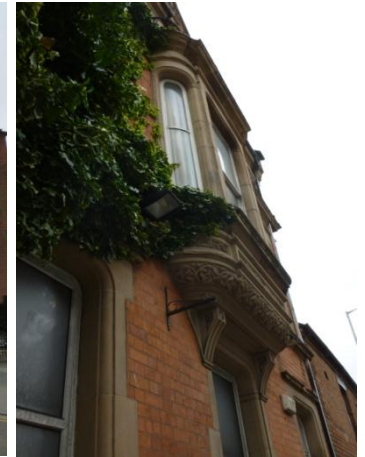


George Street

Burton upon Trent

Conservation Area Appraisal

July 2015



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Document: 5895 FIN George Street
Conservation Area Appraisal

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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 was 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 Borough.
- 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 with current the 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

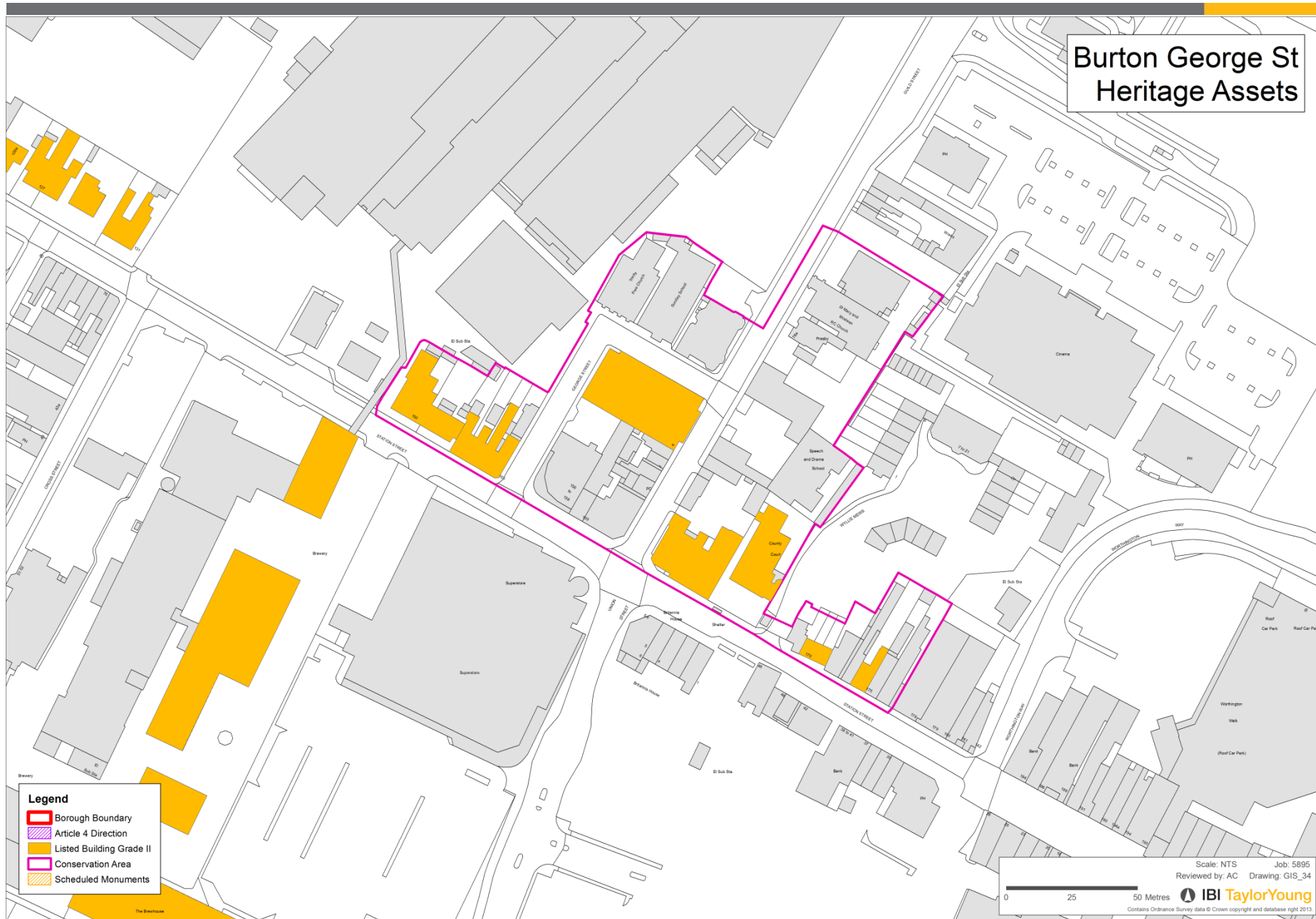


Figure 1: Heritage Assets within the George Street Conservation Area , including the area boundary

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:

- Seven 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.



