

Burslem

Conservation Area Appraisal

November 2011



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1. Appraisal Context

- 1.1 This Character Appraisal has been prepared for Burslem Conservation Area, whose original boundary was designated in October 1972 and the most recent extension to the boundary was made in December 2007.
- 1.2 Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by section 69 of the Planning (Listed Buildings and Conservation Area) Act 1990. This defines Conservation Areas as:

‘areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance’.

- 1.3 Special interest may originate from a variety of sources, while character is defined in a holistic sense rather than deriving from the merits of any single building. Planning Policy Statement 5, Planning for the Historic Environment states that conservation areas are an ‘historic asset’, as well as individual buildings.
- 1.4 Production of Character Appraisals was required under the Office of the Deputy Prime Minister’s Best Value Initiative (BVPI 219), though best practice has long required their preparation. The objective of an appraisal is to analyse and define in depth the special interest and traits which make up the character of a conservation area, to identify the pressures and challenges facing its survival and to recommend courses of action which will aid in achieving sensitive management, preservation and enhancement (the latter points fulfilling duties imposed by section 71 of the 1990 Act). This BVPI has now been replaced by a local indicator.
- 1.5 Conservation Area status is a material consideration in the evaluation of planning applications. Section 72 of the 1990 Act requires local planning authorities to pay special attention to the desirability of achieving preservation or enhancement through their decision making. Appraisals represent an important resource in fulfilling such duties while Planning Policy Statement 5, Planning for the Historic Environment, provides a principal point of guidance. Where new development is planned conservation area appraisals may provide a useful design resource to those proposing it. The appraisal is also a material consideration when assessing planning applications within and adjacent to the conservation area.
- 1.6 Conservation Area status curtails certain ‘permitted’ householder development rights requiring planning permission to be sought in these areas (outlined in the General Permitted Development Order 1995). Local Authorities have further powers to restrict permitted developments to the elevations of dwellinghouses that front the highway through the introduction of Article 4 designations. The current Article 4 Direction has been in place for most of the Conservation Area since December 2005.
- 1.7 English Heritage recommends production of distinct Management Strategy documents for each conservation area. The basis of these documents is the analysis contained within and recommendations arising from each appraisal. It is intended

that in the context of the new Local Development Framework (LDF), Stoke City Council will produce a generic Management Plan document to be adopted as a Supplementary Planning Document (SPD).

- 1.8 The Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006 – 2026 was adopted in October 2009. Policy CSP2: Historic Environment makes specific reference to the requirement to preserve and enhance the character and appearance of the historic heritage of the City, including buildings, monuments, sites and areas of special archaeological, architectural or historic significance. Through the adoption of this policy, the authority has committed to fulfilling statutory duties regarding conservation areas and listed buildings. This policy sets design and development standards, while introduces two non-statutory 'lists' of relevance to this Appraisal: a Local List (Buildings of Special Local Interest) and Areas of Archaeological Importance.
- 1.9 When reading or using an appraisal it is important to note that while every effort is made to provide detailed analysis the document can never be comprehensive. Failure to mention a particular element or detail must not be taken to imply that it is of no importance to an appreciation of character or appearance of the Conservation Area and thus of no relevance in considering planning applications.
- 1.10 This appraisal has been produced by the City Renewal Directorate (Planning Policy & Design), Stoke-on-Trent City Council. Enquiries regarding this Appraisal should be addressed to:

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2 The Study Area

Burslem is located in North Staffordshire, amongst the Stoke on Trent conurbation. It lies to the North West of the city, East of the Trent and Mersey Canal which links Liverpool to the West Midlands. Burslem was a separate town and the largest in the conurbation, before it was amalgamated with Tunstall, Stoke upon Trent, Hanley, Fenton, and Longton in 1910 to form Stoke on Trent. Stoke on Trent became a federal city in 1925. The M6 passes some ten kilometres to the West, connecting Birmingham to the South and Manchester to the North-West.

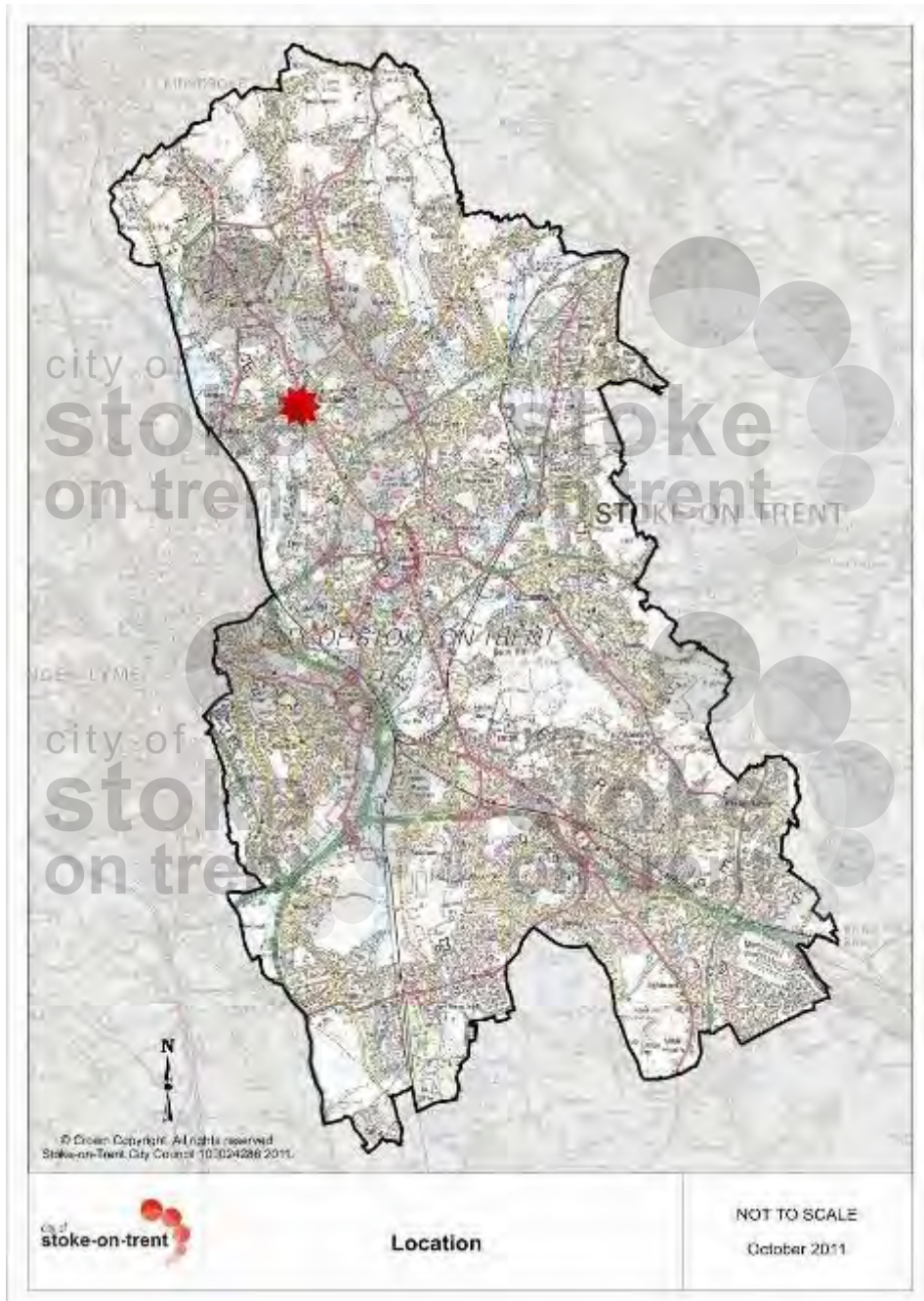
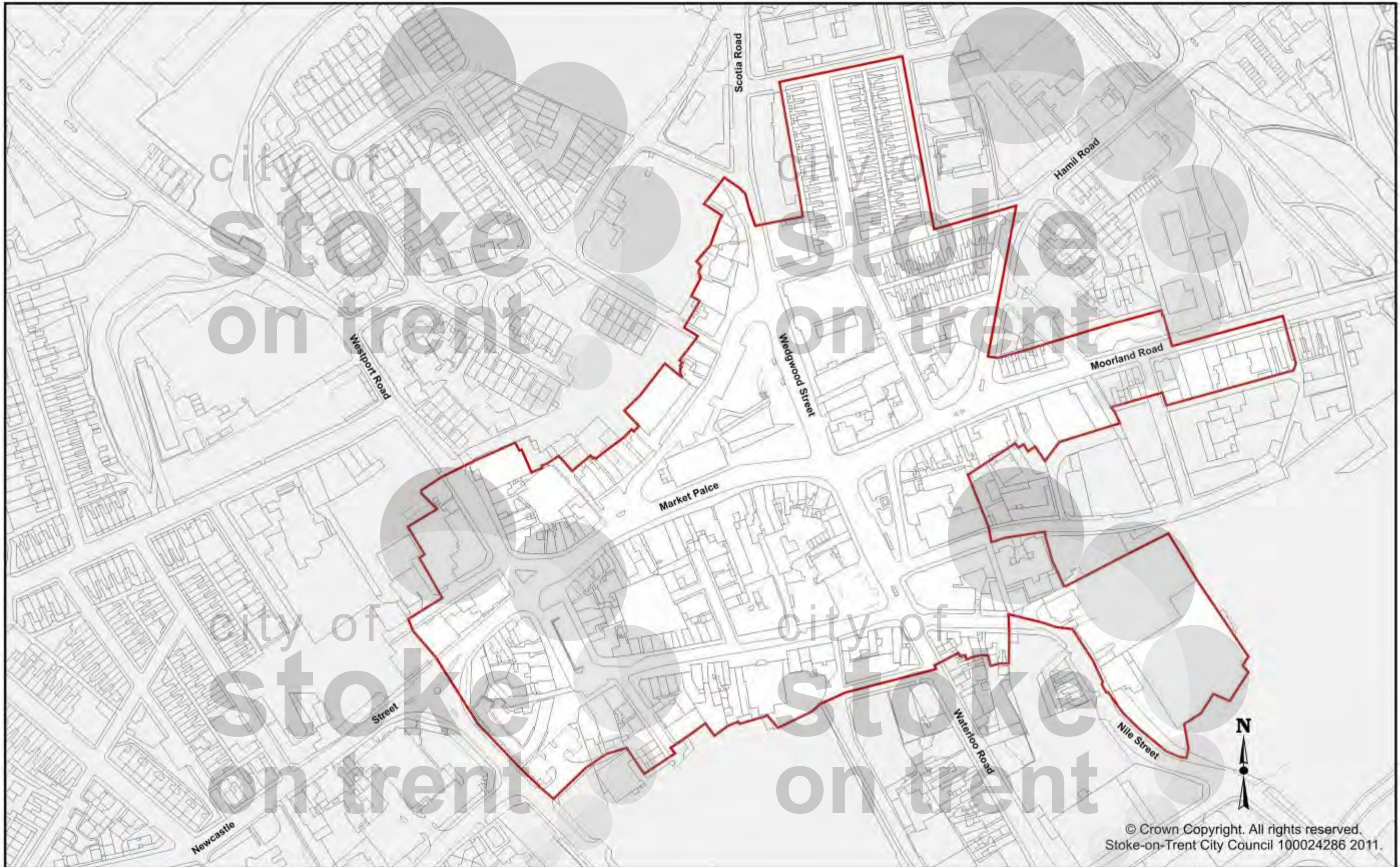


Fig 1 Burslem in the City Context

The conservation area covers the town centre of Burslem such as Queen Street, the Market Place, Swan Square, and Wedgwood Street and also includes small parts of Westport Road, Moorland Road and Chapel Lane.



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3. History and Archaeology.

Burslem is located on natural deposits – ironstone, clay and coal – which provided the raw materials for pottery making. The first recorded kilns were found at nearby Sneyd Green and date to c.1300. In the manorial court rolls of Tunstall in the 14th century several men are called *Le Potter* and *Le Thrower*, and it is documented that one of the products of the area were butter pots for Uttoxeter and other rural markets. In the 15th century the Adams family were established as potters and by 1617 one of the family was described at his death as a master potter. By the 1650s the Wedgwoods were also producing pottery in Burslem, the first potter in the family being born also in 1617. At the end of the 17th century, the Burslem area was the country's leading supplier of pottery, helped by the decision of the Sneyd family, the Lords of the Manor of Tunstall (which included Burslem), to relinquish their mineral rights, allowing copyholders to dig for their own clay and coal.

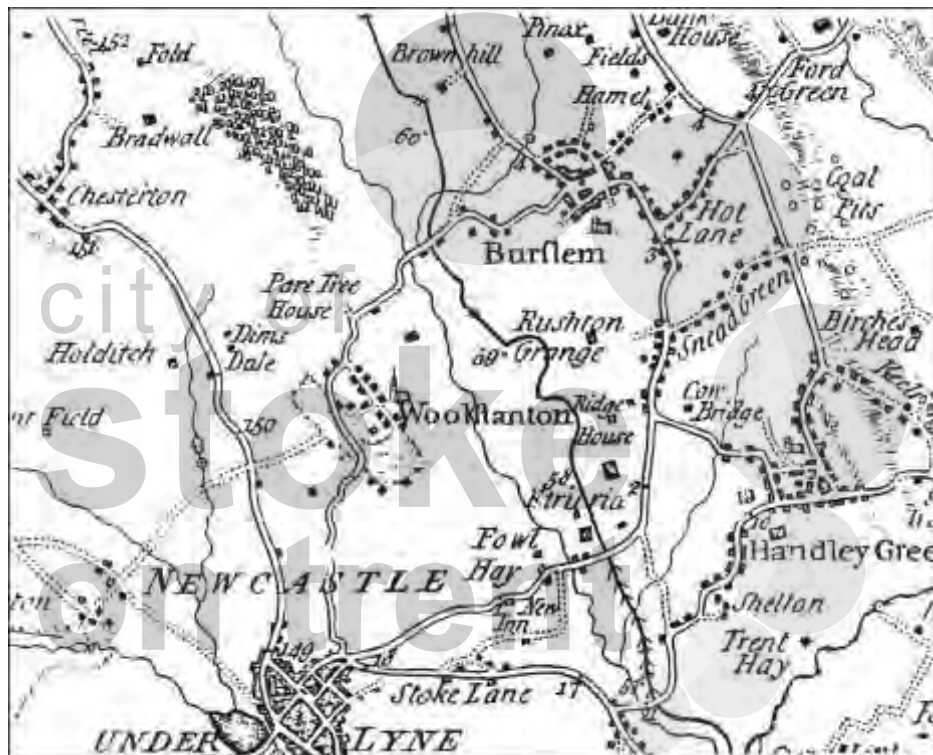


Fig 2: Yates 1775 map of the area

By 1710 there were said to be no less than 35 potworks in Burslem, and it was soon being referred to as a town; in contrast, Hanley and Stoke (upon Trent) were still villages at this time. Leading potters began building houses and potteries which reflected their prestige, most notably the Big House, erected by the brothers Thomas and John Wedgwood in 1751 on the corner of Wedgwood Street and Chapel Bank. Outside the town, William Adams, who had inherited the Brick-House Works in Burslem, built himself a large new house (Cobridge Hall) in 1780. Most spectacular of all was the Fountain Place Works built for Enoch Wood in 1789, a gothic extravaganza (now demolished) between Hall Street and Newcastle Street, with a gateway (complete with crenellated towers) across Pack Horse Lane.

Josiah Wedgwood, a relative of the brothers who built the Big House, was another formative influence on the expansion of Burslem as a centre for potting. He started working in his grandfather's Churchyard Pottery, which stood to the South East of St John's Church and later leased the Brick-House Pottery. Ultimately he was wealthy enough to build a very grand new house for himself – Etruria Hall – to the South of the town. Josiah was instrumental in turnpiking the main routes into Burslem. He also promoted the construction of the Trent and Mersey Canal, completed in 1777. This initially helped Middleport, Etruria and Stoke (upon Trent) more than Burslem, as it was not until 1805 that branch canal was constructed to provide a link directly into Burslem itself, extending from the main canal at Newport to Navigation Road, which extended North East into the town centre (by 1832 a tramway extended along the road).

During the 19th century, Burslem continued to grow as more potteries were built. In 1814, the Riley family rebuilt the Hill Works (latterly operated by Wade & Heath) and, at about the same time, constructed a substantial Palladian dwelling for themselves (Portland House) to the South of Newcastle Street. In 1839 Samuel Alcock rebuilt the Hill Pottery, which was situated opposite the Hill Works, across Liverpool Road. This factory was also eventually managed by Wade & Heath. At the Eastern end of High Street, Edward Challinor built the Overhouse Manufactory in 1819, which was rebuilt in 1869. It is now (2011) the home of Royal Stafford Tableware.

Another important family in Burslem's history are the Doultons, who started their very successful sanitary ware business in Lambeth in London. In 1878 they decided to expand into fine earthenware, buying a holding in an existing pottery in Nile Street and taking a controlling interest four years later. From this moment on, the Doultons went from strength to strength, with Henry Doulton being the first potter to be knighted.

