George Street
Burton upon Trent
Conservation Area Appraisal
January 2015
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1 INTRODUCTION

Background

1.1 This conservation area appraisal has been prepared by IBI Taylor Young on behalf of East Staffordshire Borough Council following a full review of the conservation area appraisals across the Borough by the Planning Advisory Service in January 2012.

1.2 The appraisal is undertaken in accordance with best practice guidance as prepared by English Heritage in the publication Understanding Place: Conservation Area Designation, Appraisal and Management (March, 2011). This is currently under review following the publication of the National Planning Policy Framework (2012).

1.3 The George Street Conservation Area was originally designated by East Staffordshire District Council on 12th December 1988. This is the first appraisal that has taken place since designation. The conservation area boundary is shown in Figure 1. The area is currently listed on the English Heritage 'Heritage at Risk' register. The register states that the condition is 'very bad' and that the vulnerability is 'high', but the trend is 'improving'.

1.4 The George Street Conservation area encompasses a small number of frontages onto George Street, Guild Street, and Station Street within Burton-upon-Trent town centre, the main conurbation within the East Staffordshire District.

1.5 This appraisal provides an assessment of the George Street Conservation Area. It aims to analyse the historical context, built form, setting and spatial characteristics to demonstrate the special interest as a conservation area and therefore its designation, therefore ensuring its accordance within the current policy framework.

1.6 The appraisal identifies key positive and negative impacts, erosion of character, potential threats and considers the appropriateness of the boundary. It makes recommendations for future actions by the Council to preserve and enhance the areas significance as a conservation area.

Guild Street facing north-east
Figure 1: Heritage Assets within the George Street Conservation Area, including the area boundary

George Street Conservation Area Appraisal
2 PLANNING POLICY CONTEXT

Conservation Area Designation

2.1 A conservation area is an area of "special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance", as cited under Section 69 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990. Local Authorities are able to designate such areas and to use their legal powers to ensure that the areas are protected and that changes within these areas are positively managed. Designation brings with it certain controls over the demolition of buildings within the area, and gives special protection to trees within the area.

2.2 Further controls over minor developments may also be put in place under Article 4 of The Town and Country Planning (General Permitted Development) Order 1995 (as amended), commonly known as Article 4 Directions.

2.3 There is a duty on all Local Authorities to review their designated conservation areas under Section 69(2) of the Act, and Section 71 requires the formulation and publication of proposals for the preservation or enhancement of conservation areas.

National Planning Policy

2.4 The National Planning Policy Framework (NPPF) sets out the principles and policies which support the designation of conservation areas for which local planning authorities are responsible under the Planning (Listed Buildings and Conservation Areas) Act 1990.

2.5 Under the NPPF there is a requirement for planning authorities to "set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment" (paragraph 126).

2.6 The text implies that regular review is required stating that on considering designation the area justifies such status, and that "the concept of conservation is not devalued through the designation of areas that lack special interest" (paragraph 127).

2.7 The NPPF is also supportive of retaining or increasing the quality of conservation areas by encouraging Local Authorities to look for "opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance" (paragraph 137).

2.8 The NPPF goes on to note (paragraph 138) that "not all elements of a Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area ... should be treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area."
Local Policy

2.9 East Staffordshire’s new Local Plan is emerging, and is covered within Policies SP25, DP5 and DP6. Presently, the NPPF provides the policy framework for the historic environment conservation.

Designated Heritage Assets

2.10 The conservation area includes all of George Street, part of Guild Street and part of the north side of Station Street, situated to the north east of the Grade II listed Bass New Brewery as illustrated in Figure 1. This plan also shows the following designations in the George Street Conservation Area:

- Fourteen listed buildings and structures; all of which are Grade II status. There are none of Grade I or II* status.
- There are no Article 4 directions in the George Street conservation area at present. Further recommendations are made with regards to these in Section 10.
3 DEFINITION OF SPECIAL INTEREST

3.1 George Street Conservation Area is characterised by a compact, linear arrangement of streets, with a concentration of high quality buildings clustered around a key junction within the town.

3.2 The combination of the grand buildings tightly arranged to line the street frontage with the predominating homogenous fabric of red brick and slate roof tile lends this area its distinctive and attractive vernacular character.

3.3 The area’s growth and wealth was supported by the thriving breweries in the late-19th century. The historic plans on page 14 show initial burgage plots that were intensified for smaller breweries, alongside the growth of the large breweries. The buildings that have developed around George Street highlight this area’s former prominence within the town centre. The buildings are of a certain grandeur and status, and represent a number of eclectic building styles.

3.4 The general features that provide George Street with its locally distinctive character and the special interest can be summarised as follows:

- The overriding red brick and slate primary building materials for the area, with occasional variation. The use of slate also reflects the high status of the buildings as opposed to the use of clay tiles.
- A cluster of statutory listed buildings and high quality buildings of local relevance.
- The hard urban streets, enclosed by development of a notable scale, volume and footprint.
- A very enclosed urban landscape, surrounded by industrial heritage, in terms of the ongoing brewery presence within the town.
- Retention of historic details such as a number of shop frontages, fenestration and doorways.
- The development of the area at a key junction that has developed through the town’s history.

*Guild Street facing south-west, the former Liberal Club is prominent with the Grade II listed Art Deco Cinema in the background*
4 LOCATION & SETTING

4.1 Burton on Trent is the main town within the East Staffordshire Borough Council. It lies on the eastern border with South Derbyshire District Council within the National Forest area.

