

Conservation Areas Review Consultation 2022



Contents

Introduction	2
1 Albert Square, Fenton	3
2 Ash Green, Trentham.....	8
3 Blurton Church	14
4 Burslem Town Centre.....	19
5 Caldon Canal	24
6 City Centre	36
7 Dresden.....	41
8 Hanley Park.....	46
9 Hartshill	51
10 Longton Town Centre.....	56
11 Newcastle Street, Burslem	61
12 Park Terrace, Tunstall	66
13 Penkhull Garden Village.....	71
14 Penkhull Village.....	76
15 St Christopher Avenue, Penkhull.....	81
16 Stoke Town Centre.....	86
17 The Villas, Stoke-upon-Trent.....	91
18 Tower Square, Tunstall	96
19 Trent and Mersey Canal.....	101
20 Victoria Park, Tunstall	116
21 Victoria Road, Fenton.....	121
22 Winton Square, Stoke-upon-Trent.....	126
Appendix 1: Glossary	131

Introduction

The City of Stoke-on-Trent presently has 23 conservation areas (CAs), each of which has been designated by the local planning authority in recognition of its special interest and heritage 'significance'. The purpose of a conservation area is to protect and manage the essential elements of character and appearance that make such places distinctive. This is achieved through the use of additional planning controls and considerations, including, in some circumstances, special restrictions on permitted development rights known as Article 4 Directions. The value placed on the distinctiveness and character of conservation areas is reflected in the price of properties situated within them. Research indicates that properties within conservation areas generally cost and appreciate in price more than those in other areas.^{1[1]} Conservation areas may also sometimes qualify for heritage-focused funding streams.

As part of the local plan process, all 23 areas were re-surveyed in 2021 with a view to bringing forward proposals to amend boundaries (as appropriate) in accordance with current advice from Historic England, the Government advisor on the historic environment.

We are proposing to combine two existing areas (Hitchman Street and Victoria Place, Fenton) into one (Victoria Road), resulting in a total of 22 CAs, all of which will have minor boundary changes.

The consultation document contains contextual information on each of the proposed conservation areas, accompanied by details of the 2021 review and its subsequent recommendations. Each entry is accompanied by one or more maps, upon which the existing conservation area boundary and any proposed changes are marked. The introduction to each entry also summarises the background to the review process and provides further details on the legislative context of conservation areas and their purpose, and an explanation of the concept of 'significance' as it relates to heritage assets. Finally, Appendix 1 presents a glossary of key terms used within the document.

Each conservation area is described below. If you wish to make any comments you can provide these on the separate consultation response form or by the [Online Consultation Portal](#)

For more information please email planning.policy@stoke.gov.uk or telephone 01782 233841.

The consultation is open from 26 September 2022 to 7 November 2022.

^{1[1]} Gabriel M. Ahlfeldtm Nancy Holman & Nicolai Wendland. *An assessment of the effects of conservation areas on value*. The London School of Economics and Political Science (2012).

1 Albert Square, Fenton

Conservation Area Review 2021

There is no current character appraisal for the Albert Square Conservation Area although it was declared in 1987. A review was taken in 2011 and noted the importance and forthcoming closure of the former town hall. No changes to the boundary were made at that time.

The current review includes the boundary of the areas, an evaluation of what has changed since the declaration and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

'Significance' in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

- Architectural and artistic interest.** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There is a considerable amount of development taking place adjacent to the conservation area in the former market and car park area. The square has been re-landscaped as part of these works and the parking/market area much reduced. There is a planting bed to the back of pavement which is not yet being maintained and might be better used as tree pits.

The new use of the former Fenton Town Hall is as a community building that has an events space, business uses and cafe.

Evaluation

The conservation area focusses on a group of former public buildings including the former town hall, which was recently used as law courts, but is currently a community building as noted above. This has changed the character of the conservation area considerably and the open space feels available to all rather than dominated by those waiting to attend court. The area is located to the south of City Road, a main route through Fenton and is an incomplete architectural set piece. It was built with a clear ambition to establish a civic centre for a linear settlement that was competing with adjacent development for an identity. The square has a listed cenotaph at the centre and has recently been re-landscaped with new paving, lighting and planting.

The surrounding area has an urban character, comprising mostly of high-density housing to the west and south, and a more mixed use commercial and industrial area to the north. 1930s semi-detached housing abuts the Conservation Area to the south east and east.

The incompleteness of the square undermines the architectural ambition of the original design, but the quality of the individual buildings gives the area a strong sense of place. The use of high quality brick and stone adds to the significance of the area.

Setting

The setting of the Conservation Area is largely held within the two parallel roads, Glebedale Road and Christchurch Street, running north to south at the east and west sides of the Conservation Area. To the east of Glebedale Road is the former site of Fenton House, the home of the Baker family who were responsible for the development of the buildings within the Conservation Area. The site is now partially developed with a health centre and nothing survives of the house, save the stone wall to the back of pavement; this extends from City Road to Gimson Street. The approach from City Road is dominated by advertising hoardings on an undeveloped site opposite the health centre.

Statement of significance

Many of the buildings in the Conservation Area have high historic and architectural significance, seven being designated assets in their own right which are architecturally or artistically designed. The social significance of the Baker family is high and there are two conservation areas in Stoke-on-Trent connected to the family and their ambition to make Fenton a distinct and active place within the wider conurbation. The spatial arrangement of the square and grid of surrounding streets

represents a formal piece of urban planning distinctive in a city which has only three similar spaces. The open site to the north of the area has high archaeological significance; it is associated with the activities of William Greatbach and the Sutherland Pottery in the mid to late eighteenth-century and is the site of a substantial below ground deposit. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly those civic and ecclesiastical buildings of public value. Of these, the war memorial is an important structure, demonstrating public and civic responses to conflict and commemoration.

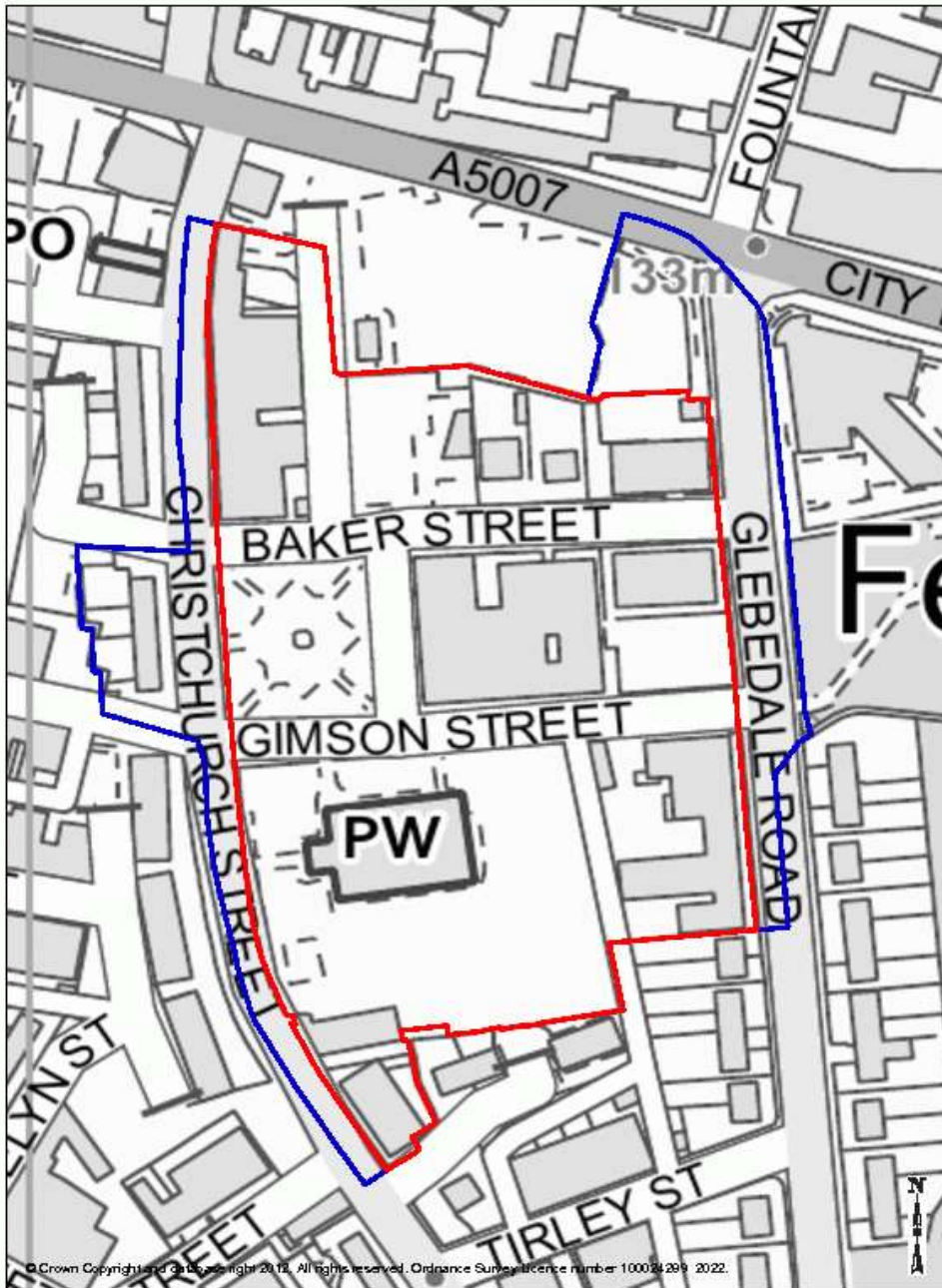
Condition

The condition of most of the buildings in the Conservation Area is fair with the exception of a small outhouse facing onto the square adjacent to the former bank building now “artbay” as this has a large hole in the roof.

Recommendations

That the Conservation Area is extended to include the wall along Glebedale Road to preserve its connection with the Baker family. It is also proposed that the development site at the corner of City Road and the fourth side of the square are included. Whilst it is acknowledged that the houses in Christchurch Street are of low architectural value, it is understood that all areas of a conservation area need not be of the same value and the strategic value of the site is very important with regard to defining the space itself. The corner of City Road is a prominent site with an elevated position containing trees which contribute to the setting and appearance of the area and it is a site of archaeological significance which should be included within the area. With regard to the Article 4, the existing article 4 protection for Church Terrace should be continued to conserve the current and authentic appearance of these houses. Additional measures should be added to require permission for alterations to front boundaries and the painting of unpainted brickwork to all properties. Much of the special character of the area is derived from the colour, texture and ornament associated with the original brickwork. This appearance could be obscured or diminished by painting. Furthermore, painting a building a vibrant colour could be visually disruptive in an area of such homogeneous colour and tone.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Albert Square Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

2 Ash Green, Trentham

Conservation Area Review 2021

There is no current character appraisal for the Ash Green Conservation Area, the original boundaries of which were designated in 1974. There has been no review of the area.

This is a review of the boundary of the area, an evaluation of what has changed since designation and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

'Significance' in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The largest development change since designation is the creation of the shopping village on the Trentham Estate. As a result, a hotel and large garden centre have been built at the edge of Stone Road; these buildings and associated advertising sign boards are clearly visible at the edge of the conservation area. A small development with a disproportionate impact is the change of use of a small electrical substation to a shop. This building now has prominent internally lit signage. Positive change includes the repair of Trentham Mausoleum which now can be seen from the road.

Evaluation

The Ash Green Conservation Area is located to the south of the city in the suburb of Trentham. The properties are predominantly residential, set amongst trees and attractive green open spaces. From the sixtieth until at least the late nineteenth-century, the land which now constitutes the Ash Green Conservation Area, formed part of the extensive North Staffordshire estates of Trentham Hall. As such, the historical development of the Conservation Area is inextricably linked to that of the hall throughout this period, even though the main house and gardens fall outside its present boundary.

Within this Conservation Area four distinctive character areas have been identified, these are:

- The Longton Brook and Woodland; a green corridor following the route of the Brook.
- The Mausoleum and Graveyard – situated within a green setting and with links to the Trentham Estate.
- Paddock Rise, a residential development of the 1990s concealing an older, preserved historic road.
- Longton Road Residential Area – historic properties associated with the Sutherland Estate located on the tree lined Longton Road.

Setting

Adjoining the Conservation Area to the west is the Trentham Estate, and to the south is open countryside and Green Belt designated land; it is the southern edge that gives the area its edge of settlement character. The Trentham Estate enhances the Conservation Area's setting, with its tree lined boundaries contributing to the area's green character and the former entrance gates and lodges relate to the Mausoleum, being directly opposite the entrance in a formal axial relationship. This confirms the strong relationship between the former "estate" cottages within the area with the larger estate on its border.

To the east of the Conservation Area is suburban Trentham and beyond that is the more urban area of Longton. Two main roads dominate; Stone Road forming the western border, and Longton Road which dissects the area from west to east. Although these routes are historically interesting, the Conservation Area's character

is somewhat disrupted by the broadened road network which is urban and busy. This contrasts with the historical rural character of the estate, originally bordering a much narrower road.

Statement of significance

The area has high architectural significance; the clusters of listed and locally listed houses are of good quality, distinctive and decorated, including a rare example of a thatched roof in the city. Evidence of an “Estate” style and colour palette of black and white provides a level of visual consistency. Trentham Mausoleum is highly significant at Grade I, listed for its exceptional architectural quality and innovative style.

The area has high historic significance through its association with the Duke of Sutherland’s Estate and the family’s extensive influence on the development of the city, its industries and its wealth.

The area has high archaeological significance for the city as an estate demonstrating postmedieval land ownership. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly those associated with the Sutherland Estate. Of these, the Mausoleum is particularly significant as evidence of a personal and romantic response to death, expressed through the use of the non-Anglican neoclassical architectural style. The war memorial is an important but much more modest structure, demonstrating public and civic responses to conflict and commemoration. Below ground archaeology is significant where associated with the site of a former water mill and pond adjacent to the brook.

Condition

The condition of the buildings is generally good in this Conservation Area where property values ensure that the buildings are maintained.

Recommendations

That the Conservation Area is extended to include part of the open land to the south. Inclusion in the Conservation Area will conserve the rural setting and two large trees in the landscape that frame the views. This extension will also include the house now known as ‘Trentham Ley’ which was built in c.1911 to provide a new vicarage for Trentham Parish.

The boundary to the brook is also altered to fit the edges of garden plots.

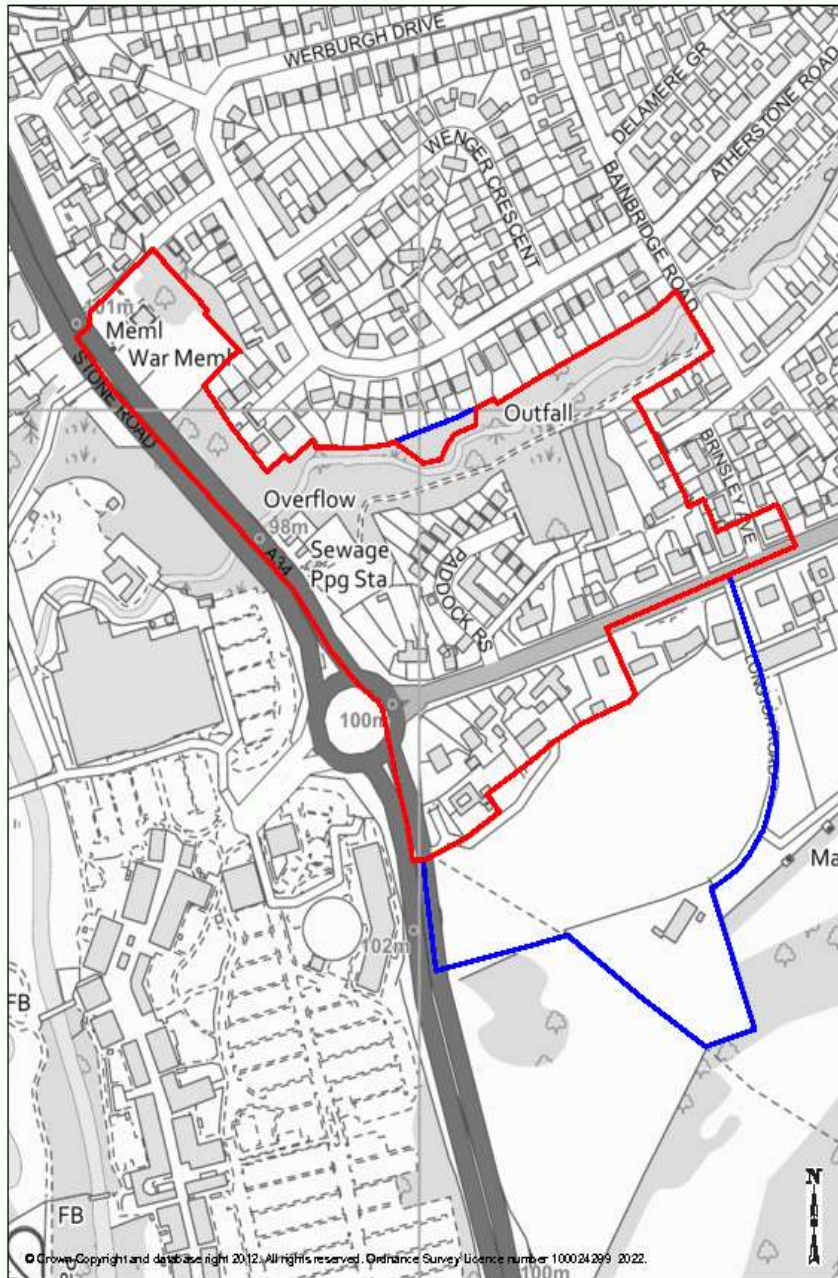
Given the established rural nature of the Conservation Area, gardens are an important part of the existing character. Protecting front walls through an Article 4 will help to preserve them.

