

BURTON No.2 AND 3 TOWN CENTRE CONSERVATION AREA CHARACTER APPRAISAL



Final Version

March 2009



Aerial View of Burton upon Trent

CONTENTS

- 1 INTRODUCTION
 - 1.1 Background
 - 1.2 Legislative context
 - 1.3 Methodology
- 2 BURTON UPON TRENT: ENVIRONMENTAL CONTEXT
 - 2.1 Location
 - 2.2 Geology and building materials
- 3 EVOLUTION OF BURTON UPON TRENT AND ITS TOWN CENTRE
 - 3.1 Historic development in outline
 - 3.2 Archaeological evidence from the Conservation Area and its surrounding area
- 4 TOWNSCAPE AND LANDSCAPE ANALYSIS
 - 4.1 Setting
 - 4.2 The influence of Burton upon Trent's historic urban form on the Conservation Area
 - 4.3 Sub-areas
 - 4.4 Local building patterns
 - 4.5 Summary of distinctive features
- 5 THE RELEVANCE OF THE CONSERVATION AREA
 - 5.1 Coherence and appropriateness of the Conservation Area and its boundaries
- 6 EVALUATION OF THE CONSERVATION AREA BY ZONE
 - 6.1 **Zone 1 – Horninglow Street – Bridge Street**
 - 6.1.1 character
 - 6.1.2 listed buildings
 - 6.1.3 other positive elements
 - 6.1.4 particularly negative contributions
 - 6.1.5 vulnerability and threats
 - 6.1.6 opportunities for enhancement and development
 - 6.1.7 essential development principles to protect character
 - 6.2 **Zone 2 – Meadow Road**
 - 6.2.1 character
 - 6.2.2 listed buildings
 - 6.2.3 other positive elements
 - 6.2.4 particularly negative contributions
 - 6.2.5 vulnerability and threats
 - 6.2.6 opportunities for enhancement and development
 - 6.2.7 essential development principles to protect character

- 6.3 **Zone 3 – High Street – Meadowside Drive**
 - 6.3.1 character
 - 6.3.2 listed buildings
 - 6.3.3 other positive elements
 - 6.3.4 particularly negative contributions
 - 6.3.5 vulnerability and threats
 - 6.3.6 opportunities for enhancement and development
 - 6.3.7 essential development principles to protect character

- 6.4 **Zone 4 – High Street**
 - 6.4.1 character
 - 6.4.2 listed buildings
 - 6.4.3 other positive elements
 - 6.4.4 particularly negative contributions
 - 6.4.5 vulnerability and threats
 - 6.4.6 opportunities for enhancement an development
 - 6.4.7 essential development principles to protect character

- 6.5 **Zone 5 – Bond Street – Fleet Street**
 - 6.5.1 character
 - 6.5.2 listed buildings
 - 6.5.3 other positive elements
 - 6.5.4 particularly negative contributions
 - 6.5.5 vulnerability and threats
 - 6.5.6 opportunities for enhancement and development
 - 6.5.7 essential development principles to protect character

- 6.6 **Zone 6 – Washlands**
 - 6.6.1 character
 - 6.6.2 listed buildings
 - 6.6.3 other positive elements
 - 6.6.4 particularly negative contributions
 - 6.6.5 vulnerability and threats
 - 6.6.6 opportunities for enhancement and development
 - 6.6.7 essential development principles to protect character#

7 SYNTHESIS FOR THE CONSERVATION AREA

- 7.1 Wider vulnerability and threats
- 7.2 Change since designation/last appraisal

8 RECOMMENDED STRATEGIES FOR CONSERVATION AREA MANAGEMENT AND ACTION

- 8.1 Changes to the Conservation Area or its boundaries
- 8.2 Recommendations for local listing
- 8.3 Article 4 directions (need for and recommendations)
- 8.4 Area specific design policies
- 8.5 Opportunities for enhancement
- 8.6 Development opportunities

9 EXECUTIVE SUMMARY

10 REFERENCES AND SOURCES

APPENDIX 1 Summaries Of Archaeological Reports And Listed Buildings Staffordshire County Council: Historic Environment Record

APPENDIX 2 Recommendations for Statutory Listing

APPENDIX 3 - Tree Preservation Orders & Protected Landscape

APPENDIX 4 Demolitions and Conservation Area Consents

APPENDIX 5 Local Plan Policies Supporting Sensitive Design And The Conservation Of Character

1 INTRODUCTION

1.1 Background

1.1.1 The Burton No. 2 and 3 Town Centre Conservation Area was designated by East Staffordshire District Council in May 1990 after a review of the existing Conservation Area arrangements, which resulted in the amalgamation of the previously separate areas originally designated in 1970 [Maps 1&2]. The revised Conservation Area encompasses a considerable portion of the River Trent flood plain (known as the Washlands) as well as taking in the historic core of the town of Burton upon Trent and a narrow corridor of land adjacent to the eastern bank of the River Trent.

1.2 Legislative context

1.2.1 The establishment of Conservation Areas was first made possible by the Civic Amenities Act 1967. Thus, the first designation of the Burton No. 2 and 3 Town Centre Conservation Area in 1970 was a reasonably early one in national terms. Conservation Areas are defined within today's current legislation as being '*areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance*' [Planning (Listed Buildings and Conservation Areas) Act 1990: Section 69(1)(a)].

1.2.2 It is important that areas designated in this way are genuinely of architectural or historic interest, rather than merely being attractive areas in which to live and/or work. Whilst this can be a fine distinction to make, the validity and integrity of the concept stands or falls upon it. The production of a written appraisal of each Conservation Area is consequently of some considerable importance, since this provides a record of the area's fundamental special interest and the core base of buildings of architectural or historical value that exist within it.

1.2.3 Designation potentially gives the local planning authority greater control over extensions and demolition, the display of advertisements, and works to trees. Special consideration has to be given to proposals for development or redevelopment within a Conservation Area to ensure that its character and appearance are preserved or enhanced. In most cases, Conservation Areas are living and working communities, with both residential and commercial uses.

1.2.4 The purpose of designation is not to stifle or prevent change and evolution, but to control it in such a way as to maintain and enhance character and local distinctiveness. In making decisions on future development within a Conservation Area, a council must '*pay attention to the desirability of preserving or enhancing the character or appearance of the area*' [Section 72 of the Planning (Listed Buildings and Conservation Areas) Act, 1990].

1.2.5 This should ensure that harmful change is not allowed, although some changes, normally not requiring planning permission (known as permitted development rights) can continue to erode the special interest of the Conservation Area. These

rights can be controlled by the serving of an Article 4 Direction, which enables a council to require a planning application for minor alterations, such as replacement windows and doors.

- 1.2.6 Section 71 of the same 1990 Act obliges councils '*to formulate and publish proposals for the preservation and enhancement of any parts of their area, which are Conservation Areas*', and, in part, this appraisal fulfils this statutory duty (but see also below).
- 1.2.7 Despite their importance, there is no statutory requirement placed on local planning authorities specifically to prepare Conservation Area appraisals. However, under the 1990 Act, such authorities are required '*from time to time*' to undertake a review of their Conservation Areas. This is to ensure that their designation and boundaries remain relevant, logical and defensible.
- 1.2.8 As the number of designated areas steadily increases at a national level, the criteria and justification for designation are coming under greater scrutiny and challenge. It is therefore important for local authorities to have confidence in the continued relevance of their Conservation Areas, particularly those that have been in existence for a number of years.
- 1.2.9 English Heritage has advised councils to carry out appraisals of Conservation Areas within their district to identify the key features of the area and how they combine to give the place its particular character. By establishing what makes a place special and distinct, the local planning authority can more effectively ensure that change through development, or through other changes resulting from its own actions or those of other statutory authorities, do not undermine this character and wherever possible can enhance it.
- 1.2.10 As well as identifying the positive features of a place, an appraisal can also highlight areas where there is scope for improvement. This could be in terms of new development or redevelopment, or more small-scale improvements to, for example, the appearance of street furniture or signage. The results of appraisals can be used to help prioritise available resources for environmental enhancement.
- 1.2.11 The Burton No.2 and 3 Town Centre Conservation Area was last appraised formally in 1990 when the two formerly separate Conservation Areas were recommended for amalgamation. The current re-evaluation has been prepared following fieldwork undertaken in October 2005. In addition to acting as a review of the Conservation Area 15 years after its re-designation, this re-appraisal has particular importance, given adoption of the Local Plan for the future of Burton upon Trent which has implications for areas within the Conservation Area.
- 1.2.12 This Conservation Area review will be considered for adoption as a Supplementary Planning Document for Burton upon Trent, helping to guide the formulation of policies for the preservation and enhancement of the area and assisting in the determination of relevant planning applications.
- 1.2.13 The Local Plan proposes contains BE6 and BE7 which deal with Conservation Area matters; policy BE8 concerns protection of the character of Listed Buildings;

policy BE9 supports the conservation of individual buildings or groups of buildings of architectural or historic interest; policies BE10 and BE11 look to protecting or preserving sites of archaeological interest and scheduled monuments. Refer to Appendix 4.

1.3 Methodology

- 1.3.1 The approach adopted for the appraisal process followed that contained within English Heritage's recently updated guidance note '*Conservation Area Appraisals*' (August 2005). Regard has also been taken to the English Historic Towns Forum Report No 38 '*Conservation Area Management – A Practical Guide*'.
- 1.3.2 Site work for the appraisal of the No.2 and 3 Town Centre Conservation Area was undertaken on 6th and 10th October 2005.
- 1.3.3 The appraisal was conducted through means of a detailed site-based evaluation, backed up by research of appropriate secondary sources, including historic maps, trade directories and web sites.
- 1.3.4 The archaeological potential of the Conservation Area has been examined in several ways. National and county archaeological archives have been consulted as part of a desk-based appraisal. The Stafford Record Office and Lichfield Record Office was visited during October 2005, with particular attention being paid to photographs, maps, archaeological archives and published sources held there. Subsequently, information was gathered from the county Historic Environment Record (HER) during September and October 2005.
- 1.3.5 The second element of the archaeological assessment was an important exercise in its own right, consisting of a rapid visual inspection and assessment carried out on 6th and 10th October 2005. The work allowed for a qualitative re-assessment of the current Conservation Area, and in particular the apparent desirability of extending it to both the north, south and east to encompass more of the Washlands zone and possibly the municipal cemetery. Subsequently, an extended search of the HER was made, covering these latter areas. Finally, internet searches were carried out, using standard search engines such as Google, but also by way of bespoke archaeological internet sites such as the Archaeology Data Service, Access to Archives and the British and Irish Archaeological Bibliography.

2 BURTON UPON TRENT: ENVIRONMENTAL CONTEXT

2.1 Location and Topography

- 2.1.1 Burton upon Trent (grid reference SK239225) is an historic industrial town located in the eastern half of the County of Staffordshire midway between the midland cities of Birmingham and Nottingham. It is partially separated by the River Trent, which flows north-south forming the eastern perimeter of the town, separating the busy town centre from its largely residential neighbour of Stapenhill to the east [1].
- 2.1.2 The floodplain of the River Trent dominates the landscape of the Trent Valley and Burton upon Trent lies on the western continuation of the floodplain, on a terrace on the west side of the river at c. 46m AOD, only a few feet above the flood plain [2]. The town lies at the narrowest point in the valley through which the River Trent flows north between the Needwood plateau on the west and the South Derbyshire plateau on the east.

2.2 Geology and Building Materials

- 2.2.1 The river terrace of the River Trent is covered with alluvium and glacial drift, and the gravels contain pockets of water, hard and rich in inorganic deposits as a result of percolating through gypsum-bearing rocks embedded in the Keuper Marls of the Needwood plateau west of the town. It is that hard, rich water which enabled Burton brewers to produce their distinctive product. Beneath the marl is mudstone, and further down Bunter Pebble Beds. Sandstone outcrops on the east side of the river, especially in Winshill where it has been quarried. The soil on the river terrace is mostly a permeable loamy soil.
- 2.2.2 Streams flow into the river from both east and west, notably Brizlincote brook in Stapenhill, Dale brook in Winshill, and Tatenhill brook on Branston's southern boundary. Shobnall brook rises in the south-west corner of Horninglow township (modern Outwoods civil parish, to the northwest of Burton) and runs along the south side of Shobnall Road.
- 2.2.3 Burton today has a very mixed appearance created by the many phases of development it has undergone in the last three to four hundred years. However the underlying building material of the town is brick, largely of a deep red-brown hue, but also including the hard and distinctive Staffordshire Blue bricks and some of the ubiquitous pale yellow/buff London stock bricks [3]. Clay features not only in the bricks of many of Burton's buildings but also on its roofs in the form of tiles and occasionally as architectural decoration in window surrounds and frontages. The use of red brick is continued into the modern period in the substantial buildings belonging to Burton College at the southern end of the town centre [4].
- 2.2.4 The use of stone as a building material is largely confined to decoration as window sills and architectural detailing on the grander houses of Burton. Modern buildings

utilise universal materials such as reinforced concrete and glass, which tend to present largely bland, grey exteriors. Another fabric found in Burton is cast iron, which features significantly in the bridges at the north and south ends of the Burton Washlands zone (Andressey Bridge and Ferry Bridge respectively), and which survives in limited quantity in the town itself in the form of the gates of St Modwen's and an ornate 18th –19th Century gate in the High Street.

3 EVOLUTION OF BURTON UPON TRENT AND ITS TOWN CENTRE

3.1 Historic development in outline

- 3.1.1 The 1878 amalgamation of the wards of Burton, Burton Extra, Branston, Horninglow, Stretton and Winhill was responsible for the creation of the contemporary municipal borough of Burton upon Trent, Staffordshire. Although the township conformed a single administrative entity from this date, the Stapenhill and Winhill areas remained officially located in the county of Derby (across the River Trent) until 1894 when the lands were transferred to the former county via procedures established by the Local Government Act of 1888.
- 3.1.2 Although officially formulated in its current configuration until the end of the 19th century, Burton has had a long and eventful history dominated by its ecclesiastical and industrial institutions. The town lies on a terrace to the west of the north-flowing River Trent, situated at the narrowest point of the valley running between the Needwood and South Derbyshire plateaus. Its proximity to the river has proved an integral factor in its cultural and industrial evolution; Andressey, an island in the River Trent, became associated with the legendary Saint Modwen (to whom both the medieval Abbey and the current church are dedicated) whose cult was promoted in the 12th century by the Abbot Geoffrey. Indeed, "Mudwennestow" (Modwen's holy place) was an early name for the settlement.
- 3.1.3 **Early development and ecclesiastical dominance 1086-1546:** Although there is evidence of earlier settlements in the surrounding area, the site of Burton itself seems not to have been occupied until the early Anglo-Saxon period. Perhaps unsurprisingly, the impetus behind the foundation of the initial settlement at Burton appears to have been ecclesiastical in origin: a result of the area's connections with Wilfred, the pro-Roman Bishop of York. The construction of the monastery appears to have spawned further development in the immediate vicinity, rapidly marking the institution's status as the centre of an expanding community [5]. The tenor established by this early Episcopal expansion was to presage the church's successive and sustained dominance of the township across many centuries.
- 3.1.4 Burton's entry in the Domesday Book (1086) ascribed some assets to the Abbey, which included land at Burton comprising 2 plough-teams in demesne, plus a further two plough-teams worked by 9 villani, 16 acres of meadow, and woodlands. Surveys commissioned by Abbot Geoffrey, the ruling abbot at Burton

from 1114-1150, note the Abbey leasing lands to several categories of tenants. The layout of this early community established the contemporary core of Burton's town centre; topographically conforming the characteristic configuration of the current market place alongside at least part of the distinctive long High Street, and New Street. Indeed, the settlement signified the first major expansion upon the land that was to be created the borough of Burton in the latter part of the century. Aside from expansions to provide burgage plots along the route later to become Horninglow Street, and extensions to the south and north of the High Street in the late 13th Century, the town plan remained essentially constant for nearly the next 600 years.

- 3.1.5 Despite the creation of the borough, no parish church was constructed for Burton's inhabitants, necessitating that residents worshipped in the nave of the abbey church constructed under Abbot Geoffrey in the 12th Century. Throughout the 13th century, the abbey retained its stronghold on the town's resources, developing interests in the cloth trade. Drawing on the services of local cloth-workers, it became established as one of the leading exporters of wool to the Florentine market; second only to its Staffordshire neighbour, Croxden Abbey. A fulling mill acquired from a monk named Robert Stapenhill in 1340 remained under the jurisdiction of the Abbey until it was leased to a fuller named Richard Low (or Lowe) in 1535. From then until the late 19th century, the cloth working market was to prove a substantial foundation of trade and income in the Burton township.
- 3.1.6 With the abbey asserting such influence over local life, it is perhaps unsurprising that Burton remained a relatively underdeveloped urban centre with the abbey remaining the primary landowner. By the 15th century, the Blounts, a burgess family, had reached sufficient prominence to build themselves a mansion house, but even the leading townsmen never acquired self-government and throughout the Middle Ages, the borough continued to be administered by the Abbey. No degree of local power, however, could counter monarchical resolution, and, having occupied the nucleus of Burton society for nearly four centuries, in November 1539, the Reformation saw control of the borough passed from ecclesiastical to secular hands. Burton College was subsequently founded in 1541, however the power of its pedagogy proved transient, and, in November 1545, it was dissolved. The estate was handed to Sir William Paget (secretary of state to Henry VIII) in January 1546, marking the end of the Abbey's civic command.
- 3.1.7 **Religious legacy and theological dissent 1563- 1649:** After its dissolution Burton Abbey became the manor of Burton and, from 1573, William Paget's descendant, Lord Thomas Paget, became a frequent resident in the town influencing both its religious and civic life. As a devout recusant, Paget sought to reconvert the town to Roman Catholicism, employing fellow recusants as his domestic servants. However, Paget's heretical activities were to have extensive personal consequences for himself, being convicted of treason in 1583 and dying in exile in Brussels, whereupon the Crown confiscated all his English estates-Burton included. The town next fell under the jurisdiction of the ardently puritanical Hastings family of Ashby-de-la-Zouch and under their patronage, Burton experienced a religious revolution, puritanical standards of moral discipline being heavily enforced.