4.2 The town straddles the River Trent which runs diagonally north east to south west through the town centre, a significant feature within the town. The George Street conservation area lies to the west of the river corridor, where the centre of the town is located. The railway line that serves Burton-on-Trent railway station runs west of the river corridor and the conservation area, running in parallel to the river corridor.

4.3 The conservation area is located at the junction of a key crossroads of Station Street with Guild Street and Union Street. Parts of Station Street and Guild Street are within the conservation area, alongside George Street which forms a right angled connector between Station Street and Guild Street. The area is close to the shopping centre of Burton upon Trent.

4.4 Guild Street and Union Street provide north - south connection between the A roads to the north (Horninglow Street - A511) and south (Evershed Way and St Peters Bridge roundabout - A5189).

4.5 The George Street Conservation area adjoins the Station Street & Borough Road Conservation Area that lies west along Station Street.

4.6 The George Street Conservation Area is compact and urban, the streets are densely packed comprising terraced units alongside detached buildings. The looming brewing silos (fermenting and conditioning vessels) of the Coors Brewery located to the north east of the site are a prominent feature within the conservation area, depicting a back drop of the towns brewing history. The brewery buildings extend north along Station Street, facing north west, the overhead conveyor marks the boundary with the Station Street and Borough Road Conservation Area.
4.7 The setting of the conservation area has been subject to significant impacts over recent years. It is weakened by the lower grade buildings of the brewery site although arguably these are representative of the industry that has evolved here. Impact on the setting has resulted from the construction of the retail park to the east side of Guild Road which has eroded the urban grain in strength of frontage to the street, north of the area perimeter.

4.8 The construction of the Sainsbury's supermarket that sits at the crossroads to the south at Station Street and Union Street is also notable, whilst efforts have been made to use appropriate materials (brick) and create a 'corner feature' the building turns it back on Station Street, providing a series of almost blank elevations. The architectural concept tries to reflect the brewery silos (fermenting and conditioning vessels), whilst stark, it is quite distinctive and unique to Burton upon Trent.

4.9 There are a number of key views within the area, these are all enclosed by the dense urban grain and built form.

*Station Street, no.s 152-155 with the brewery silos (fermenting and conditioning vessels) visible in the background*
Figure 2: George Street Conservation Area within the local context
5  HISTORICAL DEVELOPMENT

5.1 Burton upon Trent is most commonly associated with the brewing industry, an industry that still has a large presence within the town. The rise of the brewing industry significantly increased the town’s size, to accommodate this industrial growth during the mid to late-19th century.

5.2 The place name of Burton, has been interpreted as a "settlement at a fortified place" and is said to have originated in the 8th Century. There is no further evidence to clarify what this means. It is suggested that it may relate to a settlement associated with the assumed monastic foundation that could have existed on Andresey Island or on the River Trent Western bank of the later settlement.

5.3 A religious community is believed to have been established in Burton Trent Valley in the mid-7th century, whilst the location is unknown it’s believed to have been Andresey Island within the River Trent. This site has associations with St Modwen, after whom the monastery was dedicated as is the extant 18th parish church. Whilst her existence is still uncertain, Burton Abbey promoted her during the medieval period and this had economic benefits for the town.

5.4 The Benedictine Abbey was re-founded in the 11th century by Wulfric Spot (in his will dated between 1002 - 1004), whose family may have been awarded the estate from Kind Edmund in 942. According to the will, the Abbey was refounded where the earlier Abbey was destroyed by the Danish Burton Abbey was responsible for developing Burton. The town displays the key components of a medieval town, in a planned market place with burgage plots planned along the principle streets. The Abbey was located to the east of the town centre and included sites where the Market Hall and Church of St Modwen stand around the Market Square now. Five phases of medieval town development have been identified, the earliest being mid-12th century along what is now High Street and the Market Place. The Abbey was largely rebuilt in the early to mid-12th Century. The final phase of medieval development was along Cat Street (later Station Street) although this was less successful. By the mid 18th-century the street was subject to little development, and much of the land planned as burgages was occupied by paddocks and closes, a result of either abandonment or never being occupied, however elsewhere development was intensifying.

5.5 The town had a significant agricultural economy in the Medieval period, open land occupying much of what is now the Coors Brewery site to the north of the conservation area. An area known as the Guildables in which townspeople had common rights of pasture at designated times of the year.

5.6 The settlement designation as a town rather than a village with a market, stems from the diverse range of occupations not associated with agriculture. For example 15th-century plea rolls record seven occupations related to the building and retail trades. Other records indicate alabaster carving and vinters and taverners trades connected with the town’s attraction to pilgrims visiting the shrine of St. Modwen. The monastery was also an active economic generator, supplying wool and having the earliest association with brewing in Burton.

5.7 Few changes occurred between the 16th and 18th centuries to the town plan. After the dissolution of Burton Abbey in 1539, their property was granted to the Paget Family. By the end of the 17th century much of the monastic buildings were cleared. Two properties retain architectural
elements which date to times of the Abbey (The Winery and Manor House). Abbey Church was demolished in the 18th Century and replaced by the Church of St. Modwen. Stone from the abbey buildings have been reused around the town for example in walls along Friars Walk in Lichfield Street. Remains of the chapter house doorway, cloister and architectural fragments (not all in situ are visible at teh rear of the Market Hall.