Much of the special character of the area is derived from the colour, texture and ornament associated with the original surfaces. This appearance could be obscured

or diminished by painting. Furthermore, painting a building a vibrant colour could be visually disruptive in an area of such homogeneous colour and tone.

Tiled roofs and chimneys are also an important part of the established traditional character of the houses and would benefit from protection.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Ash Green Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

3 Blurton Church

Conservation Area Review 2021

There is no current character appraisal or boundary review for the Blurton Church Conservation Area, although the Conservation Area was designated in 1973.

This is a review of the boundary of the area, an evaluation of what has changed since designation and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a Conservation Area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

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The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

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What is ‘significance’?

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Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The Conservation Area was declared in 1973, the newspaper notice reading thus:

Notice is hereby given that Stoke-on-Trent City Council pursuant to section 277 of the Town and Country Planning Act, 1971 have designated as a Conservation Area the area of land situated to the West of Church Road, Blurton in the City of Stoke-on-Trent comprising the Church of St. Bartholomew and its grounds, Blurton Priory and its grounds, the Depot used by the City of Stoke-on-Trent Corporation's Parks, Recreation and Cemeteries Department, the five residential properties situated immediately to the north of the Church together with their grounds, and the open landscaped area bounded by residential development to the west, the Conservation Area being bounded to the south by an open field also with frontage to Church Road; all of which said area is more particularly shown on a plan marked "Blurton Conservation Area, St. Bartholomew's Church and environs".

A subsequent advice note for conservation areas described this conservation area as having a "peaceful rural character". Although a great deal has changed since the declaration was made, this special character is retained and protected, largely through the green setting and abundance of mature trees adjacent to St. Bartholomew's Church. Blurton Priory (shown as the Vicarage on the 1880 O.S. Map) was destroyed in a fire in 1992 and the site was developed for housing. The residual farm buildings from a model farm to the north east of the church are no longer part of a Council depot, but have been incorporated into a larger care facility called Willow Barns Extra Care Village.

Evaluation

The Conservation Area has the Grade II listed St. Bartholomew's Church at its centre, placed within the south east quadrant of crossroads. School lane connects the more substantial Trentham and Church roads, is narrow and has stone walls and mature planting to both sides; its junction with Church Road is rural in character contrasting with Church Road which has a more substantial width, defined kerbs and pavements. The paths connecting the lane to the sites of the former colour mill and farm now terminate in pedestrian paths across public greenspace. The loss of the Priory is regrettable, but the retention of the stone boundary wall and planting to the perimeter of the plot are important features that have been retained and protected. The prominent Yew trees adjacent to the church, Lych-gate and War Memorial make an attractive central focal point to the Area.

Setting

The setting of the Conservation Area is in a green setting. Land immediately opposite the Church along the east side of Church Road was cleared of houses by 1970 and an extended graveyard provided behind a bank of trees and shrubs. To the south, the Blurton Priory site is bordered by an open field the boundaries of which do not appear to have changed substantially since 1880. The north and west approaches are through post-war 1950s housing but the access is now for pedestrians only. Willow Barns Extra Care Village is clearly dominant given the size and height of the development but the retention of the barns and provision of a green edge to the open space along the northern edge of the park are important features protecting the character and appearance of the area.

Statement of significance

The architectural significance of the area is associated with the parish church which has a core dating from the early seventeenth-century but it was enlarged and restored by the locally significant architect, Charles Lynam, in 1867 in memory of the Reverend John Hutchinson, who was the vicar of Blurton for many years.

Any future conservation area appraisal will require further research with regard to the historic significance of Blurton House, the Priory and the Colour Mill. Land ownership and the role of the Sutherland family is also important as is the development of the farmland for housing. Until the mid-twentieth-century, Blurton was largely a farming community, supplying food for the nearby Pottery towns and there were a number of farms and smallholdings in the area. In the early twentieth-century, farming was supplemented by two tileries. In 1924 Hem Heath Colliery was opened, so bringing a new form of employment to Blurton. Clearly therefore the Conservation Area has high historic importance and archaeological significance. There is evidential value in the standing buildings and structures within this area, particularly remains of the model farm when considered within the wider typology of farmsteads across the County. The war memorial is an important structure, demonstrating public and civic responses to conflict and commemoration. The boundary amendment would include the archaeological finds spot for a prehistoric flint making tool.

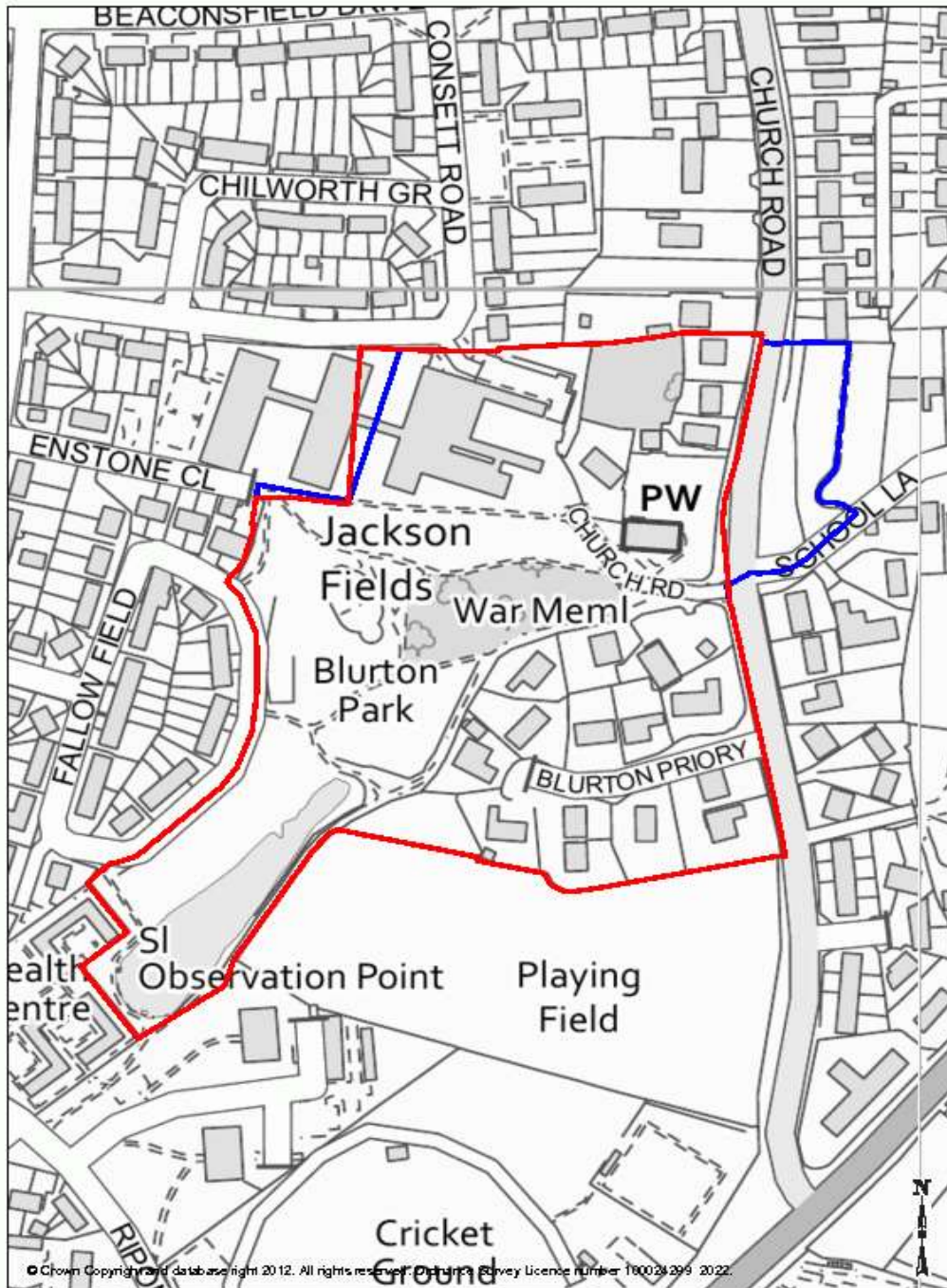
Condition

The condition of the buildings in the Conservation Area is good.

Recommendations

That the conservation area is extended to include the open space to the east to preserve the green setting of the Conservation Area by including the trees opposite the Church.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Blurton Church Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

4 Burslem Town Centre

Conservation Area Review 2021

The current character appraisal was prepared for the Burslem Town Conservation Area in 2011, the original boundaries of which were designated in 1972, later amended in 2007.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The largest development change since designation is the loss of buildings that comprised the Royal Doulton Factory site and its redevelopment for housing.

Otherwise, the built environment remains largely as described in the appraisal. There have been significant changes in use, including the former town hall and school of art which are now used in association with the Haywood Academy Sixth Form. These changes have resulted in the demolition of the glazed annex to town hall building associated with its former use as “Ceramica” (a lottery funded millennium project) and positive changes to the public realm.

New businesses such as 1 St. John Square are necessary and welcome but the signage used could be more heritage friendly.

Evaluation

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 convergence of the four 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 these routes carry high volumes of vehicular traffic that ‘bottle neck’ at this junction, which contrasts greatly with current low levels of pedestrian activity elsewhere. There is a high concentration of listed (18) and locally listed buildings (15) in Burslem; the spatial arrangement of the School of Art facing the Wedgwood Institute is surprising given the prominence of the latter. The public realm in St. John’s Square has been enhanced since the last review and it is an attractive space.

Setting

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 and certain landmarks visible from key distant vantage points, including the A500. The importance of setting and views are referenced in the appraisal which therefore defines a zone of sensitivity (a potential buffer zone), that is effectively the foreground to the conservation area in views from the south and west.

Statement of significance

The area has high architectural significance; the clusters of listed and locally listed buildings are of good quality, distinctive and decorated, with a high concentration of public buildings. The high number and build quality of the former hotels and banks within the town centre indicate the historical significance of Burslem being “the mother town” of the Potteries and centre of commerce for ceramics; the Leopard Inn being an early example of this economic and commercial prosperity.

There are no Scheduled Monuments within the 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 fifteenth-century. Several eighteenth and nineteenth-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 Street; 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 seventeenth-century has been uncovered beneath the remains of Victorian terraces at Furlong passage. The archaeological significance of the area is high with below ground potential for the medieval and postmedieval settlements. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly those civic and ecclesiastical buildings of public value. Of these, the war memorial is an important structure, demonstrating public and civic responses to conflict and commemoration.

Condition

The Wedgwood Institute, former Queen's Theatre, Leopard Hotel and former National Westminster Bank in Fountain Place, 15 St. John Square, 27 Market Place are all listed and stand empty in a deteriorating condition. There has been a recent fire at the Leopard Hotel and this building is now "at risk".

Burslem Market (on the local list) and the former Co-op emporium is also empty, as is the former Central Hotel which is in very bad condition. The Duke William Public House (listed since the appraisal) The Big House (former Midland Bank), Moorland Pottery and the United Reform Church are in fair condition.

Recommendations

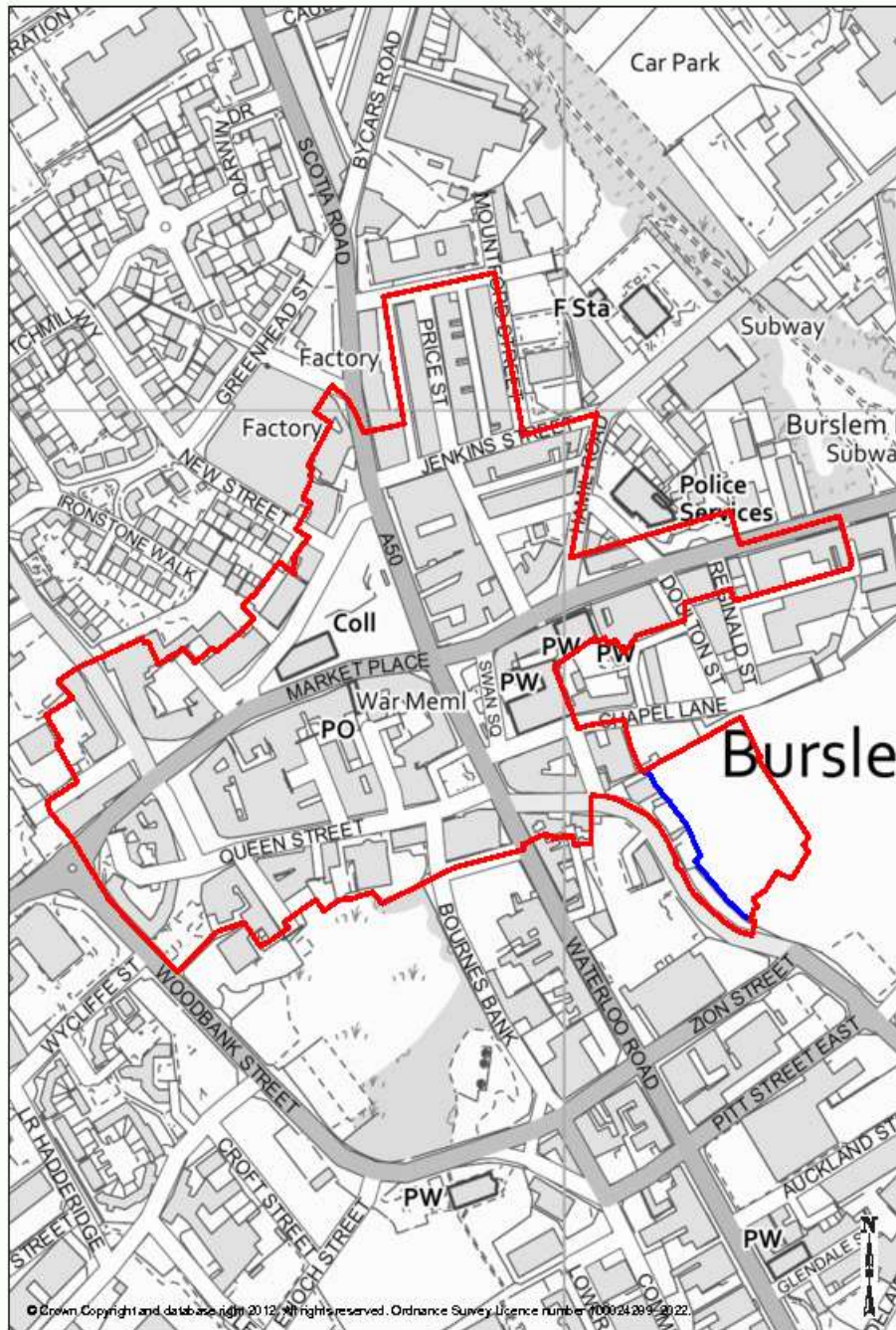
The recommendation is that the boundary of the conservation area is amended to only include the western edge of the former Doulton Factory site. This is because the new war memorial and retained gates and boundary wall will be located in the area marked in the map. The rest of the cleared site now has low significance.

