

**Archaeological Desk-Based Assessment for the
University Boulevard Project
Stoke-on-Trent
Staffordshire
NGR SJ 8809 4554 to SJ 8820 4706**

Site Code: **UBV 10**

Produced for
Stoke-on-Trent City Council

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Non-technical summary.

Stoke-on-Trent Archaeology carried out a desk-based assessment on the proposed route of the University Boulevard scheme, extending from Stoke-upon-Trent to Hanley (NGR SJ 8809 4554 to SJ 8820 4706). The proposed development intends to establish an enhanced 'gateway' route from Stoke railway station to the city centre by modernizing and upgrading Station Road and College Road and establishing a new road link from Raymond Street to the Potteries Way.

The study was undertaken between the 20th July and 2nd August 2010 and involved an assessment of cartographic and documentary sources for the proposed route. A walk-over of the site was also made. Although the archaeological potential of the proposed route is not considered to be high, the study has highlighted the presence of three Conservation Areas and nine statutory Listed buildings along the route, which might be impacted upon by the scheme. It also identified eight other sites of potential historic interest, including a row of late 19th-century workers' cottages on Raymond Street. Measures have been proposed for the investigation of these and other elements prior to, and/or during any future scheme.

1.0 Introduction

1.1 Stoke-on-Trent Archaeology (SOTARCH) was commissioned by the local planning authority (LPA), Stoke-on-Trent City Council, to research and prepare an archaeological desk-based assessment (DBA) for the proposed University Boulevard project which will extend between the urban centres of Hanley and Stoke-upon-Trent in the city of Stoke-on-Trent. The intention of this appraisal is to inform the planning process by identifying and assessing the archaeological potential of the proposed development area (PDA).

2.0 The proposed development

2.1 The North Staffordshire Regeneration Partnership proposes to enhance and modernize Station Road and College Road. A new road connecting Raymond Street to the Potteries Way ring road at Hinde Street is also intended. This will create a direct link between Stoke railway station, the university quarter in Shelton and Hanley city centre, to be known as the University Boulevard.

2.2 The scheme will involve enhancing public realm facilities along the full length of the PDA to produce a high-quality ‘gateway’ entrance to Hanley. To this end works would include the imposition of new surfacing, tree planting, lighting, seating and other street furniture, particularly at the key nodal points of College Road with Station Road and Avenue Road (UniQ), as well as the clearance of properties on Raymond Street.

3.0 Methodology

3.1 In accordance with government guidance on archaeology and planning (*Planning Policy Statement 5: Planning for the Historic Environment 2010*) the aims of this DBA are to summarise available information relating to the known and potential archaeology within the PDA. This would clarify the historic land-use of the study area and establish the likely character, date and extent of the archaeological resource, in both the built and buried environment.

3.2 The evidence presented in this assessment and the conclusions offered will enable relevant parties to assess the probable impact of the proposed development upon the archaeological and historic assets and to facilitate mitigating strategies regarding further investigation or management as appropriate.

3.3 The desk-based research was produced using baseline documentary and cartographic records as well as published and unpublished material for archaeological sites and Listed buildings consulted from the following sources:

- Stoke-on-Trent Sites and Monuments Record (SMR)
- Staffordshire Archive Service (Stoke-on-Trent Central Library)
- Stoke-on-Trent Archaeology Service
- The Potteries Museum & Art Gallery, Stoke-on-Trent
- Online sources

3.4 The following abbreviations have been used in the report:

HBS Historic Buildings Survey	PDA Proposed Development Area
LPA Local Planning Authority	PRN Primary Record Number
NGR National Grid Reference	SMR Sites and Monuments Record
OS Ordnance Survey	

3.5 The DBA was carried out between 20th July and 2nd August 2010 in accordance with principles laid down in the Institute for Archaeologists (IfA) *Standard and Guidance for Archaeological Desk-Based Assessments* (revised October 2008). A walk-over inspection of the PDA was made on 20th July 2010, during which written notes were made and digital photographs taken.

3.6 The assessment was conducted in accordance with the Planning Archaeologist's project brief (Boothroyd 2010) and the Written Scheme of Investigation (WSI) produced by SOTARCH (Goodwin 2010).

3.7 All archive records and documentation related to the DBA is stored at *The Potteries Museum & Art Gallery*, Bethesda Street, Hanley, Stoke-on-Trent, Staffordshire (site code: **UBV 10**).

4.0 Site character

4.1 The PDA extends approximately 1.15km between the urban centres of Hanley in the north to Stoke-upon-Trent to the south, centred on Ordnance Survey (OS) National Grid

References (NGR) SJ 8809 4554 to SJ 8820 4706 (Figs. 1 & 2). It takes in three separate districts, namely Hanley (north of the Caldon Canal which bisects the PDA, but is not included within it), Shelton (south of the canal) and Stoke. These districts are primarily residential in nature, although they also include areas of light industry, commerce, recreation and education.

5.0 Geology

5.1 Although probably modified by development, the heterogeneous subsoil drift is a glaciofluvial till of sand, clay, lias and oolite deposited by melting ice sheets in the Late Devensian (c.20-11,000 years BP) (Rees & Wilson 1998).

5.2 No geo-technical sampling information pertaining to the proposed route was available at the time of writing so the extent of modern truncation and depths of made ground (which can affect the nature of archaeological stratification) are unknown.

6.0 Historical summary of study area

6.1 The contiguous townships of Hanley and Shelton first appear in documentary sources of the early 13th century (Greenslade 1963, 142). Until the 18th century they remained small moorland villages, although pottery manufacture and coal extraction were staple industries in Hanley by the 17th century and Shelton clay was being used to make tobacco pipes in Newcastle (Taylor 2003, 24). The built-up area of Hanley had spread south-west into Shelton by 1775 (Greenslade 1963, 142) and in 1812 the two townships officially united as a single market town. Although in 1851 it was resolved to call the whole community Hanley (Henrywood 2002, 22), Shelton's identity survived as a district name.

6.2 The nascent pottery industry took off in the area following the construction of the Trent and Mersey Canal, the associated development of Wedgwood's potteries at nearby Etruria, and then the opening in 1777 of the Caldon Canal (Wakeling & Johnston 2006, 41). By the mid 19th century Hanley had developed as a prosperous centre for the manufacture of china and earthenware and the mining of coal and ironstone.

6.3 The rise of Hanley as an urban industrial and commercial centre and the resulting residential and sanitary congestion, especially following a great rise in the population in the mid 19th century, prompted an increase in the development of workers' housing.

Invariably this development occurred on land that became available on the fringes of the community, of which the Shelton area represented a prime example.

6.4 Stoke-upon-Trent was originally a small, rural village, although pottery was being made there by the 17th century (Taylor 2003, 24). Its location on the Trent and Mersey Canal made it a strategic centre of trade for its pottery and tiling industries and it was the parish town of the Potteries by 1800 (Henrywood 2002, 23). Although it was not the largest unit within the growing conurbation, by 1850 Stoke was considered the central town of the Potteries due to its emergence as a nodal centre of communications, thanks to the Trent and Mersey Canal and the North Staffordshire Railway (Appleton 1962, 171).

7.0 Cartographic evidence

7.1 A regressive survey of historical maps along the course of the PDA was carried out, beginning with the earliest dated 1775. Details of the maps studied are presented below. It should be noted that College Road was known as Victoria Road until 1955 but for clarity it is here identified by its current name.

7.2 Yates' Map of 1775 (Fig. 3)

7.2.1 This map indicates that the road from Stoke-upon-Trent to Hanley (then known as Handley Green) followed the route of the modern Stoke Road (then Stoke Lane). The entire area to the east of this road as far as the River Trent is depicted as being open and undeveloped, although the small scale of the map prohibits any detail.

7.3 Yates' Map of 1798

7.3.1 There is no overt change depicted in Yates' updated edition of his 1775 map, except for the imposition of the Caldon Canal.

7.4 Allbut's Map of 1802

7.4.1 Allbut's stylistic map shows the course of Stoke Road, but not College Road.

7.5 Hargreaves' Map of the Staffordshire Potteries & Newcastle, 1832 (Fig. 4)

7.5.1 Hargreaves' map shows Stoke Road forking just after a toll gate to pass either side of Cauldon Place. The right hand fork leads to the Cauldon Canal, which is obviously bridged. Close to the south bank of the canal a lime kiln is indicated.

7.5.2 North of the canal the route peters out into a track or footpath that terminates at an east – west aligned thoroughfare (now Shirley Road). The areas to the east of Stoke Road are all still depicted as vacant.

