Proposed Residential Development

White Horse Inn
Overton

Heritage Impact Statement

The aim of this Heritage Impact Statement is to demonstrate how the proposed residential conversion of the White Horse Inn would respect and respond to the heritage significance of the site and its surroundings. This statement is concise and proportionate to the scale and nature of the proposed development.

Purpose:

To provide the Local Planning Authority with a clear understanding of:

- The significance of the heritage asset (the White Horse Inn);
- How the proposed residential conversion may affect that significance; and
- Measures that will be taken to preserve and enhance the asset.

1. Introduction

1.1. This Heritage Impact Statement has been prepared to accompany a full planning application submission for the residential conversion of the Grade II listed White Horse Public House in Overton Conservation Area.

1.2. This document is submitted to assess the impact of the proposed development on the heritage significance of the site. The design concept focuses on the sensitive conversion and preservation of the existing building, with the aim of enhancing the structure in a way that causes the least disruption to its historical character.

2. Heritage Context and Significance

2.1. Current Listing status: Grade II Reference number: 14438.

> *An early C20 rebuilding of an earlier building, employing a neo-vernacular style. Ruabon brick with stone dressings to lower storey, mock timber framing above, in quatrefoil panels to first floor, and sunk quatrefoil panels to strongly jettied upper storey, the jetty carried on heavy brackets. Red plain tiled roof. Three-storeyed, wide 2-window range dominated by 2 gables and service wing to rear, with hipped roofs stepped down in height from the main range. Arched entrance to courtyard to left, with main entrance to public house alongside. Two paired mullioned and transomed windows to main bar.*

Bowed oriel windows in upper storey with leaded lights, and 6-light mullioned windows with leaded lights beneath gables in upper storey. Brick and terracotta end-wall stacks. Part of a continuous building line on High Street, between No.20 and Metcalfe Building.

A good example of early C20 neo-vernacular building, showing the use of a distinctive architectural style for a commercial building. Part of an important group of buildings on High Street.

(Source: Historic Wales)

2.1. The site is in a run of Listed Buildings on the eastern side of “High Street” in Overton. The property is a three-storey example of early C20 neo-vernacular building, showing the use of a distinctive architectural style for a commercial building. The building is an example of the Black-and-white Revival which was amid-19th-century architectural movement that revived historical vernacular elements with timber framing. The wooden framing is painted black and the panels between the frames are painted white. The style was part of a wider Tudor Revival in 19th-century architecture.



2.2. Nikolaus Pevsner describes the movement as a "Cheshire speciality", but states that it was not created in Cheshire and is not confined to the county. The earliest example noted by Pevsner is the Henry VII Lodge in Woburn Sands, Bedfordshire, built in 1811. The other example he gives is the Court House in Worsley, which was built in 1849. The first Cheshire architect to be involved in the movement was T. M. Penson, who restored the house at No. 22 Eastgate Street, Chester, in 1852 in the black-and-white style. This was followed by his further restorations in Eastgate Street, at Nos. 34–36 in 1856, and No. 26 in 1858. However, Pevsner considers that Penson's works were "moderate in size and not very knowledgeable in detail"

2.3. The movement was improved when John Douglas and T. M. Lockwood "discovered the medium". They were the principal architects of the movement, and they "transformed the street frontages of the city with their black and white buildings". Major examples of their work are Lockwood's building opposite Chester Cross at No. 1 Bridge Street of

1888and the terrace of buildings on the east side of St Werburgh Street of 1895–99 by Douglas. The black-and-white tradition in Chester continued into the 20th century.

2.4. The site is adjoined by residential units on all sides although there is a small number of commercial units in the locality.

2.5. Overton itself is a small village located in the county of Wrexham, Wales. While it might not be as well- known as some larger towns or cities in Wales, it still possesses its own unique historic character

2.6. Like many Welsh villages, Overton likely has medieval origins. Its history may date back to the medieval period when it was likely a small agricultural settlement.

2.7. Overton is situated in the picturesque Welsh countryside, surrounded by rolling hills, farmland, and scenic landscapes. The rural setting contributes to the village's charm and historic character, offering residents and visitors a glimpse into traditional Welsh rural life.

2.8. Overton likely has a variety of historic buildings, including traditional Welsh cottages, farmhouses, and possibly a historic church or chapel. These buildings provide a tangible link to the village's past and reflect the architectural styles prevalent in Wales over the centuries.