Station Street at crossroads with Union Street and Guild Street

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 areas growth and wealth was supported by the thriving breweries at 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 represents a number 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, surrounding by industrial heritage, in terms of the on-going 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 former Robins Art Deco Cinema in the back ground

4 LOCATION & SETTING

- 4.1 Burton upon Trent is the main town within the East Staffordshire Borough Council. It lies on the eastern border of the district 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 centre. 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.



Station Street, facing south east

- 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 on 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.



Station Street, facing north west, the overhead conveyor marks the boundary with the Station Street and Borough Road Conservation Area

- 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 town's

brewing history. The brewery buildings extend north along Guild Street. These buildings are low grade large footprints.

- 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 Street which has eroded the urban grain in strength of frontage to the street, north of the area perimeter.



Station Street, no.s 152- 155 with the brewery silos visible in the background

- 4.8 The construction of the Sainsbury's supermarket that sits at the cross roads 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 its back on Station Street, providing a

series of almost blank elevations. The architectural concept tried 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.

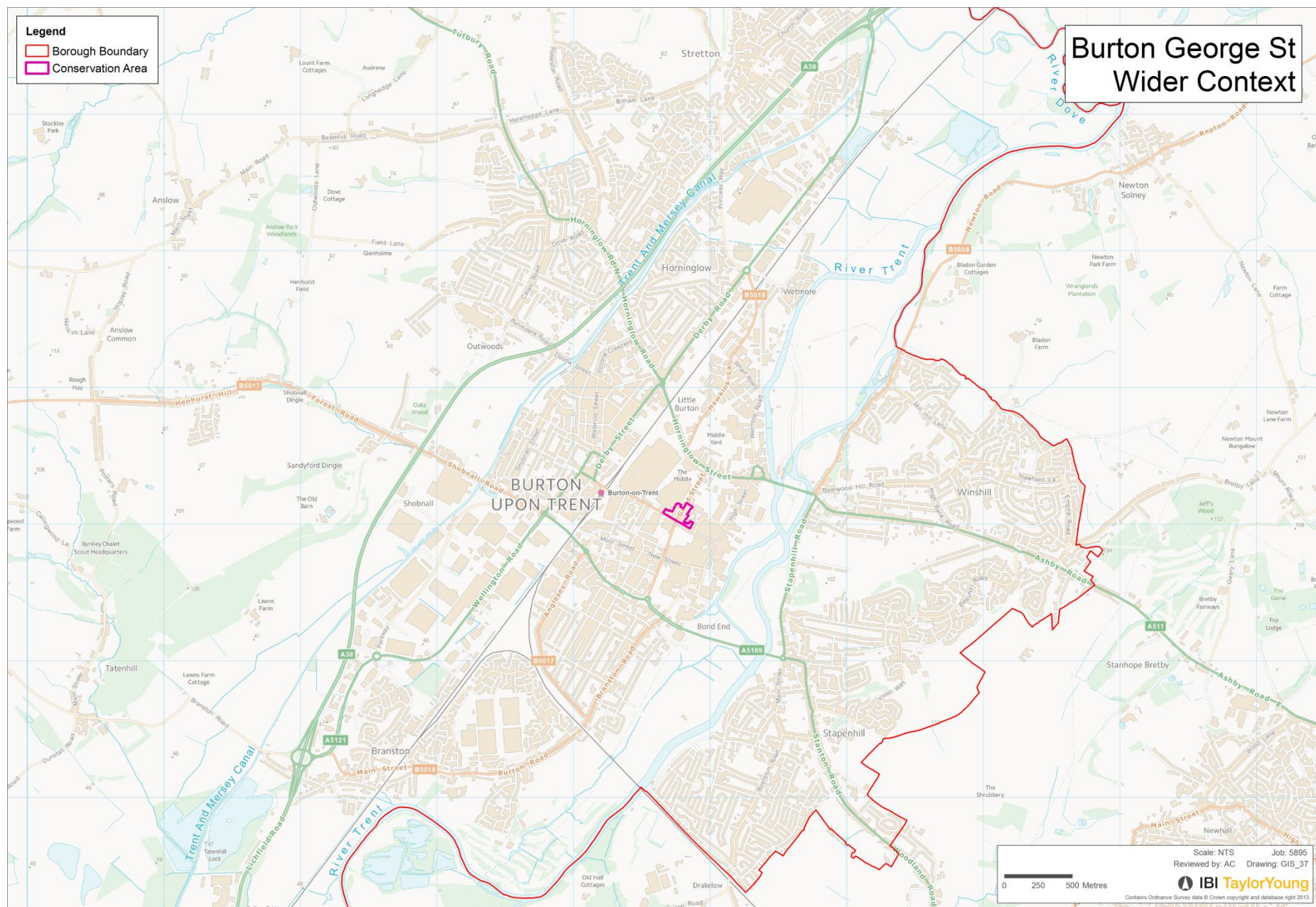


Figure 2: George Street Conservation Area within the local context

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 to this day. 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 There is little evidence for prehistoric activity currently known within the immediate vicinity of the George Street Conservation Area. Within the wider Burton on Trent landscape the earliest identified settlement activity lies near Clay Mill, north east of Stretton where an Iron Age/Romano British farmstead was excavated in the 1960s. Other possible sites of prehistoric origin (including possible Bronze Age burial mounds or further Iron Age farmsteads) have been identified within the landscape north and south of Burton and demonstrate a potential for further, previously unrecorded remains of prehistoric date to survive across this