

East Staffordshire Borough Council

Clarence Street/Anglesey Road Conservation Area Appraisal



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1 Introduction

1.1 Background to Appraisal

1.1.1 The Planning (Listed Buildings and Conservation Areas) Act 1990 (The Act) imposes a duty on Local Authorities to designate areas of special architectural or historic interest the character or appearance of which it is desirable to preserve

1.1.2 Conservation areas were introduced through the Civic Amenities Act in 1967, and there are now 25 designated areas within East Staffordshire.

1.1.3 Under the *Planning (Listed Buildings and Conservation Areas) Act* designation of a conservation area empowers the local planning authority with control over development and the demolition of buildings to ensure the preservation or enhancement of the areas character or appearance.

1.1.4 Section 69(2) of the Act places a duty on the council to review and appraise its conservation areas on a regular basis.

1.1.5 This obligation is monitored through a series of Best Value Performance Indicators (BVPI 219a, b and c). Although BVPI 219 c was removed recently, there remains a requirement on councils to undertake Conservation Area Appraisals and Management Plans in order

to monitor change and to enable informed decision making.

1.1.6 Planning Policy Guidance Note 15, Planning and the Historic Environment (PPG15) 1994 sets out Government policy in respect of conservation areas, their designation, review and control over development.

In order that the principles behind the designation of conservation areas is not diluted the PPG reminds local planning authorities of their duty to periodically review existing conservation areas and that

'cancellation of designation should be considered where an area or part of an area is no longer considered to possess the special interest which led to its original designation.'
(para 4.3).

1.1.7 Guidance on the assessment of conservation areas has been produced by English Heritage (*Guidance on Conservation Area Appraisals* 2006) and has been used in the preparation of this review of The Clarence Street / Anglesey Road Conservation Area

1.2 Planning Policy Background

1.2.1 PPG 15 sets out Government's objectives for preservation of the built environment. In respect of conservation areas

and their designation the advice is that

'It is the quality and interest of areas, rather than that of individual buildings, which should be the prime consideration in identifying Conservation Areas'. (para 4.2)

1.2.2 In respect of the exercise of development control the PPG confirms that

While conservation (whether preserve or enhancement) of their character or appearance must be a major consideration, this cannot realistically take the form of preventing all new development: the emphasis will generally need to be on the positive management of change.' (PPG-15, para 4.16)

1.2.3 In respect of new development, paragraph 4.17 of the PPG states that this should be seen as an opportunity to enhance the area. The paragraph concludes by saying that;

'What is important is not that new buildings should directly imitate earlier styles, but that they should be designed with respect for their context, as part of a larger whole which has a well-established character and appearance of its own'.

1.2.4 As well control over demolition of buildings and the design of new buildings conservation area designation brings about other control on development that materially affects the external appearance of a property including control over alterations to doors, windows, roof and frontages. In other circumstances these alterations may not normally require planning permission. Control also extends to such matters as

'various types of cladding; the insertion of dormer windows into slopes; the erection of satellite dishes on walls, roofs or chimney fronting a highway; and the installation of radio masts, antennae or radio equipment.' (PPG15, para 4.21)

1.2.5 The East Staffordshire Local Plan was formally adopted on the 20th July 2006. It provides a detailed framework for the future development of the District addressing the period 1996 to 2011.

1.2.6 Historic environment policy is primarily set out in Chapter 5, "Built Environment". The key policies relevant to Conservation Areas are

- Policy BE1 Design
- Policy BE6 and BE7 Development Principles

- Policy BE8 and BE9 Listed Buildings:
- Policy BE12 Removal of Permitted Development Rights
- Policy BE13 Advertisements and;
- Policy BE14-Shopfronts

1.3 Summary of Appraisal

1.3.1 The Clarence Street/Anglesey Road Conservation Area was designated in June 1989 in recognition of the special architectural and historic interest of the area being one of the few surviving small-scale 19th century breweries, to have continued in active use.

1.3.2 The Conservation Area lies between Clarence Street and the Anglesey School playing fields approximately 1.5km northwest of the town centre.

1.3.3 At the time of its designation this site was industrial in character, partially derelict and occupied by two breweries, both grade II listed buildings.

1.3.4 Following closure of the breweries planning permission has been granted for new residential development. The development is to a high standard and evidences the successful application of the

principles contained in PPG15 for new development in historic areas.

1.3.5 However the character of the area which prompted designation has changed. Whilst control has produced a development of good quality, much of the burden that conservation area designation imposes now falls on the residents of the newly completed housing.