7.6 Homer's Plan of the Townships of Hanley & Shelton, 1857 (Fig. 5)

7.6.1 This is the first map to indicate the presence College Road, albeit unnamed, extending north in a straight line from Station Road. The railway station is present, as is the railway hotel opposite. At the south end of College Road is a side street labelled St. Ann Street (now Queen Anne's Street) which extends from Stoke Road. It appears to be under development and does not connect with College Road. Further north the road is bisected by an east – west aligned road (modern Cauldon Road). The geometric regularity of these roads may be indicative of proposed building plots.

7.6.2 Further north the road layout appears to have changed significantly since 1832, with the fork in Stoke Road apparently gone. No buildings are indicated along the course of College Road, except for an unidentified, east – west aligned structure located on a strip of waste running parallel to the road just south of the canal bridge, which is probably the lime kiln depicted in 1832.

7.7 1866 Ordnance Survey Map 1:500

7.7.1 This OS edition appears to be little different to the 1857 map. Although the properties on St. Ann Street seem to have been completed, the street still stops short of College Road. There is no indication of any other construction work along the other roads on the plan. Neither College Road or Cauldon Road are named, although at the junction of the two roads is the label 'Shelton Chain'. The field boundaries on the south side of Cauldon Place are depicted as thickly wooded and containing a circulatory footpath.

7.7.2 The linear strip of waste between Cauldon Place and College Road is shown to be c.70m wide on which there are two circular, east – west aligned lime kilns, each about 3.0m in diameter and located some 30m south of the canal. About 90m south of the kilns an 'old shaft' is indicated. The continuation of College Road north of the canal bridge is depicted as a sinuous track following a field boundary. It is no more than 3.5m wide and still terminates on Shirley Road (then Victoria Place), which leads to Shelton Farm.

7.8 1878 Ordnance Survey Map 1:2,500 (Fig. 6)

7.8.1 This edition again shows very little change in the built environment compared to the 1866 map, although Cauldon Place is now identified as the site of a china and earthenware manufactory. The lime kilns are still present and the course of College Road north of the canal is still a track. A crate works is indicated opposite the track's terminus on Victoria Place. A lane extending up the east side of the works probably represents the south end of modern Raymond Street. Where the lane turns a corner to head east there is a 'rope walk' extending to the north west, approximately 90m in length and 12m wide. North east of the ropewalk are outbuildings belonging to a brick works, dotted around an enormous marl pit. On the north side of the marl hole is a hide and skin market accessed from Mollart Street.

7.8.2 The development on Queen Anne Street has still not been extended to College Road. It also appears that College Road itself does not yet open on to Station Road. A 'stone', one of five extending up Station Road toward Stoke Road, is shown at the bottom of College Road. The entire area around the hotel on Winton Square between College Road and Leek Road is depicted as ornamental gardens. The land to the north of Winton Square is not yet shown as developed.

7.9 1900 Ordnance Survey Map 1:2,500 (Fig. 7)

7.9.1 This map shows enormous changes compared to the 1878 OS edition. College Road is identified for the first time (albeit by its original nomenclature of Victoria Road) and now opens on to Station Road. There are no obvious changes at the south end of the PDA around Winton Square. The land immediately north of the railway hotel, however, is now laid out as the county cricket ground. Queen Anne Street has finally been extended to link with College Road.

7.9.2 The land either side of College Road is now built up with high-density streets of terraced housing (Ashford Street, Seaford Street, Beresford Street and Cauldon Road). Development appears to be still ongoing on the north side of Cauldon Road and there are still empty plots around Beresford and Ashford Streets and south of Queen Anne Street. On the corner of Beresford Road and Victoria Road is a large unidentified building.

7.9.3 The waste ground north east of Park Avenue has now been converted into Hanley Park, its western boundary being contiguous with Victoria Road and its southern limit with Park Avenue. There is also a smaller park located to the north west of Park Avenue abutting the south side of the Cauldon Place manufactory. The lime kilns are not indicated, although their approximate location is still defined by an unknown structure within a defined enclosure. The track north of the canal bridge now forms a proper roadway and opens on to Shirley Road. Another new road, Wellesley Street, extends west from College Road to join Stoke Road.

7.9.4 The park extends north to a new thoroughfare, Cleveland Road. Just south of this juncture the line of the earlier track is still visible and now extends north of Shirley Road as Raymond Street. The crate works has been replaced by housing, behind which is a potworks with one kiln. Halfway up the east side of Raymond Street there is a row of six terraced properties. The kink in the road and the houses themselves appear to respect the presence of the rope walk marked on the 1878 OS map. The marl pit to the north east has shifted south and the site of the 1880 cutting has been backfilled and is occupied by a brick works fronting Hinde Street.

7.10 1913 Inland Revenue OS Map 1:1,250

7.10.1 Coverage of the Winton Square and Shelton areas was not available, although the areas to the north do not reveal any major changes compared to the 1900 OS edition. Cauldon Road is still under development and the first two properties are shown under construction at the College Road/Avenue Road junction.

7.10.2 North of the canal there is development on Wellesley Street, although it stops short of College Road at Salisbury Avenue. The area below Shelton Farm is open waste. The rope walk is still evident to the east of Raymond Street and beyond it the extensive brick works and clay pit. A large building is under construction toward the top of Raymond Street and to the north is the Royal Victoria china and earthenware works.

7.11 1924 Ordnance Survey Map 1:2,500 (Fig. 8)

7.11.1 There are a few changes indicated on the 1924 OS edition. At the south end of the PDA the former gardens on the corner of College Road are now occupied by a large rectilinear building fronting Station Road. Winton Square remains unaltered but the

county cricket ground is shown as the North Staffordshire Railway Athletic Ground. The land south of Queen Anne Street is occupied by the Central School of Science, while the empty plot indicated in 1900 between Beresford Street and Ashford Street is occupied by St. Jude's Church. The large, rectangular building on the corner of Beresford Road is identified as a hall. A few more dwellings have been added along the north side of Cauldon Road and there are large properties at the College Road/Avenue Road crossroads.

7.11.2 There are no major changes to Hanley Park. The area previously occupied by the lime kilns appears to have been incorporated within the Cauldon Place pottery works. The canal crossing is identified as Victoria Bridge and to the north of the bridge adjacent to Salisbury Avenue is a large bakery. The waste ground on the corner of Wellesley and College Roads has been turned over to allotment gardens.

7.11.3 On Raymond Street the Albert Pottery earthenware works has been established and the building shown under development in 1913 is now an army drill hall. Behind the six terraced houses the rope walk has gone, the area having been consumed by a giant clay extraction pit belonging to the Cannon Street Brickworks. A tunnel for a light railway is indicated extending from the base of the pit to the brickworks located at its north-west corner.

7.12 1937 Ordnance Survey Map 1:2,500

7.12.1 At the south end of the PDA the athletic ground is still extant although the School of Science is now called the North Staffordshire Technical College. There are no major changes along College Road, but well spaced properties have now been put up between Cauldon Road and Avenue Road.

7.12.2 At the north end of the PDA the triangular plot between Shirley and Cleveland Roads is now occupied by housing, with a stub of the former trackway now forming the line of modern Victoria Avenue. The gigantic clay pit behind Raymond Street has largely been filled in and the brickworks are gone.

7.13 1950 Ordnance Survey Map 1:2,500 (Fig. 9)

7.13.1 Again there are no major changes at the south end of the PDA compared to 1937, although the railway hotel is now called the North Stafford. The church hall on the corner of Beresford Street is now a repertory theatre. The Cauldon Place manufactory has gone, replaced by the North Staffordshire Technical College. There is a 'refuse heap' in front of the college, located in the approximate position of the lime kiln.

7.13.2 Adjacent to Victoria Bridge on the north side of the canal the bakery has been joined by a dairy. There is little change within the northern part of the PDA. The Albert Works is still extant on Raymond Street, with two annular kilns indicated and three small, rectangular kilns. A warehouse abuts the north end of the terraced housing on Raymond Street, possibly part of the nearby engineering works. There is no indication of marl pits behind Raymond Street, which is shown as a corporation yard.

7.14 1970 Ordnance Survey Map 1:2,500

7.14.1 At the south end of the PDA the technical college has expanded on to the east side of College Road and been renamed the North Staffordshire College of Technology. Two large linear buildings now occupy the site of the athletic ground. North Staffordshire Technical College further up the road has expanded and is now Cauldon College. The refuse heap is gone, but the area once occupied by the lime kilns is still defined by earthworks.

7.14.2 On the north side of the canal the bakery is gone and the dairy has expanded to fill the space. Little else has changed at the north end of the PDA. The Albert Works has gone, replaced by a building belonging to the Washington Pottery Works. The open area behind Raymond Street is still a corporation yard although there are a number of buildings including a depot and garage fronting the south side of Hinde Street.