landscape. The projected course of Ryknild Street Roman road lies just over half a kilometre to the north-west of the George Street Conservation Area. The presence of this major Roman routeway may have attracted Romano-British settlement to this area, although none has been identified to date. Further evidence for human activity during the early medieval period is attested by two cemeteries, both discovered during the 19th century, although little detail is known about their origins. The earliest religious community is believed to have been established at Burton in the mid-7th century, possibly on Andressey Island in the Trent Valley. This site has a long association with St Modwen however it is uncertain whether such a saint actually existed. Despite this St Modwen was actively promoted by

Burton Abbey during the medieval period, which had clear economic benefits for the town in the promotion of pilgrimages. It is more likely that the first ecclesiastical building at Burton was a minster church recorded in documentary sources, which itself may have its origins in the 7th century. The Benedictine Abbey was founded (or re-founded) in the early 11th century by Wulfric Spot. The monastery is presumed to have been located on its later known site on the western bank of the River Trent. The placename, which it has been suggested may have originated in the 8th century, has been interpreted as 'settlement at a fortified place'. To date there is no further evidence either archaeological or documentary to elucidate what may be meant by this interpretation. However, it may relate to a settlement associated with the conjectured monastic foundation either on Andressey island or on the western bank of the River Trent.

- 5.3 The location of early settlement within the town has been suggested in the area of Bond End, with further settlement possibly situated to the north adjacent to the suggested site of a river crossing; certainly this was the site of the impressive stone built Burton Bridge which existed between at least the early 13th century and the mid-19th century. A further river crossing may have existed at Bond End from an early date; by the medieval period there was a bridge across to the island here which linked to a ferry over to Stapenhill. The ferry was replaced by Ferry Bridge; along with the Stapenhill Viaduct in the late 19th century.
- 5.4 Burton displays the key components of a medieval town including a planned market place and burgage plots laid out along the principle streets. Five phases of town development have been identified in the documentary record, with the earliest development being along High