2.9. Overton High Street presents as a pastiche of styles and eras with the historical frontage facing on High Street and dating back to the 18th Century but with the plainer utilitarian domestic units added later in the early 20th Century by their outward appearance.

2.10. As with many small Welsh villages, community life is an essential aspect of Overton's historic character. The close-knit community likely participates in various local events, celebrations, and activities that help preserve and promote Welsh culture and traditions.

2.11. Welsh language and culture are integral parts of the historic character of Overton. While English is widely spoken, Welsh may still be spoken by some residents, and cultural traditions such as music, dance, and folklore may be celebrated within the community.

2.12. To summarise, the White Horse Inn is a significant heritage asset within the Overton Conservation Area, contributing to both the architectural and historical fabric of the village. The building reflects the Black-and-white Revival style, a key part of the Tudor Revival movement that became a notable feature of the Cheshire region. The distinctive black-and-white timber framing with white panels marks the building as a representative example of this style. Positioned among a run of Listed Buildings on Overton's High Street, the White Horse Inn stands as an important part of the streetscape, contributing to the village’s unique historical character. The conservation of this building is vital not only for preserving its architectural integrity but also for maintaining the historical medieval origins and cultural identity of Overton, a village with medieval origins and a rich Welsh heritage.

3. Background to the Proposal

3.1. The decline in pubs in the UK has been a noticeable trend over the past few decades, with several factors contributing to this decline:

3.2. **Changing social habits:** the way people socialise has evolved with many preferring to stay home or engage in different activities rather than going to the pub. Factors such as the rise of online social networking, streaming services, and increased home entertainment options have impacted the frequency of pub visits.

3.3. **Economic Factors:** Economic pressures, such as rising operating costs, including rent, wages, and taxes, have made it challenging for pubs to remain profitable, particularly in rural areas or areas with lower foot traffic. Smoking Ban: The smoking ban introduced in 2007 in England and Wales (earlier in Scotland) prohibited smoking in enclosed public places, including pubs. While this was a positive step for public health, it did lead to a decline in the number of patrons, particularly those who used to visit pubs primarily to smoke.

3.4. **Competition:** Pubs face competition not only from other pubs but also from a wide range of alternative leisure activities, including cafes, restaurants, and bars. Additionally, supermarkets and off-license retailers offering cheaper alcohol for home consumption have further eroded the pub's market share.

3.5. **Changing Demographics:** Changes in demographics, such as an aging population and shifting preferences of younger generations, have also impacted the demand for traditional pub experiences

3.6. When you couple the above with a growing population, as well a need for increased housing due to changes in the social fabric, the change of use of former public houses forms an important element in sustainable residential development.

3.7. The proposal would provide sustainable housing choices and help meet the need identified in the Joint Wrexham and Flintshire Local Housing Market Assessment for smaller 1-3 bed unit accommodation.

4. Description of the Proposed Development

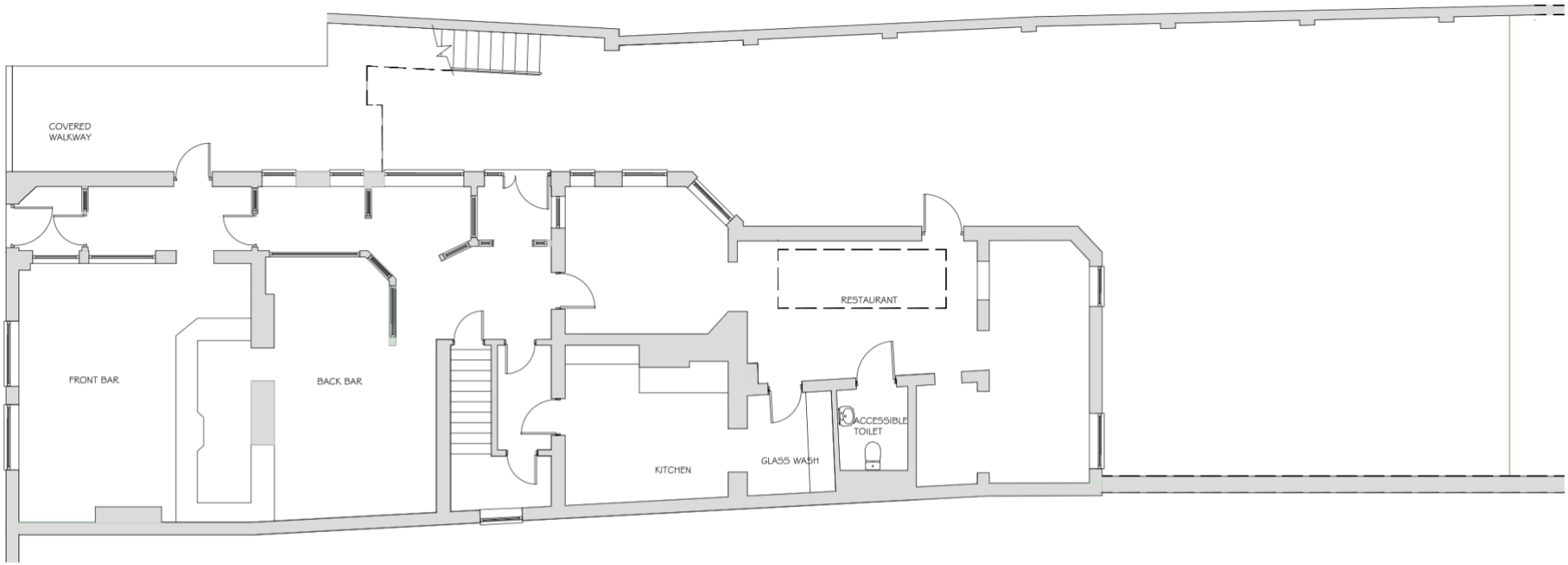
Current layout:

