling is generally brick, with natural stone or blue brick copings. They are particularly influential in Front Street and Church Street. Sandstone walling around the church emphasises its landmark qualities, whilst walls to the front of Old Hall and the former Girl's School are attractive. At the intersection of the Cobbles with Penda Way a substantial brick wall defines the edge of the conservation area.



Brick/stone boundary walling, High Street



Brick wall at threshold to the Cobbles



Riven York stone paving and stone sets used around the edge of the Cobbles



The pathways leading up to St Mary's Church from High Street and Crown Bank create a unique public realm. The stone flags include re-used grave stones. The inscriptions create texture and character



Intersection of old and new surfaces in Crown Bank and High Street. Poor intersection in crown Bank with loose edge of tarmac overlying cobbled street



View of the Cobbles from High Street

Green spaces and biodiversity

As previously described, this character area has a strong, landscape dominated character. To the east is the valley of the Brook and Dingle Lake. Both are significant ecological and landscape assets. This ‘green lung’ extends westward along High Street up to the churchyard. Within the churchyard there are a number of native mature trees, most of which are protected. The graveyard has an informal maintenance regime that further enhances its ecological value.

Another small green space is located at the junction of Well Bank, Church Street and Hawk Street with mature trees and grass. Planted front gardens to the fronts of properties in High Street, Well Bank, Church Street and Front Street further reinforce the naturalised and soft character of this part of the conservation area.

The extent of different types of green spaces is indicated on the plan in section 4.3 Spatial Analysis



Positive green spaces within the area – St Mary’s Church Yard and between Hawk Street and Well Street

Intrusion or damage

The only areas that are intrusive or damaging are the buildings on the opposite side of High Street to the cobbles (25-27 High Street, Iceland and St George’s Walk) and the post office site at the corner of the square with Crown Bank, (which is especially unpopular with the local community). In essence these undermine the historic containment of the square. But, in the longer term these sites offer the potential for enhancement around the edge of the square and for a comprehensive approach to sensitively regenerate the area south of High Street between St George’s Walk and Town Mill, including the potential for improving the visibility of the mill from the square.

There is also the opportunity to improve the quality of shop fronts in the area, particularly on High Street and to address the frontage condition of some buildings, potentially through a grant scheme for the main town centre area. This approach has been employed in the past, the most recent example being Godfrey Williamson’s delicatessen on the eastern side of the square.



The weaker edge, opposite the square on High Street

Godfrey Williams – a recent example of frontage enhancement

High Street and Hightown

This is the main commercial/retail area and is of mixed Georgian and Victorian character, with more modern 20th century insertions. The fine grain plot character on the south side of High Street is believed to originate from the medieval plot pattern. It comprises the area added onto the conservation area in 1996. Several showpiece buildings are located in this area and it is the civic heart of the town centre. The area's principal characteristics and significance is summarised below:

Prevailing or former uses and their influence on buildings

High Street has been the main retail street for several hundred years, accommodating shops and other commercial uses. Historically there would have been business and residential properties side by side, but expansion of commercial uses has long since displaced housing. Georgian, Victorian and 20th century redevelopment has overlaid the post medieval buildings, but in essence the High Street function has remained. The small plot sizes associated with medieval/post medieval townscape are especially evident on the south side of High Street.

High Town has a more planned character befitting its civic/municipal function, a use that arose during the mid to late 1800s when the Literary Institute and then the Town Hall and indoor market were built. These buildings have retained their community or civic use up to the present day. Elsewhere in Hightown there are two landmark public houses, the Swan and Chequers and the Wheatsheaf. Both are former coaching Inns, evidenced by the arched under crofts and yards. There are also two ornately detailed banks, the Natwest, formerly the Manchester District Bank and Lloyds TSB located next to the Literary Institute, originally the Savings Bank.

The dominant buildings within this area are the Town and Market Hall designed by the Nantwich architect Thomas Bower and the Literary Institution and Savings Bank situated in Hightown and designed by nationally renowned architect Sir George Gilbert Scott (designer of St Pancras Station and the Midland Hotel in London). Both are designed in the Gothic revival style and constructed in brick and are listed grade II.

Built in 1857 and financed by subscription, the Literary Institution was established as community reading rooms and still retains its community function today, managed by its Trustees. Sandbach Town Council presently occupies the ground floor of the building, but there is concern about the long term use of the building and its deteriorating fabric. It has ornate gothic arched windows on the ground floor which are dormered at first floor. The roof is steeply pitched and a hexagonal entrance tower marks the corner of the building. The design includes Scott's trademark use of contrasting detailing brickwork. The adjacent Savings bank Building has an ornate stone oriel window above the entrance doorway and diapered Staffordshire blue brickwork.



The Swan and Chequers



Sandbach Literary Institution



Sandbach Town Hall

The Town Hall was completed in 1889, and includes a market hall set behind a colonnaded entrance. The Town Council has recently acquired the Town and Market Hall and is proposing various changes and a more diverse usage to increase its viability. The indoor market includes a mix of fixed units and more temporary stalls. The Town Hall is accessed via the heavily arched entrance within the tower to the right of the Market Hall. There is a large hall/function room on the first floor. The square tower with roof lantern, heavy steeply pitched main roof, tracery windows and the entrance archway with heraldic panel and flanking statues emphasise both its civic qualities and its Gothic revival design.

There are several other listed buildings in this part of the Conservation Area, including the colonnaded fountain within the roundabout outside the Literary Institute, also designed by Bower but in the classical style, the Lion pub and 2 further Georgian properties on High Town.

A number of other unlisted buildings make a positive contribution to the special interest of the conservation area:

- The Swan and Chequers
- The Natwest Bank
- The Wheatsheaf
- 2 Bradwell Road (RBS Bank)
- 1-11 Bold Street
- WH Smith
- Price City (although its ground floor frontage has been significantly altered)



Former Manchester & District Bank (now Natwest)

Highly ornate and detailed landmark buildings are a key characteristic of the Hightown area. These landmark buildings contain and enclose views within the central space, creating a showpiece, planned townscape. They incorporate a rich variety of detailing that include strong entrances, well designed corner or tower features, ornate stonework detailing, a variety of window styles but with a vertical emphasis. Consistent elements within these buildings are their construction in Cheshire or red brick, often embellished, and that roofs are of clay plain peg tiles or welsh slate, a reflection of their Victorian origins.

'The Swan' is a very dominant landmark building at the head of High Street, comprising a fine architectural composition purposely designed for the corner site contained by High town and Welles Street. It was re-built in 1893 on the site of the Old Swan by John Stringer and designed by the Manchester practice of Bird and Whitenbury. Key elements within the design are the stepped dutch gable incorporating the Swan Hotel lettering and motif topped by classical pediment; a brick and stone balustrade at first floor supported by a stone bay window, the swan lantern on the corner gable with its stepped dutch gable and ornate chimney stack. The Welles Street elevation is defined by the stone archway set within narrower stepped gable, with feature oriel window.



The Swan and Chequers

In High Street, the architecture is far more restrained. The most ornate building is the building occupied by Price City built in 1892 by the Co-operative Society. Above eye level it has a very striking façade, constructed in red brick with repeated gable detailing and ornate recessed brickwork framing the window on the corner with Warburton Way. The main façade is punctuated by gables with simple stone quoins and heads/sills.

The townscape on the southern side of High Street is more modest in scale and buildings have been quite badly altered in some instances. There are also a couple of modern buildings that are not positive to the area's townscape, most notably the building housing Boots.

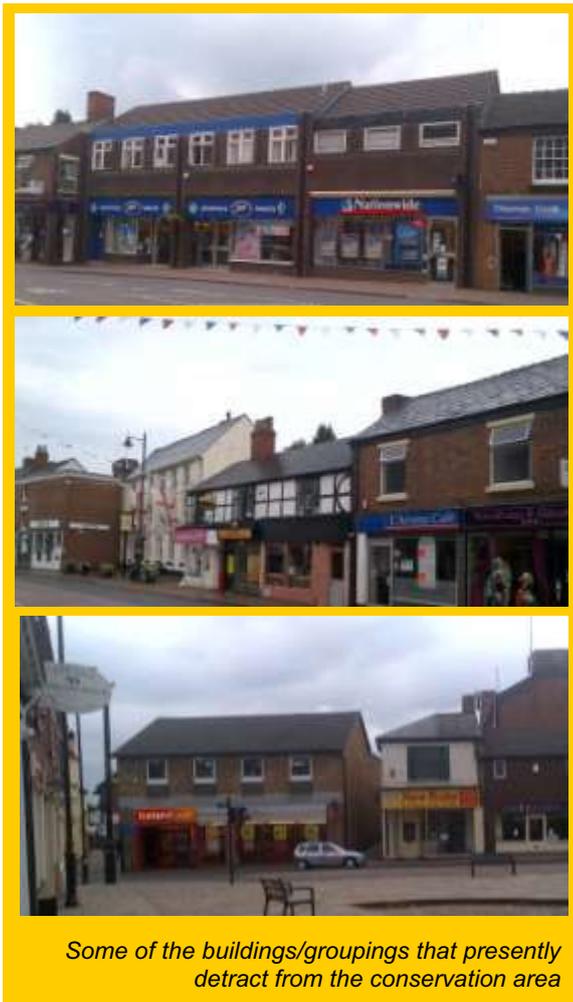
Within this area there are several Georgian 3 storey buildings punctuating the otherwise 2 storey townscape, including the grade II listed Lion pub, but also a row of adjoining shop buildings (19 – 23 High Street). One of these units, the former HSBC Bank, has been heavily adapted, with a large blank first floor elevation and heavily modified ground floor. The building on the corner of High Town/ Hope Street is an attractive, well proportioned Georgian building

There are also remnant characteristics of cottage type buildings that pre-date the Georgian and Victorian phases in this area. 9 to 13 High Street are an interesting grouping, which appear to be a row of former cottages that have been heavily modified but retaining the original form.

On the north side of the High Street, the WH Smith building has an interesting 20th century art deco frontage in stone, but with the ground floor much altered by its modern shop front and ill proportioned, poor signage.



The Lion and other Georgian buildings in High Street



Some of the buildings/groupings that presently detract from the conservation area



Art Deco building, early 20th century building with stone façade at first floor



The Savings Bank, Hightown

The units that turn the corner into Hightown, west of the modern boots building, also exhibit cottage characteristics but the frontages have been extensively altered with most features removed. The unit housing Blockbusters retains its Sash windows and is a grade II listed building.

In Bold Street, the parade of shops with art deco, metal and marble shop fronts creates a distinctive early modernist architectural character to the street scene.

Materials

The predominant materials within buildings are facing brick, both Cheshire and more consistent red brickwork such as is employed on the Town Hall and the Swan. Stone is generally used for high quality detailing on the landmark buildings but also more modestly on other buildings to define window sills and heads, quoins, surrounds and string courses. There are also several rendered/painted buildings within the area, including the Lion pub and Brooks butchers, a single storey building with a stepped parapet frontage. 9-13 High Street has a timber frame infilled with render at first floor level. The frame looks too regular to be original but has two unusual semi-circular timbers at either end. This external veneer could be concealing earlier fabric.



Art deco shop frontages, Bold Street



Brick is the predominant facing material

Roofing is primarily Welsh slate and clay plain tiles, but there are some examples of modern roofing comprising concrete interlocking and plain individual tiles. The main landmark buildings are roofed in clay tiles. Windows are still generally in timber but there are examples of inappropriate windows such as the multi-paned non opening windows in the William R. Shoes premises. At ground floor, the extent of change is much more widespread, with a variety of more modern metal and timber shop fronts, with tile stall riser and pillar detailing on some premises. Inappropriate modern brickwork and a modern shop front have been inserted into the otherwise noteworthy 6-8 High Street (Price City).

Local detailing

Again, as with the older part of the conservation area, Flemish Bond brickwork is the predominant brick pattern, but there is occasional use of Garden Wall Bond, generally restricted to lower status buildings and walling. Several buildings are heavily embellished with stonework and strong architectural elements. In particular the area is characterised by strong corner turning elements. Towers are present on the Literary Institute, 2 Bradwell Road and the Town Hall. On the Natwest Bank, a distinctive corner, comprising stone mullioned projecting triangular windows, sits above the entrance. Old photographs show that a tower once existed on this corner of the building.



Ornate detailing is a characteristic of many of the buildings in High Town

Robust doorways are a major element of the Victorian landmark buildings in Hightown, with ornate detailing emphasised in stone and brickwork. There is also a nice example of a simple Georgian doorway with semi circular fanlight in the listed building at the corner of High Town/Hope Street.



Robust doorway details within the High Street/Hightown character area

Oriel and feature windows are also a distinct feature of this part of the conservation area. They are evident on a variety of building types: 1-23 High Street (Georgian) 9-13 High Street (pre Georgian cottages), the Swan, situated above the coach arch, on the Savings Bank over the entrance doorway (both Victorian) and above the art deco shop fronts at 7-13 Bold Street (early 20th century)



Oriel and other ornate feature windows in the conservation area

On several Georgian and Victorian properties 8 over 8 and 2 over 2 timber sash windows are still evident in High Street and High Town. Timber sashes and casements of various types are evident in some of the grander Victorian buildings, whilst remnant timber casements exist on some of the older cottage buildings, such as in 11 High Street (the Hot Spot). The Literary Institute, Savings Bank and Town Hall have metal framed windows set into stone mullions.

Eaves panels of sham timber framing with render infill panelling are used on the Swan and more fully on part of the frontage of the Wheatsheaf pub. It is also used on the dormers of the Natwest Bank.

Public realm

Whilst the area is characterised by extensive space between buildings, the public realm is dominated by the impact of vehicles using this space. At peak times the area is clogged by queuing vehicles. Engineered measures have been installed into the street, to calm traffic. The roundabout in Hightown, whilst not unattractive is an alien feature for an historic town centre that divides the space. The one real benefit is that it safeguards the listed fountain that has been placed within it. At the junction of High Street and High Town a highway feature has been created to restrict vehicle movement to one way and to provide the start of a cycle lane down High Street, with pedestrian refuges designed into the highway on Hightown. These features, although well intended at the time, undermine the area's spatial quality and emphasise vehicular priority.



Public realm within High Street Hightown is adversely affected by highway design and traffic

Surfacing in the Hightown/High Street area is in red brick herringbone paving, presumably installed in the 1980s or 1990s when the cycleway and highway features were installed. The vehicular carriageway and disabled parking area outside Price City is in tarmac. Away from the main areas, some pavements are surfaced in concrete slabs, the remainder in tarmac, as are road surfaces, edged by concrete kerbs. There are some remnants of historic surfaces, such as the stone sets in the area to the rear of the Literary Institute and behind 2 Bradwell Road.

The two principal community buildings have very modest and quite poor thresholds. There is the potential to re-design the space in Hightown to improve the setting and usability of foreground spaces as part of enhancing the use and profile of these buildings.

The street lighting in the area is a continuation of the lighting in the eastern part of High Street. Whilst there isn't a huge amount of street clutter, there is the potential to further declutter the public realm as part of any enhancements to reverse some of the highway works previously undertaken. Lighting could be building mounted subject to negotiation and this should be explored where practicable. Highway signage should also be audited to see if less or smaller more appropriately designed signage could be achieved.



The foreground to Town Hall

The CCTV column at the junction of High Town and High Street an unattractive feature in one of the key views within the town centre. Whilst it fulfils an important town centre function, it is intrusive in the townscape. More sensitive locations for the camera should be explored. Other features such as hanging basket stands and planters create an element of additional clutter but they do help brighten the town centre during summer months. Again, as part of public realm enhancement then there may be the potential to still achieve seasonal colour but also further reduce street clutter. If positive space is created outside the Town Hall and Literary Institute then there will be scope to create additional seating in these areas without impacting on public realm quality.

The small incidental space outside Fragola Café at the junction of Hightown and Old Middlewich Road is used by the café in the warmer months and could be an attractive, modest space as part of the overall public realm of Hightown, but, it would benefit from better surfacing and potentially soft landscaping.

The listed K6 telephone box outside the Town Hall is a welcome addition to the public realm of Hightown.



Features within the public realm of High Town

Green spaces and biodiversity

There is little or no green space given the hard character of the public realm. Localised opportunities for urban greening could be explored as part of public realm enhancement but this needs to be carefully assessed and designed so as not to detract from the Victorian, urban character of this part of the conservation area.

Detractors

There are various detractors but they are on a smaller individual scale than in the eastern part of High Street. However, there are more widespread general issues that have a cumulative negative effect upon the historic character of the area.

The main detractor in this area is the modern infill development of Boots/Nationwide. Close by, the former Ethel Austen, now partly occupied by Costa, gives the impression of being partly occupied which has further impacted upon the exterior appearance of the building. The Hot Spot, and to an extent adjoining frontages, are highly prominent and visible and of a quality that do not generally reflect an historic conservation area. Recent works to the shop front at the Hot Spot have tidied its appearance but it has been implemented as a contemporary frontage when a traditional design would have been more appropriate.

More widely, the quality of advertising and shop frontages is a cause of concern has also been highlighted by the local community. Over many years the appearance of the main shopping street has been continuously eroded by poor quality building adaptation and standardised, inappropriate signage. If this process continues unchecked, then it could place this part of the conservation area at risk in the longer term. The visual quality of the High Street is a factor that is undermining its vitality, at a time when it is vulnerable to changing trends and pressures.

The poor quality of the area's public realm is also a significant detractor. This too is undermining the attractiveness and performance of the town centre. The previous public realm works have created a number of issues, and, in hindsight, it has diluted the area's historic character and weakened the setting for the area's main architectural assets.

Finally the impact of traffic and the highway measures employed to counter it have also quite severely eroded the area's character, making it an area designed for vehicles rather than one where pedestrians have at least equal priority. It has also taken away some of the market town character.

High quality, sensitive public realm upgrade, informed by a re-assessment of pedestrian and vehicular movement, along with investment in the fabric of buildings, is the only way of reversing the impacts that have occurred over many years upon the character of this part of the conservation area.



Poor shop fronts and public realm detract from High Street/High Town

Middlewich Road and Wesley Street (including areas proposed for inclusion)

Occupying the western edge of the conservation area, the area is of relatively modest scale and is a combination of pre-Victorian, Victorian and post war townscape. The buildings situated to the north of Middlewich Road and aligning old Middlewich Road represent the earliest phase of development, as they aligned the original High Street. The conservation area is presently split, sitting either side of Wesley Avenue, excluding the office buildings on the eastern side and the open area of parking and highway opposite the pedestrian crossing to Ashfield's and Aldi.

Buildings generally align the street, except for short sections of Middlewich Road, which have walled front gardens and in Wesley Street, where the clarity of frontage is weakened, especially on the eastern side of the street.

Prevailing or former uses and their influence on buildings

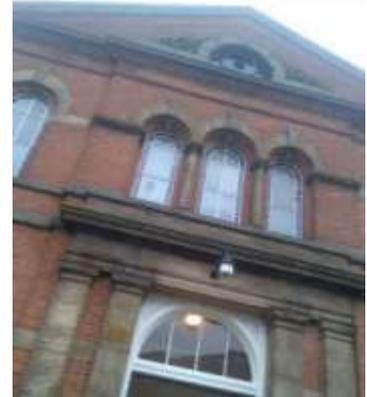
Historically, the area was a mix of retail, other commercial and residential uses. Middlewich Road (including the truncated section) is a continuation of the old High Street, with properties shown aligning the road on the Tithe Map of 1840. Whilst some units may have been built to include retail use, the terraces to the west of Chapel Street and some of the properties to the east were probably built as houses, but then changed to shops over time. There is still a lively mix of uses within this area today.

An early chapel was located at the corner of Chapel Street and Middlewich Road (the building with the curved gable end). The Methodist Church, the key landmark in the area, was built in 1872 by John Stringer. The minister for the chapel lived in the adjoining house, the Hollies. This property is presently vacant, as is the adjoining site owned by Wrights printers (a former garage building). To the rear of the Methodist Church is the former Sunday School, now a community centre. Its frontage onto Chapel Street is particularly attractive.

Within the area proposed to be extended is Foden's Terrace, a terrace of artisan cottages built at right angles to Middlewich Road. This is the last historic association with the Foden name in the town centre (The ERF factory was located on the opposite side of Middlewich Road and closed in 2002). Further west, separated by a short terrace of houses, is the former Christian Science reading room, now occupied by the Orient restaurant and behind, the Drill Hall, which is still in use today.

Sitting immediately behind the Middlewich Road frontage, adjacent to the Wesley Chapel site, is a former Victorian factory currently owned by Wright's printers. This results in a different scale and type of townscape with a courtyard entrance and 2 and 3 storey buildings enclosing the space.

The development of Old Mill Road has exposed the rear elevations of some buildings on Old Middlewich Road that were never intended to be visible, whilst Pool Alcock Solicitors premises, a listed timber frame building, is in a very exposed location made worse by unsympathetic extensions. The negative townscape backs onto a key route and gateway into the conservation area.



Methodist Chapel



Former Christian Science meeting rooms, Middlewich Road

Qualities of buildings

On Middlewich Road, there is a small terrace of grade II listed former cottages, having been quite badly altered, but with remnants of early shop fronts and deep set, casement windows. They are now in use as hot food outlets (the Bangla Chef and Express Cantonese takeaway). Poole Alcock's, is a grade II timber framed former cottage, off Old Middlewich Road, but its fabric and setting have been heavily compromised by alterations and extensions and its proximity to the road.



Bangla Chef & Express Cantonese Takeaway

On Wesley Avenue, the grade II listed Wesley Chapel and the adjoining Hollies are a positive grouping. Both are classically inspired. On Old Middlewich Road (south side) there are two 3 storey Georgian properties, the premises of the Charcoal Balti House, with ornate stone window and door openings and a pediment surround to a first floor window. However the buildings have been substantially altered with uPVC windows and doors and painting of stonework.



Methodist Church and the Hollies, Wesley Avenue

The chapel on Bradwell Road appears, on face value, to be a relatively uninteresting building, however from the other side of the road and from Wesley Avenue its ornate roof lantern with coloured glazing becomes visible and is attractive.

2 Chapel Street is an attractive corner turning building with an historic splayed corner shop front with the first floor supported by a cast column and historic doorway and some early windows.



Historic factory located behind 9 Middlewich Road

Several unlisted buildings make a positive contribution to the special interest of the conservation area:

- The Hollies, Wesley Street
- The Chapel on Bradwell Road (principally because of its decorative roof lantern)
- Factory behind 9 Middlewich Road
- Wesley Cottage, Middlewich Road
- 2 Chapel Street (corner building)
- Scout Centre, 4-6 Chapel Street
- The dental surgery, 7 Middlewich Road
- The former Christian Science meeting room 67 Middlewich Road
- Drill Hall, Middlewich Road
- Charcoal Balti, Old Middlewich Road



Corner turning design of 2 Chapel Street

Materials

Facing materials on buildings are predominantly Cheshire brick, with a red, smooth brick on the former Iron Grey pub. Roofing is mainly slate and plain clay tile but some have been replaced by modern concrete interlocking and plain tiles. Given the uniformity of the roofline on groupings of properties on Middlewich Road and Chapel Street, brick chimneys are particularly important in punctuating the terraces.

Other materials in the area include the original timber framed part of the Poole Alcock building and some buildings have been rendered or painted, including the Hollies and 11-21 Middlewich Road (the older, former cottages).

Generally walling is in brick with brick or stone copings. The only metal railings on Middlewich Road are those above the dwarf boundary wall of Butcher and Barlow Solicitors (the recessed listed Georgian part of the premises) and those above the boundary wall of Wesley cottage. Neither is original. The wall to Wesley Cottage is of more significance, with its bow top returns and painted stone coping. This helps to characterise the building. Insensitive 'art stone' walling has been erected in front of the terraces to the east of Wesley House, detracting from the street scene.

Local detailing

Many of the residential properties have been altered insensitively, both within the existing conservation area and in the area west of Chapel Street, principally through the replacement of windows and doors in uPVC. A number of retail and commercial premises have also suffered similar alterations and poor quality shop fronts. However, this does not affect the overall integrity of the area and is of a scale that, with a concerted effort, could be turned around in the longer term. Middlewich Road is an important gateway into the town and therefore improvements on this street could help improve impressions of the area and the town more generally.

Certain properties have retained their original windows. Butcher and Barlow and Wesley Cottage have retained timber Sash windows (6 over 6 and 2 over 2 respectively). The Methodist Church has attractive, inset arched windows, with stained glass outer lights. The rear façade of the Wesley Centre has also retained its timber windows, which contribute to the architectural significance of the building.

The chapel itself is quite monumental in scale in this setting, with its symmetrical frontage defined by a dramatic stone portico framing the entrance, gable pediment and stone detailing. The Hollies, although less monumental, is also ornate, with classical rounded window pediments and a central triangular pediment at first floor over the arched doorway.

As with other parts of the town centre, the predominant brick bond is Flemish but there are also examples of Garden Wall Bond.

Oriel windows are also a feature of some buildings in this area. At present several shops on Bradwell Road between the apartment building and RBS Bank are located outside the conservation area. They have been heavily altered but the works could be resolved and two have Oriel windows (again altered). The former Iron Grey pub, again in an area excluded from the conservation area, has a central Oriel supporting a projecting roof gable.