- 3.1.8 The town's strongly Puritan associations perhaps contributed to its overtly parliamentary stance during the Civil War. An incomplete list compiled in 1662 recorded that 127 former parliamentarians were resident in the parish, a number exceeded in the county only by Stafford. Indeed, situated between parliamentary Stafford and Derby, and royalist Lichfield and Ashby-de-la-Zouch, Burton's river crossing merited the armies' chief passage from south to north. Consequently, the town was to prove a strategic stronghold during the course of the War; changing hands at least a dozen times between 1642 and 1646. Despite its brief establishment as the headquarters for Charles I in May 1645, by early 1646 Burton was firmly under parliamentary authority, contributing both money and beer to the parliamentary forces besieging Tutbury and Lichfield [6]. Republican loyalties proved hard to relinquish, and even after the Restoration, Burton remained a centre of dissent, hosting large Presbyterian and Baptist conventicles. These non-conformist sects were still active at the passing of the Toleration Act in 1689, when six houses registered as dissenters and Presbyterian, Baptist and Quaker meetings were openly held in Burton.
- 3.1.9 **Depression to expansion:** Whilst its ideological fervour may have run high, Burton's industrial well being seemed somewhat less robust. From the late 1600s onwards Burton was regarded as being in a state of poor repair as the decline of the wool industry foreshadowed the closure of many smaller businesses, including inns. One of the key hindrances to Burton's dented prosperity was the diminishment in its importance as a centre for the fine alabaster carving of monuments and tombstones. The extraction and fashioning of alabaster had taken place in the town and its surroundings since the 12th and 13th centuries and, by the 1600s, alabaster goods from Burton commanded a wide market. By 1675, however, Burton's prestige had declined, and its alabaster industry became the first casualty in a series of economic losses in what had been Burton's primary sources of trade, among them its historic cloth industry, which had again been located in the town since the early 13th century [7]. Burton's fulling mills- the first of which was established in 1555/6 by Henry Tone and William Caldwell- were unable to adjust to changes in fashion and, from the early half of the 18th century, only one of the town's mills remained in use. Smaller branches of the textile trade survived throughout the town; the historic felt trade continued with 15 felt makers active by the late 1600s. Records indicate the presence of various hat makers, dyers and weavers conducting business in the borough throughout this period, but it seems none were able to create larger scale industry, as the mills had done.
- 3.1.10 The creation of a navigable path upon the River Trent in 1669, however, imbued the town with renewed economic potential, initiating the development of a small-scale iron industry. The improved transport links were also to re-knit Burton's historic ties with the cloth industry, attracting the attentions of Lancashire cotton merchant, Robert Peel. Peel erected his first local premises on the site of the old Nether fulling mill at Winhill in 1779 and by 1784 had constructed three mills in Burton, which provided sufficient employment possibilities for the town's population to rise by a quarter between 1789-1801. The Peel mills remained operational until 1841; during which time, Peel installed steam power and expanded his business to include both cotton spinning and loom weaving.

- 3.1.11 **The Breweries:** Whilst its expertise in the manufacture of cloth and hats, the production of iron, and the carving of alabaster, did much to boost Burton's reputation and economy, it is perhaps to its formidable brewing industry that the town owes much of its current character and construction. From the Abbey brewers of the 12th century onwards, manufacturers accredited the individuality of the Burton brew to the qualities of the local water, which contains relatively high concentrates of magnesium and calcium sulphates. Burton's brewing history dates back to the early 12th Century when ale was produced for the Abbey's inhabitants. By 1604, 46 alehouse keepers were registered in Burton, indicating a substantial market in the borough and beyond and by the early 18th century there is evidence of Burton ale being exported as far as London. By the end of the 1760s, the town boasted at least six 'common brewers' producing for public sale and consumption; the number rising to 13 by the 1780s. Among these later brewers were two men who were to have a profound effect upon the beer market: William Bass and William Worthington, the founders of the only 18th century breweries to continue into the 19th century and beyond [8].
- 3.1.12 The Trent Navigation and the opening of the Trent and Mersey Canal had beneficial implications for the trade of the independent brewers; the provision of cheap transport assisted the expansion of the town's export trade. By the 1740s, Burton manufacturers were brewing beer for consumption in London and as far a-field as the Prussia or Scandinavia. This blossoming international trade was stalled somewhat by the Napoleonic blockade of the early 19th century, which resulted in the implosion of the Baltic markets. Seeking trade elsewhere, the Allsopp brewery exported their first Pale Ale shipment to India in 1822, beginning a steady increase in foreign trade which expanded to include Australia and North America. As their horizons widened, so brewery techniques began to improve, prompting continual expansion in brewery premises and transport links. The opening of town's first railway line- the Birmingham to Derby Railway in 1839 permitted manufacturers to embark on a rapid period of expansion, peaking between 1850-55 [9]. Whilst there were only five commercial firms registered in Burton in 1818, by 1851 this number had reached 16, requiring substantial outlays of land and money. As the leading brewers experimented with improved techniques to increase efficiency, the factories' output trebled in each of the three decades up to 1880; by 1888 the average volume of production in Burton was more than twice that in London.
- 3.1.13 Whilst the chief employer in Burton at the turn of the century had been the cotton industry, by 1851 around a third of the town's working male population were employed by the breweries. By 1880, this number had risen to over fifty percent. The availability of paid work exerted a substantial effect upon the population of the town, which trebled between 1801 and 1861. Such a rise in figures triggered demands for extra housing and, when the newly residential areas of Horninglow, Stapenhill and Winshill were integrated in the borough in 1878, the population of Burton was found to have doubled again since 1861 [10&11].
- 3.1.14 The prosperity of the breweries reached a peak in the late 1880s when just over 30 premises were recorded in the town. Such a rate of expansion proved unsustainable, however, and by 1907, the town began to seek other potential forms of industry and employment. However, whilst the smaller premises had

closed, brewing remained Burton's principal industry and the pioneering science of beer production continued to evolve. From the early 20th century, several amalgamations took place with companies from outside Burton; in the 1960s three firms merged to form the conglomeration known as Allied Breweries (later to sell their Station Street premises to Carlsberg Tetley). Although the Burton firm Bass plc invested in the same site in 1997, three years later the company had decided to concentrate its business interests on hotel and leisure investments, and sold the premises to the Belgian conglomerate, Interbrew.

- 3.1.15 The 20th century saw a revolution in the management of Burton's remaining brewing industry. These changes had a corresponding effect upon the borough's population and its townscape. As brewing became the dominant industry in the town, increasingly complex systems of fermentation and conditioning had required the continual expansion of premises, with breweries and maltings dominating the centre. The decline in beer consumption in the early 20th century, however, wrought severe changes to the townscape as many of the Burton brewing firms either folded or amalgamated. Several premises were demolished during urban renewal schemes of the 1960s and 70s; their plots transfigured into shopping centres, car parks and leisure centres. Recently, the historic Bass Middle Brewery has undergone conversion into a brewing museum, whilst part of the premises of Bass New Brewery has been renovated to form an arts centre. These changes mark the continuation of an industrial process that has had a profound, inseparable, relation with the evolution of Burton upon Trent in every sphere of its development.

3.2 Archaeological evidence from the Conservation Area and its surrounding area

- 3.2.1 Staffordshire County Council's Historic Environment Record (HER) is the principal source of information for archaeological remains in the county. The HER has been searched for references within the Conservation Area and in adjacent areas to the north, west and east. The results are presented in a table in Appendix I and will only be summarised in this section.
- 3.2.2 Nothing is recorded to date for evidence of the Prehistoric and Roman periods within the boundaries of the Burton No. 2 and 3 Town Centre Conservation Area or its immediate environs. Evidence for Prehistoric activity and settlement has been recovered from a number of towns surrounding Burton, for example Bronze Age activity at Barton-under-Needwood, southwest of Burton and Romano-British settlement activity close by at Stapenhill to the southeast. This paucity of archaeological material may simply reflect either a lack of opportunity for investigating such remains (although Burton has been quite intensively developed since the 18th Century) or may equally reflect differences in the identification and recovery of archaeological remains than is undertaken today.
- 3.2.3 On paper at least, Burton comes alive in the Anglo-Saxon period as both its placename (Burton – from the Saxon '*tun*' meaning settlement and '*bur*' meaning a fortified place) and the first historical reference to its founding by Saint Modwen, appears [HER03869]. However, the level and nature of this early activity is not

reflected in the material archaeological record as to date no finds or features of Saxon origin have been recovered from within Burton. The suggested site of St Modwen's Chapel and well (all dedicated to St Andrew around the late 8th Century [HER01885; HER50595]) is located on Andressey Island, on the opposite side of the river to the 18th Century St Modwen's Church (an area known as St Modwen's Orchard in the 18th Century). This paucity of Anglo-Saxon evidence may indicate several things: that the early origin and form of the settlement of Burton was quite ephemeral and not one that survives in the archaeological record; that the original settlement may have been focussed exclusively on the Andressey side of the river and lack of intervention to date has resulted in a blank record, or that the settlement did not really come into existence until the early medieval period with the founding of the Abbey of Burton in 1002-4.

3.2.4 There is far more archaeological evidence for settlement activity in medieval Burton (which was referred to as *Burton super Trentam* – Burton on Trent from the early 14th Century) although this is largely focussed on the former Abbey, founded in 1002-4 [HER00223 and Scheduled Ancient Monument]. The Abbey lay to the southeast of the present town and its extensive range of cloistral buildings, enclosed by a stone wall, spread north and westwards. Remnants of the Abbey West Gate [HER00909] survived until the early 20th Century when it was removed prior to widening of the High Street [12]. Of perhaps more significance to the present town was the burgage tenure granted to Burton in the late 12th Century [HER02345], which gave official confirmation and endorsement for its development as a town. The few surviving elements of this medieval phase are found in fragments of encaustic and roof tile [HER00912], which were recovered from the Royal Oak Inn (west of the church) during the mid-19th Century. Another survival is no. 51 and 52 High Street [13], a former 2 bay, timber framed open hall dated to c. 1388 [HER05026; Grade II Listed Building 1/10003], which is currently the only identified mid-medieval building of its kind in Burton. Investigations during work undertaken in Horninglow Street recovered evidence for a burgage plot of pre-1214 date and fragmentary evidence for medieval timber-framed buildings, with survival of significant medieval deposits [HER02345]. Elsewhere, 20th Century development appeared to have removed any earlier deposits.

3.2.5 As with earlier phases of settlement, the archaeological recovery of medieval deposits in Burton is quite low, despite its known growth and development during the medieval period. This lack of recovery most likely reflects the large amount of destruction and disturbance caused by postmedieval development of the town during and after the 16th Century, which appears to have gone largely unrecorded (see last comment above). However, future interventions in the town for redevelopment retain the potential for investigating and recording much more of Burton's early settlement history.

3.2.6 Archaeological evidence for the postmedieval period encompasses evidence of Burton's growth and status in the 16th and 17th Centuries, the development of its brewing industry and related wealth in the 18th and 19th Centuries and evidence of its growing civic status and pride. These include the site of a former Almshouse c. 1593 [HER05145] situated in Bank Square, to the north of New Street, the site of another Almshouse of c. 1634 [HER00911] on the east side of the High Street,

near the library, and the former Burton Free Grammar School building, constructed around 1600 [HER05190]. The key evidence for Burton's brewing industry is found in the extant buildings originally constructed by the Bass brewing company in the mid-19th Century (Bass No. 2 Brewery [HER01220; Grade II Listed Building 02/139] and Middle Brewery site [HER0325]) and which survive along with their listed counterparts along the High Street. Evidence for Burton's growth and civic pride in the mid-late 19th Century is provided by the Stapenhill (Burton) municipal cemetery [HER40188 and a Grade II Registered Park or Garden GD2813] on Stapenhill Road [14], opened in 1866 and which holds a large number of Burton's population and continues in use today, and Burton Public Park [HER40189], currently Stapenhill Pleasure Grounds, founded in the mid-19th Century [15].

- 3.2.7 Planning Policy Guidance note 16, Archaeology and Planning, was issued in 1990. Local planning authorities subsequently applied more stringent policies on archaeology within the development control process, and this has been the case at Burton upon Trent. The HER lists a series of reports on desktop assessments, excavations, watching briefs and building surveys. Many more such projects and reports will be required before anything approaching a definitive statement of Burton's archaeological significance and potential can be attempted, but a few observations can be made already.
- 3.2.8 The increasing pace and scale of development in the 20th Century has been quite significant for Burton upon Trent, but it has managed to retain many buildings of historic quality and interest at its core, with their potential for preserving archaeological deposits relating to earlier periods of Burton's development. The level of loss of archaeological deposits is difficult to ascertain as relatively little archaeological investigation has been undertaken and only recent archaeological work prior to redevelopment has begun to shed light on the potential for survival. However, the survival of some medieval deposits in Horninglow Street, identified above, suggests that there is a significant potential for medieval and possibly earlier archaeological deposits to survive within Burton's historic core.
- 3.2.9 Areas of probable significant past loss include the 2.5ha site of the Riverside Centre (at the northeast end of the High Street), a 1960s shopping centre now derelict. The Octagon and Cooper's Square Shopping Centres are also likely to have removed substantial, if not all, archaeological deposits within their footprint, most of which falls outside of the Conservation Area's west boundary. In summary, despite the relatively low level of archaeological recovery from the town, the archaeological evidence for Burton upon Trent suggests that there is a potential for valuable and substantial remains to be recovered, most likely relating to its medieval and early post-medieval phases of town development but always with the chance that earlier deposits may survive.

4 TOWNSCAPE AND LANDSCAPE ANALYSIS

4.1 Setting

- 4.1.1 The Burton No. 2 and 3 Town Centre Conservation Area lies at the heart of the town and encompasses the historic core plus the River Trent floodplain zone (Washlands) adjacent to the east. In doing so it effectively divides itself into two halves: an urban zone and an ecologically rich zone, which sets the dual nature of the Conservation Area. The whole is encompassed within a portion of the Trent Valley, which continues the urban nature of the town west and east with large industrial and residential areas, respectively. This has resulted in the Town Centre Conservation Area holding its own unique identity (urban and Washlands) within a broader, mixed landscape. As a consequence, it seems natural to discuss the Conservation Area in terms of its urban development and Washlands development individually.
- 4.1.2 The key approaches to the Burton No. 2 and 3 Town Centre Conservation Area are via the main road routes, but with the addition of an important pedestrian approach from the southeast across the Stapenhill pedestrian viaduct which leads directly into the south west end of the Conservation Area [16]. The southern approach is formed by Lichfield Street, which leads into the central High Street (pedestrianised for its southern half) passing Burton College and the memorial garden on its east side [17]. The northern approach is from Wetmore Road, which crosses Horninglow Street/Bridge Street to also lead into the High Street, and from Newton road, which approaches the northeast quarter. From the west, the key approaches into the Conservation Area are Horninglow Street, Station Street and New Street (parts of which are pedestrianised) and from the east, Ashby Road and Stanton Road lead into the east side of the Conservation Area. The north and south bridges crossing the Washlands zone (Burton Bridge and St Peter's Bridge respectively) provide the key crossing points for vehicles and pedestrians into the town centre.
- 4.1.3 Section 3.1 outlined the basic development of Burton upon Trent and it is clear that the town has undergone some significant changes to its town plan although its core appears to have remained relatively unchanged since medieval times [18]. A more detailed analysis follows but suffice it to say that Burton has developed most significantly under the influence of the brewing industry, whose need for often extensive premises changed the pattern of town development and infilled many of the previously open, 'backlands' areas which previously surrounded the town centre core. The course of the High Street has remained a relative constant (as seen in many smaller historic towns) amongst this expansion and change, with only small changes made to its width and extent. The presence of a good range of 18th Century buildings along the line of the High Street supports the view that it was firmly established by the early 18th Century and very likely well before this.

4.2 The influence of Burton upon Trent's historic urban form on the Conservation Area

- 4.2.1 The historic urban form of Burton upon Trent has, as already discussed, changed considerably over time under the influence initially of Burton Abbey and the early medieval cloth trade, followed by the 17th and 18th Century brewing industry which reached its peak in the late 19th Century. The pace of change to Burton's townscape has increased rapidly since the early-mid 19th Century, culminating in partial redevelopment of former brewing premises in the mid-late 20th Century [19]. However, as stated previously, the historic core of Burton's urban plan has survived relatively intact in spite of these often dramatic changes to its greater urban area.
- 4.2.2 The Burton No. 2 and 3 Town Centre Conservation Area encloses the historic core of Burton upon Trent, which was firmly established by the 18th Century. It is extremely interesting to compare the transcribed plan of Burton by Gregory King the Elder of 1679, with its present day plan as the continuity of its street pattern can be clearly observed. The most important thoroughfares of Lichfield Street (formerly Hale Street), New Street, Station Street (formerly Cat Street), High Street and Horninglow Street (including modern Bridge Street) are clearly depicted and their modern counterparts follow essentially the same course. This arrangement is illustrated on the attractive 1760 map of Burton by William Wyatt, but on this version much greater detail is provided demonstrating clear evidence of the narrow, linear plots of land associated with most of the dwellings fronting the main routes. These plots, representing classic burgage plots usually originating in the medieval period, suggest that the plan form for Burton is of considerable antiquity, predating the earliest cartographic records of the 17th and 18th Centuries.
- 4.2.3 It is of note that the western boundary of the Conservation Area largely follows the rear boundary of the buildings fronting the main routes and does not include their historic burgage plots other than where the boundary follows a later line, which accidentally takes the boundary beyond the buildings themselves. In places the western boundary hugs the edge of the modern High Street where modern development has been excluded from the Conservation Area. Although this is not unusual, the earlier plan and significance of the town buildings and their integral burgage plots must not be excluded from future consideration of the Conservation area boundaries nor their historic and archaeological potential overlooked. It is also worth noting that it is the buildings fronting the west side of the High Street that have retained some semblance of their burgage plot plan far more than the east side [20]. This ownership arrangement was still surviving fairly intact into the mid-19th Century despite the expansion of the brewing industry (as shown in the 1847 plan of Burton by W. Wesley), but by 1870 much of this plan was starting to be lost in the midst of the brewing industry's rapid explosion behind the High Street westwards.
- 4.2.4 The inclusion of the eastern half of Burton town centre in the Conservation Area has resulted in the principal buildings of Burton's medieval and early post medieval plan (or site of them) being included within the Area. The partly 18th Century Abbey House, which represents the location of the former Abbey and later Manor

of Burton, marks the early core of Burton along with the former medieval market place and town hall (the earlier market hall was dismantled in 1772) to the north of it. St Modwen's Church, constructed between 1719-26, on the site of the former Abbey church, marks a continuity of use of the site and is itself an important survivor of Burton's post-dissolution development and growth. At the far south end of the town, the Conservation Area includes the northern part of Bond End (shown as such in 1760) although excludes the frontages on the distinctive curved section of Lichfield Street. Once again modern redevelopment of this area has affected the plan of the Conservation Area overriding the influence of its historic urban form.