4.1. The current layout follows a traditional public house layout with a public bar to the front, a lounge bar to the rear, with a function room and hotel rooms on the first floor.

4.2. Residential accommodation is on the second floor with four bedrooms, a kitchen, and bathroom.

4.3. At the rear of the property is a large, paved courtyard area.

4.4. A separate document details the proposed building performance upgrades (soundproofing, thermal, fire etc).



EXISTING GROUND FLOOR PLAN

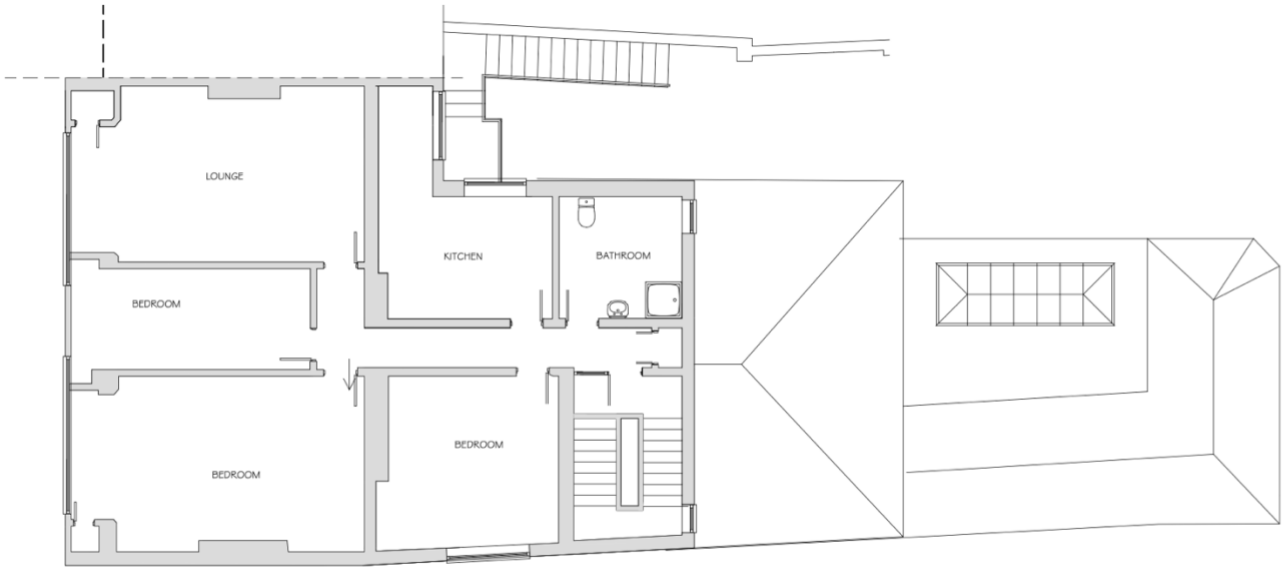
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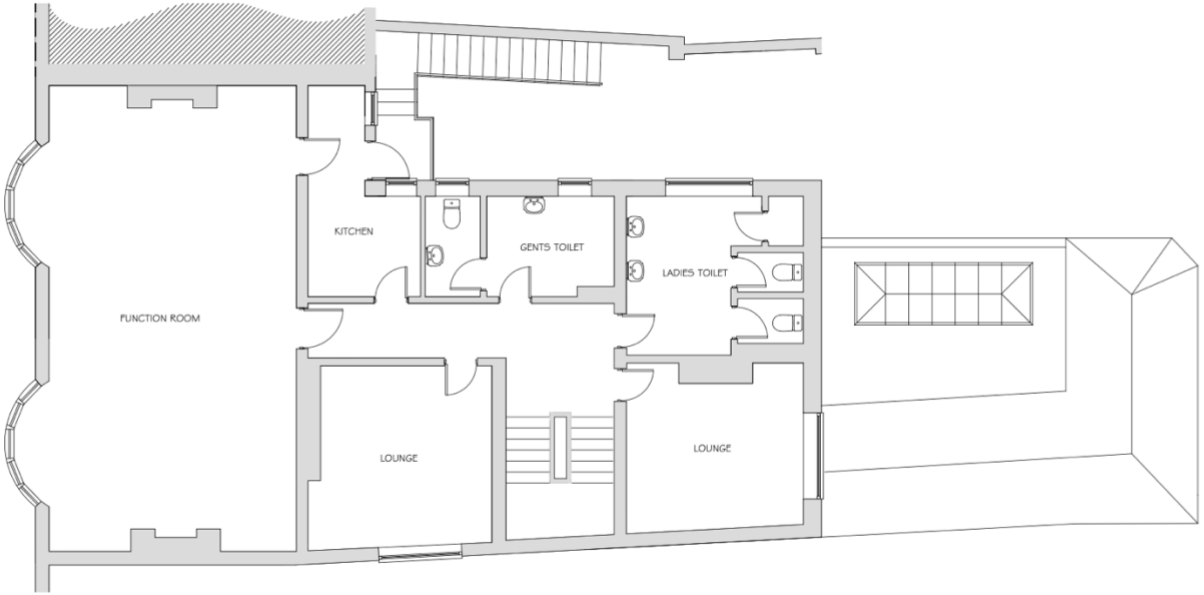
CSB Architecture Ltd
Dunstone House, 3 Dunstone Court
Market Drayton, Shropshire, TF9 3GA