- Street and Market Place (by the mid-12th century), followed by New Street (in the late 12th century) and Horninglow Street (in the early 13th century). The development of the outskirts occurred by the later 13th century including the widening of Wetmoor Road and the extension of High Street to the south. Cat Street (now Station Road), had been developed by the end of the 13th century.
- 5.5 The town had a significant agricultural economy during the medieval period, with open fields and common land occupying much of the land now occupied by the Coors Brewery site and beyond to the north, west and south. Documentary record from the 15th century onwards reveal that the town also accommodated a diverse range of occupations outside of agriculture including those related to the building and retail trades as well as vintners and taverners associated with the towns pilgrim trade. The monastery was also an active economic generator, supplying wool and having the earliest association with brewing in Burton.
- 5.6 There appears to have been little alteration to the town plan during the 16th to mid-18th century. The exception was the site of Burton Abbey which was dissolved in 1539; the estate being granted to the Paget family. By the 17th century many of the monastic buildings had been cleared, although two properties (both listed) retain architectural elements which date to the time of the abbey (one of which had formed part of the abbey infirmary). The Abbey church was demolished in the early 18th century and replaced with the extant, but smaller, St Modwen's church. Stone from the abbey buildings was reused around the town for example in the walls along Friar's Walk, and the remains of the chapter house doorway, cloister and other architectural fragments (not all in situ) to the rear of the Market Hall.
- 5.7 Agriculture, milling and other economic activity continued into the post-medieval period, with alabaster carving being an important industry during the early 16th century, although declining in the 17th century. Further industries such as felt and hat making were also recorded.
- 5.8 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. The construction of the Trent and Mersey Canal that was completed in 1777¹ also contributed towards the brewery trade of the town.
- 5.9 From the 19th Century the townscape was significantly altered by the arrival of the railway in 1839 and consequent growth of the brewing industry.
- 5.10 Originating as small complexes at the back of medieval burgage plots, the breweries expanded in size due to economic success. Burgage plots 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 has now been redeveloped, however buildings survive around the town centre, predominantly around Wetmore Road and Horninglow Street.
-
- ¹ [Trent and Mersey Canal Conservation Area document \(1988\)](#)

- 5.11 There was rapid housing growth commencing in 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 across the town centre were financed by them.
- 5.12 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 1841. The breweries and maltings were now expanding from the town centre towards the railway station and beyond.
- 5.13 After WWI 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 had eased movement in the town centre, which previously been constrained by private rail networks for the brewing industry. Some of the current street network is formed on the rail routes.
- 5.14 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.



The Former Museum & Art Gallery, corner of Guild and Station Streets

- 5.15 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.
- 5.16 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.
- 5.17 The buildings that dominate this area 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 has been renovated for use as a restaurant. The Trinity Free Church however is still being marketed and the use of the Sunday School is unclear.



Rear facade of Robins Cinema building, the former facade of the St Georges Hall that occupied the site

- 5.18 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 building tight building line as the only building dating from the late 19th, early 20th century in this block.