4.2.5 At a broader level, the historically important buildings within the Conservation Area, many of which are listed but also a significant number of character and quality that are not, illustrate the many phases of Burton's urban development. They, in combination with the historic thoroughfares already discussed, have naturally strongly dictated the form of the Conservation Area. The types of buildings and features included range from:

- Brick fronted timber-framed buildings (north side of Horninglow Street).
- 18th Century vernacular town houses and artisan-type houses mainly of brick with occasional render and stone detailing; some early-mid 19th Century classically influenced styled town houses, brewery offices and industrial buildings (e.g. demonstrating symmetry of fenestration patterns and classically segmental arched window heads) [21].
- Late 19th/early 20th Century civic buildings demonstrating local opulence and pride i.e. the surviving brewery buildings and rebuilt market place; alteration of the town plan to reflect new thoughts and approaches to civic planning and display – i.e. replacement of earlier market hall with new market place [22].
- Arts and Crafts revival/1920s architecture, which represent a distinctive change in the previously vernacular use of brick and style.
- 20th Century/1950-60s redevelopment style architecture which has largely been excluded from inclusion within the Conservation Area, but which is often incorporated by default in modern shop fronts within earlier buildings [23]. The mass concrete and glass style so popular in the mid-20th Century dominates the north-eastern and south-western sections of the High Street in the form of the Riverside Centre and Octagon Centre and although neither are included, their effect on the setting of the Conservation is strongly felt in these areas.

4.2.6 Changes in transport routes i.e. railway/river/road road have been felt less within the Conservation Area, but to the west their impact has been greater with the introduction and expansion of railway network in mid-19th Century and expansion of new roads within the mid-late 19th Century industrial developments.

4.2.7 Major changes and redevelopment within the Conservation Area are primarily focused upon the 1960s development so common to many other towns across the Midlands. Three main shopping centres and the Coors brewery site at the

northern end of the town have had a significant impact on the historic plan of Burton although it is largely the backlands areas that have been impacted upon most. The Coors site has removed all of the historic land divisions in this area. The construction of the Technical College site and memorial garden has had far less impact upon Burton's historic plan as they are located over former gardens and open space mainly in the ownership of the former Manor of Burton.

4.2.8 The Washlands zone has a special character of its own and forms an important part of the Burton No.2 and 3 Town Centre Conservation Area. Running adjacent to the town centre, this conforms the floodplain of the River Trent [24]. As part of the township of Burton, the Washlands comprise a key part of its unique character, however measures of commercial development and congestion limitation seem far away from the concerns over flood control and water purification which dominate contemporary legislation for the river area. Despite this, the Washlands provide valuable public land for leisure use, and possess a historiography that evolves in tandem with many of the key developments in the town. Its provision of large areas of land for the subsistence farmers of the early borough, and its later exploitation as a source of water for unfolding industrial investors have been markedly effective in fashioning the wider history of the township of Burton upon Trent.

4.2.9 The Conservation Area has included the thin strip of development on the east side of the River along Stapenhill which represents the 19th Century expansion of Burton relating to the rapid growth of the its population. The small terraced villas and larger detached villas represent the various classes of workers/professionals and the wealthier business classes respectively and are an important indicator of Burton's economic and social expansion in the late 19th Century. Stapenhill Cemetery (c.1866) also contributes to this historic expansion, but in more subtle manner, representing the growing need for burial space in tandem with Burton's increasing population.

4.3 Sub-areas

4.3.1 One of the principal attributes of the Conservation Area is the variability of its character across relatively small areas. Although other divisions might be identified, it is convenient to describe this variation in terms of 6 character zones [Map 3]. Some of these encompass small areas currently outside the Conservation Area boundaries. Each of the zones is described in greater detail in subsequent sections – the remainder of this section concentrates on characteristics and features that defined the Conservation Area as a whole.

4.4 Local Building Patterns

4.4.1 Despite the intrusion of 20th century styles and materials the predominant building fabric in the Conservation Area is brick of a deep reddish-brown colour and varying quality. The 18th Century buildings display characteristic handmade bricks with their uneven shapes and voids, and presumably were manufactured from local clays from Anslow and Shobnall amongst several sources. The 19th century brick buildings demonstrate nationwide improvements in brick manufacture with greater

consistency of shape, strength and colour. One fashion popular in many Midlands towns in the 19th century was the employment of polychromatic brickwork on the front elevations of buildings to provide economic decoration and some relief from the monotony of the red brick. A number of buildings in the Conservation Area include examples of this (for instance, the large brick former brewing premises to the rear of the bass brewing offices in the High Street) mainly using Staffordshire Blue Brick although the use of plastered/stucco and stone detailing, especially around window reveals and between storeys is more widespread [25]. However, there is a larger number of late 19th Century houses of some quality along the south-eastern approach road to Burton on Trent (Stanton Road/A444), which show a greater use of polychromatic brick decoration than is found in the Conservation Area. In addition, there are several examples of terracotta work in gables and decorative panels, features found elsewhere in the town.

- 4.4.2 The majority of buildings are of three-storey town scale with occasional smaller buildings interspersed among them. Several of these buildings are likely to have their origins as 17th Century timber framed structures but which were refaced with 18th and early 19th Century brick frontages. Of the larger buildings in the Conservation Area, some represent the social and commercial success of their owners and some an expression of civic pride. Most, although not all, of these key buildings are listed. Arguably, there is a case for increasing the statutory protection for a considerable number of these buildings based on their positive contribution to the Conservation Area and streetscapes within individual zones.
- 4.4.3 Across the Conservation Area, a number of architectural details are repeatedly found which add to the homogeneity of the core of historic structures. These include roof detailing such as clay tile and slates, stone and brick coped gables, brick and timber eaves decoration with dentils and modillions and raised bands between storeys. A common feature of many of the older buildings is the deliberate decrease in scale with increasing storey height [26]. The pattern of fenestration displayed in many of the late 18th and early 19th Century buildings reflects this feature, an interesting example being the row of unlisted terrace artisan buildings along Trent Terrace, off Bridge Street which has classic smaller third storey windows set below the eaves.
- 4.4.4 There is a noticeable paucity of certain building materials within the conservation area given its reasonable survival of Georgian buildings. These include a lack of ironwork such as gates and railings which have failed to survive the passage of time and little evidence of earlier external wall treatments such as lime washing and stucco [27]. Georgian period door cases are also few and far between.
- 4.4.5 Considering the extent of the brewing industry focused within the town of Burton, surprisingly little of its industrial heritage within the Conservation Area has survived intact. Only a few former brewing buildings are extant and many of these represent the residences of brewers rather than their processing premises. Of the four mills known to be in existence in 1851, only the cotton mill building in Bond Street remains standing.

4.5 Summary of Distinctive Features

4.5.1 A number of facets define and characterise the Burton No.2 and 3 Town Centre Conservation Area. In summary, these are:

- Its urban morphology and the survival of its historic street plan with the High Street and main east-west roads (Horninglow Street, New Street, Station Street and Bridge Street), lined with survivals of the classic burgage plots retained from the medieval period. The core of Burton upon Trent largely retained this form until the mid-19th Century when brewing development and large scale industrial spread, radically altered the formerly open hinterland of Burton and began to impact upon the High Street burgage plots, especially on the northeast and west areas of the town centre.
- The core of Burton is focussed upon the market place, which is situated on the site of an earlier market hall and within the boundaries of the earlier Abbey grounds. St Modwen's church makes a significant contribution to the character of the core and, along with Friar's Walk and the adjacent memorial gardens, this group of buildings and spaces provide a natural focus for town activities.
- The influence of the Washlands is highly significant in a number of ways: as a boundary to the town and riverbank; as a key historic factor in the town's economy, which in turn influenced the presence and location of brewing buildings that had a major influence on the town's later plan and character and in currently providing a highly valuable amenity and natural greenspace, acting as a 'breathing' space for the town's urban population.
- Burton's urban public spaces are important through their modern contribution to the 'greening' of Burton and providing quality amenity space for its inhabitants [28].
- The cemetery is significant as both an historic and a current reminder of Burton's population growth, holding Burtons 'past' population from 1866. The cemetery has valuable spatial/burial planning significance as well as historical/social significance and acts as an important open space within a natural conservation perspective.
- Burton's most prominent features are its handsome vernacular brick town houses that front the High Street and major historic routes and their few survivals of late 18th/19th Century shop fronts. St Modwen's Church and the distinctive group of late 19th/early 20th Century market buildings also feature prominently flanked by the green open spaces of the north and south memorial gardens [29]. The whole Washlands zone is probably the most unique feature of Burton's Conservation Area, dominating and influencing both its development and form.
- Modern redevelopment in Burton is represented by the Riverside, Octagon and Cooper's Square Centres plus other, smaller shopping developments along the

High Street, which have altered or removed quite large areas of Burton's historic core plus the Coors brewery site and car park.

- Distinctive patterns/groupings of buildings in the Conservation Area include the north end of the High Street and smaller clusters of older buildings spread along its length, such as the Brewery offices and municipal buildings, the market place, 1-10 New Street, and mainly listed buildings along the north and south sides of Horninglow Street and Bridge Street. All of these buildings contribute to the character and general historic quality of the town and stand as markers for its former historic plan.

5 THE RELEVANCE OF THE CONSERVATION AREA

5.1 Coherence and appropriateness of the Conservation Area and its boundaries

- 5.1.1 The boundaries of the Conservation Area, revised in 1990, reflect the general characteristics discussed in the preceding sections. The 1990 appraisal makes no attempt to explain the rationale behind the designation and the establishment of the boundaries of the Conservation Area beyond noting generally that Staffordshire had been strongly influenced by the effects of the industrial revolution and consequent growth of industry and population; that potential Conservation Areas often centred on historic buildings, features of archaeological importance, historic street patterns and/or areas of particular character; and that designation of the Conservation Area would form the basis for “positive action”.
- 5.1.2 Today, by far the greater part of the Burton No.2 and 3 Town Centre Conservation Area maintains an internal logic, coherence and relevance mainly due to the good quality of survival of its historic town plan. The majority of the area within the urban zone of Burton is focused, naturally, upon the historic core of the town and includes a large number of listed buildings. The Washlands zone of the Conservation Area uses established boundaries as approximate guidelines for its north and south extents (i.e. the two road bridges) and incorporates a portion of the Washlands used historically by the town of Burton. The slim strip of residential area taken in by the far eastern boundary of the Conservation Area reflects the mid-19th Century expansion of Burton and for both socio-historical and architectural reasons makes a sensible east boundary. However, small anomalies in the boundaries do exist. For example, the boundary deliberately skirts the footprint of the Leopard Inn pub (no. 7 Abbey Street), a mid-19th Century Grade II Listed Building with its original frontage and widens at the bottom of the town to include an area of predominantly 20th Century industrial units of questionable value within Bond End.
- 5.1.3 These anomalies can be tidied up readily and, if the boundaries are to remain essentially as they are today and as designated, this should be done. However, that notwithstanding, there is a reasonable argument to be made for making a substantial alteration to the Conservation Area in terms of its extent and boundaries in the Washlands zone. This issue will be discussed later in this appraisal.

6 EVALUATION OF THE CONSERVATION AREA BY ZONE

The character of Burton Washlands Conservation Area is diverse but can be divided into 6 component zones, each of which has its own individual character.

6.1 Zone 1 – Horninglow Street-Bridge Street

Character

6.1.1 The Horninglow – Bridge Street zone occupies the northern end of the Conservation Area, within the confines of Burton town centre [30]. It is primarily characterised by the attractive groupings of historic buildings along both sides of the streets and the open, wide thoroughfares formed by their intersection. The primary uses are office accommodation with some leisure/retail usage and the Horninglow/Bridge Street route provides the main northern access into and out of Burton on Trent. The zone extends slightly southwards to encompass the historically important and visually attractive shops along the west side of the High Street as far as 97 High Street.

6.1.2 The buildings within this zone are largely of red brick but a number have had their frontages either plain or rough rendered and have a mixture of clay tile and slate roofing covers. The historic buildings form tight groups on either side of the roads and the majority are three storey in scale [31]. The landscaping is completely hard with largely unattractive tarmac paths but with some more attractive brick setts on the north side of Horninglow Street at its junction with Wetmore Road.

Listed Buildings

6.1.3 There are 23 listed buildings in this zone with further outliers to the west along Horninglow Street adjacent to the north west end of the Conservation Area. The statutory listing of all these structures is appropriate. However, the row of three storey terraced artisan's style buildings attached to the east side of Trent House (no. 8 Bridge Street) is worthy of consideration for Grade II listing or alternatively local listing, on the basis that they represent a limited survival of artisan's dwellings/workshops in Burton on Trent [32]. In addition, architecturally their pattern of fenestration provides a clear illustration of the arrangement of storeys in conjunction with stairwells to provide natural light, features rarely observable on other buildings in the Conservation Area.

6.1.4 A further group of buildings that would be worthy of local listing are no.s 23-25 Bridge Street, continuing the row of buildings from Nunnely House (no. 22) westwards. Their inclusion is on the basis that they contribute to the distinctive 'historic' character of the eastern approach to Burton on Trent town centre and, although not individually of sufficient merit to warrant listing, do contribute as a group to the zone.

- 6.1.5 A slight amendment to the Conservation Area is recommended on the northern boundary to include the small area of cobbled setts lying immediately at the northern end of the row of artisan dwellings in Trent Terrace.

Other Positive Elements

- 6.1.6 The broad, open nature of the crossroads at the centre of the zone with its view eastwards to the Burton Bridge provides a pleasant entry into the town only marred by the heavy traffic flows [33]. The view westwards out of the Conservation Area from the crossroads along Horninglow Street also contributes positively to the character of the area with mature trees along the south side from no. 6 onwards and the western section of the town beyond; the view is closed by a factory building. The attractive frontage leading from the crossroads down the High Street is also of value with many of the historic shop buildings being listed [34].

Particularly negative contributions

- 6.1.7 Perhaps the most significant negative contribution to the Horninglow Street-Bridge Street zone of the Conservation Area is the impact of the large volumes of traffic, both in terms of noise levels within the general zone and the visual impact created the steady flow of buses and goods vehicles through the area.
- 6.1.8 A further negative contribution to the zone is the presence of the late 20th Century retail units along the east side of the High Street from its junction with Bridge Street (the north end of the Riverside Centre) which reduces the quality of appearance of the area to the south and which increases in dilapidation as it progresses into zone 2 [35].

Vulnerability and threats

- 6.1.9 There has already been some loss of the original frontages for a number of the buildings, particularly along Bridge Street, caused by the insertion of unsympathetic modern or poor quality copies of traditional shop fronts. There is a risk of further loss, especially for those buildings not designated as listed buildings if Conservation Area controls are not rigorously enforced in the future.
- 6.1.10 The small, brick block of public conveniences at the junction of Bridge Street and the Burton Bridge are currently overgrown and disused and are vulnerable to further dilapidation and abuse if they are left in their present state.

Opportunities for enhancement and development

- 6.1.11 The zone would be particularly enhanced by improvements in hard landscaping treatments for the pavements along Horninglow Street and Bridge Street and consideration should be given to the quality of future signage schemes and the

control of shop front designs with a view to utilising them as a way of enhancing the quality of the current townscape appearance in Zone 1 [36].

- 6.1.12 A significant opportunity for townscape enhancement will be presented in the proposed redevelopment scheme for the Riverside Centre, the northern part of which falls into Zone 1. The draft design guidelines for this future redevelopment have stressed the need for a quality, mixed-used development that respects the existing townscape character and qualities of the surrounding Conservation Area and which will act as a significant and attractive gateway to the Conservation Area and central Burton and out to the Washlands. This is a major opportunity for correcting the unsympathetic and detracting design errors made in the current Riverside Centre and has the potential to bring radical change and improvement to this end of the Conservation Area. Policy R10 of the East Staffordshire Local Plan expresses East Staffordshire Borough Council's desire for a quality mixed-used development that reflects the sensitive character of its location in the Conservation Area and proximity to the Washlands area.

Essential development principles to protect character

- 6.1.13 Any future development in the zone should respect and reflect the scale and massing of the existing groups of historic buildings and provide a balanced and sympathetic countenance to the historically and visually important buildings of Zone 1, taking account of the vernacular traditions, which are a significant character element of this zone [37]. Limitations on the scale and nature of shop frontages are of particular importance in protecting the historic and attractive character of the zone, especially along Horninglow Street and Bridge Street.

6.1.14 Character Zone 1 : Summary

Burton Conservation Area Character Appraisal : Survey-assessment sheet
Date of Survey : October 2005

Sub Zone / Area	Character Zone 1 Horninglow Street – Bridge Street
Roads, tracks, paving, flooring formal / informal materials & colour	Tarmac roads and paving with some brick setts on the junction of Horninglow Street - Wetmore Road. Formal hard landscaping treatment slightly relieved by the broad, open nature of the road junction.
Curtilage patterns Boundary Materials & styles – hedges, walls, fences & ditches, trees & planting	Regular groups of buildings with frontages lying tight to the paving line along either side of the main roads. Enclosed yards to the rear of the buildings. Boundaries delineated largely by building frontages and pavement kerbs. Hard railings leading to Burton Bridge on Bridge Street. Mature planting offsets dominant hard landscaping along Horninglow Street.
Morphology – building shapes & heights	Regular, mainly three storey with attractive variations in height and scale, forming continuous rows along both main roads with occasional breaks in pattern. Roof slopes parallel to roads with communal chimney stack arrangements.
Building Materials and styles of construction – roofs and chimneys, dormers & roof lights, walls, windows, doors porches, passages & archways, cellars Vernacular / Architectural styles & features	Red brick dominates with clay tile and slate pitched roofs interspersed with rendered frontages. Strong vernacular feel to many of the buildings in this zone, for instance, the row of shops along the west side of the High Street at its junction with Horninglow Street (no.s 102-97). Slightly grander feel to no. 5 Horninglow Street (Clay House) and Nunneley House in Bridge Street with their plaster string course and pedimented and pilastered entrances. Unattractive modern development on the eastern side of the High Street (northern end of the Riverside Centre). Attractive group of brick terraced artisan's houses in Trent Terrace add historic interest to the zone and recommended for inclusion on the statutory list of buildings of historic or architectural interest. Pleasant survival of original sash windows and fenestration patterns scattered within the buildings along all three roads but many in poor condition. Some good historic shop frontages surviving in no. 102 High Street, but competing with poor quality and imitation period shop frontages.