5.8 Agriculture, milling and other economic activity continued, alabaster carving was an important industry in the post medieval period during the early 16th century but declined in the 17th century. Further industries such as hat and felt making were recorded.

5.9 The commercial brewing industry grew steadily through the 17th Century and was consolidated in the 18th century at the expense of neighbouring towns such as Derby. This is largely attributed to the Trent Navigation at Burton Wharf which contributed to the success of the town as an inland port and also because of the quality of the water. The water contains a high proportion of calcium sulphate making it suitable for brewing pale ale, a sparkling ale that proved popular for both the home market and export.

5.10 From the 19th Century the townscape was significantly altered by the arrival of the railway in 1839 and consequent growth of the brewing industry.

5.11 Originating as small complexes at the back of medieval burgage plots, the breweries expanded in size due to economic success. Burgage plot were lost around High Street and the Bass Brewery expanded to the paddocks to the west of the High Street that incorporates the conservation area; this was mirrored by other brewery companies. Much of the area that accommodated the breweries have now been redeveloped, however buildings survive around the town centre, predominantly around Wetmore Road and Horninglow Street.

5.12 There was rapid housing growth from the mid 19th-century, but the main expansion occurred in the late 19th century with rows of terraced housing built. The brewing families who made their fortunes exuded much influence over the town during the late 19th century, and many of the churches in the town were financed by them.

5.13 According to the Civic Society there were 31 breweries within the town in 1890 and the population had expanded to 46,000, a significant rise from the population of 8136 recorded in 1841. The breweries and malthouses were now expanding from the town centre towards the railway station and beyond.

5.14 After World War II there were a series of brewery mergers and with the aid of new technologies the breweries concentrated activity within fewer sites, releasing large areas of the town centre for development. This land has largely been occupied by retail uses and associated car parking. A later move in the 1960s to road haulage also eased movement in the town centre, which had previously been constrained by private rail networks for the brewing industry. Some of the current street network is formed on the rail routes.

5.15 The conservation area of George Street, and sections of Station Street and Guild Street are dominated by 19th-century buildings of varied form, scale and function. The majority of buildings and those that dominate the conservation area, date to the mid to late-19th century, with the exception of the early-20th century former Museum & Art Gallery on the opposite corner to the Grail Court Hotel that dates from the early-19th Century.
5.16 The former cinema (Robins) that fronts Guild Street, is one of the more relatively recent developments, opening in 1935 this is an art deco design, however it is on the site of St George's Hall, built in 1867 and retains the former Victorian facade on its rear elevation on George Street.

5.17 A further art deco contribution is the former East Midlands Electricity Board building that sits on the junction of George Street with Station Street, this is currently operating as a retail unit.

5.18 The buildings that dominate this area are currently under a period of restructure in that new uses are being sought for the former buildings. The former Liberal Club is currently operating as a tea rooms, and the former cinema is currently being renovated for use as a restaurant and nightclub. The Trinity Free Church however is still being marketed and the use of the Sunday School is unclear.

5.19 The impact of post war developments adjacent to the conservation area visibly undermine the quality of the area. Extending south east, along Station Street the frontage on the southern side is of limited value, the concrete framed Britannia House sits set back on the junction corner; only no.48 Station Street represents the former tight building line as the only building dating from the late-19th, early-20th century in this block.
In more recent times the area’s role has evolved as pressures for different models of retail provision have taken hold. Large scale retail floor plates supported by large areas of surface car parking have been sought around the area's perimeter. A late-20th century large food store (Sainsbury’s) has been constructed on the opposite corner to the Former Museum and Art Gallery, and more recently a large retail park (Middleway Retail Park) has been constructed to the north of Guild Street. Both are of a very different grain to that of the conservation area.

The Historic Environment Record for the George Street Conservation Area is attached at Appendix II; this comprises mapping of the Historic Landscape Character, a map of interests recorded and an associated summary table of the records.
Figures 3 - 7: Historical Development in George Street from 1881 - present
6  TRADITIONAL SHOPFRONTS

6.1 The shopfront should always be considered as an intrinsic part of the overall appearance of the building and should appear to be naturally related to its host building and the upper floors above. Attractive historic shopfronts attract visitor and customer interest and therefore have economic as well as aesthetic value.

6.2 All elements of the shopfront should be considered including plinths, string courses, friezes, differing window heights and detailed fascias and cornices. Materials, finishes and design details including colour shades should be carefully considered.

6.3 Corporate shopfronts and advertising should not detract from the integrity of a historic shopfront and any modifications should reflect the local character, identity and distinctiveness of the conservation area and integrate to existing historic shopfronts. Any historic fittings such as ironmongery should be retained and repaired if necessary.

6.4 Any alterations to a shopfront may require Listed Building Consent or planning permission.

Historic shopfront in Guild Street
7 TOWNSCAPE ASSESSMENT

7.1 The conservation area is centred by the junction of Station Street and Guild Street, with George Street linking both streets, and housing some of the most interesting buildings architecturally. George’s Street is a small and secluded side street, currently used for on street car parking and incorporates one way traffic only. Station and Guild Street are subject to regular traffic movements and are wider streets that represent their placement within the town’s movement hierarchy.