8.0 Sites and Monuments Record Data

8.1 A search of the Stoke-on-Trent SMR was conducted for a distance of 100m either side of the PDA. There are no Scheduled Monuments, although there are a number of Listed buildings (see **9.0**). No previous archaeological work has been undertaken in the vicinity of the proposed development.

8.2 There is currently no archaeological evidence pertaining to prehistoric (500,000 BC - AD 43), Roman (AD 43 - 410), medieval (AD 410 - 1485) or post-medieval (AD 1485 – 1800) sites or find spots within or adjacent to the PDA. The SMR does however reference nine sites dating to the 19th and 20th centuries (Fig. 2), details of which are summarised in appendix 1.

9.0 Listed buildings

9.1 There are few pre-industrial period buildings within the Stoke-on-Trent boundary and none within the PDA. There are, however, two Grade II* Listed buildings and seven Grade II Listed buildings dating to the 19th century identified on English Heritage's statutory list of *Buildings of Special Architectural and Historic Interest* (English Heritage Online) (see appendix 1).

9.2 A detailed historical background of the group of Listed buildings that make up Stoke railway station (PRN 30273) (Plate 1) and the North Stafford Hotel (PRN 30269) has been recorded in the *Winton Square Conservation Area Appraisal* undertaken by Stoke-on-Trent City Council Urban Design Team. The buildings were also subject to an intensive survey during the Stoke-on-Trent Historic Buildings Survey (Dobraszczyk 1985).

9.3 The complex was built in 1847-49 in a uniform neo-Tudor architectural style of red brick and sandstone with black brick diapers and decorative Tuscan colonnades. Flanking the hotel, which resembles an Elizabethan manor house, are lower buildings in the same style which, with the hotel, form three sides of Winton Square, the fourth side represented by the station frontage. In the centre of the square stands a bronze statue of Josiah Wedgwood, erected in 1863. The grouping has been described as 'the finest piece of Victorian axial planning in the county' (Pevsner 1974, 262) and forms the core of the Winton Square Conservation Area (see **10.0**).

9.4 In addition to English Heritage's Listing there are two 20th-century structures within the PDA which are considered by the LPA to be of sufficient merit to be registered on a non-statutory Local list (*Buildings of Special Local Interest*). These are the Cadman and Flaxman Buildings which, although on opposite sides of College Road, are listed together as BSLI No. 204 (see appendix 2).

9.5 The Cadman (SJ 8797 4585) was built in a neo-Classical style and originally opened as the Central School of Science in 1914 (Staffordshire University). Over the main entrance is a stone frieze illustrating the local pottery and mining industries (Warrillow 1960, 298) (Plate 3). The site now houses the university's Thompson Library and IT facilities. The Flaxman (SJ 8799 4588) is a six-storey teaching block built in 1970 to a Modernist design by City Architect Thomas Lovatt (Plate 4). It is now the Faculty of Art, Media and Design and the Stoke-on-Trent Film Theatre (Staffordshire University).

10.0 Conservation areas

10.1 Hanley Park, the Caldon Canal and Winton Square are all designated by the LPA as urban Conservation Areas. Hanley Park and Cauldon Grounds (Conservation Area 22) occupy the central portion of the PDA and are Grade II Listed on the English Heritage *Register of Parks and Gardens of Special Historic Interest* (Parks & Gardens 2007). The Caldon Canal 'Greenway' (Conservation Area 21) follows the course of the waterway and passes through Hanley Park and under College Road. Winton Square (Conservation Area 2) is a distinctive and symmetrical grouping of the railway station, North Stafford Hotel and associated dwelling/office buildings (see **9.2-9.3**).

10.2 The Stoke-on-Trent Local Development Scheme (2008) retains the 2001 City Plan policies regarding development within Conservation Areas (BP3). As such, new development within such areas must preserve or enhance the architectural and historic character or appearance of the Conservation Area.

11.0 Site walkover

11.1 A visit to the site defined by the PDA was made on 20th July 2010 in order to assess the current ground conditions and inspect the archaeological and historical potential of the area. Assessment was largely confined to the exterior streetscape and access was gained to all pertinent parts of the PDA, with the exception of the interior of the premises on Raymond Street and the land between Raymond Street and Hinde Street, which is not a public right of way.

11.2 The proposed University Boulevard is still an active thoroughfare extending from Stoke into Hanley and in Shelton. Station Road is dominated by the Winton Square Conservation Area, while the south end of College Road is monopolized by the

university campus. College Road is still flanked primarily by viable retail premises, including take-aways, an off-licence, grocers, hairdressers and a launderette, with a post office on the corner of Ashford Street (Plate 5). There are few houses fronting College Road itself and those that were initially built as such, including number 103, are now offices or student flats.

11.3 The mid-section of the PDA, where the road inclines quite noticeably, is dominated by the Hanley Park Conservation Area which, overall, has probably also changed little since the 1890s. The Cauldon Works on the west side of the road was replaced after 1946 (Greenslade 1963, 171) by the North Staffordshire Technical College (now Stoke College) and the curving brick piers either side of a side entrance off College Road bear the inscriptions ‘College of Further Education’ and ‘Festival of Britain 1951’ (Plate 9). Adjacent to this access is the Victoria Bridge, although the current crossing appears to be a remodelled version of the one built in 1895.

11.4 The allotments on the corner of Wellesley Street, which were established between 1913 and 1924, are still in active use. In contrast to the mainly residential character of lower Shelton, the north Shelton area was more industrialised in the early 20th century. Parts of Raymond Street are still given over to light industrial concerns. The terraced row of houses built opposite the Albert Works in the 1890s are still occupied, although number 53 appears to have been incorporated into an adjoining warehouse. The gable wall of number 63 still bears a faded, white painted sign, ‘Tom Foster & Sons Ltd, painters and decorators’ (Plate 10). The area behind these houses is fully fenced and currently inaccessible. As far as could be ascertained it is derelict land extending north east towards Hinde Street, which itself mostly comprises tarmac hard-standings for a park and ride scheme.

12.0 Discussion

12.1 In the early 19th century the Station Road area was known as Winton’s Wood, which extended from Stoke Road to Leek Road and formed part of the glebe land of Stoke rectory (Winton Square Appraisal 2008, 7). That the wood was named after a 14th-century rector suggests that it was a plantation of significant antiquity, although it had reportedly been long despoiled of its character (Ward 1843, 463).

12.2 The approach to the station represents one of the few attempts at a formal layout to be found anywhere in the Potteries (Greenslade 1963, 182). The built environment on Station Road has remained essentially unchanged except for Federation House (SJ 8799 4546), an austere but imposing five-storey office block, constructed between 1900 and 1924 by the British Pottery Manufacturers' Federation (Plate 2). The land north of Federation House was occupied by the Staffordshire County Cricket Club from 1885, under the auspices of the County Cricket & Athletic Company (Dobraszczyk 1997, 24).

12.3 The corner of College Road and Station Road remained vacant until the Central School of Science opened there in 1914 (see 9.5). By 1937 the school was known as North Staffordshire Technical College and in 1957 the College of Ceramics was built on the cricket ground (Greenslade 1963, 171). These various premises merged as North Staffordshire Polytechnic in 1971 and now form the College Road Campus of Staffordshire University. The ceramics college is now the Mellor Building (Staffordshire University).

12.4 The land to the north of Winton's Wood was known as Stoke Fields, which mostly belonged to Sir Thomas F. Boughey and Lawrence Armitstead. North of the canal it was mostly farmland attached to Shelton Farm, which was part of Boughey's Old Shelton Hall estate. According to Huntbach (1910, 108), '... down Stoke Fields were a few whitewashed huts with patches of garden enclosed in walls made of old saggars. The Victoria Road bridge existed, but for the use of the farm only. Shardrucks, mounds and ventilating shafts were far more plentiful than houses'. Scarratt (1906, 156) adds that in the late 1850s he recalls, 'three or four cottages, some few huts, and railway carriages (used as dwellings) in the vicinity' (Fig. 10).

12.5 It is unclear whether the lime kilns first indicated in 1832 were part of Ridgeway's Cauldon Place manufactory, although they are probably the ones listed at 'Canalside, Cauldon Place' in a trade directory of 1867 (Keates & Ford, 122) and operated by lime burner William Woodward.