The residential parts of the conservation area largely retain their original roofs and chimneys giving consistency and uniformity to the townscape and should be retained and protected from ad-hoc development.

Generally, there are several painted buildings in the conservation area, which, if painted strong colours, could significantly affect the visual appearance of the townscape and therefore it would be beneficial to control painting. Muted colours would still remain as permitted under the direction.

Wedgwood place and Westport Road have boundary walls that should be retained and protected.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Burslem Town Centre Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

5 Caldon Canal

Conservation Area Review 2021

The current character appraisal was prepared for the Caldon Canal Conservation Area in 2011, the original boundaries of which were designated in 1988. The area was later extended in 2011 to reflect the updated appraisal document.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

- Architectural and artistic interest.** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

Etruria Industrial Museum is sandwiched between the Caldon and Trent and Mersey canals meaning that the canal edge is within the Caldon Conservation Area, as is the

Bedford Works. The museum have placed a Ball Mill within the setting of the canal which is an attractive addition but the statue of Bridgewater on the opposite side is not included and should be.

One of the largest improvements that affect the setting of the canal is the restoration project at Hanley Park, a conservation area in its own right. City Waterside as an area has continued to be developed around the Emma Bridgewater site but the former pottery site at Commercial Road has been substantially demolished with the retention of the canal side buildings only. Areas of land adjacent to Ivy House Road remain undeveloped and therefore the anticipated landscape improvements are not in place.

There is a continuing pressure within this Conservation Area (and that for the Trent and Mersey Canal) to reduce the landscape buffer which exists, mostly in the form of mature trees at the edges of the canal and tow paths.

Evaluation

Historically, the Stoke-on-Trent canal system formed the industrial heartland of the North Staffordshire conurbation and the backbone to the market towns of Stoke-on-Trent, with each town's industry developing because of access to the canals and the wider world. Industries included steel and iron works, coal mining and ceramics and raw materials manufacturing, many of these industries are now being replaced with different industrial processes, storage and distribution. Even though many of the industrial sites along the Caldon have now been demolished and, in some cases, redeveloped, some historic factories remain. Foremost amongst these is the Eastwood Works on Lichfield Street, a late nineteenth-century pot-works still in operation under the ownership of Emma Bridgewater. The Canal also passes through Hanley Park, a nationally designated Historic Park and Garden, and, towards its northern end (within the city boundary) skirts the site of a medieval moated house, Heakley Hall Farm. The canal is located on an east-west axis, extending 10km through the breadth of the city. The canal enters Stoke-on-Trent at Norton in the east and joins with the Trent & Mersey Canal at Etruria Junction in the west. As with most early canals its route generally follows the contours of the landscape, along the valley of the River Trent, in places running close beside it, in order to minimise construction difficulties and costs.

Setting

As with the Trent and Mersey Canal, the setting of the Conservation Area moves through different character areas and includes landscape, civic, industrial and residential settings. The common feature is the immediate green edge of the canal, which is created both by deliberate planting and the naturalisation of derelict or neglected land, sometimes formed between roads or rail at the canal's perimeter. This screening effect of trees is a consistent feature of the setting of the canal.

Statement of significance

Opened in 1779, the Caldon Canal was built to carry Peak District limestone for the iron industry and flints for the pottery industry. It is considered to have high

archaeological significance relating to the evidential value of the structures that comprise the canal. This is a historic transport network for the city that was vital for the development of its industry and commercial activity. Associated with this is the ribbon development of surviving standing industrial buildings and wharves together with some exemplars of workers housing; these sites also have below ground potential.

The 2012 appraisal assesses the ten character areas separately. Overall the area has high historic significance and some parts have high architectural significance but most do not. This is because the canal was not traditionally a location for “polite” architecture; even listed buildings that are as historically significant as the Bottle Kiln at Imperial Court are built in a simple vernacular style without ornament. For the majority of sites and buildings, architectural significance will be associated with functional innovation rather than aesthetics.

Condition

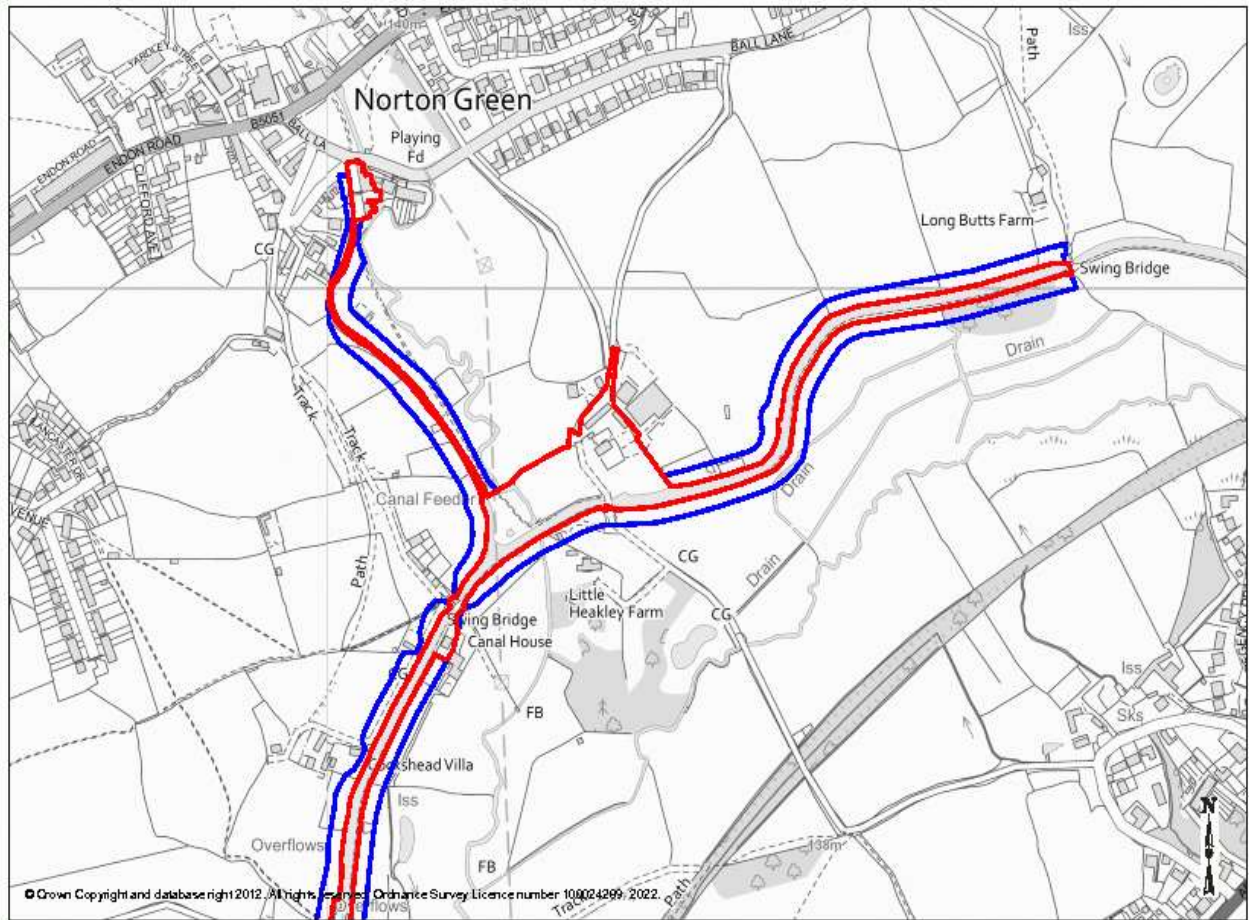
Since the date of the last appraisal, the condition of some of the buildings within the Conservation Area has deteriorated such as Harry Ramsden’s in Shelton. This is because the area is still awaiting development to regenerate the area.

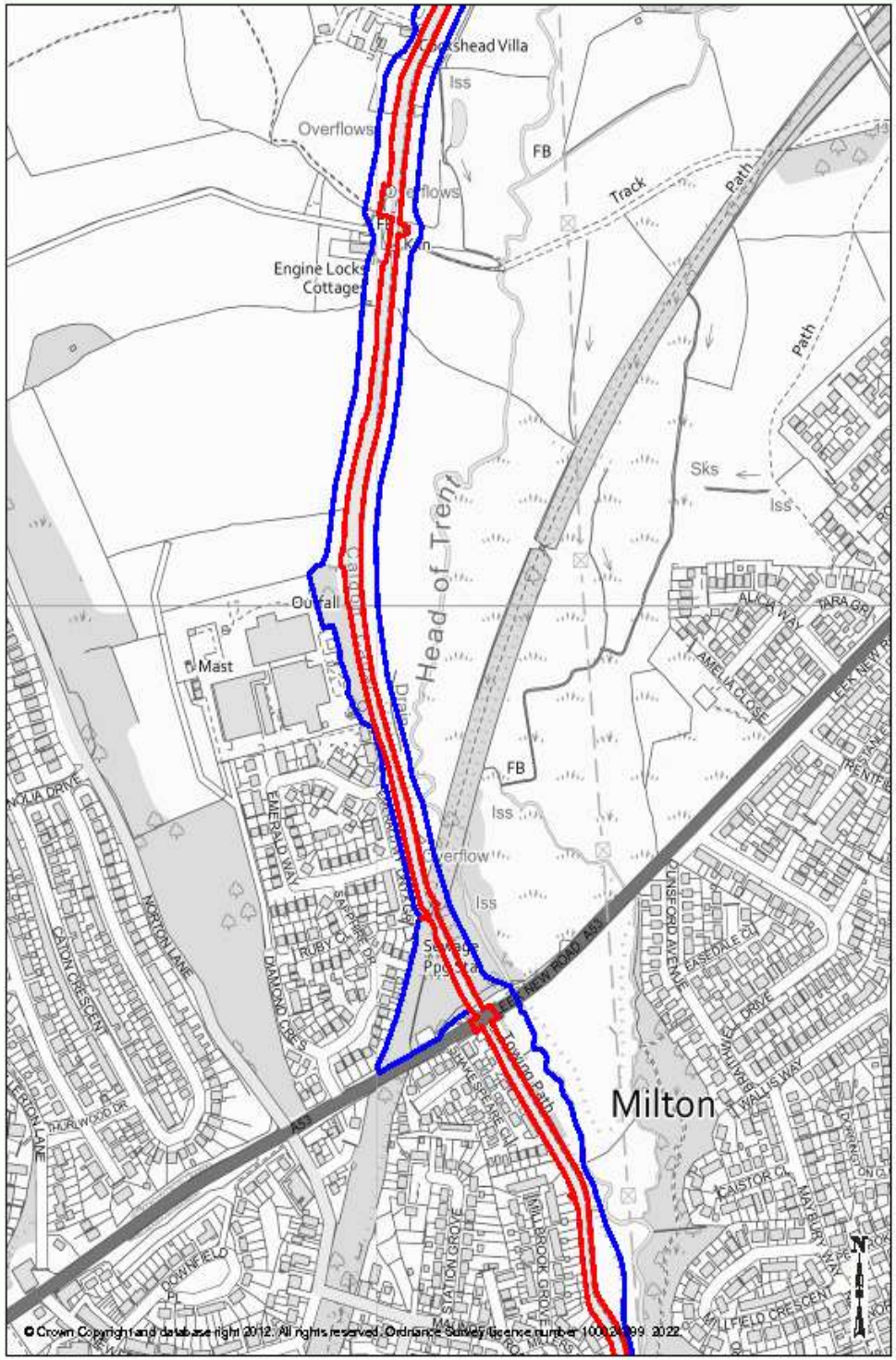
The condition of many of the metal structures crossing the canal carrying pipes and services are in poor condition and are not maintained. This is also true for bridges connecting former industrial sites together that are not part of the highway network. Some of the road bridges with brick parapets have missing copings and efflorescence. Brick walls to former industrial sites are generally poor and missing coping stones. Walls and bridges to Hanley Park have been repaired and are in good condition. Walls associated with the Stoke on Trent College site (opposite the park) are in poor condition.