George Street facing towards the former Trinity Free Church

7.2 The area is distinctive within the wider context, the surrounding areas having been eroded in quality from more contemporary development within the post war era.

7.3 The area is dominated by ornate red brick buildings, with notable exceptions such as the Ashlar stone fascia to the former County Court building and a stucco facade on the Grail Court.

County Court facade

7.4 The grain is strong within the conservation area, tightly enclosed linear streets, containing a mix of large and small footprint properties. The mix of buildings creates an area of neither industrial or domestic function, the buildings are of a certain grandeur.
7.5 The area contains a wealth of listed buildings, all Grade II. At the western end of the conservation area (Station Street, the listed terrace (nos. 150, 150A and 151), currently used as offices, date from the mid 19th century. This red brick and slate roofed terraced row is an attractive termination to the conservation area, sitting slightly back from the street edge, with grand detailing such as the stuccoed pilaster doorcase with triglyph frieze. This terrace marks the boundary with the adjacent brewery site that sits to the west and here the architecture and grain changes immediately once outside of the conservation area.

7.6 The Grade II listed nos 152-155 Station Street date from the early-19th century and are of a less sophisticated design, comprising of brick and rough cast render finish. Sitting at the back of the pavement, these wrap the corner with George Street. These remain as retail units, or in commercial use, and still have their original shop frontages intact which comprise recessed doorways set within single panel glazed openings.

7.7 Crossing over George Street the Art Deco single storey Former Electricity Board building sits on the opposite corner (no.156-158); this building’s curving and projecting heavy roof identifies it as an anomaly in the grander architecture that generally dominates. The only indication of its former role as an Electricity Board building are the mosaic panels inset within the shop front recess. The building makes an interesting addition to the area’s character.
7.8 Adjacent is the Former Museum and Art Gallery, dating from the early 20th Century this would have preceded its neighbour, and tightly wraps the street corner with Guild Street, providing a notable landmark.Whilst not statutory listed this is an attractive part two, part three storey brick building with stone ashlar dressings.

7.9 On the opposite corner of the Station Street and Guild Street junction sits the Grade II listed Grail Court Hotel. A further landmark, notable for the stuccoed render street elevations and the Georgian proportions expressed over the part two, part three storey building.

7.10 Moving east along Station Street, the adjacent County Court building appears to be the grandest building within the area. However, the grand ashlar stone frontage, is supported by side and rear brick built elevations. The building dates from around 1870, and is of three storeys.
windows sit within moulded architraves with cornices and there is a notable central entablature carved with Royal Arms.

The former County Court

7.11 The remainder of the conservation area frontage along Station Street comprises a terrace of commercial and retail units, of varying building styles but presenting a strong enclosure to the street. A number are Grade II listed, these are nos 170 - 172, and no. 175. Nos 170-172 are a red brick and slate roof, with plain doorways; these sit at a slight angle to the line of the street, but are still accessed at back of pavement. The row of units containing no.175 are more elaborately dressed. Built around 1840 this has later additions, but is of a red brick construction with a slate roof. There is a good quality late-19th century shop front with arched glazing bars intact, a panelled stall riser and plain doorway on left-hand side, all contained below a moulded wood cornice.

Nos.174 and 175 Station Road

7.12 Views west along Station Street are terminated by the imposing former Midland Railway Grain Warehouse (recently converted to a hotel) and framed by the aerial goods conveyor running between the brewery sites that sit north and south of Station Road. Both these elements sit within the adjacent Station Street and Borough Road Conservation Area that adjoins the western boundary.
The lettering across the facade of the Grain Warehouse can just be made out in the vista along Station Street.

7.13 At Guild Street the enclosure remains tight, the views from the junction with Station Street facing north framed by the strong corner turning buildings of the former Museum and Art Gallery, and the Grail Court Hotel. The distant view to the north up Guild Street is terminated by the Magistrates Court Building at the junction with Horninglow Street.

7.14 A number of grand buildings line Guild Street, punctuated by smaller elements. On the eastern side of Guild Street, the grander elements include the Former Board School, Board School Offices, and the St Mary & Modwen Roman Catholic Church. None of these buildings are subject to statutory listings.

7.15 The Roman Catholic Church was built in 1829, and is a notable landmark within the streetscene comprising red brick facades in a gothic style with Stanton Stone dressing. It has a rose window fronting Guild Street with a niche and pair of statues below.

Tower of the St Mary & St Modwen Roman Catholic Church

7.16 The school offices date from 1870, as engraved in a stone inlaid near the eaves. The building presents a narrow frontage to Guild Street, however this is well articulated with a projecting central carved stone bay window, and further sash windows and door set within shallow stone quoins.

7.17 The school building is also decorated interestingly, again a red brick and slate roof construction, three gable ends contain small stone rose windows with brick work detailing and modillion eaves, cornice and coping, along with a grand stone carved entrance onto Guild Street. This style is replicated in the building that sits behind.
7.18 On the eastern side of Guild Street the former Liberal Club, is a very attractive building and sits at the junction with George Street. This has been detailed with a number of different architectural features, such as Gothic windows, splayed bay windows and hipped and gable roofs.