The development of these various factories provided Burslem town centre with a distinctive character which is evident from the OS edition of 1900. The Town Hall of 1852-7 provides a focal point for the town, surrounded by an open market place and adjacent to a covered butchers' market. Enclosing this triangular space are groups of terraced houses containing shops and offices for the potteries, with groups of circular bottle kilns seemingly randomly placed in the back yards. To the East of the market place, the ground is largely undeveloped apart from a theatre and mission hall, with densely planned terraced housing in Jenkins Street and Nicholas Street beyond.

During the 19th century the population of Burslem grew steadily rather than spectacularly. In 1841 the combined figure for Burslem, Sneyd and Cobridge was 15,543, rising to 25,562 in 1871, and 38,776 in 1901 (the last figure also included Sneyd Green). A significant factor in this growth was the housing development along Waterloo Road, encouraged by the tramway built in 1862 to connect Burslem to Hanley. This provided more prestigious detached or semi-detached villas; a change from the more utilitarian workers' terraces houses built throughout the 19th century. In 1894, a large public park was provided for the people of Burslem to the East of the town centre.

Because Burslem and Cobridge stood on hills, rail links to the town were slow to develop. A station on the North Staffordshire line was built in Longport and a freight-only branch line was provided into Burslem in 1872. One year later, however, the Grange Loop Line was built to bring both passengers and freight into Burslem.

Mining for both coal and ironstone had been important around Burslem for centuries and in 1860 the Grange Colliery to the South of Burslem was sunk. It continued to be a major local industry until problems with flooding led to its closure in 1941. Another local pit, the Sneyd Colliery, was even more significant in Burslem, particularly during the latter half of the 19th century. This large colliery, which lay to the East of the town centre, finally closed in 1985.

The parish church for Burslem (St John's) is located a little way South of the town centre, and was still a chapel-of-ease attached to the parish of Stoke (upon Trent) until 1809. The tower dates from c.1536 and the nave was rebuilt in 1717 after a fire destroyed the existing thatched building. A chancel was added in 1788 to cater for the expanding population. The church contains two terracotta plaques by Enoch Wood, but is otherwise a somewhat plain, unadorned building. A Commissioners' church, St Paul's, was also located outside the town centre, but was demolished in 1972 and replaced by a modern structure. The 1837 Hill Top Methodist Chapel on Westport Road survives only as a columned portico facing the street. The current Swan Bank Methodist Chapel dates to the 1970s and replaced a building of the early 19th century (albeit with late 19th-century alterations). The Sunday school that stands on the Northern side of the chapel is 19th-century in date.

Following Federation in 1910, when Burslem, Hanley, Stoke (upon Trent), Fenton, Longton and Tunstall were united to form the new city of Stoke-on-Trent, Burslem's fortunes appear to have declined. Hanley became the centre for shopping and entertainment, and gradually the Burslem potteries became out-dated. The town's many bottle kilns in Burslem's backyards have incrementally been demolished and none remain within the Conservation Area, which is now surrounded on almost all sides by modern development or vacant sites awaiting new uses.

There are no Scheduled Monuments within the Burslem Town Centre Conservation Area, but it is rich in archaeological sites. These predominantly relate to the town's past as a centre of pottery production. Archaeological evidence from the Market Place and the Burslem School of Art indicates that this industry flourished within the settlement from at least the 15th century. Several 18th- and 19th-century pottery works have been excavated within the Conservation area, including Wedgwood's Ivy House Works in the Market Place; the Royal and Sadlers Works between the Market Place and Greenhead St; and the Newcastle Street Pottery on Furlong Passage. Examples of brick-built, coal-fired pottery ovens have been recorded at all of these sites. Evidence of cottages possibly dating to the 17th century has been uncovered beneath the remains of Victorian terraces at Furlong passage.

The Burslem Town Centre Conservation Area is in mainly commercial uses, befitting the town centre location. Many of the buildings facing the Market Place contain ground floor shops, some of which may have some low key residential uses in the upper floors. A covered market, located between the Market Place and Queen Street, and allied to a street market for part of the week, has been a popular local facility, although it is currently closed for structural reasons. There are few representatives of the 'nationals', although there are several banks including Lloyds, Barclays and NatWest.

There are a surprising number of public houses or small hotels, mainly at the Western and Southern ends of the Market Place, of which the *Leopard Inn* in Queen Street and the *George Hotel* in Swan Square are the most significant. In Queen Street are two

notable community buildings: the School of Art and, opposite, the Wedgwood Institute (the public library). The more modern Town Hall, dating from 1911, is in occasional use as a concert hall and theatre.

There are few reminders of the area's industrial past in its present-day uses. The Royal Stafford premises facing Wedgwood Place is still operating as a factory saleroom, but otherwise Wedgwood's former works in Wedgwood Street, on the corner with Jenkins Street, is boarded up and clearly 'at risk'. On the opposite side of the road, the old entrance to Overhouse Manufactory is also in very poor condition and appears not to be in any meaningful use. On the South-Eastern edge of the conservation area, the Royal Doulton factory has now closed and is a development site. Fountain Court off Westport Road is all that remains of much larger premises which has now been added to and converted into housing.

The conservation area contains two churches – the recently listed United Reformed Church of 1905, in Moorland Road, and the 1960s Central Methodist Church in Chapel Lane. The parish church of St John is located outside the conservation area, separated by cleared former industrial sites.

The Burslem Townscape Heritage Initiative began in 2007 and has aided the implementation of some of the aims and objectives in the Burslem Town Centre Conservation Area Management Plan (2005). Funding has been provided by the City Council, Advantage West Midlands and the Heritage Lottery Fund, with additional private sector contributions. Many buildings in Market Place, Queen Street, St John's Square and Nile Street have benefitted from funding, which has aided the repair of the fabric of historic buildings within the town. The scheme is to continue in 2011/12 and be supplemented by the Burslem Building Improvement Scheme, which is funded by the European Regional Development Fund (ERDF).



Fig 3: Swan Bank Methodist Church, circa 1890-95



Fig 4: Burslem's first town hall (1843)



Fig 5: Burslem Railway Station (1955) (Source: www.potteries.org)

4. Spatial Analysis and Appraisal of Views

4.1 Townscape Form

4.11 The influence of topography

Burslem's topography is one of the defining townscape characteristics, both in terms of the town and more specifically the Conservation Area.

Contextually, Burslem is situated on a Westerly spur situated on the North Westerly-South Easterly ridge line that divides the Scotia and Fowlea valleys. This landform clearly defines the Northern part of the City's landscape. The associated setting creates dramatic long views and vistas, especially from the West, making parts of Burslem Conservation Area and certain landmarks visible from key distant vantage points, including the A500.

These views are important in terms of defining an impression of the Potteries and it is this view that Arnold Bennett, the famous Potteries author and playwright captured in one of his works, *Clayhanger* (Bursley was his fictional name for Burslem).

“In front, on a little hill in the vast valley, was spread out the Indian-red architecture of Bursley – tall chimneys and rounded ovens, schools, the new scarlet market, the grey tower of the old church, the high spire of the evangelical church, the low spire of the church of genuflections, and the crimson chapels, and rows of little red with amber chimney-pots, and the gold angel of the blackened town hall topping the whole. The sedate reddish browns and reds of the composition, all netted in flowing scarves of smoke, harmonised exquisitely with the chill blues of the chequered sky. Beauty was achieved, and none saw it.”

The elevated character of Burslem in association with Tunstall and the Northern part of the City Centre also creates long views between the settlements where key landmarks help to punctuate and create visual connectivity within the wider landscape. The towns appear like 'beads on a thread', establishing a distinct hilltop townscape for the Northern part of the city.

PPS5 and recent practice publications by English heritage has highlighted the importance of setting and views into Conservation Areas as being importance to their heritage significance. Consequently. The above described long views and the distinctive topography, create a zone of sensitivity (a potential buffer zone), that is effectively the foreground to the Conservation Area in views from the south and west.

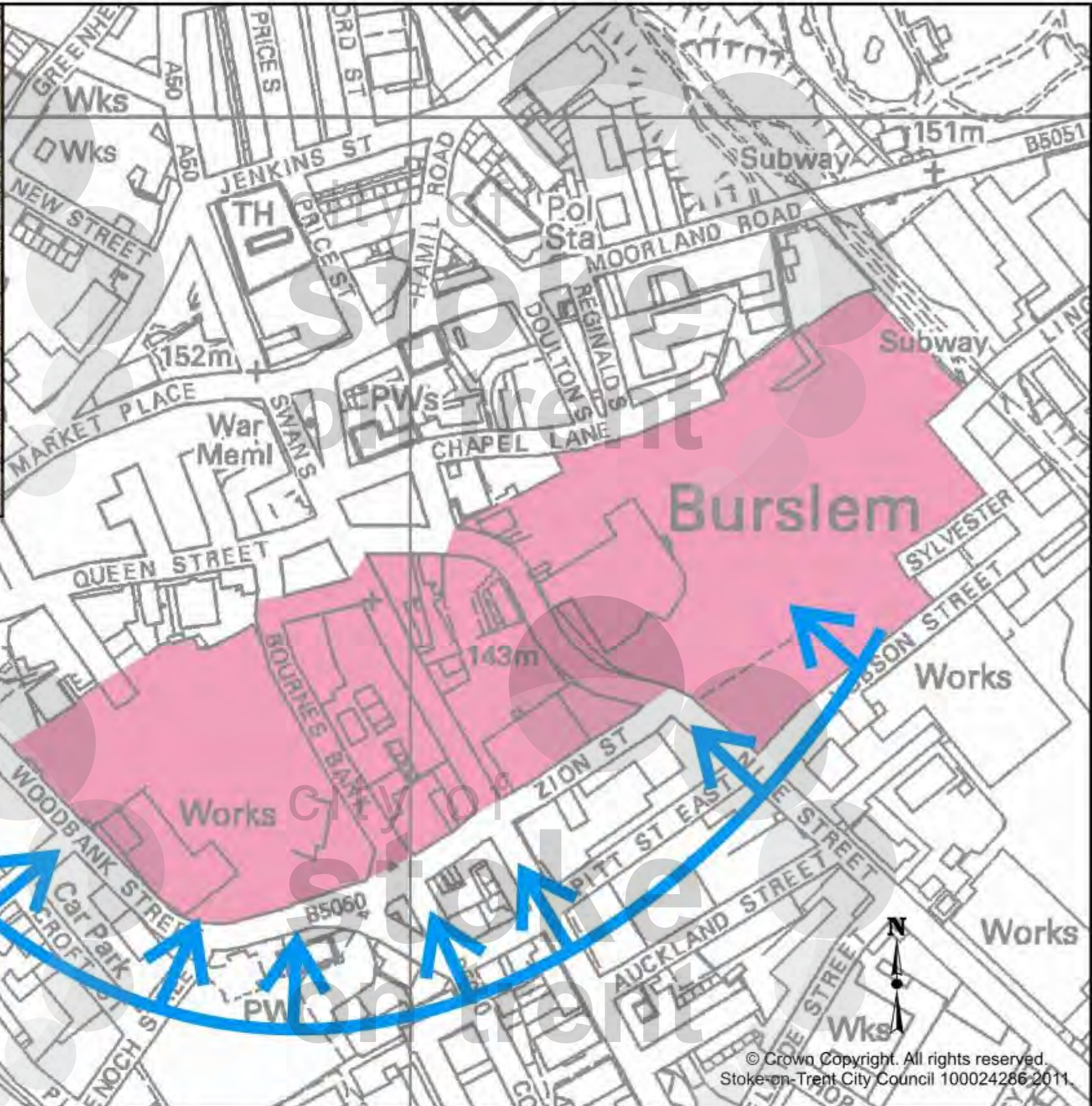
The influence of this zone and its importance in terms of considering the impact of new development within this zone is discussed further in sections 6 to 8 of this appraisal.

In respect to the Conservation Area and its immediate environs, routes converging on the town centre from the North, West and South are all defined by the steep approach into the Conservation Area. This provides a distinct sense of arrival but also creates potential accessibility issues for those arriving on foot. By contrast, the Eastern

approach on Moorland Road falls into the Conservation Area, creating a more gradual sense of arrival

Within the Conservation Area levels also influence townscape form and character, with a more noticeable North–South gradient along Wedgwood Street from its high point where it meets Scotia Road but also a more generalised slope from East to West from Moorland Road through to Newcastle Street (although there is a localised reverse slope from the Western end of the Town Hall to the intersection of Market Place, Leek Road, Wedgwood Street and Swan Square).

The North-South slope creates differences in levels within blocks and affects the main civic spaces, especially St John’s Square. In Market Place and Swan Square, where recent public realm works have been undertaken this has required measures in the form of ramps and steps that address these levels, also adding interest to the spaces (public realm character is discussed in more detail later in this appraisal)



KEY

- Zone of Sensitivity
- Visual prominence from the South
- Long View from South West

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MAP 2: Long Views and Zone of Sensitivity

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4.12 *Spatial Form – streets, spaces and blocks*

The current Conservation Area boundary is the result of several previous expansions, capturing different historic parts of the town centre.

At the centre of the Conservation Area lies a significant nodal/activity point at the mergence of the 4 key arterial routes leading into the town centre: Swan Square (the Northern part of Waterloo Road), Wedgwood Street (the Southern end of Scotia Road), Market Place (leading off Newcastle Street) and Moorland Road. This arrangement creates an axial structure to the town centre and the Conservation Area.

All of these routes carry high volumes of vehicular traffic that ‘bottle necks’ at this junction. This has a significant impact upon the heart of the Conservation Area, as vehicles tend to back up in all directions at peak times. This makes the environment unsatisfactory for pedestrians and cyclists and restricts movement on foot. It detracts from the experience of the Conservation Area.

Within this framework of principal routes there are a number of connecting streets and lanes that service the town centre and create a permeable structure sub-dividing townscape into smaller blocks of development.

The core area of the town centre has a more informal block arrangement derived from its early origins as the village centre of Burslem. Queen Street is a relatively narrow street robustly edged by buildings on both sides. It has a more regular building line on its Northern side and a more stepped frontage to the South and exhibits a strong sense of containment. Brickhouse Street and Clayhanger Street, lanes that access off Queen Street, have a much more intimate character, although Brickhouse Street provides a very direct link between the Town Hall and Market Place and the School of Art and the Wedgwood Institute in Queen Street, the two key civic areas within the town centre.

Market Place is characterised by its more spacious streetscape and by the contrast of continuous frontage with large spaces around the Town Hall and Ceramica. The space to the North of the town hall also gives Wedgwood Street a more open and grand character, contained on the Eastern side by the Queens Theatre and its associated buildings. This is amplified by the width of Wedgwood Street itself. The proportions of this space seem out of context with a small town centre like Burslem

The terraced residential area off Jenkins Street is characterised by the regular grid of streets and back lanes with back to back terraced blocks tight up to the street edge.



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MAP 3: Spatial Structure

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4.13 *Character Areas*

As a consequence of the previous enlargement of the Conservation Area there are several distinct areas of character within it. These are illustrated on Plan 3.