12.6 In the 1840s Boughey and Armistead prepared their land for building development by laying out private roads, including College Road and Cauldon Road, which perhaps explains the presence of a toll chain on the latter road in 1866. No development,

however, took place in the district, with the exception of St. Ann Street (Dobraszczyk 1997, 1), which was perhaps a speculative venture. The cartographic evidence confirms College Road was extant by 1857, although it was only opened on to Station Road in c.1894 (Warrillow 1960, 378). The surrounding land otherwise appears to have remained as pasture and waste, subject to the trespass of foot passengers cutting across Stoke Fields to the railway station (Huntbach 1910, 64).

12.7 Lower Shelton remained uninhabited until part of the land was acquired by Charles Ford in 1876. Ford subsequently developed an estate comprising Ashford, Seaford and Beresford Streets, the new streets being identified by the inclusion of the owner's name (Dobraszczyk 1997, 7). There was little development on College Road itself before 1900 and the directory for 1907 (Staffs Sentinel, 367) reveals that most of the buildings were for retailers, including fruiterers, a grocer, a butcher and a hairdresser as well as a post office on the corner of Ashford Street.

12.8 On the corner of Beresford Street (SJ 8800 4603) is the Anglican mission chapel of St. Simon & St. Jude (Plate 6). A date stone reveals that it was consecrated on 28th October 1879 and enlarged by the addition of aisles in 1883 and 1885 (Dobraszczyk 1997, 23). It became a church hall when a new parish church of St. Jude was built opposite in 1901 and had become an amateur repertory theatre by the 1930s (Greenslade 1963, 172). It retained this use until at least 1983 (HBS Ref. 3213), but is now the local mosque, Makki Masjid.

12.9 The most significant change along College Road before the end of the 19th century was the creation of Hanley Park (PRN 20783), a municipal recreation park totalling 24 hectares (see **10.0**). The site was acquired by Hanley Borough Corporation in 1890 and laid out by Thomas H. Mawson. A subsidiary park, the Cauldon Grounds (PRN 30726), located south of Cauldon Place, opened in 1894, and the main park in 1897.

12.10 An outer circle road for the park (now Avenue Road) was also created in 1894 which resulted in more desirable and imposing properties being built around the junction of College Road and Avenue Road in the early 20th century. These included number 28 Avenue Road (SJ 8800 4616) (HBS Ref. 2584), which is under construction on the 1913 map (Plate 7), and number 103 College Road (SJ 8801 4612) (HBS Ref. 3212) (Plate 8),

which in 1907 (Staffs Sentinel, 367) was occupied by architect William Campbell, who designed the Garden Village at Penkhull (Wakeling & Campbell 2006, 22).

12.11 The park ensured the continuation of College Road north of the canal and in 1895 the Victoria Bridge (PRN 03052) was built over the canal to replace the old arch (Warrillow 1960, 378) (Fig. 10). The road was completed by 1900, joining Broad Street next to Shelton parish church. The bakery and dairy shown on the historical maps north of the bridge between 1924 and 1970 (Fig. 8) today underlie College Court university accommodation.

12.12 The crate works depicted in 1878 on Victoria Place (Shirley Road) (Fig. 6) is identified in 1867 (Keates & Ford, 116) as belonging to crate maker John Heath, although by 1900 it had been built over (Fig. 7). The nearby rope walk, first indicated on the 1878 OS map (Fig. 6) is recorded in 1880 (Kelly's, 629) to be that of rope, line and twine manufacturer Thomas Hinde, although by 1892 (Keates, 300) it was listed as the 'Hanley Ropery' run by A.T. Robson.

12.13 Raymond Street is shown by the OS map to have been created by 1900, although a small sanitary ware manufactory, the Albert Works (PRN 30719), had been established by Harry Buckley on its west side by 1892 (Keates, 242). This works is unidentified on the OS maps until 1924 when it is recorded as the Albert Pottery (Fig. 8). In 1950 it is again the Albert Works (Fig. 9), but by 1970 the kilns have gone and the site an annexe to the nearby Washington Pottery.

12.14 Opposite the Albert Works a terraced row of workers cottages was constructed by 1900 (Fig. 7). These are still extant today as numbers 53 to 63 Raymond Street (SJ 8808 4683). The Historic Building Survey described them as being one room wide and two deep, with a two-storey, pitched-roof rear projection (HBS Ref. 2118). The aforementioned rope walk disappeared between 1913 and 1924 (Fig. 8), subsumed by the giant clay extraction pit belonging to the Cannon Street Brick Works, which in 1924 was no more than 5.0m from the rear of the Raymond Street premises.

13.0 Conclusions and recommendations

13.1 Although it is unknown to what extent the archaeological resource was impacted by various developments between the 17th and 19th centuries, the potential for diagnostic archaeological material from the prehistoric, Roman and medieval periods is considered to be **low**, while that for post-medieval (AD 1485 - 1800) material is likely to be **low** to **medium**. The potential for palaeo-environmental remains existing along the route is believed to be **non-existent**.

13.2 The built environment along the PDA corridor is very recent in historical terms, dating at the earliest to the mid 1800s, but predominantly to the end of the 19th century. The majority of this fabric is still *in situ* as part of the urban streetscape and the presence of 19th- and 20th-century material is likely to be **high**.

13.3 Based upon the outline development plan for the area, it is possible that any elements of archaeological potential from the 19th to 20th centuries will be affected by the development works. It is likely, therefore, that, in line with national and local planning guidelines and policies, the LPA will request some form of archaeological intervention to accompany any future planning permission, in order to mitigate the impact of the proposed development.

13.4 Below are some recommendations for the investigation of areas of archaeological significance within the PDA. These recommendations merely suggest a coherent methodology for examining archaeological potential within the PDA and may well change in light of further or revised information concerning the potential development or the specific requirements of the Stoke-on-Trent City Planning Archaeologist. At present, there are a number of unanswered questions concerning the potential impact of the scheme upon the archaeological and built resource:

- How will standing buildings be impacted by the scheme?
- What will be the maximum ground reduction depth and where will this take place?
- What will be the extent of excavations for new drainage and other services?
- What will be the extent of landscaping works?

13.5 If the project is likely to impact upon the Conservation Areas and/or Listed structures, then prior permission must be sought from the appropriate authorities (English Heritage and the LPA).

13.6 Although the properties on Raymond Street fell within the scope of the HBS, the non-intensive element of the survey produced only a basic record of the houses. The implementation of a more detailed and analytical recording programme on the standing properties is therefore recommended. A Level 1 or Level 2 **building survey** as defined in the English Heritage document *Understanding Historic Buildings* (King 2006) could be undertaken, which will provide a representative sample of late 19th-century housing types within this part of Hanley. This would in turn contribute towards the study of housing within the wider context of Stoke-on-Trent, an important element of the area's archaeological and historical record.

13.7 The potential impact of the project to the archaeological resource along much of College Road is thought to be of **low** to **medium** significance. In terms of mitigation, however, it is recommended that any ground-breaking works are subject to **archaeological watching brief** (as defined by the Institute for Archaeologists), particularly in the vicinity of buildings or places of interest. This could be extended to the whole PDA to ensure against the loss of archaeological remains that could not be anticipated in advance of the development.

13.8 Although the area between Raymond Street and Hinde Street will have been heavily disturbed by the marl workings, close monitoring could be maintained in the vicinity of the brick works itself, particularly south of Hinde Street where the car parking area may have had minimum impact on the underlying archaeological resource. It is possible that this area may allow for a targeted **archaeological evaluation** (as defined by the Institute for Archaeologists) of buildings belonging to the brick works.

14.0 Acknowledgements

14.1 Fieldwork was undertaken by Richard Cramp of SOTARCH who also prepared this report. Illustrations were by Zoë Sutherland of SOTARCH. Thanks are extended to Noel Boothroyd, Stoke-on-Trent City Council Planning Archaeologist; Jonathan Goodwin, Field Archaeologist (SOTARCH); Annita Gibson, Principal Landscape Architect, Landscape Development; and Andy Norman, Senior Engineer Highways Policies & Programmes Group for their valuable assistance.