7.19 The Robins Cinema sits on the opposite corner and is Grade II listed, dating from 1935 the building has notable Art Deco design by architect John Fairbrother, of Glasgow who specialised in cinema architecture, and Thomas Jenkins, then Mayor of Burton. The inclusion of the façade of the previous building on site - St Georges Hall of 1867 - demonstrates the interesting continuity of purpose on site. The older rear elevation, fronting George Street, is loosely Jacobean in design, of three bays and two storeys, and built in red brick with blue brick banding. A small row of mid 19th century terraces sit between the former Museum and Art Gallery and the former Robin Cinema. These are in retail and residential use. No. 2 Guild Street is of particular note, with a well preserved original timber shop front intact.
The view east along George Street from Guild Street is terminated by the school building. The view west is less attractive and is characterful of the area’s historical origins through the brewing industry, this being terminated by the towering silos (fermenting and conditioning vessels) of the adjacent brewery. The silos (fermenting and conditioning vessels) and the functional large scale architecture of the brewery building also dominate views north from the junction of George Street and Station Street, where the scale of the buildings dominates over the smaller scale architecture in the conservation area in this location.

Facing west along George Street, towering brewery silos (fermenting and conditioning vessels) dominate.

George Street is dominated by the side and rear elevations of the former Robins Cinema, but alongside the former Liberal club that turns the opposite corner from Guild Street, the former Sunday School and Trinity Free Church add to the distinct architectural appearance of the area. The church dates from 1860. It follows the red brick and stone construction that characterises the area, yet has a unique classically inspired style with heavy stone columns running the height of the building.

The Sunday School is a lower grade than the Liberal Club and Church that it nestles between, however, the building still demonstrates a good quality building of red brick construction.

The street frontage comprising the Trinity Free Church, the Liberal Club and the Sunday School nestled in the middle creates a notable and distinct group of buildings along George Street.

The remainder of the George Street Frontage comprises the side elevations of buildings fronting Station Street (nos 155 & 156 - 158) and the brick walled and tree-lined boundary of the Coors Brewery site.

Post war developments adjacent to the conservation area visibly undermine the quality of the area. The concrete framed Britannia House on the Station Street and Union Street junction is of limited value. The Sainsbury’s supermarket building opposite provides a largely blank elevation only used for advertising extends along Station Street due to the store orientation to the south and towards the large expanse of surface car parking.

Positive Contributors to the Conservation Area

The following buildings are also identified as making a positive contribution to the conservation area, although not designated assets.

- Former Museum and Art Gallery, George Street
  Built in 1915, this is part two, part three storeys, constructed from a brown red brick the building is segmented by stonework columns, and is decorated with an ornate balustrade at the eaves. Carved panels decorate each of the two street facing elevations, there are no openings at the second storey with the exception of a splayed bay window on the corner, and a 'Palladian' style window over the main
main aediculated and pedimented doorway, accessed from Guild Street. Retail units front onto the street at ground floor.

- No.174, Station Street.
  A retail unit within terrace of properties; standout detailing such as the ornate balustrade at the eaves and carved stone openings.

- Trinity Free Church, George Street
  A red brick and stone detailed building. It has a hipped slate roof, semi circular leaded windows with similar style architraves with key blocks, and a central doorway with a deep carved stone lintel on consoles.

- The Former Liberal Club, George Street
  This has been detailed with a number of different architectural features, such as Gothic windows, splayed bay windows and hipped and gable roofs. The irregular foot print and elevations creates a building of interest.

- The Sunday School, George Street
  A red brick building with parapet roof, cornice at first floor level, bands and semi circular headed and leaded windows. The main doorway has a semi circular arch with triangular features.

- No.2 Guild Street
  An intact heritage shop front is notable in this mid 19th century rendered terrace.

*Decorative stone columns across the facade of Trinity Free Church*
• Former Board School & School Offices, Guild Street
  The school and offices date from the late nineteenth century. The buildings are red brick, slate roofed, and are of two to two and a half storeys. The School offices offer a projecting central carved stone bay window, and further sash windows and door set within shallow stone quoins. The school building is also decorated interestingly, again a red brick and slate roof construction, three gable ends contain small stone rose windows with brick work detailing including string courses which emphasise the fenestration and modillion eaves, cornice and coping, along with a grand stone carved entrance with plychrome voussoirs onto Guild Street.

**Negative Detractors**

7.27 There are no buildings within the conservation area boundary that are considered to detract from the conservation area quality; however the treatment of shop frontages within the built form present a negative detractor in cases, such as at the former Museum and Art Gallery.

7.28 The cumulative impact of development around the areas that bound the George Street are a concern in order to retain a sense of enclosure to the street, such as along Station Street, the quality of the architecture is not particularly high, with the Sainsbury's supermarket presenting a blank elevation.

7.29 The quality of the hard landscaping within the area would benefit from improvement.
Figure 8: George Street Townscape Analysis
8 LANDSCAPE & PUBLIC REALM ASSESSMENT

8.1 The landscape character is an important element within the setting of the conservation area. The George Street area is a small area and comprises only hard landscaping within the public realm, creating a harsh urban landscape and reflecting the industrial growth of area.

8.2 There is minimal soft landscaping within the conservation area boundary, instead views out of the area provide softening for what is a very hard landscape. Soft landscaping is only found within the conservation area at the entrance to the school and Education site on Guild Street.

8.3 Ironically given the industrial legacy within the area, it is the brewery site that provides much of the immediate greenery to the area. On George Street this accommodates a number of more mature trees, and the boundary along Guild Street incorporates further specimens of various ages, some of which are subject to a Tree Preservation Order (TPO).