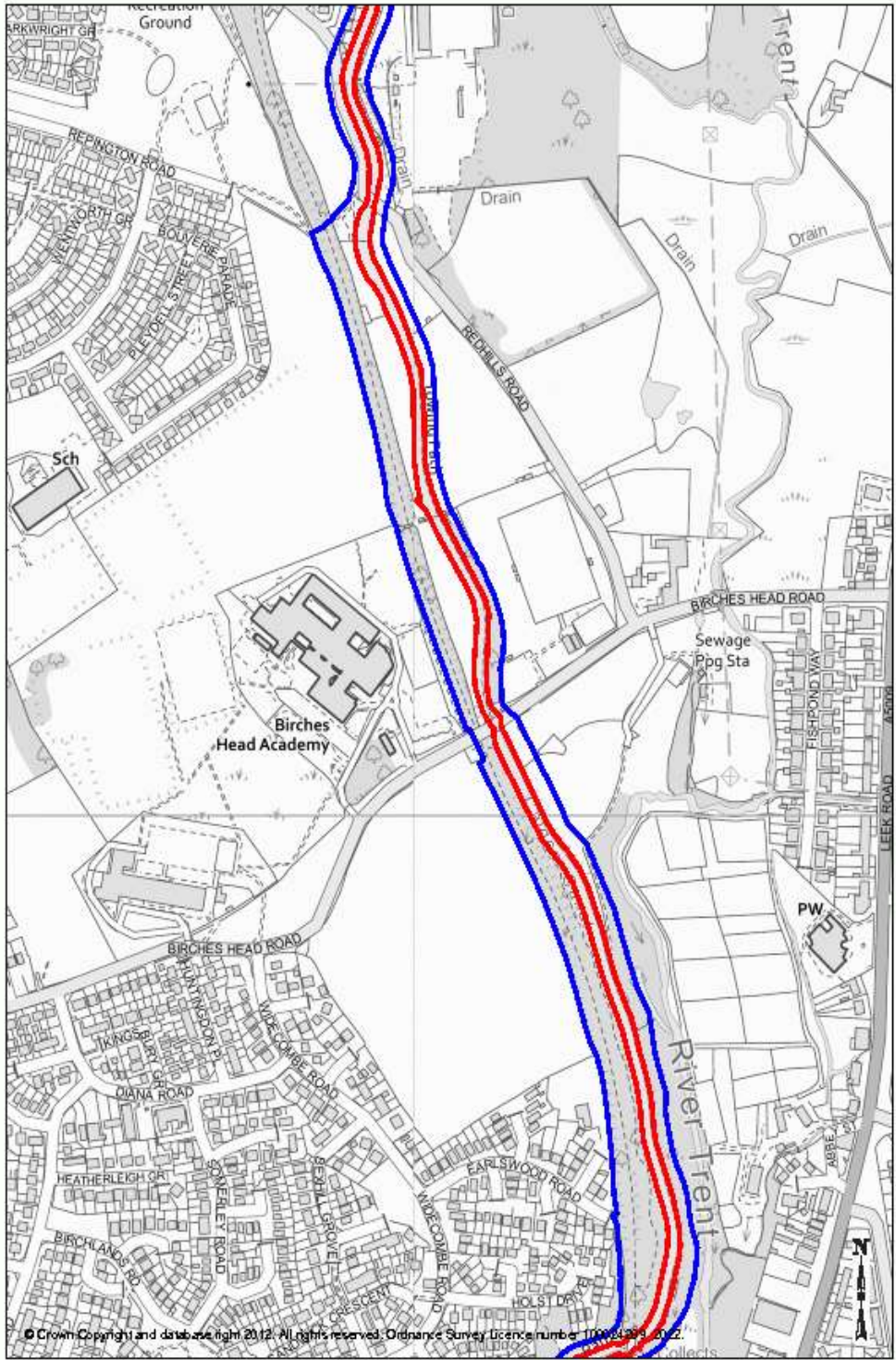
Recommendations

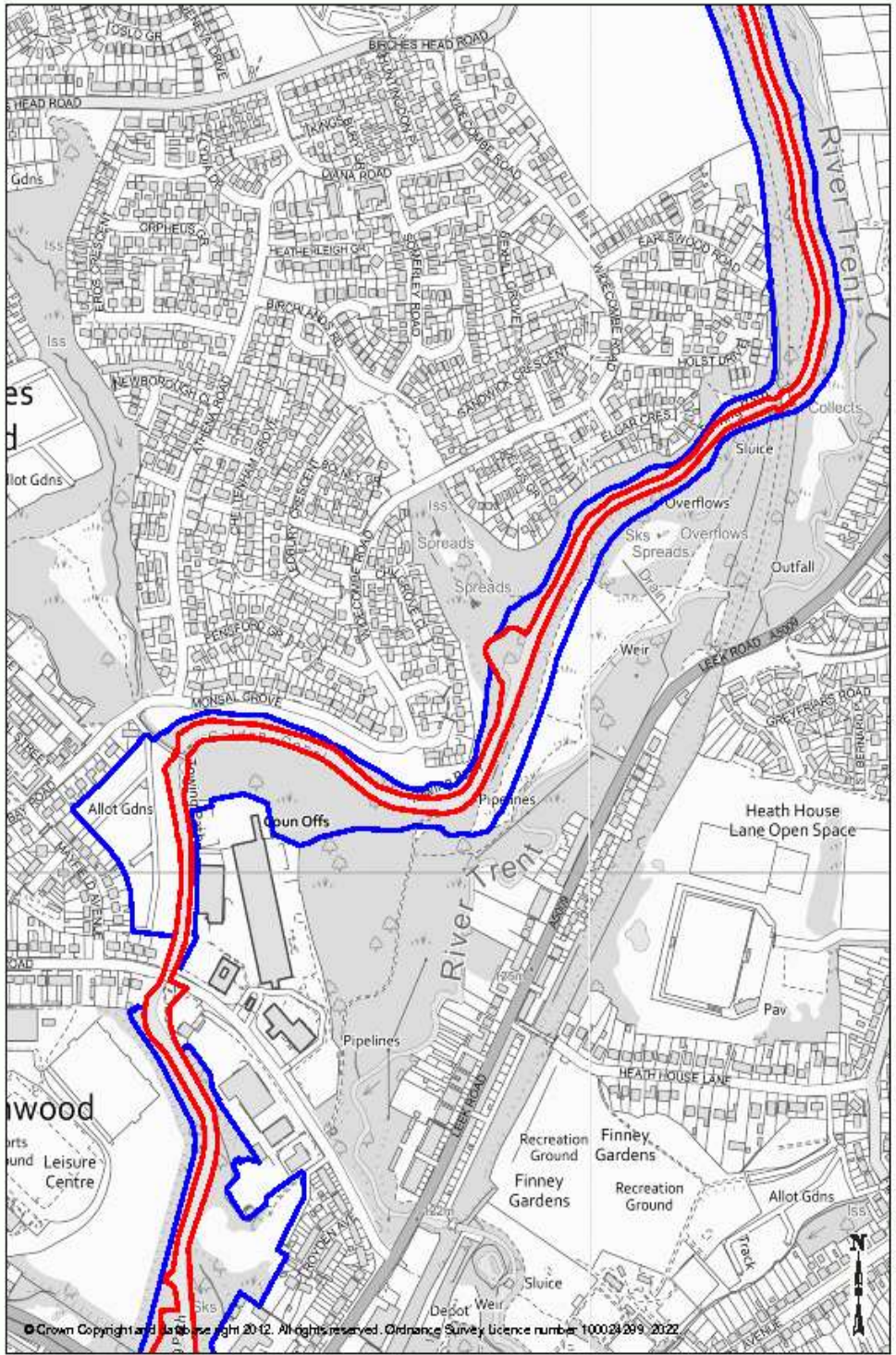
That the conservation boundary is extended to include the landscape buffer adjacent to the canal or tow path edge. This should ensure that the existing character of the area is conserved and gives opportunity for enhancement. The historic significance of the area can be further enhanced by adding the twentieth-century allotments that are located at the edges of the towpaths. In Norton the feeder to the canal has a high bund at its perimeter, possibly composed of the material dug up to form the channel, which protects it from river flooding. This should be included in the Conservation Area to preserve the significance of the archaeology.

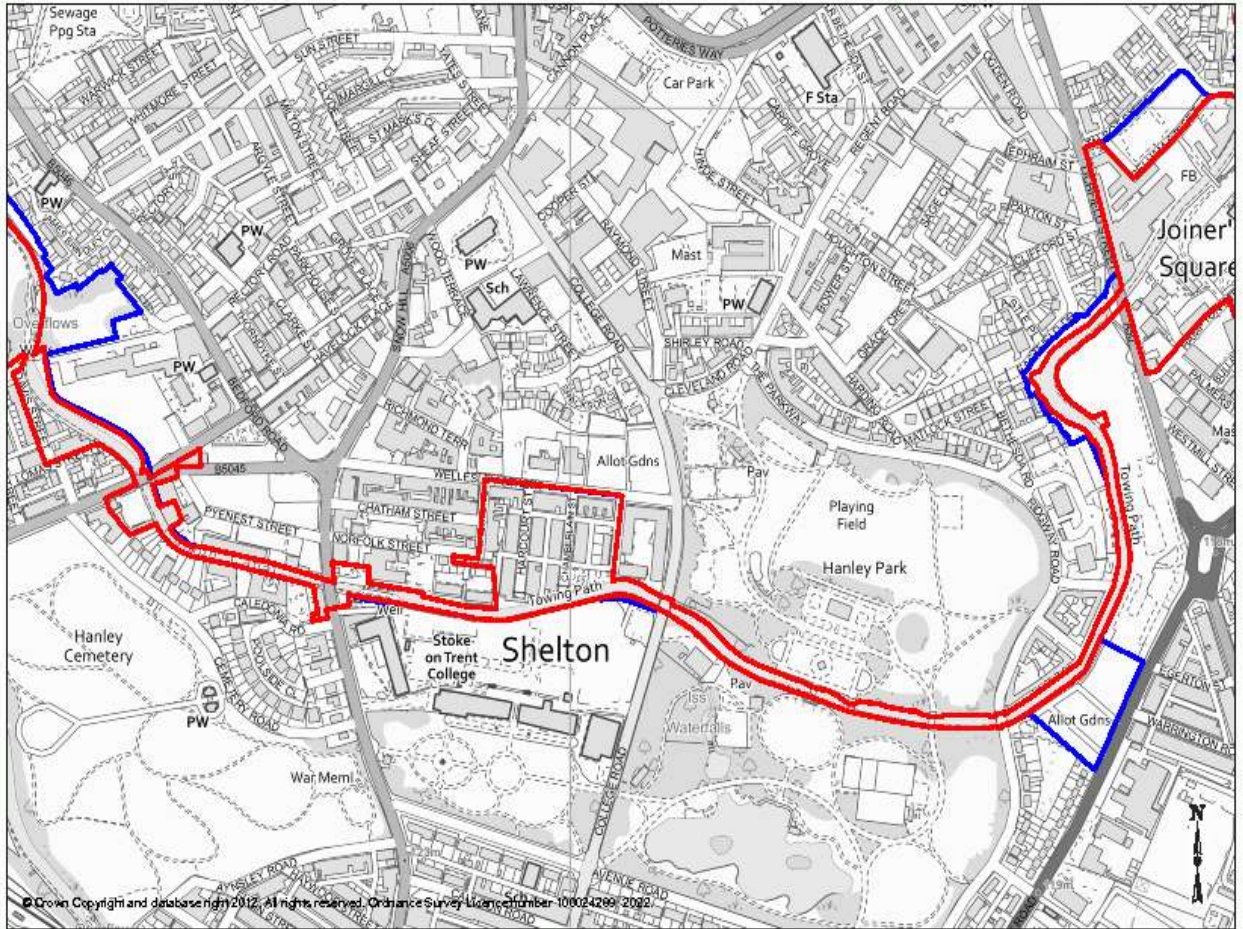
The illustrative maps below show the existing and proposed Conservation Area, beginning in Norton Green and progressing west to Etruria. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).

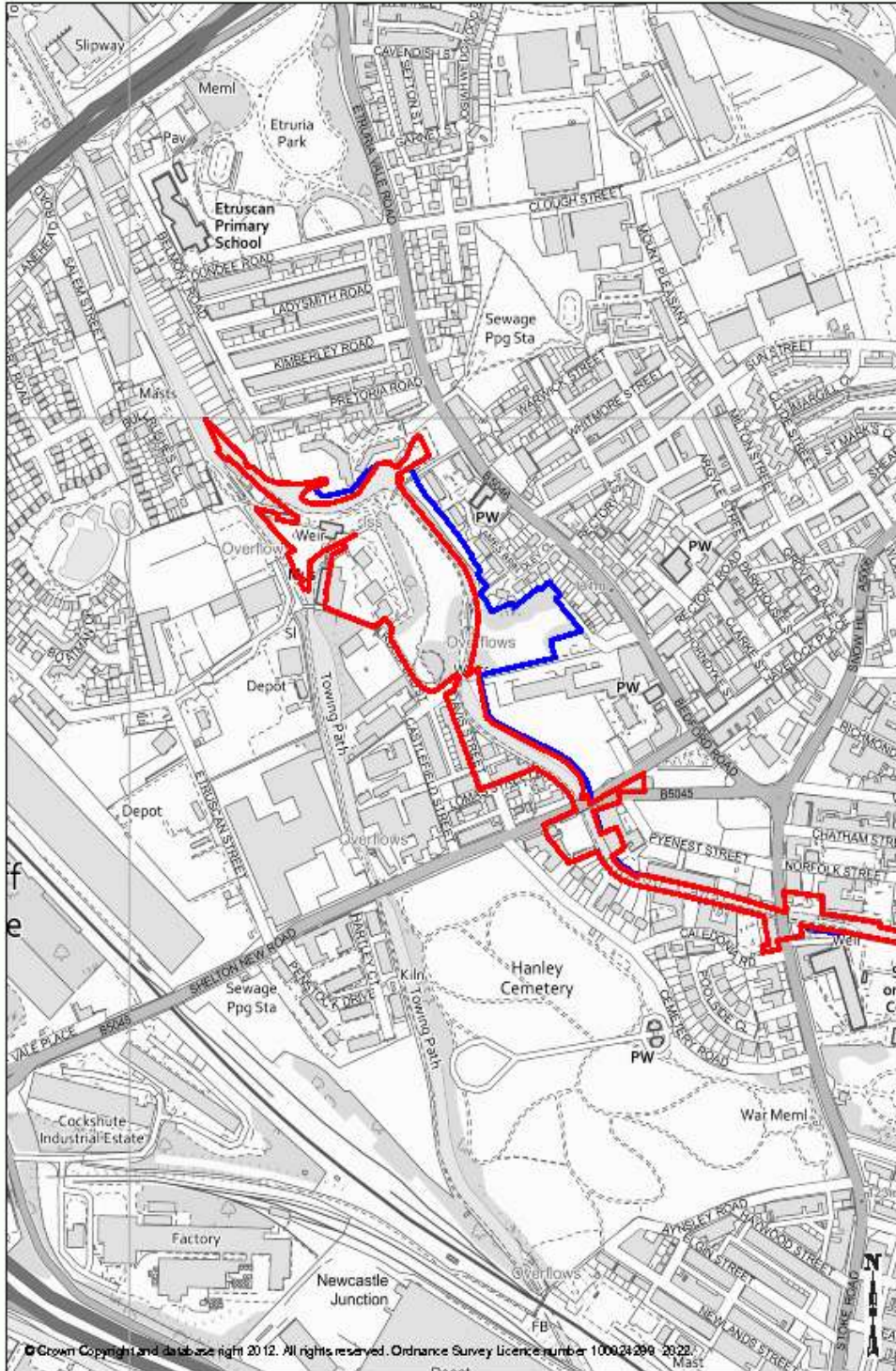












Comments

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6 City Centre

Conservation Area Review 2021

The current character appraisal was prepared for the City Centre Conservation Area in 2010 when the boundaries were extended. The original area was designated in 1993 as “Albion Street Conservation Area Hanley”.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

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Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The most striking change to the area is the development of "Smithfield" along the southwestern edge. The size and height of the buildings, including the construction

of the car-park (at the time of writing) represent a step change for a centre which traditionally contained many two storey properties. The largest development change within the area itself, is the public realm. Clearly this represents a challenge with regard to the negative actions of Utilities failing to reinstate existing surfaces but overall, the design and execution of work in the public spaces, notably outside the (former) town hall and museum is of a very high standard. This has been successful in providing a setting for the key civic buildings. The most recent investment is the new Spitfire Gallery extension to The Potteries Museum and Art Gallery.

Evaluation

The architectural character and style of the Conservation Area is best described as free and informal. Whilst there are several formal buildings and a few architectural set pieces, generally the form of building scale and character of the City Centre is very mixed. This is a distinctive pattern for the potteries; the development of the pottery industry allowed large plots of land within the civic centre of the city to be used for industry. It is not unusual to see photographs showing pot banks hard up against shops, houses and town halls. This left a profound legacy with regard to building plots and scale of development. When a pottery ceased manufacture, its footprint was so large that it made a significant hole in the tightly packed fabric of the townscape. The later development often had to redefine streets and street frontages or often the site was vulnerable to being redeveloped by insensitive large size, large scale buildings which had little in common with the original domestic scale. The conservation area defines what survives of the historic core but this is a remnant of a greater whole and contains areas of contrast.

The original City Centre lost much of the original streetscape to the north of the centre from the 1960s, accelerated with the construction of the Potteries Way ring road in 1986, however the southern part of the town retains the original streetscape and has been included in the conservation area. The architectural style of the area is dominated by the richly decorated brick buildings of the Late Victorian and early Edwardian periods which form strong corners to development blocks. The lack of formality and planning within the City Centre gives a strong visual identity and a lively mix of scale and size.

Setting

The setting of the conservation area to the east is currently open following the demolition and clearance of a redundant shopping precinct and bus station. As discussed, the area to the north is dominated by twentieth-century buildings and to the south and west, new development. The City Centre is one of the hill top settlements within the Stoke-on-Trent conurbation. The core retail, commercial and civic area (which includes part of the conservation area), is situated above 160m AOD. This makes it one of the highest city centres in the UK with a visually prominent core, especially from the west on approach from the A500 and less so from the north (taller buildings in the City Centre are visible from Burslem). The conservation area is located slightly down slope of the ridge, to the south and is concealed in long views except from the west. It is especially visible in views from Clough Street, where the back of the conservation area creates an abrupt edge to the city core. This is exacerbated by the cleared sites in the Clough Street area.

High and low points in topography have an impact on the legibility of the townscape, with features located in high areas being more prominent as landmarks. Landmark buildings in proximity to the conservation area include Blackburn House and the BT building, although these are not positive in their relationship with the area. There are no landmarks of that scale within the area, although the Regent Theatre, the (former) town hall, the museum and the library are all significant buildings within the area, all of which are visible on the City Centre skyline from the west. A lighting scheme at the Regent and the town hall have made them prominent night time landmarks, visible from across the valley to the west.

Statement of significance

The historic significance of the area is as the cultural and retail centre of the city, this is evident in the key historic buildings, not only the listed former town hall, Methodist Chapel and theatre, but also evident in the former post office and market buildings. The architectural significance is associated with the late nineteenth-century and some parts of the conservation area are characterised by strong corner buildings whose detailing and silhouettes capture and focus views within the area. There is also archaeological significance in the evidential value of the standing buildings and structures noted above. In addition, the war memorial demonstrates public and civic responses to conflict and commemoration.