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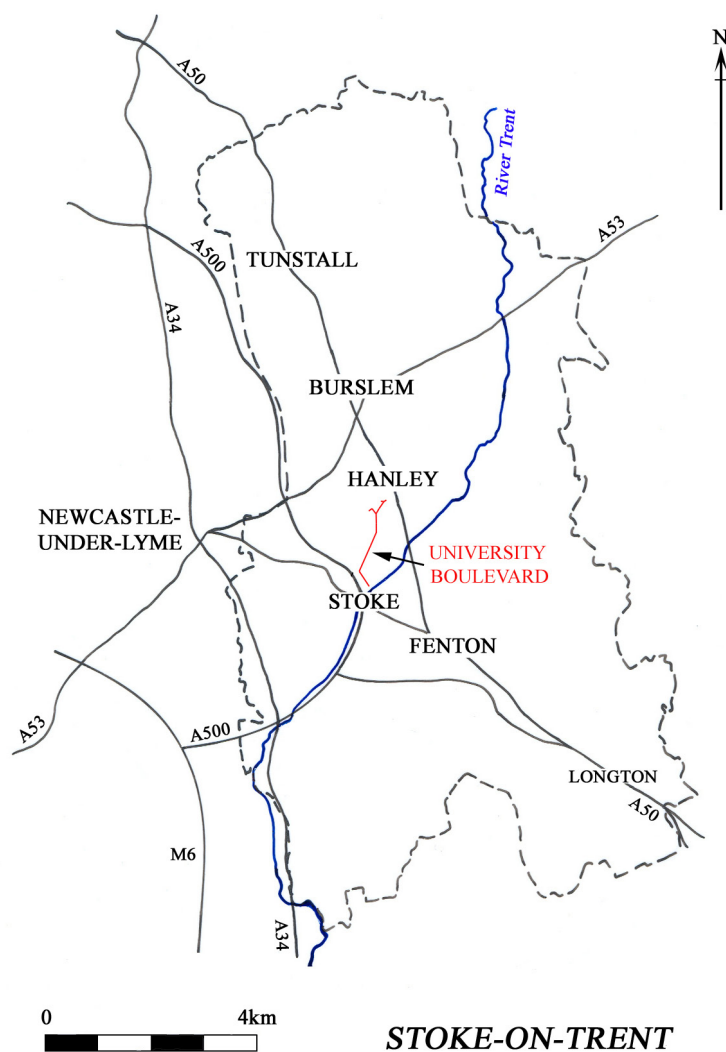
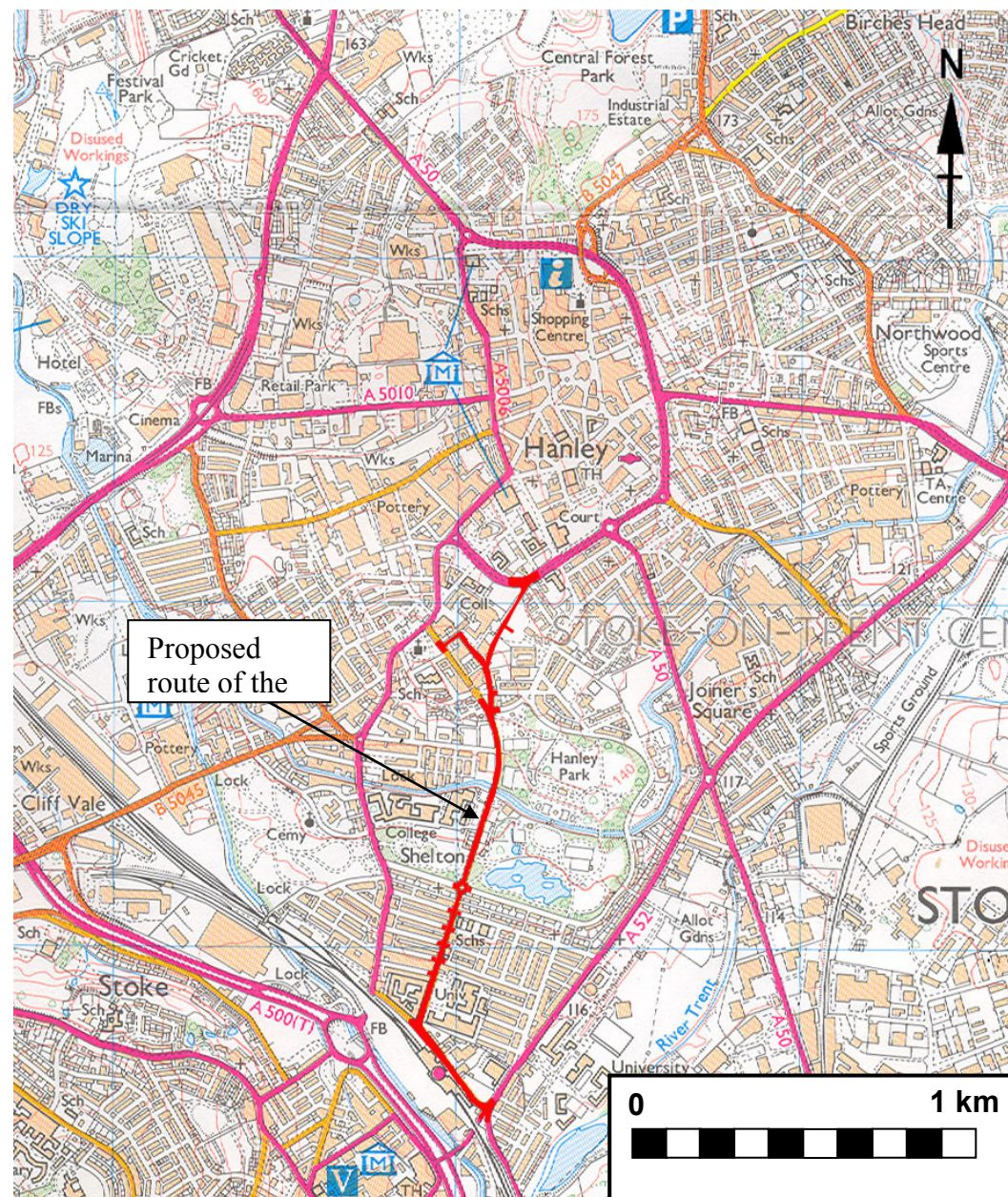


FIG. 1

Location of the proposed development.



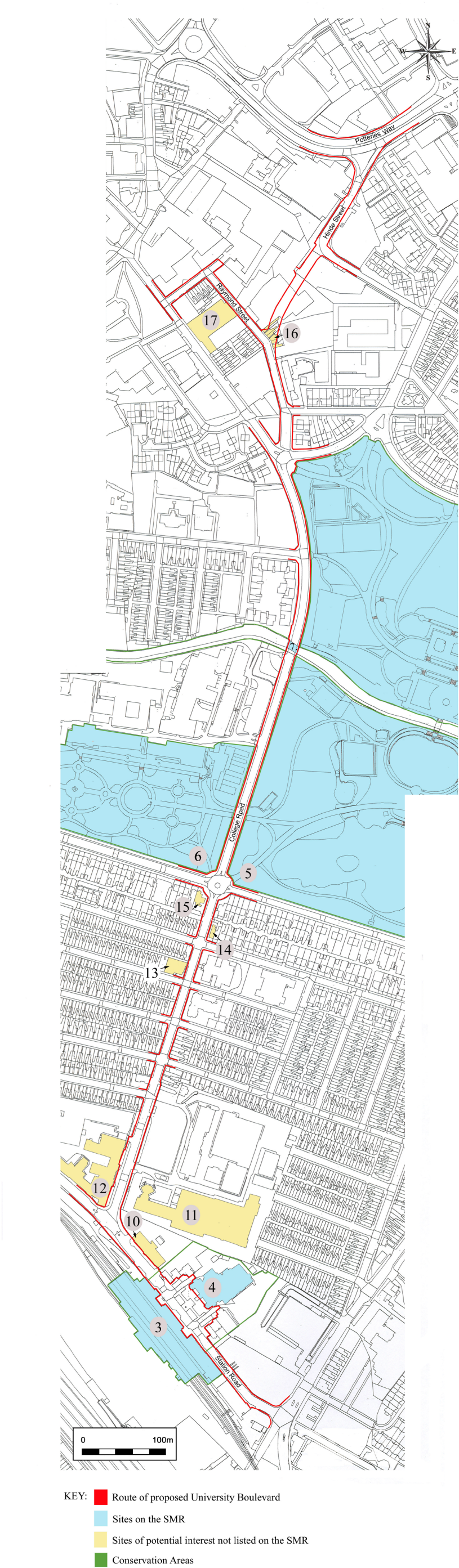


FIG. 2
The proposed route of University Boulevard, showing locations of sites on SMR, other sites of historic interest and Conservation Areas