Brick the predominant facing material in the area



Effect of traditional brick walling undermined by use of modern 'Artstone' in foreground



6 over 6 sash windows in this listed Georgian property. Also not the panelled door surround with pediment and dentil moulding to fascia board

Public realm

The public realm in the area is consists of streets, pavements and incidental spaces surfaced in tarmac with concrete kerbs. Part of Middlewich Road is surfaced in red herringbone brick paving as a continuation of the paving in Hightown. In Wesley Avenue, the public realm is particularly poor. The frontages of the office buildings is delineated by parking and is open and exposed, creating a poor setting for the Wesley Chapel and the Hollies. The tarmac surfacing and surfacing of pavements is in relatively poor condition. Old Middlewich Road also has tarmac pavements and road surface but is not in quite as bad a condition but it is heavily engineered in character.



The cumulative impact of car dominance, poor quality buildings and floorscape upon the street scene

Middlewich Road has been truncated as a consequence of the Old Mill Road highway realignment and has created an area of dead space at the gateway to the conservation area when crossing from the health centre and Aldi.

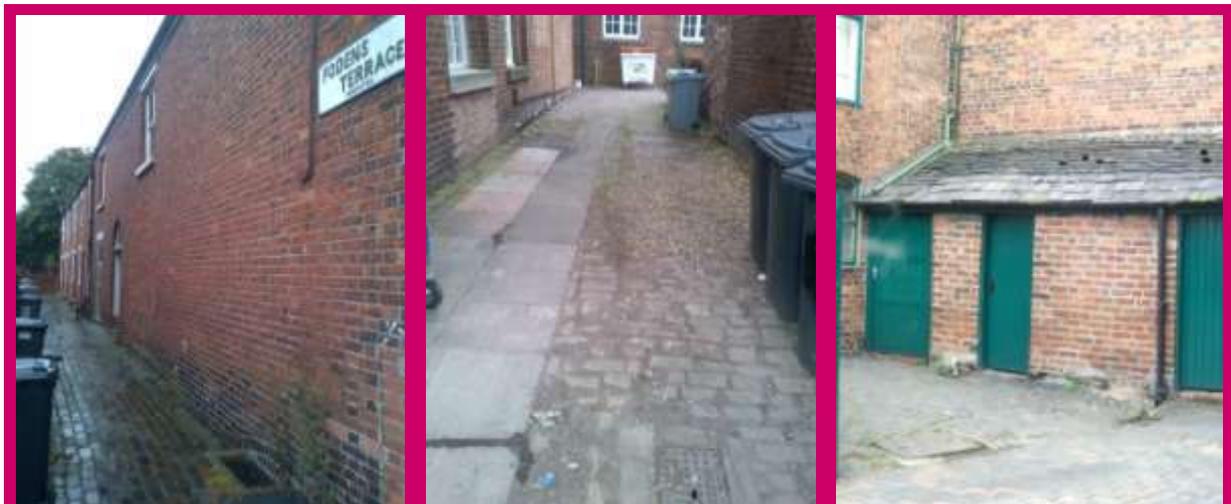
In Chapel Street there has been some upgrade of the public realm including modest soft works at the junction with Bradwell Road.

The traffic signals at the junction of Chapel Street and Middlewich Road result in significant street clutter and an engineered character. The appearance of the street is further affected by the standard galvanised lighting columns, the equivalent of 3 storeys high in a relatively narrow street environment



Pedestrian arrival point from Ashfields

Historic Staffordshire blue paving is visible in front of Foden Terrace, in the factory courtyard behind 9 Middlewich Road and there are also remnant stone sets in the alley/yard next to the Orient restaurant. These need to be protected in the future.



Remnant traditional paving materials: stone sets and Staffordshire blue brick paving within the area

Green spaces and biodiversity

The area has an urban character and therefore there is no actual green space within the area. Pockets of landscape are located on Chapel Street (adjacent to the small car park and at the junction with Bradwell Road). Landscaping to the frontage of the Ashfield’s medical centre has no positive bearing on the setting of the conservation area, which is affected by the scale of the Ashfield building and its lack of active frontage. The impact of Aldi is even worse with its highly dominant form and inactive frontage addressing the conservation area.



Landscaping at corner of Chapel Street and Bradwell Road

Detractors

The main detractor in this area is the spatial and architectural quality in Wesley Avenue that undermines the setting of the Wesley Chapel and The Hollies. The Sandbach Enterprise centre and adjacent office building provide valuable business accommodation for the town but they also have a significant detrimental impact on the character of the conservation area. Whilst they are presently outside the conservation area, it is proposed that they be included to ensure that future regeneration is much more sensitive to this location and delivers enhancement to the Wesley Street area.

A further associated detractor is the area of dead space at the end of Old Middlewich Road. This and the adjoining car park for Poole Alcock create a very poor entrance into the conservation area made worse by the engineered character of Middlewich Road, the tarmac pavement surfacing and the attempts to provide a cycle lane that seems to vanish abruptly. This and the quality of the street down to High town create a very poor pedestrian gateway. Car parking in this area further amplifies its pedestrian unfriendly and unwelcoming character.

At present the vacant site comprising the Hollies and the adjoining garage are adversely affecting the character of the area. This should be resolved once the site is re-developed, as long as this is of the appropriate quality and retains the Hollies as part of the scheme.



The negative impact upon the character of the area arising from vacant sites/buildings, extensive areas of dead space and poor quality buildings

Finally, the general erosion of character of both commercial and residential properties arising from piecemeal change to windows and doors and exterior appearance, and the insertion of poor quality modern shop fronts and inappropriate advertising on certain commercial properties has cumulatively undermined the historic and architectural interest of the area. If left unchecked this will only worsen, threatening the wider conservation area.



Eroded character of properties on Middlewich Road

FODENS
TERRACE
UNADOPTED

Hope Street

Prevailing or former uses and their influence on buildings

Hope Street originated as a back lane situated behind the medieval High Street connecting to other lanes and alleys including Flat Lane and a continuation of the back lane to the rear of the southern end of High Street down to Old Hall evident on the Tythe Map (but now extinguished).

In post medieval times, up to the Georgian and Victorian period, Hope Street developed into a second street as part of the expansion of the town, whilst retaining its servicing function for premises on High Street. Cottages, Regency town houses and a Victorian Chapel and school room were constructed. Latterly housing has developed in the lane behind Hope Street resulting in an informal green edge to the conservation area.



Attractive Georgian Villa property that helps to characterise Hope Street

The Hope Chapel and attached school room are the two primary buildings in the area, with the street being re-named as a consequence of the presence of the Chapel.

Qualities of buildings

There are 3 listed buildings within Hope Street, all grade II. The most noteworthy is the Hope Chapel and former school room. The chapel has a date stone of 1836. At the entrance to Hope Street from Hightown is a modest late Georgian building attached to the grander Georgian property fronting onto Hightown, both being listed grade II.

Immediately adjoining the former school room of Hope Chapel is a well proportioned Georgian property finished in painted Stucco, set slightly further back from the street than the chapel, listed grade II.

On the opposite side of Hope Street is a terrace of 3 storey Georgian townhouses that front almost directly onto the street. Again these have pleasing proportions as a grouping. Surprisingly these properties are not listed. It is suggested that these be identified as making a positive contribution to the special character of the conservation area.



Hope Chapel

Further to the south, the street narrows as it approaches Flat Lane and is aligned by earlier cottage properties. 15 Hope Street has a Georgian door surround and fanlight, whilst no. 13, which adjoins this property, has been rendered, obscuring evidence of any previous use.

The yards and outbuildings of properties on High Street align the eastern edge of the street, contained by walls, gates and fencing. An extended range of outbuildings projecting from the rear of the Lion pub terminates, gable end onto Hope Street. The form and detailing suggest this was probably stabling.

Materials

Cheshire brick and render/painted brickwork are the dominant materials within the area. Flemish and bond is used on Hope Chapel and the school room and on the end terrace of the town houses opposite. 2 of these properties have painted brickwork.

11 Hope Street, The Georgian villa on the west side of Hope Street, also has painted brickwork and stone detailing. 13 Hope Street has been rendered and painted.

6 – 8 Hope Street with painted brickwork



In the Gardens, a relatively large cottage on the frontage of the lane has been rendered and painted. This along with changes to fenestration has deprived it of much of its historic characteristics, although it is quite a strong local landmark drawing views up the lane.

There is a mix of slate and plain tiled roofing.

Local detailing

8 over 8 sash windows are present in 11 Hope Street, whilst the Georgian terrace has a mix of windows, including uPVC that adversely affects the grouping. Replacement timber windows have been installed in the Hope Chapel, whilst the windows in the School room, although timber, look like long standing replacements to the originals.

The Georgian 3 storey villas have 6 panelled doors with brick arched headers and fanlights. Windows on these properties are framed by stone lintels and sills.

The chapel has elongated windows with arched heads in contrasting brickwork. The northern gable has a framed doorway which has a flat pediment supported by pillars. The school room is less ornate with stone and brick pointed arch heads, a vertical boarded double door with fanlight and flattened roof apex with decorative ironwork

The adjoining villa to the school has simple classical detailing, with an attractive moulded wood pilaster door case with pediment and tracery fanlight. 15 Hope Street also has an attractive Georgian doorway with tracery fanlight.

Public realm

The street is part pavement part road, and has an informal character. It is mainly surfaced in tarmac but there are areas of Victorian staffs blue paving and where the street narrows to the south, cobbles and sandstone edging are exposed. There is also a short section of concrete paving slabs. Generally speaking the floorscape is in poor condition

Railings and low stone and brick walls are situated in front of Hope Chapel and 11 Hope Street and 8 Hope Street. All railings are reproductions. 6 and 10 Hope Street have hedging to the front boundaries.



8 over 8 sash window



Elongated arched windows, Hope Chapel

The yard to the Lion is bounded by a Cheshire brick wall that appears to have been partially rebuilt with part in a Flemish Bond. Further down the street there are wire fences enclosing the rear of properties on High Street. A high brick wall encloses the rear of Town Mill.



Staffordshire blue paving and railings set on a stone plinth

A well detailed brick wall with stone coping contains the edge of the Natwest car park at the entrance to Hope Street, whilst the building itself has a dwarf stone wall and railings on its Hope Street frontage.

There are long views of both Town Mill and the Town Hall tower from Hope Street that should be protected to help anchor Hope Street within the town centre.

Green spaces and biodiversity

There are no formal spaces or landscape features in Hope Street but there are trees in yards at the southern end and also trees aligning the rear car park to the Natwest bank, beside the lane leading to the Gardens. Residents of Hope Street brighten the area in the spring and summer with a variety of seasonal planting along the street within gardens and on buildings.



The Gardens is a green oasis with mature trees, gardens and open areas, creating a strong contrast with the harder areas of the town centre. It has the feel of a village in a central urban setting and is a remnant of how the edges of the town centre may well have been before its 20th century urbanisation.



The Gardens has a very distinct green character that contrasts positively with the urban qualities of Hope Street



Detractors

There are several unsightly buildings in Hope Street. The small car park and brick building attached to 6 Hope Street create a negative impression on entry to the street. Rear plots of the former HSBC and other High Street units given the impression of vacancy and neglect at the southern end of the street. The yard and car park to the Lion is contained by the substantial boundary wall.



Frontage parking is a characteristic in parts of Hope Street

Parking and cars can undermine the quality of the area and lots of frontage parking occurs within the curtilage of the former Hope Chapel, schoolroom and the adjoining Georgian property.

The condition of the street surfacing gives the impression of Hope Street being run down, despite the efforts of residents and businesses. This in conjunction with vacant/derelict sites and a low concentration of buildings creates the conditions for antisocial activity, especially because of the proximity to the pub.

Discussion with residents has highlighted that the area has experienced significant levels of antisocial behaviour over many years, much of which is associated with the Lion. Although this has improved recently with the arrival of a new landlord, the situation could change and therefore concerted effort is needed to prevent Hope Street becoming a hot spot of antisocial and criminal activity once again. It should therefore be targeted as part of the Heritage Crime response in the town.

The Hope Street Project was set up some 6 or so years ago to bring about transformation of the street and to drive out this antisocial activity. The project needs to be revived and updated so that an approach suited to the present day, acknowledging current financial constraints, can be developed.



Graffiti in the lane off Hope Street – a sign of the antisocial activity affecting this area

Green Street/Welles Street

This late 19th century terraced suburb lies to the north west of the historic core of the town centre. It was added to the conservation area in 1995, along with the Middlewich Road, Chapel Street and Wesley Street area. Its townscape is set out in a regular grid layout, with Welles Street and Green Street leading westward from Congleton Road. The area is predominantly residential but with commercial uses closest to the town centre, particularly in Green Street.



Green Street - long views created by the grid pattern of terraced streets

The linear form of the streets creates long views. Looking south down Welles Street the Town Hall tower is a strong terminating landmark in that view.

Prevailing or former uses and their influence on buildings

The area is a planned area of townscape, with formal terraced streets linking into Bold Street and connected by a short linking street connecting Green and Welles Street.

Historically, the area was likely to have been predominantly residential but subsequently more retail and other commercial uses expanded into the area. The 'Ring o Bells' pub is a purposely designed Victorian public house, contemporary with the street and is an attractive corner building on Green Street. There are also a couple of industrial buildings within the townscape, the larger one on Welles Street, now converted to apartments and re-named William Court and the smaller on Green Street, still in commercial use. A character factory/commercial building is located at the northern end of Green Street and part is in use as a car repair workshop.



The 'Ring o Bells' - a Victorian planned pub set within the housing area

In Welles Street, retail and other commercial properties now occupy much of the frontage up to its junction with Bold Street, whilst on Green Street the extent of commercial uses is more limited, with greater mixing with houses.



Victorian shop premises, corner of Welles Street and Bold Street

The terraced housing and associated amenities were laid out to accommodate the town's workers from the various mills and other industries operating in the town late in the 19th century. An attractive 3 storey Victorian corner shop is located at the corner of Bold Street and Green Street

Qualities of buildings

The majority of properties are terraced properties of the same footprint and format, but with subtle variation of individual character, presumably because they were built by different interests over a period of time. This continuity creates a consistent building form aligning the streets. The flat topography exaggerates the linear character of the terraces and therefore the vertical punctuation created by the arrangement and proportions of windows and doorways is important in balancing elevations and the wider street scene. Whilst not highly visible, from the other side of streets, the continuity of the roofline is punctuated by the regularity of brick chimneys.

Occasional non-residential buildings such as the 'Ring o Bells' pub and the factory buildings help to create focal elements in the street scene. A three storey building in Welles Street is located focally at the end of the connecting street from Green Street.

Materials

Properties are for the most part constructed in brick, mainly in a Flemish bond. Bricks are generally brindled red. The gable of 8 Congleton Road (Regent Salon) is constructed in a smooth red brick with terracotta detailing, an embellishment that is uncharacteristic of the simple detailing found elsewhere in the area.

A newer building at the northern end of Welles Street is constructed in more modern brown brick. 1 Welles Street is a modern frontage building constructed in a pale cream brick with concrete interlocking roof tiles, concealing a larger, historic building behind.

A number of individual buildings within the area have been either completely or partially rendered painted shades of white or cream. Although this does not unduly harm the overall character of the area, it may be affecting the fabric of buildings. The use of painted render on the ground floor of 3 and 5 Welles Street does however detract from the historic appearance of the street. Two residential properties in Welles Street have been pebble dashed and clad in art stone.

The quality of shop fronts in the area is mixed, being a combination of traditional timber and modern, the latter detracting from the character of the street environment, particularly on Welles Street because of the concentration of retail uses and the discordant character it creates. The plastic fixed awnings and uPVC shop front and windows on 'Kev's Chippy' detract from the character of the property and the street. There are several positive examples of historic or well designed replacement shop fronts in Welles Street that help to enrich and reinforce the historic character, including the Beer Emporium, Demeter Foods, health food shop, the recent shop front on 14 Welles Street and the stove shop at 19 Welles Street.

The 'Ring o Bells' has retained its historic windows and doorway, albeit its colour scheme is quite vivid in the townscape and elements of its signage and lighting could be improved.



Some traditional shop fronts but many have been adapted and the quality of signage is quite poor

Signage in the area is generally quite poor, including some plastic fascias, box signage and projecting signs mounted high on elevations. This undermines the positive impact arising from the better quality shop fronts within the area.

Traditional roofing materials in the area are a mix of slate and plain clay tiles. These have not been too badly eroded by property owners, but there are examples of concrete tiles on some properties.

The majority of windows and doors in the residential parts of the area have been replaced, a high proportion of which are in uPVC which substantially erodes its consistency and visual character.

Local detailing

The area is characterised by a relatively simple building form and detailing comprising of stone or brick window heads and sills, some doorways have arched or squared openings incorporating fanlights. Eaves are very simply detailed with timber fascia boards, plain brick and also exposed rafter feet. On the former factory in Welles Street, more ornate corbelled eaves are evident.

A couple of properties in Green Street have retained their ornate moulded door heads and fanlights, which are an attractive, more polite detail in comparison to the artisan terraces elsewhere in the street.

Some sash windows remain in situ on commercial properties, including the health food shop on the corner of Welles Street and Bold Street with 2 over 2 Victorian sashes. 8-10 Welles Street has 1 over 1 sash windows with central mullions. The recently converted factory has replacement 1 over 1 Sash windows. The small factory n Greet Street has metal framed windows with horizontal emphasis.



Examples of architectural detail within the area

Shop premises are more varied but there are several commercial buildings in the area that have retained traditional timber shop fronts.

8 Congleton Road has a side elevation with attractive terracotta string detailing.

The owners of 24 Welles Street have endeavoured to stay true to the spirit of the conservation area by retaining the timber top opening casements and inserting a reproduction timber door and fanlight, painted in heritage colours.

Rectangular brick chimneys, some with dentil detail and decorative chimney pots are a roofscape characteristic in the area.



24 Welles Street – sensitively maintained property compared to those around it. Also note the rhythm of chimneys in the street scene

Public realm

The public realm in the area is tired and uncharacteristic of an historic area. There are few remnants of historic surfacing. Blue brick paving is evident in Green Street, whilst stone sets remain in the yard of the converted factory on Welles Street.

Elsewhere, surfacing is either in tarmac or concrete paving, areas of which are in relatively poor condition. Roads are surfaced in tarmac but stone set channels are evident in places.

There is little street furniture and signage in the area except street signage to indicate no entry and one way streets. Street lighting is more intrusive because of its excessive scale, circa 3 storey height and design (galvanised standard street lighting) Painted metal street name plates mounted on buildings is a characteristic. Within the streets, above ground telephone wire and timber polls introduce further visual clutter

Long views from Welles Street toward the town hall are the primary view in the conservation area.

Green spaces and biodiversity

The only green spaces within the area are private gardens. Some of the gardens of properties on Green Street are exposed on the Welles Street frontage, with garages and outbuildings. The garden of 19 Green Street has several semi-mature trees.

To the north of Green Street/Welles Street there is a larger area of open space with smaller spaces associated with a new connecting road (these are all outside the conservation area boundary).

Detractors

There are no significant individual detractors but there are several premises that have a negative impact upon the historic character of the area.

The new shop unit 1-3 Welles Street is in an inappropriate material and has a poor quality shop front. It also conceals an historic building behind it, the Primitive Methodist Chapel. 36 Green Street is an inappropriate building in the street. It does not respond positively to the local characteristics of the street in terms of materials and building design. The adjoining garages and exposed gardens further to the south and the large timber building at the street corner collectively detract from the enclosed, urban character of the street.



Some historic materials but most pavements are in concrete slabs or tarmac that detract from the area



View toward Town Hall from Welles Street



Open space on the edge of the conservation area



Detractor area in Green Street

In more general terms, the erosion of character arising from the piecemeal loss of historic features, particularly affecting residential properties, has severely undermined the historic interest of parts of Green Street and Welles Street. In the mixed use area to the south of both streets there is retention of more historic character and the potential to try and reverse the decline in the area's historic fabric. Widespread installation of satellite dishes has further eroded the character of the area. The quality of paving and surfacing in the area further detracts from historic character, as does the standard, oversized street lighting.

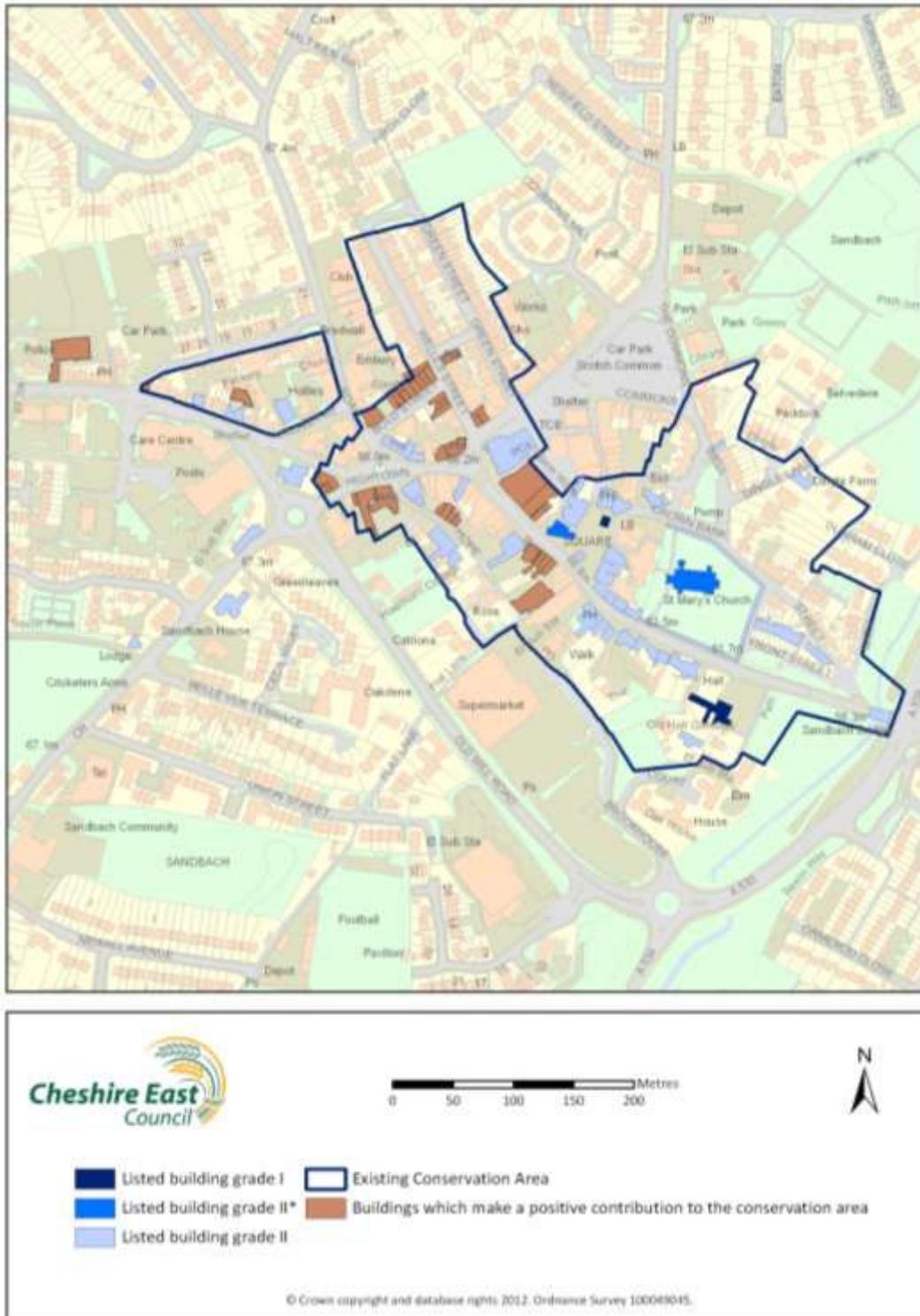
Key issues arising from the character area assessment

<p>Historic core</p>	<ul style="list-style-type: none"> • A concentration of vernacular timber framed buildings • Extensive areas of historic surfacing that should be preserved/enhanced • Church is a key landmark in various views • Land associated with Dingle Farm important to setting of CA • Other peripheral areas to the east south and west important to the setting of the CA • Market square is the key civic space but affected by inappropriate buildings • Mature landscape a key characteristic which needs to be sustained • Many properties have traditional frontages but some have poor quality • Lanes are important historic elements but misused and in poor condition • St George's Walk a key connection into CA but creates a poor gateway
<p>High Street/ High Town</p>	<ul style="list-style-type: none"> • Strong built character with little landscaping • Several civic buildings but with poor foreground spaces • Grander scale in terms of buildings and spaces between • Mixed character area focused upon ornate Victorian Gothic architecture • Erosion of character arising from poor shop fronts/signage • Tired public realm that does not reinforce the historic character • Potential to enhance public spaces in Hightown • Traffic dominates the area at peak times • Poor gateway into the area from Middlewich Road
<p>Middlewich Road and Wesley Street</p>	<ul style="list-style-type: none"> • Conservation area presently divided by Wesley Avenue • Public realm in Wesley Avenue/Middlewich Road poor quality • The site associated with the Hollies detracts from the area • Townscape to the north west of Chapel Street worthy of inclusion due to early origins • Pedestrian gateway/route on Middlewich Road gives poor sense of arrival into CA • Sandbach Enterprise Centre and adjoining office a long term regeneration opportunity • Several traditional shopfronts but several have been inappropriately adapted • Car parking dominates the public realm
<p>Hope Street</p>	<ul style="list-style-type: none"> • Poor quality of public realm of the area • Antisocial activity has been a big problem for the area • Some potential infill regeneration sites • Opportunity to create a better pedestrian link to High Street • The Gardens is an area of contrast with landscaped character • Some erosion of character as consequence of inappropriate works • Potential opportunity to re-launch the Hope Street project
<p>Green Street/Welles Street</p>	<ul style="list-style-type: none"> • Strong views from Welles Street toward Town Hall • Several traditional shop fronts but others have been inappropriately adapted • Public realm is of relatively poor quality • Streets dominated by parked vehicles • Significant erosion of character due to changes to residential properties • Justification to consider removing parts of the area from the conservation area

General issues

Designated and non-designated assets

Pulling together the information contained in the character area descriptions, the following plan identifies the listed buildings within the assessment area by grade. It also identifies the non-designated assets, namely those buildings that make a positive contribution to the special interest of the area but which do not have sufficient individual merit to warrant statutory listing.