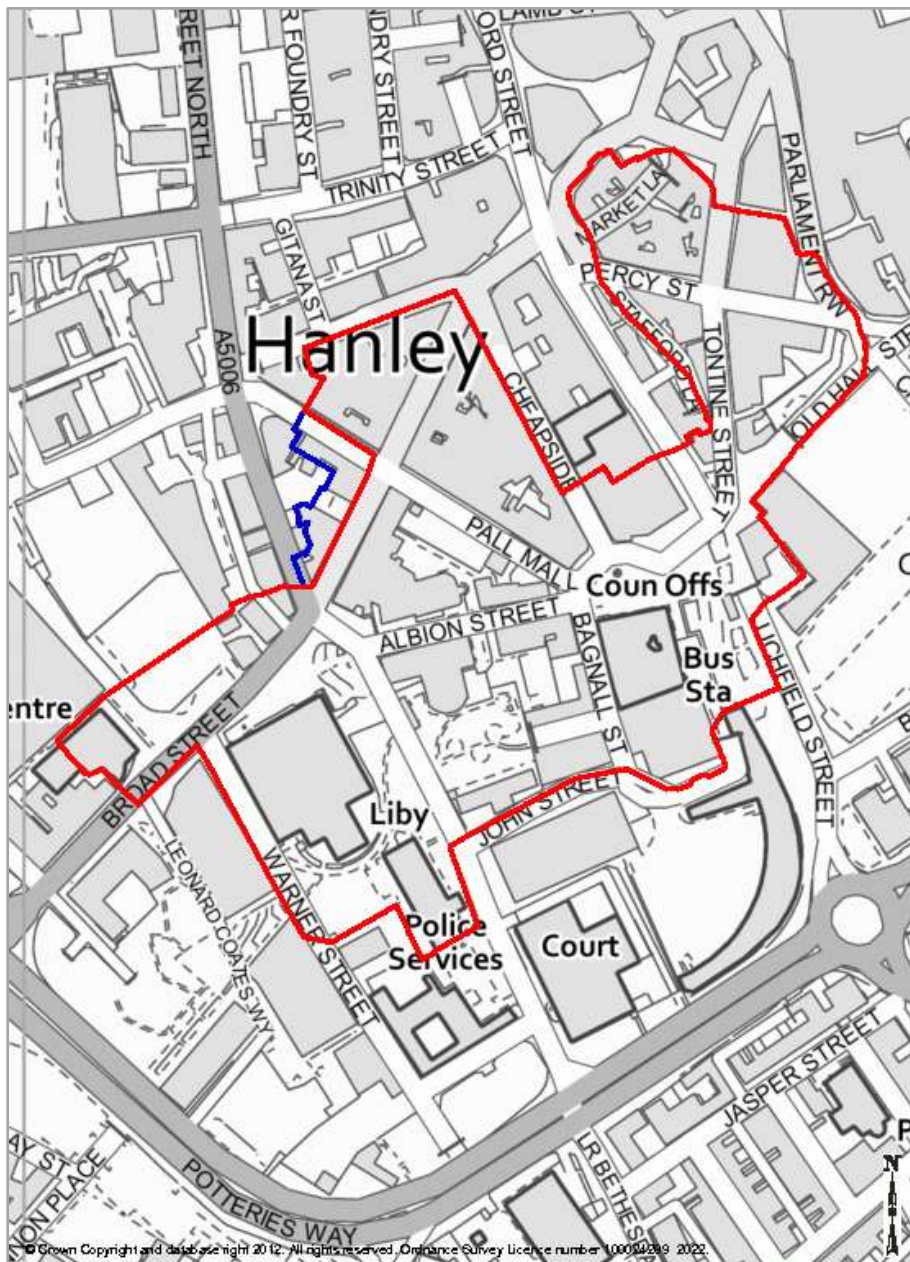
Condition

It is noticeable that the condition of the buildings is generally worse than at the time of the previous review. This deterioration is partly due to the loss of national banks and retail outlets. Finding new uses for a centre formerly dominated by retail means that the conservation area is in a transitional phase and is therefore potentially at risk. A more positive trend is the conversion of upper floors to residential, the former Webberley's Bookshop being the largest example.

Recommendations

That the Conservation Area is extended to include part of Piccadilly to the southwest. This section of the street was not originally included for development reasons but as the development has not come forward and the public realm has been significantly altered in the intervening period, it is considered that the corner building on Marsh Street South is a good example of its type that retains an original shopfront and now should be protected by the Conservation Area.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

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7 Dresden

Conservation Area Review 2021

The current character appraisal for the Dresden Conservation Area was written in 2008, the original boundaries of which were designated in 1985.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

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Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There are few development changes within the conservation area, improvements to the park kiosk have created a tearoom. Two houses are being constructed in

Ricardo Street, one completed the other only partially started. There are some small extensions since the last survey.

Evaluation

The Dresden Estate is a suburb of Longton, which is one the most southerly of the six towns of Stoke-on-Trent. The Conservation Area sits on the edge of the suburb, and on the edge of the city boundary facing out towards the countryside; it includes houses that remain from an original estate of the 1800s. The development of Dresden is intrinsically linked with Longton, historically used for residential properties housing Longton's merchant and manufacturing class who owned businesses in Longton. Many houses retain their original brick surfaces and detailing although there are a few rendered properties.

As the largest heritage asset in the area, Queen's Park is also a popular resource for the local community. It maintains its bowling greens, fishing lakes and now boasts a large skateboard park, kiosk and play area. It is listed Grade II* on Historic England's Register of Parks and Gardens.

Setting

Adjoining the Conservation Area to the south are open fields and the "Florence Greenway", a former colliery line connecting the sites of the Florence and Hem Heath Collieries. The route now forms a pedestrian and cycling path that connects the park to the Florence Nature Reserve, although this is outside the city boundary. The western edge is formed by the Trentham Road and the northern and eastern boundaries are dominated by twentieth-century housing.

Statement of significance

Architecturally, there are several buildings of note. Although the original estate buildings are all of a similar period, each house was individually designed. The styles are, for the most part, flamboyant with intricate detailing but the material and colour palette is restrained. This creates an individual yet uniform character to the Conservation Area. The stone war memorial at the northern boundary is a striking local landmark; it was erected in 1924-37 to those from Meir, Longton and district who fell in the 1914 - 1918 war and all other wars and conflicts since.

Much of Dresden was formed out of the Spratslade Farm Estate, purchased by the Longton Freehold Land Society in 1850. At this time, it was necessary for voters to have ownership of a freehold with a minimum value of 40 shillings. In the 1840s a political movement organised by Liberal radicals sought to effect Parliamentary reform. A Freehold Land Society would buy an estate with the financial assistance of trustees, which would then be divided into plots worth 40 shillings. These would be purchased by members with money borrowed from building societies, therefore enabling them to vote. The Longton Society was one of the most successful in the area in terms of creating new voting rights. This gives the area high historic significance. Many windows and doors have been replaced within the conservation area but original brick surfaces, tiled roofs and chimneys continue to provide

historical detail and interest. Enclosing walls in many cases retain original gateposts and coping details that contribute to the special interest.

In addition to the historic interest that can be attributed to the buildings, Queen's Park also has high historic significance through its association with the Duke of Sutherland and the Borough Mayor, John Aynsley.

The whole of the park (including structures) is designated an area of archaeological importance; it has significance regarding the necessary role of recreation for the working population of the city and was the first public pleasure ground in the city. There is also archaeological significance in the evidential value of the standing buildings and structures in the adjoining estate, particularly with regard to their spatial arrangement. The war memorial is an important structure, demonstrating public and civic responses to conflict and commemoration.

Condition

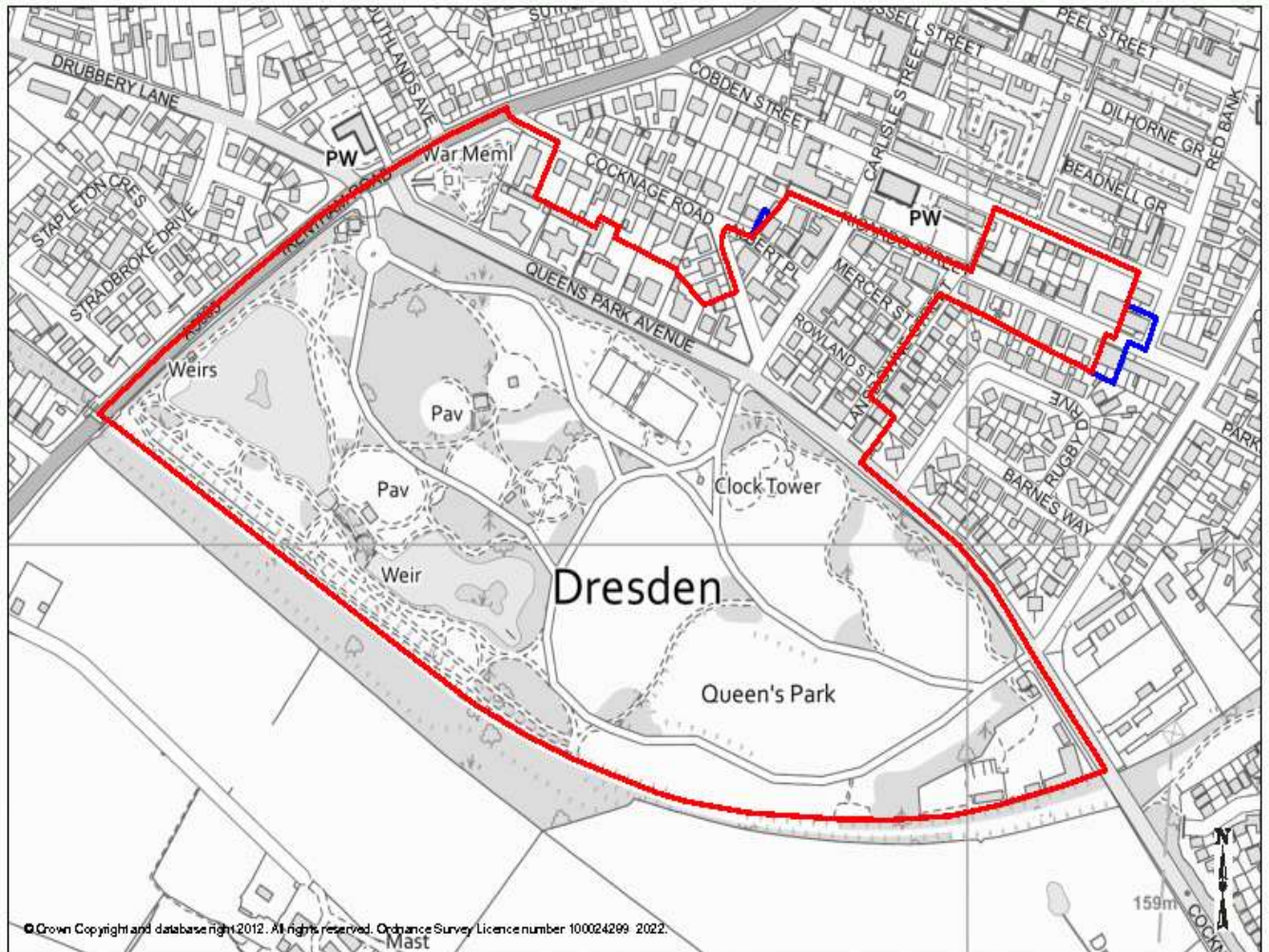
The condition of the buildings is generally good in this Conservation Area where property values ensure that the buildings are maintained.

Recommendations

That the Conservation Area is extended to resolve an anomaly where parts of plots are inside the Conservation Area and part not. Much of the special character of the area is derived from the colour, texture and ornament associated with the original surfaces. This appearance could be obscured or diminished by painting. Furthermore, painting a building a vibrant colour could be visually disruptive in an area of such homogeneous colour and tone.

Tiled roofs and chimneys are also an important part of the established traditional character of the houses and would benefit from protection.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Dresden Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

8 Hanley Park

Conservation Area Review 2021

The current character appraisal was prepared for the Hanley Park Conservation Area in 2013 when the boundaries were also extended. The original area was designated in 1997 following inclusion on the Historic England's Register of Parks and Gardens. The Caldon Canal and its associated Conservation Area also cuts through the grounds.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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" 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as "heritage assets") is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as "special interest" and "character and appearance" whilst the NPPF and PPG refer to "significance".

What is 'significance'?

'Significance' in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

- Architectural and artistic interest.** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

Hanley Park dominates the conservation area and is the core reason for its declaration as such. The conservation area appraisal in 2013 was the first step towards a successful Heritage Lottery bid in 2015 for £4.5M. The park has been transformed; pavilion, bandstand fountain and boathouse have been restored and most importantly are in beneficial use. New planting beds have been created, enhancing the symmetry of the central access between lake and pavilion.

The largest development in recent times is the redevelopment of Stoke on Trent College which abuts the terrace walk along the northern edge of the “Cauldon Grounds” section of the park. Built partly on an area where the former glass house stood, the new College buildings form an almost continuous elevation to the gardens.

Evaluation

The park is in two parts, set either side of College Road which runs north to south connecting the railway station to the City Centre. The area includes all of the park and some of the houses at its perimeter in “The Parkway” and “Avenue Road”. Parking in these areas has indirectly caused the loss of some enclosing walls and front gardens. A significant number of original windows have been replaced but original brick and tile surfaces are retained, including chimneys that add variety and interest to the roofs.

The Caldon Canal further bisects the larger park east to west and connections are made via two bridges, one pedestrian, the other designed for horse drawn carriages.

At over 24 hectares in size Hanley Park is one of the largest Victorian public parks in the UK and is listed Grade II* on Historic England’s Register of Parks and Gardens of Special Historic Interest. It is a designed urban space, the main purpose of which is for informal recreation and enjoyment. Designed as a much-needed antidote to the working conditions of the potters and miners in the district, it continues to serve the public for both recreation and sport.

Of particular significance to the local area, and particularly for the park, is that the district of Shelton is also home to the city's largest educational establishments - Staffordshire University, Stoke-on-Trent College, and the city's Sixth Form College. All are within a kilometre of the park and as a consequence it has a wide catchment area and is extremely well used - estimated to be approaching one million visitors per annum.

Setting

In terms of its immediate surroundings Hanley Park is situated in the residential area of Shelton. Residential Streets surround the park and define the boundaries, some of these developments contribute to the character of the park and others are neutral. The majority of housing here consists of small Victorian terraced properties, originally built for workers at nearby pottery factories and the railway. Immediately surrounding the park are a mix of larger Victorian and Edwardian villas and terraces and inter-war semi-detached properties.

All of the development is historically interesting as the original development proposal was not only for the Park but also for new roads and housing that would potentially offset the cost of the new amenity. This followed a model established elsewhere in the Potteries where the Duke of Sutherland had been successful in selling housing plots adjacent to a new park and the Council imagined that they could repeat a similar housing opportunity. Hanley Park provides valuable recreational space within the inner urban core of Stoke-on-Trent. Its western edge is adjacent to the Cemetery (completed 1860) that also has an entrance on Stoke Road; lodges to each development are placed carefully apart from each other in contrasting architectural styles. As referred to above, the north side of the Cauldon Grounds are bounded by Stoke College. This campus replaces an earlier pottery factory and Master Potter's house that was screened by glasshouses and a large terrace which is now planted with an avenue of trees.

Statement of significance

The architectural significance of the conservation area is high as the park was designed by the well-known landscape architect Thomas H. Mawson on former colliery waste land. It is considered to be one of the best and earliest examples of his public parks work in this country, indeed it was notably his first public commission. Mawson went on to become one of the leading landscape architects of his time and arguably the most successful designer of parks in the first quarter of the twentieth-century. The national importance of Hanley park derives in part from the reputation of its designer, retention of the original layout and the survival of various nineteenth-century park structures. The historic significance of the park is visible in its physical association with the cemetery as a testament to the Town Council's ambition and drive for social change and improvement. Archaeological significance is derived from the layout and function of the park as recreation for the working population of the city.

Condition

It is noticeable that the condition of the buildings in the park has improved dramatically. The condition of the residential terraces is more mixed especially to the north. There is development pressure for house extensions along Avenue Road.