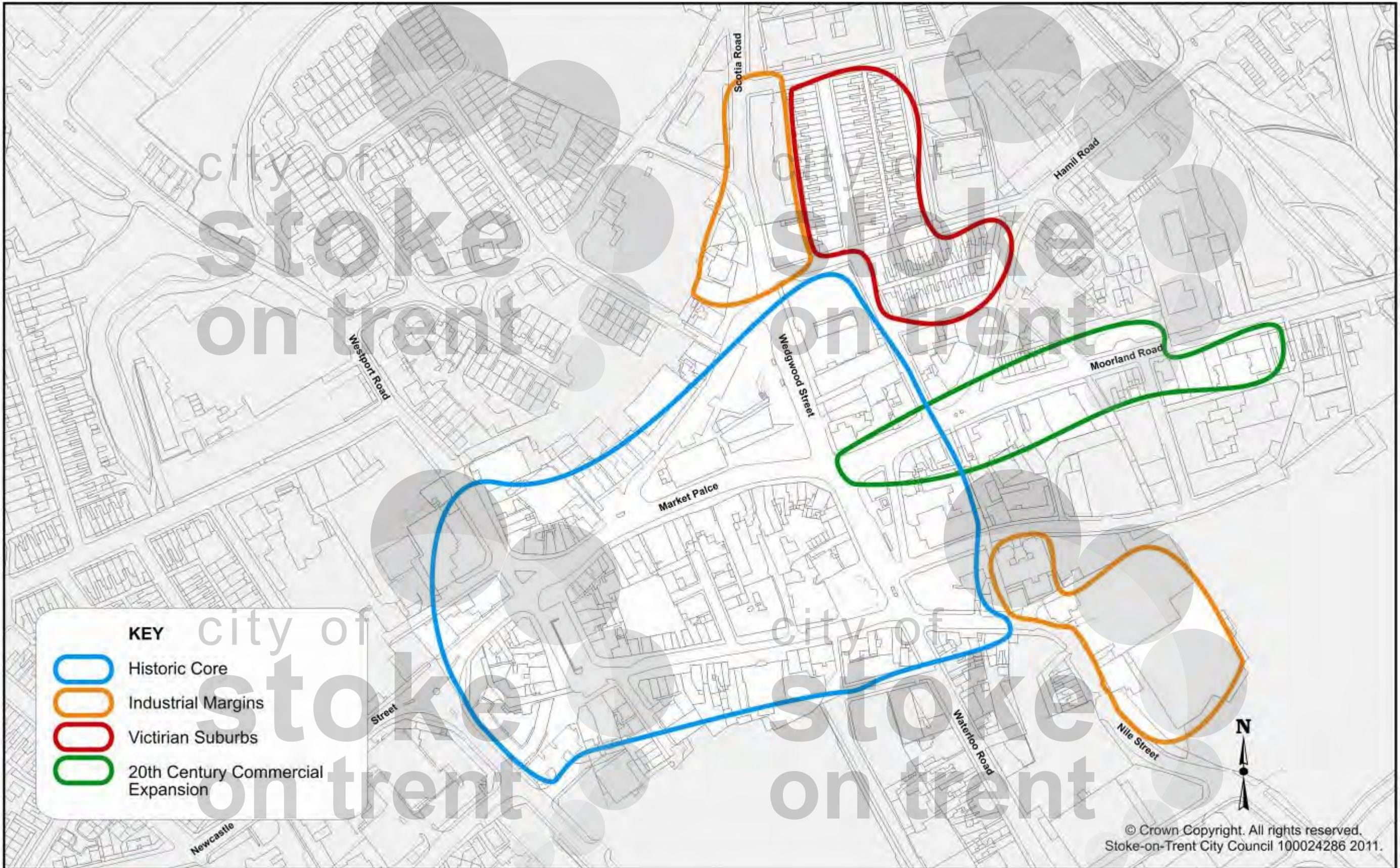
Historic core This is the most distinct and noteworthy of the character areas, dubbed the Historic Quadrant by the Burslem Regeneration Company. This area is the nucleus of the town centre, shaped into its present day form through late Georgian and Victorian development phases and remaining largely intact to this day. This has resulted in a high density block form, defined and contained by Market Place and Queen Street to the North and South and Swan Square and St John's Square to the East and West. The exterior of the block is defined by largely continuous street frontages. Buildings in this area are generally 3 storey, with narrow frontages reflecting their earlier origins with some buildings exceeding this general scale. Buildings within the area are generally ornate and well detailed reflecting the status of the town at its height.

In addition to the Historic Core Area, there are three other distinct areas.

Moorland Road is a distinct area of expansion associated with the construction of the Turnpike route into Burslem. It is, in effect, ribbon development extending from the heart of the town centre. The area has a distinct linear form and provides an elongated gateway into the town centre from the West. Buildings and uses in this area reflect the late Victorian evolution and enlargement of the town accommodating, retail premises, a church and the magistrates Court. The Northern side of Leek Road has been altered significantly with expanses of space and more recent development, whereas the Southern side is largely intact with a strong frontage containing the street.

Terraced workers housing associated with the Pottery Industry is located in the North Eastern part of the Conservation Area, with its modest back of pavement terraced houses. This creates a regular fine grain townscape in contrast to other, organically evolved areas of the Conservation Area.

The final character area is that created by the **peripheral commercial areas**, primarily on Wedgwood Street and Nile Street, which are remnants of the far more extensive industrial townscape that heavily influenced the character of the town centre in the past. The Overhouse Pottery, home to Royal Stafford is one of the last remaining historic works in the Conservation Area. Its ornate entrance archway is a remnant of a more widespread building scale and character that has been lost in recent times due to closure, re-development and demolition. The Royal Doulton site in Nile Street, although partly demolished, includes buildings that illustrate the sheer scale of pottery production in the town's heyday.



KEY

-  Historic Core
-  Industrial Margins
-  Victorian Suburbs
-  20th Century Commercial Expansion

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MAP 4: Character Areas

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4.14 *Landmark buildings*

As with the generosity of civic space, Burslem is also blessed by a richness of iconic and landmark buildings, which is surprising for a town of this size. This reflects the town's past wealth but also its status in the Potteries as the 'Mother' Town – the birthplace of the pottery industry in the city.

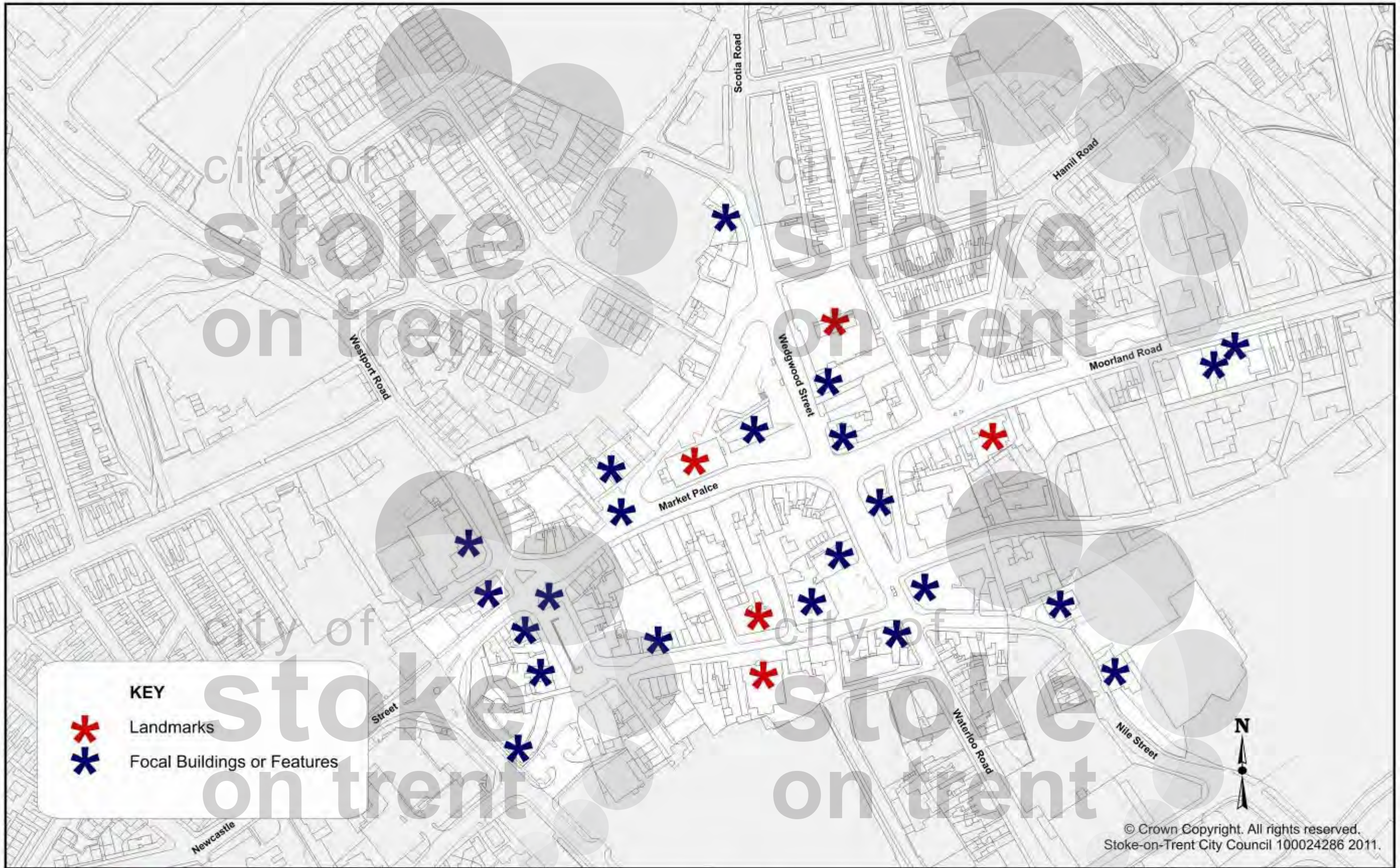
These landmark buildings span different eras, have different origins, uses and architecture but cumulatively they further enrich an already diverse, high quality townscape. The key landmarks are described individually and in more detail below and are indicated on Plan 4.

- *Old Town Hall*
- *Wedgwood Institute*
- *School of Art*
- *Queens Theatre*
- *Burslem United reform Church*

Aside from these principal landmarks there are also numerous focal buildings or groupings that add a further layer of townscape interest within the Conservation Area. The fact that they are not specifically mentioned here does not reduce their heritage value and each should be assessed appropriately in relation to future development proposals.



Fig 6 Old Town Hall, one of the town's landmark buildings



4.15 Gateways

There are a number of gateways defining the entry points into the town centre. These are predominantly associated with the key arterial routes discussed above. In addition there are several secondary and pedestrian only gateways. Most of the gateways are affected to some extent by poor quality townscape or undeveloped/unfinished development sites. Plan 5 indicates the location of gateways in relation to the Conservation Area.

The most important open space in the Burslem Town Centre Conservation Area, and central to the character of the conservation area, is the Market Place. This contains the historic Old Town Hall and the adjoining, contemporary, Ceramica Centre which provides visitors with information about the Potteries and Burslem. High quality hard landscaping, including stone paving and ultra-modern street furniture, surround the buildings. The Market Place is roughly triangular in shape and is bounded by buildings on all sides, most of which are listed or at least of townscape merit.

To the South, Waterloo Road leads off the Market Place and is immediately widened to form Swan Square. This smaller space is also triangular shaped and is dominated by the listed War Memorial.



Fig 7 View into the Conservation Area from the Westport Road



4.2 Use

Burslem and its surroundings form a large area of densely developed land, the result of the pottery, coal mining and clay extraction industries of the past. Gradually, as former potteries and other industrial areas are demolished, the land is being redeveloped for housing and other uses, including vast estates providing retail warehouses and offices. Burslem town centre is defined by the rich architectural heritage which remains within the conservation area. Beyond the immediate boundaries wholesale clearance has left large empty sites, particularly off Westport Road and to the South of Queen Street, isolating St John's Church.

The Burslem Town Centre Conservation Area is in mainly commercial use, befitting the town centre location. Many of the buildings facing the Market Place contain ground floor shops, some of which may have some low key residential uses in the upper floors. However, the upper floors are generally under utilised. A covered market, located between the Market Place and Queen Street, and allied to a street market for part of the week, has been a popular local facility, although it is currently closed for structural reasons. There are few representatives of the national companies, including Lloyds, Barclays, Nationwide, NatWest and KFC. This gives Burslem a locally distinctive feel where national/multi-national companies haven't diluted its sense of place and local character. Therefore the town is dominated by local businesses; some such as Ideal Homes have been established in Burslem for decades.

4.3 Views

Long distance views and vistas from outside the Conservation Area have been described earlier in this section of the appraisal. In addition, there are a number of important views, alignments and relationships within and around the boundary of the Conservation Area that are important to its setting and character. These are described below and indicated on Plan 6

- The view from Newcastle Street /Westport Road junction toward the town hall
- The views at both ends of Queen Street taking in the street scene
- Views into St John's Square from Fountain Place
- Views across the Northern part of Market Place toward the Queen's Theatre
- Short views into Market Place from Moorlands Road
- Views toward Ceramica and the town hall from Swan Square (Eastern side outside the Swan Bank chapel)
- Views up Brickhouse Street with a glimpse view of the angel on top of the town hall tower
- The short view through Swan Bank toward the Big House
- The view from outside the George across to the former Co-op emporium set against the newly refurbished square
- The frontages to Royal Doulton viewed from Nile Street
- Views West along Market Place capturing the town hall and the space including the statue of Josiah Wedgwood
- Views from Hamil Road toward Burslem United Reform Church

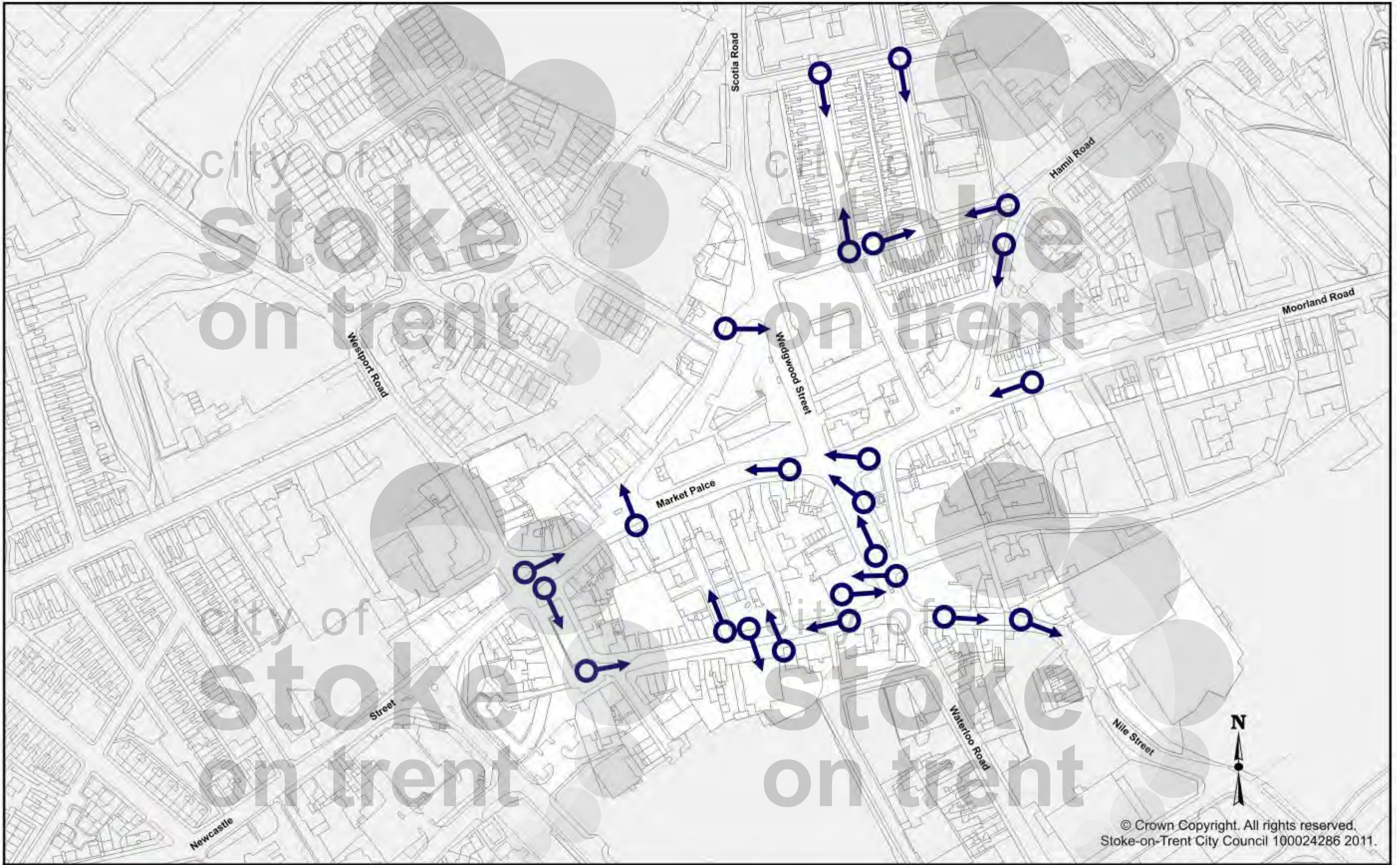
- The view toward the George Hotel from the Eastern end of Queen Street
- Short views of the Wedgwood Institute from Queen Street
- Short views of the Burslem School of Art from Queen Street



Fig 8: View along Moorland Road to the town centre



Fig 9 View within the Conservation Area of the Old Town Hall



There are also several views that presently detract from the character of the Conservation Area as indicated on Plan 7

- The view into the Conservation Area from Moorland Road is negative as a consequence of the openness of the Northern side of the street, the billboard advertising and the low rise modern commercial buildings in this area.
- The view into the Northern part of the Conservation Area from Scotia Road is affected by the car wash and open triangle of land at the threshold, in the foreground of the Royal Stafford factory
- Views across the Northern part of Market Place are affected by the gap in the frontage (the remainder of the Sadler's Park development) and the rear of the Ceramica building
- Views into the conservation area from Bournes Bank due to the derelict nature of the Bourne's Bank site
- Short views out across the derelict Bournes Bank site from the Southern edge of the Conservation Area (from William Clowes Street, the rear of the School of Art and Bournes Bank)
- Views along Chapel Lane and from Reginald and Doulton Streets as a consequence of the partial demolition of the Royal Doulton premises and due to large, open areas of car parking
- Views into the West of the Conservation Area as a consequence of the incomplete public realm works associated with the new development off Woodbank Street
- Views into the Southern part of the Conservation Area as a consequence of the poor frontages to the retail premises aligning this Waterloo Road



Fig 10 William Clowes Street towards Bournes Bank



4.4 Open Spaces & Public Realm

4.41 Public spaces

Squares

Burslem has a rich framework of spaces and streets and is blessed in terms of the extent of open space, given the size of its town centre. In some areas the public realm is heavily influenced by its topography, whereas in other locations this is far less pronounced or obvious. Both spaces and streets are affected, on occasions necessitating built measures such as steps and ramps to overcome the change in levels. It is particularly noticeable in the area of Market Square, to the North of Ceramica, and St Johns Square. The Eastern and Western sides of Swan Square are also affected. The recently upgraded space on the Western side incorporates an ambient street based route around the space, whilst within, steps address the levels change, provide informal seating and add interest to the landscape design.