Heritage Brewery

2 Origins and Historic Development of the Area

2.1 Historic Context

2.1.1 Burton upon Trent was a modest, but moderately prosperous town during the 18th century. Its principal industries of brewing and textile manufacture were emerging towards the end of the century.

2.1.2 During the 19th century brewing dominated Burton upon Trent and in 1851 the breweries employed nearly a third of the working male population. This domination continued into the 20th century when, in 1902, Burton upon Trent was described as 'one vast brewery...a very City of Beer – Beeropolis' (Pearson's Magazine, 394).

2.1.3 The early 20th century, however, saw the decline in the industry as depression and the growing temperance movement, with its advocates in the non-conformist, Methodists and socialist organisations, lead to a reduction in beer consumption.

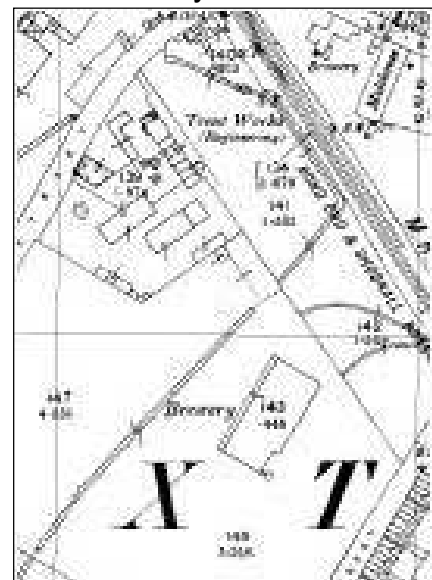
2.1.4 Those breweries that continued to exist after the Second World War were forced to modernise and adapt to the changing tastes of the public. Many breweries closed and many more merged with national and

international conglomerates to survive.

2.2 Historical Development of the Clarence Street/ Anglesey Road Conservation Area

2.2.1 This area has been home to two separate breweries. The first of these is the Trent Brewery, now known as the Heritage Brewery, which was constructed in 1881 by Thomas Sykes of Liverpool.

2.2.2 The first edition Ordnance Survey map of 1884 shows the brewery to have comprised a variety of structures located off Anglesey Road whilst to the south, and located off Clarence Street is a further larger building labelled Brewery.



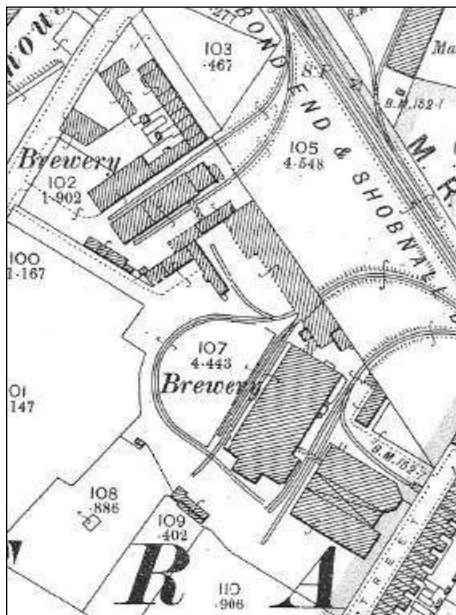
First edition (1884) Ordnance Survey Map

2.2.3 The latter is likely to be that known to have built in 1883 by Scamell and Collier of London for Peter Walker.

2.2.4 In 1896, the Trent Brewery went into liquidation and was taken over by Everard & Co. The 1909 Ordnance Survey shows there to have been some extension to the earlier works and the site now includes the large malthouse that fronts Clarence Street.

renamed the Tiger Brewery in 1970 and closed in 1985.

2.2.7 The Clarence Street brewery was demolished in the 1970s with only the building fronting Clarence Street, known as the Goat Maltings remaining.



1909 Ordnance Survey Map

2.2.5 During the subsequent years historic maps reveal few changes to these structures.

2.2.6 The Anglesey Road site, formerly the Trent Brewery, was

3 Appraisal

3.1 Character

3.1.1 At the time of designation the conservation area comprised two breweries and their associated structures described in the designation report as partially derelict.

3.1.2 The conservation area was focused on the Grade II listed buildings comprising the Heritage Brewery and Museum on Anglesey Road including the office block, loading bay and north malthouse (Goat Maltings) of the Yeoman's, Cherry and Curtis Brewery at the southern end of the site.