Map 9: Designated and non-designated assets

Neutral areas

There are several neutral areas within the conservation area that neither benefit nor detract from its character but which have the potential for active enhancement

- Small space next to Fragola off Hightown
- Area of frontage to 41-45 High Street
- Area around the pump/fountain at Crown Bank
- Yard area behind the Literary Institute and 2 Bold Street
- Area to the front of the Lower Chequer, Crown Bank
- Rear courtyard of the George, off St George's Walk

They are indicated on the plan below.

General condition

Overall the general condition of the conservation area is reasonable, with many owners managing and repairing their buildings appropriately. The re-use of Old Hall for such a successful business is a significant boost for the conservation area and should be seen as a flagship for the beneficial re-use and sensitive adaptation of historic buildings.

There are several heritage assets that are deemed to be at risk, even where discussions are taking place with owners and these are highlighted in the management proposals. There are also wider concerns within individual character areas about their deterioration over the longer term due to piecemeal unsympathetic alterations and repair to buildings, including widespread use of inappropriate cement mortar on both brick and stone buildings and structures.

The quality of the public realm in all areas is a cause for concern. There is a general deterioration in the floorscape of the conservation area and indications that ongoing maintenance is not keeping pace with the deterioration. Significant investment is needed in the conservation area over an extended period to upgrade streets and spaces in a sympathetic way to reinforce the historic character. The primary focus for public realm investment should be the main route through the town centre in High Street and High Town, with further ongoing investment in other areas as part of the general highways management programme. An appropriate management regime should be set up for the conservation area, managing streets, spaces and landscape in the public domain.

Problems, pressures and capacity for change

In many respects the conservation area still retains a strong historic character as outlined in this appraisal. However, much has changed since the first designation in 1970 and indeed since the last designation in 1995.

There are several key issues that could pose a significant threat to the conservation area or individual parts of it if they are not tackled. These issues are also highlighted within the Sandbach Town Plan and more generally in the Town Strategy. They are not set out in a particular order of priority and have informed the conservation area management themes and proposals set out in part 2 of this document.

- **Quality of new development** – some development that has taken place in the town centre has not been positive in respect to the historic character of the town, and is contributing to the erosion of its image and sense of place.
- **Quality of shop fronts and signage** – the High Street/High Town, Middlewich Road and Green/Welles Street areas have experienced a process of erosion of their character through unsympathetic and inappropriate shop front alteration and signage over many years.

- **Quality of householder alterations** – the Green Street/Welles Street area has been especially affected by the erosion of character caused by changes to windows and doors
- **Neglected/empty buildings & sites** – this gives a poor impression of the conservation area and makes it feel like it is an area in decline. This can perpetuate antisocial and criminal behaviour, deter investment and impact adversely on the quality of life for residents
- **Quality of key gateways and pedestrian routes** – the quality of entrances into the area generally create a poor first impression. The lanes which are an integral part of the character of the conservation area are generally in poor condition and subject to antisocial activity which deters their use
- **Quality of the public realm** – the general condition and quality is relatively poor and past works undertaken in the High Street/High Town area are unsympathetic to an historic market town. Significant public realm improvement is needed
- **Impact of vehicular traffic** – vehicular traffic and measures to manage it have an adverse impact on parts of the conservation area. Car parking also tends to dominate and undermine the character of the conservation area and some of the areas around its edge
- **Back land and opportunity sites** – there are several sites and areas that currently have a negative impact but which could provide opportunities, these are discussed and set out on the plan below

Longer term 'place shaping' opportunities

There are several opportunity sites, where heritage led or design sensitive regeneration could enhance the quality and character of the conservation area and its setting and which could also provide significant impetus to the regeneration of the wider town centre over the longer term. These along with the neutral areas discussed above are set out on the plan below



- St George's Walk, Iceland and the area around Town Mill (including modern frontage properties)
- Land to rear of 43-47 High Street
- The garage site off the Gardens
- The Hollies and adjacent garage site, Wesley Avenue
- Penda Way/Warm Walls/Little Common
- Site to the rear of 19-25 High Street
- Factory site owned by Wrights Printers, Middlewich Road
- Potentially part of the Lion car park (or its outbuildings)
- Works site off Commons Mill (including rear garaging)
- Sandbach Enterprise centre and adjoining office building
- Congleton Road Gateway (library, fire and ambulance station and vacant sites)

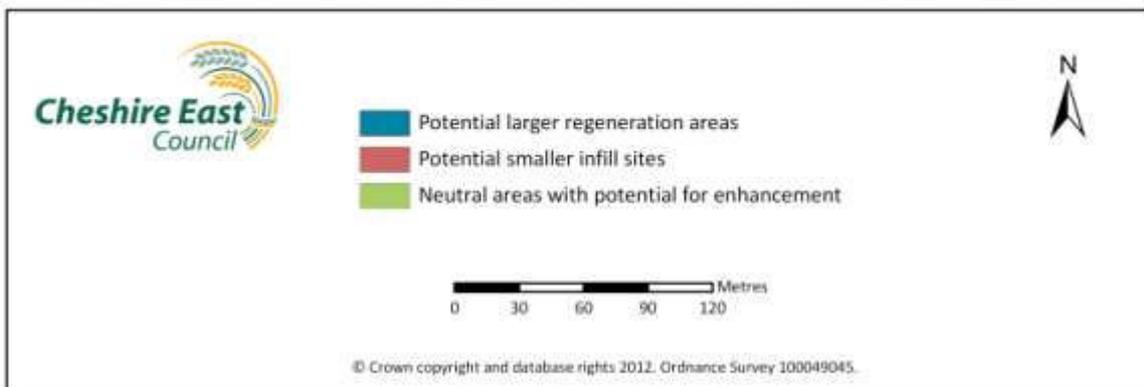
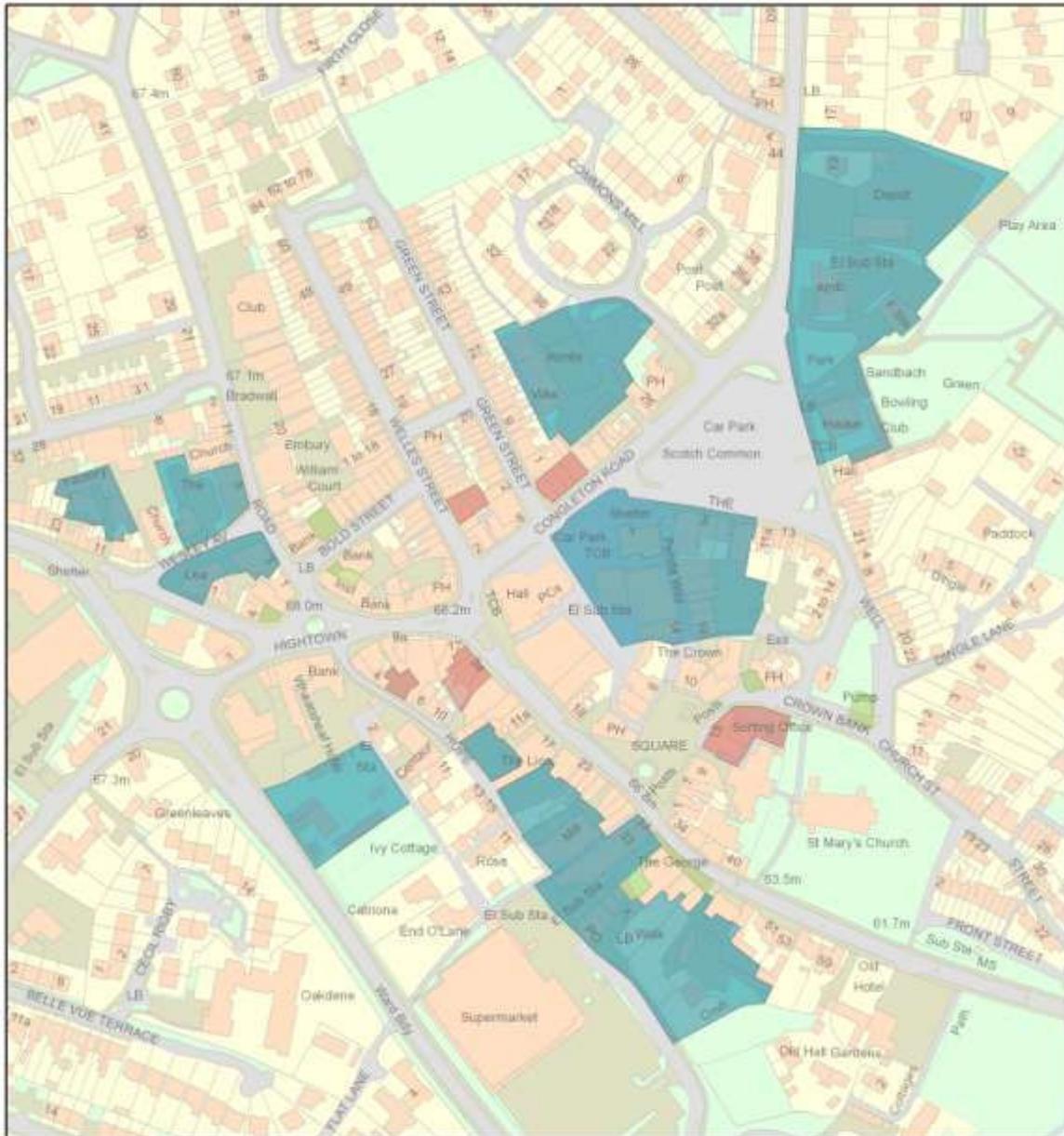


Place shaping opportunity sites

In addition to these sites, several individual detractor buildings/sites could, in the long term, offer opportunities for smaller scale 'repair' of the historic fabric within or adjacent to the conservation area. These are:

- Boots and Nationwide, High Street
- Row of 4 modern shops, Congleton Road
- 1 Welles Street

- Ladbrookes/Post Office, Market Square
- Small infill site between 4 and 6 Hope Street



Map 10: Place shaping and enhancement opportunities

The impact of the night time economy

Aspects of the current night time economy are detrimental to the image of the town centre and the conservation area. A more diverse evening offer would bring more people into the area, deterring antisocial activity. Central to this is the need to encourage outdoor dining opportunities to foster positive activity and to enhance the atmosphere of the parts of the conservation area, particularly around the Cobbles.

5 Community Involvement

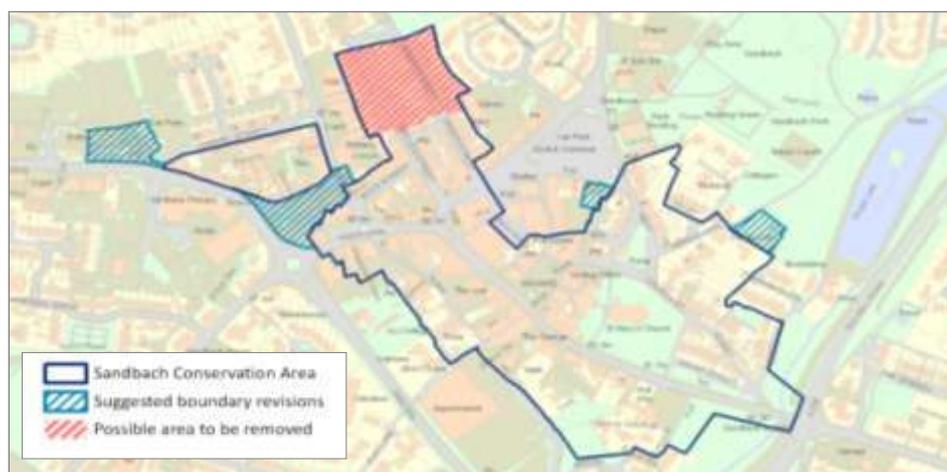
There is a strong interest in conservation issues in Sandbach. The Sandbach Conservation and Heritage Group were instrumental in lobbying for the character appraisal to be undertaken. Various community groups and individuals have been involved in the preparation of the Town Plan, produced by the community, and the Town Strategy produced in conjunction with the community by Cheshire East Council. Within both, the issue of the conservation area and heritage more generally were seen as a priority, as was managing the quality of new development.

This draft character appraisal and management strategy has been produced working in partnership with the Sandbach Conservation and Heritage Group and in close liaison with Sandbach Town Council. It has also involved discussion within Cheshire East Council and with stakeholders such as English Heritage.

The Council genuinely want to involve the community in this process and therefore a consultation programme has been devised, commensurate with the scale of the project. This will entail a public meeting, an exhibition and surgeries at the library (with the exhibition remaining there for a period of at least 4 weeks), information being available on a website and the ability to feedback to the team electronically and by hard copy. Details of the feedback and the consequent proposed changes will be set out in the final version of the appraisal and management plan.

6 Suggested boundary amendments

Proposed boundary changes are set out in the Management proposals in part 2 of this document. A detailed survey has been undertaken including previously unrecognised buildings and areas of the town centre to identify whether there is a need to widen the boundary to include further areas to ensure protection via additional controls and consideration afforded by their designation as part of a conservation area. The areas that have been assessed for inclusion with summary explanation of the evaluation of each are set out in Appendix 2. The following plan sets out the proposed revised conservation area boundary.



Map 11: Suggested boundary amendments

7 Local generic guidance

Existing guidance is available in terms of what designation means and design criteria both nationally and in terms of supporting information to existing local policy. The additional controls and implications of designation under the Planning (Listed Buildings and Conservation Areas) Act 1990 for properties and areas designated as a conservation area are set out in Appendix 3.

Many of the properties within the conservation area have been subject to some degree of inappropriate change or repair. Consequently some general guidance relating to heritage sensitive building repairs and replacement features such as doors and windows, rainwater goods, etc. would be beneficial, as would guidance on shop fronts and advertising and energy efficiency.

8 Summary of issues

The following outline the key negative issues arising from this character appraisal.

- Poor quality public realm in parts of the conservation area, arising from the condition and type of paving, surfacing and street furniture
- Loss of historic street surfaces and overlaying of historic surfacing with tarmac. Some areas of historic surfacing are in need of repair/reinstatement
- A lack of clearly defined public space associated with key civic buildings
- Public and semi public spaces that are underutilised and/or dominated by car parking that give a negative impression of place
- Several potential development sites that are in a poor condition giving the impression that the area is in decline
- Alleys and pedestrian routes that are unwelcoming for pedestrians, used by businesses for servicing and which encourage antisocial activity, particularly at night
- Intrusive and inappropriate twentieth century development that is out of character with the historic fabric of the conservation area, harming its heritage significance
- Intrusive and inappropriate shop fronts and signage in parts of the conservation area
- Substantial erosion of historic interest in the residential parts of Green Street/Welles Street arising from replacement doors and windows and installation of satellite dishes
- Creeping erosion of character in other residential parts of the conservation area such as Church Street and Hope Street
- Views into, out of and within the conservation area undermined by the highway design and engineered character of streets, pavements and other highway features
- Car parking areas dominating parts of the conservation area and its edges
- Traffic congestion in the Hightown area preventing pedestrian movement and adversely affecting the enjoyment and character of the conservation area
- Vacant or underused properties, some in poor condition
- Lack of awareness amongst residents and property and business owners of what it means to live or own or manage a property in the conservation area
- Incidents of low level heritage crime, such as vandalism and graffiti on listed buildings
- Incidents of unauthorised development that adversely affect the character of the conservation area

Part 2 MANAGEMENT PROPOSALS



Part 1, the Character Appraisal, has provided the evidence base for developing management proposals for the Conservation Area. The following section identifies and explains the proposals for the management of the area, summarised as a management plan at the end of the document.

This management framework for the conservation area aims to provide a sustainable strategy for protecting and enhancing it long into the future. It has been purposely designed to be forward thinking, beyond the recommended timeframe for review, seeking to embed ideas for more long term enhancement alongside more immediate actions.

The management plan is also designed as a community focused, partnership action plan. This reflects the emphasis on Localism and the changing roles of community organisations and agencies, with a stronger focus on 'bottom up' delivery, where the town and its community play more of a leading role, led by the Town Council, enabled and assisted by Cheshire East Council.

As part of the community consultation, participants will be asked to identify their top 5 actions from the Management Plan to help prioritise and create an initial focus for the first couple of years. This will enable some 'quick wins', and provide time for building capacity at the local level in addition to assembling resources and partnerships to deliver more of the actions

Management Proposals

1 Boundary Amendments

Best practice guidance by English Heritage and the NPPF states that boundaries of existing conservation areas should be kept under review. Parts or areas that no longer make a positive contribution to the area's special interest should be excluded and the NPPF stresses the need for areas to be worthy of designation.

In re-assessing the extent of the Conservation Area, consideration has been given to the relative tightness of the existing boundary to the historic townscape and whether relaxation is required to include areas that also influence the area's setting. Upon assessment, the majority of the areas initially screened have been discounted for inclusion. Details of all of the areas where the boundary has been re-assessed and the results of the assessment are provided in Appendix 2 to this document.

Proposal 1

The boundary of the conservation area be amended as shown on the proposals plan to include areas as follows:-

Inclusion

- Middlewich Road (45 – 67, including Foden terrace and Drill Hall)
- South side Wesley Avenue/4-12 Bradwell Road/Old Middlewich Road
- 9-15 The Commons
- Part of curtilage of Dingle Farmhouse (north east of Farmhouse and barn)

Exclusion

The area of Green Street and Welles Street as indicated on the proposals plan

In addition to the areas to be included, one area of exclusion is proposed. This is a potentially contentious recommendation, as removing areas from the conservation area can be emotive. However, as described in the character appraisal, this part of the conservation area has suffered badly from incremental erosion since its designation in 1995.

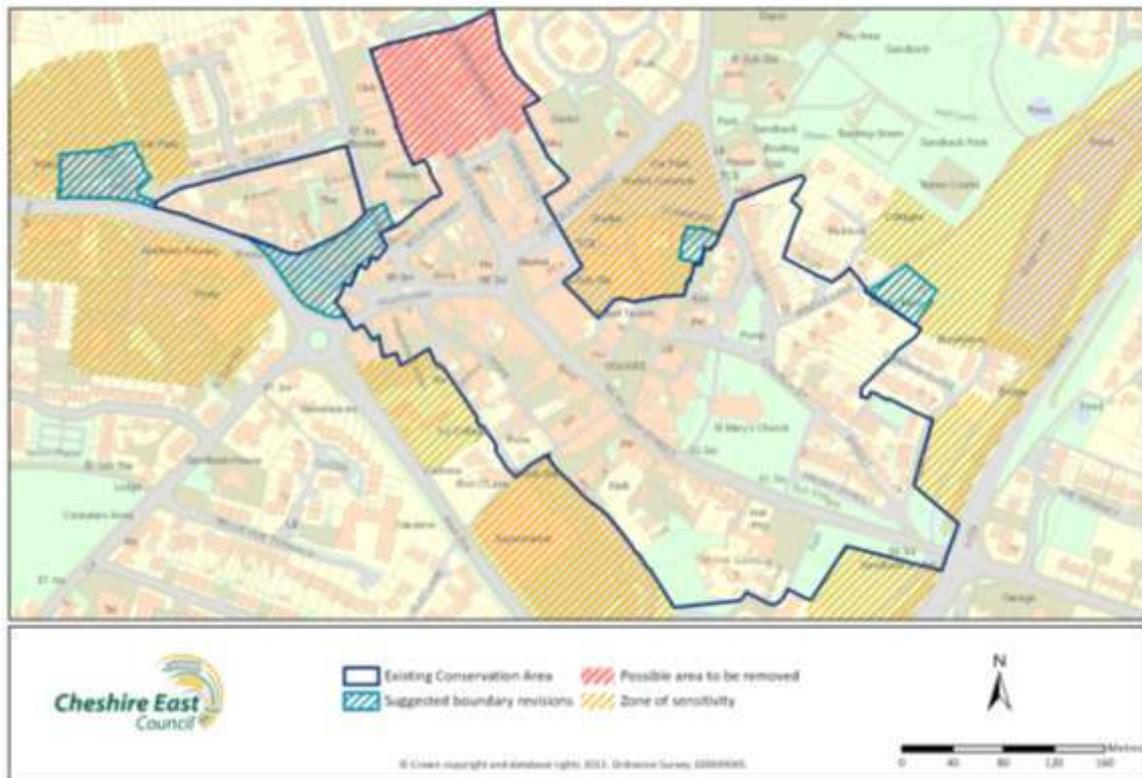
An article 4 direction was not imposed at the time of designation and, so, over the last 25 years, many of the original features of properties such as windows and doors have been unsympathetically replaced, mainly in uPVC. Further erosion has occurred as a consequence of the erection of satellite antennae on some front elevations. Cumulatively this has led to significant erosion of character.

Certain individual properties have been maintained in a manner sensitive to the conservation area. The efforts of the owners to do so should be commended. It is unfortunate that those efforts have not been adopted more widely. This has led to widespread erosion of the character of the conservation area. If those efforts had been maintained across this part of the Conservation Area there would be no reason to consider removing this area from the conservation area.

It is proposed to maintain part of the Green Street/Welles Street area within the conservation area. This area is mixed residential and commercial and offers more scope to manage and improve the quality of that area, working proactively with businesses and property owners.



Green Street/Welles Street – significant erosion of character but commercial elements offer more scope to enhance



Plan 12: Proposals Plan

2 Areas with potential to influence the setting of the Conservation Area

As part of the assessment of the boundary, it was considered inappropriate to extend the conservation area boundary to include areas to safeguard its setting. However, it is an issue that should be highlighted in the management plan. Whilst the town centre is relatively well contained and not highly visible in long views, sites and areas immediately on the periphery do have the capacity to influence perception and appreciation of the conservation area and it is important that this is taken into account in managing change around the edges of the Conservation Area.

Consequently, for those areas that haven't been included, in order to highlight and safeguard the setting of the conservation area, it is proposed that 'areas of sensitivity' be identified around the edge of the conservation area that has the potential to influence its setting. These are also indicated on the proposals plan opposite.

Proposal 2

Proposals for development on the edges of, and in proximity to, the conservation area shall have full regard to the setting of the Conservation Area and key heritage assets within it. This zone of sensitivity is indicated on the proposals plan.

3 Other Management Proposals (summarised in the Management Plan at the end of this document)

These management proposals have been divided into 3 themes or groupings. These are:-

- Active heritage management
- Design/quality management
- Implementation projects

The purpose of this approach is to organise and link management proposals into particular categories. This approach to grouping makes the management plan clearer, allowing specific projects to be more easily identified. It also helps to distinguish between issues of general management within the conservation area, quality management in terms of development and change in the area arising from specific enhancement projects.

In addition to the policies affecting the Conservation Area, as part of the management plan, a series of other recommended actions have been identified which overlap and intertwine with the conservation area and its management, but, which are essentially wider in scope or influence than the conservation area itself.

Theme 1 Active heritage management

It is important to maintain the integrity of the fabric of the conservation area, to prevent further erosion and to secure enhancement of the character and appearance of the area. It is proposed that this be achieved through a number of approaches.

Article 4(2) direction

Certain alterations and works to properties do not require planning permission or, already benefit from what are termed 'permitted development rights' (this enables the owners to undertake those works without seeking planning permission). As has happened in Green Street and Welles Street, this freedom to alter the appearance and integrity of buildings and associated structures can result in a significant adverse impact upon the conservation area, by incrementally eroding its character and

undermining its heritage value. The effects of such erosion are beginning to show in other parts of the Conservation Area.

To prevent further erosion of character, particularly in relation to the parts of the conservation area in residential use, it is proposed that an article 4 direction be served, targeted to frontages adjacent to streets, pedestrian pathways and open spaces, or where visible from the public domain.

An article 4 direction is a legal notice prepared by the Council requiring that planning permission be obtained to undertake such changes. It does not mean that works cannot be undertaken, but it does allow the council to assess and influence the appearance of those changes. Doing the alterations without planning permission could then result in the Council taking enforcement action, if the work is inappropriate.

Proposal 3

An Article 4 direction be served in relation to the residential properties in the conservation area, removing permitted development rights to modify the exterior of dwellings facing roads, pedestrian routes and open spaces, or where otherwise visible from public vantage points



Erosion of character in Greene Street

Promoting the conservation area

It is important to ensure that residents and businesses/property owners in the conservation area are aware of its status, the revisions to the boundary, the restrictions and good management practices. This will ensure that users of the area will be better informed about how collectively its character can be maintained or enhanced.