8.4 There is little street furniture of historic interest, although there are plaques marking the route of the Borough Trail, one of a series of heritage walks around the town centre.

8.5 Low level landscaping is found along the Sainsbury boundary with Station Street, and oversized planters are sited along the eastern side, containing both shrubs and trees. Facing south along Guild Street again a tree lined Union Street presents a softer outlook.

8.6 The quality of the landscaping is low in general, and is made up of different treatments within the public realm. Station Street pavements are paved with concrete slabs, but with a higher quality conservation kerb used. However along George Street and Guild Street the treatment changes to a lower quality solution using tarmacadum and concrete kerb stones, with occasional use of conservation kerbs.
9 HERITAGE ASSETS

Designated Heritage Assets

9.1 The following buildings and structures benefit from statutory status as designated heritage assets. They are all Grade II listed buildings.

- **THE RITZ CINEMA, GUILD STREET**
  Art Deco design by John Fairbrother, of Glasgow, a specialist in cinema architecture, with Thomas Jenkins, then Mayor of Burton. Opened in 1935 the internal decorative scheme is of good quality and remains remarkably intact, containing in-situ plasterwork friezes by George Legg of Bryan's Adamanta, notable for his decorative work in other listed cinemas. The building frontage is symmetrical in composition of four storeys and five bays, with five large square windows, in a horizontal group within a thick stone frame with nicked corners. The second floor is a group of five 6-pane square windows, divided by thick stone mullions, with a continuous narrow stone sill. At either end is a separate 6-light window. At the rear, part of the original 1867 façade of St George's Hall remains and forms the rear of the auditorium building. It is loosely Jacobean in design, of three bays and two storeys, built in red brick with blue brick banding. There is a central round arched doorway to the ground floor with stone drip mould and key stone. At first floor three sets of round-arched tripartite windows sit above chequerboard brick work and decorative banded string course. There is a stepped brick corncice at eaves level.

- **150, 150A 151, STATION STREET**
  Early-mid 19th Century. Red brick structure of two storeys; six sash windows in shaped stuccoed architraves, the outers with segmental heads, and keyblocks, and the centrals with square heads. Each has a stuccoed pilaster doorcase with triglyph frieze, pediment and four panelled door. Flanking each doorway is a canted bay window with upsweped leaded pentice. Plain frieze; moulded stucco eaves cornice; hipped slate roof. Arched doorway on right-hand side with radial fanlight.

- **152 TO 155, STATION STREET**
  Early 19th Century of two storeys. Roughcast brickwork; five sash windows with channelled lintels; plain arched passage-way at centre; plain eaves; slates. Four-windowed return side having wood pilaster doorcase. Included for group value.

- **MIDLAND HOTEL, STATION STREET**
  Early 19th Century and later additions, of three storeys and elevations of engraved stucco. Two sash windows (one tripartite and renewed); bands; angled doorway on left-hand side having blocked rectangular fanlight, pediment on consoles, and four panelled divided door; lined eaves; slates. Four-windowed wing on right-hand side of two storeys and attic and five hipped dormers. Later single-storey bay projecting to street. Three windowed return side with projecting two storey bay (one window) on left-hand side.
• COUNTY COURT, STATION STREET
Circa 1870 and of three storeys. Ashlar facade; five sash windows in moulded architraves with cornices; slightly projecting bay at centre (one window); cornice at 1st floor; moulded sill band at 2nd storey; rusticated pilaster sides. Ground storey has bands of vermiculated rustication, semi-circular headed windows with keyblocks and central doorway in rusticated surround with plain semi-circular fanlight, figure-head keyblock, and multi-panelled divided door. One window bay on right-hand side with similar doorway. Modillion eaves cornice, blocking course and central entablature carved with Royal Arms.

• 170 TO 172, STATION STREET
Late 18th Century. A range of modest cottages of red brick and two storeys. Four 4 windows (two only with original sashes) with keyblocks and channelled lintels; three plain doorways with heads as above, and simple panelled doors. No. 170 has a modern window to ground storey. Brick modillion eaves; tiled roof.

• 175, STATION STREET
Circa 1840 and later. Of red brick construction across 2 storeys. Two sash windows have engraved stucco lintels with cornices on leaf consoles; sill band; corbelled wood eaves; slates. Good late 19th Century shop front with arched glazing bars, panelled stall riser and plain doorway on left-hand side, all contained below moulded wood cornice.

### Buildings and Structures of Townscape Merit

9.2 These are buildings that make a particular positive local contribution to the character of the conservation area. Descriptions and images are found in Section 6. The grouping of the following buildings and the strong visual connection creates a particularly strong character within the conservation area.

- Former Board School & School Offices
- Trinity Free Church
- The Former Liberal Club
- The Sunday School, George Street

*The grouping of the Liberal Club, Sunday School and Trinity Free Church along George Street, taken from outside the Board School buildings*
10  CAPACITY TO ACCOMMODATE CHANGE

10.1 Within the core of the conservation area there are minimal opportunities for significant change, given the limited sites available for development. In recent times there have been a number of schemes adjacent to the conservation area boundary, which as highlighted have impacted negatively upon the setting of the conservation area.

10.2 The areas of greatest change are most likely to be smaller interventions, for example, alteration and extension of existing buildings; it is therefore important that this change is managed appropriately.