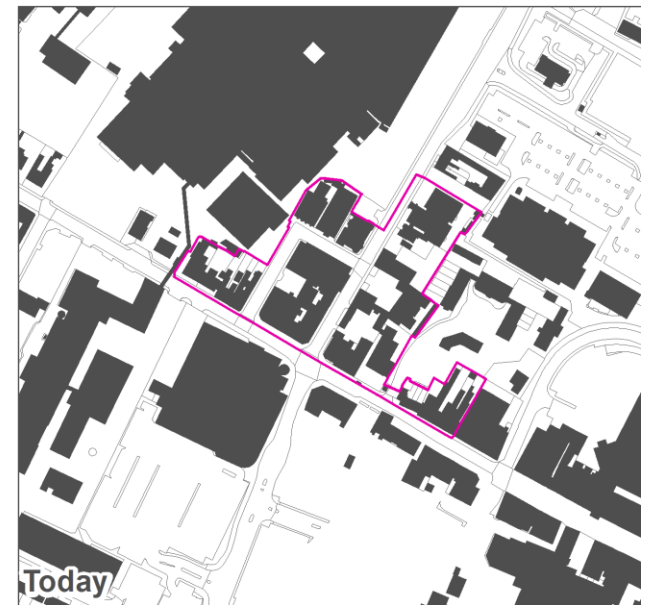
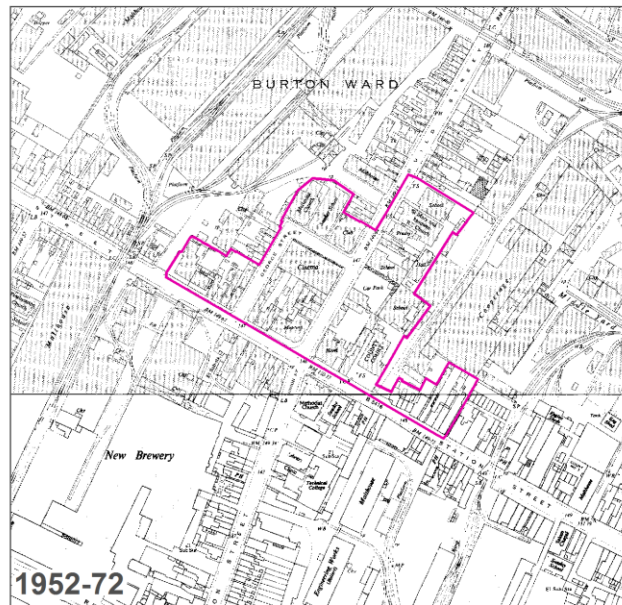
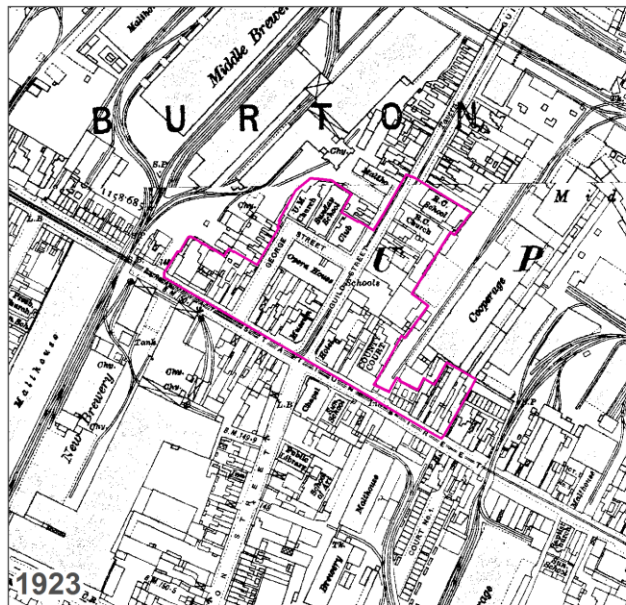
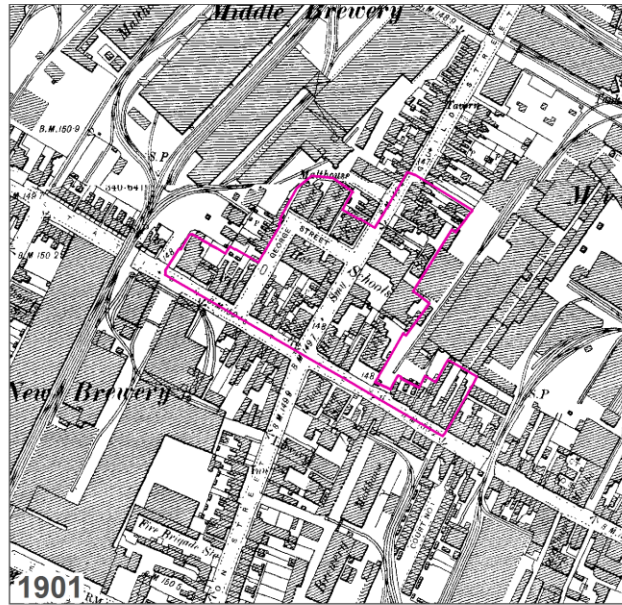
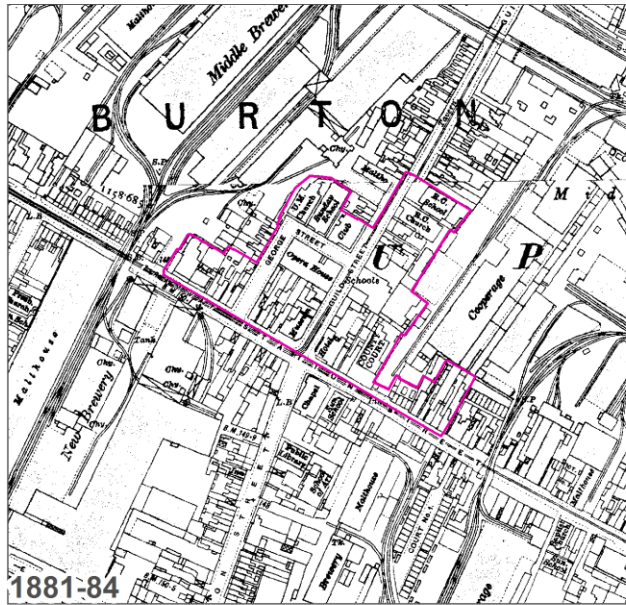


Britannia House, Station Street

- 5.19 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.
- 5.20 The Historic Environment Record (HER) 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.