Proposal 4

After designation of the Article 4 Direction, promotional material be produced and distributed to residents and businesses within and on the periphery of the conservation area

Assets at risk

As part of the character appraisal, a number of properties have been highlighted as being at risk, either because of their condition or the building not being in use (or both). Some are listed buildings, others unlisted. As part of managing the fabric of the area, identifying fabric at risk can enable resources to be targeted toward repair/securing re-use, as part of a wider enhancement or heritage led regeneration strategy. Buildings identified and requiring further assessment include:

Building/structure	Reason for being considered at risk
22 Front Street	Recent unauthorised works and condition of building a concern. Building highly prominent and frequently photographed
Black Bear	Grade II* listed building at the heart of the conservation area. Aspects of condition of fabric cause for concern and has been subject to low level heritage crime (vandalism, graffiti when not trading). Recent approval for repairs and adaptation
The George	Prominent grade II listed building, presently unoccupied and could be vulnerable to heritage crime incidents while unoccupied. Recent approval for extension and enhancement
Dingle Farmhouse and barn	Unoccupied timber framed listed building/ brick Shippon. Located on edge of Conservation Area, therefore vulnerable to heritage crime incidents.
The Hollies, Wesley Avenue	Vacant unlisted building with local heritage significance. Part of a larger development site. Location makes the building vulnerable to heritage crime incidents

Proposal 5

A list of assets at risk be compiled, outlining the building/structure's condition including a dated photographic survey

Enforcement

As part of a co-ordinated approach to heritage management it is important to respond effectively to unauthorised works undertaken in the conservation area. It will also be important that the Sandbach community takes an active part in this process, to advise the Council of any works undertaken that are not permitted, particularly given the level of resources available to the council to actively monitor the conservation area.

Where unauthorised works are undertaken, a speedy, effective approach should be adopted to investigate and then action enforcement cases, both to demonstrate the importance of the designation as a conservation area and to prevent the cumulative erosion of character that has taken place in certain areas.

Proposal 6

Undertake a detailed assessment of unauthorised works within the conservation area, potentially working with the Town Council. Investigate and action cases as deemed appropriate by the enforcement and legal sections of the Council.

Tackling heritage crime

Heritage crime is any criminal activity that either directly or indirectly affects a heritage asset and which deprives current and future generations from enjoying that asset. Heritage crime includes a range of types of incident ranging from extremely serious and potentially catastrophic crimes such as metal theft and arson to lesser incidents such as antisocial behaviour, including graffiti. Unauthorised works to listed buildings and works of demolition in conservation areas are also considered to be heritage crime.

Recent national research has highlighted the full extent of heritage crime and the profile of heritage crime has risen significantly over the last year or so and Cheshire is at the forefront of the response to heritage crime. Cheshire East Council is presently shaping its approach to integrate with the Heritage Watch community policing initiative.

The town should respond positively to tackling heritage crime within the conservation area and there is a leading role for the Town Council, the Sandbach Heritage Group and a town network of other community groups to act as the 'eyes and ears' and to be wardens for the built heritage of the town.

Things that could be done as part of the wider Cheshire East Council approach are:

- Prepare a comprehensive list of heritage assets of value to the town (led by the Town Council)
- Individual risk assessments for heritage assets deemed to be most vulnerable with an overall assessment for other assets (working with the Local authority and other agencies)
- Establish a network of heritage crime wardens to keep an eye on heritage assets (working with the Town and Borough Council's and including training)
- Ensure the process for reporting and actioning heritage crime is clearly understood by everyone involved with the town and there is a clear '*chain of action*'
- Community awareness raising to deter heritage crime as part of Heritage Watch

Proposal 7

As part of Cheshire East's heritage crime programme, develop a community based approach for Sandbach, focused on the conservation area and heritage assets. The approach should involve Town Council, CEC, Cheshire Police and community groups.

Highways/Streetscape

Aside from the cobbled square, extensive areas of historic streetscape exist within the conservation area. This is mainly concentrated in the Crown and Well Bank area, the western end of Church Street and the southern part of High Street but there are also some remnants in Hope Street. These cobbled surfaces, often with slim Sandstone kerbs, are the most distinctive element of Sandbach's streetscape character and need to be retained and protected as part of future highway and utility work. Liaison with the highway and streetscape teams and with utility companies is therefore essential to ensure they are aware of the heritage sensitivity of these materials

It is also possible that other areas of historic surface exist under roads and pavements. When highway works are proposed, then the potential of revealing and reinstating historic surfaces should be assessed.

Proposal 8

Future highway and streetscape works in areas of traditional surfacing should ensure appropriate reinstatement of those materials. In other areas, where historic surfaces have been overlaid but remain intact, where practicable, historic surfaces should be reinstated.

Theme 2 Design/quality management

One of the main issues highlighted in the community consultation associated with the Town Plan and Town Strategy was the erosion of character deriving from inappropriate changes to shop fronts and associated signage and a concern about the quality of new development taking place in the conservation area.

This section of the management plan sets out proposals to better manage the quality of ongoing change affecting the commercial areas and for development proposals either within or on the edge of the conservation area.

Shop front and signage design guidance

The commercial centre of Sandbach forms a large part of the conservation area. Over the lifetime of the conservation area there has been an ongoing erosion of its character arising from changes to the frontages of buildings and inappropriate signage. This has weakened the conservation area in terms of its appearance and historic interest and is especially evident in parts of High Street and High Town. Whilst its impact is by no means universal, it is quite widespread and will continue to worsen if left unchecked.

In conjunction with the suggested frontage improvement scheme set out later in this plan, it is proposed that more strenuous controls and quality standards should be put in place within the conservation area. This will ensure that future proposals for shop fronts and signage will, as a matter of course, require a higher standard of design and appropriateness to the conservation area in order to be acceptable.

A more detailed shop front design guide is intended, however to begin this process of design improvement, a set of interim design principles have been identified to inform shop front design and its assessment. This is supplemented by guidance set out in Appendix 4 of this document.

Ultimately, the intention is to foster a mindset amongst the community and property owners/businesses that 'quality matters', and that the starting point for any proposed alteration to a shop front or new signage is to achieve high quality design that will help reinforce the historic interest and character of the town centre.

The following checklist, in conjunction with design guidance at Appendix 4 should be used to both design and assess changes to shop fronts and signage in the conservation area.

Proposal 9

External works to shops and commercial buildings in the conservation area shall be assessed in accordance with the key principles outlined in the design guidance in Appendix 4 below and more detailed guidance on shop fronts and signage once that becomes available. These design principles apply to alterations to existing and new shop fronts and signage in the Conservation Area.

Proposals that do not adequately address these requirements, assessed using the checklist below shall be considered unacceptable in terms of National Planning Policy Framework (NPPF).



A recent example of traditional shop front design, Welles Street

Key shop front and signage design principles checklist		
Principle	Explanation	Assessment
CONTEXT		
1 understand the wider context	Ensure the wider context of the site is understood. How visible is it in the street scene? Is there a broader contextual palette of materials, architectural form /detail or colours? Is it a stand alone building or part of a grouping? and if part of a grouping, is there variety or consistency in the buildings?	Does the design fit within the wider context by:- <ul style="list-style-type: none"> • Responding well to local traditions – materials, architecture, colours • If stand alone and/or highly visible, it takes the opportunity to emphasise it as a landmark building • If part of a group, responding positively to either variety or consistency (whichever is appropriate) • Provides individual shop fronts for each ‘plot’ (even when part of a larger joined premises) • Design informed by historic assessment
2 understand the host building	Ensure the character of the host building is understood. What period is the building? Is the building of traditional or modern design? What are the architectural rhythms/features? What are the characteristic materials and colours	Does the design fit with the building by: <ul style="list-style-type: none"> • Fitting with the period and character of the host building • Adopting a suitable approach – whether modern or traditional given the building itself and its architectural design • Uses appropriate materials, colours and is of appropriate quality • Individual shop fronts for each ‘plot’ (even when part of the same premises) • Design informed by historic assessment

CONSERVATION		
3 Repair and re-use remnants of an existing traditional shop front where possible	It is always preferable to conserve historic fabric. Are there remnants of the original shop front? Assess the potential for it to be repaired and supplemented. Alternatively it could be used as a template to reproduce the design of the shop front, aided by other research Historic fittings such as cast vents, hanging sign fittings and other ornamental elements should be conserved	Does the proposal meet this requirement by: <ul style="list-style-type: none"> • Adequately assessing whether elements of the original shop front exist and whether it can be re-used/repared • If not repairable, the design is informed by remnants of the shop front and other historic research • Existing historic fittings are being retained within the design
DESIGN DETAIL		
4 Traditionally designed shop fronts	Traditionally designed shop fronts should only be used on pre-modernist buildings or historic recreations. They have certain key architectural characteristics as set out in the Design Guide. It is important that these elements are incorporated and executed to a high quality and integrate with the wider character of the building.	Does the design incorporate the following: <ul style="list-style-type: none"> • Appropriately scaled and detailed fascia, cornice, pilasters, and capitals • An appropriately sized and detailed stall riser, constructed of appropriate materials to the building period • Shop windows of an appropriate scale and sub-division (usually with a vertical emphasis) with appropriately detailed timber frame (sill, mullions and transoms) • A chamfered recessed doorway with an appropriately designed door with fanlight and at least 50% glazing) • Detailing appropriate to building period
5 Modern shop front design	In some instances modern shop front design will be appropriate in the Conservation Area. On modern buildings (inter war period onwards) high quality modern shop fronts should be employed. It will be important that high quality architectural design and materials are achieved. Elements of modern design can also sometimes be successfully integrated into traditional/historic buildings	Does the design incorporate the following: <ul style="list-style-type: none"> • A modern interpretation of a fascia panel, cornice and pilasters in appropriate high quality materials • Glazing appropriately scaled to the character and proportions of the façade and the shop front (linear emphasis likely on some modernist buildings) • A stall riser of appropriate scale and materiality to the design (often lower on modern buildings) • Frames and doors designed and finished to suit the period and architecture of the building. • For modern design within traditional building types, the design should be informed and respond to the architecture of the building

6 Signage	Signage has a significant bearing on character and its cumulative impact can undermine the appearance of streets, as well as individual buildings. In general terms signs should be of appropriate materials, size, location and illumination (if applicable). Internally illuminated box fascia and projecting signs are unacceptable in the Conservation Area and on Listed Buildings	Does the signage achieve the following: <ul style="list-style-type: none"> • Sit within an appropriate fascia zone (on the fascia panel) • Fascia signage is of either timber or another appropriate material • Lettering is hand painted, engraved, fixed or individually mounted projecting and of an appropriate material • Lighting is either front lit via architectural spot or concealed trough lighting or individual letter backlighting (halo lighting) • It does not comprise illuminated box signage • projecting signage should sit below first floor sill level and not obscure architectural features. On traditional properties they should be bracket hung (ornate brackets). On modern shop fronts they should integrate with the fascia or be omitted • Corporate signage should be tailored to the character of the building/area
7 Materials/colour	Materials and colour can have a great bearing on the success and quality of a shop front or shopping street, particularly in a conservation area. Colour needs to be managed to ensure that the character of the wider area is not eroded by choices of individual businesses. Garish and bright colours usually avoided in favour of a more muted palette. Businesses expected to modify colour schemes to meet conservation objectives	Does the materiality/colour scheme achieve the following: <ul style="list-style-type: none"> • On traditional shop fronts, materials generally painted softwood, glass and brick or render (stall riser) • On modern shop fronts materials could also include high quality architectural metalwork, ceramics and glazing • Colour scheme that responds to the business, the building and the wider area – from the Conservation palette • ‘Corporate’ colour schemes amended to meet requirements for the building and area
8 Blinds/canopies	Historically retractable blinds were commonplace in shopping streets. More recently they have been replaced by fixed ‘Dutch blinds’. Where existing historic shop fronts include their retractable blinds (or housing) then these should be conserved/reinstated. Canopies need to be at least 2.1m from the ground and not encroach into the highway. The colour of blinds also needs to be managed	Does the design incorporate or consider the following: <ul style="list-style-type: none"> • Retention of blinds or equipment for potential reinstatement • If a traditional shop front design is proposed, has a retractable canopy been considered? • If proposed, is the canopy in an appropriately coloured canvas, with appropriately designed fittings? • Is it the correct height above pavement level and not encroaching into the street? • If of a modern design, is the canopy architecturally appropriate and of high quality, integral to the overall design of the shop front

<p>9 security shutters</p>	<p>Requirements for shop security are important but it can present an issue for conservation areas and heritage buildings. Before proposing shutters, other security measures should be fully explored. Shutters should be seen as a last resort. Only internal transparent designs with concealed housings will be viewed favourably. Alternatively external removable decorative grilles could be used. External shutters would only be accepted in very exceptional circumstances and where only lattice designs are proposed.</p>	<p>Does the proposal meet the requirements by:</p> <ul style="list-style-type: none"> • A comprehensive security assessment has been undertaken • Have removable decorative grilles been considered (and are they appropriate)? • If shutters are proposed are they internal and of a transparent/lattice design • If external shutters are proposed, have all other options been explored? • If external shutters, are they a transparent/lattice design and subdivided (rather than a single span shutter) • The shutter housing is designed into the fascia or internally • Other security measures (cameras and alarm boxes) have been discretely located as part of the overall design
----------------------------	---	--



Standard corporate signage in the conservation area



A traditional shop front in the Conservation area



A discordant mix of frontages in the conservation area



Harmonious character of frontages – Market Square

Future controls over advertising

Even in conservation areas, certain types of advertising benefit from 'deemed consent', meaning the owner/business does not have to make an application for its approval. To ensure more wide ranging controls over advertising, it is suggested that further consideration be given to the use of discontinuance powers in certain cases (this would need to be carefully considered) and also potentially designating an area of special advertisement control within the conservation area. This would require consideration in close discussion with traders, the Town Council and the Sandbach Partnership, having regard to wider commercial and economic conditions, the availability of grant assistance etc. and as part of a co-ordinate heritage led regeneration approach for the town centre.

Proposal 10

In discussion with the Town Council and other partners, consider the use of discontinuance powers for existing poor advertising benefiting from deemed consent, and the potential for designating an area of special advertisement control within the commercial areas of the conservation area.



An example of inappropriate corporate signage

Enhancing design quality in the planning process

It is important to the future integrity of the conservation area that design quality for new development is of a high standard and complimentary to it and its individual heritage buildings. To achieve this, it is proposed that concise development briefs be prepared for development and opportunity sites, setting out the design parameters for the development, having regard to the wider urban design context and conservation area management considerations. Key issues that need to be taken into account in briefs and development management decisions are:

Character: ensure that the character of development responds to the character of the part of the town centre in which the site is located. Focal and landmark building opportunities should be fully exploited, drawing on characteristics of the wider town centre and the character area within which the site is located.

Grain/scale/height: ensure that the development responds successfully to the established scale of its surroundings, including traditional plot patterns, prevailing heights and other scale considerations. Roof scapes should respond to the character of the surrounding area. Key views should be taken into account to ensure these are protected and reinforced

Frontages and uses: Respond to the character of the site and its context and ensure positive and active frontage to streets, routes and spaces. Where appropriate secure mixed uses, with commercial uses on the ground floor and residential above.

Architecture/materials: High quality innovative design solutions should be encouraged, but they must be informed by context. Solutions that do not have regard for their wider impact upon the conservation area, and which detract from its character should be opposed. Modern materials that are in keeping with the Conservation Area should be encouraged alongside traditional materials. Contemporary architectural solutions should be of an exceptionally high standard, with strong attention to detail. The materials palette should be informed by the character of the part of the town in which they are located. More traditional designs must demonstrate attention to detail and employ local traditions and materials to recreate historic characteristics. Inferior, pastiche design proposals will not be supported.



Recent housing development in Church Street that responds successfully to the character of the area

Access: Sites shall be conveniently accessed with positive pedestrian access from the street. Entrances should be conveniently located, visible and designed to accommodate impaired mobility. Vehicular access and parking should be discretely located and should not disrupt street scenes or the continuity of frontages. Open areas of parking should be positively landscaped, in keeping with the character of the area.

Sustainable design: new development should seek to be as sustainable as possible to reduce its current and future environmental impact. This can be achieved through positive site planning, high levels of building performance to reduce carbon outputs and consumption of energy and water, incorporating mixed uses, utilising renewable or low carbon energy (where appropriate) and the sourcing of materials and building practices. Adaptation to climate change is also essential, so this should be built into the design of schemes.

Public realm: new development should contribute toward improving the public realm of the conservation area, particularly where open space is constrained or not being provided as part of the development. Where public realm is to be provided, this should be of a high quality, and of a positive character in the context of the conservation area. Contextual materials should be employed to help reinforce sense of place. The philosophy toward soft landscape should be informed by the character area in which the site is located.

The Local Planning authority and consultees, such as the Town Council, should expect high standards of design in new development and should challenge developers and their design teams to elevate design quality in the town. Where poor design is proposed that does not preserve or enhance the character of the conservation area then it should be opposed.

Proposal 11

High quality design shall be secured within the conservation area. This will be achieved through the drafting of design briefs for potential development and opportunity sites and in the Development Management process. Applications that do not demonstrate high design quality will be considered not to comply with the requirements of the National Planning Policy Framework (NPPF), specifically paragraphs 56 and 64

Protection/enhancement of historic street pattern/views/assets

The town centre retains its medieval street pattern and alleyways that predate the industrialisation of the town. It is important to the historic character of the town that this pattern is not overlaid or removed by new development or eroded by piecemeal change. Where the historic street pattern has been adversely affected by previous development, new proposals should seek to reinstate historic street character and remedy any adverse impacts. This is particularly important in the context of the historic lanes, many of which are presently poor routes for pedestrians, especially during darkness.

Key views within the conservation area and into and out of the area should be protected. New development should seek to respond to the opportunities presented by existing views and should also seek to enhance them where the opportunity arises (for example, by reinforcing and channelling an important view).

Proposal 12

Historic street patterns and views within, into and out of the conservation area should be protected from the adverse affects of new development. Proposals that lead to harm or loss of the historic street pattern or important views shall be resisted

As part of enhancing the conservation area, it is proposed that a public realm strategy be developed for the conservation area, but ideally for the town centre as a whole. A public realm strategy would provide an informed plan for the enhancement of public spaces, streets, lanes and pedestrian routes

within the town centre. A good public realm strategy would build upon the existing public realm characteristics of the conservation area, using this to develop a vision and strategy for public realm enhancement and to inform future management of streets and spaces. This would include principles relating to paving, street furniture, lighting, signage and maintenance.

Proposal 13

A public realm strategy should be developed for the conservation area, ideally as part of a broader strategy for the town centre.

Theme 3: Projects

High Street/Hightown public realm enhancement scheme

Building on the public realm strategy for the town centre, it is proposed that the High Street and Hightown areas would be subject to public realm transformation as part of a co-ordinated project for regenerating the town centre. It is likely that this would be undertaken in more than one phase.

Phase 1 - High Street between the Cobbles and the Town Hall (because of its condition, the impact it would have on perception of the town centre and it being reasonably straight forward to deliver subject to resources and funding).

Phase 2 – High Town and Old Middlewich Road. This phase would be more extensive, costly and would require review of vehicle and pedestrian movement and therefore is more difficult to deliver. Consequently it would be a longer term project

Phase 3 – Southern end of High Street. If resources are available then this would be the final phase of public realm works in the High Street area. Given the present character of this section of High Street it is less critical to the area's character, although some short term holding maintenance is recommended.

Proposal 14

Phased public realm refurbishment should be undertaken in High Street and High Town as part of a co-ordinated regeneration strategy for the town centre.



Illustrations showing the potential enhancement of High Street

Shop front/building frontage improvement scheme

Alongside public realm refurbishment, it is proposed that a shop front improvement scheme be established in the Conservation Area, focused upon the High Street/High Town area within the community. This would entail promoting refurbishment of frontages and a heritage led approach within the conservation area. The project would be a grant scheme, filling the ‘heritage deficit’ for conservation led enhancements. Grant aided shop front schemes would need to demonstrate that they have met the design requirements set out in this management plan and any future detailed design guidance in order to benefit.

Proposal 15

A shop front improvement scheme should be implemented in the town centre, focused on High Street/Hightown, in conjunction with the associated public realm refurbishment programme.

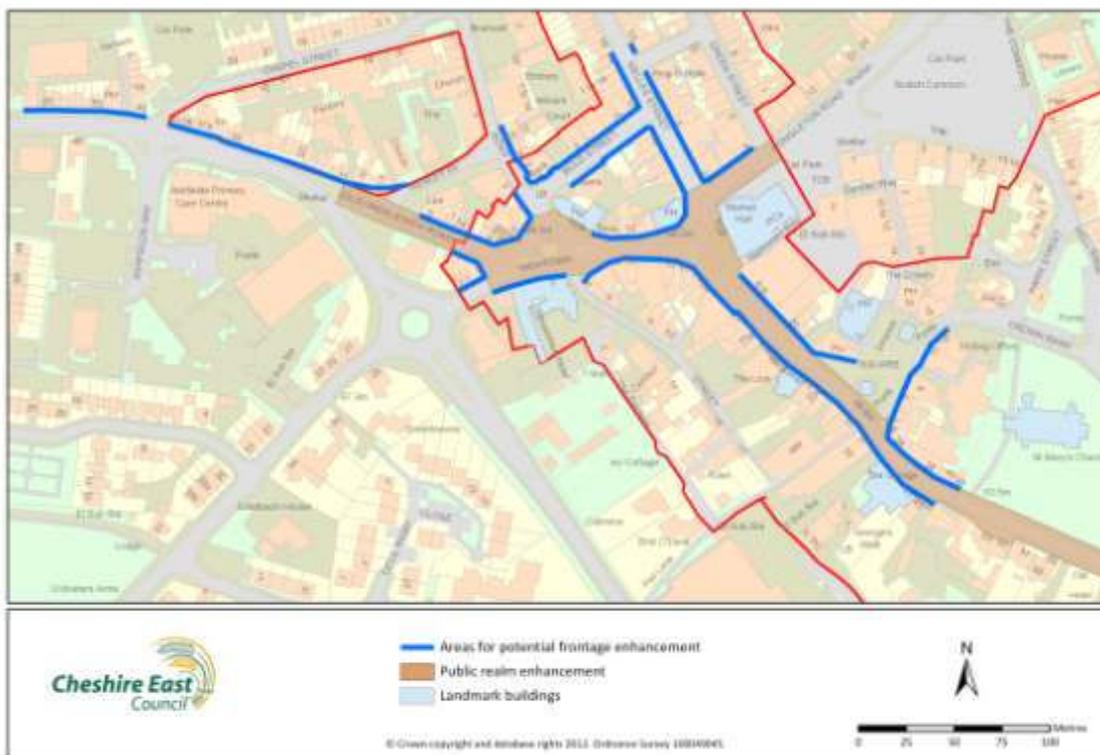
Landmark buildings project

Several landmark/focal buildings which are in commercial or civic use are located at key locations within the conservation area. These ‘landmarks’ offer the opportunity to become centrepieces within a wider strategy for the conservation area, set within the public realm and wider frontage enhancement proposed by the Management Plan for the High Street/Hightown area.

Enhancements would take the form of fabric refurbishment, facilitating alternative or more diverse usage and creating night time interest via sensitive accent lighting. This would be achieved through negotiation with owners but also through grant assistance/public investment, subject to funding.

Proposal 16

A landmark buildings project be developed for key civic and commercial buildings in the conservation area comprising fabric refurbishment, works to enable viable re-use and accent lighting



Map 13 Suggested public realm and frontage improvements

Heritage interpretation project

As part of promoting the conservation area, it is proposed that heritage trails and interpretation be implemented within the town. These could be based upon different themes, taking people to different parts of the conservation area. The interpretation material could include traditional methods such as heritage plaques, trail markers and signage and interpretation boards. In addition, it could entail using modern interpretation methods, taking advantage of smart phone and other technologies.

This should be developed as a local community project with the Sandbach Conservation and Heritage Group, utilising its local knowledge to develop the trails etc. and working with local schools but also information technology skills and knowledge, ideally already available within the local community.

Proposal 17

A heritage interpretation project be developed for the town, to boost its attractiveness to heritage tourists and for the benefit of the local community.

Hope Street and Warm Walls enhancements

The Hope Street Project sought to revitalise this historic area through public realm and artistic interventions, to transform what has become a neglected secondary route within the town. Unfortunately the project has stalled in recent years and therefore it is an opportune time, during the life of this management Plan to review and revitalise the proposals for Hope Street.

Several small sites, to the rear of High Street, offer the opportunity to better link it with Hope Street and to create secondary frontage and uses that will help deliver enhancement of the Hope Street area.

Warm Walls is an historic lane leading from the market square to the rear of High Street but it runs along the edge of a servicing area between High Street and Sanbec Way. This area has been the subject of enhancement works in the past, but it feels neglected, lacks surveillance and is potentially unsafe at night. In the longer term, the re-development of the Sanbec Way retail area will provide a long term solution to the Warm Walls area.