Streets within the conservation area are less affected, accommodating the gradient within the sloping route. The streets most affected are Wedgwood Place/Scotia Road and Swan Square/Waterloo Road. As discussed previously, several approaches to the Conservation Area are affected by moderate to steep slopes.

In terms of character and hierarchy, Market Place, both North and South, is, in effect, 2 linked spaces. Because of its civic association, this area is the primary space in the town centre. It is not a planned space in the strictest sense, and, has become more generous in recent times as a consequence of the loss of substantial buildings, such as the former meat market building and its relatively recent replacement with the smaller, Ceramica annex. In conjunction with the Ceramica project, Market Place received significant public realm investment in 2002, creating the streetscape that we see today. However, it could be argued that the size of the space is now disproportionate and that a modest infill development at the Northern end of the space would help to better contain and define it and provide an active frontage in an area otherwise devoid of activity.

Market Place South is also the location of the Josiah Wedgwood statue, set within an area of public realm and car parking. The car parking, although immediate to its setting, does not unduly detract from the artwork or its environs.

A more historically recent, planned space is St John's Square, which has a regular, rectangular form. Notwithstanding its sloping ground plane, the space is an obvious location for commercial and civic functions but this is presently impeded by its use for parking and the physical elements installed in the space (such as guard railings). In a sense it is also quite peripheral, defining the Western edge of the core of the town centre. A lack of positive day to day activity and some disused and poor quality frontages detracts from its townscape impact and consequently it lacks a sense of vibrancy and vitality. In other towns, such a space would be the hub of the town centre, the venue for varied commercial and civic activities. A local example is Leek where the square hosts the market and many other events. But, despite its comparable form, St John's is presently seen as Burslem's second square because of Market Place's historic significance and its association with the Town Hall. A prospect maintained by the Burslem Masterplan proposals.

However, the square has significant potential and it will be important that the future development of the Bournes Bank site contributes positively to it: physically, by maintaining its sense of enclosure, in terms of levering in investment and in creating pedestrian footfall and vitality, all of which it is hoped will dramatically transform the perception and usability of the space. Serious consideration should also be given as to whether a market would be best placed in St John's Square as opposed to Market Place.

The square is also home to the listed drinking fountain, which will need to be considered in any re-modelling/enhancement of the space.

Swan Square has witnessed the most recent public realm investment in the town centre. The Western side was re-designed in 2007, transforming a car park and public toilets into a new square with seating, trees and lighting. The design is an informal arrangement with steps on the Northern side creating a plinth and seating area associated with the surrounding buildings.

The next phase of public realm work is proposed for the Eastern side of Swan Square, to provide a better setting for the listed war memorial. There are also concept proposals in the pipeline to undertake traffic management and public realm enhancement in the Market Place area, as part of a wider rationalisation of vehicular movement in the town centre.



Fig 11. View into St John's Square



Streets

The primary streets converge within the heart of the Conservation Area, within the Quadrant area. Both the North-South and East-West routes are more generously proportioned in comparison to other streets, defining their primacy and importance. Historically, Market Place North was the High Street of Burslem but expansion of the town and Turnpiking led to a more formalised street structure linking the town to other settlements and emerging areas of industry, altering the spatial character and movement patterns within the evolving town.

Queen Street, which developed later, is a secondary street. Initially it was characterised by small scale housing, shop premises and modestly sized industrial premises. However, through the Victorian period its significance and function evolved and strengthened with the development of the Wedgwood Institute, the Burslem School of Art and the new indoor market and shops. In more recent times it has been the subject of street modifications which have restricted traffic to one way and created stepped and ramped accesses to the Wedgwood Institute and the School of Art. This has not been positive either in terms of vitality or townscape quality.

Off Queen Street, Clayhanger Street and Brickhouse Street create tertiary accesses into the central block of the Quadrant, serving the rear of premises and the indoor market, which is largely land locked.

Within the terraced residential character area, the regular grid pattern of streets and back lanes helps create its distinct character. Here the pavement edges are defined by Staffordshire Blue brick pavers and a stone set gulley defining the edge of the carriageway. Some grilles to basements are still evident in the paved surface in front of properties. This detailing is characteristic of some late Victorian Streets in the city and of this part of the Conservation Area and should be retained in any future street works.

Semi private spaces

There are several yards and rear areas that are semi private in character but which further define the urban structure, most notably the area off Clayhanger Street, where the yard area to the Leopard and that behind properties on Market Place and Swan Square create more intimate spaces and contribute toward the fine grain urban form of the core of the Conservation Area. Others include the spaces behind properties to the South of Queen Street and off the Northern side of Market Place. Some of these incidental spaces may have the potential to contribute toward the vitality of the area, creating courtyard and other opportunities associated with uses in buildings.

5. Built Form

5.1 The Influence of Use Patterns and Patronage

Burslem was developed around the Market Place, as well as around the crossroads when the roads were turnpiked. The Trent & Mersey Canal was responsible for some of the land use patterns in the West, especially as an overflow for expanding Longport. This link to the West was vital for the import and export of goods. The South of Burslem developed when the Burslem Arm was opened. The development of the railway expanded Burslem to the East.

The development of the pottery factories meant that Burslem's population expanded through the migration of workers to the town where workers terraced cottages were built. These are still evident in the North of the town such as Price Street, but many other terraces around the town have now been cleared.

Most recently the town's main employer Royal Doulton in Nile Street closed in September 2005 which has resulted in some depopulation and closure of other businesses. New houses have also been built to the North of the town centre.

5.2 Architectural Character, Materials, Colours and Textures

5.21 Style

Many of Burslem's buildings are characterised by front projecting gables, especially around St John's Square. This contrasts to the earlier Georgian buildings that have much simpler roof profiles.

Most of the street frontages are generally intact, although modern poor quality development has impinged in a number of places, most notably on the North side of the Market Place, almost opposite the Old Town Hall, and at nos. 37 and 39, next to the entrance to the market hall.

The conservation area can be divided into distinct areas.

Historic core

The town centre houses the historic core where very little has changed in the last 100 years. Whilst there is some cohesion in the townscape due to the common age and height of the buildings, the variety of uses has produced an interesting range of details, mostly dating to the 19th or early 20th centuries.

Most of the buildings in the Burslem Town Centre Conservation Area date from the early to late 19th century. There are some Georgian buildings remaining consisting of three storeys especially along Market Place. The commonest building type is provided by the three storey terraced buildings which lie on the back of the pavement, enclosing the Market Place, Queen Street and associated spaces. Queen Street has the most eclectic variations in streetscape architectural character, ranging from the Victorian Gothic revival style to the 1920s former-Co-Op buildings as well as some 1960s infill. Queen Street is therefore a contrast to the more regular pattern of Georgian buildings in Market Place.

Industrial margins

There are also a mix of imposing grand and detailed commercial and industrial buildings, mainly dating from between the late 19th century to the inter-war period. Large Victorian buildings with key facades to promote function. See map on page 18.

Victorian suburbs

To the North East of the historic core are the Victorian suburbs built in the latter part of the 19th century. These are one of the few areas of intact traditional terraced streets close to the town centre, characterised by repetitive detailing in the gothic and decorated style.

20th century commercial expansion

A mixture of smaller domestic style properties and large more detailed commercial and civic buildings dating from the early twentieth century that took advantage of the improved connection arising from the upgrade of construction Moorland Road.

5.22 Plan, Form and Massing

The principal feature of the plan form of Burslem is the triangular Market Place, surrounding the Old Town Hall. All the key routes radiate from this space, apart from Queen Street, which runs parallel to the Southern side of the Market Place.

Burslem has two other small squares – St Johns Square to the West, with views down the hill on which it stands, and Swan Square, to the East

The arrangement of Market Place, St John's Square, Queen Street and Swan Square establishes a perimeter block of buildings which is subdivided by Clayhanger Street and Brick House Street, which terminate as cul-de-sac streets within the block (Clayhanger Street continues as a short pedestrian passageway under an arch to Market Place).

Modern infill has generally followed the original building plots in terms of frontage which has meant that the town centre has generally retained a coherent appearance in terms of townscape.

The scale of the buildings is generally consistent so no building tends to overly dominate its neighbour which reinforcing the scale and importance of the landmark buildings.

5.23 External Walls and Façade Finishes

There is a variety of building materials in Burslem, including stone, painted render and brick, the most common walling material.

One of the most prominent buildings in the Conservation Area, no.1 Moorland Road, was built in 1751 from brown stock brick with a plain clay tiled roof. Other early 19th century buildings facing the Market Place utilise a similar brick, made from local clay and producing a variety of red or reddish-brown bricks. A large number of properties facing the Market Place have been rendered and painted, usually white or a pastel shade. Gable ended properties are generally rendered, mainly to cover former neighbouring properties that have been demolished.

Building in stone is reserved for the larger, more prestigious civic buildings, most particularly the Old Town Hall using large, sandstone blocks. The more modern Town Hall, of 1911, is faced in ashlar blocks. Nos. 27 and 29 Market Place was built as a bank in 1836 and retains its well detailed Georgian first floor façade.



Fig 12: window detail

Stone is used to good effect as decorative detailing in various forms as shown in the photograph above. NatWest, Denrys, the market, Reliance House and the Portico to Big House are also examples where the use of stone increases the prominence of the buildings.

Terracotta is used to great effect on the School of Art and the Wedgwood Institute, principally on the decorative relief panels. Terracotta details embellish plain brick buildings in the form of cornices, finials and parapets. Examples can be found on The Court House, Liberal Club and Barclays Bank.

Faience (glazed terracotta) is principally reserved for the former Co-Op building on Queen Street.



Fig 13: Terracotta Detail, Moorland Road

Use of cladding is minimal within the area, confined to later buildings such as the 1950s building on Queen Street and unfortunate examples can be seen on some of the housing in the terraced streets.

Buildings have decorative string courses and bands that are constructed either in stone or in contrasting brick, such as Staffordshire blues. The use of quoins is also quite common within the conservation area.

5.24 Roofs

Plain Staffordshire clay tiles are the most common roofing material, although there is also a small amount of natural Welsh slate.

There are a variety of roof profiles within the conservation area. Shallow pitches and hipped roofs are common among the Georgian buildings where most of the roof structure is hidden by a parapet. Some of the Victorian buildings are gabled, commonly as a central feature on the front elevation of the building. The majority of the ridges within the area carry plain ridge tiles, however some perforated detailing can be found on some properties.

The Burslem United Reformed Church has an interesting and distinctive domed copper roof shown on fig 17.

Most chimney stacks and associated pots remain, mainly red round profiled ones, although some 'spiked' square profile buff ones appear in Queen Street and Nile

Street. A few pots and stacks have disappeared from the Georgian Market Place buildings which has interfered with the rhythm of the buildings.

Common eaves detailing includes dentil courses and corbelling either in brick, terracotta or stone.

5.25 Windows

The Historic Core of the Conservation Area has retained a most of its traditional and timber windows, although some are in a poor state of repair. The proportions of the original buildings are preserved by the retention of the traditional windows. The terraced houses, however have lost many of their original windows which have been replaced by modern unsympathetic styles. An exception to this is the properties to the South end of Price Street which serves to show the original designs.

The windows predominantly have stone lintels and cills, but some are constructed in brick. Keystone decoration within the lintels are common within the conservation area.

5.26 Porches

Projecting porches are not a characteristic of the conservation area as most properties sit directly onto the street. However there are some notable example including 1 Moorland Road which has a Georgian portico with a triangular pediment supported with a pair of Doric columns.

Recessed porches, generally including some steps, can be found in the Victorian suburbs. Many shopfront also feature recessed shopdoors.

5.27 Doors

Most of the doors in the area are of a traditional timber panelled door design of either four or six panels. The doors to the Former Sunday School and the Sports centre are particularly impressive traditional doors.

Decorative and ornate door surrounds are a feature of the historic core with some particularly fine examples to be found on the NatWest Bank and on St Johns Square. Some of the Georgian doors have retained their attractive fanlights.

Traditional shopfronts doors commonly are glazed with shallow partial panelling at the base whilst modern doors are generally fully glazed.



Fig 14: Traditional door and doorcase showing some of the elaborate detailing found in the town centre

5.28 Enclosure

Very few boundary walls are evident within the public domain, as many buildings front directly onto the pavement, though some red brick walls remain within the rear curtilages of buildings along Moorland Road, especially where there were former small scale works in the rear yards. The enclosed rear yards to the terraces (Price Street/Jenkins Street) have some remaining original walls in red brick with blue copers. Some have been rebuilt in concrete blocks and other less sympathetic materials.

The historic alleyway along Brickhouse Street linking Queen Street with Market Place is significant in terms of sense of enclosure and glimpses of the parallel streets and landmark buildings.

Strongly contained street and spaces, using building frontages reinforce the urban character of the Conservation Area, particularly within the historic core.



Fig 15: Enclosure to the rear of Moorland Road

5.29 Shop Fronts

The historic core of the conservation area is in predominately retail use; the shopfronts are a clear record of Burslem's' status as 'mother town'. Alterations to shopfronts therefore have a significant impact upon the special character and appearance of the conservation area.

Examples of historic shopfronts include:

- Nos.22-24 Market Place (Stevens Solicitors and Northern Counties Photographers) which retain a very good Georgian front door, Corinthian columns and moulded fascia (a listed building)
- No.38 Market Place (Wade) – early 19th century shopfront with reeded pilasters and multi-paned shop windows
- No.1 Waterloo Road (Sports Shop) – nicely detailed late 19th century shopfront
- No.10 St Johns Square (vacant) retains an attractive shopfront – building is dated 1884. Refurbished
- No.3 St Johns Square (Denry's Hotel and Restaurant) – original late 19th century shopfront



Fig 16: 10 St John's Square: Example of a fine refurbished historic shopfront

5.210 Details and Features



Fig.17: Copper dome roof on Burslem United Reformed Church, Moorland Road

Finials are a feature of the Conservation Area which can be seen on a mix of buildings from the row of three storey shops on Moorland Road to church pictured above.

Ironwork is in evidence throughout the area in various forms. From railings and gates such as those outside the Burslem United Reformed Church to intricate wrought ironwork fanlights over alley and shop doors such as those on St Johns Square.

A number of buildings have decorative date stones and cartouches can also be seen on buildings such as the Burslem United Reformed Church

Denrys and several other windows and shopfronts have distinctly styled 1920s leaded lights.



Fig 18: Gargoyles over the hoppers on NatWest Bank

Other notable traditional features found throughout the area include bootscrapers and decorated eaves boards on the terraced housing and considerable use of decorative panels and mouldings such as those found on NatWest and Denrys.

An important part of the town's heritage and image is the iconic gilded figure of the Angel on top of the old town hall. Symbolising 'Civic Victory', the gilded angel was immortalised in Arnold Bennett's novels *Clayhanger* and *The Old Wives' Tale*.

5.211 Groundscape and Public Realm

Much of the core area of the town centre has been repaved in recent years, using both modern and more traditional materials to create an upgraded floor surface. York stone has been used extensively supplemented by modern reconstituted materials such as Tegula concrete blocks, small concrete slabs, "conservation" concrete kerbing and resin bound surfacing. The most extensive areas are:

- York stone paving at the Western end of the Market Place by Fountain Place
- A scheme of York stone, Tegula blocks, stainless steel bollards and other modern street furniture in the Market Place area, around the Old Town Hall and Ceramica building
- Modern paving around the cast iron drinking fountain in Fountain Place, and down into St Johns Square
- The recently updated Swan Square, with Yorkstone, Tegula blocks and resin bound gravel accented by ceramic artwork

There are relatively few remaining examples of traditional floorscape within the Conservation Area. The most noteworthy are:

- Original blue 'penny topped' pavements along Price Street
- Cobbles in the alleyway off Price Street
- Cobbled surface, Furlong Passage
- Partially exposed cobbled street surface in Clayhanger Street



Fig 19: Public Realm works, Swan Square

Materials and lighting

Recent public realm enhancements have introduced a distinct new palette of materials, comprising natural stone pavers and sets, resin bound aggregate and contemporary street furniture, mostly in stainless steel. Some concern has been expressed about the local relevance of these materials and whether a more contextual approach should be adopted for future public realm work. However, given the extent of the new paving that has already been implemented, complete deviation could create areas with very different treatments and a lack of coherency. It is considered that natural stone does have a part to play in pavements and spaces, accented by materials that are contextual. Stainless steel was a fashion material which is less favoured now. However, street furniture by nature is more short lived than paving, and therefore, in the longer term, there is scope to move away from this to something more relevant and timeless.