10.3 There are a number of sites within the conservation area that if in use would assist in reinforcing the conservation area status better, and strengthen interest in the area. This will require building works to be undertaken to reuse the building, and these are significant floorplates so can prove difficult to encourage.

10.4 The former Trinity Church is currently being advertised with a planning consent in place, however the reuse and re-let of such a building presents a significant challenge within the changing economy.

10.5 Given the recent development of the foodstore, the retail park and the activity along the remained of the Station Street frontage further change in these areas is unlikely, however the brewery sites that adjoin the area are vast and present a significant future challenge if this area is subject to any future restructuring.

Despite a strong visual connection with Station Street the former Trinity Church (terminating the vista up George Street in the above image) still needs to find a suitable new use
11 MANAGEMENT RECOMMENDATION

11.1 The area is considered 'At Risk' by English Heritage, so it is therefore important to ensure that that the 'improving' trend is maintained. Contemporary development around the periphery of the area is considered to have undermined the quality and character of the area, this is alongside the vulnerabilities within the area which include the treatment of shop frontages, the streetscape and the re-use of vacant heritage buildings.

11.2 For the most part the built form that makes up the conservation area is intact and in its grouping retains its notable special character and therefore the designation is considered appropriate and effective. The listed buildings all seem to be in good condition visually / externally and alterations have by and large been sensitive, although the works on the Ritz cinema have yet to be completed. The non-designated heritage assets are in mixed condition, many have retained original features, however there has been some less sensitive alterations to frontages, along Station Street in particular.

11.3 The main detractors within the area are unsympathetic shop frontages and advertisements including banners, as seen on the units within the Former Museum and Art Gallery; and the large scale development that has taken place on adjacent sites to the conservation area. Shop frontage design guidance could be an option to ensure that recent positive steps to improve frontage, such as at no.4 Guild Street, are continued in the future. It is also noted that there are a number of intact non-designated heritage assets which would benefit from the protection of an Article 4 Direction,

11.4 It is recommended that the authority consider applying Article 4 directions to the list of the buildings highlighted as contributing to townscape merit (See Section 8) or as making a positive contribution to the Conservation Area (Section 6) to as to protect their future contribution to the special character of the area.

11.5 There are no amendments suggested with regards to the extension of the Conservation Area.

11.6 All development proposals should consult the guidance in the Design Guide SPD.
12 DESIGN GUIDANCE

12.1 When considering future development within the area it is important to ensure the urban form and character is strengthened and that any development is appropriate to the context of the conservation area. Given the varied built form across the area it would be inappropriate to provide overarching guidance as this should be site specific.

12.2 The context for this specific assessment is set out in The East Staffordshire Design Guide Supplementary Planning Document (SPD) which provides advice to how to go about site / area analysis and how best to respond positively to context.

12.3 It is important to consider that innovation and contemporary forms of architecture can be accommodated within conservation areas where design quality is exceptional. Poor historical designs and pastiche style development can detract from the character of the heritage assets and wider area and should be avoided. Where traditional design principles are followed designs should be authentic and accurate.

12.4 Should new development be forthcoming in the areas adjoining the Conservation Area this should enhance the character of the conservation area. More guidance on design matters is contained in the East Staffordshire Design Guide SPD.
APPENDIX I REFERENCES & SOURCES


- English Heritage (2010) Strategy for the Historic Environment - The Brewing Industry (Brewery History Society, Longland)

- Staffordshire County Council (2012) Staffordshire Extensive Urban Survey: Burton-upon-Trent Historic Character Assessment (Staffordshire County Council, Stafford)
APPENDIX II HISTORIC ENVIRONMENT RECORD

Staffordshire Historic Environment Record

Historic Landscape Character

George Street, Burton upon Trent
Conservation Area and Surrounds

Industrial and Extractive

Post 1880s Settlement
Pre 1880s Settlement

Scale: 1:1,000
Date: 2013

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Staffordshire County Council