Proposal 18

Enhancement projects should be developed for the Lanes including Hope Street and Warm Wall areas comprising improvements to public realm, lighting and potentially small scale, infill development

Gateway enhancements

The pedestrian and vehicular gateways into the conservation area require enhancement, including the lanes/alleyways leading into the heart of the town. This will improve access into the conservation area, particularly for users on foot and cycle. Improvement of vehicular gateways will help to create a more positive impression of the conservation area and make it more legible for both visitors and residents.



Map 14: Suggested gateway and lane enhancements

Proposal 19

Enhancements to pedestrian and vehicular gateways should be undertaken to improve accessibility on foot/by cycle and car and to create better impressions of the town centre and conservation area

Detractor site/area project

Several detractor sites have been identified in the appraisal process. These sites adversely impact upon the character of the conservation area. Some are potential long term regeneration opportunity sites, whilst others are modest in scale and have a localised impact upon the heritage significance of the part of the conservation area in which they are located.

Potential longer term regeneration sites

- Back land sites off Hope Street – improved fencing, re-surfacing, de-weeding etc., open up for temporary use such as micro allotments?
- Area around Town Mill – tidying of yard area, encouraging positive uses, cleaning of graffiti, create potential link into Hope Street?
- Georges Walk retail parade – repairs to paving, tidying of boundaries, screening of rear access to retail units, improvements to the rear of the George, lighting

Smaller sites

- Area to rear of Town Hall/Market Hall (part of Little Common) as part of refurbishment of Market Hall – remove parking, landscaping and surfacing, external uses associated with re-use of the Market Hall
- Small Area of space off Hightown/Old Middlewich Road next to Ice cream parlour/coffee shop
- Triangular piece of land at end of Old Middlewich Road – landscape public realm improvements as part of an improved pedestrian gateway into the Conservation Area
- Area around the well at Crown Bank/Well Bank – light touch enhancements to surrounding landscape, paving and parking areas in proximity to the well site.

Proposal 20

A programme of enhancements to detractor sites and empty shops be developed, some temporary awaiting longer term regeneration, others permanent to transform the appearance and use of areas of public space

Protection/enhancement of green spaces

Green spaces and mature trees are an important characteristic of the southern part of the conservation area. Their management and a long term strategy for their replacement/succession will be important to maintain the future character of the conservation area. The trees located within the churchyard and the southern end of High Street are especially important and should be appropriately managed.

Where tree planting opportunities exist, native trees of an appropriate species should be planted to help reinforce the established green character. In the northern part of the conservation area, tree planting should be carefully thought through, having regard to the harder townscape character of the area.

Proposal 21

Established areas of tree coverage and landscape should be maintained and enhanced, whilst opportunities to plant further trees in the southern part of the conservation area should be considered. Tree planting in the harder townscape of the northern conservation area should be encouraged where it contributes positively to the townscape



Other recommended actions

Whilst not part of the management plan, it is suggested that the following actions also be considered as part of the longer term regeneration of the town centre. These are briefly described with an explanation as to why they are important to the conservation area and the heritage of the town.

- Movement study (broader movement study for the town centre)
- Town centre accessibility improvements
- Urban design framework for town centre
- Public realm strategy for whole town centre
- Secure planning obligations/CIL toward town centre improvements
- Enhancements to Scotch Common and linkages to the park
- Congleton Road gateway project
- Living above the shop project
- Promote cable and other below ground ICT
- Protection/enhancement of Brook and other green corridors/areas on the periphery of town centre

Movement study – The impacts of traffic and parking have been identified in the appraisal as key influences upon the character and appearance of parts of the conservation area. Vehicles are an inevitable element of the town centre but there are ways in which the impacts could be more positively managed and indeed the flow of vehicles made more efficient, reducing congestion, pollution and creating a more attractive town centre environment for pedestrians (particularly in the High Town and Congleton Road areas). The proposed urban design framework and public realm strategies, discussed below, would in part rely on the outcome of the movement study to help shape proposals.

Accessibility improvements – One of the anticipated outcomes of the movement study would be to improve accessibility for pedestrians, including the improvement of gateways for pedestrian accessibility, the improvement of alleyways and pedestrian pathways and the improvement of key spaces, particularly within the core area of the town centre.

Urban design framework – The town centre has some major issues that need addressing, some within the conservation area, but also others on its periphery. These issues and the need for an overarching regeneration strategy for the town centre necessitate that urban design should underpin this approach, to create a framework upon which the regeneration can be delivered.

Public realm strategy – As mentioned for the conservation area itself, a public realm strategy should be developed as part of the regeneration approach for the town centre. The area's public realm is vitally important to the town's future but also to reinforce its local distinctiveness. More attractive streets and spaces, building upon the work undertaken to the Cobbles in 2009, will create a new dynamic for the town, building on its essential qualities, and ensuring that future works to the public realm strengthen its townscape qualities.

Secure funding for town centre improvement – The area is facing unprecedented change, both from new development but also the changing role of town centres in the 21st century. It will be ever more important that the town centre has a high environmental quality. In order to maintain a genuinely sustainable community, the town centre needs to offer a wide range of amenities set within a high quality setting. New development on the fringes of the town centre and those in more outlying locations should equally contribute toward creating this vibrant and attractive heart. The vehicle for securing this would be via Section 106 and eventually Community Infrastructure Levy. This requirement should be set out in Local Plan policy and any accompanying Supplementary Planning Documents.

Enhancement to Scotch Common and links to the park – The Park is hidden and disconnected from the conservation area. It is a significant asset for the town but one that is not fully capitalised upon. Scotch Common, once the town's key green space and the location of its markets, fairs and one of its key historic events, the Civil War skirmish, is now primarily a car park. Whilst this serves a valuable purpose for the town, it also contributes to the town's car dominated character. Scotch Common, in its present form, severs the Park from the conservation area.

There are legal limitations on use of the Commons, but there may be scope to create a more positive connection, linking the conservation area and the park and also helping to improve the appearance of Scotch Common. This landscape led project would help to transform this approach to the conservation area, access to the park and potentially a more attractive location for activities and events.

Congleton Road gateway – Linked to the above, there is a significant opportunity to consider the development potential of the library, ambulance and fire station and the vacant development sites at this gateway entrance to the town centre. This area is presently underutilised and creates quite a poor impression on one of the main entrances into the town from the M6.

Living above the shop – Although there is no accurate survey, it is likely that a number of town centre premises are not fully utilising first floor accommodation. Some of this upper floor space could be used to create more residential accommodation in the town centre, potentially generating value or encouraging investment in the fabric of buildings.

Protection/enhancement of the Brook corridor and other green areas - The green southern edge to the conservation area alongside the Brook and Dingle Lake is a key element in defining the edge of the conservation area and establishing the essential character of Sandbach.

Whilst these areas are unlikely to be subject to development pressure and are largely covered by Tree Preservation Orders, this does not secure their long term management. As with the established green areas within the conservation area, it will important to the setting and character of the town that this area is maintained in the long term. Part of this management is to secure succession planting for the long term but also potentially to widen access to the lake and the Brook, as part of a leisure circuit around the town centre and linked to the Park.

Evening and night time economy – As identified in the appraisal there is an imbalance in the evening/night time offer of the town and this reduces the town's night time vitality and is potentially linked to public disorder and incidents of antisocial activity. A positive strategy to encourage a more balanced evening/night time leisure offer would benefit the town centre.



The conservation area and the wider town centre context

Monitoring

In order to be effective, it will be important to regularly monitor progress against the actions set out in the Management Plan. A monitoring framework will need to be established, co-ordinated between the various parties. To this end the Town Council will be setting up a group specifically tasked with inputting into the consultation response to the Conservation Area Appraisal and Management Plan consultation and then with implementation and monitoring of the Management Plan once it and the Appraisal have been adopted. The group would also potentially involve Cheshire East as well as other partner organisations.

A potential way to manage this would be an annual review/assessment of progress against the Management Plan with perhaps 2 or 3 other meetings of the management group during the year. It is envisaged that the Management Plan would have a degree of flexibility inbuilt and with the capacity of the management group to interpret and modify provided the spirit of the Management Plan is maintained, without the need for formal review. It is recommended however, that a more formal review of the condition of the Conservation Area and of the delivery of Management is undertaken after 5 years to assess what impact it has had on the condition and status of the Conservation Area as being at risk.

DRAFT MANAGEMENT PLAN

short 1-5 yrs, medium 5-10 yrs, long 10+ yrs

No.	Action	Short, medium or long term	Lead body	Key partners	Notes
Theme 1: Active heritage management					
1	Serve Article 4 direction: remove rights to alter residential properties without planning permission	short	CEC	-	For residential properties within the CA boundary to restrict alterations without planning permission, including changes to windows and doors, satellite dishes, changes to boundaries
2	Promote/raise awareness of the conservation area to residents/businesses: leaflets, website etc.	short	STC	CEC	To ensure that residents and business are fully aware of the conservation area and the implications of being located within it
3	Identify local assets at risk: compile a list of buildings that are vulnerable to change or are in poor condition	short then ongoing	CEC	STC	Identify candidates and feed into relevant Borough wide lists
4	Investigate unauthorised works and assess the need for enforcement action	short then ongoing	CEC	STC	Planning enforcement investigations for issues identified during survey or brought to attention of CEC and then ongoing
5	Establish a Heritage Watch group including assessing the risk of heritage crime to heritage buildings and features and respond to incidents	short then ongoing	STC	CEC, police, local community	Promote heritage crime awareness in town – establish heritage watch group, undertake HC risk audits for key assets/areas and prompt reporting of incidents
6	Ensure that highways and streetscape works protect/reinstate areas of historic streetscape	ongoing	CEC	STC	Liaison with highways, streetscape and utilities to protect areas and features of historic streetscape and to reinstate where practicable as part of day to day management of the highway
7	Consider serving discontinuance notices and designating an area of special advertisement control to remove rights for certain adverts that normally do not require advertisement consent	short	CEC	-	Remove advertising rights for cases of inappropriate signage and ensure more forms of advertising require advertisement consent where the quality can be managed in accordance with the design guidelines
Theme 2: design/quality management					
8	Improve design quality in planning process: preparation of design guidance for key sites and ensure planning decisions take account of management plan for the conservation area	ongoing	CEC	STC	CEC: prepare development briefs on key sites and in processing applications, TC in commenting on applications
9	Ensure protection and enhancement of historic street pattern/views/assets	ongoing	CEC	STC	Ensuring development guidance reflects this objective, consideration in planning decisions
10	Prepare public realm guidelines: principles to manage and improve the quality of streets and spaces in the conservation area	short - medium	STC	CEC	Preparation of principles for street design and management within the conservation area

11	Prepare urban design framework: regeneration principles for town centre and key development sites in the conservation area	short - medium	STC	CEC	Preparation of a framework to inform regeneration within or on the edge of the conservation area
Theme 3: Projects					
12	Promote a High Street/Hightown public realm enhancement scheme (new paving, seating, street lighting etc.)	Medium - long	STC	CEC	Potentially 2 or 3 phases. Phase 1 likely to be High Street between the Cobbles and Sandbach Town Hall, with further phases in Hightown and High Street (eastern end)
13	Promote a shop front/building frontage improvement scheme (signage, shop fronts and building condition)	Short-long	STC	CEC	Long term programme for frontage improvement on key frontages as part of wider public realm uplift in conservation area, focused primarily on High Street/Hightown
14	Promote a landmark buildings project: lighting and fabric improvements to key buildings	Medium	STC	CEC	Heritage led programme for key buildings, including fabric, setting and lighting
15	Undertake heritage interpretation projects: heritage trails, local plaque scheme, website, interpretation of crosses etc.	Short-medium	SHG	STC CEC	To promote the heritage credentials of Sandbach as part of an enhanced tourist offer and to promote 'dwell time' with its economic spin offs in the town centre
16	Promote improvement to lanes/alleyways including Hope Street and Warm Walls: improvements to lighting, surveillance etc.	Medium-long	STC	CEC	Townscape enhancements to improve image/usability of key alleyways/pedestrian routes
17	Promote gateway enhancements: improvements to vehicle and pedestrian routes into and within the conservation area	Medium-long	STC	CEC	Enhancement to vehicular and pedestrian gateways into the conservation area to improve image and sense of arrival into the area
18	Promote a detractor sites/buildings project: Identify sites that are in poor condition and undertake remedial works	Short - medium	Community	STC, CEC, land owners	Improvement of condition of detractor sites through temporary interventions in advance of longer term solutions
19	Protection/enhancement of green spaces: ensure trees and landscape are well managed and secure future planting	ongoing	STC	CEC, land owners	Positive management of green spaces and promotion of an urban greening project/succession planting

STC - Sandbach Town Council, CEC – Cheshire East Council, SCHG – Sandbach Conservation and Heritage Group

NB: The actions identified above are all subject to the availability of resources and funding

OTHER RECOMMENDED ACTIONS					
short 1-5 yrs, medium 5-10 yrs, long 10+ yrs					
No.	Action	Short, medium or long term	Lead body	Key partners	Notes
1	Undertake a movement study (broader movement study for the town centre)	Short -medium	STC	CEC	Strategic review of movement within and around the town centre to inform various projects and improve pedestrian and vehicular movement
2	Undertake town centre accessibility improvements	Medium-long	CEC	STC	Improvement projects for movement - vehicles, cyclists and pedestrians around the town centre
3	Prepare an urban design framework/place shaping plan for town centre	Short -medium	STC	CEC	To prepare a framework to underpin the CA Management Plan and to identify and inform future strategic sites and projects as part of place shaping activities in the town
4	Prepare a public realm strategy for the town centre	Medium	STC	CEC	Wider public realm strategy including streets leading into Conservation Area
5	Secure planning obligations/CIL toward town centre improvements	ongoing	CEC	STC	As part of town centre redevelopment and other developments within adjacent to the town
6	Promote enhancements to Scotch Common and linkages to the park from the Conservation Area	Medium-long	STC	CEC	Improvements to parking and create a positive landscaped route to park
7	Investigate and implement the Congleton Road gateway project	Medium-long	STC	CEC, land owners	Regeneration of the area in proximity to the library, on Congleton Road linked to the enhancements of Scotch Common to create a positive gateway into the town centre
8	Promote a living above the shop project	Short - medium	STC	CEC, land owners	Make better use of vacant space on upper floors of buildings to encourage more town centre living .
9	Promote installation of cable or other below ground ICT	Short - medium	STC	CEC	To provide alternative to satellite based television alongside other management measures as part of wider town ICT initiative
10	Support enhancement of the Brook and green corridors/areas on the periphery of town centre, including Dingle Lake	Long	STC	CEC, landowners, Community	To enhance the southern green corridor and other areas of open space that influence the setting and impressions of the conservation area
11	Encourage improvements to the early evening/night-time economy of the town centre	Short- medium	STC	CEC, landowners	Develop a positive strategy toward re-balancing the evening/night time economy and encouraging more restaurants and outdoor dining opportunities, particularly around the Cobbles

STC - Sandbach Town Council, CEC – Cheshire East Council, SCHG – Sandbach Conservation and Heritage Group

NB: The recommended actions identified above are all aspirational and subject to the availability of resources and funding

Appendix 1 Listed Buildings and Scheduled Monuments

Listed Buildings

Crown Bank

National Heritage List for England Ref: 1130388

Name: LOWER CHEQUER INN

Grade: II Designation Date: 03/06/1976

List Entry: CROWN BANK 1. 5144 Lower Chequer Inn SJ 7560 1/7 3.6.76. II GV 2. Late C16 or early C17 but much altered and restored and retaining few original features. Sham timber and cement incorporating on north side some exposed timber framing; roughcast at rear; two storeys; renewed casement windows and doorways; gables with plain restored barge-boards; tiles. Interior also much altered but retains some exposed ceiling beams to ground storey. Listing NGR: SJ7592160846

Dingle Lane

National Heritage List for England Ref: 1159813

Name: DINGLE FARMHOUSE

Grade: II Designation Date: 11/08/1950

List Entry: DINGLE LANE 1. 5144 Dingle Farmhouse (Formerly listed under Back Street) SJ 7660 2/33 11.8.50. II 2. C17. Timber frame with painted brick nogging; C19 alterations and additions; one storey plus attic; 3 C19 gabled dormers with small-paned iron casements; early C19 wood doorcase with hood canopy on shaped brackets, and 6-fielded-panelled door. Later bay on left-hand side sham painted as timber frame. Later additions at rear; tiles. Listing NGR: SJ7607160844

Front Street

National Heritage List for England Ref: 1130347

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: FRONT STREET 1. 5144 No 22 SJ 7660 2/10 II GV 2. Includes No 47 Church Street. A rambling heterogeneous building. C17 "black and white" timber frame and painted brick and cement with C19 restoration and some later alterations; two storeys; 2 gables and 3 gabled dormers; restored casement windows; added porch and bay to No 47. No 22 has doorway with ledged door and gabled porch with wood columns, probably C18, and No 47 has a modern doorway. Restored tile roof. Listing NGR: SJ7605860712

National Heritage List for England Ref: 1130390

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: FRONT STREET 1. 5144 Nos 2 to 20 (even) SJ 7660 2/58 II GV 2. Dated 1861. Two adjacent ranges of cottages built for Lord Crewe. Red brick with stone dressings and blue brick diapering; tiles. The left-hand range has a one-windowed projecting bay at centre with stone-coped gable and quoins at sides and with above date in blue brick. Each cottage has a casement window breaking above eaves and gabled; ground storey windows (generally modern sashes) have shallow pointed arched heads; plain doorways, generally with ledged doors. The right-hand range has 2 slightly projecting gabled bays, later or modern windows and plain doorways, generally with modern doors; coggled eaves; tiles. Listing NGR: SJ7600460742

Hawk Street

National Heritage List for England Ref: 1130349

Name: No name for this Entry

Grade: II Designation Date: 03/06/1976

List Entry: HAWK STREET 1. 5144 No 21 SJ 7560 1/9 3.6.76. II GV 2. A small C17 house of "black and white" timber frame with plaster or brick nogging; two storeys plus attic; slight overhangs; one gable; renewed casement windows, some with glazing bars; small C18 oriel bay to ground storey and plain wood doorcase with C19 4-panelled door; old tiles. Listing NGR: SJ7592660847

High Town

National Heritage List for England Ref: 1130350

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGHTOWN 1. 5144 (South Side) Nos 5 and 7 SJ 7560 1/60 II GV 2. Early-mid C19. Red brick; 3 storeys; 3 sash windows with plain lintels; 2 blocked windows at left-hand side of 1st and 2nd storey. No 5 has mid C19 doorway with semi-circular brick head, keyblock, and 6-panelled door; moulded stucco eaves; slates (felt-covered). Late C19 and modern shop fronts; plain bay on left-hand side with doorway and ledged door. Listing NGR: SJ7572460845

National Heritage List for England Ref: 1130351

Name: THE LITERARY INSTITUTE

Grade: II Designation Date: 03/06/1976

List Entry: HIGHTOWN 1. 5144 (North Side) The Literary Institute SJ 7560 1/50 3.6.76. II GV 2. 1857. Architect, Sir George Gilbert Scott. Gothic style. Red brick with stone dressings and decorations of blue brick; 2 storeys. The centre block has 3 gables each with 2-light Gothic style windows rising into it. The ground storey has 3 windows, each with 3 lancets grouped under a relieving arch. To the left is an octagonal 2-storeyed porch with hipped roof and to the right is a lower block with another entrance. Tile roof. Listing NGR: SJ7570660889

National Heritage List for England Ref: 1130352

Name: TOWN HALL AND MARKET HALL

Grade: II Designation Date: 27/04/1978

List Entry: HIGHTOWN 1. 5144 (North Side) Town Hall and Market Hall SJ 7560 1/62 II 2. 1889. Architect, Thomas Bower of Nantwich. Gothic style; red brick with stone dressings; facade expresses 2 storeys; centre portion of 4 bays, each defined by buttresses and with 3-light mullioned windows in stone surrounds with hood moulds; string-course at 1st floor; below is an open arcaded loggia of 4 pointed arched openings; 4-stage tower block on right-hand side, the upper octagonal, with a clock face on 4 sides, and the whole surmounted by a pyramidal tiled roof, and open lantern; below is an elaborate entrance with pointed arched head surmounted by carved stone heraldic panel and flanked by a pair of stone statues which stand high on corbels under canopies. Gabled bay on left-hand side with 4-light stone mullioned and transomed window. The Market Hall, which is a somewhat later addition, is a plain span-roof brick wing extending at the rear. Listing NGR: SJ7580360887

National Heritage List for England Ref: 1130353

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGHTOWN 1. 5144 (South Side) No 17 SJ 7560 1/11 II 2. Mainly early C19, the core probably C18. Painted brick; 3 storeys; 5 sash windows (single glazing bars); late C19 doorway; plain eaves; slates. The right-hand portion of the ground storey, formerly a shop, altered with facsimile windows in place of shop front. Listing NGR: SJ7576060856

National Heritage List for England Ref: 1330424

Name: K6 TELEPHONE KIOSK IN FRONT OF THE TOWN HALL

Grade: II Designation Date: 28/02/1989

List Entry: The following building shall be added to the list:- SANDBACH HIGHTOWN SJ 7560 (north side) 1/82 K6 Telephone Kiosk in front of the Town Hall GV II Telephone kiosk. Type K6. Designed 1935 by Sir Giles Gilbert Scott. Made by various contractors. Cast iron. Square kiosk with domed roof. Unperforated crowns to top panels and margin glazing to windows and door. Listing NGR: SJ7577960886

National Heritage List for England Ref: 1330395

Name: TRUSTEE SAVINGS BANK

Grade: II Designation Date: 27/04/1978

List Entry: HIGHTOWN 1. 5144 (North Side) Trustee Savings Bank SJ 7560 1/61 II GV 2. Dated 1857 and probably designed by Sir George Scott. Gothic style. Red brick with stone dressings and decorations of blue brick. Two storeys; stone quoins; one 2-light stone mullioned and traceried window under gable with crocketed pinnacle; one 2-light oriel and one 3-light mullioned window, all with stone traceried heads; doorway in moulded stone surround with shallow pointed arched head. Gabled bay on right-hand side has mullioned transomed window, and centre bay with 2 pointed arched windows and doorway in pointed arched reveal with stone tympanum and toothed brick hood mould. Moulded stone cornice; brick parapet; slates. Listing NGR: SJ7572360879

National Heritage List for England Ref: 1330396

Name: DRINKING FOUNTAIN

Grade: II Designation Date: 27/04/1978

List Entry: HIGHTOWN 1. 5144 (In the Centre) Drinking Fountain SJ 7560 1/63 II 2. 1897. By Thomas Bower, the architect of the Town Hall. Stone. Circular on plan, the base with central basin having 4 projecting stoups and a ring of 8 Tuscan columns supporting a shaped canopy with triglyph frieze, shaped gablets, and ball-headed shaped pinnacle. Listing NGR: SJ7569060872

High Street

National Heritage List for England Ref: 1130354

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) No 41 SJ 7560 1/65 II GV 2. Early C19. Red brick; 2 storeys; 2 sash windows with plain plaster roundel between; plain eaves; slates. C19 shop front on right-hand side with modern glazing. Included for group value. Listing NGR: SJ7587560739

National Heritage List for England Ref: 1130355

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) No 43B SJ 7560 1/66 II GV 2. Early C19. Engraved stucco; 2 storeys; one sash window (single glazing bars). Ground storey projects with later C19 shop front (modern glazing) and modern doorway on left-hand side; slates and tiles. Included for group value. Listing NGR: SJ7588160731

National Heritage List for England Ref: 1130356

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) Nos 53 and 55 SJ 7560 1/69 II GV 2. Early C19. Stucco; 2 storeys; 2 casement windows; simple early C19 shop fronts with moulded cornices and modern glazing; cogged eaves; tiles. Included for group valued Listing NGR: SJ7592760711

National Heritage List for England Ref: 1130357

Name: OUTBUILDINGS OF OLD HALL HOTEL

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) Outbuildings of Old Hall Hotel SJ 7560 1/14 II 2. C17 timber frame with brick nogging; 2 storeys: Various windows and door openings, all boarded-up when inspected (1977); corrugated asbestos roof. Listing NGR: SJ7594560645

National Heritage List for England Ref: 1130358

Name: No name for this Entry

Grade: II Designation Date: 11/08/1950

List Entry: HIGH STREET 1. 5144 (North Side) No 34 (Formerly listed as Williams Deacon's Bank Building (including shop occupied by F J Glover, Optician)) SJ 7560 1/16 11.8.50. II GV 2. C17 restored. Timber frame with painted brick and cement infilling; two storeys; 2 gables and one on return side; bank front to ground storey, generally in keeping; casement windows, some original, with leaded lights; tiles, Listing NGR: SJ7587860783

National Heritage List for England Ref: 1130359

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (North Side) Nos 40 to 44 (even) SJ 7560 1/72 II GV 2. Early C19. Painted brick; 3 storeys; 2 sash windows and one sash window replaced by modern casement, all with glazing bars and plain lintels. 2nd storey has 2 sash windows (single glazing bars) plus one blocked; plain eaves; hipped slate roof. Plain doorway on left-hand side; 3 altered late C19 shop fronts. Included for group value. Listing NGR: SJ7590360748

National Heritage List for England Ref: 1130360

Name: SANDBACH BRIDGE

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 Sandbach Bridge SJ 7660 2/74 II 2. Early C19. Stone-built with single semi-circular arch, each side with keyblock and rusticated voussoirs. Parapets of massive stone slabs with end piers and stone radiused end sweeps. Listing NGR: SJ7610660664

National Heritage List for England Ref: 1159843

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) No 45 SJ 7560 1/67 II GV 20 Of late C16 or C17 origin but much altered. Modern cement rendering; 2 storeys; three C19 casement windows; plain gables. The left-hand bay (2 windows) has ground storey raised above terrace, and 2 modern bow shop windows and doorway under a modern canopy. The right-hand bay with a large angular bay shop window; tiles. Interior retains some exposed ceiling beams to ground storey. Listing NGR: SJ7589560728

National Heritage List for England Ref: 1159844

Name: No name for this Entry

Grade: II Designation Date: 06/03/1978

List Entry: HIGH STREET 1. 5144 (South Side) Nos 49 and 51 SJ 7560 1/12 6.3.78. II GV 2. Late C17 or early C18 adjoining small brick houses. Various casement windows. Early C19 shop fronts with modern glazing; part glazed doors in plain doorways. Toothed and plain eaves, gabled ends and old tiles. Both are 2 storeys. No 51 also has a shallow attic and some original leaded lights.