The same applies to the street lighting scheme employed some 10 years ago in the town centre and on Newcastle Street toward Middleport. The scale of street lights and their frequency has introduced a dominating feature into the public realm when ideally it should be much more recessive. Whilst the design is clearly not poor quality recreation, and there is obvious design intent, it hasn't stood the test of time. Therefore, in phases it should be replaced with a more enduring design and ideally the number of columns reduced. Lighting should be designed primarily to serve the needs of pedestrians and to create an attractive and welcoming night time environment for the town centre. The scale of lighting should also fit the context. A one size fits all approach will not respond positively to the inherent hierarchy of streets and spaces within the Conservation Area. Furthermore, where achievable, solutions for placing lighting on buildings should be fully realised to further reduce street clutter.

Highway design, street clutter and signage

As previously described, the primary streets, the North-South and East-West arterial routes, are the dominant street spaces within the Conservation Area. As a consequence of their strategic transport function, they are also the streets most affected by highway design and infrastructure. This is most pronounced at the junction formed by the convergence of these routes, right at the heart of the town centre, whereby the street has been widened to create right turning facilities and an enlarged vehicle orientated junction. The street widening is particularly noticeable on approach from the North on Wedgwood Street.

Strategic directional signage on these key routes is the standardised green highway panel signage, double pole mounted and designed to Department of Transport standards. These signs are sited within pavements and often impact on historic buildings and spaces (e.g. that outside the Queens Theatre and old Post office on Wedgwood Street). They also impede free pedestrian movement. The visual impact is worsened as a consequence of other signage, including local directional, tourist information and traffic management signs, which create further visual clutter within the street environment. The effect is particularly concentrated upon approach to this main junction.

Aside from signage there is quite a high proportion of street clutter within the Burslem's street environment including, bollards and bins, information signage, hanging basket stands, cctv apparatus, street lighting columns, pedestrian crossing lighting and

telephone cabinets. Cumulatively this has quite an impact, particularly around the main junction, but also elsewhere.

One feature that has a significant individual impact is the pedestrian guard railing used in relation to the main junction but also along Market Place South, associated with the pedestrian crossing outside the Town Hall entrance.

Cumulatively the signage and other elements give the impression that the public realm is cluttered and un-coordinated, and that traffic needs impinge on pedestrians which adversely impacts on the impression of place, and therefore, the character of the Conservation Area.

As part of the enhancement of the public realm, this important aspect will need to be looked at, drawing inspiration from exemplar national schemes such as Kensington High Street.



Fig 20: Highway dominance - junction of Market Place and Wedgwood Street

5.3 Listed and Unlisted Buildings of Importance

5.3 Buildings on the Statutory List

There are currently 17 statutory listed buildings in Burslem, two are Grade II* and the others are listed at Grade II.

List descriptions are attached in the appendices. These provide the essential first step in identifying what it is that is protected by law and what it is that makes the building of special architectural or historic interest. They are not comprehensive inventories of everything that is significant about a building and nothing should be dismissed as unimportant simply because it is not described in the list description.



Fig 21: Moorland House, Moorland Road (Grade II* listed building)

5.4 Buildings of Special Local Interest

There are currently 17 locally listed buildings in the Burslem Conservation Area (referred to as Buildings of Special Local Interest). These, together with a number of unlisted buildings make a positive contribution to the character and appearance of the conservation area,

- 23-25 Market Place;
- Former Liberal Club, 28 Market Place;
- Statue of Sir Henry Doulton, Market Place
- Former Magistrates Office, 72 Moorland Road;
- 2 Nile Street;
- Former Royal Doulton factory, Nile Street;
- Former Co-op Emporium, 2 Queen Street;
- Burslem Market, Queen Street;
- The Duke William Public House, 2 St John's Square;
- Drinking Fountain, St John's Square
- Methodist Sunday School, Swan Square,
- The George Hotel, Swan Square;
- 1 Waterloo Road
- Royal Stafford Works, Wedgwood Place
- Former Post Office, Westport Road
- Former Fire Station, Westport Road;
- Ye Olde Crown Public House, 10 Westport Road.

5.43 Other heritage assets

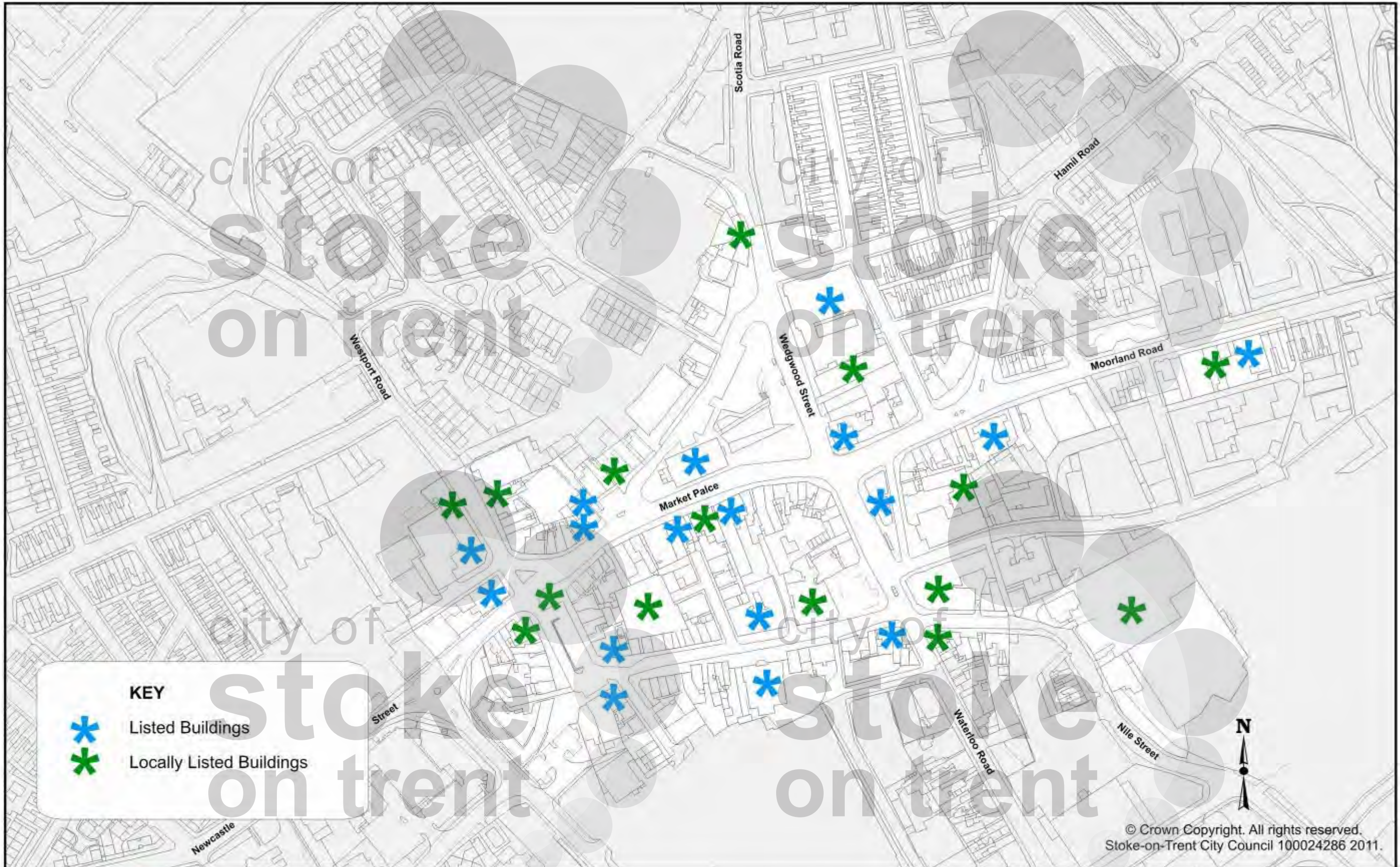
The identification of such buildings as “Buildings of Townscape Merit”, follows the good practice advice contained in PPS5 and within English Heritage’s own guidance about the appraisal of conservation areas. Such buildings may have already been altered and may have lost some of their special features. However, it is considered that they could, with care, be restored to their original appearance and are therefore identified on the map.

There is a general presumption in favour of retaining all “Buildings of Townscape Merit” so any application for demolition will need to be accompanied by a detailed justification through a Statement of Significance for the proposals similar to that required for a listed building. Additionally, all applications to alter or extend such buildings will be very carefully considered by the local planning authority.

Map 10 identifies Listed and Locally Listed Buildings.



Fig 22 The Co-op Emporium, a locally listed building



5.4 Trees, Green Spaces, Edges and Ecology

Burslem is a predominantly hard, urban townscape and consequently trees are not a significant part of the public realm character. High quality focal buildings and the continuity of built frontage ensure that it is building rather than landscape dominated.

Swan Square East is a greener space, with grassed areas on raised brick planters and a mature tree to the South of the space. Enhancements to Market Place and Swan Square West have introduced structural landscape in the form of street trees which help to define the edges of spaces. The impact of the trees is still quite limited because they are still semi mature. Over time however, their townscape contribution will increase and this will alter perceptions and spatial character of these parts of the town centre.

Street trees have also been planted along Hamil Road on the route to the Port Vale football ground.

On the edges of the Conservation area greenery marks certain gateways such as that on Scotia Road, Moorland Road, and on the pedestrian gateway into St John's Square in front of the Furlong Passage development.

Ornamental displays in the form of beds and hanging baskets add seasonal colour and interest in parts of the town centre. This seasonal, temporary approach to brightening the town centre could be rolled out to other streets and spaces.

In ecological terms the current value of the town centre is restricted by the lack of substantive landscape features. However, certain buildings may provide some opportunity for bat colonies, particularly in vacant buildings such as those at the former Doulton site.



Fig 23: Swan Square – existing and new planting within the Conservation Area



5.5 Detractors, Neutral Areas and Gap Sites – Enhancement and Development Opportunities

5.51 Recent Enhancements

There have been several enhancements to the Conservation Area in recent years.

- Shop front enhancements as part of the grant scheme mentioned previously in Queen Street, St John's Square, Fountain Place, Market Place and Nile Street
- Public realm improvements in Market Place to the North and South of the Town Hall and Ceramica
- Public realm improvements to Swan Square West
- Fountain Court factory conversion
- Extensions and usage of the School of Art for fledgling creative businesses
- Live/work units on Queens Street and Nile Street
- Swan bank Methodist Chapel
- Fountain Court, Westport Road

5.52 Detractors, Neutral Areas and Gap sites

In terms of detractors, these fall into several different categories:

- Untidy sites
- Inappropriate buildings
- Untidy/inappropriate frontages to positive buildings
- Inappropriate/poor condition public realm

Untidy sites

The main untidy sites that detract from the Conservation Area are associated with strategic development proposals, namely Bournes Bank and the Doulton site. Both are substantial and severely affect the Conservation Area and its setting.

There are also several smaller untidy/derelict sites that affect impressions of the Conservation Area:

1. Cleveland Street (disused building and land on the fringe of the Conservation Area)
2. Vacant site at the corner of Westport Road/Hall Street
3. Former Chapel site Westport Road on the edge of the Conservation Area (Portico remnant in very poor condition)
4. Triangular area in front of Royal Stafford factory at the Northern gateway
5. Yard area off Clayhanger Street
6. site of advertisement hoardings/landscaping on Northern side of Moorland Road
7. site to South of Chapel Lane in front of the Doulton site

Inappropriate buildings

There are several, more modern buildings that detract from the Conservation Area.

1. 35- 39 Market Place
2. 23 St John's Square
3. 41- 51 Queen Street
4. 3 Moorland Road (Red Lion), next to the Big House and former family home of Robbie Williams*
5. The substation and rear extension of the Lucie Wedgwood Clinic off Nile Street
6. The 1960s façade to the Central Methodist Chapel
7. Large rear extensions to 13-15 Market Place, visible from Clayhanger Street (Market Place frontages also substantially altered)
8. 15-21 Brickhouse Street
9. 6-22 Brickhouse Street

** although the building has some cultural heritage value due to its association with Robbie Williams*

Untidy/inappropriate frontages to positive buildings

The poor quality of frontages on historic buildings is an issue in parts of the Conservation Area, arising from disrepair and insensitive alteration, particularly to the ground floor of shop and commercial units.

The Burslem THI has been successful in securing a number of frontage improvements over recent years. This heritage led approach to regeneration is starting to enhance the image of the town centre and encourage more businesses. However, there are still many historic buildings in quite poor condition and there is a need to maintain this programme, particularly in the Historic Quadrant area.

The following list is by no means inclusive, but these key buildings in the Historic Quadrant area should be specifically targeted for enhancement as part of a wider frontage enhancement programme:

1. Co-operative Travel – 11-13 Market Place
2. 15-17 Market Place
3. 27 & 29 Market Place
4. 41-49 Market Place*
5. 4-8 Market Place
6. 30 Market Place
7. 40 Market Place
8. 5-9 St John's Square
9. 40 Queen Street
10. 16 St John's Square
11. 12 St John's Square
12. 15-19 St John's Square*
13. 36-38 Queen Street*

14. 4-16 William Clowes Street*
15. 43 Queens Street
16. 18 Queen Street*
17. 2-8 Swan Square
18. 3-11 Newcastle Street
19. Works building, corner of Wedgwood Street/Jenkins Street

*being targeted by Round 2 of the Townscape heritage Initiative

Inappropriate/poor condition public realm

The main area of public realm in need of enhancement is St John's Square. It is looking tired and there are elements within the space that deter more diverse usage. The design of the square presently discourages usage that would add to the vitality and attractiveness of the space (such as outdoor seating/dining space).

Queen Street was 'enhanced' at some stage in the recent past. However, those works have not been positive for the vitality of that street and in hindsight have not enhanced the setting of either the Wedgwood Institute or the School of Art, creating clumsy elements in the street scene but also poorly resolved ways to provide equitable access into the respective buildings (particularly the Wedgwood Institute).

These buildings directly oppose one another and so there is scope to tie the two together in terms of the intervening public realm.

William Clowes Street, off Queen Street, will be a key route into the town centre from the Bournes Bank site, so it would benefit from public realm upgrade in conjunction with

Neutral areas

There are several buildings that neither detract from nor enhance the Conservation Area.

- The new apartment development, Furlong Court
- Pearl Assurance House, 42-44 Market Place
- 10 Newcastle Street
- The 1960s façade to the Central Methodist Chapel
- 2-4 Wedgwood Street
- Royal Stafford factory shop, Wedgwood Place
- Telephone Exchange, Scotia Road
- Lucie Wedgwood Clinic, Chapel Lane

Gap sites

Aside from the strategic regeneration sites, there are several gap sites within or on the periphery of the Conservation Area.

1. Corner of Westport Road/Hall Street
2. Surface car park in front of Furlong Court (subject to addressing access/parking)

3. Cleveland Street/Bournes Bank
4. Chapel Lane (next to Lucie Wedgwood Clinic)
5. Land between 12 and 32 Nile Street
6. Market Place (North) – frontage to Countryside Properties site
7. Nicholas Street (2 small corner sites)
8. car park off Chapel Lane/Doulton Street
9. Moorland Road (site of hoardings)
10. triangular site between Greenhead Street/Scotia Road
11. Land between Royal Doulton buildings, Nile Street.

Some of these sites have the potential for re-development which could influence the special interest of the Conservation Area. Map 12 identifies detractor and gap sites



Fig 24 detractor/opportunity site off Clayhanger Street

Other Opportunities

There are a number of important heritage buildings that are underutilised and which have a negative impact upon the town's environment, not least the main landmark buildings:

- Queens Theatre,
- Old Town hall and Annex
- The Wedgwood Institute
- Indoor Market

These should be targeted to be brought back into positive, sustainable use to secure restoration and long term security.



6. Pressures and Threats

- Some of the properties are closed and empty giving the area a run down look, especially where this shopfronts have solid roller shutters;
- There have been several recent cases of windows being replaced with unsuitable replacement for traditional features such as UPVC without the benefit of planning permission;
- Historic shopfronts being removed with aluminium units and internally illuminated signage;
- Deteriorating fabric of some historic buildings where some buildings are not as weathertight as they should be, such as the locally listed former Royal Doulton factory building.
- Potential future highway improvement works further eroding the character of the Conservation Area and creating a more unpleasant environment for pedestrians
- Deterioration in the built fabric of the public realm or an erosion of local distinctiveness by poorly specified enhancements
- Continued impact upon the economic wellbeing of the Conservation Area as a consequence of vacant or unattractive sites
- Long term vacancy of key heritage buildings and ongoing deterioration of fabric with detrimental impact upon impressions of the Conservation Area
- Impact on the setting of the conservation area as a consequence of new development within the southern buffer zone (the area immediately to the south and west of the Conservation Area boundary)



Fig 25 Royal Doulton, Nile Street – a locally listed building with an uncertain future

7. Summary of Special Interest

Architecture

- Buildings have significant architectural significance constructed of high quality materials which contribute to the overall setting of the conservation area;
- Mixture of prominent municipal, religious and industrial buildings;
- Concentration of statutory listed buildings that includes the Wedgwood Institute and the School of Art;
- Survival of civic architecture such as the two town halls;
- Survival of three industrial building complexes associated with the pottery industry;
- Historic terraced suburb close to the town centre
- The contemporary Ceramica visitor centre;
- No. 1 Moorland Road, the Wedgwood family house built in 1751 (Grade II* listed building).