Tel: 01630 654955 Email: info@csbarchitecture.co.uk

PROJECT: Conversion to Six Residential Apartments			
ADDRESS: The White Horse, 21 High Street, Overton, LL13 0DT			
SCALES: 1:50 @ A1 & 1:100 @ A3			PLOT SIZE: A1
DRAWING TITLE: Existing Ground Floor Plan			
DATE: October 2024	JOB N°: 360	DWG N°: 002	REV: -



SECOND FLOOR



FIRST FLOOR

NOTE

Drawing prepared to obtain Planning Permission only. Builder must check setting out and all drawing information before commencement. All findings must be reported.

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PROJECT
Conversion to Six Residential Apartments

ADDRESS
The White Horse
21 High Street
Overton
LL13 0DT

SCALES	PLOT SIZE
1:50 @ A1 & 1:100 @ A3	A1

DRAWING TITLE
Existing First and Second Floor Plan

DATE	JOB N°	DWG N°	REV
October 2024	360	003	-

Proposed layout:

4.5. The proposed application consists of the remodelling, adaptation and conversion works of the public house into six private residential apartments (two flats per floor – see plans on **Pages 9 and 10**).

4.6. The renovation would follow the current form of the existing building as much as possible to minimise the impact on the fabric of the building.

4.7. Most of the historic elements are on the exterior of the building.

4.8. The rear courtyard offers a valuable opportunity for shared utility spaces (cycle storage, bin area) as well as a communal outdoor space, creating an attractive town centre courtyard (see Green Infrastructure Statement).

4.9. Maintenance works to the existing fabric will be required, notably the external walls and windows. Separating floors and walls and internal remodelling will also be required for the proposed apartment units.

4.10. Close work with the Local Planning Authority and Conservation Officer would ensure that any works would integrate high-quality materials and compliment the Overton Conservation Area, and help to restore and preserve this important heritage asset.

4.11. Further details regarding the interior features of each flat, including how these will be restored or protected, are provided in separate documents.