National Heritage List for England Ref: 1159872

Name: BLACK BEAR INN

Grade: II* Designation Date: 11/08/1950

List Entry: HIGH STREET 1. 5144 (North Side) Black Bear Inn SJ 7560 1/15 11.8.50. II* GV 2. Dated 1634. Timber frame and painted brick nogging, the ground storey bricked-in and sham painted as timber frame; 2 storeys; 2 gables with restored barge-boards. Gable over doorway has casement window with moulded wood mullions and transom, and renewed leaded lights, elsewhere windows and doorways restored in facsimile style; thatched roof; beam over entrance carved with initials NRK and above date. Interior altered but retains exposed ceiling beams and framing timbers. Later 2 storey wing, (probably 3 cottages originally), attached on left-hand side, sham painted as timber frame and with tile roof. Listing NGR: SJ7584560820

National Heritage List for England Ref: 1159891

Name: CHURCHYARD WALLS, GATEWAYS AND RAILINGS TO SOUTH-EAST AND NORTH OF ST

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (North Side) Churchyard walls, gateways and railings to south-east and north of St Mary's Church SJ 7560 1/73 SJ 7660 2/73 II GV 2. Circa 1850. Stone walls surmounted by wrought iron railings. The north and south walls have a gateway with single wrought iron gates and gate piers with saddle-back cappings, those on the south side surmounted by wrought iron lamp standards. Listing NGR: SJ7596360720

National Heritage List for England Ref: 1310817

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (North Side) No 38 SJ 7560 1/71 II GV 2. Of C18 origin but much altered. Modern roughcast; 2 storeys; 2 modern oriels and one casement window (all with glazing bars); plain C19 doorway on right-hand side; restored gabled dormer; tiles. Two late C19 shop fronts. Included for group value. Listing NGR: SJ7589160755

National Heritage List for England Ref: 1310849

Name: OLD HALL HOTEL

Grade: I Designation Date: 11/08/1950

List Entry: HIGH STREET 1. 5144 (South Side) Old Hall Hotel SJ 7560 1/13 11.8.50. I 2. Dated 1656, but the 2-gabled projecting wing on the left-hand side slightly later. A large "black and white" timber framed occupying the site of the ancient mansion of the Sondbaches who were once lords of the manor. Three storeys; 4 gables with restored barge-boards and finials; good exposed timber framing throughout with some shaped timbers having decorative motifs of balusters and barbed lozenges, all well restored; brick and stone base; moulded wood mullion and transom casement windows with leaded lights, all well restored. 1st storey windows to gabled bays have shallow pediments. Carriage arch under building at right-hand side; restored brick stacks with diagonal shafts; doorways with restored or renewed batters doors; stone flag roof. Rear elevation is part timber frame and part brick. Interior of left-hand wing contains 3 good Jacobean fireplaces (possibly not in situ), good oak panelling in ground storey room to right of entrance, panelling in Dining Room (not in situ), and original oak splat baluster staircase. Stands back from road in own grounds. Listing NGR: SJ7596560670

National Heritage List for England Ref: 1330397

Name: GEORGE HOTEL

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) No 39 (George Hotel) SJ 7560 1/64 II GV 2. Circa 1810 with later alterations. Engraved stucco, the ground storey rusticated; 2 storeys and gables; a slightly projecting gabled bay at either side (1 window each); 3 windows to centre; windows are later casements in moulded architraves, 2 at centre breaking above eaves; sham timber frame gables, plain barge-boards. Late C19 inn front and pilaster doorcase with semi-circular head, plain fanlight, arched pediment and 5-panelled door. Interior retains original plain staircase. Included for group value. Listing NGR: SJ7586660746

National Heritage List for England Ref: 1330398

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) No 47 SJ 7560 1/68 II GV 2. Early C19. Red brick; 2 storeys; 2 sash windows: doorway on left-hand side with cornice hood on scrolls, and 6-panelled door; moulded stucco eaves; hipped slate roof. Later C19 shop front with modern glazing. Included for group value. Listing NGR: SJ7590760723

National Heritage List for England Ref: 1330399

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (South Side) Nos 57 and 59 SJ 7560 1/81 II GV 2. Mid C19. Red brick with blue brick diapering, and stone dressings; two storeys and gables; stone plinth and quoins. A projecting gabled bay at either side and a slightly projecting gabled bay to left of centre; five casement windows, that to right-hand bay in stone chamfered surround above moulded stone cornice; 2 pointed arched doorways with small gabled porches, and centre doorway with stone shaped head, all with ledged doors. Diagonal brick stacks; plain eaves; slates. Stone-coped forecourt wall between end bays. Included for group value. Listing NGR: SJ7593860706

National Heritage List for England Ref: 1330400

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HIGH STREET 1. 5144 (North Side) No 36 SJ 7560 1/70 II GV 2. Of C18 origin but much altered, the facade C19 and later. Painted brick; 2 storeys; 3 C19 or renewed casement windows plus one blocked; plain C19 wood pilaster doorcase on right-hand side. Late C19 shop front on left; moulded wood eaves; modern tiles. Included for group value. Listing NGR: SJ7588260762

National Heritage List for England Ref: 1330401

Name: CHURCH OF ST MARY

Grade: II* Designation Date: 11/08/1950

List Entry: In the entry for: HIGH STREET SJ 7560 (north side) 1/17 Church of St Mary 11.8.50 GV II The grade and the description shall be amended to read SJ 7560 SANDBACH HIGH STREET 918-/1/17 Church of St Mary 11.8.50 GV II* Anglican Church. C15, restored in 1847-49 by George Gilbert Scott, and signed above the west entrance. Sandstone, in many places casing the original masonry; repaired in 1894-5 following fire at the west end; choir vestry by Austin and Paley of 1930. Furnishings of various dates. Choir and nave of five bays, with aisles, side chapels and west tower; choir vestry projects from northwest. The base of the latter is open on three sides and spans a public footpath across the churchyard. Largely Perpendicular Gothic style, with authentically medieval masonry of C13 and C15 to arcades, particularly on the south side. Interior furnishings of note include: Caen stone font, southwest corner of nave, 1859 by builder Thomas Stringer, with the Romanesque stone font opposite. Leversage Arms in panelled ceiling, north aisle, c1587, choir stalls, pulpit and carved Jacobean altar. Excellent collection of monuments installed by Scott along the aisle walls. Of particular note is the marble relief of the Rev. John Armistead, M. A. Vicar from 1828-65, designed by G. F. Watts and sculpted by George Nelson in 1876. For a full account see John Minshull, 'A Short History and Description of St. Mary's Church Sandbach, Cheshire', rev. ed. 1990. HIGH STREET 1. 5144 (North Side) Church of St Mary SJ 7560 1/17 11.8.50. II GV 2. Almost wholly rebuilt in Perpendicular style by Sir George Gilbert Scott, 1847-9. The south side incorporates masonry from the early C15 structure. Nave and aisles, chancel, side chapels and west tower, which has a porch at the base open on 3 sides, and is said to be an exact replica of the original Perpendicular tower. Nave contains unusual font dated 1669 (Richards), octagonal and decorated with acanthus leaves, also numerous C18 and early C19 mural monuments and a good sculptured relief to John Armitstead by G F Watts and George Nelson, 1876. Listing NGR: SJ7595360777

Hope Street

National Heritage List for England Ref: 1130363

Name: No name for this Entry

Grade: II Designation Date: 03/06/1976

List Entry: HOPE STREET 1. 5144 (West Side) No 11 SJ 7560 1/18 3.6.76. II GV 2. Early C19. Stucco; 2 storeys; slight projection at centre (one window) with pedimented gable; one sash window at either side with glazing bars; ground storey windows with panelled shutters; moulded wood pilaster doorcase with panelled reveals, elliptical traceried fanlight, open pediment and 6- panelled door; toothed eaves; slates. Listing NGR: SJ7575260795

National Heritage List for England Ref: 1159911

Name: HOPE CHAPEL

Grade: II Designation Date: 27/04/1978

List Entry: HOPE STREET 1. 5144 (West Side) Hope Chapel SJ 7560 1/76 II GV 2. Date 1836. Pedimented facade to north-west. Red brick; 2 tall semi-circular headed windows; band; central doorway in stuccoed surround with raised entablature, cornice, plain semi-circular fanlight and 4-panelled divided door; tablet within gable, inscribed with above date. Return side to street has 3 windows and doorway with plain elliptical tympanum. Listing NGR: SJ7575760806

National Heritage List for England Ref: 1330403

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: HOPE STREET 1. 4144 (East Side) No 4 SJ 7560 1/75 II GV 2. Early C19. Engraved stucco; 2 and 3 storeys; 2 sash windows and one small semi-circular headed window; plain wood doorcase with cornice, plain rectangular fanlight and modern door; toothed eaves; tiles. Included for group value. Listing NGR: SJ7572460845

Market Square

National Heritage List for England Ref: 1130365

Name: No name for this Entry

Grade: II Designation Date: 03/06/1976

List Entry: MARKET SQUARE 1. 5144 (East Side) Nos 9 and 11 SJ 7560 1/22 5.6.76. II GV 2. Early C19, Red brick; 2 storeys; 3 sash windows, the central minus glazing bars; doorways (one on north return side) have semi-circular heads, radial fanlights, and 4-panelled doors. Victorian shop fronts with wood pilasters; plain eaves; tiles. Listing NGR: SJ7589260792

National Heritage List for England Ref: 1130366

Name: No name for this Entry

Grade: II Designation Date: 03/06/1976

List Entry: MARKET SQUARE 1. 5144 (West and North Sides) No 19 SJ 7560 1/24 3.6.76. II GV 2. Early C19. Red brick; 2 storeys; convex end on the Market Square having a tripartite sash window above and below. Return side has 4 sash windows, plus one blocked, and wood pilaster doorcase with pedimented surround, radial fanlight and 6-panelled (part glazed) door; slates.

National Heritage List for England Ref: 1130367

Name: WAR MEMORIAL

Grade: II Designation Date: 27/04/1978

List Entry: MARKET SQUARE 1. 5144 (In the Centre) War Memorial SJ 7560 1/77 II GV 2. Circa 1920. Stone octagonal Gothic style obelisk, surmounted by a spirelet and set on a 4-stepped base. Listing NGR: SJ7585860795

National Heritage List for England Ref: 1159924

Name: No name for this Entry

Grade: II Designation Date: 03/06/1976

List Entry: MARKET SQUARE 1. 5144 (East Side) Nos 1 to 5 (odd) 5A and 7 SJ 7560 1/51 3.6.76. II GV 2. Late C18 or early C19. Red brick; 2 storeys; 2 sash windows (one altered) and 2 modern casements; toothed and moulded stucco eaves; slates. Modern shop fronts. Listing NGR: SJ7588660783

National Heritage List for England Ref: 1159934

Name: MARKET TAVERN PUBLIC HOUSE

Grade: II Designation Date: 14/08/1970

List Entry: MARKET SQUARE 1. 5144 (West and North Sides) 3.6.76. No 2 14.8.70 No 4 (Formerly listed under Market Place) 3.6.76. No 6 (Market Tavern SJ 7560 1/52 II Public House) GV 2. Formerly dated 1767.

Originally a single building. Red brick; 3 storeys; 3 windows each, under segmental heads. Nos 2 and 4 have small paned sashes, and No 6 has renewed casements; small, wide windows to 2nd storey of Nos 2 and 4; two sham timber framed gables to No 6, which has plain wood doorcase to centre; slates. Inserted modern and early C19 shop fronts (the former with glazing bars). Listing NGR: SJ7585160845

National Heritage List for England Ref: 1159937

Name: SANDBACH CROSSES

Grade: I Designation Date: 11/08/1950

List Entry: MARKET SQUARE 1. 5144 (In the Centre) Sandbach Crosses (Formerly listed under Market Place) SJ 7560 1/21 11.8.50. GV 2. Celebrated pair of Anglo-Saxon crosses. Probably early-mid C9. Original site unknown and probably brought here in late Middle Ages. The crosses were thrown down, either after the Reformation or during the Civil War and the parts dispersed. In 1816 they were recovered as far as possible and re-erected, the crosses being set in stone sockets and placed side-by-side on a 3-stepped stone base. The north, and taller, cross has a mutilated head and the south one a truncated shaft with mutilated head from another cross. Both crosses are decorated on all faces with carved figures, animals, vine scrolls etc, and the north cross has panels depicting biblical scenes. AM. Listing NGR: SJ7587860826

National Heritage List for England Ref: 1330405

Name: CROWN HOTEL

Grade: II Designation Date: 03/06/1976

List Entry: MARKET SQUARE 1. 5144 (West and North Sides) No 10 (Crown Hotel) SJ 7560 1/53 5.6.76. II GV 2. C17, but much altered, and refronted circa 1910. Roughcast; 2 storeys; projecting bay extending over ground storey with modern inn windows and tiled roof; projecting gabled bay at centre. Exposed timber framed gable at rear with painted brick nogging, and 2 early C19 casement windows.

Middlewich Road

National Heritage List for England Ref: 1130325

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: MIDDLEWICH ROAD 1. 5144 (North Side) No 31 SJ 7560 1/78 II 2. Late C18 plain house. Red brick; 2 storeys; 2 sash windows with plain lintels; sill band; moulded wood doorcase with cornice hood and 6-panelled door; plain wood eaves; tiles. Listing NGR: SJ7554260928

National Heritage List for England Ref: 1130369

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: MIDDLEWICH ROAD 1. 5144 (North Side) Nos 15 to 21 (odd) SJ 7560 1/26 II GV 2. A range of early C19 cottages with some later alterations. Painted brick; 2 storeys; sash windows in wood linings; string-course; corbelled eaves; old tiles. Simple doorways in plain wood linings, generally with modern doors. No 15 has a small early C19 shop window with modern glazing. Listing NGR: SJ7557660912

Well Bank

National Heritage List for England Ref: 1130327

Name: No name for this Entry

Grade: II Designation Date: 27/04/1978

List Entry: WELL BANK 1. 5144 No 10 SJ 7560 1/32 II 2. Small C17 "black and white" cottage. Timber frame with painted brick and cement nogging. Some restoration. Two storeys; one gable; overhang at 1st floor; plain casement windows with restored leaded lights; restored wood doorway with ledged door; restored tile roof. Listing NGR: SJ7597460892

Wesley Avenue

National Heritage List for England Ref: 1239994

Name: SANDBACH METHODIST CHURCH AND SUNDAY SCHOOL

Grade: II Designation Date: 26/01/1993

List Entry: The following building shall be added:- SANDBACH WESLEY AVENUE SJ 7560 918/10000 Sandbach Methodist Church and Sunday School II Methodist Church and Sunday School Circa 1870. Red brick with stone dressings. Symmetrical front to street under pediment, 3 bays to centre projecting slightly, 1:3:1 windows to 1st floor, all under round headed arches with connecting stone band at impost level; stone portico in antis with moulded architrave and flat pilasters. (Doors glazed C20) flanked by windows under stilted arches but otherwise treated as to 1st floor. Stone demi-oculus to gable with elaborate supports. 2 storeyed, 6-window side elevations, the windows arched as to front. Windows throughout with margin panes, sashed to sides. Interior: intact; box pews throughout; gallery to all sides with panelled frontal supported on iron columns with composite capitals. Tripartite panelled rostrum with foliated railings defining this area. Large organ to rear with panelled and pedimented fontal and organ case partly brought forward on corbels. A good quality design throughout with careful use of materials, surviving remarkably intact. Listing NGR: SJ7561360925

Scheduled Monuments

National Heritage List for England Ref: 1011144

Name: Sandbach Anglo-Saxon Crosses

Grade: Designation Date: 20/11/1925

EXTRACT FROM ENGLISH HERITAGE'S RECORD OF SCHEDULED MONUMENTS
MONUMENT: Sandbach Anglo-Saxon crosses

PARISH: SANDBACH

DISTRICT: CONGLETON

COUNTY: CHESHIRE

NATIONAL MONUMENT NO: 23637

NATIONAL GRID REFERENCE(S): SJ75876082

DESCRIPTION OF THE MONUMENT

The monument includes a pair of lavishly decorated Anglo-Saxon crosses situated in Sandbach Market Square which can be dated on the basis of their animal and foliate ornament to the first half of the ninth century AD. The stone shafts of the crosses are each firmly fixed in a stone base and stand together on a later rectangular stone platform which is itself raised on two steps. At each corner of this platform are smaller stone posts which were also once ornamented but are now much eroded. The prodigious amount of figural ornament featured on the two crosses has generated antiquarian and archaeological interest for well over a century. The larger, north cross, has scenes depicting Christ's progress to Calvary, and an Annunciation to the Virgin, as well as depictions of the Crucifixion, the Adoration of the Magi and the Nativity, and the Transfiguration of Christ on Mount Tabor. It is 5m high and the 4.8m carved shaft is topped by part of what was originally a circular cross-head. The figural decoration of the smaller, south cross-shaft is also extensive but, in contrast to the north cross, there is little in the way of narrative figural ornament. Programmes of small framed figures fill the north and south sides of the shaft and an arrangement of figures, animals and foliate ornament fills the east face. Only the carving on the west face has been thought to depict a narrative event. This was originally thought to be a representation of the Final Resurrection; more recently this has been re-interpreted to include a variety of scenes including another Transfiguration, an Adoration of the Virgin and Child, and possibly an Adoration of Christ. This cross is 3.6m high overall; the 3.2m shaft is also topped by part of a circular cross-head. This cross head appears too slight to have been part of the original structure; it may, therefore, be the only recognised fragment of a third cross. It has been suggested that the two crosses were erected to commemorate the introduction of Christianity to Mercia by Peada, son of King Penda of Mercia, in AD 643. They were carved at an important workshop at or near Sandbach. Craftsmen from this workshop may also have produced the other fragments of Anglo-Saxon sculpture found in the present churchyard. This workshop may have been attached to a monastic establishment and supports the

suggestion that the town was the site of a Saxon minster. The original setting for the crosses is unknown. They were standing in the reign of Elizabeth I but in the 17th century the central part of the north cross and some fragments of the smaller south cross were taken by Sir James Crewe to Utkinton and erected there. After his death they were moved to Tarporley and then to Oulton Park. In 1816 they were re-erected in Sandbach. The monument is in the care of the Secretary of State and is Listed Grade I. Excluded from the scheduling are all modern stone bollards and chains surrounding the monument, the information plaques and all electric lighting situated at the foot of the modern bollards but the ground beneath all these features is included.

ASSESSMENT OF IMPORTANCE

High crosses, frequently heavily decorated, were erected in a variety of locations in the eighth, ninth and tenth centuries AD. They are found throughout northern England with a few examples further south. Surviving examples are of carved stone but it is known that decorated timber crosses were also used for similar purposes. High crosses have shafts supporting carved cross-heads. They may be set within a carved socle or stone base. The cross heads were frequently small, the broad cross shaft being the main feature of the cross. They were erected in a variety of locations and appear to have served a number of functions. Some are associated with established churches and monasteries and may mark burial places, focal points used in religious services or the boundaries of ecclesiastical land-holdings. Others may have marked route-ways or gathering points for local communities. All examples tend to be heavily decorated, the patterns and ornament drawing on the wider artistic traditions of the time. Patterns, especially those including interlaced strands, are common, some depicted as 'vine-scrolls', tendrils of growth of the grape vine, sometimes complete with leaves. On the most developed examples this 'vine-scroll' is shown to be inhabited by a variety of birds and animals. Panels depicting figures and animals are also commonly found; on occasion these depict Biblical scenes or personages. This carved ornamentation was often painted in a variety of colours although traces of these colourings now survive only rarely. The earliest examples were created and erected by native inhabitants; later examples are heavily influenced by Viking art styles and mythology, and their creation can be related to the Viking infiltration and settlement of the north of England. Several distinct regional groupings and types have been identified, some being the product of single 'schools' of craftsmen. There are fewer than 50 high crosses surviving in England. This is likely to represent only a small proportion of those originally erected. Some were defaced or destroyed during bouts of iconoclasm in the late medieval period. Others fell out of use and were taken down and re-used in new building works. They provide an important insight into art traditions and changing art styles. The figured panels provide information on religious beliefs. The Viking period stones contribute to studies of the impact of the Scandinavian newcomers into the north of England. All well preserved examples of high crosses will be identified as nationally important. Sandbach high crosses are regarded as amongst the finest surviving examples of Saxon crosses in the country.

SCHEDULING HISTORY

Monument included in the Schedule on 30th November 1925 as:

COUNTY/NUMBER: Cheshire 5

NAME: Sandbach Crosses

The reference of this monument is now:

NATIONAL MONUMENT NUMBER: 23637

NAME: Sandbach Anglo-Saxon crosses

SCHEDULING AFFIRMED ON 26th July 1996

National Heritage List for England Ref: 1016852

Name: Standing Medieval Cross 10M South Of The Nave Of St Mary's Church

Grade: Designation Date: 24/09/1999

EXTRACT FROM ENGLISH HERITAGE'S RECORD OF SCHEDULED MONUMENTS

MONUMENT: Standing medieval cross 10m south of the nave of St Mary's Church

PARISH: SANDBACH

DISTRICT: CONGLETON

COUNTY: CHESHIRE

NATIONAL MONUMENT NO: 30395

NATIONAL GRID REFERENCE(S): SJ75946075

DESCRIPTION OF THE MONUMENT

The monument includes the base and part of the shaft of a medieval standing cross in the churchyard of St Mary's Church. The cross is probably in its original location, 10m south of the south wall of the nave. The base is square, cut from a massive piece of gritstone, and formed into two steps. The base measures 0.95m wide and 0.6m high with the step 0.7m wide. The socle measures 0.45m by 0.4m. The shaft is almost square, rising to octagonal at a point 0.1m from the cross base. The transition is effected by four simple darts cut across the corners. The shaft is incomplete, measuring 1.32m high, cut level at the top to accommodate a sundial which has since lost its gnomon. The shaft is made from a different, better quality stone, from the base. This suggests that the base may have been made at an earlier date. The gravestones laid down as a path to the north of the monument and graves, including a table tomb, on the western side of the cross where they fall within the cross's protective margin are excluded from the scheduling, although the ground beneath them is included.

ASSESSMENT OF IMPORTANCE

A standing cross is a free standing upright structure, usually of stone, mostly erected during the medieval period (mid 10th to mid 16th centuries AD). Standing crosses served a variety of functions. In churchyards they served as stations for outdoor processions, particularly in the observance of Palm Sunday. Elsewhere, standing crosses were used within settlements as places for preaching, public proclamation and penance, as well as defining rights of sanctuary. Standing crosses were also employed to mark boundaries between parishes, property, or settlements. A few crosses were erected to commemorate battles. Some crosses were linked to particular saints, whose support and protection their presence would have helped to invoke. Crosses in market places may have helped to validate transactions. After the Reformation, some crosses continued in use as foci for municipal or borough ceremonies, for example as places for official proclamations and announcements; some were the scenes of games or recreational activity. Standing crosses were distributed throughout England and are thought to have numbered in excess of 12,000. However, their survival since the Reformation has been variable, being much affected by local conditions, attitudes and religious sentiment. In particular, many cross-heads were destroyed by iconoclasts during the 16th and 17th centuries. Less than 2,000 medieval standing crosses, with or without cross-heads, are now thought to exist. The oldest and most basic form of standing cross is the monolith, a stone shaft often set directly in the ground without a base. The most common form is the stepped cross, in which the shaft is set in a socket stone and raised upon a flight of steps; this type of cross remained current from the 11th to 12th centuries until after the Reformation. Where the cross-head survives it may take a variety of forms, from a lantern-like structure to a crucifix; the more elaborate examples date from the 15th century. Much less common than stepped crosses are spire-shaped crosses, often composed of three or four receding stages with elaborate architectural decoration and/or sculptured figures; the most famous of these include the Eleanor crosses, erected by Edward I at the stopping places of the funeral cortege of his wife, who died in 1290. Also uncommon are the preaching crosses which were built in public places from the 13th century, typically in the cemeteries of religious communities and cathedrals, market places and wide thoroughfares; they include a stepped base, buttresses supporting a vaulted canopy, in turn carrying either a shaft and head or a pinnacled spire. Standing crosses contribute significantly to our understanding of medieval customs, both secular and religious, and to our knowledge of medieval parishes and settlement patterns. All crosses which survive as standing monuments, especially those which stand in or near their original location, are considered worthy of protection. The standing cross in the churchyard of St Mary's Church is an important survival of a medieval cross in its original location on the southern side of the church. The base of the cross is of a gritstone comparable to the stone used in carving the late Anglo-Saxon cross shafts which lie beside the west porch of the church and, therefore, it may be of a much earlier date than the shaft presently set into the socket. This cross provides insights into the liturgical and social functions of crosses during the medieval period. Its conversion into a sundial may indicate a strong reaction locally to the iconoclasts of the Reformation in Sandbach.