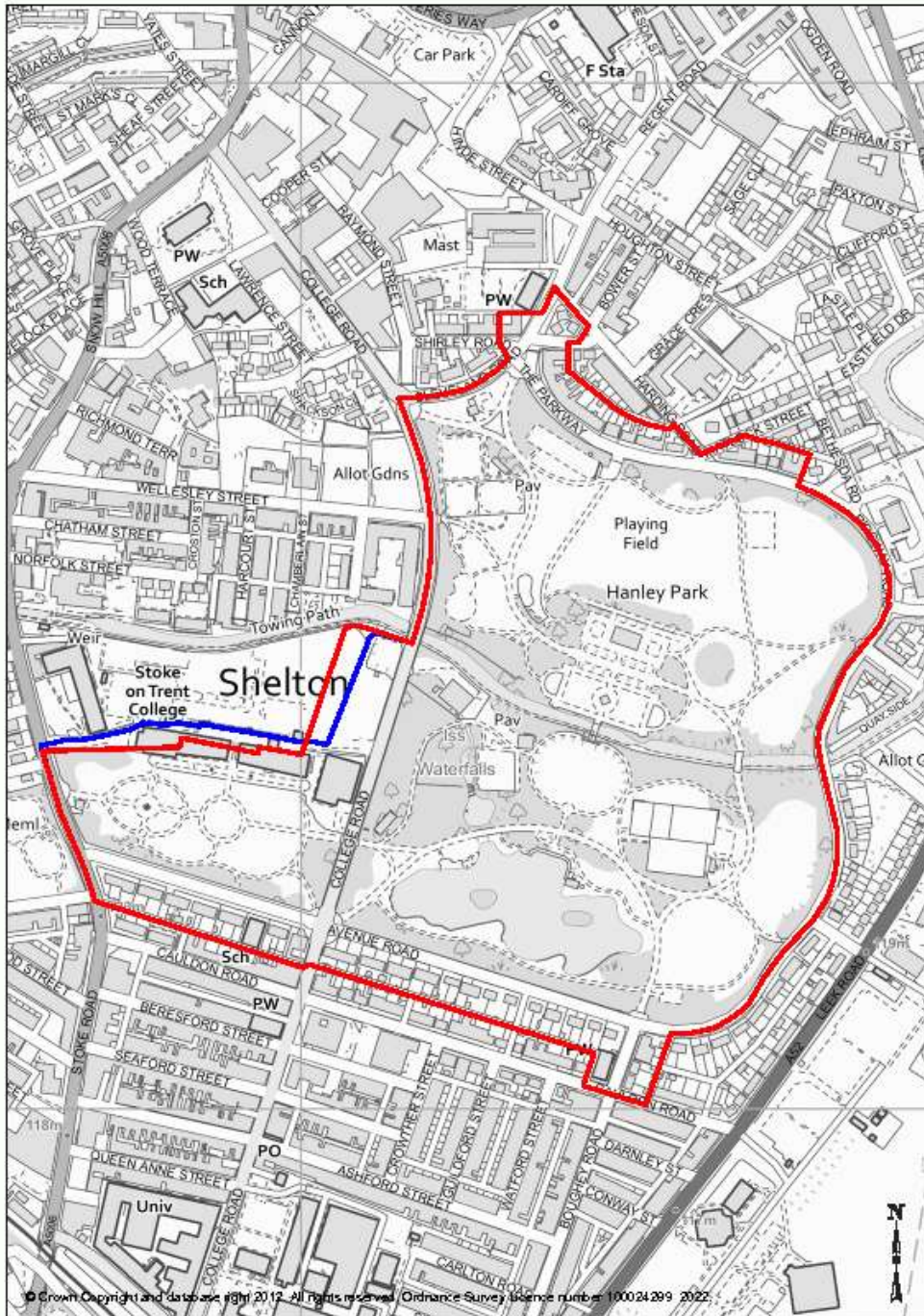
Recommendations

That the conservation area is extended to include the new college buildings to the north of the Cauldon Grounds. The former boundary no longer relates to the built environment and including the college acknowledges the strong positive affect on the setting of this part of the park.

Much of the special character of the area is derived from the colour, texture and ornament associated with the original surfaces. This appearance could be obscured or diminished by painting. Furthermore, painting a building a vibrant colour could be visually disruptive in an area of such homogeneous colour and tone.

Tiled roofs and chimneys are also an important part of the established traditional character of the houses and would benefit from protection.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Hanley Park Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

9 Hartshill

Conservation Area Review 2021

The current character appraisal was prepared for the Hartshill Conservation Area in 2011, the original boundaries of which were designated in 1976. The cemetery – also known as Stoke Cemetery, is listed Grade II on Historic England’s Register of Parks and Gardens.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

'Significance' in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

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- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

At the centre of the conservation area, the war memorial within the churchyard has been refurbished and cleaned, the listed railings to Rosemary Ednam Close have been repainted and the stone pillars to the listed Minton Cottages have been repaired. The former North Staffs Royal Infirmary (NSRI) site adjacent to the Conservation Area is being prepared for redevelopment and the associated chimney has been demolished which has improved the setting of the adjacent church, especially when viewed from the A500. The site of the former North Staffs Territorial Association is now empty. The former National Westminster Bank has been re-clad and painted to reflect its new use as a letting agent.

Some new shopfronts and signage are not sensitive to the character and appearance of the conservation area; solid decorated vinyls are attached to the glass. Additional shop-front advice would be beneficial although the area is not large enough to support a heritage grant scheme. Several small shops have been painted or repainted since the last review, including the prominent “Noah’s” public house.

Evaluation

The Conservation Area continues to have a suburban urban-village feel. It is tied together at a convergence of paths which provide a range of attractive and important views at the heart of which stands Grade II* Holy Trinity Church. The Conservation Area has a green character provided by mature trees in the church yard and cemetery but also at the perimeter of Minton Cottages, the former North Staffordshire Royal Infirmary (NSRI) site and elsewhere along Queen’s Road.

Setting

Trees within Hartshill Park also provide the setting for the Conservation Area to the north, framing the main approach from Stoke Town. To the east, new development on the former NSRI could affect the setting of the Conservation Area however to the south and east, the established residential character of the area provides a buffer of mid-density housing with gardens.

Statement of significance

Hartshill Conservation Area holds within its exemplars of architectural design from the eighteenth to twenty-first centuries. These span broad social and stylistic boundaries including the typical, the rare and the unique. Holding an outstanding assemblage of buildings designed by Gilbert-Scott - one of the country’s most famous and infamous architects – there are also superb intact examples of later nineteenth-century designs and a good example of Modernist architecture. While most of the Scott’s buildings are Listed, the quality of the Area has been more broadly acknowledged in several additions to the Local List.

The Conservation Area also has high historic interest through strong associations with the Minton family, one of its chief patrons and one of Stoke’s celebrated potting dynasties, responsible for the church, school and adjacent cottages by Scott described above. In the twentieth-century, Hartshill was also home to the British Ceramic Research Association, historically significant for the pottery industry. In April 1948 the BCRA was created by the fusion of the British Refractories Research

Association, which had been in existence since 1920 and the British Pottery Research Association, which was founded in 1937. The main building was officially opened in December 1951 by H.R.H. the Duke of Edinburgh and has a strong presence on the boundary of the Conservation Area with a classical façade. In 2014 the company rebranded as Lucideon, bringing all the businesses under one company name.

Archaeological significance is to be found in Stoke Cemetery; the ground is laid out in a series of drives and walks which divide the site into irregularly shaped burial areas devoted to different denominations and classes of burial. This preservation of social hierarchy even in death is of particular interest. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly those civic and ecclesiastical buildings of public value. Of these, the war memorial although architecturally modest, is an important structure, demonstrating public and civic responses to conflict and commemoration.

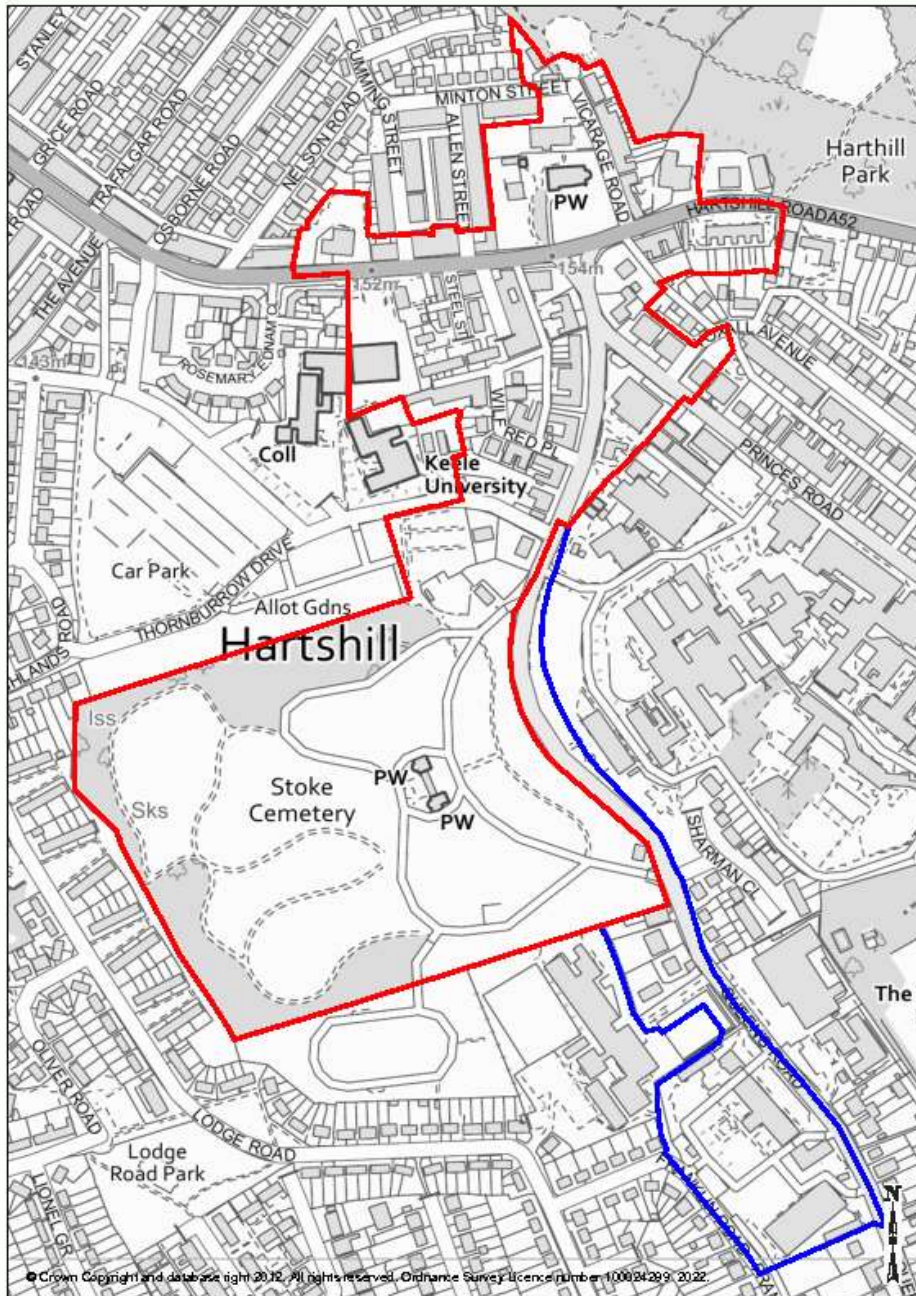
Condition

The cemetery chapels continue to be in a poor state of repair and also lack beneficial use. The condition of original joinery and windows varies widely across the area. Vicarage Street continues to have a large number of replacement doors and windows which could be improved over time if a more standardised replacement design could be implemented. The war memorial has been refurbished and is a testament to civic pride in a prominent position.

Recommendations

That the Conservation Area is extended to include the part of Queen's Road to the south which includes the Lucideon site. In addition, the boundary wall to the NSRI and the mature trees adjacent to the cemetery should be included to protect the setting and character of the area. Much of the special character of the area is derived from the colour, texture and ornament associated with the original surfaces around Queens Road. This appearance could be obscured or diminished by painting. Furthermore, painting a building a vibrant colour could be visually disruptive in an area of such homogeneous colour and tone along Hartshill Road.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Hartshill Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

10 Longton Town Centre

Conservation Area Review 2021

A character appraisal was prepared for Longton Conservation Area in 2009, following a new designation in March 2009 for the town, based on the extension and amalgamation of two smaller conservation areas at Gladstone and Short Street.

The current review includes the boundary of the areas, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the Glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The largest change to the Conservation Area since designation is the development of the former Enson Works, now known as the CoRE buildings. The redevelopment of this site creates a positive and attractive grouping with the church.

The new use of the former town hall as a council building has created an improved side entrance both to the building and to the recently listed Market Hall. The Roman Catholic church has also recently been listed.

Evaluation

The Conservation Area combines the former Gladstone and Short Street Conservation Areas and extends them to encompass Longton Town centre. Longton has a strong industrial past and this has shaped the town; it is dominated by the large imposing town hall and railway bridge which give a hint to the history and patronage of the area. It has a high number of locally listed buildings in the shopping streets, many of which are ornate for such small buildings, evidence of the retail aspirations of the town. Longton also has the largest concentration of traditional pottery factories in the city; these are in the most part pushed to the edges to make way for the shops at its centre. The most striking example being the Aynsley China Works in Sutherland Road which was originally sited next to the town hall, but moved to a larger site to make way for the market in the latter half of the nineteenth-century. Retail development continued to change the town centre in the twentieth-century, Longton Exchange was opened in 1965 and completely altered the town centre. Prior to the building of this new shopping centre, the area was filled with small lanes, passages and courts, housing small pot-banks and workers housing. Most of the workers housing was demolished when the bus station was built in the 1930s on the strand side of the shopping precinct and the pot banks demolished later in the following development of the large retail “sheds” and the Longton Exchange. The original character of the area is still visible in St Martins Lane and Smithy Street.

Setting

The setting of the conservation area is constrained by the northern and southern boundaries of the railway and A500 which dominate the landscape. To the west, a large Tesco superstore connects to the town centre via a small pedestrian route and to the east, the town becomes more industrial in character. The approaches along Sutherland Road and Uttoxeter Road are dominated by missing, or over-defensive boundary treatments and some poorly maintained parking areas that give these areas a “back of house” character and lack of urban cohesiveness which adversely affects the residential buildings.

Statement of significance

Many of the buildings in the conservation area have high historic and architectural significance, sixteen being designated assets in their own right. The historic significance of the town is associated with the Sutherland family and the coal industry, in addition to the high concentration of ceramics factories. One of the reasons for Longton’s successful pottery manufacturing was the presence of raw materials in the vicinity, i.e. local clays and coal. The specific type of coal mined in Longton, which achieved high temperatures, led to a concentration of bone china

production in the town. Conditions in the town were very poor for the working population and consequently the deprivation here was the focus of political change. Longton has been carefully catalogued through the lens of local photographer and shopkeeper William Blake who photographed Longton and the surrounding area in the early 1900s. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly public houses and beer houses directly associated with industry. There is significant below ground potential connected to the commercial and industrial past and the associated workers' housing.

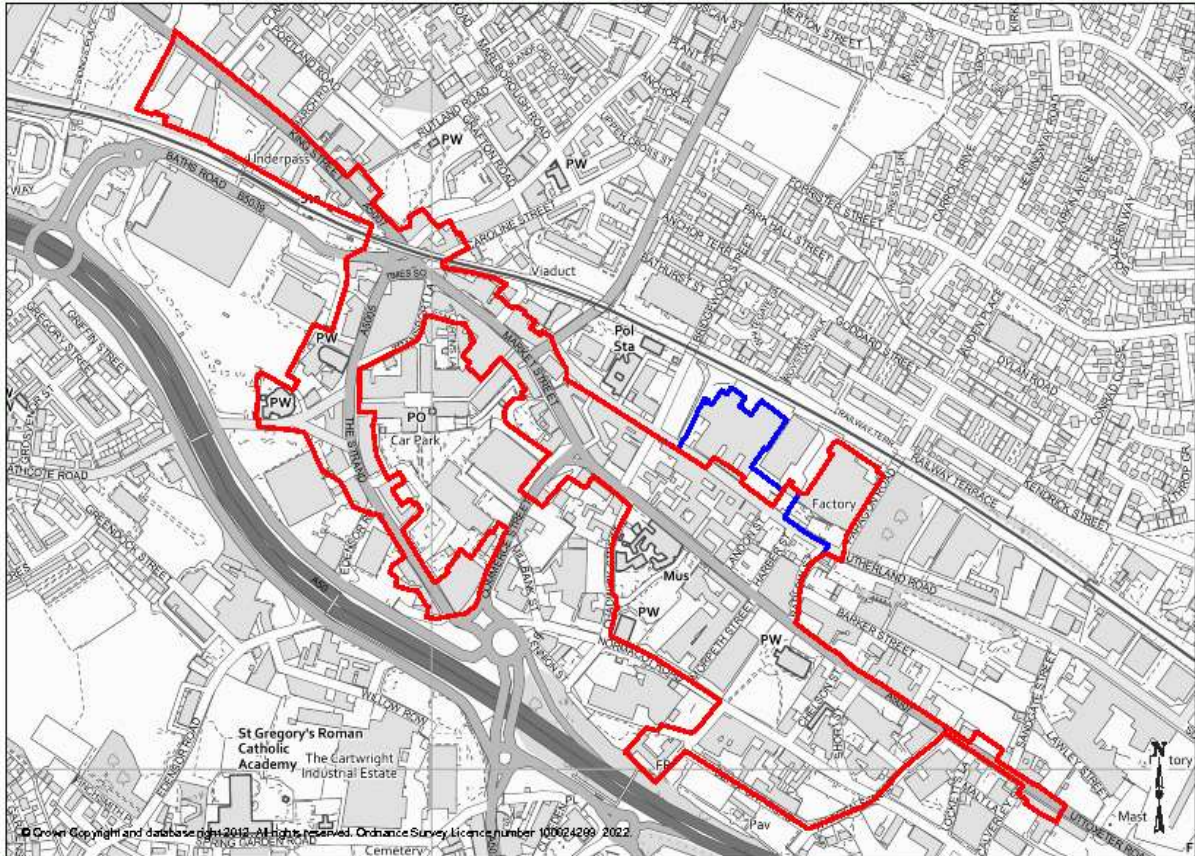
Condition

The town centre suffered severe economic and physical decline following the collapse of local traditional industries such as pottery and coal mining. In particular, the closure of two local collieries, Hem Heath and Florence, had a significant impact on employment figures in the Longton area in the early 1990s. Longton experienced further decline with the blighting effect of the A50 trunk road during its construction phases during the late 1990s and as a result the land values in the town have remained low. Lack of investment means that the built environment is generally in very poor condition with the exception of council owned property. Several buildings have been painted since the last review, examples being the Crown Hotel and the former Woolworths.