George Street Conservation Area Appraisal
<table>
<thead>
<tr>
<th>HER No</th>
<th>Grid Ref</th>
<th>Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>08487</td>
<td>SK 2467 2305</td>
<td>Gate Piers and Gates, Central and Eastern Yard Entrances, Bass New Brewery</td>
<td>None recorded</td>
</tr>
<tr>
<td>08501</td>
<td>SK 2467 2309</td>
<td>150, 150a and 151 Station Street, Burton upon Trent</td>
<td>None recorded</td>
</tr>
<tr>
<td>08504</td>
<td>SK 2469 2307</td>
<td>152 to 155, Station Street, Burton upon Trent</td>
<td>None recorded</td>
</tr>
<tr>
<td>08508</td>
<td>SK 2477 2302</td>
<td>Midland Hotel, Station Street, Burton upon Trent</td>
<td>Marked as 'Midland Hotel' on Spooner's map of Burton</td>
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<tr>
<td>08509</td>
<td>SK 2480 2303</td>
<td>County Court, Station Street, Burton upon Trent</td>
<td>The present court house was built in 1862.</td>
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<td>08510</td>
<td>SK 2482 2299</td>
<td>170 to 172 Station Street, Burton upon Trent</td>
<td>None recorded</td>
</tr>
<tr>
<td>08513</td>
<td>SK 2484 2298</td>
<td>175 Station Street, Burton upon Trent</td>
<td>None recorded</td>
</tr>
<tr>
<td>51812</td>
<td>SK 2475 2308</td>
<td>St. George's Hall / The Ritz Cinema, Burton upon Trent</td>
<td>St. George's Hall was built in 1867 and used for public assemblies and concerts. The hall was altered in 1887 to become 'St. George's Hall and Theatre', with a new wing added on the south-east side as part of these alterations. In 1902 the theatre was rebuilt and was re-opened as the 'New Theatre and Opera House', although the façade of the former St. George's Hall was retained and incorporated into the Opera House. It is also possible that the north-east wing of St. George's Hall was also retained as the design of the façade of this part of the building reflects that of the principal façade. The Opera House closed in 1934 and the building was converted into a cinema, which opened as 'The New Ritz Cinema' in 1935. The George Street façade was again (partially) retained as part of the alterations, although an entirely new building was constructed behind it. In 1956 the cinema had a change of name to the 'Gaumont' and in 1968 it became know as the 'Odeon'. During the late 1970s it was divided to house one large and two smaller screens, and the whole cinema was refurbished in the 1980s. The cinema closed down in circa 2001-2002, at which time it was known as the 'Robins Cinema'.</td>
</tr>
<tr>
<td>54650</td>
<td>SK 2483 2311</td>
<td>St Mary and St Modwen Roman Catholic Church, Guild Street, Burton</td>
<td>St Mary and St Modwen's Roman Catholic church was built in 1879 of brick in a Decorated style to the design of J. K. Morley. It consisted of a sanctuary with a sacristy to the south, nave of six bays, and side aisles, with the base of a tower at the west end of the north aisle. The Caen stone reredos was carved by John Roddis of Birmingham. The tower and spire were completed in 1897</td>
</tr>
<tr>
<td>HER No</td>
<td>Grid Ref</td>
<td>Name</td>
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</tr>
<tr>
<td>54651</td>
<td>SK 2481 2307</td>
<td>Former Board School, Guild Street, Burton</td>
<td>A school for 275 children on the British and Foreign system was built on the east side of Guildables Lane (later Guild Street) in 1843. In 1874 the school was transferred to the newly formed School Board. It was rebuilt in 1876 by the board's architects, Giles and Brookhouse of Derby, as Guild Street school for boys, girls and infants, with accommodation for 744 pupils. Circa 1884 an upper storey was added to the girls' and infants' block for use as a cookery school. The infants' school closed in 1936 and the central school in 1941. Between 1964 and 1984 the premises were used by the school of drama. The British school is marked on Spooner's map of 1865 and the board school on the 50&quot; OS map (circa 1880). However the block fronting onto Guild Street does not appear until the second edition 25&quot; OS map, suggesting that it is a later extension.</td>
</tr>
<tr>
<td>54652</td>
<td>SK 2479 2306</td>
<td>Former Board School Offices, Guild Street, Burton</td>
<td>The school board's offices opened in Guild Street in 1877.</td>
</tr>
<tr>
<td>54702</td>
<td>SK 2475 2313</td>
<td>Trinity Free Church, George Street, Burton upon Trent</td>
<td>The George Street Chapel was rebuilt in 1860. It is a red brick and stone construction partly classical in style with heavy columns and plasters running the height of the building. It has a hipped slate roof, semi-circular leaded windows with similar style architraves with key-blocks and a central doorway with a deep stone lintel on consoles. A brick chapel in a Classical style was opened in George Street in 1852; a gallery was inserted in 1854 and a schoolroom added in 1856. In 1857 when the Reformed Methodist Church circuit joined the United Methodist Free Church the chapel had 117 members. A new chapel, built of brick in a Grecian style to a design by Thomas Simpson of Nottingham, was opened on the same site in 1860. In 1893 new vestries were built behind the chapel and a central door was added to the chapel's façade in 1904. In 1972 several other congregations joined the George Street chapel and it change its name to Trinity Free church. In 2000 it was a joint Methodist-United Reformed Church chapel.</td>
</tr>
<tr>
<td>54703</td>
<td>SK 2477 2313</td>
<td>Sunday School, George Street, Burton upon Trent</td>
<td>The Sunday School is of red brick with a parapet roof and cornice at first floor level. It has semi-circular headed and leaded windows. The main doorway has a semi-circular arch with a triangular feature. In 1893 a maltings on the south side of the chapel was converted to schoolrooms by the architects Durward, Brown and Gordon of London. Neither George street nor the maltings were not shown on the map of Burton in 1847.</td>
</tr>
<tr>
<td>54704</td>
<td>SK 2474 2305</td>
<td>Former Museum and Art Gallery, Station Street/Guild Street, Burton upon Trent</td>
<td>The former Museum and Art Gallery was built in 1915 of two and three storeys. It has a splayed bay window and a 'Palladian' style window over the main aediculated and pedimented doorway. The building is segmented by stonework columns and has an ornate balustrade running its length. There is a carved plaque on each side.</td>
</tr>
<tr>
<td>54705</td>
<td>SK 2478 2311</td>
<td>Former Liberal Club, George Street, Burton upon Trent</td>
<td>Originally the Liberal Club which was built in 1894. It has a mixture of architectural features including 'Gothick' windows, splayed bay windows and hipped and gabled roofs. The Liberal Club was designed by Durward, Brown and Gordon of London in 1894.</td>
</tr>
</tbody>
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