

Heritage Statement

Showroom at Midland House, 22 Chapel Street,
Cheadle, Stoke-on-Trent.

Heritage Statement in support of

The proposed store room extension to the existing showroom at Midland House, 22 Chapel Street, Cheadle.

"Good design can help to create lively spaces with distinctive character, streets and public spaces that are safe, accessible, pleasant to use and human in scale; and places that inspire because of imagination and sensitivity of their designers."

- *By Design, Urban Design in the Planning System; Towards Better Practice (DETR & CABE, 2000).*

Contents		Page No
1.0	Introduction	4
2.0	Description of the Asset	4
3.0	Assessment of its Significance	5
4.0	The Design Concept	5
5.0	The Impact	6

1.0 INTRODUCTION

- 1.1. This proposal is for an extension to the side and rear of the existing showroom at Midland House, 22 Chapel Street. The extension will form two store rooms and two WC's.
- 1.2. This application concerns the development of the existing showroom at Midland House, 22 Chapel Street.
- 1.3. The production of this Appraisal has been considered as a necessary part of the design development process to ensure that the detailed design actively seeks to respond positively to its specific context in order to enhance and make the best use of the existing building.

2.0 Description of the Asset

- 2.1. Cheadle is one of the oldest market towns in the Staffordshire Moorlands dating back to Anglo-Saxon times. Over the years it has become more established since it was granted 'market charter' in 1250. Since then it is well documented as progressing from a market trade town with supporting agricultural businesses, to renowned textile producer throughout the industrial revolution. Both manufacturing and trading are still key features of the town's existence.
- 2.2. The Cheadle Conservation Area Partnership Scheme is helping to preserve the town's heritage and buildings. St Giles Catholic Church is widely regarded as one of the most magnificent gothic designs by the architect, Pugin.
- 2.3. The town stands in a valley, envired by high hills, near the river Tean and the Uttoxeter canal, 3 miles SW of Oakamoor, and 11 miles ESE of Stoke-upon-Trent.
- 2.4. Developing Cheadle

By 1676 Cheadle's population is recorded as just over one thousand, and a hundred years later, 1772 as one thousand eight hundred. During this time the main source of employment was agriculture and farming. At the same time a new workhouse was built and opened. It was extended under the Cheadle Union an 1837. In 1798, 10 weaver's houses were built. The weavers lived downstairs and the looms for the manufacture of tape were upstairs. By the 1820s the looms were transferred into a factory in Tape Street. This tape factory closed in 1972, and is now a shop. In 1851 silk and narrow fabric mills were built in Cheadle. They employed hundreds of operatives, and closed in 1981

2.5. Later Developments in Cheadle

For hundreds of years the main industry in the Cheadle area was coal mining. The Cheadle Coalfield was part of the much larger North Staffordshire Coalfield. The town and the surrounding area were once home to over 60 mines, but the Industry declined in the 20th century, and one by one the remaining larger pits were closed; Parkhall (now the JCB factory) and Hazlewall in the 1930s, New Haden in 1943 and Foxfield in 1965. However Opencast Mining and small scale mining carried on in Cheadle up until the 1990s. Today the town's main employer is the large JCB factory. There are also several small industrial units on the site of the former New Haden Colliery and the nearby Alton Towers theme park employs many people from the Cheadle area. A lot of people in the town commute to Stoke-on-Trent and Newcastle-under-Lyme.

3.0 ASSESSMENT OF ITS SIGNIFICANCE

- 3.1. Intervisibility is a major factor in the town due to the nature of being located in a valley. As a result, few parts of the Conservation Area are without impact on others, and ill-considered developments can have a major impact.
- 3.2. It is particularly important that existing contrasts are maintained. Each is the result of its historical development, and represents a key characteristic of the Conservation Area.
- 3.3. Each area has its own scale of development, in some cases associated with a particular type of building.

4.0 THE DESIGN CONCEPT

- 4.1. The concept for the design is the extension of the existing showroom to the side and the rear in order to provide two store rooms and two WC's.
- 4.2. The existing side extensions of the building will be removed. This is to allow for delivery access down one side of the building and a second store room on the other side in addition to the proposed store room at the rear.
- 4.3. The external facing material will be render.
- 4.4. Internally, the extension will provide two store rooms and two WC's. A new large door is proposed at the side of the rear extension for ease of access to the store room.

5.0 THE IMPACT

- 5.1. Externally, the proposed alterations will not impact on the significance of the conservation area. The majority of the extension will not be visible from the street.
- 5.2. The design of the front elevation (facing onto Chapel Street) is set back from the street in order to be subservient to the surrounding buildings. Furthermore, a parapet roof reduces the volume of the part of the extension closest to the street, and therefore reduces its appearance making it subservient.
- 5.3. In conclusion, this scheme will provide a more functional use for the space either side of, and at the rear of the existing showroom at Midland House, 22 Chapel Street. The scheme will have little impact on the heritage of the conservation area, due to the extension's location to the side and rear of the site. This factor means that much of the extension is not visible from the street.