Recommendations

That the boundary of the Conservation Area in connection with the Aynsley Works needs to be corrected as only part of the listed site is included. Some demolition during the last consultation period for the extension of the conservation area means that the eastern extension is no longer relevant and the boundary should be altered to suit. Painting is often perceived as a relatively cheap way of "cheering things up" without addressing underlying maintenance issues and should be controlled with regard to colour. The setting of the Gladstone Museum is important in this regard. Where original housing survives, especially that in Normacot Road, original roof tiles and chimneys are important adjacent to the listed Sutherland Works.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Longton Town Centre Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

11 Newcastle Street, Burslem

Conservation Area Review 2021

The current character appraisal was prepared for the Newcastle Street Conservation Area in 2011, the original boundaries of which were designated in 1992.

This is a review of the boundary of the areas, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

- Architectural and artistic interest.** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There has been no significant development within the Conservation Area since designation. There has been some demolition within it and rebuilding on the Steelite

site and there is new housing being built in Newport Lane, which is adjacent to the Conservation Area.

Evaluation

Middleport, Longport and Dale Hall sit to the west of the edge of Burslem, the 'mother town' of the Potteries. It is an area of commercial and retail uses surrounded by residential and industrial properties. The Conservation Area sits along the line of Newcastle Street and takes in only those properties which sit directly onto the road. This Conservation Area was declared in 1992 in response to a request from residents and the Potteries Heritage Society. It is based on a series of mid to late nineteenth-century commercial properties which maintain an almost continuing frontage along the street. This creates strong townscape character along the length of the Conservation Area.

Setting

Due to its linear character the key views are those within Newcastle Street itself, with secondary views into the conservation area from side streets. The most notable of views is that from the east, entering the area from Burslem where the entrance to the conservation area is defined by the backdrop created by Middleport, including Middleport Pottery, and long views of Wolstanton. This surprisingly green setting has Middleport's landmark chimney at the centre of it. From the east the gateway view into the Conservation Area is less distinct, with Ivy House and the foreground green space defining the entrance on the northern side of the street and long views contained by the right-hand bend in the street. A large factory at Trubshaw Cross has been painted pink and this, together with the vacant plot adjacent to Shirley Street and the dismantled frontage to the Price and Kensington factory give a poor setting to the west end of the area.

Statement of significance

The historic significance of Newcastle Street as the road from Burslem to the canal wharves at Longport was undercut by the construction of the Burslem Branch Canal in 1805, which took wharves much closer to the town centre, with a tramway running along Navigation Road. The importance of the connection with Newcastle, which had formerly monopolised transport from the Potteries to the wider road network, was also decreased by the 1763 turnpiking of the road from Burslem to Tunstall and then Lawton in Cheshire (now designated the A50), which connected to Liverpool. Newcastle Street was developed piecemeal, with housing extending from both Longport and from Burslem, to eventually meet in the middle. The Conservation Area is historically interesting and has diverse building types that have high historic and medium architectural significance. The terrace from 217 to 239 Newcastle Street contains a very early block of houses (217-229) dating from before 1851, possibly eighteenth-century, known locally as the 'Seven Sisters'; the pub at number 239 is probably contemporary with these. In contrast (in terms of size and scale), at the Burslem end of the street, Portland House (Listed Grade II) stands at the limit of Burslem's westward expansion. Portland House was built in 1832 for John Riley, and was the first example in the district of a master potter's house built away from his works. Following later use as a School of Art, the house is now for sale as a

development site. Another architecturally distinctive building is the Physical Education Centre to the rear of 125-135 Newcastle Street which was built as a Drill Hall for the local Volunteer militia in 1902. Two buildings of the 1920s or 30s on the north side of Newcastle Street are also included in the Conservation Area because of their distinctive Art Deco/Modernist appearance: 128 Newcastle Street, (now a shop and sandwich bar), with a date plaque of 1927; and 180-182 Newcastle Street, now a mechanics garage. There is also archaeological significance in the evidential value of the standing buildings and limited below ground potential given the tightness of the boundary adjacent to the highway.

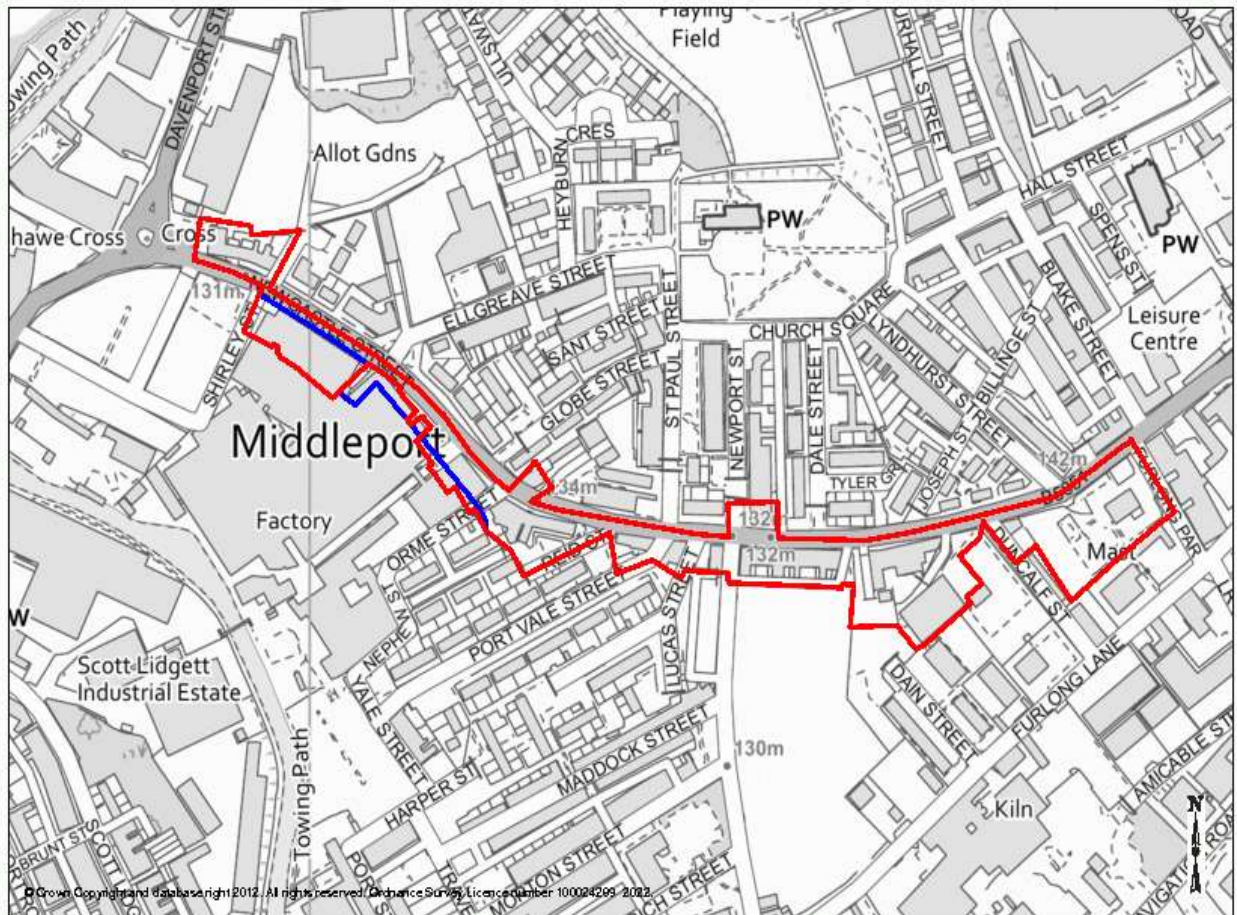
Condition

The condition of the Conservation Area is poor, indeed the condition of three bays of a terrace of shops at the centre of the area became so bad that they were partially demolished in 2019 on grounds of safety and these have not been rebuilt.

Recommendations

That the conservation area boundary is amended to reflect the correct footprint of the buildings on the Steelite site to ensure that the frontage buildings are correctly identified.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Newcastle Street, Burslem Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

12 Park Terrace, Tunstall

Conservation Area Review 2021

The current character appraisal was prepared for the Park Terrace Conservation Area in 2007, the original boundaries of which were designated in 1988.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the Glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

- Architectural and artistic interest.** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

Since the date of the appraisal, new development has been built along the south side of the memorial garden. A former office building on the border of the

Conservation Area has been converted to residential but is in an incomplete state of conversion and the elevation does not resemble the approved drawings. The former Library and Pool complex has closed and the Library relocated to the Town Hall. As a result, this is now a potential redevelopment site.

Evaluation

Park Terrace Conservation Area is predominantly residential in character, consisting of mostly terraced houses with a small number of detached properties. It has never been a centre of significant industrial activity, while commerce has a minor presence along the Boulevard and Park Terrace. The broader area is dominated by Tunstall Town Centre, with a residential mix to the north and east and a commercial mix to the west and south. Tunstall, being on the edge of the city of Stoke-on-Trent, is not as densely populated as other parts of the city. Historically the Conservation Area provided residential properties housing workers for the local industries of tile making, mining and pottery but the special interest of this area is defined by the planned rather than speculative nature of the housing. The Conservation Area benefited from local politics and competition between the six towns to create workers who were healthy in mind and body. This is clear in the relationship between the houses and the central memorial garden (former recreation ground) and the provision of the drill hall, library and public baths complex that form the west side of the square.

Setting

The setting of the Conservation Area when viewed from the western approach is also the setting for the listed former library. This dominant landmark sits at a major junction and protects the small residential square from the impact of the main road and associated traffic. The busyness of this junction is in sharp contrast to the quiet residential streets to the other three sides. Indeed, the southern edge of the conservation area is different in character and scale.

Statement of significance

The architectural significance of the area is high. The use of local materials, clay tiles, moulded bricks, terracotta panels and clay decorative panels, date and name cartouches, ceramic tiles and wrought iron railings show the best of local skills and products. The spatial arrangement of the square and grid of surrounding streets represents a formal piece of urban planning distinctive in a city which has only three similar spaces. The historic significance of the area is also high; the provision of the 'Jubilee Buildings' and recreation ground demonstrate late Victorian attitudes to public health and wellbeing for mind, body and soul. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly those civic and ecclesiastical buildings of public value. Of these, the war memorial is an important structure, demonstrating public and civic responses to conflict and commemoration.

Condition

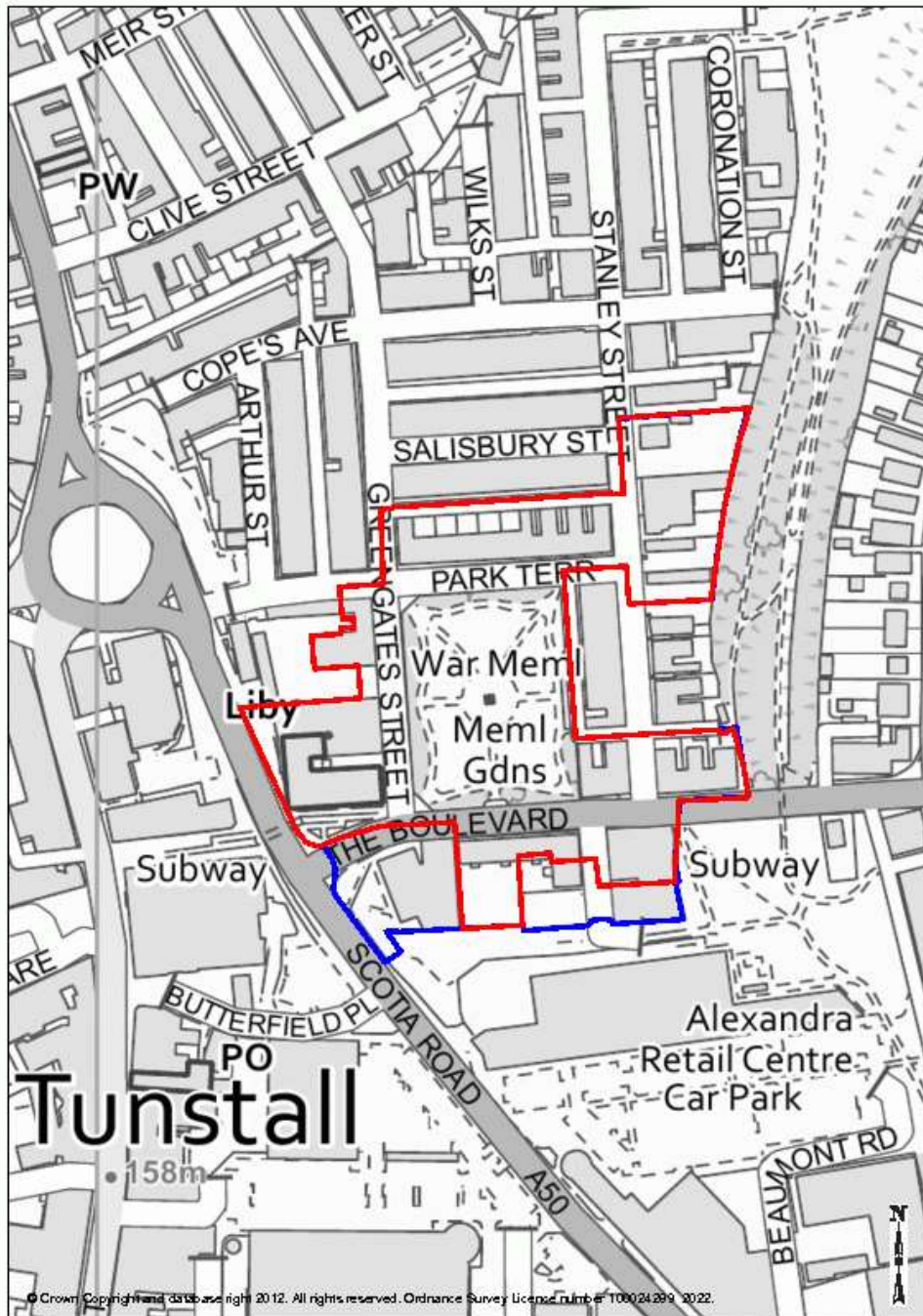
It is noticeable that the condition of the buildings is generally worse than at the time of the previous review. This deterioration is partly due to the condition of the

development started in 2007 on the southern edge, which has not weathered well, the quality of pressed steel materials used for windows doors and balconies was obviously poor.

Recommendations

That the conservation area is extended to include the whole of the new development at the south side. The current boundary does not reflect the footprint of the new building. Inclusion of the corner of the site will protect the green edge of the site and the setting when viewed from the main road.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Park Terrace, Tunstall Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

13 Penkhull Garden Village

Conservation Area Review 2021

The current character appraisal for the Penkhull Garden Village Conservation Area was written in 2009, the original boundaries of which were designated in the same year.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the conservation area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There are few development changes within the Conservation Area since the appraisal, although just outside the western border, Thistley Hough school (built in

1938) was demolished and Thistley Hough Academy built 2011- 13 replaced it within the same site. Also, adjacent but not within the area, is a small site of three new bungalows adjacent to “The Croft”, named “Pavilion Mews”. There seems to be pressure within the area for parking spaces. Several frontages have been altered to provide larger parking spaces within front gardens.