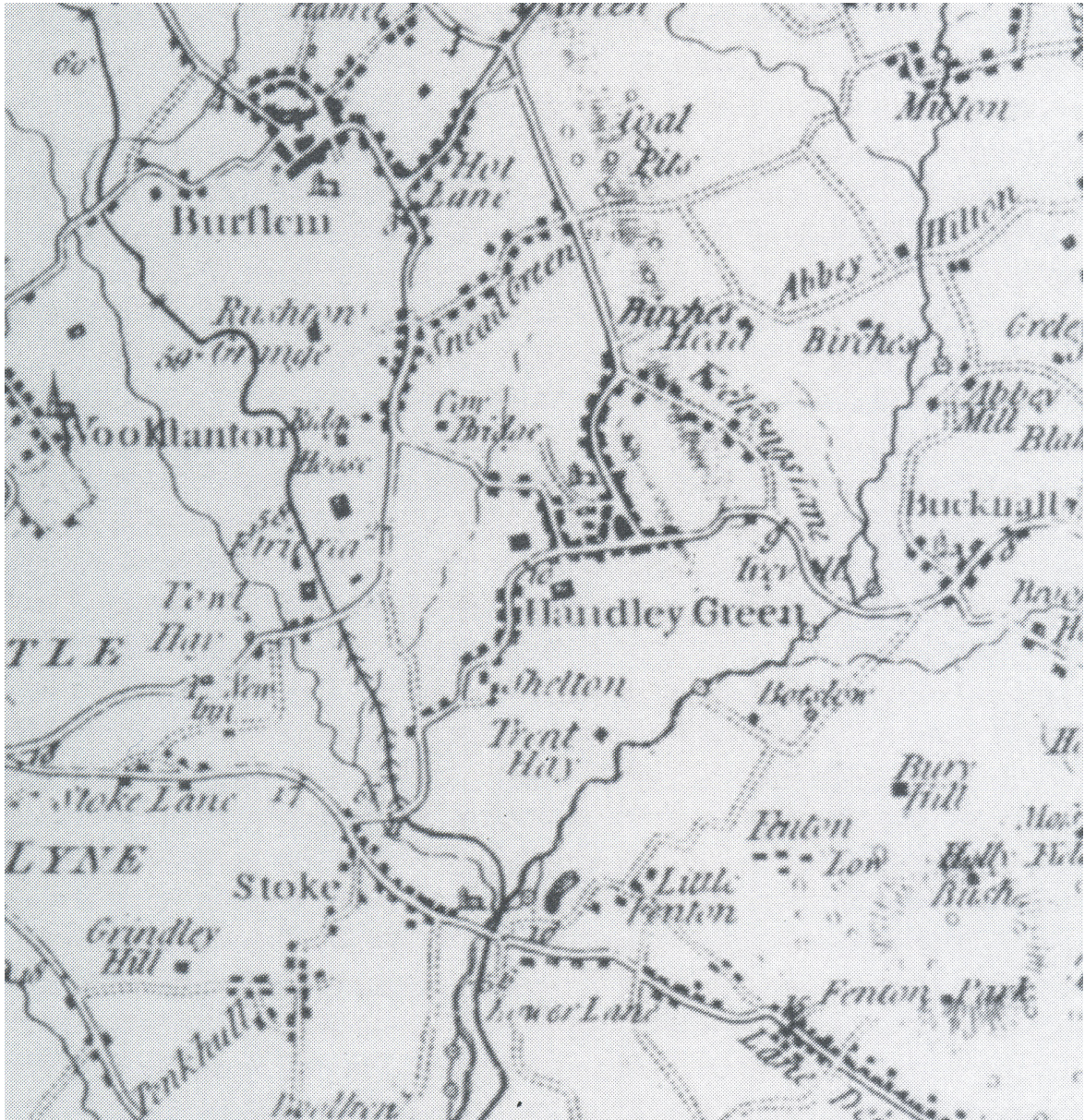


FIG. 3

Extract from Yates' map of 1775 showing Stoke Road extending from Stoke to Hanley (Handley Green) via Shelton.

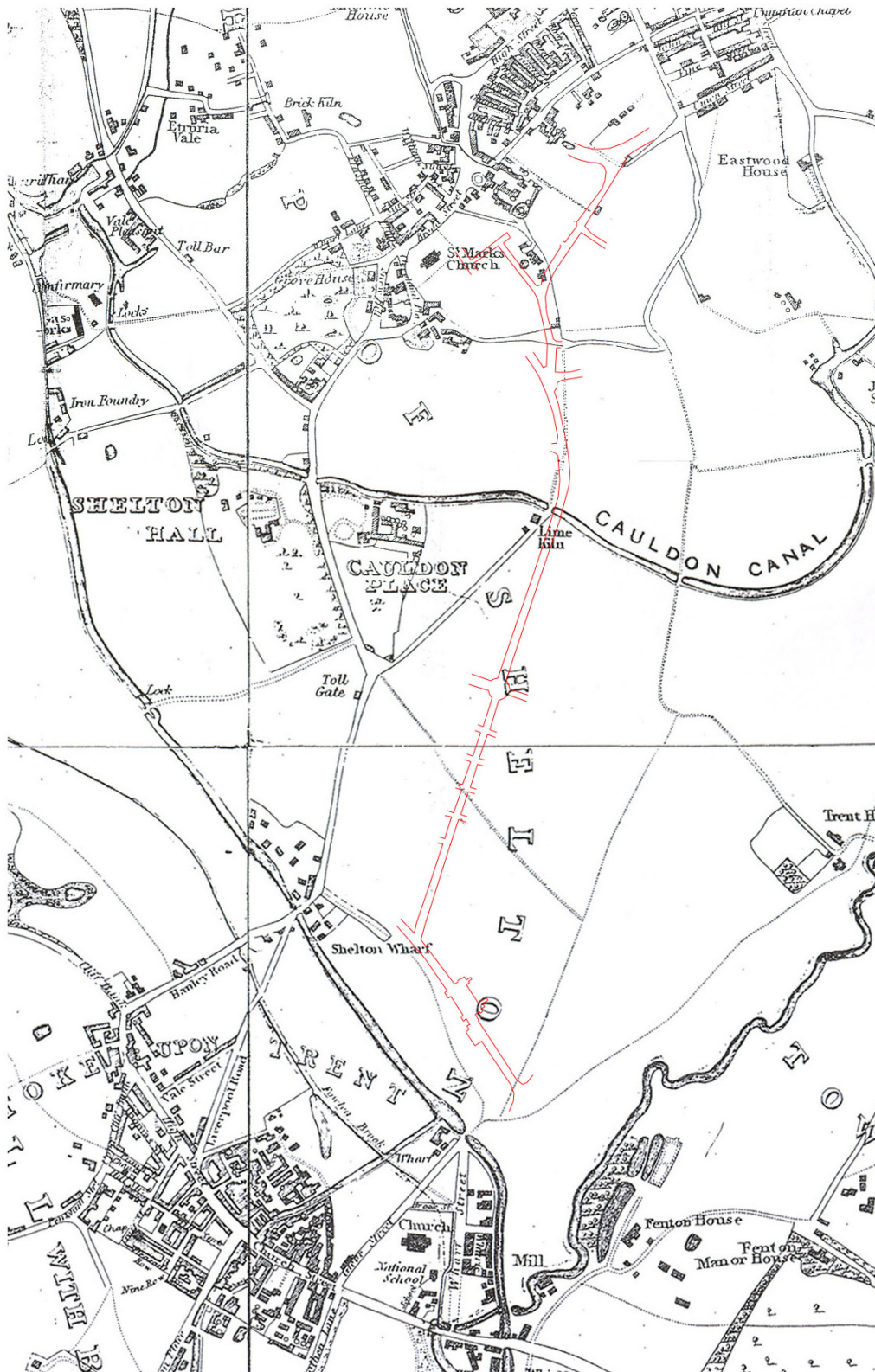


FIG. 4

Extract from Hargreaves' map of 1832 showing the proposed route of the University Boulevard scheme in red.



FIG. 5

Extract from Homer's map of 1857 showing proposed route of the University Boulevard scheme in red.