6.2 Zone 2 – Meadow Road

Character

- 6.2.1 The Meadow Road zone occupies the northern tip of the Conservation Area and is situated within the Washlands area (Zone 6). The zone is characterised by a small group of residential buildings (private and social housing) isolated from the town centre by the River Trent and its branches and accessed via a single lane road from Burton Bridge (Meadow Road) [38]. The buildings are a mix of modern and older construction (mainly 19th Century) dominated by a red brick three-storey former mill/water building on its southern approach.
- 6.2.2 The branches of the River Trent enclose the buildings within the zone on their east, west and south sides creating the sense of their being situated on an island. Once into the zone, the noise from the bridge traffic recedes and the area takes on a quieter, calmer and greener ambience.

Listed Buildings

- 6.2.3 There are no listed buildings within the zone, which is considered to be appropriate. Trent Bridge House, a former warehouse associated with an 18th Century wharf development dating from the 1780s or after, may be worthy of local listing based upon its early construction date and contextual link with its location adjacent to the River, although it has been much altered by its recent renovation to cater for residential use [39]. Conservation Area protection is considered appropriate for the remaining buildings in the zone.

Other Positive Elements

- 6.2.4 The main view into and along Meadow Road is of some quality providing a leafy entrance to the cluster of buildings at its core [40]. Likewise the views in and out of the zone encompass the Burton Bridge, Washlands and views to the west and east sides of the Trent valley – all of which contribute to its ‘island’ setting.

Particularly negative contributions

- 6.2.5 The only negative contribution of significance to zone 2 is the poor quality hard landscaping of Meadow Road and its associated hard standings and paths, all of which are covered in varying qualities of tarmac. Otherwise it is an essentially private area with public access via the road.

Vulnerability and threats

- 6.2.6 No particular threats have been identified for Zone 2 as the area has already been subject to considerable development with the construction of new buildings for social housing purposes. Any additional future development in the Zone is

naturally constrained by the close proximity of the River Trent and larger Washlands area around it), but any larger scale new development would impact upon its secluded nature.

Opportunities for enhancement and development

- 6.2.7 Improvements to the hard landscaping within the zone (to the end of Meadow Road where it curves to the east) with a more attractive or uniform surface treatment would enhance the appearance of the area in general and create a more unified design approach. Little else is currently needed to enhance the zone.

Essential development principles to protect character

- 6.2.8 As a substantial amount of refurbishment and construction has already taken place within this zone, the principles enshrined in the existing Conservation Area designation are considered to be sufficient to protect the character of Zone 2.

6.2.9 Character Zone 2 : Summary

Burton Conservation Area Character Appraisal : Survey-assessment sheet
 Date of Survey : October 2005

Sub Zone / Area	Character Zone 2 Meadow Road
<p>Roads, tracks, paving, flooring formal / informal materials & colour</p>	<p>Small, isolated area of red brick residential housing surrounded by the Washlands of the River Trent and accessed via a single lane from Burton Bridge. Attractive mature tree planting to entrance of zone. Informal tarmac road and paths in central development surrounded by grass meadows and River Trent itself.</p>
<p>Curtilage patterns</p> <p>Boundary Materials & styles – hedges, walls, fences & ditches, trees & planting</p>	<p>Limited to the slightly irregular plots of the houses.</p> <p>Low brick walls and informal hedging to house frontages leading out into unkempt grass areas. Limited planting amongst houses and mainly informal, rather untidy layout to zone.</p>
<p>Morphology – building shapes & heights</p>	<p>Mix of heights but predominantly two storey, with the four storey Trent Bridge House forming the notable exception. Typical dwelling style is the red-brown brick, two storey cottage with pitched roof.</p>
<p>Building Materials and styles of construction – roofs and chimneys, dormers & roof lights, walls, windows, doors porches, passages & archways, cellars</p> <p>Vernacular / Architectural styles & features</p>	<p>Red-brown brick with some painted exteriors; mix of slate, clay and concrete tile roof coverings and plain, brick chimneys. Assortment of 19th century and modern window styles and doors.</p> <p>Generally the zone lacks a homogenous character and features of interest, but derives some quality from its uniquely isolated position on the edge of the Washlands.</p>

6.3 Zone 3 – High Street-Meadowside Drive

Character

- 6.3.1 This zone occupies the northern end of the High Street and is dominated by the 1960s/1970s Riverside Centre and Coors brewing site on the east side of the zone. On the west side, the long row of older buildings continues from Zone 1, and contains mainly retail/restaurant premises [41]. The zone continues southwards to just beyond the Burton Mail offices and the Coors site car park. The eastern end of the zone is contained by the natural boundary with the Washlands. The character of Zone 3 is very mixed with red brick period buildings along the west side, rundown retail/leisure development on the east side ending in a large expanse of car parking. The High Street remains very broad through this zone creating an open vista to the north and south; it gradually tapers towards the southern end as it approaches the more dense central section of the High Street (Zone 4) [42].
- 6.3.2 The overall feeling engendered by the mixed use and condition of the zone is one of neglect.

Listed Buildings

- 6.3.3 There are four listed buildings within Zone 3, which include the offices of the Burton Mail (No.65-67 High Street) and the Riverside Church [43]. The statutory listing of all these structures is appropriate. No additional buildings are considered to warrant listing. Recommendations for local listing include No.91-92 High Street, which demonstrate some quality detailing in stone/plaster above the modern shop front [44], and the small, timber and glass constructed railway signal and points cabin situated behind the church, the last remaining example, which until the mid-1960s was fully functional – many such brewery lines formerly crossed the High Street – as depicted in some of L.S. Lowry's paintings and in historical photographs.

Other positive elements

- 6.3.4 The views in and out of the High Street are contained by the north-south alignment of the street and generally make a neutral-positive contribution to the setting of the area. The single east–west view is provided by Meadowside Drive, which demarcates the boundary between the Riverside Centre and the Coors site and affords a long view out of the zone to a wooded area of the Washlands and beyond.
- 6.3.5 Areas of green space are very sparse but small contributions are made by the trees immediately adjacent to the Burton Mail offices and the boundary hedges to the Coors site [45]. Overall Zone 3 lacks the quality of character found elsewhere

in the Conservation Area largely due to the considerable loss of historic frontages and poor condition of its streetscape.

Particularly negative contributions

- 6.3.6 The comprehensive redevelopment of the east side of the High Street through this zone has drastically altered the historic pattern and appearance of the area, removing the earlier and historic linear burgage plots and High Street frontages. The dereliction and vacant nature of much of the Riverside Centre detracts completely from any positive qualities generated by the older properties on the opposite side, as does the untidy car parking area in front of the Superbowl complex.
- 6.3.7 Amongst the older buildings those already listed add quality to the zone but a number of the unlisted buildings (e.g. no. 82 High Street) detract from their neighbours' positive contribution through their own poor condition and inclusion of unattractive shop fronts [46]; ironically no. 91-92 High Street provides a classic example of this treatment.
- 6.3.8 The general hard landscaping treatment of the pavements and street furniture add little to the quality or character of the zone and some rationalisation of their appearance would be beneficial.

Vulnerability and threats

- 6.3.9 The very mixed and somewhat rundown appearance of this area makes it vulnerable to further decay and abandonment, which will compromise the quality of the Conservation Area further. This may also have a deleterious effect on the use of the area by pedestrian shoppers who are already currently concentrated to an area further south down the High Street [47].
- 6.3.10 Many of the shop fronts on the west side of the street have already received unsympathetic designs that have detracted from their overall architectural quality. If this trend continues then there is a risk that further building fabric of positive quality will be lost.

Opportunities for enhancement and development

- 6.3.11 There is tremendous scope for enhancing the character and appearance of Zone 3 through improvements to the condition and general appearance of the High Street frontages via strict control on future frontage designs and improvements in the quality of materials used in them. The setting of the zone may also benefit from the increased provision of pedestrian crossings, encouraging slower traffic flows and linking the west side of the High Street with any future redevelopment on the eastern side.
- 6.3.12 The potential of the redevelopment of the Riverside Centre has already been addressed under Section 6.1.12 above; the same comments apply for Zone 3 with

the proviso that all opportunities should be taken to encourage investment in the High Street areas outside of the redevelopment area as part of the future of this area.

Essential development principles to protect character

- 6.3.13 As with Zone 1, any future development in Zone 3 should respect and reflect the scale and massing of the existing groups of historic buildings, paying attention to the building line and historic townscape appearance, and provide a balanced and sympathetic countenance to the historically and visually important building elements of Zone 3, taking account of the vernacular traditions, which are a significant character element of this zone despite extensive modern accretions and alterations.

6.3.14 Character Zone 3 : Summary

Burton Conservation Area Character Appraisal : Survey-assessment sheet
 Date of Survey : October 2005

Sub Zone / Area	Character Zone 3 High Street – Meadowside Drive
<p>Roads, tracks, paving, flooring formal / informal materials & colour</p>	<p>Tarmac roads and pavements. Poor quality and dreary streetscape materials slightly softened by the high green hedging to the Coors site on Meadowside Drive and trees adjacent to Burton Mail offices. Urban areas contrast strongly with the green landscape of the Washlands border running to the east side of the zone.</p>
<p>Curtilage patterns</p> <p>Boundary Materials & styles – hedges, walls, fences & ditches, trees & planting</p>	<p>The presence of the run-down Riverside shopping/leisure centre along the east side of the High Street dominates the pattern of curtilage in this zone. On the west side, the buildings/shops form a continuous row as far as the Riverside Church, after which the row is broken into small clusters of buildings. All the buildings (except the church) rise from the back of the pavement.</p>
<p>Morphology – building shapes & heights</p>	<p>The buildings of the west side of the High Street are quite regular in their heights with only small variations in the height of the ridges. Pitched roofs, some with parapets and shared raised gable ends and chimneys. No real pattern to the east side because of the dominance of the Riverside Centre and Coors site, which fill that part of the zone.</p>
<p>Building Materials and styles of construction – roofs and chimneys, dormers & roof lights, walls, windows, doors porches, passages & archways, cellars</p> <p>Vernacular / Architectural styles & features</p>	<p>Again, sharp division between the east and west sides of the High Street. The west side continues the vernacular brick tradition observed in Zone 1, but with more intrusion from modern and very unsympathetic shop frontages, and neglect evident in a number of the buildings (e.g. no.82). Some nice quality detailing on upper floors using terracotta panels, moulded and plain stucco sills and window detailing and between storeys. Small dormer windows inserted into a number of roof slopes – both modern and older.</p> <p>Mixture of clay and slate roofing with some decorative ridge tiles. Chimneys are largely plain with over-sailing courses at mid-height.</p> <p>The east side of the High Street is largely of 1960s and modern concrete and brick construction.</p>

6.4 Zone 4 – High Street

Character

- 6.4.1 Zone 4 occupies the western central portion of the Conservation Area, commencing from the car park entrance just south of the Burton Mail offices on the west side of the High Street and ending just south of New Street and the Abbey Inn. It is characterised by tightly clustered 18th and 19th Century town houses mainly of red brick with retail frontages interspersed with later 20th Century retail units, and forms the heart of the urban portion of the Conservation Area [48].
- 6.4.2 The High Street narrows through this zone, widening at its junction with New Street/Lichfield Street and the flow of traffic and pedestrians is primarily north-south along the corridor [49]. The overall character of the High Street is a busy shopping thoroughfare with attractive and mixed-period three storey buildings overlooking the narrow street below, engendering both a sense of intimacy of space but not necessarily one of security. The high, narrow corridor is subject to some clutter with pedestrians and buses vying with railings, lamps and other assorted street furniture although valuable views of the central High Street are afforded to the north and south.
- 6.4.3 There are two primary east-west routes into the High Street, New Street and Station Street with a smaller access route, Worthington Way [50]. On the east side of the street, various narrow alleys and lanes run eastwards to the river area. At the south end of the zone the modern Coopers Square shopping centre forms a hiatus in the flow of buildings on the west side and on the east side, the High Street opens into the market place and St Modwen's Church.

Listed Buildings

- 6.4.4 There are approximately 27 listed buildings within this zone, which include handsome late 18th and 19th Century brick townhouses (e.g. No.61 and 62 High Street), former brewery offices (e.g. Bass's offices) and St Modwen's Church (1719-26) and the market buildings. The statutory listing of all these structures is appropriate. It is recommended that no. 37 High Street (recognised by the Civic Society as a 16th Century timber framed building) be added as a Grade II listed building due to its antiquity as a late medieval survival (albeit with alterations) [51].
- 6.4.5 Buildings recommended for inclusion on a list of locally significant buildings include the small, red brick building (currently used by Gymnophobics) immediately to the rear of no. 146 High Street and the large, industrial red brick building complex immediately to the rear of the Bass Brewery offices. Both recommendations are based on the historic quality of the buildings in general and, in the case of the industrial complex, the attractive use of polychromatic brick decoration and quality of its roofline. Further buildings worthy of local listing are the pair of large red brick building with ornate Dutch gables to the north of the listed School Rooms in Friar's Walk, on the north side of Andressey Passage [52]. These handsome 19th

Century buildings have a quality of construction and design with their stone coped gables and stone mullioned windows despite the series of ad hoc alterations they have been subjected to. The buildings also provide an attractive frontage onto the memorial gardens.

Other positive elements

- 6.4.6 Despite the busy competition between vehicles and pedestrians along the High Street, the atmosphere is more bustling than hazardous and the general street scene with its mixed vernacular construction and comfortable scale provide value and character to Burton upon Trent's central core. The broad views in and out of the High Street contrast with the narrow views at its centre and the east-west routes that interrupt the main thoroughfare provide further interest.
- 6.4.7 The important views and open space provided both by the Market Place and the gardens of remembrance to the north of St Modwens provide both a valuable public resource and a much needed break from the slightly claustrophobic closeness of the central High Street [53]. Market Place provides a functional and semi-enclosed space for the regular market traders and an open pedestrian area for recreation, viewing the church and moving between the High Street and college to the south. The gardens of remembrance provide an important link between the market and the riverside through a green and leafy suburb within the memorial garden itself [54]. Friar's Walk and its frontage of large brick buildings provides a pleasant backdrop to the garden area and contains Andressey passage, an historic link between the High Street frontage to the west and their backlands area to the east [55]. Further east the 1884 Andressey Bridge provides an important pedestrian link from the memorial gardens into the Washlands area (Zone 6) and is in itself an attractive historic structure.
- 6.4.8 The open views along Station Street and New Street are of some value to the character of Zone 4 and preserve the sight lines of earlier vistas to some degree.

Particularly negative contributions

- 6.4.9 Whilst attempts have been made to introduce variety into street materials and architectural styles, the overall effect of these is unappealing and disjointed. The plethora of street furniture (hanging basket posts, assorted waste bin styles, brick bedding troughs and lamp posts) within the central area of the High Street zone intensifies the feeling of enclosure and is only relieved by the access into Station Street.
- 6.4.10 Although lively, the Coopers Square shopping arcade is architecturally and environmentally uninspired with a long bland frontage to the south side of the entrance. The assortment of shop fronts is to be expected in an evolving and busy High Street but certain ones are particularly damaging to the street scene; these include No.s 32-35 High Street (currently Cash Generator and Frank Innes [56]) and No. 41 (currently occupied by Scope). Many of the other shop fronts have a less than attractive appearance and the overall effect is to draw the onlooker's

attention away from the pleasant and character-filled town buildings to the dazzling and dominant frontages.

- 6.4.11 Worth noting are a few of the gloomy passageways that lead away from the High Street to its rear. For instance, Andressey passage is unappealing to pedestrians due to its narrowness and generally low levels of daylight in places, and its declining use threatens the historic linkages between the High Street and its backlands/riverside area [57].
- 6.4.12 Finally further mention must be made of the negative impact on the character of this important thoroughfare of the condition of some of the historic buildings and shop fronts along High Street. In particular, No.61/62 (late 18th Century) and 56 High Street (1906) are all Grade II listed buildings, but are currently unoccupied and as a consequence, in declining repair.

Vulnerability and threats

- 6.4.13 Mention has already been made of the declining condition of a few of the listed buildings within the High Street zone and it has been well established that non-occupancy can escalate the rate of deterioration in buildings. This will leave them vulnerable to further decay and possible issues with their repair.
- 6.4.14 The High Street of Burton upon Trent is a dynamic environment in so far as it has a rapid turnover in the smaller, tertiary-type retail businesses, necessitating the frequent alteration of shop fronts and internal plans. This increases the threat of further loss of built fabric to all buildings, not just listed ones and over the long term may have a deleterious effect on the townscape quality of the High Street zone. This is already noticeable to a greater degree in Zone 3 at the northern end of the High Street where unsympathetic redevelopment (i.e. the Riverside Centre) has failed, leaving a scar on the town's character.
- 6.4.15 At the south end of the zone, the Market Place is used on a regular basis creating a busy and bustling environment. However, as a result of this use the Market Place is often left with considerable deposits of rubbish and debris which detracts from the general quality of the area.

Opportunities for enhancement and development

- 6.4.16 As with any dynamic, retail environment, the central retail core of Burton upon Trent has been subject to extensive redevelopment over the past few years. There is still considerable potential for further redevelopment of areas outside of the Conservation Area, mainly in areas to the west of the High Street and beyond. However, smaller scale redevelopment and alterations within the Conservation Area Zone 4 are likely to be undertaken, and will provide opportunities for enhancement of the existing High Street frontages through encouragement of quality design schemes, the retention and repair of architectural features and replacement of unsympathetic past treatments (e.g. PVC-U fascias and neon-lighting schemes).