3.1.3 Some dilapidated workers cottages and a dutch barn were associated with the listed buildings.

3.1.4 The designation report of 1989 stated that the area was being considered as a conservation

'to preserve the character of the area and to provide an impetus for more positive action to enhance its appearance that a Conservation Area is needed for the site.' (East Staffordshire 1989, 1)

3.1.5 In accordance with these aspirations new residential development has been permitted, the focal point of

which is the fully restored Heritage Brewery building.



View from Evershed Way

3.1.6 The converted brewery building occupies a central location within the site and dominates key views into the development.

3.1.7 The red brick listed buildings are of three elements with a central four-storey block and prominent chimney.



Southeast façade of Heritage Brewery

3.1.8 To the west of the main Heritage Brewery structure is

the single-storey brick built Thomas Sykes' building. This building is situated within the curtilage of the Grade II listed Heritage Brewery and is, therefore, afforded the same designation.

3.1.9 The Grade II listed Goat Maltings remains vacant but it is due to be converted into housing and incorporated into the site.

3.1.10 The four- and five- storey structure forms an important element of the Clarence Street streetscape. The building is of brick and comprises an office block with recessed semi-circular bays and the Goat Malting an octagonal structure topped by a metal cowl with a vane in the shape of a goat. The cowl is an important feature of the townscape and visible throughout the surrounding locality.



Goat Malting

3.1.11 The new development consists of a variety of house types

including three-storey apartments, two-storey semi-detached houses and two-and-a-half- storey terraces.

3.1.12 The predominant building material is brick with limestone dressing and elements of weatherboarding all of which compliment the architectural features of the Heritage Brewery.

3.1.13 The design of new buildings is sympathetic to the scale of the listed buildings which remain the more dominant elements.

3.1.14 Historic elements associated with the brewery have also been incorporated into the site and now create key views to and from the conservation area. The beer copper has been relocated adjacent to Evershed Way and is an important reminder of the former use of the site.



Hatch within northeastern elevation of Heritage Brewery

3.1.15 To the rear of the Goat Maltings is an unused office building of 2-stories with segmental headed windows and arches. This building is listed as a curtilage building being part of the Goats Maltings complex. The building is situated within the new development and located in a focal point at the end of one of the primary access roads from Clarence Street.



Undesignated building, to the southeast of the site.

3.2 Condition

3.2.1 At time of designation the brewery buildings and site were vacant and derelict.

3.2.2 Today the brewery buildings have been fully restored and refurbished and bought back into beneficial use. The buildings are an integral part of a vibrant and well designed residential development.

3.2.3 The buildings remain dominant in the streetscape and are visible from points outside of the conservation area.

3.2.4 Residential development has however intensified the amount of built development within the area and has diminished the relationship between the principal historic buildings.

3.3 Historic Buildings

3.3.1 The conservation area includes the two principal listed buildings, the Heritage Brewery and the Goat Maltings. It is important to note that although the Goat Maltings are still in a vacant state there are proposals to convert these in to beneficial use in due course.

3.3.2 The Heritage Brewery buildings have been successfully converted and brought to use. The building to the rear of the Goat Maltings has also been brought back to use.

3.3.3 There are no other historic buildings within the designated area.

3.4 Assessment

3.4.1 The stated intention of designation was to provide an impetus for action to secure the historic character of the area and improve appearance.

3.4.2 The application of controls brought about by designation have successfully achieved this aim ensuring that the listed buildings remain focal points in the development and remain as

- prominent buildings in the surrounding streetscape.
- 3.4.3 The use of listed building control has ensured an appropriate reuse of the listed buildings and a high quality refurbishment.
- 3.4.4 The future of the buildings has been secured.
- 3.4.5 The listed buildings are the more significant buildings within the conservation area and their upkeep and preservation is best served by the application of listed building control.
- 3.4.6 Although conservation area control has been used to deliver a well detailed development the retention of conservation area control will bring unwarranted additional burden on house owners. The continued use of conservation area control will bring little benefit to the minority of historic buildings on site.
- 3.4.7 The appearance of the development can be controlled in future by the normal planning process whereby local plan policy encourages good design, retention of streetscape character and control over changes of use.
- 3.4.8 It is our recommendation therefore that the designation of this area as a conservation area ceases on the grounds that the area no longer has the special interest that warranted designation. The future of the listed buildings, their character, appearance and setting is more appropriately managed on application of listed building control.