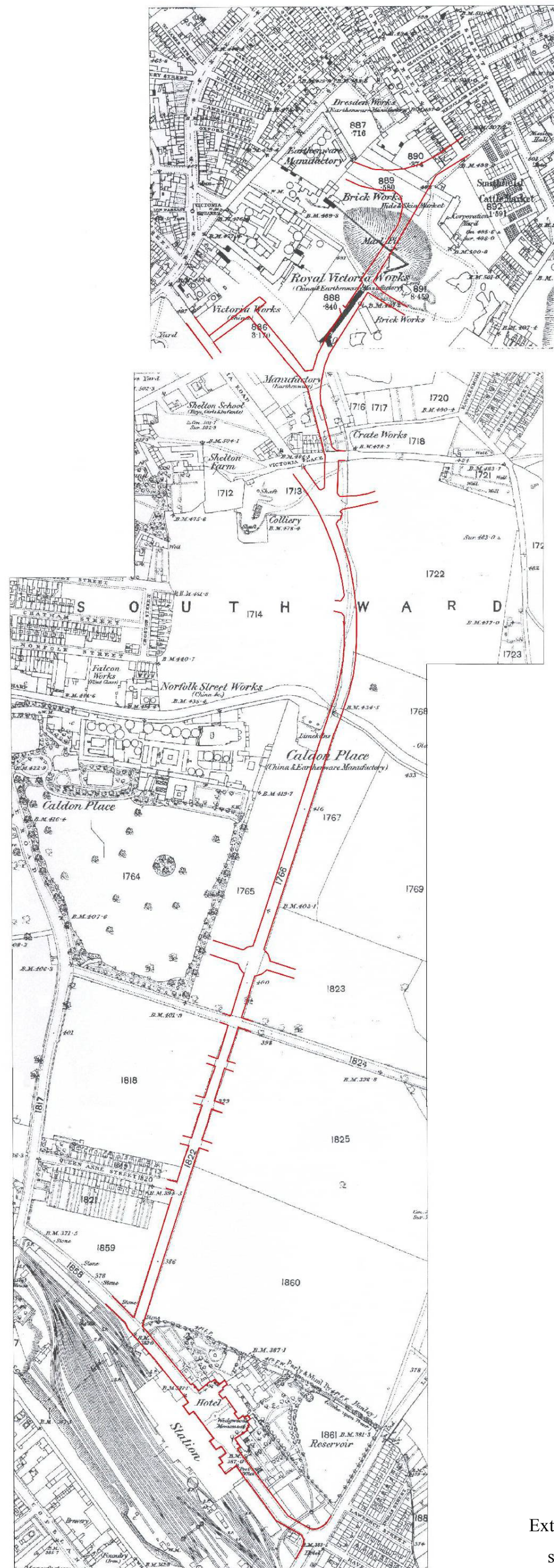


FIG. 6

Extract from the 1878 OS map (1:2,500)
showing the route of the University
Boulevard scheme in red.

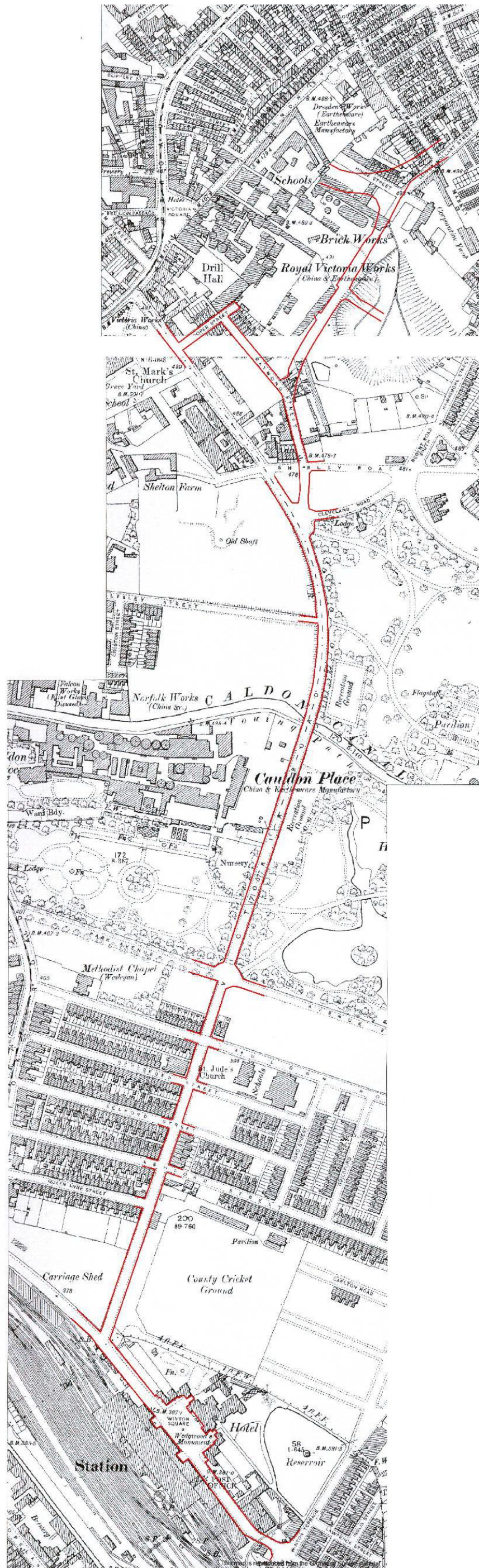


FIG. 7

Extract from the 1900 OS map (1:2,500)
showing the route of the University
Boulevard scheme in red.

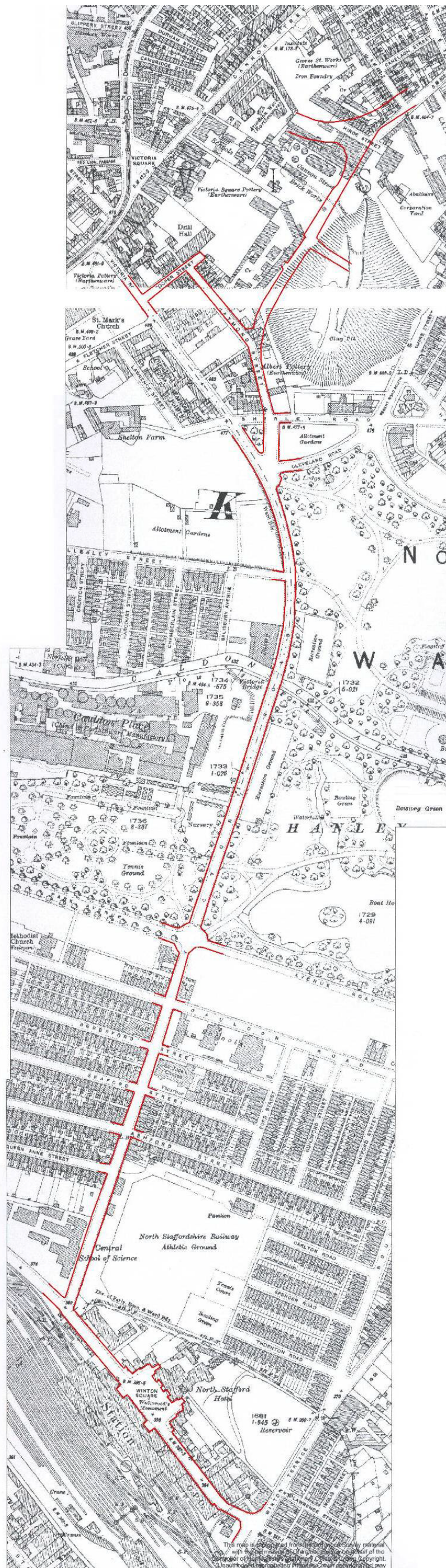


FIG. 8

Extract from the 1924 OS map (1:2,500)
showing the route of the University
Boulevard scheme in red.

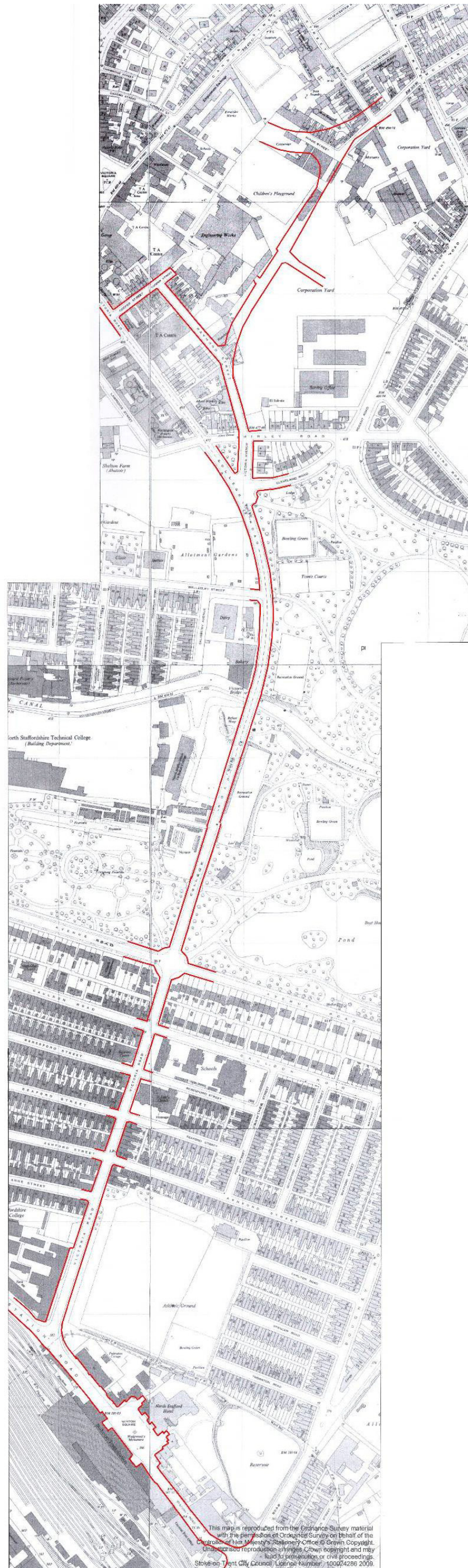


FIG. 9

Extract from the 1950 OS map (1:2,500)
showing the route of the University
Boulevard scheme in red.