PROPOSED GROUND FLOOR PLAN

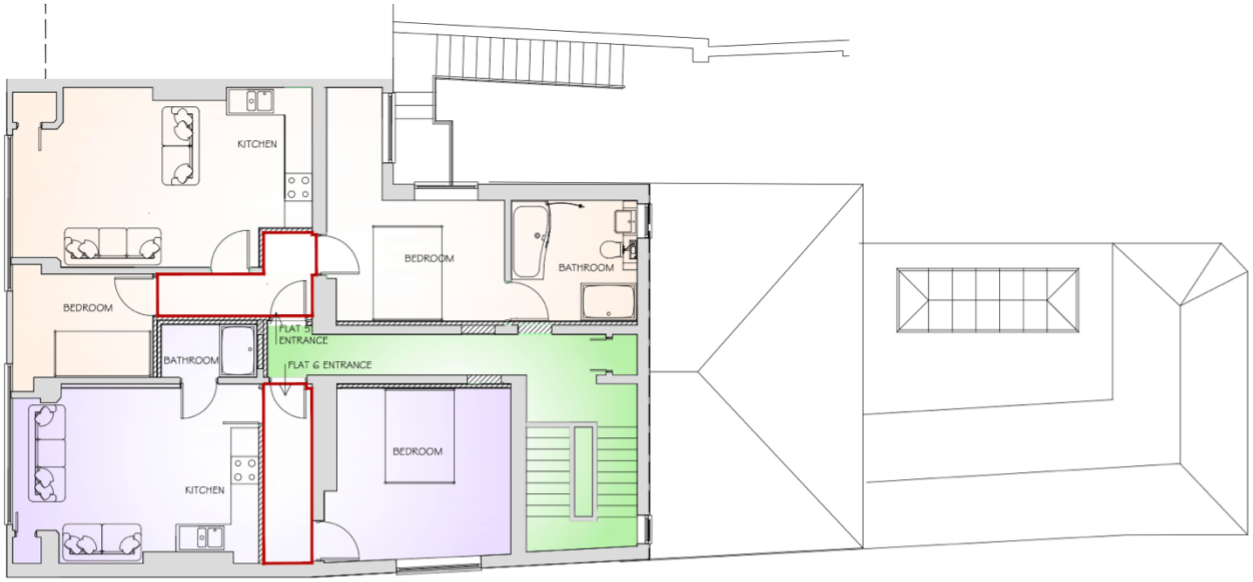
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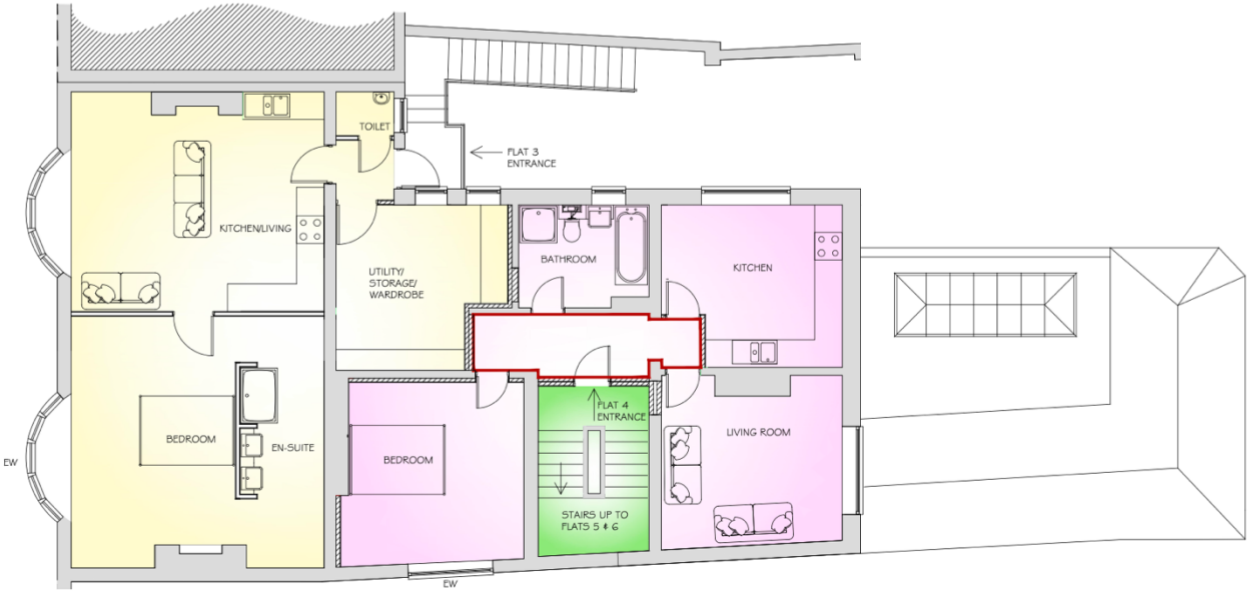
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PROJECT	Conversion to Six Residential Apartments
ADDRESS	The White Horse 21 High Street Overton LL13 0DT
SCALES	1:50 @ A1 & 1:100 @ A3
PLOT SIZE	A1
DRAWING TITLE	Proposed Ground Floor Plan
DATE	November 2024
JOB N°	360
DWG N°	006
REV	A