History

- Forms part of Stoke-on-Trent City along with Tunstall, Hanley, Stoke (upon Trent), Fenton and Longton, famous for pottery production in the 18th, 19th and early 20th centuries;
- Historic street plan and good survival of historic buildings;
- Burslem's role in being the most significant producer of pottery in the country;
- Associations with significant historical personalities from the pottery industry- the Sneyds, Wedgwoods, Rileys and Doultons in particular;
- Source for Arnold Bennett's novels about the "Five Towns" set in the 19th century, which includes Burslem.

Character and Appearance

- Town centre retains its historic market place surrounded by notable buildings, many of them relating to the pottery industry;
- The townscape is defined by its spatial structure as well as its buildings with a framework of key spaces anchoring the town centre and creating a civic context
- Hillside location with views and vistas to the West and South (and in from this direction) – this creates a zone of sensitivity in front of the Conservation Area;
- Has a rich individual local character and sense of place;
- Streets and spaces are characterised by strong street frontages which create a sense of enclosure and of being urban
- There is a strong sense of variety and richness within the Conservation Area ranging from civic landmarks to workers housing, such as in Nicholas Street.

8. Recommendations and Proposals

There are a number of detractors previously identified within the conservation area. Key issues are set out below:

Negative features

Burslem town centre suffers from a number of negative features, including poorly maintained buildings, badly designed shopfronts, the loss of original features such as windows, and poor quality modern infill development. Examples of negative features include:

- Painted brickwork eg. no.1 St Johns Square/no.51 Market Place
- 17 Market Place – internally illuminated signage
- Loss of original windows eg. nos.41-51 Market Place, no.1 St Johns Square, no.32 Market Place (Lloyds Tavern)
- Poor quality 20th century development eg. no.39 Market Place
- Poor condition – Leopard Hotel, no.19-21 Market Place – rear range in particular; nos.3-11 Newcastle Road – replacement windows, modern shopfronts (remnant of historic shopfront to no.7); nos.12-14 Newcastle Street (replacement windows, very poor condition);

Shopfronts

Whilst Burslem retains a number of attractive 19th century or early 20th century shopfronts, there are a large number of modern, badly detailed shopfronts which detract from the historic character of the conservation area. Examples include:

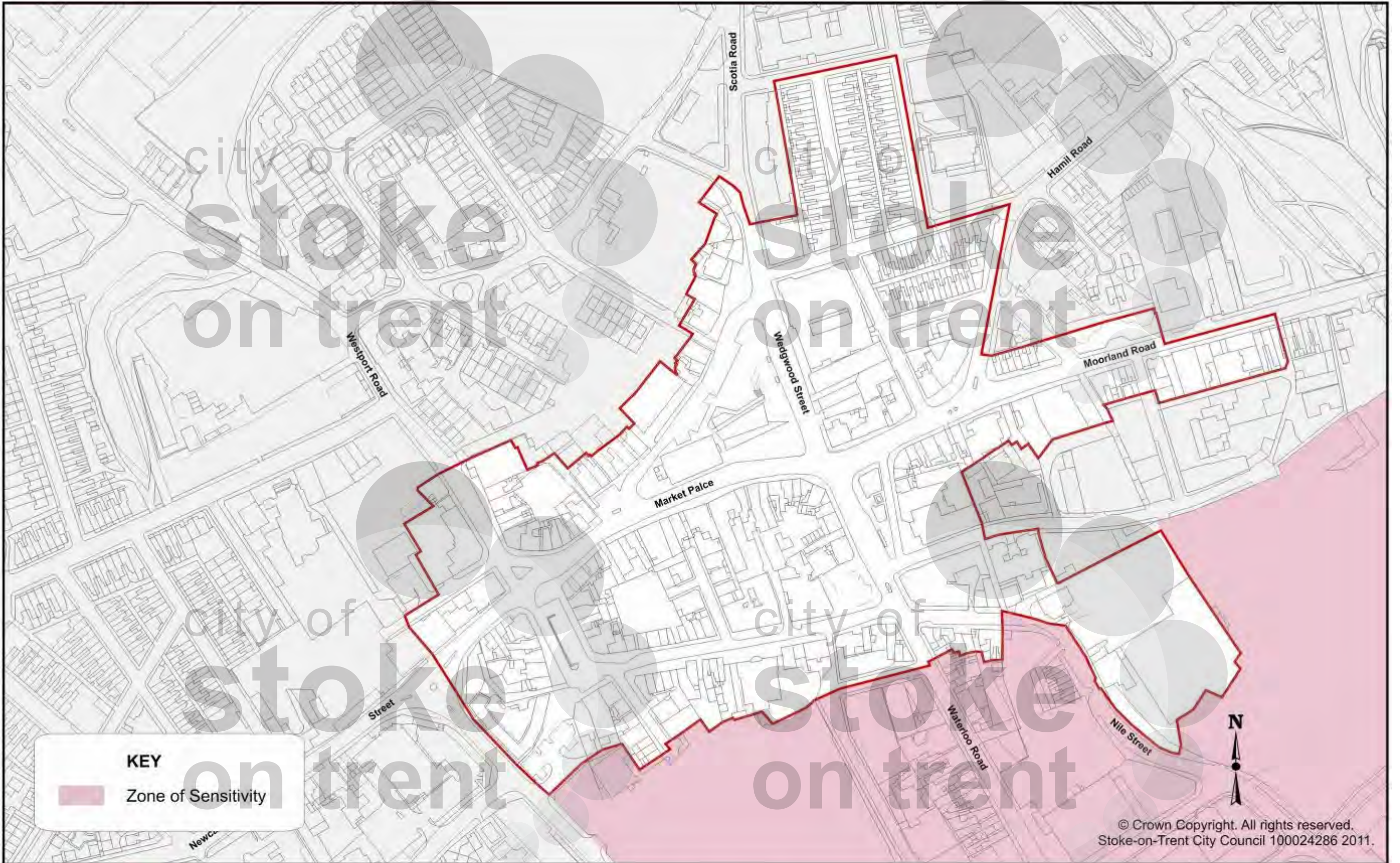
- 1 St Johns Square – over-deep fascia
- No.6 Market Place – yellow fascia, stained hardwood, and large “café” sign, uPVC windows
- No.30 Market Place (Silver Coin) – deep fascia and modern shopfront

Some historic shopfronts have been repaired or reinstated as part of the Burslem THI and this should continue under the next HLF phase.

Boundary Review

No boundary changes are proposed, however the boundary should be kept under review.

A zone of sensitivity/buffer zone has been identified to the south and west of the Conservation Area. Proposals for re-development within this area must have regard to and ensure the setting and views into the Conservation Area are preserved or enhanced. Please refer to Map 13: Zone of sensitivity/proposed buffer zone



Opportunities for Enhancement and Investment

- The Burslem Historic Quadrant project should be the main vehicle to deliver the regeneration of the core area of the Conservation Area. However, it will be vital that a Conservation led approach underpins the regeneration.
- There is an opportunity to consolidate the recent regeneration initiatives with further work to reinvigorate buildings and improve the public realm within the conservation area. This includes the work of the Townscape Heritage Initiative (THI) and the Burslem Building Improvement Scheme (BBIS) in order to keep attracting investment to the town and secure its long-term future.
- Redesigning the Street layout to create parking spaces and traffic-calming scheme through public realm enhancements to create active edges along Market Place, including the potential to create an infill building in the Northern area of Market Place
- Encourage the completion of the Sadler's Park development where it abuts Market Place, but secure high quality active ground floor uses as part of a mixed use development
- Promote living above the shop and live/work units – 7/11 Queen Street as a case example.
- Further enhancement issues will be dealt with in the forthcoming Conservation Area Management Plan Supplementary Planning Document (SPD)
- Preparation of a Development Brief for the repair and redevelopment of the Royal Doulton site
- Public realm upgrade of St John's Square, potentially as part of the development of the Bourne's Bank site
- Ensure that all future new developments within and adjacent to the Conservation Area are of high design quality and reinforce sense of place
- There is a need to develop a public realm strategy for the Conservation Area to ensure that a thoughtful approach is adopted and to ensure that public realm character and quality is cohesive. New developments should contribute toward public realm enhancement in the Conservation Area
- In reviewing the public realm and highway infrastructure of the town centre, a review of street signage and furniture should be undertaken to enable some de-cluttering and a more sensitive approach to the strong heritage character of the town centre
- Potential to better link the park to the Conservation Area by enhancing the street environment of Moorland Road, including tree planting

9. References & Sources

Books/Pamphlets

- Dobraszczyk, A. 2004 Social History Walks: Burslem: Georgian Pottery Town. Keele University
- Greenslade, M. W. 1963 'Burslem', 105-142, in Jenkins, J. G. (ed.) *Victoria History of the County of Stafford*, Volume VIII. OUP.
- Hargreaves, T. 1832 Map of the Potteries and Newcastle
- Ordnance Survey 25 inch county series for 1878, 1900, 1924, 1937.
- Ordnance Survey 1:500 map of Burslem 1851.
- Pevsner, N. 1974 *The Buildings of England Staffordshire*
- Ward, J. 1984 *The Borough of Stoke-Upon-Trent*
- Yates, W. 1775 *Map of the County of Stafford*

Websites

- www.thepotteries.org
- www.burslemregenco.co.uk

Policy Documents/Guidance

- Communities & Local Government (CLG): Planning Policy Statement 5: 'Planning for the Historic environment' (2010)
- Communities & Local Government (CLG)/English Heritage/Department for Culture, Media and Sport (DCMS): Planning Policy Statement 5: 'Planning for the Historic environment': Historic Environment Companion Guide.
- Planning (Compulsory Purchase) Act 2004
- Planning (Listed Buildings and Conservation Areas) Act 1990
- Planning (General Permitted Development Order) 2008
- English Heritage Guidance on Conservation Area Appraisals (2006)
- Newcastle-under-Lyme and Stoke City Council Core Spatial Strategy (2009)
- Urban Vision: North Staffs Conurbation: Assessment of historical significance (2006)
- Stoke City Council, 2010, Burslem Historic Quadrant Design and Heritage Parameters (draft)

Appendices

Appendix A

Statutory Listed buildings

National Westminster Bank

**Fountain Place,
Burslem
ST6 3QA**

GRADE II

SoTCC List No: 8
GRID REF: 386701E
349759N
DATE LISTED: 02 October
1951
LAST
AMENDED: March 15, 1993

BURSLEM SOUTH WARD

BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Bank premises, probably built c.1870. Brick with stone dressings and Welsh slate roof. Tudor gothic style, 2-storeyed, with 2 outer gabled wings to South elevation, and central gable to East elevation of 3 principal bays. Eastern elevation has doorway to left, in slightly advanced porch, with polished granite shafts carrying segmental arch surmounted by fretted balustrade. Band of 5 windows beyond with heavy stone dressings including shallow balustraded panels below. Upper storey projects slightly, and has stone mullioned and transomed windows, with central oriel bay with balustrades parapet, beneath the central gable. Southern elevation has full-height canted bay with mullioned and transomed lights in Western gable, and flat roofed porch in its angle with central bay, with doorway now disused up steps. Band of 4 narrow windows in Eastern bay and canted oriel bay window over. Coped gables with finials. Stack on rear elevation.

Lepoard Inn

**21, Market Place,
Burslem
ST6 3AA**

GRADE II

SoTCC List No: 10
GRID REF: 386850E
349806N
DATE LISTED: 19 April 1972
LAST
AMENDED: 15 March 1993

BURSLEM SOUTH WARD

BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Public House. Late 18th Century but refronted circa 1830. Stucco over brick with plain tiled roof. 3-storeyed, 3 bays with central doorway flanked by full height segmentally arched bay windows with wide tripartite sashes with Doric pilasters as mullions and hipped roofs. Central windows are sashes with moulded architraves. Continuous sill bands, hood moulds and eaves cornice.

27 and 29 Market Place

**27 & 29 Market Place,
Burslem.
ST6 3AG**

GRADE II

SoTCC List No: 11 A & B
GRID REF: 386822E
349803N
DATE LISTED: 18 April 1991
LAST AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Shop, (first floor), originally built as a bank. 1836. Brick with ashlar facing and slate roof. Inserted shop fronts to ground floor, but 4 long windows above 2 with pedimented architraves. Gable end stacks.

(The Victoria History of the Counties of England: R.B. Pugh: Staffordshire: Oxford: 1963-)

Shop, (ground floor), originally built as a bank. 1836. Brick with ashlar facing and slate roof. Inserted shop fronts to ground floor, but 4 long windows above 2 with pedimented architraves. Gable end stacks.

(The Victoria History of the Counties of England: R.B. Pugh: Staffordshire: Oxford: 1963-)

36 Market Place

**36, Market Place,
Burslem.
ST6 4AR**

GRADE II

SoTCC List No: 12
GRID REF: 386763E
349808N
DATE LISTED: 19 April 1972
LAST AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Shop. Late 18th Century. Stucco over brick with plain tiled roof. 3-storeyed, single bay to Market Place with renewed shop front and Palladian window over with Diocletian window to attic. Modillion eaves cornice. Eastern elevation of 4 bays, with doorcase with fluted pilasters and cornice over panelled door with overlight, and sash windows with stuccoed heads with stressed keystones and voussoirs. Still band to first floor.

38 Market Place

**38, Market Place,
Burslem.
ST6 4AR**

GRADE II

SoTCC List No: 13
GRID REF: 3386764E
349802N
DATE LISTED: 19 April 1972
LAST AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Shop premises. Late 18th Century. Painted brick with plain tiled roof. 3-storeyed, single bay with shop front to ground floor with central doorway flanked by windows with small panes in front with fluted Doric pilasters and moulded consoles to fascia. Sash windows to first floor with flat arched stuccoed heads, casements to attic. Moulded wood modillion eaves cornice.

Former Town Hall, (Burslem Recreation Centre)

**Market Place,
Burslem
ST6 3DS**

GRADE II*

SoTCC List No: 14

GRID REF: 386825E
349837N

BURSLEM SOUTH WARD

DATE LISTED: 02 October 1951

BURSLEM TOWN CENTRE CONSERVATION AREA

LAST
AMENDED: March 15, 1993

LIST DESCRIPTION

Former Town Hall. 1854. Ashlar. 2-storeyed, the main hall of 7 bays with Western tower over open entrance or passage way. Baroque in inspiration. Battered ground floor of channelled ashlar with heavy moulded plinth carrying paired Corinthian pilasters to first floor which support cornice beneath parapet with pronounced overhang and frieze. Ground floor windows set in coved recesses with keystones, tall round arched windows above. West tower has open ground floor with coved arches on 3 sides and paired Corinthian columns at outer angles. Volutes to clock tower terminate in caryatides carrying the blocking course beneath octagonal turret with ogival roof and angel finial. Eastern end divided into the bays with pilasters to first storey. Central doorway to ground floor with coved architrave to panelled door. Upper sash windows have shell motifs as hood. Inside, double staircase with heavily scrolled iron balusters, and heavy classical architraves to doorways. Main chamber at first floor level, with Corinthian pilasters articulating the walls, coved ceiling with elaborate wrought-iron ties.

Former Midland Bank

**1, Moorland Road,
Burslem.**

GRADE II*

SoTCC List No: 15

GRID REF: 386918E
349856N

BURSLEM NORTH WARD

DATE LISTED: 02 October 1951

BURSLEM TOWN CENTRE CONSERVATION AREA

LAST
AMENDED: 15 March 1993

LIST DESCRIPTION

Bank, formerly dwelling. Circa 1751. For Thomas and John Wedgwood. Brick with plain tiled roof. 3-storeyed, 5 bays with advanced central bay with pediment. Central doorway in Doric architrave with triglyph frieze and pedimented head. Flanking margin lights. Sash windows with stone architraves in central bay. Sill bands, moulded eaves cornice and gable end stacks. Return elevation to Wedgwood Place of 2 bays with 12-pane (9 to attic) sash windows with stuccoed heads with keystones, and heavy cornice to parapet. Interior reported

as retaining staircase and panelling. The earliest surviving example of a pottery manufacturer's house.

(Baker D: Potworks: 1991-: P. 31).

Burslem United Reformed Church

**Moorland Road,
Burslem.
ST6 1DW**

GRADE II

SoTCC List No:

GRID REF: XXXXXXE
XXXXXXN

BURSLEM NORTH WARD

DATE LISTED: 13 December
2010

BURSLEM TOWN CENTRE CONSERVATION AREA

LAST
AMENDED: N/A

A church of 1905/6 by Absalom Reade Wood.

MATERIALS: Red and brown brick, and red Hollington sandstone block. The windows across the building have sandstone architraves and fenestration. The roofs are covered in slate. Railings and rainwater goods are cast and wrought iron.

PLAN: The church is laid out with a main, rectangular central space for worship, with East and West aisles. At the North end is a gallery with additional congregation space below, now separate from the main space via an inserted glazed partition. To the North-East and North-West are stairs to the gallery. In the North-East and North-West corners are lobbies, the latter adapted for other uses. To the West is a corridor and vestry wing.