- 6.4.17 Future opportunities should be grasped for the encouragement of new quality retail businesses at northern end of zone and re-occupation of vacant Listed Buildings throughout the zone (e.g. in the High Street, Andressey Passage and Market Place). The Market Place is a thriving retail area on street market days, but opportunities should be created to improve its appearance generally and perhaps encourage a greater public focus and use of the area by the encouragement of a 'piazza' style culture at its northern periphery [58]. The attractive paving setts laid in recent years combined with the pleasant setting of St Modwen's Church overlooking the area and existing food outlets, has already established an opportunity for further enhancement to the area. The Market Place's south-central position is further enhanced by its important (and historic) links with the town and Washlands, holding a pivotal position on the network of pedestrian routes through the Conservation Area including Friar's Walk, the Stapenhill pedestrian walkway/College grounds and the New Street/High Street routes.
- 6.4.18 The hotchpotch of street furniture previously noted as detracting from the quality of the High Street, New Street and Station Street simply requires some rationalisation in future landscaping design reviews in order to provide a less cluttered and visually competitive environment in the central section of the zone.

Essential development principles to protect character

- 6.4.19 Most of the key opportunities for enhancement of the character of Zone 4 have been touched upon above, but the essential development principles which will assist in protecting the townscape character of the zone include the encouragement of quality designs that respect the scale, massing, style and vernacular materials used elsewhere in the Conservation Area for replacement shop fronts and infill development.
- 6.4.20 The maintenance of the vistas along the High Street, New Street and Station Street should be maintained and developments which will potentially obscure the line of sight along these routes should be avoided.
- 6.4.21 The quality of the High Street zone requires careful maintenance and control of its constituent buildings, especially those currently vacant, with encouragement given to owners of listed buildings to repair dilapidated properties and maintain passage ways for public use (where appropriate).

6.4.22 Character Zone 4 : Summary

Burton Conservation Area Character Appraisal : Survey-assessment sheet
Date of Survey : October 2005

Sub Zone / Area	Character Zone 4 High Street
Roads, tracks, paving, flooring formal / informal materials & colour	Tarmac roads and paving stones interspersed with areas of red brick pavements. Hard landscaping offset by occasional mature tree planting along High Street and concentration of trees in front of St Modwen's Church. Formal setting cluttered by abundance of 'heritage' pavement bollards, lamp posts, planting stands and bins in addition to earlier, similar features. Although a busy environment, collectively presents a pleasant setting to the buildings. Urban areas contrast strongly with the green landscape of the Washlands border running to the east side of the zone.
Curtilage patterns Boundary Materials & styles – hedges, walls, fences & ditches, trees & planting	Buildings rise tightly side by side from the back of the pavement. Only one or two buildings set back with 'garden' frontages (e.g. No. 146 High Street). Plots are often long and narrow, reflecting earlier 'burghage plot' pattern of development. Buildings interspersed with narrow alleys lead off from the pavement to the rear of the plots – predominantly towards the river frontage (e.g. Andressey Passage). The large green space of the memorial garden adjacent to St Modwen's Church provides an attractive and interesting contrast to the tightly packed High Street buildings. Boundaries are mainly formed by brick walls and modern metal bollards. Few sections of iron railings surviving except for around St Modwen's Church (18th century).
Morphology – building shapes & heights	Most buildings are three storey town-house form with mainly modern shop fronts inserted at ground level – pattern occasionally broken by two storey plots. Market buildings for an imposing two storey block at the southern end of the High Street. Variations in roof heights and details provide interest above ground level in tandem with the wide variation in materials and architectural treatments.
Building Materials and styles of construction – roofs and chimneys, dormers & roof lights, walls, windows, doors porches, passages & archways, cellars	Brown-red brick is the dominant building material which gives the High Street its character. Render and modern cladding materials (e.g. reconstituted stone and uPVC fascias) add much variation. Many window styles but tall, sash windows dominant often imitated by modern uPVC designs. Roofing materials continue the mix of slate and clay tile, often partly obscured by low parapets, but elsewhere of pitched design with occasional raised gable end walls. Original and inserted dormers facing

**Vernacular / Architectural
styles & features**

over the High Street in some buildings but few in number.

Architectural detailing is of great interest with much Victorian and Edwardian brick, terracotta and stucco decoration to windows, string courses and parapets in the form of scrolls, pediments, surrounds and bracket designs. Plaster dentillation to eaves and some windows and some attractive and quality decorative gable decoration (e.g. the Edwardian building on the corner of Market Place and the High Street and 'Cherringtons, on the north side of the Old Royal Oak).

Inserted modern shop fronts on the whole detract from the quality of the building frontages above ground level and the modern Cooper's Square was a missed opportunity to add to the quality of the street scene as a whole.

6.5 Zone 5 – Bond Street – Fleet Street

Character

- 6.5.1 Zone 5 lies in the south west corner of the Conservation Area below the intersection of the High Street, Lichfield Street and Manor Drive and extends to the southern boundary following Bond Street [59]. The River Trent forms the eastern boundary to the zone. The area is dominated by Burton College, a sprawling, modern, red brick group of buildings occupying almost half of the zone [60]. Adjacent to this to the west is the 1st World War memorial and garden, a green and leafy rectangle overshadowed by the college, and to the south is the beginning of the more industrial-like area of Bond End. The general character of the area is quite mixed with the modern, large retail/industrial approach from Lichfield Road into the High Street, the soft landscaping of the war memorial garden and the hard modern college buildings. The zone is interspersed with survivals of 18th and 19th Century houses of the local dark brown-red brick vernacular largely isolated by modern redevelopment and open space for car parking.

Listed Buildings

- 6.5.2 There are five listed buildings within the zone (including the war memorial) and the statutory listing of all these structures is considered appropriate. The Leopard Inn, on the corner with Abbey Street [61] and Lichfield Street, is a Grade II listed buildings but is currently excluded from the Conservation Area despite its proximity; its inclusion within the boundary is recommended on the basis that it represents one of the few survivals of earlier, historic buildings in this zone.
- 6.5.3 A further survival of the zone's more industrial past is the striking four storey brown brick warehouse building tucked between Fleet Street and Bond Street (currently Sovereign House but formerly a lace mill) [62]. This building is considered to be worthy of local listing due to its probably early 19th Century construction and attractive appearance amidst the prefab and concrete/steel 20th Century structures. A further building worthy of local listing due to the quality of its construction and early 20th Century design is the large, three storey brick building immediately adjacent to the modern tower in Fleet Street. Its mansard roof and original rainwater goods assist it to stand out amongst the ordinary later 20th Century buildings; however, its inclusion within the Conservation Area boundary is not considered to be warranted [63].
- 6.5.4 Finally, the two storey red brick cottage on the corner of Bond Street and Green Street (adjacent to no. 7 Green Street) is also recommended for local listing based on its vernacular character, fine exterior and survival of late 18th – early 19th Century domestic features such as the stone boot scrape next to the front entrance and decorative air vents.

Other positive elements

- 6.5.5 Despite the generally closed nature of zone 5, there are important and attractive views looking northwards from Abbey Street to Lichfield Street and beyond incorporating the fine listed buildings of no. 9 and 10 Lichfield Street, and along Fleet Street to the west. The view out of town along Lichfield Street also provides a positive sense of the town centre's conclusion. The view from the beginning of the Stapenhill pedestrian viaduct south eastwards also provides an important entry vista into the green area of the Washlands and to the valley side beyond.
- 6.5.6 Within the zone, the war memorial garden provides a pleasant, civic amenity space at the south end of the town with mature planting providing a leafy respite [64].

Particularly negative contributions

- 6.5.7 Although of a diverse character, zone 6 is particularly hit by the unsightly and unattractive industrial-like area in its southern half, concentrated between Fleet Street and Bond Street. The area is overshadowed by the rear of Burton College and the modern concrete tower block which sits adjacent to the Fleet Street car park (telephone exchange), and the proliferation of car parking areas and rough parking areas diminishes the character of the area significantly [65].
- 6.5.8 As previously mentioned, the short and mainly closed views in and out of the industrial area emphasise the 'closed' environment and do not encourage the pedestrian to circulate within the space other than to reach their car or to access the Stapenhill viaduct [66]. This has created a 'bottom end of town' environment, further propagated by the fact that some of the larger buildings are unoccupied.
- 6.5.9 The primary access routes in and out of the Burton College campus (into Manor Drive and Lichfield Street) have created a conflict of use with the war memorial garden. It has become an overflow and meeting area for the student population, detracting from the intended peaceful/reflective nature of the garden. This has resulted in the garden becoming an intimidating space to passers by and little use appeared to be made of it by members of the public during the field survey visits. Similarly, the seating area adjacent to the western end of the Stapenhill pedestrian viaduct is in poor use and its condition generally unpleasant.

Vulnerability and threats

- 6.5.10 The southern end of zone 5 has already been subject to partial redevelopment with edge-of-town retail outlets bordering the Conservation Area boundary interspersed with rough car parking areas. The continuation or increase in this type of usage would seem contrary to the nature of a Conservation Area designation and severely detracts from the setting and historic character of the surviving historic fabric. If further degradation is allowed then the significance of the area to the larger Conservation Area will be brought into question.

Opportunities for enhancement and development

- 6.5.11 Zone 5 is sandwiched between Bond End (already partly redeveloped) and the bottom end of the High Street with the College dominating a considerable portion of this area. There is however, potential for careful redevelopment in the south end of the zone, around the existing listed buildings and those of local importance, which would enhance the general quality of the zone. Carefully designed redevelopment would also potentially improve the setting of the older properties, which provide a design baseline from which to develop new architecture in this area. Redevelopment that produces the mundane, shed-like appearance of buildings such as the B&Q retail unit in this zone should be avoided. Indeed, there is an opportunity to theme the area's regeneration around the former lace mill (currently Sovereign House), with the object of enhancing the character of the zone rather than taking the last vestiges of it away.
- 6.5.12 A further opportunity for not only enhancing the character quality of Zone 5, but also providing much wider benefits for Burton itself, is the potential for creating a pedestrian route from the Stapenhill pedestrian viaduct in the southeast corner of the zone to the Market Place via the River Trent riverbank. An informal route currently runs from the viaduct through the College or Abbey Street to Lichfield Street and the Market Place, but this does little to create a defined or directed route for pedestrians [67]. The creation a new pedestrian route alongside river, would provide a great opportunity to open up this portion of the river bank for pedestrians and provide an attractive and valuable route into the centre of town, making the most of the fantastic Washlands views. Clearly there are some constraints that would need to be overcome (e.g. the creation of access across land belonging to the College, the Abbey Inn and to the rear of the Market Place), but overall the project would be quite feasible and has the potential to create an important linkage between the Washlands and the town centre opening up the attractive riverside area to public use.

Essential development principles to protect character

- 6.5.13 With so little of the historic character of Zone 5 surviving intact, the older buildings that do remain should be carefully protected from their removal or significant alteration, as suggested by the guidelines contained PPG15 and the Local Plan. New development should respect the scale, massing, style and vernacular materials used in Zone 5 (particularly brick) and respect the existing street layout which dates from before the 18th Century.

6.5.14 Character Zone 5 : Summary

Burton Conservation Area Character Appraisal : Survey-assessment sheet
 Date of Survey : October 2005

Sub Zone / Area	Character Zone 5 Bond Street – Fleet Street
<p>Roads, tracks, paving, flooring formal / informal materials & colour</p>	<p>Tarmac roads and stone paving. Several large open car parking areas with low grade tarmac surfaces. These hard landscaping areas contrast with the softer, green landscaping and tree planting of the war memorial garden adjacent to the college and the narrow strip of Washlands which lies along the east side of the zone.</p>
<p>Curtilage patterns</p> <p>Boundary Materials & styles – hedges, walls, fences & ditches, trees & planting</p>	<p>These are very mixed due to the presence of Burton College, the office blocks along Fleet Street and the industrial buildings of Bond Street. The retail buildings along New Street and Lichfield Street continue a pattern similar to the High Street but this ends as Lichfield Street curves westwards out of the zone.</p> <p>Long natural stone boundary wall along the east side of Lichfield Street bordering the memorial garden. Some hedging around the college campus along Abbey Street and small trees planted along the southern edge of Lichfield Street by the Leopard Inn.</p>
<p>Morphology – building shapes & heights</p>	<p>Very mixed appearance. Modern college and commercial blocks of buildings contrast with the older, townhouse buildings of Lichfield Street. The modern, six storey office block off Fleet Street competes with the three storey mass of Burton College, whilst one and two storey residential and commercial buildings pepper the spaces in between.</p>
<p>Building Materials and styles of construction – roofs and chimneys, dormers & roof lights, walls, windows, doors porches, passages & archways, cellars</p> <p>Vernacular / Architectural styles & features</p>	<p>Again very mixed. Modern brick and concrete construction of the college and office buildings lie next to older, red brick buildings (Leopard Inn and Priory House) of vernacular construction and with modern brick, steel framed, metal clad constructions (e.g. B&Q).</p> <p>Generally plainer, architectural detailing but some fine eaves and window detailing on Priory House and No. 10 Lichfield Street. The college building is fairly nondescript and the commercial/industrial buildings of Fleet Street/Bond Street contribute nothing to the character of this area.</p>

6.6 Zone 6 – Washlands

Character

- 6.6.1 The Washlands zone occupies nearly two-thirds of the Burton Washlands Conservation Area and as such is unusual in including such an extensive area of natural environment as opposed to built environment within its boundary [68]. The zone however includes a narrow strip of riverbank walkway and residential area along its eastern border following Stapenhill Road. The character of the Washlands is defined by the course and meanderings of the River Trent, which have created a low, level flood plain with river meadows, grasslands, wetlands and woodlands. The Washlands are a haven for wildlife with birds, wildfowl and fish prevalent and are used extensively by the local population and visitors for recreation. Taken as a whole, the Burton Washlands is an area of great importance for its natural, topographic, amenity and visual setting value [69].
- 6.6.2 The Washlands comprise an area meriting special concern. Composed of heavy silt deposits in the down-stream course of the Trent, the Washlands encapsulate a region of the floodplain where deposition has blocked river channels, causing the watercourse to splinter into separate channels. This has resulted in the creation of a number of islands of differing sizes. Whilst relatively small in the Burton Extra stretch of the river, the islands grow larger towards the site of the old Abbey. These more substantial formations include Horse Holme (on the Stapenhill side), Ox Hay, Andressey, Broad Holme, and the largest island, Burton Meadow, which was formed by the division of the river.

Listed Buildings

- 6.6.3 There are four listed buildings within the zone of which the largest is St Peter's Church, Stapenhill Road dating from 1880 and Grade II listed [70]. The statutory listing of all of these structures is considered appropriate. However, the fine mid-19th Century Gothic chapel originally constructed for Anglican burials on the north side of the Burton cemetery most definitely warrants listed status (II) as it is a marvellous example Victorian Gothic architecture [71]. The Non-conformist chapel on the south side of the cemetery is of poorer architectural quality, but may warrant inclusion on the local list of buildings of historic or architectural merit in order to promote its continued partnership with the north chapel.
- 6.6.4 Several other buildings warrant inclusion as local listings based on their more significant contribution to the Conservation Area's character and their own individual architectural quality and survival or original features. These include 32, 36, 37 Elms Road [72], 50 Stapenhill Road ("Cedars") and 3-4 St Peters Street. The latter are particularly good examples of small, working class terraced cottage dwellings, which do not appear to have survived much elsewhere in the vicinity.
- 6.6.5 Alterations to the Conservation Area boundary are also recommended to include the whole of the Burton on Trent municipal cemetery, no.s 3-12 Elms Road and an

extension into Spring Terrace Road and Clay Street. The cemetery site dates from 1866 and holds the majority of the town's burials from that date, an important point of both historic and social interest and which supports its inclusion on group value alone. The cemetery is formally listed on the register of historic parks and gardens (no. GD2813; Grade II) so its historic significance is already established. The cemetery was originally zoned for different faiths (a policy which has continued), and the architectural quality and variety of grave markers and plots adds to the general character of site [73]. The cemetery also offers a large area of valuable green space with mature specimen trees and more modest planting.

6.6.6 Elms Road, Spring Terrace Road and Clay Street all provide important examples of local vernacular Victorian residences, those in Clay Street representing higher class substantial villas with more modest villas elsewhere. The past evidence of social hierarchy displayed by the buildings makes an important contribution to the area and is additional support for their inclusion in the Conservations Area.

6.6.7 A comment is required on the continued inclusion of Rider House, Stapenhill Road, as the site has no obvious architectural or historical significance to the Conservation Area. It is situated in an open, grassed landscape fronting onto Stapenhill road, with woodland to the east. By inclusion in the Conservation Area, the plot maintains this undeveloped landscape (with the exception of the house itself) and permits greater planning control to be exercised in the future should new development take place.

Other positive elements

6.6.8 The Washlands offer fantastic views up and down the Trent Valley and, with their criss-cross of bridges and viaducts, provide pedestrians with a beautiful natural landscape full of life and activity. The amenity value of this zone cannot be over-emphasised with management of the landscape undertaken as a nature reserve and the area also used for public activities (e.g. the annual regatta and woodlands festival).

6.6.9 Within the Washlands there are a number of smaller, landscaped amenity areas which provide walking trails and footpaths along both the east and west sides of the river valley [74]. In the far south eastern corner of the zone this culminates in the Stapenhill Pleasure Gardens with their formal gardens and flower displays.

Particularly negative contributions

6.6.10 Within the overwhelmingly positive environment of the Washlands zone, some relatively minor negative elements can be observed. The gradual loss of trees along the river bank areas is slowly eroding the woodland character element of the Washlands. Conversely, the uncontrolled growth of saplings, particularly along the east and west boundaries of the floodplain, has led to historically valuable open views becoming obscured and closed over. A further ecological negative element is the presence of Himalayan Balsam weed (*Impatiens glandulifera*) within the

valley area, which has been identified along the riverbank areas and suffocates normal riverbank species leading to eventual bank erosion.

- 6.6.11 In terms of views, the road bridges to the north and south do not have a particularly intrusive impact on the character of the Washlands as they are fairly low level in height.

Vulnerability and threats

- 6.6.12 Any area of ecological and green space value is constantly under threat from new development and urban creep, but the Washlands has the advantage of some natural protection being an active floodplain making it unsuitable for urban development. However, it is vulnerable to changes in land management and use, both of which have the potential to alter the delicate ecological balance that has been achieved in the valley with potentially negative results.
- 6.6.13 The presence of Himalayan Balsam has been mentioned; this poses a serious threat to the stability of the riverbank zones through its vigorous growth and seeding activity and its uncontrolled spread has the potential to substantially alter both the appearance and ecological balance of the banks.