MONUMENT INCLUDED IN THE SCHEDULE ON 24th September 1999

National Heritage List for England Ref: 1016853

Name: Early Medieval Sculptural Fragments In St Mary's Churchyard

Grade: Designation Date: 30/01/1925

EXTRACT FROM ENGLISH HERITAGE'S RECORD OF SCHEDULED MONUMENTS

MONUMENT: Early medieval sculptural fragments in St Mary's churchyard

PARISH: SANDBACH

DISTRICT: CONGLETON

COUNTY: CHESHIRE

NATIONAL MONUMENT NO: 30396

NATIONAL GRID REFERENCE(S): SJ75936078

DESCRIPTION OF THE MONUMENT

The monument includes five fragments of Anglo-Saxon sculpture set on a concrete plinth in the churchyard of St Mary's Church. These pieces were once set up in the market place as bollards surrounding the larger Anglo-Saxon cross shafts. They were moved to this location in 1956. The pieces are therefore numbered three to seven, assuming the other two to be in the market square. Numbers three to five are large fragments of cross shafts and six and seven are tomb covers. The sculptural fragments are set onto a concrete slab, 2.75m long and 1m wide, situated immediately to the south of the belfry tower at the west end of the church. The three cross fragments are at the rear of the assemblage with number three at the left hand side. This is a gritstone shaft, decorated with a panel with a figure within, and with roll moulding at each corner. This piece measures 1m high and 0.34 by 0.28m wide. On its north side a slot has been cut out to attach a wooden railing. Number four is also a piece of a cross shaft, 1.2m high and 0.35 by 0.28m wide with a panel and figure carved on the west side. This also has cable or roll mouldings at each corner. It is also cut away on the east side to provide a slot for a railing. Piece number five is another shaft fragment 0.9m high and 0.33 by 0.34m wide. Detail of the carving is not recognisable and again, this has been mutilated on the east and north sides for inserting a railing. The two grave covers are in front of the assemblage and are of a similar type to Mercian sculpture at Wirksworth in Derbyshire. Both have a shallow, pitched roof shaped top and are set on end. Number six is 0.9m long and 0.5m wide and is 0.18m high at the apex of the roof. There are traces of arcaded panels on either side of this roof shape with decoration within each arcade. Number seven is similar in shape, standing on end and measuring 0.8m long and 0.4m wide. It appears to have a haloed figure in a panel on the right side, with the left side broken away where the slab of stone has been re-used. In front of the sculptures is a metal plaque with an inscription detailing the relocation in 1956. The concrete slab is included in the scheduling, as is the ground beneath it.

ASSESSMENT OF IMPORTANCE

High crosses, frequently heavily decorated, were erected in a variety of locations in the eighth, ninth and tenth centuries AD. They are found throughout northern England with a few examples further south. Surviving examples are of carved stone but it is known that decorated timber crosses were also used for similar purposes and some stone crosses display evidence of carpentry techniques in their creation and adornment, attesting to this tradition. High crosses have shafts supporting carved cross heads which may be either free-armed or infilled with a 'wheel' or disc. They may be set within dressed or rough stone bases called socles. The cross heads were frequently small, the broad cross shaft being the main feature of the cross. High crosses served a variety of functions, some being associated with established churches and monasteries and playing a role in religious services, some acting as cenotaphs or marking burial places, and others marking routes or boundaries and acting as meeting places for local communities. Decoration of high crosses divides into four main types: plant scrolls, plaiting and interlace, birds and animals and, lastly, figural representation which is the rarest category and often takes the form of religious iconography. The carved ornamentation was often painted in a variety of colours though traces of these pigments now survive only rarely. The earliest high crosses were created and erected by the native population, probably under the direction of the Church, but later examples were often commissioned by secular patrons and reflect the art styles and mythology of Viking settlers. Several distinct regional groupings and types of high cross have been identified, some being the product of single schools of craftsmen. There are fewer than 50 high crosses surviving in England and this is likely to represent only a small proportion of those originally erected. Some were defaced or destroyed during bouts of iconoclasm during the 16th and 17th centuries. Others fell out of

use and were taken down and reused in new building works. They provide important insights into art traditions and changing art styles during the early medieval period, into religious beliefs during the same era and into the impact of the Scandinavian settlement of the north of England. All well-preserved examples are identified as nationally important. Whilst not in an original setting, these sculptural fragments are fixtures in their present position and are an important surviving testimony to a major church foundation at Sandbach during the eighth or ninth century. The fragments of Mercian tomb covers are a further important survival, since such covers are rare. Unfortunately time and erosion have obscured much of the sculptural detail but it is clear that these pieces represent the product of a school of ecclesiastical sculpture either at this site or more centrally in a monastic workshop in the kingdom of Mercia further to the south. They will provide further evidence for the organisation of such sculptural workshops both locally and nationally and also confirm the importance of the larger and better preserved cross shafts in the market square.

SCHEDULING HISTORY

Monument included in the Schedule on 30th January 1925 as part of:

COUNTY/NUMBER: Cheshire 5

NAME: Sandbach Crosses

The reference of this monument is now:

NATIONAL MONUMENT NUMBER: 30396

NAME: Early medieval sculptural fragments in St Mary's churchyard

SCHEDULING REVISED ON 24th September 1999

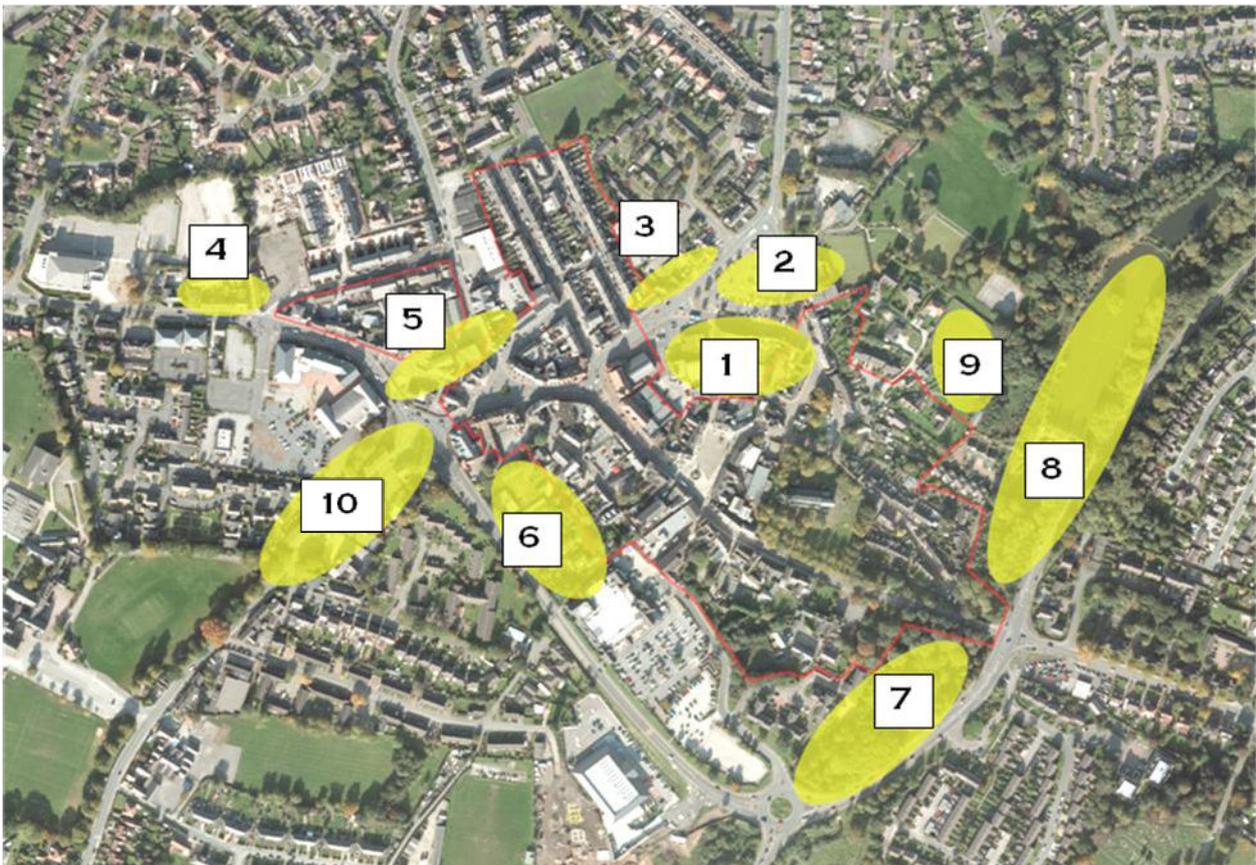
This page is intentionally left blank

Sandbach Town Centre Conservation Area Character Appraisal and Management Plan

Appendix 2 Boundary Assessment

This document outlines the assessment of a number of sites within and outside the current conservation area boundary as part of the conservation area review.

The sites are indicated on the plan below and summarised in the tables on the following pages.



Area 1	Sandbech Way/Warm walls
Characteristics	Modern shopping precinct and service yard area immediately behind High Street/the Cobbles. Small grouping of historic properties on The Commons
Reason for consideration	This area has a close relationship with historic core and several key assets. It also forms the area between the historic core and Scotch Common – a key gateway into the Conservation Area
Evaluation	The site is unlikely to come forward for development in the short term. Issues with its general condition and further deterioration likely in the intervening period. Small group of historic properties (9-15) certainly worthy of inclusion
Suggested action	Do not include, except 9-15 the Commons. Identify importance of area to the setting of the Conservation Area. Uncertainty because of current limitations to secure comprehensive enhancement of the area. Potential for shorter term management initiatives to prevent further decline

Area 2	Scotch Common
Characteristics	Historically a green space associated with the town. Site of the battle/skirmish with the Scots during the Civil War. More recently hard surfaced as one of the main car parks. Site of the midweek market and other events such as the fair.
Reason for consideration	Historic significance as the site of the battle/Skirmish. It has key views and part of a key arrival point/gateway into the Conservation Area. It also provides a potential link between the Conservation Area and the Park
Evaluation	Area currently hard paved and generally car parking detracts from the quality of the area. Restrictions on what the site can be used for; therefore its vulnerability is reduced. Sandbach Town plan seeks to improve the Commons
Suggested action	Do not include in CA. Identify importance of area to the setting of the Conservation Area and include proposals in management plan to enhance the area including better interpretation and enhanced links between the CA and the park

Area 3	Congleton Road
Characteristics	Area of terraced properties, situated on the northern side of Scotch Common. Properties of mixed quality with some modern properties at junction with Green Street.
Reason for consideration	Included alongside consideration of Scotch Common (it made sense to consider the street enclosing the space). Terrace of earlier, vernacular properties at the centre of the grouping (no's 16-22)
Evaluation	The grouping is not of sufficient quality to warrant inclusion in its own right. Therefore, because Scotch Common is proposed not to be included it is not appropriate to include this area. The most historically important properties (16-22) warrant further recognition and protection
Suggested action	Do not include in CA. 16-22 Congleton Road proposed to be added to the Local List

Area 4	Middlewich Road –west of Chapel Street
Characteristics	Small area of terraced properties, including the former Iron Grey pub , Foden Terrace and the former town morgue (now The Orient restaurant)
Reason for consideration	Forms part of the extended gateway into the town from Middlewich. Part of the old High Street alignment, albeit a later phase in the growth of the town. Contiguous with the eastern side of Chapel Street. Foden Terrace is the last remaining built reference to the Foden site opposite
Evaluation	Although the area has suffered some decline due to piecemeal alteration and is of a modest townscape quality, it helps to channel views and announce the town centre as a gateway. Inclusion will encapsulate Foden Terrace within a wider area of protected townscape.
Suggested action	Include in the Conservation Area boundary. Article 4 direction in relation to residential properties within the Management Plan

Area 5	Wesley Avenue
Characteristics	Area of mixed townscape, predominantly commercial. Hinterland between 2 parts of the Conservation Area. Old Middlewich Road includes remnants of the historic High Street. Area impacts upon the setting of the Wesley Chapel (Grade II listed). 2 relatively recent office buildings introduce 3 storey. Public realm in poor condition and car dominated
Reason for consideration	The area is presently a ‘tear’ within the Conservation Area. Although its character is mixed, it does impact upon the setting of historic buildings. It is possible that in the mid to long term the area would be regenerated. It is a key pedestrian link into the town centre
Evaluation	The area is impacting negatively upon the heritage assets and the setting of the Conservation Area. As a key element of the Middlewich Road Gateway it influences perceptions of the CA and the town more generally. Inclusion within the CA will ensure that enhancement and development proposals will be of a better quality
Suggested action	Include within the Conservation Area boundary

Area 6	Area between the Gardens and Old Mill Road
Characteristics	Mix of gardens, yards and garage courts enclosed by walling with some mature landscape. Largely screened from view but abuts the existing Conservation Area
Reason for consideration	Potential for the site to be developed at some stage in the future (subject to access). It has a direct relationship to the existing Conservation Area. Inclusion would help safeguard quality of development
Evaluation	Although the area is sensitive in the context of the south western edge of the Conservation Area, it does present development difficulties (such as highway access). The principal issue is its impact on the CA’s setting.
Suggested action	Do not include in CA. The setting issue can be highlighted through mention within the appraisal of key areas that are sensitive in terms of setting and by highlighting requirements to assess setting in any future development proposals

Area 7	Land between Brook Court & Old Mill Road
Characteristics	Wooded, severely embanked area either side of the stream. Site of the mill pool to Brook Mill. Forms a heavily landscaped foreground to the southern end of the CA
Reason for consideration	Forms a heavily landscaped, attractive foreground to the southern end of the CA. Important in reinforcing the green character of the southern end of the CA
Evaluation	The site is an attractive foreground to the CA. However, given the nature of the area, and its protection (TPOs) and Local Plan designation, there is little threat to this area or justification to include in the CA
Suggested action	Maintain exclusion from the CA boundary but identify area as being important to the setting of the CA, with appropriate policies in the management plan

Area 8	Dingle Lake
Characteristics	Heavily wooded area located around Dingle Lake. Forms a heavily landscaped foreground to the southern end of the CA
Reason for consideration	Forms a heavily landscaped, attractive foreground to the southern end of the CA. Important in reinforcing the green character of the southern end of the CA. Lake historically used as a leisure/recreational facility (lake used for boating; a small lido and dance hall were also located at the site)
Evaluation	The site is an attractive foreground to the CA. However, given the nature of the area, and its protection (TPOs) and Local Plan designation, there is little threat to this area or justification to include in the CA
Suggested action	Maintain exclusion from CA boundary but identify area as being important to the setting of the CA, with appropriate policies in the appraisal/management plan

Area 9	Garden and Paddocks to Dingle Farm
Characteristics	Open areas of garden and pasture/grassland to the north of Dingle Farm
Reason for consideration	Housing development proposals for the Dingle Farm site, including the garden and paddock areas. The garden is immediately adjacent to the Conservation Area boundary and part of the curtilage to the Listed Farmhouse (grade II). The paddocks to the north influence perceptions upon approach to the Conservation Area. Dingle Lane is an informal Green Lane with an important view into the CA
Evaluation	The area of garden is immediately adjacent to the Listed farmhouse and curtilage barn. There is a logical definition of the immediate curtilage that includes the garden area that is presently excluded from the CA boundary. This land has a direct impact upon the setting of the listed building. The paddocks are more distant from the CA boundary and listed building but help to define the sense of arrival into the CA and its setting
Suggested action	Include the logical curtilage to the farm within the CA. Do not include the paddocks in the CA, but identify area as being important to the setting of the CA, with appropriate policies in the appraisal/management plan.

Area 10	Crewe Road
Characteristics	Remnants of linear development along key arterial route, certain buildings feature on the Tythe map
Reason for consideration	Gateway into the town centre, includes listed buildings and in proximity to Sandbach boy's school and gate house, a prominent Listed Building on Crewe Road.
Evaluation	The area does form an attractive entrance into the town centre but is severed from the conservation area by Old Mill Road. There are several modern buildings or groupings within the area and some of the older buildings have been quite badly altered.
Suggested action	Do not include in the conservation area. The area is too fragmented and punctuated by modern development and there has been some erosion of character. Old Mill Road divides the area from the existing conservation area, creating a significant barrier between the town centre and Crewe Road

This page is intentionally left blank

Sandbach Town Centre Conservation Area Character Appraisal and Management Plan

Appendix 3 Additional controls

There are additional planning powers and guidance and statutory controls which seek to ensure that the character and appearance of a conservation area and its setting are preserved or enhanced in all new development proposals, which come into force following designation.

These are currently contained within The Planning (Listed Buildings and Conservation Areas) Act 1990, The National Planning Policy Framework (NPPF) and The Town and Country Planning (General Permitted Development) Order 1995 and (General Development Procedure) Order 1995, as amended. They are summarised below:

New Development

When considering applications for development proposals for any buildings or land in a conservation area Section 72 of the Planning (Listed Buildings and Conservation Areas Act) 1990 requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area. This is reiterated in the NPPF.

In particular special regard needs to be paid to matters such as scale, height, form, massing, respect for the traditional pattern of frontages, vertical or horizontal emphasis, and detailed design matters e.g. the scale and spacing of windows, materiality, local vernacular features and the impact upon historic characteristics that hold significance to the area

Permitted Development

The Town and Country Planning (General Permitted Development) Order 1995, as amended, requires the submission of a planning application for certain types of development within conservation areas which elsewhere are classified as 'permitted development'.

This includes works for the enlargement, improvement or alteration of a dwelling house - depending on the proposed size, height and location of the works; an enlargement consisting of an addition to a roof; the cladding of the exterior; the provision of a building, enclosure, pool or container within its curtilage; installing, altering or replacing a chimney, flue or soil and vent pipe, or, antenna or satellite dishes, or, solar panels on the front or side elevation of the dwelling house (this excludes panels on roofs which are permitted development).

Full details of the limits and conditions which apply under the Order within and outside conservation areas can be found at www.planningportal.gov.uk

Demolition

Within a conservation area certain types of demolition, which elsewhere can normally be carried out without planning permission, are more restricted and require a special type of consent known as Conservation Area Consent. This includes the demolition of a building with a total volume of 115 cubic meters or more; demolition of a gate, wall, fence or other means of enclosure over 1 metre high fronting a highway,

waterway or open space (or over 2 metres elsewhere) and total demolition of pre 1914 agricultural buildings. Proposed works involving substantial destruction of a building or demolition of the entire building except its facade may also require an application for Conservation Area Consent.

Trees

Anyone wishing to carry out works to a tree which is protected by a Tree Preservation Order (TPO) needs to apply to the Borough Council to obtain permission to carry out the works proposed. In a conservation area there is also a requirement to give the Borough Council six weeks notice of any intention of works to top, lop or fell trees which are not protected by a TPO.

Design and Access Statements & Heritage Statements

All applications for Planning Permission, Conservation Area Consent or Advertisement Consent within a Conservation Area should now be accompanied by a Design and Access Statement and a Heritage Statement, explaining the significance of assets affected and how the special character and appearance of the conservation area has been taken into account.

Other Related Consents - Archaeology

Whilst it is not the purpose of this document to address in detail development proposals relating to archaeology, it should be noted that inside or outside a conservation area proposals for works which affect a Scheduled Ancient Monument will require a special kind of consent known as Scheduled Ancient Monument Consent. Scheduled Ancient Monuments within the Conservation Area are shown in the appraisal document

It should be noted that conditions can be placed on decision notices granting planning permission, listed building or conservation area consent to require archaeological investigation on sites where it is considered that there may be some archaeological potential.

Other Related Consents – Listed Buildings

Whilst it is not the purpose of this document to address in detail development proposals relating to works to Listed Buildings it should be noted that inside or outside a Conservation Area proposals to carry out works to alter, extend or demolish a Listed Building or any building attached to it will require Listed Building Consent.

In addition Listed Building Consent will also be required for works to pre 1948 buildings in the curtilage of the Listed Building where the works would affect the character of the Listed Building or curtilage building itself.

Proposals to carry out repairs to a Listed Building may also require Listed Building Consent, depending on the scale of the works involved and the materials and techniques to be used and their effect on the Listed Building.

Planning Permission will also be required for works to erect, construct, maintain, improve or alter a gate, wall, fence or other means of enclosure if it is within or enclosing the curtilage of a Listed Building, or, for a new building, enclosure, pool or container situated within the curtilage of a Listed Building.

All applications for Listed Building Consent also need to be accompanied by a Design and Access Statement and a Heritage Statement, explaining how the special architectural or historic interest of the building will be protected and why the proposal is appropriate.

Advice on Proposals

This appraisal should not be relied on for a full determination of whether a proposal for development within the Conservation Area would be appropriate. Pre-application advice can be obtained by visiting the advice webpage on the Cheshire East website:

http://www.cheshireeast.gov.uk/environment_and_planning/planning/view_a_planning_application/pre-application_advice.aspx

Please note that this is a paid pre-application service, although advice on some heritage proposals will not be subject to a pre-application fee.

This page is intentionally left blank

Appendix 4

Shop front and advertisement design guide

Consultation Draft



Page 125

Draft Sandbach Town Centre
Conservation Area and Management Plan

Contents

Introduction	p 2
Purpose	p 3
Policy	p 4
Planning process	p 5
Shop front development	p 6
General principles of shop front design	p 7
Components	p 8
Retention as opposed to replacement	p 9
Materials and colour	p10
Advertising	p 11-15
Security	p 16
Canopies and blinds	p 17
Accessibility	p 18



Introduction

“The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people” (NPPF para. 56, p 14)

Put simply, design management is not just about making an area look ‘nice’ or conserving our built heritage; just as importantly it is about supporting economic and social objectives. Maintaining and improving the appearance and quality of shopping streets helps to reinforce economic and cultural activity and will contribute toward ensuring the long term wellbeing of the Sandbach Town Centre Conservation Area.

Providing design guidance and controlling quality is important for the following reasons:

- Attractive places attract people. This means more spending power, more custom for local retailers and potentially higher rents and property values
- National retailers have corporate branding and security policies. If left unchecked, this erodes the character and distinctiveness of places and leads to poor quality design not tailored to the needs or character of Sandbach.
- Many local retailers seek to over advertise to draw custom in and may undertake inappropriate alterations due to cost. Cumulatively this erodes the character damaging the town’s image
- It is important that the historic significance of the conservation area is considered and protected through high quality design.



Purpose of the guide

Shop fronts are an important element in the character of the street scene of Sandbach conservation area and high standards of design and the use of quality materials will be expected in any new shop front and/or replacement signage. Each building within the conservation area has a unique character which the shop front design should reflect and this should be in harmony with the wider character of the conservation area.

This guidance aims to expand on existing Local Plan policies (and its successor, the forthcoming Cheshire East Local Plan) and to support the proposals set out in the Character Appraisal and Management Plan for the Sandbach Town Centre Conservation Area.

Its purpose is to set out the basic principles of good shop front and advertisement design necessary to reverse the general erosion that has occurred in the conservation area. It is envisaged that the guide will set the standards required for future new shop front design and advertising, so that they are clearly understood by those involved in development, including those advising upon and assessing such proposals.

These guidelines can be applied to traditional and modern shop fronts but the focus is upon traditionally designed shop fronts given its focus on the town centre conservation area.

This document should be the starting point in developing shop front or advertising proposals and it is strongly advised that a conservation architect or designer, or one with experience of designing in conservation areas be employed to undertake such design work in the conservation area.



An example of an unsympathetic shop frontage

Policy

This Design Guide has been drafted at a time of transition from the Saved Congleton Local Plan to the proposed Cheshire East Local Plan. It also forms a key part of the draft Management Plan for the Sandbach Town Centre Conservation Area.