Sainsbury's Supermarket on Station Street & Union Street corner, outside of the conservation area boundary.



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 has economic as well as aesthetic value.
- 6.2 The 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 include 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 at 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 Hotel.



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 (no. 150, 150A and 151), currently used as offices, date from the mid 19th century. This row of red brick and slate roofed terraces are an attractive termination to the conservation area, where they sit slightly back from the street edge, with grand detailing such as the stuccoed pilaster doorcase with triglyph frieze. They mark 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.



No.s 150, 150A and 151 Station Street

- 7.6 The Grade II listed no.s 152 -155 Station Street date from the early-19th century and are of a less sophisticated design, comprising a rough cast brick and 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.



No.s 152 -155 Station Street with intact shop fronts

- 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.



No.156 -158 Station Street - Former Electricity Board



Mosaic panel inset in door recess

- 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 Midland Hotel. A further landmark, notable for the stuccoed render street elevations and the Georgian proportions expressed over the part two, part three storey building.



Station Street Midland Hotel in distance

- 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. Sash

windows sit within moulded architraves with cornices and there is a notable central entablature carved with Royal Arms.



The 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 as 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 moulded wood cornice.



No.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 to the western boundary.



The lettering across the facade of the Grain Warehouse can just be made out in the vista up 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 Old 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 of red brick facades in a gothic style

with Stanton stone dressing. It has rose window fronting Guild Street with a niche and pair of statues below.



Tower of the St Mary & 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 at 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 onto the building that sits behind.



Former Board School on Guild Street

- 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 Gothick windows, splayed bay windows and hipped and gable roofs.



Former Liberal Club building on Guild Street

- 7.19 The former 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 George's 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.



Guild Street - shop frontages between the Cinema and former Museum & Art Gallery.

- 7.20 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 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 that dominates the conservation area in this location.



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

- 7.21 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 style drawn from a classical style with heavy stone columns running the height of the building.

- 7.22 The Sunday School is a more grade than the Liberal Club and Church that it nestles between, however, the building still demonstrates a good quality building of red brick construction.
- 7.23 The street frontage comprising the Trinity Free Church, the Liberal Club and the Sunday School nestled in the middle create a notable and distinct group of buildings along George Street,
- 7.24 The remainder of the George Street Frontage comprises the side elevations of buildings fronting Station Street (no.155 & 156 - 158) and the brick walled and treed boundary of the Coors Brewery site.
- 7.25 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, as is the Sainsbury's supermarket building opposite. A poorly executed attempt to accentuate a corner feature has been made through the architecture, however this is used for advertising and a largely blank elevation 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

- 7.26 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 an 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 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.



Decorative stone columns across the facade of Trinity Free Church

- The Former Liberal Club, George Street
This has been detailed with a number of different architectural features, such as Gothick 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.



The Liberal club is in the foreground and the Sunday School sits behind



The rear section of the offices, extending from the street frontage

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

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.



Poor quality shop front at the Guild Street and Station Street junction

- 7.28 The areas that bound the George Street area are also a concern to the impact that has been had cumulatively on the area. Whilst efforts have been made to keep enclosure to the street, such as along Station Street, the quality of the architecture is not particularly high, with the recent food store presenting a disappointingly blank elevation.
- 7.29 The quality of the hard landscaping within the area would benefit from improvement.