4 Bibliography

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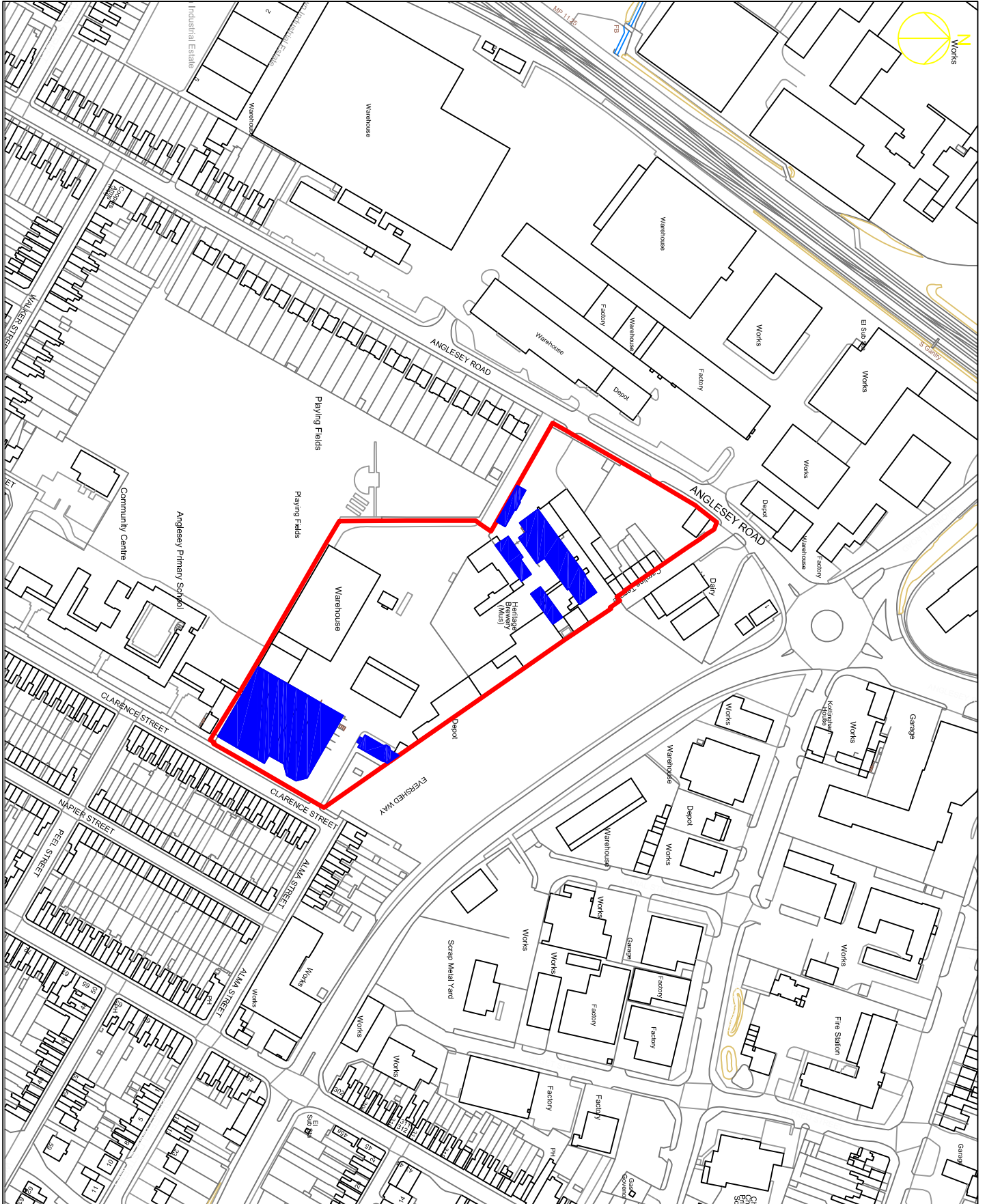
www.english-heritage.org.uk

www.helm.org.uk

5 Appendix



Listed Buildings

Building	Grade
Heritage Brewery, Anglesey Road (including the Thomas Sykes building)	II
Office Block, Loading Bay and North Malthouse of the former Yeomans, Cherry and Curtin Brewery, Clarence Street (including former office block which is listed in the curtilage).	II



This drawing may be used for the Purpose intended and only written dimensions shall be used.

Key

-  Grade II listed Buildings
-  Conservation Area Boundary

Job Title
 Revision Details
 Drawing Title
Clarence Street/Anglesey Road Conservation Area

Figure 1: Listed Buildings and Conservation Area Boundary

Scale(s) 1:200	Drawn	Checked	Appr	Date
NTS	IM	CK		05/03/08

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