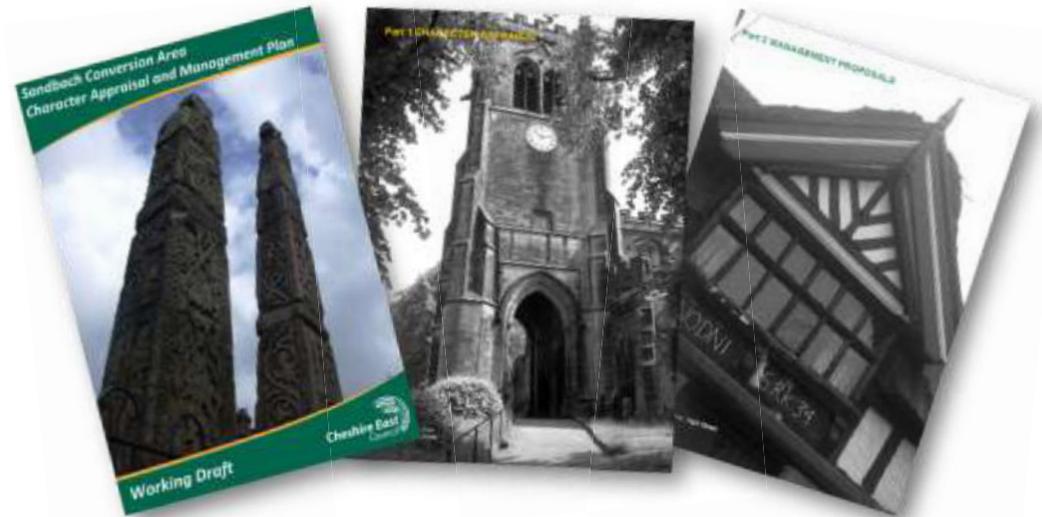
Key Local Plan policies

- GR1 Design policies for new development
- GR2 Design
- BH3 Change of use or conversion of listed buildings
- BH4 The effect of development on listed buildings and their setting
- BH5 The effect of development on historic environment assets
- BH9 Proposals for development affecting conservations areas

- S11 New shop fronts and alterations to existing shop fronts
- S12 Installation of solid lath security shutters
- S13 Installation of lattice/mesh grille security shutters
- S14 Advertisement policies in general
- S15 Advertisements in conservation areas
- S17 Access for the disabled

It sets out the requirements of national and local planning policy to assist people who are seeking planning consent for changes to shop fronts and for advertising proposals and aims to expand on policy by setting out the basic principles of good shop front and advertisement design.

This design guidance will be subject to community consultation as part of the consultation upon the draft Conservation Area Appraisal Management Plan.



The draft Sandbach Town Centre Conservation Area and Management Plan

This document should be carefully considered as guidance in any proposals to change shop fronts and/or advertisements in the Sandbach Town Centre Conservation Area. It is also available to assist in proposals located outside of the conservation area.

Planning process

Planning permission - is needed for any material change to external appearance of a shop including installing blinds or security shutters, enlarging the size of fascia, or the removal/replacement of original elements of an historic shop front where it materially affects its appearance.

Advertisement Consent - is required for the display of most signs in conservation areas. Within a conservation area, all illuminated signs need consent.

For further information please refer to the Department for Communities and Local Government (DCLG) publication **Outdoor advertisements and signs: a guide for advertisers (2007)**
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/11499/326679.pdf

For full details see the [The Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#) and [Circular 03/07: Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#).

Listed Building Consent - is required for any alteration affecting the character or special interest of a listed building. This can include re-painting a shop front in a different colour, or painting the shop front itself if previously not painted, installing a security alarm or extractor fan, altering the shop interior or installing shutters, grilles, blinds and advertisements inside or outside.

In all instances it is strongly advised that you seek preliminary advice by contacting the Development Management Team prior to undertaking any work to a shop premises in the conservation area. Please note that the Planning Department operates a pre-application service that can be accessed via the Cheshire East website.

http://www.cheshireeast.gov.uk/environment_and_planning/planning/view_a_planning_application/pre-application_advice.aspx

It is also recommended that you seek the specialist design advice from an architect.

Shop Front Development

The town centre as we know it today first began to emerge in the late Seventeenth century, when commerce became a key part of the functioning of towns, requiring purpose designed shop premises. Prior to that, shops were essentially dwellings with part of the ground floor adapted to sell and display goods, often specifically tailored to the type of goods being sold.

Eighteenth and Nineteenth century shop front design became much more sophisticated, evolving as a consequence of the advancement in materials and processes, in particular glass manufacture. It also became more refined and ornate due to a change in architectural tastes/inspiration. Underpinning this however, the founding classical principles remained, achieving a balanced relationship between the shop front and the building as a whole. These elements were based on classical architectural principles and still hold good today - architectural detailing, proportion and quality of materials. These are described in more detail in the following pages.

During the 20th century shop front design began to depart radically from the traditional character that had typified shop fronts for the preceding 100 years. The modernist architectural movement led to art nouveau and deco inspired shop fronts characterised by a palette of new materials and a departure in form, from the vertical to the horizontal. Whilst uncommon in Sandbach town centre, the former Co-op premises in Bold Street and the building accommodating WH Smiths in High Street are examples of buildings from this period.



Victorian corner shop front, corner of Bradwell Road and Chapel Street



Early 20th century Art Deco shop fronts in Bold Street

General Principles of Shop Front Design

A shop front is not the sole element of a building. It sits within a wider architectural structure and it is important that the shop front works positively within the host building. Consequently, the shop front should not be designed in isolation, but should be considered as part of the overall architectural composition of the property, respecting the period and style of the host building.

If a traditional shop front is to be fitted, it must be architecturally and historically accurate. Research is essential: old photographs and records from the library or archives can sometimes be very useful in providing authenticity to the design of the shop front, otherwise there is a danger that a Pastiche design will result.

If remnants of the original shop front are in place then these should be refurbished if at all possible. They can also give clues as to the design of the wider shop front. The

In the conservation area, the majority of shop premises do not stand in isolation and work as part of a grouping. Consequently, the design of the shop front should also take into account the adjacent building styles and shop fronts in the street, the vertical and horizontal elements, the variety and also any recurring characteristics, patterns or details (i.e. is there variety or consistency within the grouping).

Where stand alone landmark or focal buildings do exist, it places added emphasis on securing a quality of design commensurate with the prominence and status of the host building.



X

✓

Maintaining proportion, rhythm and scale of the traditional street is critical in protecting the character and appearance of the conservation area



A cluttered shop front, with excessive signage and lighting

Components

A quality shop front is made up of various elements and all have a particular function. They form a robust frame to set off the goods inside and provide protection. It is also important that this frame visually supports the upper part of the building. The illustration opposite identifies the components within an overall shop front.

- 1 Pilaster** - these uprights emphasise vertical divisions between the shop fronts but also form the main vertical 'support' in visual terms (acting like 'visual columns')
- 2 Fascia** – this is the area above the glazing between the provides space for advertising;
- 3 Cornice** – the cornice provides protection from the weather and definition to the top of the shop front
- 4 Stall riser** - this gives protection at ground level and provides a solid base for the shop front and building as a whole. It could be in timber, brick, render or in ceramic tile

Together, these constituent elements provide physical and visual support to the building above. Getting any of these elements wrong in detailed design terms, can have serious consequences on the success of the finished design.

Other constituent elements of the shop front are:

- 5 Console/Corbel bracket** – frames the Fascia panel
- 6 Mullion/Transom** – vertical and horizontal glazing bars
- 7 Plinth/base** – the base of the pilaster giving added strength
- 8 Capital** – sits at top of pilaster below Console bracket
- 9 Fanlight/ transom light** – glazing above door or Transom
- 10 Cill** –timber ledge that tops the stall riser sits under the glazing

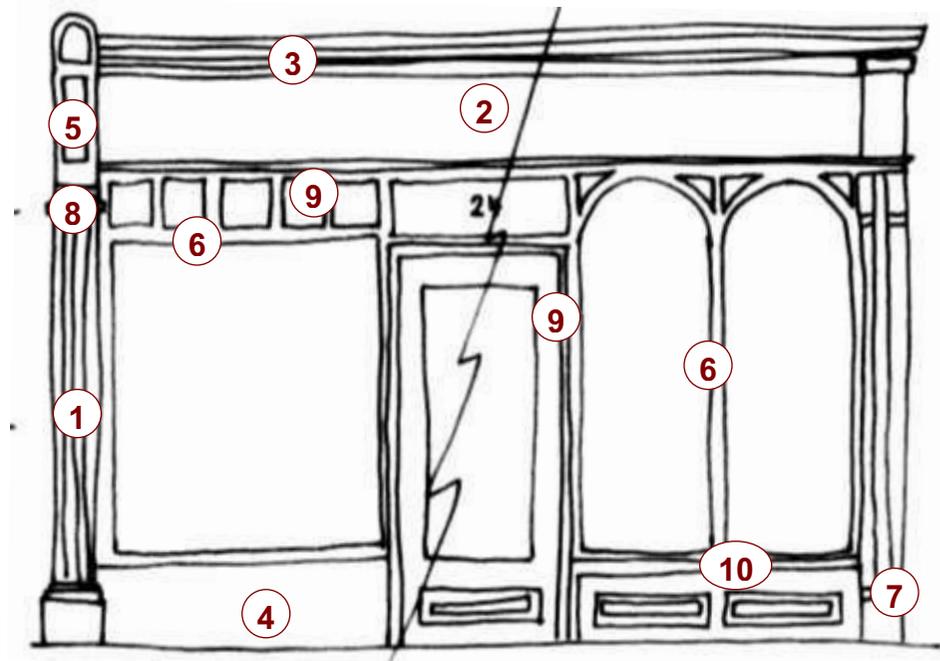


Illustration of a shop front with constituent elements identified



Traditional shop *front* components – stallriser and corbel brackets

Retention as opposed to replacement

Relatively few early shop fronts survive, but where they do, special care is needed to ensure that they are protected and restored sensitively with careful attention to detail. Where the existing shop front contributes to the character of the building or area, or is listed, it should be retained and restored rather than replaced.

More recent shop fronts can also be of interest – designs incorporating Art Nouveau or Art Deco detailing are often of high design quality and materials, sometimes forming part of the design of an entire façade and should therefore be retained and reinstated wherever possible.

In instances where, for example, an original Victorian shop front exists in a Georgian building, it does not mean that it is out of keeping and should be replaced with a Georgian replica or a modern shop front. This change has significance in heritage terms, as it shows how the building has evolved over time, with often sympathetic, thoughtful and well considered alteration. It may also demonstrate the change in use of the building or how retail practices have evolved, evidenced in the adaptation



Rexstoration of the original shop front at Godfrey Williams and Sons, Market Place.

Materials and colour

Traditional materials such as painted timber, glass, render, stone, glazed tiles are still the most commonly used materials for good shop fronts and will appear in most better-quality designs.

In the conservation area, painted timber, combined with other traditional materials is the most appropriate material usually matching the features of the upper floors. Traditional shop fronts should not normally have a natural or varnished timber finish and exposed tropical hardwoods are especially unsuitable.

Modern materials such as aluminium, which comes in a variety of powder-coated finishes may be acceptable as a cheap alternative to steel where a contemporary design is appropriate. Natural or anodised aluminium weathers badly and is not acceptable for shopfront frames, doors or windows.

uPVC is wholly inappropriate in the conservation area. Its properties make it unsuitable for use in a conservation area and from a wider sustainability perspective it

Colour can be used to emphasise important elements of the design and to pick up details, such as mouldings, lettering etc. Traditional timber shops were often painted more elaborately than is normal today.

It is helpful to emphasise the location of shop entrances for people with a visual impairment. This can be done through use of colour and textural contrast, on the vertical plane between entrance and the rest of the shop front and underfoot, by emphasising the change from pavement to shop floor.



A modern timber shop front, traditionally designed with ceramic brick stall riser.



A traditional colour has been used on this Victorian shop front, with detailing accented.

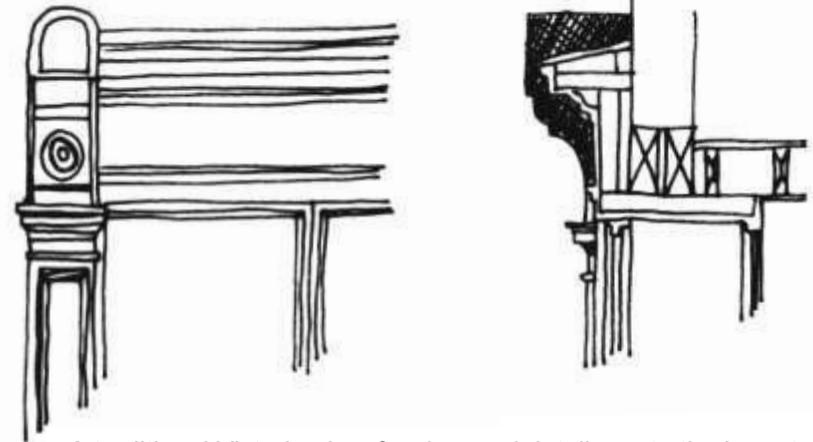


A discordant variety of materials, colours and signage, Welles Street

Advertising: Fascias

Fascias are perhaps the most prominent feature of the shop front. They communicate the business of the shop but also fulfil an important design element in the 'framework' of the shop front. Shop signs are similarly important; depending on their position, design and numbers they can either create clutter or add richness and variety to the street scene. Key issues are:-

- a) **Scale** - it should be in harmony with the other elements of the building. A general rule is it should not exceed $\frac{1}{4}$ the height from pavement level to the underside of the fascia.
- b) **Depth** – it should not extend below the head of the pilaster nor above the perceived floor level below or the height of the consul/corbel bracket
- c) **Obscuring details** - existing windows and architectural details should not be obscured, altered or defaced by fascias or adverts
- d) **Fascia materials** - acrylic or other shiny materials should be avoided. In most instances a painted timber fascia is the most appropriate with either painted lettering or individual letters of another material.
- e) **Box Fascias** - should generally be avoided.
- f) **Letters** - Individually illuminated letters are preferred and in some cases may not need Advertisement Consent. Highly reflective materials should be avoided.
- g) **Simplicity** - Good contrast and simple lettering will make signage more legible.



A traditional Victorian box fascia panel detail – note the importance of the cornice and mouldings to the overall design quality



The intersection of Cornice, Fascia and Pilaster on a shop front without Console/Corbel bracket

Advertising: Lettering

Lettering should be an integral part of the shop front design and should respect the character of the building and the street within which it is located.

Lettering that is overly dominant amounts to visual 'shouting' within the street

Size - lettering size should be determined by the need to be reasonably legible to shoppers, but not be too large to swamp the fascia or the shop front.

Style This can help to convey the image of the shop but should not conflict with the other elements of the building.

Each shop must have its street number clearly displayed in the shop front. Numbers can be positioned on the fascia, on glazing above doors or on the door.

When separate businesses occupy upper floors, the display of advertisements should be limited to lettering applied to windows. A suitable size and style need not spoil the elevation.



An historic Victorian shop front adapted for a recent new use with timber fascia and hand painted signage.



A Victorian shop front with individually cut and mounted lettering and subtle fascia lighting

Advertising: Projecting signs

Projecting or hanging signs should provide at least 2.4m clearance from ground level to avoid collisions and provide clearance above the pavement. They should be located preferably at fascia level and should not obscure architectural details of the building or the shop front. The signs should be simple and limited to the relevant information relating to the shop and the services provided. In the conservation area and on listed buildings, projecting box signs are generally considered unsuitable. Non-internally illuminated hanging signs are preferred for their traditional appearance and simplicity.

There may be exceptions in instances where building are modern but in such circumstances box type signs should be discouraged in favour of a design of higher quality but executed in a contemporary rather than traditional way.

In most instances, the hanging sign should be located below the level of first floor window cill, and in such a position as not to damage or obscure architectural detail. Higher mounted signs may be considered in exceptional instances dependent upon the circumstances of the building in question



A modern interpretation of a traditional, non-illuminated projecting sign in High Street, with individually mounted lettering and logo

Advertising: Lighting

Illuminated adverts can be beneficial to the night time character of shopping areas and can help to promote feelings of safety within the conservation area, supplementing street lighting and giving the impression of activity. However, inappropriate forms of signage such as internally illuminated box signs and large unit spot lights and trough lights can undermine the character and appearance of the conservation area.

Consequently, the design of illumination of fascias and signage needs very careful consideration. Key principles are:-

- Internally illuminated box signs will not be approved on listed buildings or in conservation areas.
- The use of halo lighting behind individual letters, small spot lights or a compact strip light to illuminate the fascia will result in a better visual appearance.
- The use of individual internally illuminated letters might be considered less intrusive than a box sign in some locations but care is need in the conservation area in terms of size and materials

Lighting within shops can help to enliven the night time character of the conservation area. Where new shop front proposals and the use and design permit, sensitive internal lighting should be considered.

Photo to be added prior to consultation

Advertising: Managing Corporate identity

National High Street businesses tend to produce “manuals” of standard details which, whilst well suited to modern shopping malls and retail parks, are very rigid and unsympathetic in a historic context.

Company logos, signs and standard shop front designs are unlikely to be suitable either to individual buildings or in the context of the conservation area. The character and appearance of the conservation area and indeed of the individual building is more important than uniformity of design to promote a ‘corporate identity’. This is particularly the case in respect to national chains who have little affinity for one particular place and which are ‘fluid’ in terms of their operation, but uncompromising on their house branding.

Care should be taken to adapt the design and incorporate the company logo in the overall design and incorporate the company logo in the overall design, but do so with positive and respectful approach to the building and conservation area.

High Street brands should be encouraged to co-operate in modifying their standard ‘corporate’ designs to achieve a better quality environment within the conservation area



Corporate signage in the conservation area employing a standardised approach

Security

Many retail streets have been blighted by long stretches of solid aluminium shutters. At night these shut off light from within the shops creating an intimidating atmosphere and encourage graffiti. During the day, their appearance is also harmful to the character and appearance of buildings and streets. The 2012 riots also demonstrated that they are not fail safe against substantial force.

So far, Sandbach has largely been unaffected by pressure in respect to security shutters save for one or two examples and it is important to the character of the conservation area that this situation is maintained. There are alternatives to solid external security grilles:

Security Glass - no detrimental effect on the appearance of the shop. Nowadays toughened and laminated glass can give very high levels of security

Internal Grilles - Internal shutters have no external impact. When they are the open link grille type they allow interaction and light spill onto the street

Other security measures – CCTV and other technology based systems could be used to avoid or compliment physical measures to protect potential entry points. The type and positioning of equipment needs careful consideration

Removable/purpose designed external shutters – these can be acceptable if they are appropriate to the shop and designed to suit its character

External 'transparent' roller shutters - In exceptional circumstances external roller shutters may be acceptable but this must be seen as a last resort and integral to the design of the shop front



External architectural protective screen – Macclesfield Market Place



Internal lattice shutters still enable visual interaction with the street, Bellisima, High Town

As a general principle, proposals that include solid external shutters shall be resisted because of their detrimental impact upon the character of conservation area both during the day and night time.

Canopies and blinds

Historically canvas blinds were an everyday part of most shopping streets and became an integral part of the design of Victorian shop fronts.

Within Sandbach there are a few surviving examples of historic canopies, or evidence within shop fronts of their past existence.

The original purpose was to protect goods from deterioration by sunlight and to protect window shoppers from the elements. They helped to keep the interior of the shop cool, and protected customers from the rain and sun.

The traditional canvas roller blind came into use in the late 18th century, the roller box usually mounted on top of the cornice. However, in the mid-19th century the boxes became integrated into the shop front, above the sign but beneath the cornice. The canvas blind was supported by a frame and metal arms that would retract into the shop front when the blind was not in use.

More recently, from the 1960s, rigid or folding Dutch canopies have become common. The material, usually plastic, is stretched over a metal frame in a curved form and usually permanently fixed in place, obscuring part of the shop front. These are considered inappropriate in a conservation area.

As a consequence of the changing climate, with more extreme weather predicted, the inclusion of appropriate blinds and canopies within shop front design will be increasingly desirable, subject to them meeting the design requirements expressed here.



Fixed blinds detract from both the property and the Conservation Area



A positive and negative example of a shop blind within the same parade of shops – Bold Street

Accessibility

Wherever it is practicable, alterations should ensure access for all through the main entrance by creating a clearly defined, well lit, unobstructed and level approach. Where this is not possible, a secondary accessible entrance should be considered. Only in exceptional circumstances should people with disability be expected to ring a bell or wait to be escorted onto the premises.

New shop fronts or alterations to existing shops should be designed with the following points in mind

Gradient - the entrance to the shop should be level with the pavement. If this is not possible, a non-slip ramp (maximum gradient 1:12) should be provided

Doors - should have a clear opening width of 900mm, with a clear 300mm space adjacent to the opening side of the door. Requirements for double doors are different. Where space is limited, automatic doors are helpful. Traditional shops may choose power-assisted doors, or automatic doors operated via a push plate.

Steps - Where there are unavoidable steps, these should be easy going, have a handrail on both sides and should be visible by including contrasting step edgings.

Recesses - on many traditional shop fronts the entrance is recessed. These recesses create variety and rhythm in the shopping street. However, if open at night, they should be adequately lit to ensure safety. The recess can also help to

Photo to be inserted prior to consultation

Example of an accessible threshold within a traditional shop front. This may be difficult to achieve on many traditional frontages with steps, where alternative measures may need to be proposed

This page is intentionally left blank

Sandbach Conservation Area Review feedback Form

We are reviewing the Sandbach Conservation Area and propose some changes and ideas about how to best manage the area. We would like to hear your views on these changes, management proposals and any other suggestions that you may have. The data collected will be stored in a file on Cheshire East Council's corporate server and will be used to prepare a short consultation statement, to be presented within the Appraisal document. Your individual response will not be shared with any external agency.

Name _____ Contact email/address _____

Questions

1. The review proposes to extend the Conservation Area to include:

- Middlewich Road (45 – 67, including Foden terrace and Drill Hall)
- South side Wesley Avenue/4-12 Bradwell Road/Old Middlewich Road
- 9-15 The Commons
- Curtilage area of Dingle Farmhouse (north east of Farmhouse and barn)

Do you think the proposed extensions to the Conservation Area are correct? Please tick one of the following

- Yes
 No
 Not sure

If 'no' what would you change and why?

2. It is proposed that part of Green Street/Welles Street be excluded from the Conservation Area because of the extent of change to features like windows and doors, which has watered down the special architectural and historic interest of the area.

Do you think the proposed exclusion of part of the area is correct? Please tick one of the following

- Yes
 No
 Not sure

If 'no' please explain why?

3. We have developed some management proposals and timescales (as described in the table overleaf). Do you agree with them? (please indicate yes or no against each and provide a concise explanation)

DRAFT MANAGEMENT PLAN

Please indicate your top 5 actions from the list below by marking each with a X

No.	Action	Lead Body	Key Partners	Top 5 actions	Please explain why certain actions are more important or if you think some actions are not appropriate
Theme 1: heritage management					
1	Serve Article 4 direction: remove rights to alter residential properties without planning permission	CEC	-		
2	Promote/raise awareness of the conservation area to residents/businesses: leaflets, website etc.	STC	CEC		
3	Identify local assets at risk: compile a list of buildings that are vulnerable to change or are in poor condition	CEC	STC		
4	Investigate unauthorised works and assess the need for enforcement action	CEC	STC		
5	Establish a Heritage Watch group including assessing the risk of heritage crime to heritage buildings and features and respond to incidents	STC,	CEC, Police, local community		
6	Ensure that highways and streetscape works protect/reinstate areas of historic streetscape	CEC	STC		
7	Consider serving discontinuance notices and designating area of special advertisement control to remove rights for certain adverts that normally do not require advertisement consent	CEC	-		
Theme 2: design/quality management					
8	Improve design quality in planning process: preparation of design guidance and ensure planning decisions take account of management plan for the conservation area	CEC	STC		
9	Ensure protection and enhancement of historic street pattern/views/assets	CEC	STC		
10	Prepare public realm guidelines: principles to manage and improve the quality of streets and spaces in the conservation area	STC	CEC		
11	Prepare urban design framework: regeneration principles for town centre and key development sites in the conservation area	STC	CEC		
Theme 3: Implementation projects					
12	Promote a High Street/Hightown public realm enhancement scheme (new paving, seating, street lighting etc.)	STC	CEC		
13	Promote a shop front/building frontage improvement scheme (signage, shop fronts and building condition)	STC	CEC		
14	Promote a landmark buildings project: lighting and fabric improvements to key buildings	STC	CEC		
15	Undertake heritage interpretation project: heritage trails, local plaque scheme, website, interpretation of crosses etc.	SCHG	STC, CEC		
16	Promote improvement to lanes/alleyways including Hope Street and Warm Walls: improvements to lighting, surveillance etc.	STC	CEC		
17	Promote gateway enhancements: improvements to vehicle and pedestrian routes into and within the conservation area	STC	CEC		
18	Promote a detractor sites projects: Identify sites that are in poor condition and undertake remedial works	community	STC , CEC, land owners		
19	Secure protection/enhancement of green spaces: ensure trees and landscape are well managed and secure future planting	STC	CEC, land owners		

STC – Sandbach Town Council, CEC – Cheshire East Council, SCHG – Sandbach Conservation and Heritage Group

NB: The actions identified above are all subject to the availability of resources and funding.

Please note that other recommendations have been made for actions involving the wider town centre but that are not part of the Conservation Area Management Plan. These are identified at the end of the Management Proposals section of the Appraisal document and can be commented upon separately by email or in writing.

4. Are there any other management proposals that you would recommend?

Please tick one of the following

- Yes
 No
 Not sure

If yes please explain what other measures you would like to see

5. Do you wish to make any other comments about the appraisal/management plan? If so, please use the space below (continue on a separate sheet if necessary)

The consultation will close on **15th October 2013**, so please ensure that your feedback is sent to us by then, as we cannot guarantee that late responses will be considered.

If you wish to discuss the review or the consultation then please either contact us by email:

SandbachCA.consutation@cheshireeast.gov.uk or by telephoning David Hallam, Principal Conservation and Design Officer on 01625 383733

Thank you for taking the time to provide us with your comments

This page is intentionally left blank