Opportunities for enhancement and development

- 6.6.14 The significance of the Washlands zone rests largely on its ecological importance, but it also provides an important amenity area for the local residents of Burton on Trent to use on a daily basis. Indeed the integration of formal walkways and trails along the margins of the zone with the periphery of the town centre and its through-routes forms a significant sub-zone in itself. Suggestions have been made for extending the central Washlands zone further north and south to increase the area under Conservation Area designation.
- 6.6.15 After appraisal of the southern extremity of the Washlands zone adjacent to the boundary, it was concluded that this area (incorporating the Burton Mail Centenary Woodland) has sufficient integrity as a formalised open space to not warrant inclusion within the Conservation Area.
- 6.6.16 The area of Washlands beyond the northern boundary of the Conservation Area has a less defined character, continuing northwards up the Trent Valley towards Derby. This wilder area encloses typical floodplain habitats, but reaches a natural/convenient boundary at the end of Meadow Road (which terminates at a field boundary with privately owned farmland to the immediate north). This additional portion of Washlands zone would be a valuable addition to the Conservation Area if an extension was to be considered. However, as discussed previously, it may be more appropriate to consider giving greater recognition and protection to this area of the Washlands under a separate, ecological designation rather than inclusion within the Burton Town Centre Conservation Area. This would emphasise the special and unique ecological character of the Washlands Zone, without compromising the distinctly urban nature of the remainder of the

Conservation Area. In tandem with this recommendation, some ecological assessment is required prior to determining the need for any extension; this would also provide more informed recommendations for suitable boundary revisions. No buildings or features of particular significance were identified during the survey to warrant their inclusion within a revised northern zone.

Essential development principles to protect character

- 6.6.17 Because of its character as a flood plain of the River Trent, the Washlands zone has natural protection to a significant extent against any built development, which might affect its ecological and landscape character. Changes in landscape management do have the potential to gradually impact upon its character so measures for the prevention of damaging alterations are required, which should consider the long term effects of management schemes on the zone. The fragile ecological balance of the Washlands is the prime factor to be considered in any proposals.

6.6.18 Character Zone 6 : Summary

Burton Conservation Area Character Appraisal : Survey-assessment sheet

Date of Survey : October 2005

Sub Zone / Area	Character Zone 6 Washlands
<p>Roads, tracks, paving, flooring formal / informal materials & colour</p>	<p>Predominantly natural landscape with the River Trent and its arms flowing north-south through the zone surrounded by flood plain and meadows. Formal landscaping includes the Stapenhill Pleasure gardens and the woodland walk. The Burton Municipal Cemetery, recommended for inclusion within the Conservation Area, is laid out formally in interlocking concentric circles, rising up the hill to the east. This pleasant residential area has a green, leafy quality.</p> <p>Hard landscaping includes tarmac roads and paths along the eastern edge of the zone.</p>
<p>Curtilage patterns</p> <p>Boundary Materials & styles – hedges, walls, fences & ditches, trees & planting</p>	<p>Regularly spaced house plots along Stapenhill Road.</p> <p>Many attractive hedgerows and mature tree planting bordering the residential plots along Stapenhill, Elms and Spring Terrace roads. Attractive iron railings to Ryder House. Elsewhere, normal mix of brick walling, picket fence and hedging to house plots.</p>
<p>Morphology – building shapes & heights</p>	<p>The residential areas are characterised by a mixture of mainly detached and semi-detached houses of Victorian villa style. Short rows of terraced houses along Elms Road. Majority of houses are two storey with some (modern) attic extensions.</p>
<p>Building Materials and styles of construction – roofs and chimneys, dormers & roof lights, walls, windows, doors porches, passages & archways, cellars</p> <p>Vernacular / Architectural styles & features</p>	<p>Houses typically of red-brick brick with slate roofs or occasional clay tile roofs. Timber bay windows with limited, but interesting, polychromatic brick decoration, and occasional plaster/stone detailing to window heads and doorways. Very typically Victorian design but with nice individual details (e.g. decorative barge boards, eaves dentillation and original coloured window glass).</p>

7 SYNTHESIS FOR THE CONSERVATION AREA

7.1 Wider Vulnerability and Threats

- 7.1.1 Specific threats to each zone within the Conservation Area have been dealt with in the preceding section. It remains to draw together the key elements discussed above and to address a number of issues relating to the wider vulnerability of the Conservation Area as a whole. This will then set the context against which recommendations arising from the review can be discussed.
- 7.1.2 Although no formal review has been undertaken on the Burton No.2 and 3 Town Centre Conservation Area since its designation in 1990, a brief appraisal was undertaken at the time, which highlighted the essential features of the Conservation Area (e.g. buildings, landscapes, spaces and views). Virtually all of these have been discussed in the current review. The 1990 designation report also outlines opportunities for enhancement of the Conservation Area highlighting, amongst others, the Market Place, Washlands, Meadow Road, the High Street and the Riverside Centre (formerly the Bargate Centre in 1990). It is interesting that these same areas continue to be under scrutiny in the current review and, with the exception of the Washlands and Meadow Road, which have seen significant enhancement of their character, similar concerns over their loss of character and undeveloped potential are being raised.
- 7.1.3 The 1990 designation report did not go as far as outlining a vision or expectation for the future of Burton's town centre, preferring to outline recommendations for the treatment of buildings and the townscape within the Conservation Area. As a consequence it is difficult to compare then and now, but it is clear that similar expectations for improvements to the streetscape and treatment of green spaces were held as they are now.
- 7.1.4 Today the most positive characteristics of the Burton No.2 and 3 Town Centre Conservation Area are considered to be:
- The excellent quality of survival of Burton's historic street plan within the Conservation Area that has remained largely unaltered despite rapid development in the mid-19th and 20th Centuries.
 - The high level of survival of 18th and 19th Century vernacular town houses and shop premises representing the historic core of Burton upon Trent.
 - The survival of key historic elements such as the Market Place, the Abbey, St Modwen's Church, High Street and Washlands along with remnants of Burton's highly important 19th Century brewing industry.
 - It's preservation of small, but significant urban green spaces in the gardens of remembrance at St Modwen's Church and the memorial grounds adjacent to Burton College.

- The presence of the Washlands and the riverside, which have functioned as both an historic boundary to the town centre's development eastwards and as an important economic resource, which also currently provides a valuable but under-used amenity resource for the townspeople of Burton. The Washlands also provide some of the most attractive and important views across the Trent Valley and towards the town centre.
- The location of the Conservation Area within the thriving commercial (and historic) heart of Burton that draws people, businesses and new investment into the area with the potential for enhancing and contributing to the character of the Conservation Area for the future.

7.1.5 The amount of potential for improvement within the Conservation Area necessarily derives from the negative aspects observed during the review process. The most negative elements, which on the whole detract from the character of the Conservation Area, are considered to be:

- The largely derelict Riverside Centre whose 1960s architectural design and materials, and currently semi-derelict condition are a scar on the highly valuable and historic character of the northern end of the Conservation Area.
- Street furniture and clutter especially in the central High Street core, but also in the branch streets.
- Poor quality and choice of street materials (e.g. paving and road surfaces) whose condition and non-traditional character detract from sizeable areas of the Conservation Area.
- The poor condition of a considerable number of older buildings and some listed buildings (especially in the northern half of the town centre area) which has lowered the character quality of the town centre.
- Intimidating environment in the Memorial gardens due to its use as an overflow area of the College.
- Under-use of the Gardens of Remembrance due to its overshadowing by extensive tree canopy, which also obscures quality views of the riverside from the rear of the town centre.
- Paucity of tree planting in significant areas such as the Market Place, which would benefit from softening of the extensive hard landscaping which dominates the area.
- Little use made of the natural riverbank links (north-south) which have a huge potential to offer opportunities for opening up the town centre to increased use of the river side and Washlands areas as an important leisure amenities, providing highly valuable environmental enhancements.

7.1.6 Burton upon Trent is unusual in having such an obvious dichotomy of character, being split between the completely urban half of the town centre and the strictly ecological half of the Washlands zone. However, it faces similar generic threats to its character as other conservation areas from activities such as unregulated alterations to shop fronts and frontages, gradual accretion of retail signage and lighting, the slow but steady replacement of traditional and vernacular materials with modern, non-traditional materials (e.g. PVC-U and reinforced concrete), and the construction of standardised, brand-led, new developments alongside traditionally constructed and scaled town buildings.

7.1.7 In the case of Burton's Conservation Area, two specific threats are prominent to its current position:

- The potential for missing the opportunity to significantly improve and enhance the northern end of the High Street and access to the Washlands through the considered redevelopment of the Riverside Centre (former Bargate Centre). The current centre occupies a prime position in the town centre encompassing High Street frontage and a large area of retail and service space to the rear (east), with access onto the riverside and views of the Washlands. If a high quality, mixed-used development with public access both to the High Street and riverside area were introduced then a significant opportunity for enhancing the character and social value of the Conservation Area would be fulfilled.
- The continued inward looking focus on developments in the High Street and at the retail core of the town centre resulting in the severance of links with the riverside areas. The riverside is a substantial and unique asset of the town centre, which at present is virtually unused on the town centre side and will continue to remain an underdeveloped asset unless more emphasis is placed on quality spatial planning, landscape management and the encouragement of new frontages onto the riverside. At present, Burton turns its back to one of its most important and beneficial features.

7.2 Change since designation/last appraisal

7.2.1 Understanding how and why designation has affected the Conservation Area is important. This helps to pull together the lessons of this appraisal and enables consideration of changes that need to be made in strategic planning, where this is appropriate.

7.2.2 In 1990 the Conservation Area designation report highlighted a considerable number of conservation and development issues, which required addressing in light of the town centre's re-designation, and that have already been touched upon above. Some of these issues, such as recommendations for public walks in the Washlands between the two bridges and visual and setting improvements to the unkempt appearance of the Meadow Road development, were successfully addressed through planning and landscape management opportunities and mixed funding schemes. The Washlands landscape improvement schemes were particularly well implemented and the public walkways and signed amenity areas

are currently well used and enjoyed by local people and visitors alike. Unfortunately, many of the issues that were identified in 1990 remain outstanding or have not been successfully addressed or achieved, and feature once again in the current review of the Conservation Area.

- 7.2.3 Particular concern was expressed for the appearance and treatment of the High Street and other retail frontages in the central core, the 1990 report providing considerable guidance on the appropriate treatment of shop fronts and historic elevations in some detail. This issue is one that has been raised at length in the current review of the Conservation Area and the guidelines outlined previously still hold.
- 7.2.4 No specific provisions were made for improving the Conservation Area in 1990 other than the guidelines provided within the 1990 report. Limited funding schemes for small, localised improvements have been implemented in the last fifteen years and these have addressed pavement enhancements in the Market Place, introducing a terrace of steps behind the public library to create more of a frontage onto the River Trent, and construction of the sculpture trail within the Washlands, amongst other projects.
- 7.2.5 Any remaining changes that have taken place have been implemented via the routine planning process (the norm) and as a consequence enhancements in the Conservation Area have been very piecemeal and gradual. This slow pace of improvement has had to compete with the (perhaps) faster pace of unregulated change in the town centre with the consequence that Burton probably looks as cluttered and visually unappealing now as it did in 1990 in spite of the high quality of its historic character. A faster pace of improvements is needed if more serious issues are to be addressed and enhancements are to make a visual and social difference to the people of Burton.
- 7.2.6 The potential development issues in 1990 were fairly much as now; the Riverside (Bargate) Centre raising the main concern for future redevelopment in Burton town centre. Then, as now, finding a balance of quality mixed-use development with additional development onto the riverside/Washlands frontage and car parking was the main desire; the potential for this redevelopment to make a significant improvement to the High Street/riverside end of the town centre remains high.

8 RECOMMENDED STRATEGIES FOR CONSERVATION AREA MANAGEMENT AND ACTION

8.1 Changes to the Conservation Area or its boundaries

- 8.1.1 This review of the Burton No.2 and 3 Town Centre Conservation Area has looked closely at the constituent zones of the area and duly assessed its character and content. Consideration is now given to the whole Conservation Area and its boundaries with recommendations for their alteration as appropriate [Map 4].
- 8.1.2 The northern boundary of the Conservation Area currently cuts across a section of the Meadow Road development and Washlands zone north of the Burton Bridge. Suggestion has been made previously that there is a desire to extend this section of the Conservation Area boundary further north to encompass a greater portion of the Washlands zone which would be perfectly feasible. However, it is difficult to find a suitable justification for including a greater portion of the Washlands zone at present and indeed, to do so would potentially create an argument for separating the two areas (town centre and Washlands) completely. In developing this discussion further, there is a strong case for protecting the Washlands zone under a separate, ecological designation, which would perhaps address its unique and very different landscape character than Conservation Area designation does at present. There is no reason why two such designations cannot run together, with a larger portion of the Washlands being included under the ecological designation.
- 8.1.3 The eastern boundary is recommended for the most substantial level of alteration to take account of the historically significant and ecologically valuable cemetery site and some important survivals of dwellings relating to the 19th Century expansion of Burton. The eastern boundary is recommended to divert eastwards at the northwest corner boundary of the Stapenhill Cemetery and enclose the whole cemetery following its existing boundary line. Near the southwest corner of the cemetery boundary (running alongside Elms Road), the Conservation Area boundary is suggested to divert south across Elms Road and include the terraced row of cottages between no.s 3-12 which demonstrate good survival of original late 19th Century brick dwellings most likely relating to the population expansion of Burton at the end of the 19th Century. The eastern Conservation Area boundary can resume its course southwards, but it is recommended that a portion of the larger, late 19th Century brick villas are brought into the Conservation Area as they represent good survivals of Burton's socially higher classes of residential dwellings in this period, and contain many attractive architectural features of quality, which would contribute to the overall character of the existing Conservation Area. This new section should include no.s 1-10 Clay Street (north side), 96-105 Clay Street (south side, following the rear boundary line) and then extend southwards to include no.56 Spring Terrace Road, then following the road westwards to connect back to the existing Conservation Area boundary at this point. The boundary will then follow its existing course.

- 8.1.4 The inclusion of the cemetery within the Conservation Area is recommended on the basis that it demonstrates significant architectural and historic qualities, represents an important open green space of quality, has socio-historic significance for its relationship with Burton's mid-19th Century industrial and population expansion, and its existing recognition as a Registered Historic Park or Garden (Grade II).
- 8.1.5 The remainder of the Conservation Area serves its purpose quite well incorporating the most important survivals of Burton's historic, industrial and civic past. A small alteration is recommended however, at the southwest corner of the Area, to include the Listed Grade II Leopard Inn on Abbey Street, at it makes sense to include the listed building, which sits contiguous with the border of the zone and which makes a positive contribution to the historic and architectural character of this end of Lichfield Street (which is much needed).
- 8.1.6 Overall, the boundaries of the Conservation Area are coherent and sensible, but some additional consideration is recommended for the future treatment of the semi-industrial area between Bond Street and Fleet, which includes a very mixed area whose character has been much diluted by later, piecemeal development.

8.2 Recommendations for local listings

- 8.2.1 Through the process of undertaking the Conservation Area review, two groups of buildings were identified as being of such historic and architectural quality that they have been recommended for national listing. These are the group of terraced artisan dwellings facing Trent Terrace, which represent good survivals of early craft workers residences/workshops within late 18th Century brick elevations . The terrace is depicted on the 1847 plan of Burton, but a group of dwellings are shown in a similar location on the 1760 plan of Burton, which would make them important survivals of Burton's past.
- 8.2.2 The northern (Anglican) Chapel in Stapenhill Cemetery is also recommended for national listing on the basis that it is a high quality example of mid-19th Century Gothic revival architecture and demonstrates a considered architectural use of materials, including banded roofing slates and rusticated facing stone.
- 8.2.3 The provision of a list of buildings worthy of recognition as important to the local historic or architectural quality of the area is a valuable way of drawing emphasis to buildings that are not necessarily of sufficient significance to warrant inclusion on a national level. Within the Burton No. 2 and 3 Town Centre Conservation Area a number of buildings of historic and architectural quality that contribute to the character of the area have been identified, as follows:
- Sovereign House (former 19th Century Lace/silk mill) on Bond Street.
 - Industrial brick buildings (former brewing premises) to the rear of the Offices of the Bass Brewery in the High Street.

- Small brick building to the rear of no.146 High Street (former Worthington's Brewery offices).
- Market Place buildings (Market Hall and Abbey Arcade)
- The eastern portion/elevation of 161 High Street, which fronts onto the gardens of Remembrance
- No. 37 High Street
- No. 32, 36 and 37 Stapenhill Road
- Railway points cabin, adjacent/behind the Riverside Church

8.3 Article 4 directions (need for and recommendations)

8.3.1 East Staffordshire Borough Council is concerned about those changes to properties (including material changes of appearance) that will not only affect the individual property, but will also affect the character and appearance of the Conservation Area. The Policies BE6-9 and BE12 and BE13 in the current Local Plan deals with this issue. Neutral and negative elements in the Conservation Area character appraisal are highlighted, as are opportunities for enhancement. Proposals that are considered likely to have a negative impact on the character and appearance of the Conservation Area will be rejected. The Council will consider the implementation of Article 4 directions (under the Town & Country Planning General Development Order (1995) or as updated) and will refer to Part 2 subsection C regarding 'material changes of appearance'. Where relevant, the Council will also consider controls under regulation 6 of the Town & Country Planning (Control of Advertisements) Regulations (1992 or as updated).

8.4 Area specific design policies

8.4.1 Generic design policies for the protection and enhancement of the Conservation Area have already been outlined both in the current review and previously in the 1990 re-designation report. The majority of the zones identified within the Conservation Area (Zones 1 to 5) have similar conservation and character issues due to their mainly urban nature and similar townscape appearance. As a consequence, similar design policies can be applied to them focussed on maintaining the character attributes for which they were chosen for inclusion in the Conservation Area, and controlling future treatment of their appearance to as to enhance the quality and character of the Conservation Area as a whole.

