

Omega Signs

Heritage Statement

Re: Proposed Advertisement to Co-op Blacks Head, High Street, Tean, ST10 4DY

Local Authority: Staffordshire Moorlands District Council

The basis of the statement is to justify the proposal to the property, which is to replace the external signage with new.

1. Scheduled Ancient Monuments

Not applicable to this application

2. Archeologically Sensitive Areas

Not applicable to this application

3. Listed Building

Not applicable to this application

4. Conservation area

Tean is a large village in Staffordshire, England. It is around 15 kilometres (9.3 mi) south-east of Stoke-on-Trent. The River Tean runs through the village, heading east towards Uttoxeter.

The village is itself composed of two villages: Upper Tean (the larger of the two) and Lower Tean. It is part of the Checkley ward within the Staffordshire Moorlands district. The surrounding area is predominantly farming / rural, and it is a short drive into the southern edge of the Peak District.

There are a number of pubs & shops, a doctors' surgery, nurseries, a village hall (Greatwood Hall), three churches, and a small park. There is free car parking for Co-op customers behind the store. This used to be the site of the Black's Head Pub.

Although the old pub isn't a listed building and doesn't have any architectural features there are a lot of listed buildings close by. Our new signage has been designed to be in keeping with the area. The Co-op branding is simple with the company logo on the Co-op blue background with a wood look slatted fascia.

We have tried not to over crown the building but still make it appealing to its customers.

Also, the new signage will incorporate new LED's which are lot more economical and better for the area with its illuminations. These will only be on while the store is trading and will have a similar illumination presence as the pub once did.