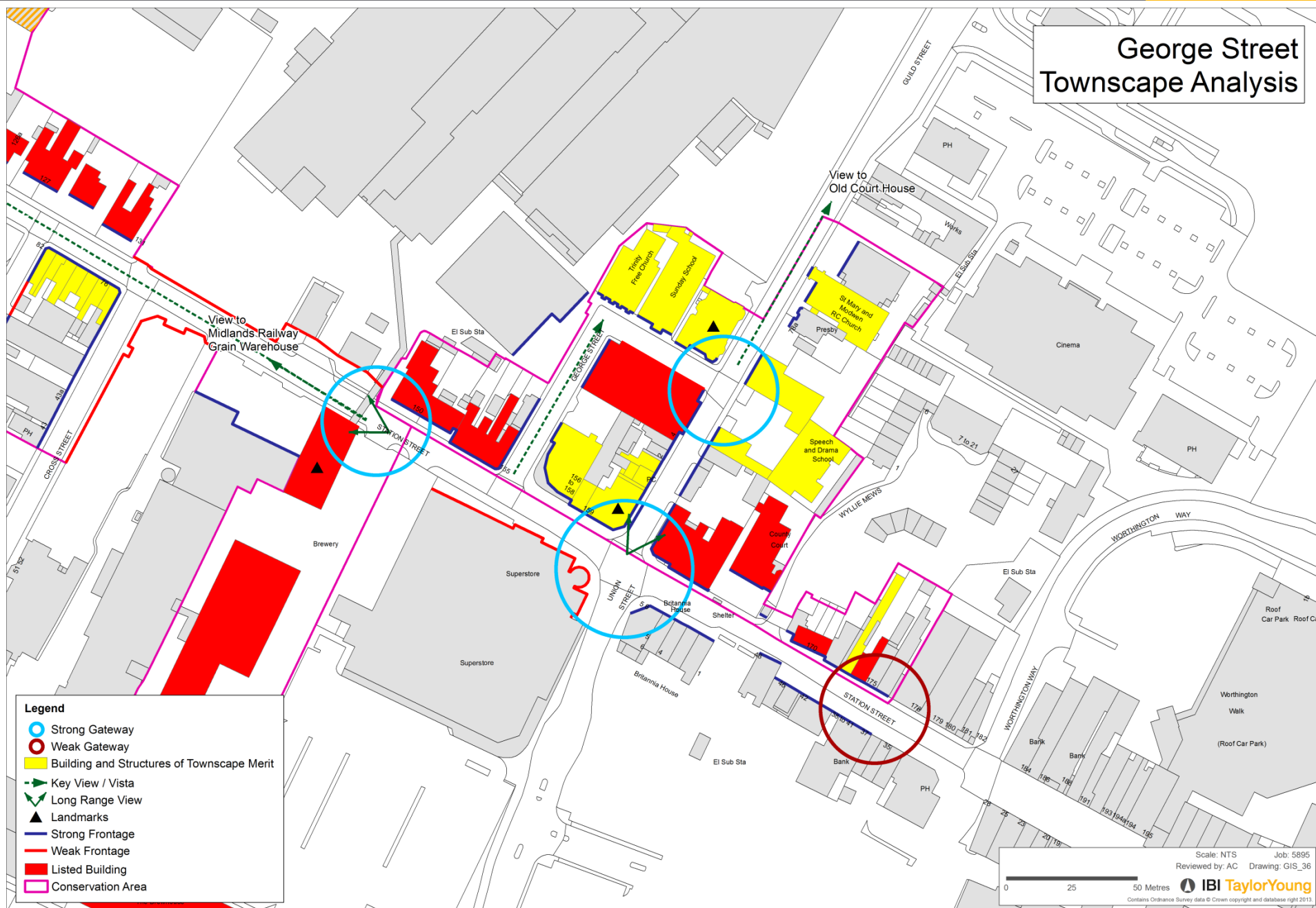


Figure 8: George Street Townscape Analysis

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.



Borough Trail plaque on George Street

- 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 tarmacadam 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 cornice 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 upswept 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 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 ACCOMODATE 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 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 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 some less sensitive alterations to frontages, along Station Street in particular.
- 11.3 The main detractors within the area are unsympathetic shop frontages, 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, or applications for listed status, for example the attractive Former Liberal Club.

- 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 proposed amendments suggested with regards to the extension of the Conservation Area.



Intact shop frontage helps retain the historic character

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

- Pevsner, N. (1974, reprinted 2002) The Buildings of England Staffordshire (Yale University Press, Yale)
- 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

Interests Recorded on the Staffordshire
Historic Environment Record

George Street Conservation Area and Surrounds

- Scheduled Monuments
- Registered Battlefields
- Registered Parks and Gardens
- Conservation Areas
- Monuments, Buildings and Structures (Polygons)
- Monuments (Cropmarks, Earthworks and Linear Features)
- Monuments, Buildings and Structures (Points)
- Monument (Location Uncertain)
- Monument (Extent Undefined)
- Listed Buildings
- Delisted Buildings
- Locally Listed Buildings
- Deer Parks
- Findspots
- Findspots (Portable Antiquities Scheme)
- Placename or Settlement
- Civil Parish Boundaries
- District Boundaries
- HER Consultation Area