8.4.2 Certain basic, but still important design policies for alterations and new development within the Conservation Area must be adhered to in the future management of the Burton townscape; these include:

- Respect of existing mass, scale and roof height patterns where new buildings are being proposed, especially if infill development.
- Close attention to the use of traditional/local materials both in new development and alterations/repairs to the existing building stock. There are a number of examples of poor workmanship and low quality materials being used in the High Street which have negatively impacted upon the appearance of good quality vernacular buildings. Good quality brick, tile and slate should be used where appropriate so as to complement the existing building stock rather than compete or detract from it.
- Consideration must be given to elevation treatments as a whole rather than concentrating on purely shop frontages so that a harmonious design is reached rather than the shop frontage dominating the overall character of the building. Where an existing shop frontage, which makes a negative contribution to the character of the building, is to be replaced or significantly altered then the opportunity should be taken to revive lost or damaged retail elevations (or parts of them) with a view to restoring the harmony of the building prior to its insertion. Good quality modern shop front design should be considered as valuable as period style shop fronts providing they respect the scale and overall elevation pattern of the building.
- The importance of detailing on existing and new buildings or structures within the Conservation Area cannot be overstated as it is through considered and often small-scale detailing (e.g. polychromatic accents and raised/inset brick detail in plain brick elevations), that new buildings can contribute to the character of an area rather than detracting from it. In Burton's case, the proliferation of eaves dentillation both in brick and timber on many of the older buildings makes an important contribution to the built character of both the town centre and the Victorian villas along Stapenhill Road. Such attention to detail should be encouraged in new design proposals.
- Roofing patterns and materials also make an important contribution to Burton's townscape character, both clay tile and slate being used extensively throughout the Conservation Area. Activities such as re-roofing, repairs and new development must take the existing roofing treatment into consideration in the their execution.
- Similarly fenestration patterns and treatments on existing buildings need to be respected in order not to break up attractive and historic patterns of fenestration. The treatment of shop front windows has already be outlined but similar care should be taken in their design and scale. Pastiche is undesirable but good quality new design respecting earlier influences is to be welcomed.
- Streetscape - encouragement of good quality design and use of traditional style materials to enhance the overall character of the area with regard to pavements, curbs, road surfaces, bollards and other street furniture. Avoidance of clutter and use of 'off-the-shelf' street furniture which has a tendency to homogenize rather than promote local distinctiveness of a place.

In Burton's case, greater promotion of its distinctive local character is needed to strengthen its urban identity for local people and visitors alike.

- Landscape – encouragement of the 'greening' of previously hard landscaped areas should be encouraged in design proposals where appropriate to the location and nature of the development. The centre of Burton does not have a strong tradition of being a 'leafy' town with squares and parks, as historic plans of the town will testify, but an increase in the quality and quantity of soft landscaping and tree planting will enhance the Conservation Area as a modern, thriving and inviting town through offsetting the strongly urban nature of its present character.

8.4.3 Specific area design policies have already been discussed in relation to the individual zones of the Conservation Area. However, specific consideration should be given to the Market Place with greater use of soft landscaping (e.g. single stands of small canopied trees along the north side of Market Place) which could be used to create a visual as well as physical link between other areas of the Conservation Centre (e.g. south through the Market Place to the Memorial Gardens and out to the Fleet Street car park and Green Street finishing at the Stapenhill Viaduct; or north through the Gardens of Remembrance to the Library). The two main Market Place buildings (Market Hall and Abbey Arcade) both require new flooring/pavement surfaces which enhance their appearance unlike their present unattractive ones.

8.4.4 The Market Place has traditionally been the civic focus of Burton since medieval times, due to its proximity and control by Burton Abbey, and today it has far greater potential to act as a civic focal point for Burton rather than trying to compete with the high end, modern retail centres across the way. By providing Burton with a central focal point which can be used in different ways (i.e. it is already starting to hold civic events and specialised market events) such as a civic space for concerts, presentations and other cultural activities, in combination with potentially acting as a link between different sections of the town (e.g. the riverside behind the town centre, Andressey Bridge, the Washlands and Stapenhill Viaduct), its identity will be strengthened.

8.5 Opportunities for enhancement

8.5.1 These have already been addressed within the individual zone discussions but overall the opportunities for enhancement of the Conservation Area are high. What is needed to implement the enhancements is drive, co-ordination, long term management and organised funding rather than piecemeal availability of funds. Such things are beyond the scope of this document but could be addressed in any future masterplan or feasibility exercise for the town centre.

8.6 Development opportunities

8.6.1 The forthcoming Town Centre Area Action Plan seeks to provide protection for the future development of the centre of Burton, at the heart of which lies this other

Conservation Area. Development opportunities have already been identified and discussed, focussing upon the Riverside Centre and the creation of a River Trent riverside link [75].

9 EXECUTIVE SUMMARY

- 9.1.1 The summary is issued as a separate document and is available from the Borough Council. It is entitled ***Burton No.2 and 3 Town Centre Conservation Area Character Statement*** (1st edition 2006).

10 REFERENCES AND SOURCES

Of immediate interest:

English Heritage (1997) '*Conservation Area Appraisals*'. London. English Heritage Publications

English Historic Towns Forum (1998) '*Report No 38 : Conservation Area Management*'. London. English Heritage ISBN : 1 898261 43 1

'*Kelly's Directory of Staffordshire*', (1851 to 1940)

'*White's Directory of Staffordshire*', (1835 and 1851)

Pevsner N (2000) '*Staffordshire*' (*The Buildings of England*). London Penguin Books

Websites:

www.staffordshire.gov.uk

www.search.staffspasttrack.org.uk

Previous appraisals:

Staffordshire County Council (1970) '*Conservation Area No.2 Burton upon Trent and No. 3 Burton upon Trent*'.

East Staffordshire District Council (1990) '*Burton no.2 and No.3, Town Centre Conservation Area*'.

General and for more research, archaeological and design use:

CONTACTS & SOURCES OF INFORMATION

For information regarding policies, development and regeneration within the East Staffordshire Borough, contact East Staffordshire Borough Council and go through to: Policy Team & Local Plans, Development Control – Planning Section, and/or Building Control section, and Regeneration section, respectively.

East Staffordshire Borough Council - general enquiries

01283 508000

The East Staffordshire Borough Council website is www.eaststaffsbc.gov.uk

(this has a directory of contacts and much other information)

The postal address for Planning, Conservation and Listed Buildings information and advice is:

Development Control – Planning Control, East Staffordshire Borough Council, The Town Hall, Burton upon Trent, Staffs, DE14 2EB

ENGLISH HERITAGE the official advisory body on Monuments, Historic Area and Listed Buildings is based at 23 Savile Row, London, W1X 1AB

Customer Services telephone 0207 973 3434

The West Midlands office is at 112 Colmore Row, BIRMINGHAM, B3 3AG
Fax 0121 625 6821 telephone 0121 625 6820

The DEPARTMENT OF CULTURE MEDIA AND SPORT (DCMS) which issues guidance and legislation jointly with the Office of the Deputy Prime Minister in regard to issues affecting the Historic Environment, Conservation Areas and Listed Buildings is at 2-4 Cockspur Street, London, SW1Y 5DH

Other useful information and addresses can be obtained from:

Institute of Historic Buildings Conservation www.ihbc.org.uk

The Building Conservation Directory www.buildingconservation.com

The various local Civic Societies, Civic Trusts, The Staffordshire Historical and Archaeological Society and the small group of 'Village Design Statement' working groups are mines of information and are very willing to assist, with specific researches on the historic environment, planning issues etc. There are historic and archaeological societies and in addition the East Staffordshire Heritage Trust Company is committed to working on projects reviving buildings in the Borough.

Enquiries can also usefully be made of: Society for the Protection of Ancient Buildings, The Georgian Group, The Victorian Society, The Twentieth Century Society, CABE (Commission for Architecture and the Built Environment) Royal Institute of Chartered Surveyors, and Royal Town Planning Institute. These can be found via directory enquiries or by using a 'search engine'.

further reading, references and sources of information

Borough of East Staffordshire (1993) *'Countryside Design Summary'* Burton upon Trent. ESBC

Borough of East Staffordshire (2008) *'Design Guide'*

British Standard BS 7913: 1998 *'Guide to The Principles of the Conservation of Historic Buildings'*. London. BSI

Brunskill, R.W. (1987) *'Illustrated Handbook of Vernacular Architecture'*. London. Faber

Calloway, S. (1991) *'Elements of Style'*. London. Mitchell Beazley

Civic Trust (1967) *'Conservation Areas: Preserving the Architectural and Historic Scene'* in Architects Journal 18 January 1967, pp 123-212

Cullen, G. (1961) *'Townscape'*. London. Architectural Press

Cunnington, P. (Henry, Alison. Ed.) (2002) *'Caring For Old Houses'*. Yeovil. Marston House. (Note: this is an excellent book giving details of materials of construction, principles of repair, conservation and restoration, and containing an extensive bibliography and sources of information for funding, grant assistance and other help)

- Department of Culture Media and Sport (previously joint author as Department of National Heritage with Department of the Environment) (1994) *'Planning Policy Guidance Note No 15: Planning & The Historic Environment'*. London, HMSO
- English Heritage (1995) *'Conservation Area Practice: English Heritage Guidance on the Management of Conservation Areas'*. London. English Heritage
- English Heritage (1997) *'Conservation Area Appraisals: Defining the Special Architectural or Historic Interest of Conservation Areas'*. London. English Heritage
- English Heritage / Kate Clark (2001) *'Informed Conservation'*. London. English Heritage
- English Heritage / Macdonald.S ed. (1996) *'Modern Matters: Principles & Practice in Conserving Recent Architecture'*. Shaftesbury. Donhead
- Harris, R. (1978) *'Discovering Timber Framed Buildings'*. Shire Publications
- Johnson, A. (1980) *'How to Restore and Improve Your Victorian House'* Tavistock. David & Charles
- Lander, H. (1989) *'The House Restorers Guide'* Tavistock. David & Charles
- Larkham, P.J (1993) *'Conservation in Action: Evaluating Policy and Practice in the United Kingdom'* in Town Planning Review, Vol 64, No 4, pp 351-357
- Larkham, P.J. and Jones, A.N. (1993) *'The character of Conservation Areas in Great Britain'* in Town Planning Review, Vol 64, No 4, pp 396-433
- Latham. D. (2000) *'Creative Re-Use of Buildings'*. Shaftesbury. Donhead
- Magee, A. (1998) *'Urban Conservation Policy Development: Character Appraisal and Analysis'* in Journal of Architectural Conservation, No 3, pp 59-77
- Pevsner, N. (1974) *'The Buildings of England Number 46: Staffordshire'*. Harmondsworth. Penguin Books Ltd
- Pickard, R.D. (1996) *'Conservation in the Built Environment'* Harlow. Addison, Wesley, Longman Limited
- Royal Town Planning Institute (1992) *'The Character of Conservation Areas'* London. RTPi
- Summerson, J. (1980) *'The Classical Language of Architecture'*. London. Thames & Hudson
- Warren, J, Worthington, J, and Taylor, S. (1998) *'Context: New Buildings in Historic Settings'*. London, Architectural Press
- Watkin, D. (1990) *'English Architecture'*. London. Thames & Hudson
- Worskett, R. (1969) *'The Character of Towns: An Approach to Conservation'*. London. Architectural Press

APPENDIX 1

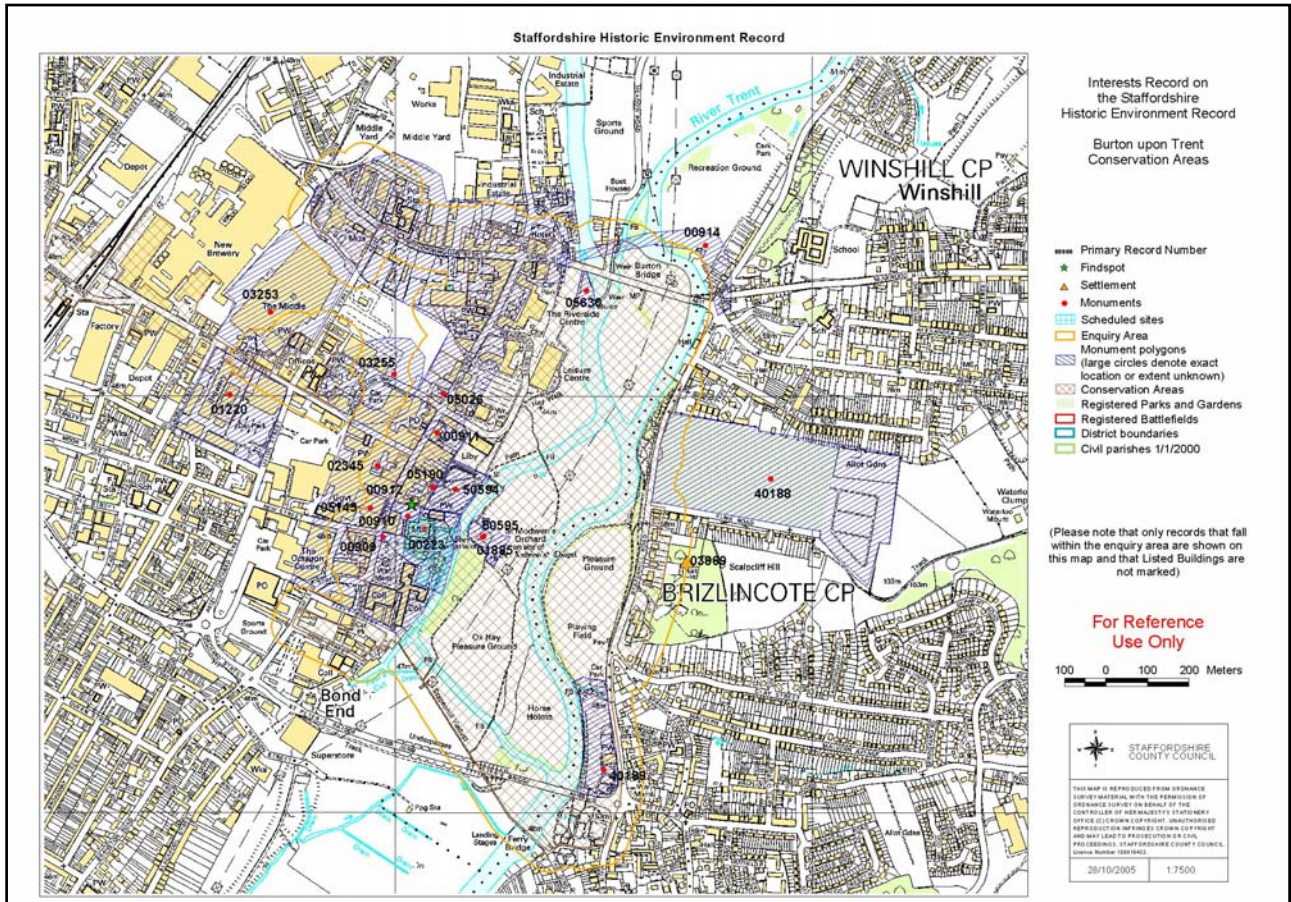
Summaries Of Archaeological Reports And Listed Buildings Staffordshire County Council: Historic Environment Record

Summary Report 22/11/2005

HER No	Grid ref	Name	Description
00223	SK25082262	Burton Abbey/The Abbey of Mary and Saint Modwen,	The scheduled remains of the Benedictine Abbey, which was founded c. 1001-1004 and surrendered in 1539. The church and Abbey were transformed into a Collegiate Church by the King in 1541, before being dissolved in 1545.
00909	SK24972266	Burton Abbey Gate, High Street	The site of the west gate of Burton, Abbey, which was built c. 1424-1454, but dismantled in the 1920's to widen High Street. It was re-erected by P.W. Radcliff in Newton Park, Newton Solney, Derbyshire.
00910	SK25022272	Market House, Market Place	The site of an ancient building used as a market house formerly stood in the market place in Burton-upon-Trent, but was taken down in 1772.
00911	SK25092291	Almshouses	The site of an Almshouse in High Street, Burton, which was endowed in 1634 for the maintenance of 6 poor women.
00912	SK25042274	Medieval Tile, Royal Oak Inn	Medieval tiles found circa 1869 at the Royal Oak Inn, Burton-upon-Trent.
00914	SK25592329	Burton Bridge	The site of a medieval bridge crossing the River Trent, which incorporated a gate and chapel, and which was the scene of many civil war conflicts.
01220	SK24602297	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 side 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.
01885	SK25222265	St. Andrew's Chapel, St Modwen's Orchard	The site of a chapel erected by St. Modwen and dedicated to the Saint Andrew. The chapel is thought to have been erected between the 7 th and 9 th centuries, and the body of St. Modwen is thought to have been buried there

HER No	Grid ref	Name	Description
			before being moved to the Abbey.
02345	SK25082300	Burton-upon-Trent (Borough)	The Burgage Tenure for Burton-upon-Trent was established around 1187-1197 by Abbot Nicholas, and a royal license was obtained to make a Borough circa 1203-1204. It fell back to the status of a manor, but was incorporated as a 'true Borough' in 1878.
03253	SK24732325	Bass Middle Brewery	The site of the Bass Middle Brewery, the brewhouse for which was demolished in 1960. The fermentation building was adapted as a chilling and conditioning plant.
03255	SK24952303	Electric Cooperage	The site of a Victorian cooperage. The factory was originally run as a steam cooperage, but later converted to electric. Two of the machines from the factory are now located in the county museum at Shugborough.
03869	SK25692260	Burton (Placename)	A significant placename indicating a site or settlement of possible Saxon origin.
05026	SK25112300	51 and 52 High Street	A listed house dated to 1388 by dendrochronology, with a later 19 th century shop front. The building is of timber-framed construction faced, and partly rebuilt, in brick. The building is a two-bay open hall with crown post truss which is smoke blackened.
05145	SK24932274	Almshouse, Bank Square	A former Almshouse which was built in 1593. Of timber frame construction with brick noggin.
05190	SK25092278	Burton Free Grammar School, Friar's Walk	An early 17 th century brick building, built and used as a school until 1877. It was built on the site of the 16 th century free grammar school, which was founded by William Bean (Abbot of Burton). The building is now listed as "Assembly Rooms" (Primary Record Number 08377).
05630	SK25452325	Possible Pillbox, Burton Bridge	The possible site of a World War II pillbox incorporated into a building (possibly the Baths) at the west end of Burton Bridge. The baths were demolished in the 1970's and no photographs of the site have been identified to confirm the location.