SECOND FLOOR



FIRST FLOOR

NOTE

Drawing prepared to obtain Planning Permission only. Builder must check setting out and all drawing information before commencement. All findings must be reported.

REVISION A - May 2025 - Floor Layout amended

REVISIONS

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PROJECT
Conversion to Six Residential Apartments

ADDRESS
The White Horse
21 High Street
Overton
LL13 0DT

SCALES	PLOT SIZE
1:50 @ A1 & 1:100 @ A3	A1

DRAWING TITLE
Proposed First and Second Floor Plan

DATE	JOB N°	DWG N°	REV
November 2024	360	007	A

5. Mitigation Measures/ Conservation and Restoration Plan

5.1. Converting a listed building requires careful consideration and planning to ensure that its historic and architectural significance is preserved while also accommodating the intended new use. The proposed residential conversion of this building would be carried out sensitively and sustainably, preserving its historic legacy without compromising its heritage value, ensuring that its significance is celebrated within the context of a dynamic and evolving community.

5.2. By documenting the conversion process through detailed records, photographs, and drawings, there would be a comprehensive record of the building's history and evolution. A monitoring program is proposed to track the condition of the building over time and address any maintenance or conservation needs that arise.

5.3. Joules would welcome communication and collaboration with the Conservation Officer and Planning Department at Wrexham Council to ensure a positive outcome that would preserve the structure of this heritage asset.

5.4. To minimise harm and enhance the asset's significance:

- Retention of original features where possible;
- Perseveration (covering/protecting) original features otherwise;
- Use of traditional materials;
- Retention and repairing original architectural elements (facades, windows, doors, decorative details)
- Consultation with the Conservation Officer;
- Preservation of the historical character;

5.5. The tables in the below documents outline the building's heritage features, their significance, and how the development would enhance or mitigate any potential negative impacts.

SEE DOCUMENTS:

- **Flat 1 – Ground Floor**
- **Flat 2 – Ground Floor**
- **Flat 3 – First Floor**
- **Flat 4 – First Floor**
- **Flat 5 – Second Floor**
- **Flat 6 – Second Floor**
- **Exterior Features**
- **Staircase**
- **Building Performance Upgrades**

5.6. Many of the visible aesthetic elements of the building were introduced during the refurbishment carried out by Joules Brewery approximately 15 years ago. The proposal here is to retain and conserve the original features of the building, while certain interior

elements which are modern and do not add historic value—such as the fireplaces, pub bar, and flooring, all installed by Joules—may need to be removed or altered due to requirements for insulation, pipework, and other services.

6. Impact Assessment

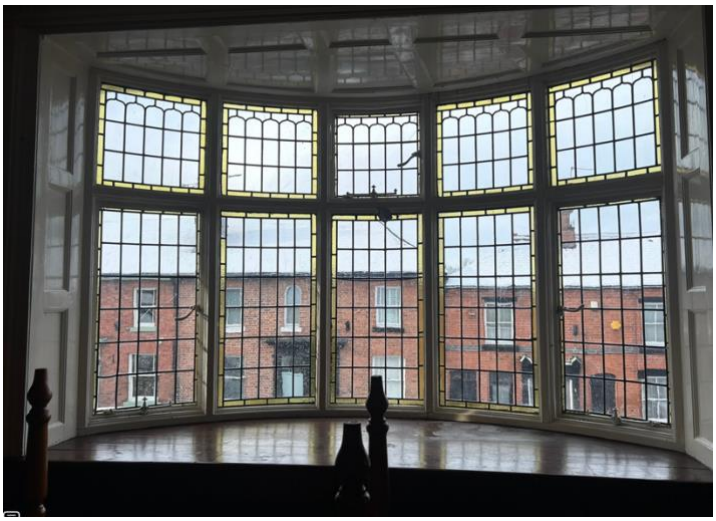
Current Condition:

