MODE Architects Limited

HERITAGE STATEMENT

Proposed New Signage for The Curtis Partnership, at 1 Tape Street, Cheadle.

Issued: June 2018

Job Reference: 18 012/HS/V01

Site Address:

1 Tape Street, Cheadle, Stoke-on-Trent, ST10 1BB

Client:

The Curtis Partnership

Proposal:

Proposed New Signage for The Curtis Partnership, at 1 Tape Street, Cheadle.

Report Prepared By:

Kari Bradbury BA(Hons) M.Arch

MODE Architects Ltd

Contact Details:

MODE Architects Ltd

Pennant House,

Salem Street,

Stoke-on-Trent,

ST1 5PR

Email: admin@mode-uk.com

Tel:01782 479644

Contents **Page No**

1.0	Description of the Asset	3
2.0	Assessment of its Significance	4
3.0	The Design Concept	4
4.0	The Impact	5

1 DESCRIPTION OF THE ASSET

1.1 1 Tape Street is situated on the North-West edge of Cheadle's conservation area.

1.2 Cheadle's Conservation Area contains one of the most important English buildings of the nineteenth century, Pugin's St. Giles' Church. The town has a distinctive character and history, due to its changing landscape and influenced by the changing patterns of ownership and use over time.

1.3 The town stands in a valley, surrounded by high hills, near the river Tean and Uttoxeter canal. It is 3 miles South-west of Oakamoor and 11 miles East of Stoke-on-Trent.

1.4 Cheadle has become a well-established market town over the years since it was granted 'market character' in 1250. Before this, it was mentioned in the Domesday Book, which dates the town back to Anglo-Saxon times. Since then it is well documented as progressing from market trade town with supporting agricultural business, to renowned textile producer throughout the industrial revolution. Trading is still a key feature to the town.

1.5 Developing Cheadle

By 1676, Cheadle's population is recorded as just over one thousand, a hundred years later (1772) as one thousand eight hundred and during this time, the main source of employment was agriculture and farming. During the same period 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 1820's, the looms were transferred into a factory on Tape Street, the location for this application. 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.

1.6 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, which is now the JCB factory, and Hazlewall in the 1930's, New Haden in 1943 and Foxfield in 1965. However, Opencast Mining and small scale mining carried on in Cheadle up until the 1990's.

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 both, Stoke-on-Trent and Newcastle-under-Lyme.

1.7 There are three listed buildings along Tape Street, a single dwelling, a pair of houses and what was the Black Horse Public House Inn, which is now a retail unit. The Black Horse sits directly opposite, number 1 Tape Street.

The inn was built in the early 19th century and is a rendered brickwork, tiled roof and a chimney stack to the end of the building. It is a two storey, three window front with tripartite glazing bar sashes. This building occupies a prominent position in Tape Street near its junction with High Street.

2 ASSESSMENT OF ITS SIGNIFICANCE

2.1 Each area of the conservation area has its own scale of development, in some cases associated with a particular type of building.

2.2 Tape Street is a key street in Cheadle's conservation area due to the history of the weavers and tape factory that was once housed there, however today it is a mix of both retail units and housing, all various styles and no real repetition.

2.3 In the Cheadle conservation area appraisal, 1 Tape Street is not listed as a key unlisted building and it is also not a listed building so therefore the significance to the conversation is very small in comparison to other buildings.

3 THE DESIGN CONCEPT

3.1 There are no material proposed changes to the building, only an application for the signage, which already sits in place on the building.

3.2 Both the proposed signs have a white background with pink and black writing. There will be a sign on the front elevation over the door and one on the side elevation, where the existing sign already sits.

4 THE IMPACT

4.1 There will be no impact on the surrounding area and the conservation area. The signage already exists on the building and will have zero impact on the conservation area or the listed building opposite. Signage is key to this building, due its close proximity to the main road and the high street.

4.2 The current signage needs updating and the proposed offers this in a modern yet conservative way, so it doesn't harm the conservation area.