EXTERIOR: The red brick and sandstone road front is an imposing, two storey elevation, with attic and four-storey bell tower. The four-bay central section stands forward of the bays either side, between square, sandstone columns. There is a large, central window to the first floor, with tracery, a Romanesque-detailed round-arch, and keystone. Small, square, two-light windows are positioned either side, to form a Venetian window. Pilasters carry the arch, and between them is a decorated stone tablet with a bronze relief of William Woodall, the work of Stanley Thorogood A.R.C.A (1873-1953). Either side of the relief, the tablet is inscribed "Congregational Church", with "Woodall Memorial" below. There are four ground-floor casement windows, of two/three lights, with mullions, elliptical arches and keystones. Above a dentil eaves cornice is a pedimented parapet, with stone finials on top of the columns at each end, and a central, oval window in the centre of the gable, with elaborate decoration. To the left, is a lower, two-storey, stairwell bay with a curved, pitched roof and twin finials, and further left, a single-storey bay with a door entrance. The right bays include a four-storey bell tower, incorporating two-storey stairwell, and a two storey bay with a North door entrance. The bell tower has a round-arched window at first floor level, with a 1905 inscription set within a stone tablet above. Also set in the facade are three stone tablets with the inscriptions: "Laid by C.W.Carlick Esq. of Wolstanton 5th October 1905"; and "Laid by Councillor S. Gibson of Burslem 5th October 1905"; and "Laid by Corbet Woodall Esq. of London in memory of the late Wm.Woodall". The copper domed roof, with finial, stands above a projecting dentil eaves cornice and the upper bell level is built of coursed sandstone, with stone-mullioned openings. The ground-floor doorcases have sandstone dressings. The facade has stone banding at first floor level, a stone plinth above the ground level, and the windows have coloured-glass panes. The red brick boundary wall has been repaired in places, and has replacement iron railings, constructed to the original specifications.

The West flank is red and brown brick. The original entrance to the vestry has been infilled and adapted using modern materials. There are three round-arched clerestory windows above, and the single-storey vestry wing extends to the West boundary, with stone-dressed window openings, and a stone parapet. The East flank is brown brick, with a single-storey, lean-to projection of three bays with openings. Above are three round-arched clerestory windows, with brick arches. At the South end of the elevation are stone steps leading down to a cellar door and coal opening. There are a number of tie plates across the elevation. The rear elevation is brown brick, with a centrally-positioned, round-arched, window to the first floor, with a brick arch and heavy tracery. The three window openings to the ground floor are sealed. An angular, brick, chimney-breast rises to the roof on the left side. The rear of the vestry range projects from the left.

INTERIOR: The rectangular congregation space has a raised stage to the South with oak choir seating and oak panelling. Above the panelling, a large, traceried window has rich, decorative, coloured panes depicting The Sermon on the Mount, and with emblems of the Evangelists, and the inscription BLESSED ARE THE PURE IN HEART FOR THEY SHALL SEE GOD. It is the work of Williams Brothers and Co. Underneath the stage is the original boiler, converted from coke to oil power. To the right are a pulpit of stone and oak, and an oak-panelled organ of 1910. Fittings include curved, radiating, oak pews with bronze handrails/umbrella rails to each side and heating pipes at floor level. Bronze drip trays at lower level have been removed. The floor level slopes gently to the South. Two-bay, stone arcades, comprising three columns with decorated capitals, stand to each side. Both have a partitioned bay to the North. The left bay in the East aisle now forms an office. The left bay in the West aisle provides storage space and toilet facilities. The ceiling of the hall is barrel-vaulted with moulded ribs, standing on decorative corbels. The area is floored with blockwork of pitch pine. At the North end, there is a balcony to the gallery, with a glazed, partitioned, space below. To the left and right are original doubled doorways with upper, coloured glazing, bronze handles and finger plates. They lead to the principal church entrance and stairs to the gallery. The stairs have decorative balustrades with timber handrails. At the top of the left stair is a storage room, formerly a book store, with access to the bell tower. The pew seating in the gallery is pine, and the gallery has four-panelled doors with six glazed lights above. The lobby to the North-East entrance has caustic tile flooring beneath modern linoleum. The original North-Western transe to the church has been blocked and partitioned to form a disabled toilet, and a modern West entrance has been created around the former vestry entrance. The West entrance incorporates a re-ordered corridor that leads to modern kitchen facilities, a meeting area and cloakrooms, and an entrance into the main hall, next to the organ. The meeting area has an exposed king-post roof truss.

HISTORY:

Woodall Memorial Congregational Church was built in 1905/6, to the designs of Absalom Reade Wood (1851-1912), a long-established architect of civic and domestic buildings in the area, notably Tunstall Town Hall (1883-5) and Burslem School of Art (1908), both listed at Grade II. The church was officially opened in October 1906, and named in memory of William Woodall (1832-1901) the Liberal MP for Stoke-on-Trent and Hanley. Woodall was a notable social reformer who served the Gladstone government and, as leader of the House of Commons women's suffrage group, and chairman of the Central Committee for Women's Suffrage, made a number of attempts to put anti-suffrage Bills through parliament in the late C19. He had risen through the political ranks of Burslem in the 1860s and '70s, while establishing himself as a successful industrialist, as a manager in the gas, pottery and coal trades. He was a vigorous campaigner of a number of social causes including the improvement of technical education, and was the driving force behind the creation and development of the Wedgwood Institute (1869, listed at Grade II*). A lifelong

Congregationalist, Woodall had long encouraged the building of a new Congregationalist Church in the town. The church was named after the former MP as a fitting memorial to his commitment to the town, the congregation, and the Congregational movement in general.

The church is shown on the Ordnance Survey Map of 1925 (3rd Edition), with a terraced row of dwellings attached to the South-East corner of the building. The attached buildings are not shown on the 1937 edition. Woodall Memorial Congregational Church was renamed Burslem United Reformed Church in 1984. The United Reformed Church had been formed in 1972 by a union between most Congregational churches in England and Wales and the Presbyterian Church of England. The denominations joined the church in later years. Internal changes to the church were carried out c1990. In 2009, the church was partly refurbished.

SOURCES:

C Fell-Smith, William Woodall 1832-1901 Dictionary of National Biography (2004)

D Stuart (Ed.), People of the Potteries (1985), 235-6

Moorland Pottery Works

**Moorland Road,
Burslem.
ST6 1DY**

GRADE II

SoTCC List No: 16

GRID REF: 387158E
349913N

BURSLEM SOUTH WARD

DATE LISTED: 20 August 1979

BURSLEM TOWN CENTRE CONSERVATION AREA

LAST AMENDED: 15 March 1993

LIST DESCRIPTION

Small pot bank. Late 19th Century or early 20th Century. Small courtyard plan. Brick with tiled roof. Frontage range of 3 storeys and 8 bays divided by pilasters, and with paired sash-type windows with segmentally arched heads. Cast iron lintel over archway through to the rear towards the right of the elevation. Kiln in yard adjoins rear of this range: an experimental 4 chamber muffle kiln with circular hovel on square base. It was built c. 1910 by Royal Doulton Ltd.

Former Wedgwood Institute, (Public Library)

**Queen Street,
Burslem.
ST6 3EF**

GRADE II*

SoTCC List No: 20

GRID REF: 386861E
349746N

BURSLEM SOUTH WARD

DATE LISTED: 19 April 1972

BURSLEM TOWN CENTRE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Public Library, the former Wedgwood Institute, built as a library, art school etc in 1869. Original plans prepared by G.B. Nichols of Wolverhampton, design modified by Robert Egar and J. Lockwood Kipling. Brick with terracotta dressings and plain tiled roof. 2 storeys, a richly ornamented facade with central doorway in slightly advanced gabled porch enriched with terracotta frieze and shafts to arched entry, flanked by busts in shallow niches, and with

tiles around the archway. It is surmounted by a bust of Josiah Wedgwood. Windows form a continuous arcade on both storeys, and between the storeys, are 10 bass relief terracotta panels by M.H. Blanchard or Rowland Morris which depict processes in the manufacture of pottery. Above the upper windows, a further series of terracotta panels set in arcading illustrate the months of the year, and over them, a further arcade with mosaic signs of the zodiac. Heavy eaves cornice carried on console brackets with a terracotta frieze of pierced quatrefoils above. The architectural ornamentation, though not the applied sculpture, continues round the side elevations for several days.

(The Buildings of England: N. Pevsner: Harmondsworth: The Victoria History of the Counties of England: RB Pugh: Staffordshire: Oxford).

Former School of Art

**Queen Street,
Burslem.
ST6 3EJ**

GRADE II

SoTCC List No: 21
GRID REF: 386869E
349714N
DATE LISTED: 15 March 1993
LAST AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

School of Art. Circa 1905. Brick and terracotta with tiled roof. 2 storeys, 3 bays. Outer bays have pedimented shallow gables and flanking blocks terminating in castellated turrets. Triple windows with segmentally arched terracotta surrounds to ground floor, massive segmentally arched studio buildings above, with terracotta keyblocks and coat of arms at apex. Shallow pilasters in flanking towers. Central doors in bowed portico with Ionic columns carrying entablature with embossed lettering and balustrade over. Large tripartite window above, divided by slight Ionic piers. Balustraded parapet runs between the turrets which flank the outer gables.

1 & 1A Queen Street

**1 & 1A Queen Street,
Burslem.
ST6 3EG**

GRADE II

SoTCC List No: 18
GRID REF: 386785E
349730N
DATE LISTED: 19 April 1972
LAST AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Shop premises. Early 19th Century. Painted brick with slate roof. 3-storeyed, 3 bays, with renewed shop fronts each side of central doorway. 2-pane sash windows to first floor, with flat arched stuccoed heads and continuous sill bands. Casements to attic storey renewed. Moulded cornice to parapet eaves. Gable end stacks. Used by Arnold Bennett as "Clayhangers Steam Printing Works".

36-38 & 40 Queen Street

**36-38 & 40 Queen Street,
Burslem.
ST6 3EG**

GRADE II

SoTCC List No: 19 A & B
GRID REF: 386785E
349730N
DATE LISTED: 19 April 1972
LAST
AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Group of shops. Dated 1868. Brick with stone dressings and slate roofs. 3 storeys, 6 bays, built on a curve returning into Saint John's Square. Inserted shop front to left, then 3 stilted arches over windows, with shafts with heavy foliate capitals, and a wider archway formerly giving rear access.

Grouped windows above, divided by cylindrical shafts and with continuous bands. Hood moulds over 2-centred arched windows form a continuous arcade. Stilted arched windows to attic storey. Modillion eaves cornice, gathered axial and gable stacks.

NB. This listing protects walls and entrances

15/15a St John's Square

**15/15a St John's Square,
Burslem.
ST6 3AW**

GRADE II

SoTCC List No: 22
GRID REF: 386779E
349697N
DATE LISTED: 19 April 1972
LAST
AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Shop premises. Converted into two properties. Early 19th Century. Painted brick with slate roofs, hipped around corner. 2-storeyed, 2 bays to St John's Square, returning onto Church Street. 20th Century shop fronts, 4-pane sash windows above, with flat arched stuccoed heads. Part of moulded eaves cornice survives. Used by Arnold Bennett as "John Bain's Shop" in "The Old Wives' Tale".

First World War Memorial

**Swan Square,
Burslem.**

GRADE II

SoTCC List No: 10059
GRID REF: 386944E
349819N
DATE LISTED: 31 May 2001
LAST
AMENDED: N/A

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

First World War memorial. c. 1920. Pink sandstone ashlar. Rectangular on plan, in the form of a large pedestal with a moulded plinth, a moulded cornice and a niche in the front

containing a figure of a soldier with a bowed head, a rifle and helmet. Above the niche the date 1914-1918. Around the memorial an area is chained off by small stone piers linked by chains.

Town Hall (Queen's Theatre)

**Wedgwood Place,
Burslem.
ST6 4ED**

GRADE II

SoTCC List No: 26
GRID REF: 386902E
349922N
DATE LISTED: 19 April 1972
LAST
AMENDED: 15 March 1993

BURSLEM NORTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Town Hall and theatre. 1911 by Russell and Cooper. Ashlar faced, brick to rear. entrance block with full height portico divided by 3 pairs of Corinthian columns carrying the entablature, cornice and pierced balustrade. Doorway in each of the three bays, with moulded architraves. This central section is flanked by 2 advanced wings with recessed stone panels in moulded architraves and semi-circular window. Curved parapet to lower flanking bay with oculi. Above the cornice, a massive attic storey with shell motif in relief in the projecting outer sections. Adjoining to the South, a 2-storeyed range of 10 bays with narrow 15-pane sash windows in stone architrave and doorway with moulded architrave and fanlight in coved arch. Ironwork balcony above the doorway carried on stone brackets to full height window in stressed architrave. Moulded parapet eaves cornice.

Former Warehouse Offices and Showroom

**(Flats 1-22, Fountain Court)
3-9 Westport Road,
Burslem.
ST6 4AL**

GRADE II

SoTCC List No: 7
GRID REF: 386682E
349791N
DATE LISTED: 02 October
1951
LAST
AMENDED: 15 March 1993

BURSLEM SOUTH WARD
BURSLEM TOWN CENTRE CONSERVATION
AREA

LIST DESCRIPTION

Frontage range pot bank. 1789, for the potter Enoch Wood. Brick with tiled roofs. 3-storeyed, former entrance in pedimented bay across angle, with flanking ranges to the West and North. Inserted shop front to ground floor of corner section, and large display window over in moulded architrave, then tripartite window above, with Doric pilasters. Dentilled pediment with roundel perhaps once showing date. Late 19th Century shop front in 7-bay Western range, and sash-type windows with stone sills and flat arched heads with incised voussoirs. Inserted windows to ground floor in Northern range of 9 bays. Formerly the works of Enoch Wood, and built by him in 1789.

(The Victorian History of the Counties of England: RB. Pugh: Staffordshire: Oxford: 1963-).

Appendix B

Locally Listed buildings

**23-25 Market Place
Burslem
ST6 3AA**

Burslem

**No: 253 A
Residential**

BURSLEM SOUTH WARD

GRID REF: 386833E
349812N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive record
Pre 1832 (Hargreaves) Visited 27.11.1984

23 Market Place (tied to 25)

1 unit, rectangular plan, 3 rooms wide by 2 rooms deep, 3 storey.
Pitched tiled roof, 2 stacks and caps, no pots.

Front: Rendered

Ground Floor: Modern shop frontage, wooden guttering.

First Floor: 3 sash window plain stone sill and lintel.

Second Floor: 3 small sash window. Plain stone sill.

Rear: No access but see Side no 25 for complete view.

Side: Part visible, Common brick bonding not discernable.

25 Market Place (tied to 25)

1 unit, rectangular plan, 3 rooms wide by 2 deep, 3 storey.

Pitched tiled roof.

Front: Rendered.

Ground Floor: 1 large shop window set in decorative wooden architrave and decorative entablature, the sides of the architrave have decorative capitals. 1 tunnel, slightly arched, chamfered stone course, leads to Brickhouse Street, wooden boarded ceiling, 4 wooden painted beams.

First Floor: 3 sash windows, plain stone sill.

Second Floor: 2 sash windows, plain stone sill. 1 blind window, plain stone sill, side.

Side: Only ground floor visible, rendered. 1 modern window, header brick arch. Continues but is now part of Shipleys, no23. Rendered, painted, 2 storey.

Ground Floor: 1 modern casement window. Header brick arch. 1 modern door set in modern internal porch. 1 wooden door, blue brick step.

First Floor: 1 modern window.

Rear: Only part over the tunnel is visible. Rendered, only second floor is visible as the first floor is obscured by a ½ pitched lean-to, tiled.

Second Floor: 1 casement window, plain stone sill. Wooden guttering.

Lean-to: Rendered. 1 casement window, wooden sill and lintel. Sign national Travelworld.

FORMER LIBERAL CLUB

28 Market Place
Burslem
ST6 4AT

Burslem

No: 274 A
Commercial

BURSLEM SOUTH WARD

GRID REF: 386780E
349838N

BURSELM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive record
Pre-1832 (Hargreaves) Visited 10.12.1984

28 Market Place

Plan: 1 rectangular unit, 2 rooms wide by 2 rooms deep, 4 storey. Pitched tile roof, decorated ridge tiles. 2 red stack and moulded brick courses up to cap, 1 modern pot.

Ground Floor: Rendered, 2 recessed doors, 2 modern casement windows, sign spandrel, plain stone architrave. Decorated entablature up to first floor window-veranda.

First Floor: 2 casement windows, chamfered red stone lintel, rectangular light, plain stone lintel, red window, moulded at sides, each to sides of 1 large bay window, 1 large arched casement window in centre, 2 rectangular lights at sides. Chamfered stone red arch and keystone and chamfered caps on centre window. Plain stone lintel with chamfered caps on lights. 1 large chamfered courses hips above first floor window lintels and below terracotta panels which extend up to another large chamfered stone course level second floor window sill. Bay continues up to form veranda at second floor central window sill.

Second Floor: 4 sash windows, moulded sides, plain stone lintel, red chamfered stretcher course above. Terracotta panels to each side decorated terracotta central panel. Decorated chamfered stone course then dentilation style moulding. Leading to another chamfered stone course. At each side of building 1 square column extending up front to above second floor and capped with decorated capital.