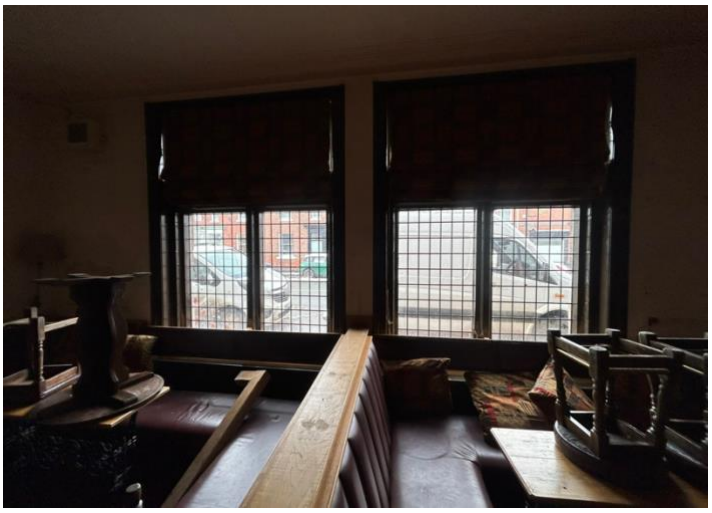
6.1. The White Horse Inn is at risk of falling into state of significant disrepair, with multiple areas of the building requiring urgent attention. The roof is leaking in several places, and water ingress has caused the ceiling of a third-floor bedroom to collapse, with further rooms at risk of similar damage. Additionally, the ground-floor skylight is leaking and in need of immediate repair. The interior spaces have suffered from neglect, with flooring showing signs of discoloration and damage, and outdated carpets contributing to the overall tired and worn aesthetic. The interior walls are also in poor condition, presenting a dated and uninspiring atmosphere. Outside, the courtyard is bleak and lacks visual appeal, offering little to enhance the overall setting. While the building's front elevation retains some attractive architectural features, it needs a refresh to restore its former character. The roof and skylights pose ongoing structural concerns that, if left unaddressed, could exacerbate further deterioration.





























Impact Assessment:

6.2. Without intervention, the building faces the risk of further decline, which could threaten both its historic fabric and its contribution to the streetscape. Given that the pub has not been a viable business for several years and Joules Brewery has been unable to sell it as a public house, the proposed residential conversion represents a critical opportunity to safeguard the building's future and prevent its continued deterioration.

6.3. The proposed works should have very little impact on the heritage features listed in the table above. The character and appearance of the street-facing façade would be preserved, with any cosmetic or structural works being carefully undertaken to maintain the historic appearance of the building. The windows, doors, brickwork, and side-access gates would remain unchanged. Additionally, features such as paintwork and hanging baskets would be incorporated to retain the visual identity of the former public house. The proposed new use is compatible with the existing structure and historic fabric.

6.4. The courtyard would be significantly enhanced from its current condition. The Green Infrastructure (GI) Statement (Doc ADL-WHO-008/25) includes a landscape scheme and proposed GI measures.

6.5. The proposed programme of works would enhance the heritage asset, preserving its character and setting while ensuring its long-term survival. All works would be carried out in close communication with the Local Planning Authority to maintain the building's structure and purpose for future generations.

6.6. By using high-quality materials, the development will complement the Overton Conservation Area and positively impact both the asset and the wider area. The conversion would secure the continued presence of the former public house, an important focal point on Overton High Street, contributing to the conservation of the building and its setting for years to come.

7. Conclusion

Planning and Listed Building Consent would help ensure the long-term preservation of this valuable heritage asset. The building is no longer viable as a public house, and its conversion into residential units will provide much-needed sustainable housing options. This change will address the demand for smaller 1–3-bedroom units identified in the Joint Wrexham and Flintshire Local Housing Market Assessment. Additionally, the conversion presents an opportunity to undertake essential preservation and enhancement works, improving both the building's significance and the character of the conservation area.

Furthermore, by repurposing an existing building, this proposal aligns with the UK government's ambitions to meet housebuilding targets and address the ongoing housing shortage. It offers an efficient use of land and resources while contributing to the much-needed supply of new homes in the region.