Meters
0 4.5 9 18 27 36

Staffordshire
County Council

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Scale: 1:1,000 Date: 2015

HER No	Grid Ref	Name	Description
01220	SK 2460 2297	Bass Number 2 Brewery / Bass New Brewery	A brewery complex built between 1864 and 1865. The complex includes listed red brick buildings ranged in two and three storeys along the sides of a deep and narrow rectangular yard, with a four-storey block to the centre containing the brewhouse. It is virtually the oldest remaining brewery in the town.
03253	SK 2473 2325	Bass Middle Brewery, Burton upon Trent	The site of the Bass Middle Brewery which was constructed between 1853 and 1858. A brewhouse was demolished in 1960. The fermentation building was adapted as a chilling and conditioning plant.
08487	SK 2467 2305	Gate Piers and Gates, Central and Eastern Yard Entrances, Bass New Brewery	The listed early 19th century tall octagonal ashlar gate piers to the central and eastern yard entrances at Bass New Brewery. The eastern entrance also has ornate cast iron gates.
08501	SK 2467 2309	150, 150a and 151 Station Street, Burton upon Trent	A listed, two storey house of red brick, dating from the early to mid 19th century.
08504	SK 2469 2307	152 to 155, Station Street, Burton upon Trent	A listed terrace of early 19th century roughcast houses of two storeys.
08508	SK 2477 2302	Midland Hotel, Station Street, Burton upon Trent	An early 19th century three storey listed hotel.
08509	SK 2480 2303	County Court, Station Street, Burton upon Trent	The listed County Court buildings for Burton upon Trent, which were built 1862. The three-storey building is of ashlar construction.
08510	SK 2482 2299	170 to 172 Station Street, Burton upon Trent	A listed late 18th century range of modest cottages of red brick construction.
08513	SK 2484 2298	175 Station Street, Burton upon Trent	A listed red-brick house dated to circa 1840.
51812	SK 2475 2308	St. George's Hall / The Ritz Cinema, Burton upon Trent	A hall built in 1867 for public assemblies and concerts. The hall was altered in 1887, becoming 'St. Georges Hall and Theatre'. In 1902 it was extensively rebuilt and re-opened as the 'New Theatre and Opera House'. This was closed in 1934 and the building converted to a cinema.
54650	SK 2483 2311	St Mary and St Modwen Roman Catholic Church, Guild Street, Burton	The Roman Catholic Church was built in 1879 in a Decorated style to the design of J. K. Morley. The tower and spire were completed in 1897.

HER No	Grid Ref	Name	Description
54651	SK 2481 2307	Former Board School, Guild Street, Burton	The earliest school was built by the British and Foreign Society in 1843. It was transferred to the school board in 1876 and rebuilt in 1877. The school closed in 1941
54652	SK 2479 2306	Former Board School Offices, Guild Street, Burton	The Board school offices were opened in 1877
54702	SK 2475 2313	Trinity Free Church, George Street, Burton upon Trent	An earlier chapel stood on this site which had been built circa 1852 as a Methodist Reform Chapel. The chapel was rebuilt in 1860, by which time it was a United Methodist Free Chapel, to a design by Thomas Simpson of Nottingham. It is of red brick with columns and pilasters in a part classical style.
54703	SK 2477 2313	Sunday School, George Street, Burton upon Trent	A mid 19th century malt house was converted to a Sunday School, belonging to the George Street Methodist Chapel (PRN 54702), in 1893 by the architects Durward, Brown and Gordon of London.
54704	SK 2474 2305	Former Museum and Art Gallery, Station Street/Guild Street, Burton upon Trent	The former Museum and Art Gallery was built in 1915 of two and three storeys. It is segmented by stone columns and the main doorway has a bay window and a 'Palladian' style window above it. There is a carved plaque on each side.
54705	SK 2478 2311	Former Liberal Club, George Street, Burton upon Trent	The former Liberal Club was built in 1894 and has a mixture of architectural features. It was designed by the architects Durward, Brown and Gordon of London.

The above list of HER records is not exhaustive, and features the main above ground archaeological heritage assets that contribute towards the special historic character and appearance of the conservation area.

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