Front: Continues up to a point in front of gable end. Inset 3 sash windows, moulded plain stone sill and lintel-red above window. Chamfered red stone pediment with decorated tiled infill with words 'Liberal Club', pediment extends down to form 2 scrolls wither side of windows.

Side: Red English garden wall bond.

Rear: Not all visible. Common English garden wall bond.

FORMER MAGISTRATE'S OFFICE

72 Moorland Road
Burslem
ST6 1EB

Burslem

No: 145 A
Civic

BURSLEM SOUTH WARD

GRID REF: 387142E
349904N

NOT IN A CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive record
1832-1878 (OS Map) Visited 05.02.1985

Fotosilk Transfers (Former Magistrate's Office)
72 Moorland Road

Plan: 1 square unit, 2 rooms wide by 2 rooms deep, 2 storey.

Roof: Pitched, tiled.

Front: Red Flemish bond.

Ground Floor: 1 plinth. 1 double wooden doors, 2 stone steps set-in decorated terracotta architrave, rectangular light above door set-in decorated terracotta architrave within this. 1 moulded brick course runs across front of building forming sill to 2 casement windows set-in moulded brick architrave, decorated brickwork also under windows. 1 decorated terracotta course runs between ground floor and first floor bearing central inscription 'Magistrate's Office'.

First Floor: 1 moulded brick course runs across front forming sill to 3 casement windows set-in moulded brick architrave. Decorated brickwork also under windows. Decorated terracotta course runs under eaves and vertically down in 4 courses separating and enclosing the 3 windows. Moulded brick course runs beneath eaves with 4 decorated stops rising to form small gable. Moulded brick balcony runs across top of eaves incorporating 4 columns each mounted by a spherical finial. In centre of balcony is moulded brick and terracotta pediment incorporating circular terracotta decoration mounted by spherical finial at each corner and pointed finial in centre. 2 metal water collectors and metal drainpipes.

Side 1: adjoins neighbouring building.

Side 2: part of first floor, visible irregular bond.

Rear: Ground Floor: Obscured.

First Floor: Casement window visible in store architrave. 1 tie plate and double raised brick course under eaves.

Outbuilding: 1 rectangular unit, 1 room wide by 2 rooms deep, 2 storey.

Roof: Pitched, tiled, evidence of chimney stack.

Ground Floor: Obscured.

Front: Inaccessible.

Side 2: Common stretcher bond, 1 sash window, wooden sill, double header brick arch, 1 bay window, lean-to roof, stone lintel visible, double raised brick course under eaves, 2 metal tie plates.

Rear: Common stretcher bond, 2 raised brick courses under eaves, and tie plate. Modern extension built onto rear also modern brickwork around gate.

FORMER ROYAL DOULTON FACTORY

**Nile Street
Burslem
ST6 2AJ**

Burslem

**No:4 A
Industrial**

BURSLEM SOUTH WARD

GRID REF: 387138E
349724N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

Royal Doulton

Central Block: Irregular plan, 2 stories, approximately 7 rooms wide by 5 rooms deep with a hipped roof building at the West section of the block. Main Eastern section 3 sawtooth pitched roof.

Chimney: Along the North side of the central block as a plain tapered stack and a concrete top course and a square stack. Flemish stretcher bond with red facing brick, 2 string courses with one at the ground floor and one at the first floor.

Ground Floor: 1 porch/doorway, porch has a decorated chamfered stone surround with a large plain stone step with a datestone c1919. Decorated porch toplight which includes a triangular pediment style wooden moulding. Stone porch interior. 2 window casements with a plain stone lintel, large which forms part of a stone string course. 1 small window casement with red facing string brick arch and brick sill. 1 large recess area with a very large concrete sill and a large stone lintel which forms part of a stone string course. Bottom area of the recess is loading bay area and double doors. Top area houses a long thin window casement and an iron sill.

2 large recess areas with large concrete sill and large stone lintels. The top area has a thin long window casement with an iron sill. The bottom area has a large frosted glass lights. 5 vents, 2 very small openings at the ground level, large concrete lintel and the sills are moulded brick..

First Floor: 1 large decorated concrete name panel "Johnson Matthey & Co. Ld". 4 window casements with large continuous concrete lintels which forms part of a string course, plain concrete sill. 1 smaller window casement with a red facing brick and stone arch, brick sill. 2 thin window casements with concrete lintels and brick sills. 1 dormer bay window 3 are panelled, flat roof and a concrete sill/base. 6 vents, iron gutter and down pipes.

West Side: English garden wall bond, common brick. A large stone string course at the base of the first floor.

Ground Floor: Mainly covered by a pitched roof projection.

First Floor: 2 window casements with stone lintels and concrete sills, 1 large and 1 small. Modern gutter and iron down pipe.

North Side: Saw-tooth pitched roof side, English bond on the chimney stack section, on the wall is stretcher bond and a red facing brick. 2 large stone string courses, 1 at the ground level and 1 at the mid wall height. 3 small window casements with stone red facing brick arches and brick sills. 1 small door way with a large concrete lintel and concrete step. 1 small hatch way with a concrete lintel and sill, iron down pipes.

North-West Building: Rectangular plan, 2 stories approximately 5 rooms wide by 5 rooms deep, parapet edges with a flat roof and pitched sky-lights.

North Side: Stretcher bond with a red facing brick, 2 stone string courses at the mid wall height.

Ground Floor: 1 very small bricked up window with a stone red facing brick arch and a moulded brick sill, 1 large double door entrance with a large concrete lintel and concrete step. 1 large door entrance with a large concrete lintel which forms part of a string course with a moulded blue brick step.

First Floor: 5 large long iron vents with brick sills and lintel forms part of the top of a string course.

East Side: English garden wall bond with a red facing brick, raised parapet section with concrete coping. 2 large concrete string courses at the wall mid height.

South Side: English garden wall bond with a red facing brick, 2 large concrete string courses at the mid wall height. 1 window casement with a concrete lintel and sill, 3 window openings which are bricked up. Concrete lintel and sill.

Projection 1: 1 storey with a flat roof projection, string bond with a red facing brick. 3 window casements with a stone brick arch and brick sill.

**2 Nile Street
Burslem
ST6 2AF**

Burslem

No: 254 B

Shops etc

BURSLEM SOUTH WARD

GRID REF:

386980E
349740N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

N/A

BURSLEM MARKET

**Queen Street
Burslem
ST6 3EG**

Burslem

No: 149 A

Civic

BURSLEM SOUTH WARD

GRID REF:

386802E
349755N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive record
1832-1878 (OS Map) Visited 26.11.1984

Fruit & Vegetable Market

Plan: Square, 1 unit with 9 rooms wide by 5 rooms deep and 2 stories high – not all are visible.

Roof: Possible pitched but not all of it is visible.

Front: Is part of nos 22 to 34 Queen Street.

Side: Most of it is rendered but the rest is red English bond, 2 air bricks and 2 raised brick courses.

Ground Floor: 1 arched (gothic) door with a light and 1 blind gothic window (or door).

First Floor: Obscured by a modern sloping roof, iron down pipes.

Rear: Rendered stone effect and 3 tie plates.

Ground Floor: 1 modern door covering a gothic arched door and a wooden spandrel, plain stone lintel (arched).

Side: Not visible.

FORMER CO-OP EMPORIUM

2 Queen Street
Burslem
ST6 3EF

Burslem

No: 263 A
Shops etc

BURSLEM SOUTH WARD

GRID REF: 386891E
349750N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

THE DUKE WILLIAM PUBLIC HOUSE

2 St John's Square
Burslem
ST6 3AJ

Burslem

No: 221 A
Institutions

BURSLEM SOUTH WARD

GRID REF: 386727E
349745N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive record
1830s (OS Map) Visited 16.03.1983

Duke William

1 Unit: Irregular corner structure, cellar, hallways. Slate roof, hipped over raised gables and corner; 2 front chimneys, stack raised cap, 4 pots each.

Front: (East) Flemish bond, facing brick, some blue brick on ground floor. Copy of beam and wash style with moulded wooden supports on first floor and second floor. Projection courses with stone top at wall base.

Ground Floor: Door and porch, decorated stone lintel with entablature, supports and side supports; 3 stone steps. 2 triple glazed casements, plain stone lintel, brick sill. 1 narrow glazed casement as above. Metal cellar grille at ground level. Decorated airbricks.

First Floor: 3 triple windows as ground floor but with beam for sill. Decorated airbricks.

Second Floor: 2 glazed oriels under gables on beam lintel with moulded under supports. 1 glazed casement window, beam lintel and sill. Raised gable with finial above both oriels. Raised gable on shaped corner with finial.

Side: As front.

Ground Floor: Door, porch, decorated stone archway and lintel with entablature, decorated stone supports and side supports with some architrave. Triple glazed casement as front ground floor.

First Floor: Triple and single glazed casement as front first floor.

Second Floor: Oriel window as front second floor; single glazed casement as front second floor. Raised gable with finial above oriel.

Rear: English garden wall, common brick, chimney as the front, 3 pots.

Ground Floor: obscured.

First Floor: obscured.

Second Floor: 3 sash windows, red brick arch, stone sill. Small casement window, yellow brick arch, stone sill.

No access to rear yard.

METHODIST SUNDAY SCHOOL

**Swan Square
Burslem
ST6 2AA**

Burslem

No: 177 A

Ecclesiastical

BURSLEM SOUTH WARD

GRID REF: 386985E
349830N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive survey
1832-1878, 1878-1900 (OS Map) Visited 30.01.1985

Swan Bank Methodist Sunday School

Plan: Rectangular, 2 units with 6 rooms wide by 2 rooms deep and 2 stories high with a pitched and tiled roof – called building A and B.

Front: Red Flemish bond, raised brick course under the eaves with plain stone courses which runs across the level of the ground floor window sill and lintel and first floor window sill.

Ground Floor: 6 long window casements with a plain stone sill and lintel with a stone course which runs under the window.

First Floor: 6 arched window with a plain stone sill and a red segmental brick arch and a moulded brick arch above, stone caps at the end of each arch. The ground floor and first floor window are set in recessed sections, blue brick infill between the external arches with a red brick extending up in a central column to the eaves. 2 caps level with the middle of the first floor window, at the base of a projecting section it flares to form a small 2 staged buttress marked by a 2 stone course. No side access.

Building B: Rectangular plan, 1 unit with 5 rooms wide by 2 rooms deep and 2 stories high with a pitched and tiled roof, 1 red stack and corbelling up to the stone cap, moulded brick course under the eaves and a raised brick course stone caps at either end of the roof.

Front: Red Flemish bond, each window is set in a recessed section to form a large projecting brick arches. 1 modern door with a large rectangular light and an arched light above, red stretcher brick arch with a moulded header brick arch above and stone caps at the end. 4 long arched window casements with a plain stone sill which also forms a stone course which runs across the buildings. Red stretcher brick arch with a moulded header brick arch above, each arch has stone caps.

First Floor: 5 arched window casements with plain stone sills also a stone course. Red stretcher brick arch with a moulded header brick arch above is a stone cap. Running between the ground floor and the first floor is a large stone course, above in each recessed section is 1 round decorated air brick, each pillar flares into a 2 staged buttress with stone courses at each stage. Under 3 of the windows is a stone plaque, nothing inscribed and 3 metal vent grills. Level with the centre of the first floor windows is 1 stone course and 1 small course underneath. Each external section has an alternate header stretcher brick arch.

Side: Red Flemish bond and 1 projecting stack and evidence of a stretcher brick arch. Infill between building A and B and the bonding is not discernable. At the first floor is 1 arched window casement with a red stretcher brick arch but nothing else is visible because of a modern infilled projection 1 storey.

Side: Red Flemish bond and 1 external stack. Front courses extend around the corner, raised brick course under the eaves, stone coping at the edge of the roof.

Ground Floor: Evidence of a window with a red stretcher brick arch.

First Floor: 1 arched window casement with a plain stone sill and a red stretcher brick arch.

THE GEORGE HOTEL

**Swan Square
Burslem
ST6 2AE**

Burslem

**No: 242 A
Institutions**

BURSLEM SOUTH WARD

GRID REF: 386969E
349765N

NOT IN A CONSERVATION AREA

LIST DESCRIPTION

N/A

1 Waterloo Road

**1 Waterloo Road
Burslem
ST6 3EH**

Burslem

**No: 254 A
Shops etc**

BURSLEM SOUTH WARD

GRID REF: 386971E
349739N

NOT IN A CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive survey
1812-1823 Visited 02.08.1982

1 Waterloo Road

1 unit, irregular, 3 storeys, 2 rooms wide by 2 rooms deep plus 2 storey rear projection, and cellar. On corner site with Nile Street.

Front: (West facing) Red Flemish bond brick plus dentilation at eaves. Tiled hip roof with 2 stacks, 2 square pots per stack.

Ground Floor: Decorated moulded timber shop front with corner entrance door, and curved glass.

First Floor: 1 sash window plain stone sill and lintel plus 1 similar window on corner. Stone street sign inscripted (Waterloo Road), let into brick work at sill level.

Second Floor: 1 square sash window plains stone sill and lintel.

Side: (North facing) Bricks as per front.

Ground Floor: Continuation of moulded timber shop front with curved glass plus modern shop front.

First Floor: 2 sash window plain stone sill and lintel.

Second Floor: 2 square sash windows plain stone sill and lintel.

Rear: 2 storeys plus basement. English garden wall bond common brick.

Basement: 1 casement window with segmental brick arch, 1 door with 2 steps down, and segmental brick arch plus firegate with stack at side.

Ground Floor: 1 window with plain stone lintel.

First Floor: 1 casement window with brick sill.

Yard: Enclosed yard shared with No 3 Waterloo Road plus 2 privies and access to Waterloo Road through arched passage-way.

The unit has 2 separate occupants.

FORMER POST OFFICE

**12 Wedgwood Street
Burslem
ST6 4JH**

Burslem

**No: 291 A
Public Utilities**

BURSLEM NORTH WARD

GRID REF: 386924E
349899N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

N/A

FORMER FIRE STATION

**Westport Road
Burslem
ST6 4RT**

Burslem

**No: 147 A
Civic**

BURSLEM SOUTH WARD

GRID REF: ST6 4RT

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

N/A

YE OLDE CROWN PUBLIC HOUSE

**10 Westport Road
Burslem
ST6 4AW**

Burslem

**No: 222 A
Institutions**

BURSLEM SOUTH WARD

GRID REF: 386712E
349823N

BURSLEM TOWN CENTRE CONSERVATION AREA

LIST DESCRIPTION

Stoke-on-Trent Historic Buildings Survey: Non intensive record
Pre 1812

Ye Olde Crown Public House

1 unit rectangular. 2 storeys. 2 rooms wide by 2 rooms deep plus cellar and internal porch.
Rear windows with twin gables. Rear window not contemporary with original structure.

Front: (South West facing) Cement rendered: tiled roof, stack.

Ground Floor: 2 bay pub front with moulded timber surround and central doorway
with internal porch. 1 panelled door with red brick step.

First Floor: 2 sash windows plain stone sill and lintel. Wrought iron bracker
displaying modern pub sign.

Rear: Cement rendered.

Ground Floor: 1 modern bay window extension plus 1 smaller window.

First Floor: 1 sash window plus 1 boarded door.

Brick walled paved yard enclosure modern outbuildings.

Modern bay extension to rear.

Publican states he has land deeds dating back to 1669.

Formerly Liverpool Road/Hill Street

**ROYAL STAFFORD WORKS, WEDGWOOD PLACE
STATUE OF SIR HENRY DOULTON
DRINKING FOUNTAIN, ST JOHN'S SQUARE**

Appendix C

Article 4 Direction for part of Burslem Conservation Area

DECEMBER 2005.

1. **Part 1 Class A**
The enlargement, improvement or other alteration of a dwelling house where any part of the enlargement, improvement or alteration would front the highway.
2. **Part 1 Class C**
Any alteration to the roof of a dwelling house where the relevant roof slope fronts the highway.
3. **Part 1 Class D**
The erection or construction of a porch outside any external door of a dwelling house which fronts the highway.
4. **Part 1 Class F**
The provision within the curtilage of a dwelling house of a hard surface for any purpose incidental to the dwelling house where the hard surface would front a highway.
5. **Part 1 Class H**
The installation, alteration or replacement of satellite antenna on a dwelling house or within the curtilage of a dwelling house, where the part of the building or other structure on which the satellite antenna is to be installed, altered or replaced fronts the highway.
6. **Part 1**
The erection, alteration or removal of a chimney on a dwelling house or on a building within the curtilage of a dwelling house.
7. **Part 2 Class A**
The erection, construction, improvement or alteration of a gate, fence, wall or other means of enclosure where the gate, fence, wall or other means of enclosure would be within the curtilage of a dwelling house and would front the highway.
8. **Part 2 Class C**
The painting of the exterior of a dwelling house or any building or enclosure within the curtilage of a dwelling house consisting of the painting of any part of the exterior which fronts a highway which is previously unpainted.
9. **Part 31 Class B**
The demolition of the whole or any part of any gate, fence, wall or other means of enclosure within the curtilage of a dwelling house and fronting the highway.