HER No	Grid ref	Name	Description
40188	SK25912275	Stapenhill Cemetery, Burton Cemetery	An extant cemetery consecrated in 1866, with later enlargements and landscaping. The cemetery is designated as a Registered Park or Garden.
40189	SK25472217	Burton Public Park	A public park in Burton.
50594	SK25142278	Church Yard, Friar's Walk	The probable site of an 18 th century burial yard, which was transformed into a garden of remembrance by 1999.
50595	SK25222265	St Andrew's Well, St. Modwen's Orchard	A holy well associated with St. Andrew's Chapel was constructed on Annesley Island by St Modwen some time between the 7 th and 9 th centuries.



Staffordshire Historic Environment Record for Burton No.2 and 3, Town Centre Conservation Area 28.10.05

APPENDIX 2 - RECOMMENDATIONS FOR STATUTORY LISTING

- APP 2.1 The Local List will be reviewed along with those buildings specifically identified in the text with a view to making recommendations to the Department of Culture Media & Sport via English Heritage, to list the relevant structures.
- APP 2.2 This appraisal recommends that the following buildings are included on the statutory list of buildings of special architectural or historic interest:
- Row of three storey terraced artisan's residence in Trent Terrace – Grade II
 - 37 High Street – Grade II
 - Anglican Chapel, Burton Cemetery – Grade II
- APP 2.3 This appraisal recommends that the following buildings are included on the local list of buildings of special architectural or historic interest:
- 23-25 Bridge Street
 - Trent Bridge House, Meadow Road
 - 91-92 High Street
 - Railway cabin to rear of Riverside Church, High Street
 - Small, red brick building in Meadowside Drive, to rear of 146 High Street
 - Large, two storey red brick building immediately to the rear of the former Bass Brewery offices, High Street
 - Dutch gabled buildings to the rear of 161 High Street
 - Former four storey brick lace mill in Bond Street
 - Three storey 20th Century brick office building in Fleet Street (immediately adjacent to the telephone exchange tower)
 - Two storey brick, hipped roof residence on south side of No. 7 Green Street (frontage in Bond Street)
 - 32, 36-37 Elms Road
 - 3-4 St Peter's Street

APPENDIX 3 - TREE PRESERVATION ORDERS & PROTECTED LANDSCAPE

- App 3.1 Generally, under part 8 of the Town & Country Planning (Listed Buildings and Conservation Areas Act) 1990 anyone intending to carry out, in a Conservation Area, works to a tree (such as lopping, topping, or felling) is required to give the Authority 6 weeks notice in writing – a section 211 Notice.
- App 3.2 Local Plan policies NE13 and NE14 outline measures to conserve existing trees and hedges, and to require detailed landscaping proposals prior to allowing development. These policies will be especially important to Conservation Areas.

APPENDIX 4 - DEMOLITIONS & CONSERVATION AREA CONSENTS

- APP 4.1.1 The rule here is “if in doubt, ASK !”
- App 4.1.2 This is because the interpretation of the laws governing demolition in a Conservation Area have been the subject of several cases, and required the clarification of circular DETR / DCMS 2000 / 01, amongst other notices.
- App 4.1.3 In simple terms Conservation Area consent is required for the demolition of most unlisted buildings within a Conservation Area. Listed Buildings’ demolitions or partial demolitions – including structural features, internal demolitions and demolitions of listed curtilage structures are dealt with separately, by Listed Building applications.
- APP 4.1.4 Conservation Area consent is not usually required for the demolition of non listed buildings of less than 115 cubic metres volume, walls of less than 2 metres in height (or 1 metre when it abuts a highway), or agricultural buildings erected after 1st Janua
- APP 4.1.5 When considering such applications the Local Authority must pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area. Account needs to be taken of the contribution made by a building to the architectural and historic importance of the area and of the wider effects of the demolition on the building’s surroundings and the area as a whole. The general presumption should be in favour of retaining buildings which make a positive contribution to an area.
- APP 4.1.6 If demolition is acceptable in principle, the Local Authority still requires to consider what is proposed for the site following demolition. If there are no acceptable redevelopment plans, then consent will not normally be given. It is worth remembering that work which has an effect on the appearance of a building particularly in a Conservation Area (e.g. the removal of chimneys) may need planning permission. And, where development rights have been restricted (‘Article 4 directions’ for example) or withdrawn then changes to the appearance of the building will usually require Planning Permission

APPENDIX 5 - LOCAL PLAN POLICIES SUPPORTING SENSITIVE DESIGN AND THE CONSERVATION OF CHARACTER

APP 5.1 A core strategy in the Local Plan, CSP3 deals with the principles of appropriate (urban) design. These principles apply just as readily to new design in villages, in general, and in Conservation Areas in particular.

'In considering the design of development proposals the Borough Council's aim is to ensure that new development makes the maximum contribution to improving or preserving the built environment of the Borough. Such an approach will ensure the conservation of areas which are already valued and the enhancement of areas currently less valued. In considering development proposals the Council will have regard to how the development relates to the following urban design objectives which are drawn from "By Design – Urban design in the planning system : towards better practice"

- 2 character- a place with its own identity;
- 3 continuity and enclosure – a place where public and private spaces are defined clearly;
- 4 quality and the public realm – a place with attractive and successful outdoor areas;
- 5 ease of movement – a place that is easy to get to and move through;
- 6 legibility – a place that has a clear image and is easy to understand;
- 7 adaptability – a place that can change easily
- 8 diversity – a place with variety and choice '

App 5.2 Built Environment policies indicate the applicability of these principles, and state:

'Although these are urban design objectives they, and the following policy are applicable to towns and villages alike. They are also applicable to both large and small developments as significant small developments can have a great impact on their surrounding area. It is recognised that situations will vary and certain objectives or policy elements will be more important in some cases than others. The production of *Village Design Statements* and the County Council's *Residential Design Guide* ..and *Planning for Landscape Change* document will provide a degree of guidance as to how the objectives and policy will be applied. The Council will provide further Supplementary Guidance to illustrate how the design of development should reflect the characteristics of particular areas. Where a site will have a significant impact on an area, either due to its large size or its prime location in a sensitive area, the Council may

request a detailed design statement to be prepared by the developer indicating how the objectives set out above and the following policy have been taken into account in the design of a proposal. Where planning permission is granted for the demolition of unlisted buildings of intrinsic archaeological or historic importance, the Council encourages the carrying out of *archaeological buildings recording* prior to demolition'.

BE1 **The borough council will approve applications for development which respond positively to the context of the area surrounding the site of the application and in themselves exhibit a high quality of design which corresponds to or enhances surrounding development. such considerations will apply equally to new development and development which involves the re-use of existing buildings. in considering whether design of development proposals is satisfactory, the borough council will have regard to following factors**

- (a) The layout of the development in terms of its circulation routes and arrangement of buildings and how they relate to such factors in the surrounding area.**
- (b) How elements of any open spaces, both hard and soft, in the proposed development relate to each other, the proposed buildings, the characteristics of the site and the surrounding landscape's character and appearance.**
- (c) The density and mix of the development in relation to its context and the uses to which the development will be put.**
- (d) The massing of the development in terms of the shape, volume and arrangement of the building or buildings in relation to the context of the development.**
- (e) How the height of the proposed development relates to the height of surrounding development and any vistas, views or skylines.**
- (f) What materials will be used within the development and how they interrelate with each other, their immediate context and any traditional materials used in the area.**
- (g) The detailing and construction techniques to be used in the development and how they interrelate with each other, and relate to the immediate and overall context.**
- (h) Adverse impacts on the immediate and general environment in terms of emissions and other impacts and any use of techniques or mechanisms to reduce those impacts.**

- (i) **The extent to which the design of the development takes into account the safety of users and reduces the potential for crime to occur in accord with s. 17 of the Crime and Disorder Act 1998.**

App 5.3 Conservation Areas are specifically noted in the 'Built Environment' section at para 9:

9. The special character of the settlements in the Borough has evolved over centuries and the Council considers that, to safeguard and enhance this character, it is vital to ensure that the pace of change is controlled and that new development should make a positive contribution to its surroundings. This Plan includes policies for the protection of the historic features of the area and for the design of new buildings. The Council will therefore give a high priority to the objective of preserving and enhancing the character and appearance of conservation areas in considering all proposals for development, in accordance with guidance set out in PPG15.
10. One of the requirements of PPG15 is that the basis for the assessment of the character and qualities of existing or proposed areas should be set out in the Plan. The resulting assessments then form the basis for the consideration of any development proposed in a Conservation Area. As indicated by English Heritage the Council will only designate areas of real 'specialness' in the local context. The following criteria will be used as the basis of the assessment of this 'specialness':-
- a) Origins and development of the area;
 - b) Prevailing and former uses in the area and their influences on it;
 - c) Any archaeological significance;
 - d) Historic and architectural qualities of the buildings;
 - e) Character and relationship of spaces;
 - f) Prevalent and traditional building materials;
 - g) Local details and special features;
 - h) Contribution of any natural or cultivated elements;
 - i) Setting of the area and its relationship to the landscape;
 - j) Any neutral areas or negative factors.

These criteria will also be applied when considering extensions to existing conservation areas.

BE6 Development will not be permitted in a Conservation Area, unless it preserves or enhances the character or appearance of the Conservation Area;

1. If an application for outline permission is made within a Conservation area, the Local Planning Authority will require details of siting, design and external appearance of all buildings, under the provisions of Article 3(2) of the General Development (Procedure) Order.
2. Consent to demolish an unlisted building in a conservation area will not be granted unless it can be shown that it is wholly beyond repair, incapable of reasonable beneficial use, of inappropriate structure or design, or where its removal or replacement would preserve or enhance the character or appearance of an area.
3. Where Conservation Area Consent is granted for the demolition of structures of historic interest, the Council will seek to ensure that provision is made for an appropriate level of archaeological buildings recording to take place prior to demolition.
4. New development should respect the character of the existing architecture in scale, grouping and materials.
5. Proposals for development adjacent to Conservation Areas should be designed to be in harmony with the character or appearance of the area.
6. When considering development proposals the Council will take care to ensure that views into and out of the conservation area remain unspoilt.
7. Permission will not be granted for development on sites identified in conservation area Designation and Enhancement documents which contribute to the appearance or character of the Area, even if that site is also within a development boundary.

BE7 The Council will be prepared to consider making exceptions to other policies in this Plan where this would enhance the character of a conservation area.

App 5.4 Listed buildings (many of which are sited in Conservation Areas) are covered in the Local Plan, as follows:

LISTED BUILDINGS

These buildings represent the best of the Borough's heritage, being of special architectural or historic value, and as a finite resource, once lost cannot be replaced. In accordance with the aims of PPG15, the Council will seek to retain and protect all listed buildings. This reflects the importance of protecting listed buildings from unnecessary demolition, unsuitable and insensitive alteration, and will be the prime consideration for the Council in determining an application for Listed Building Consent.

BE8 The character of listed buildings will be protected by the following means:

- (1) The Council recognises its statutory duty to have special regard to the desirability of preserving listed buildings and their setting;**
- (2) Applications for alterations or extensions to listed buildings will only be granted when they relate sensitively to the original building;**
- (3) Where the demolition of a listed building is to be permitted, the Council may require by condition or seek agreement that:-**
 - 7.1. demolition shall not take place unless detailed plans have been approved for replacement buildings;**
 - 7.2. the building is retained until such time as redevelopment takes place;**
 - 7.3. important external and internal features of the building are salvaged and stored or reused;**
 - 7.4. there is an opportunity for the appearance, plan layout and particular features of the building to be measured and recorded prior to demolition; and**
 - 7.5. provision is made for archaeological investigation by appropriately qualified persons and excavation of the site where appropriate.**
- (4) Where Listed Building Consent is granted for the demolition or alteration resulting in the loss of historic fabric, the Council will ensure that provision is made for an appropriate level of archaeological building recording to take place prior to, or during, the commencement of works.**

App 5.5 As set out in PPG15 the best way to retain listed buildings is to keep them in use. New uses will often mean modifications to the building. A balance

therefore has to be struck between the need to preserve listed buildings and the requirements of other policies in the Local Plan. This means that the need for flexibility in the application of other policies in the Local Plan to ensure new uses has to be recognised.

BE9 The Council will be prepared to consider making exceptions to other policies in this Plan if this would secure the retention of a building of architectural or historic interest or enable an historic building or group of buildings to be given a new lease of life. Where new development is to provide income for the upkeep of historic buildings, a planning obligation agreement will be sought to secure that objective.

App 5.6 Archaeological sites and scheduled monuments are generally covered by the Local Plan policies BE 10 and BE11:

ARCHAEOLOGY

There are many features of historic and archaeological interest in the area. Those scheduled as Ancient Monuments have statutory protection but the Council recognises the importance of protecting not only known sites but also new ones as they are discovered. If it is necessary to permit development that could affect a site where there is clear evidence of archaeological interest, the Council will ensure that there is an opportunity for archaeological excavation and recording before development occurs.

BE10 Sites of significant archaeological interest will wherever possible be protected from new development. Development proposals affecting sites of potential interest should be accompanied by a report on the archaeological implication of the development, based on desk based assessments and, if necessary, field evaluation and by an indication of the means and resources to be made available to protect and/or record the archaeological interest of the site. Where the Borough Council have decided that physical preservation of the archaeological remains is not justified approval may be conditional upon appropriate means and facilities being made available by the developer for architectural investigation or a condition may be attached to any permission granted requiring such investigation before development commences.

BE11 There will be a presumption in favour of the physical preservation of scheduled Ancient Monuments and unscheduled archaeological remains of national importance, and development

which would disturb or adversely affect any such monument or remains or its setting will not be permitted.

App 5.7 Protection of open areas within settlements is covered in the Local Plan by policy NE6:

PROTECTION OF OPEN AREAS WITHIN SETTLEMENTS

10. Areas of open land within settlements can contribute to the character of a settlement. Where such sites are developed the character of a settlement or area may be harmed. Where such harm would occur it is important that such sites are protected from development. Village Design Statements, promoted by the Countryside Agency, can play a positive role in identifying and recording what is special about a village. The Council has already formally adopted several Village Design Statements as SPG. Conservation Character Assessments may also identify relevant features in this context.

NE6 The development of open areas of land within town and village development boundaries will be allowed, subject to other policies in this plan, unless the land contributes positively to the character of the surrounding area and provides visual amenity for the community.

In settlements without development boundaries, the development of open space will not be permitted where the land contributes positively to the character of the surrounding area and provides visual amenity for the community.

App 5.8 Restrictions on 'Permitted Development' (ref : section 8.2) are covered in the Local Plan by policy BE12:

THE STREET SCENE

15. To preserve areas of particularly high aesthetic quality such as Conservation Areas the Council wishes to minimise visually and aesthetically damaging street 'clutter' such as unsightly litter bins, freestanding advertisements, signs, public utilities equipment, power supplies and communication technology. The Council will aim to remove unsightly street furniture and where necessary replace it with more appropriate structures. Furthermore, the use and appearance of shop security shutters will need to be controlled. The Council may also wish to exert greater control over development which does not usually require planning permission. The Borough Council will therefore impose Article 4(2) Directions on dwellings in Conservation Areas where it considers there is a real threat to the character and appearance of the area and in

exceptional circumstances will consider seeking the approval of the Secretary of State for Article 4(1) Directions in Conservation Areas or other areas of special quality where there is considered to be a real and specific threat due to the exercise of permitted development rights

BE12 The Council will apply Directions in Conservation Areas to remove the permitted development rights for buildings in exceptional circumstances where development could have a real and specific detrimental effect on the special architectural or historic character of the area and in exceptional circumstances will apply to the Secretary of State for consent to apply Directions to other areas of special quality where there is a real and specific threat.

App 5.9 The control of advertisements is a significant issue in Conservation Areas. The Local Plan highlights general considerations:

16. Advertisements and signs are important to the proper functioning of shopping and commercial areas, but the Council considers that the display of advertisements needs to be carefully controlled to ensure that they do not have a damaging impact on the environment.
17. The Town and Country Planning (Control of Advertisements) Regulations 1992 gives powers to the Council to restrict the display of advertisements in the interests of amenity and public safety. Some categories have deemed consent by virtue of the Regulations, but most advertisements require a specific consent for which application is made to the Council. The Council also has powers to remove advertisements by the issue of a 'Discontinuance Notice'.
18. In carrying out its duty to control advertisements, the Borough Council will seek to ensure that advertisements are not unduly prominent in the street scene. Any advertisement which is likely to detract from the visual amenity of its surroundings will be refused consent. Particular care will be taken when considering the display of advertisements on listed buildings, in conservation areas and in the countryside. This will ensure that the special character of these buildings and areas is protected.

BE13 In determining applications for consent to display advertisements, the Borough Council will consider the effect of the proposals on local amenities and public safety. The Council will not grant consent for the display of an advertisement unless it is satisfied that it:

- (1) is well located in relation to the building or site on which it is to be displayed;
- (2) is of a suitable size, colour and design;

- (3) is of a design and materials that are acceptable in the locality;
- (4) does not stand out as an inappropriate or unduly prominent feature;
- (5) does not contribute to visual clutter in the street scene;
- (6) does not intrude upon the amenities of immediate neighbours;
- (7) does not adversely affect the safety of users of any form of transport and pedestrians.
- (8) is illuminated in manner appropriate to the locality and its position on the building or site

19. The Council will expect most illuminated advertisements to be confined to commercial areas and to be at fascia level. The aim is to ensure commercial premises have no more than one fascia and one projecting sign, as then the display is unlikely to be prominent, and will not detract from amenity or public safety to an unacceptable degree, or create advertisement clutter. On petrol filling stations, particularly in rural areas, the Council will seek to minimise the total number and area of advertisements displayed to reduce clutter. Further guidance on the implementation of Policy BE 13 will be provided in Supplementary Planning Guidance.

App 5.10 The design of shop fronts is also given some consideration in the adopted Design Guide and Local Plan. Policy BE14 will have an impact on many Conservation Areas:

20. Shop fronts have a considerable influence on the appearance of buildings and the street scene. They are necessary to advertise and inform and can add vitality and interest to an area. They can also detract from buildings if due regard is not had to the age or architectural character of the building or area

BE14 The Council will not grant permission for new, replacement or altered shop fronts unless they are designed to be sympathetic to the remainder of the building and to the character of the surrounding area.