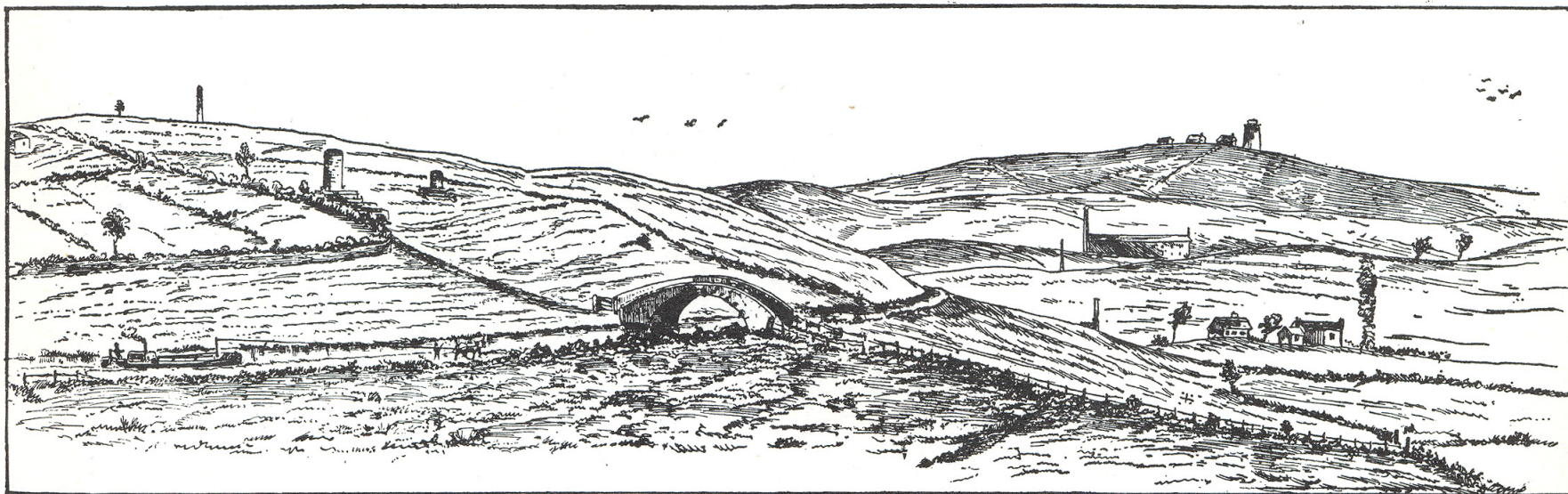


FIG. 10

Stylised sketch made in 1869 showing College Road passing through Stoke Fields, with Victoria Bridge in the centre, looking south west. The area behind the bridge is now occupied by Stoke College and the buildings in the middle distance are the Caudon Place Works (Scarratt 1906, 159).



PLATE 1

Stoke railway station in the Winton Square Conservation Area, looking NW.



PLATE 2

Federation House on Station Road, looking NE.



PLATE 3

The main entrance to the Cadman Building on College Road looking west, showing the frieze created in 1914 to depict local industry.



PLATE 4

The Flaxman Building on the corner of College Rd and Station Rd, looking NE.



PLATE 5

The south end of College Rd looking NW, showing the retail premises lining the PDA.



PLATE 6

The mission chapel of SS Simon & Jude, College Rd, looking NW.



PLATE 7

Number 28, Avenue Rd, looking WNW from College Rd.



PLATE 8

Number 103, College Rd, looking north with Hanley Park in the background.



PLATE 9

Inscription on a wall on College Rd marking an entrance to Stoke College, looking north.



PLATE 10

General view of numbers 53-63 Raymond Street, looking north. Note the painted advert on the gable wall.

Appendix 1: Sites and Monuments Register (SMR), Listed Building (LB) and Registered Park or Garden (RPG) data within or adjacent to the PDA. Reference numbers relate to Fig. 2.

Ref. No.	SMR No.	NGR (centre point)	Name	Period	LB/RPG?	Description
1	30529	SJ 8816 4558	Winton Terrace, Stoke	C19-C20	No	Row of terraced houses on Leek Road with distinctive detailing on the façade. Demolished 2010.
2	30528	SJ 8811 4551	Roebuck public house, Stoke	C19-C20	No	Public house / hotel on Leek Road built c.1850. Demolished in the 1980s.
3	30273	SJ 8795 4564	Stoke railway station, Winton Square	C19-C20	Yes – is LB Grade II* (EH)	Railway station built by North Staffordshire Railway Company in 1848. Forms part of Winton Square Conservation Area. Recorded by Historic Building Survey – Intensive.
4	30269	SJ 8802 4569	North Stafford Hotel, Winton Square, Stoke	C19-Modern	Yes – is LB Grade II* (EH)	Hotel built in 1848 to serve rail station. Forms part of Winton Square Conservation Area. Recorded by Historic Building Survey – Intensive.
5	20783	SJ 8828 4636	Hanley Park, Shelton.	C19-C20	Yes – RPG Grade II (EH)	Public park of 20ha laid out by Thomas Mawson and opened in 1897.
6	30726	SJ 8790 4628	Cauldon Grounds (Hanley Park), Shelton	C19-C20	Yes – RPG Grade II (EH)	Public park of 3ha and the first part of Hanley Park to be opened in 1894.
7	03052	SJ 8811 4646	Victoria Bridge, College Road, Shelton	C19-C20	No	Road bridge across Caldon canal, originally opened in 1895.

Ref. No.	SMR No.	NGR (centre point)	Name	Period	LB/RPG?	Description
8	30719	SJ 8806 4679	Albert Pottery, Hanley	C19-C20	No	First recorded as Albert Works making sanitary ware in 1892, later as Albert Pottery manufacturing earthenware. Gone by 1970.
9	30565	SJ 8795 4693	Victoria Works, Hanley	C19-C20	No	Earthenware pottery works extant by 1866. Expands until 1937 but contracts by 1950. Demolished in late C20.

Appendix 2: Sites of potential interest not listed on SMR.

Fig. Ref.	NGR (centre point)	Name	Period	LB?	Description
10	SJ 8799 4546	Federation House, Station Road, Stoke	C20	No	Imposing 5-storey office block built between 1900 and 1924 by the British Pottery Manufacturers' Federation.
11	SJ 8797 4585	Cadman Building, College Road, Shelton	C20	Yes – LPA Buildings of Special Local Interest No. 204	Built in a neo-Classical style in 1914 as the Central School of Science & Technology. Further extended in 1931 and 1958. Now part of Staffordshire University.
12	SJ 8799 4588	Flaxman Building, College Road, Shelton	Modern	Yes – LPA Buildings of Special Local Interest No. 204	Six-storey teaching block built in a Modernist architectural style for North Staffordshire Polytechnic in 1970. Now part of Staffordshire University.
13	SJ 8800 4603	SS Simon & Jude, Beresford Road, Shelton	C19-C20	No	Anglican mission chapel built in 1879 to serve the Ford estate. Enlarged in 1883 and 1885 and school rooms added 1902. Became church hall after 1901 and repertory theatre by 1940. Recorded by Historic Building Survey (Non-Intensive). Now a mosque.
14	SJ 8800 4616	No. 28, Avenue Road, Shelton	C20	No	Villa-type dwelling on corner of College Road built in 1913. Recorded by Historic Building Survey (Non-Intensive).
15	SJ 8801 4612	No. 103, College Road, Shelton	C19-C20	No	Villa-type dwelling built c.1900. Recorded by Historic Building Survey (Non-Intensive).
16	SJ 8808 4683	Nos. 53-63 Raymond Street, Hanley	C19	No	Terraced row of workers' cottages, built between 1878 and 1900. Recorded by Historic Building Survey (Non-Intensive).

Fig. Ref.	NGR (centre point)	Name	Period	LB?	Description
17	SJ 8800 4685	Army drill hall, College Road, Hanley	C20	No	Volunteers drill hall backing on to Raymond Street, built c.1913. Used as a council depot by 1983. Recorded by Historic Building Survey (Non-Intensive).