Evaluation

As the name suggests, the conservation area is a housing development built on the planning principles of a “garden city” promoted by Sir Ebenezer Howard. The original proposal was for a larger plot including open land to the west; the housing is in three phases built between 1910 and the 1950s.

The plan, form and massing of the houses was carefully designed to suit a variety of requirements from smaller housing to larger family housing but to allow every resident access to a garden and good daylight. Houses were designed to make the most of the existing views and green space and to allow children to play safely near their houses. The houses are not set right against the road and are also not in straight lines but are positioned at angles and on light curves from the road. This breaks up the form and gives a gentle landscape character to the area. All of the houses (with the exception of numbers 40 and 10 Barnfield) have both front and back gardens, the latter being large enough to cultivate and the society hoped that this would allow residents to add to their income by selling home-grown produce. Residents were also encouraged to have window flower boxes. Houses were built so that, wherever possible, they would be southward facing. Outbuildings, walls and fences were frowned upon by the society as they created a sense of enclosure and urbanised the area and it was hoped to create a rustic feel to the area. However, some houses had small attached outbuildings to hold fuel and bicycles. These characteristics give the homes a distinct spatial arrangement.

The three phases of building are distinct but within each phase there is a high degree of consistency in window style, use of brick and tile and a controlled palette of colours for the rendered surfaces. The existing article 4 seeks to control the window style rather than material, gardens and enclosure and the use of paint.

Setting

Given the elevated position of the area, there are good views across the Trent valley to Stoke and Fenton to the east, and views across open land to Newcastle and Keele to the west. Close to the village centre in Penkhull, the setting is residential and suburban.

Statement of significance

The historic significance of the area is associated with the garden city movement. In 1903 a search began for an area of land of about 5,000 acres in North Staffordshire to start a large garden city, such as Letchworth and Welwyn later were. After several years searching it was decided that a satellite town near London and Letchworth should be created instead. Local interest continued however, and during 1908 a proposal was put forward to create a garden village at Penkhull. On the 7th April

1910 the site was bought and 'Stoke-on-Trent Tenants Ltd' created as the society to deliver the scheme. Architecturally, the houses are also significant and the adoption of the garden city "house style" is clear. Many of the Lutyens inspired arts and crafts building details used at Hampstead and Welwyn are repeated here. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, demonstrating the drive to improve public health and social well-being in the city at the start of the last century. This is a preserved urban landscape that retains its integrity as a planned development.

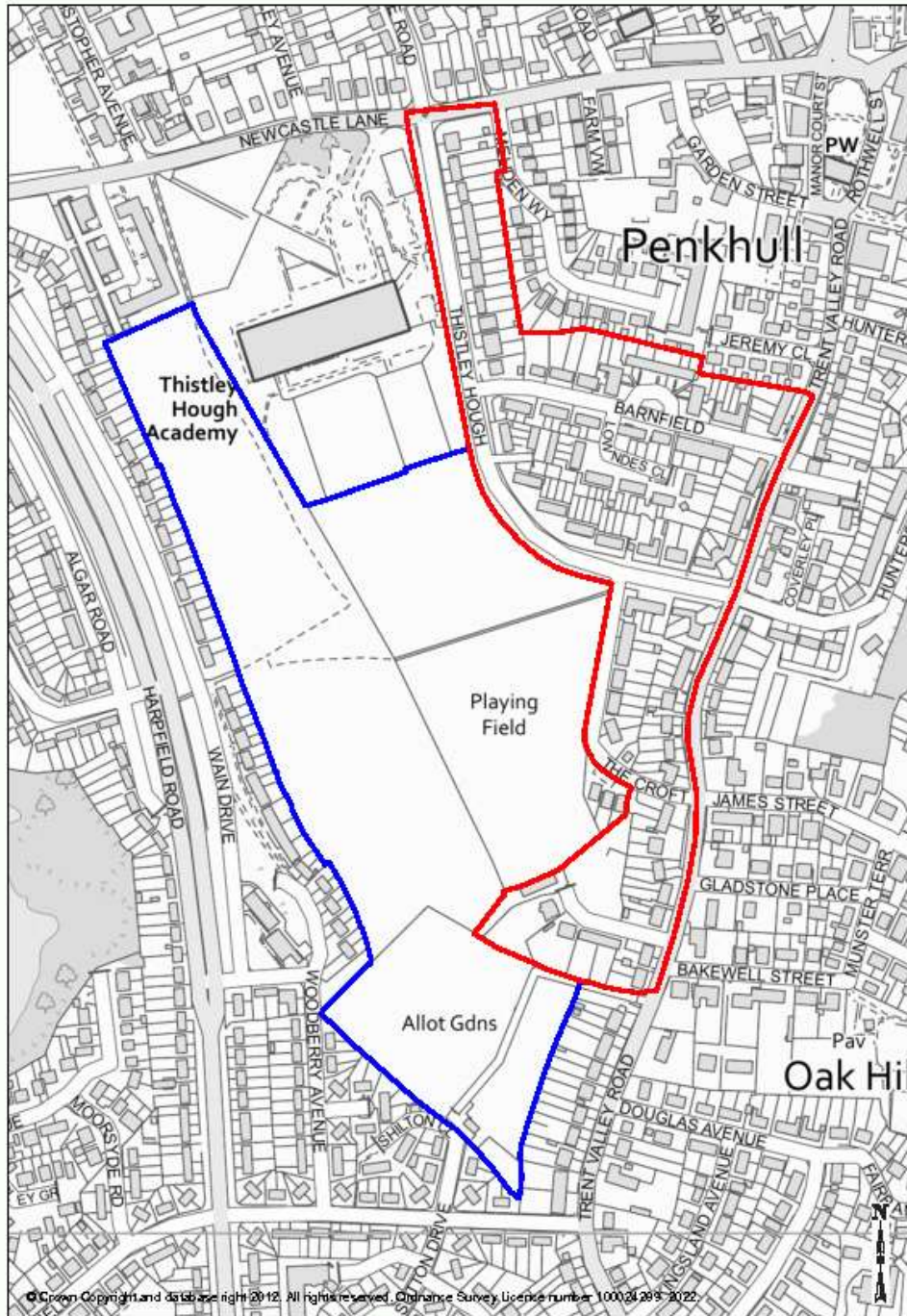
Condition

The condition of the buildings is generally good in this Conservation Area where property values of the private homes ensure that the buildings are maintained.

Recommendations

That the conservation area is extended to include the open land comprising The Croft and school playing fields indicated on the map. This will protect the mature trees and landscape setting for the Conservation Area.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Penkhull Garden Village Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

14 Penkhull Village

Conservation Area Review 2021

The current character appraisal for the Penkhull Village Conservation Area was written in 2008, the original boundaries of which were designated in 1972 and which were extended in February 1989 and July 2003.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There are few development changes within the Conservation Area since the appraisal, although a new housing site was created and built on adjacent to Garden

Street which has had the fortunate benefit of reinstating and repairing a sandstone boundary wall to the edge of the development. This has enhanced the setting of the Conservation Area. Sandstone walls to the churchyard and opposite the Marquis of Granby have been repaired and the wall at no. 33 St Thomas place is in the process of being repaired at the time of writing. The shop adjacent to the Co-op is still vacant but no longer boarded up.

Evaluation

The Conservation Area encloses the central and oldest part of the village of Penkhull at the top of the hill between Newcastle-under-Lyme and Stoke-on-Trent. The surrounding area, once fields, now forms part of the township of Stoke. Four distinct paths are drawn together at a central core defined by the church and churchyard. There are an eclectic mix of architectural styles which reflect the village's long history. These buildings range from rural barns at Penkhull Farm, to 1970's urban terraced housing. The core of the Conservation Area is dominated by the church and contains several shops and two public houses with attractive frontages. Sandstone walls and mature trees unite the different building styles and provide a strong sense of place. There are long views from within the area to the south and west, Garden Street and Doncaster Lane in contrast, are private and enclosed with high boundaries.

Setting

There are four approaches to the historic core, they are mostly suburban in character and of these the easterly approach is the most dramatic, given the steep rise from Stoke Town in the Trent Valley.

Statement of significance

Originally a small settlement within the Manor of Newcastle, the village of Penkhull grew from an early settlement to a village in the sixteenth-century; it now merges with the late nineteenth to early twentieth-century suburban sprawl of Stoke-upon-Trent which has grown up between Stoke and the suburbs of Newcastle-under-Lyme. There are several buildings of note on the national and local lists, these buildings have high historic significance with strong associations with the Spode family, Sir Oliver Lodge - the physicist and more recently Sir Stanley Matthews - the footballer. Architecturally significant, the Church of St. Thomas the Apostle was designed by George Gilbert Scott. There is archaeological significance in the evidential value of the standing buildings and structures within this area, particularly in early buildings such as Elm Tree House and The Greyhound Inn. Penkhull may well be the first inhabited place within Stoke-on-Trent as it has held a settlement for over four thousand years and therefore there is below ground potential for evidence of this early settlement. Adjacent to the border of the area, a nursery and commercial market garden was identified prior to the construction of houses at "Farm View".

Condition

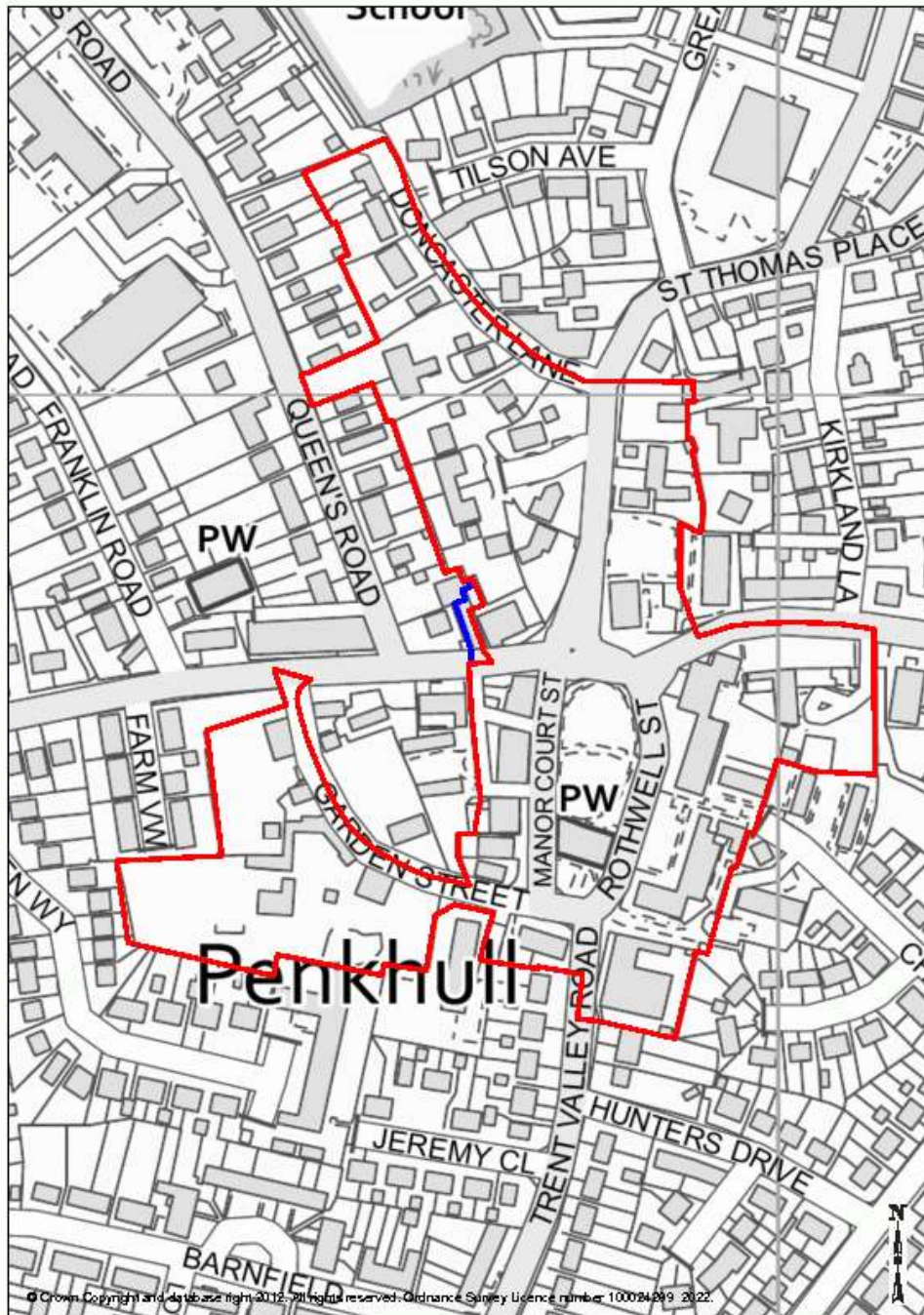
The condition of the buildings is generally good in this Conservation Area where property values of the private homes ensure that the buildings are maintained. The

exception to this is the site of Penkhull Farm. Although this is a development site with relevant permissions, the sale board remains, no investment has taken place and the buildings are in very poor condition.

Recommendations

That the Conservation Area is extended to include Penkhull Hardware Shop. It is acknowledged that this building is of very modest architectural value but its position at the gateway to the Conservation Area when approached from the west gives the building prominence. To protect the setting of the Methodist Chapel immediately adjacent and to frame views into the Conservation Area from this direction, it would improve the boundary of the Conservation Area to coincide with the natural break in the building line. Future grant opportunities may be available to enhance the building in the future.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Penkhull Village Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

15 St Christopher Avenue, Penkhull

Conservation Area Review 2021

There is no character appraisal for St. Christopher's Avenue; the Conservation Area was designated in 1981.

This is a review of the boundary of the area, an evaluation of what has changed since the designation and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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" 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as "heritage assets") is now contained in the National Planning Policy Framework (NPPF), the Planning Practice guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as "special interest" and "character and appearance" whilst the NPPF and PPG refer to "significance".

What is 'significance'?

'Significance' in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

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- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The Conservation Area was declared in 1981 when the site ceased to be used as a children's home. The houses were sold for residential use and new social housing

was built in and around the Conservation Area. No new development has occurred since the creation of the Conservation Area, although there have been minor changes to a former administration block, now converted to flats, and alterations to another building now used as a residential care home.

Evaluation

The Conservation Area is tightly drawn around the “cottage homes” in St. Christopher’s Avenue; 12 homes, a house for the Superintendent and administration blocks were originally opened in 1901 to provide accommodation for children formerly housed in the workhouse near the City General Hospital. A second phase of building providing another 10 homes were completed in the mid-1920s. During the 1930s the properties were taken over by the former City Council and became known as the Penkhull Cottage Homes. In 1974, the County Council took over the homes due to a local government reorganisation when social services became a County Council function. The County Council continued the city’s policy of placing homeless children in foster homes rather than in residential care and by 1981, the original use of the homes had ceased. The houses were then advertised for sale and the surrounding site was developed with new housing. The Conservation Area therefore contains some new houses (c.1981) at the southern boundary and at the midpoint between the two historical phases of cottage home development.

Looking at early Ordnance Survey maps for this area, the open land to the north appears to be part of the original land holding for the cottage homes and although part of this later becomes a playground, it is unclear if this was a playground for all, or just for the use of the children’s home. The land to the west is probably initially associated with Grindley Hill Farm but by the 1950s is a “playing field” with the former access road to the farm now extended into the cottage homes.

Setting

The setting of the Conservation Area is green; when viewed from the south, the formal entrance to the avenue (originally gated) is flanked by two green spaces with mature trees. There are views across the open land to the west and north, although the northern boundary is also heavily planted. This green setting for individual houses is reinforced by the tree planting to both sides of the avenue.

Statement of significance

This Conservation Area has high historic interest given the social function of the place. The creation of the cottage homes is part of our social history and is closely connected to the development of the workhouse and the listed buildings on the City General Hospital site. Some of the houses have architectural significance and retain original windows, materials and other details. There is also archaeological significance in the evidential value of the standing buildings within this area, their layout, orientation and plan-form. The site is physical evidence of the wider contemporary concern for child welfare and public social care of the period. The planting and associated landscape contributes to the green setting and the special character and appearance of the Conservation Area.

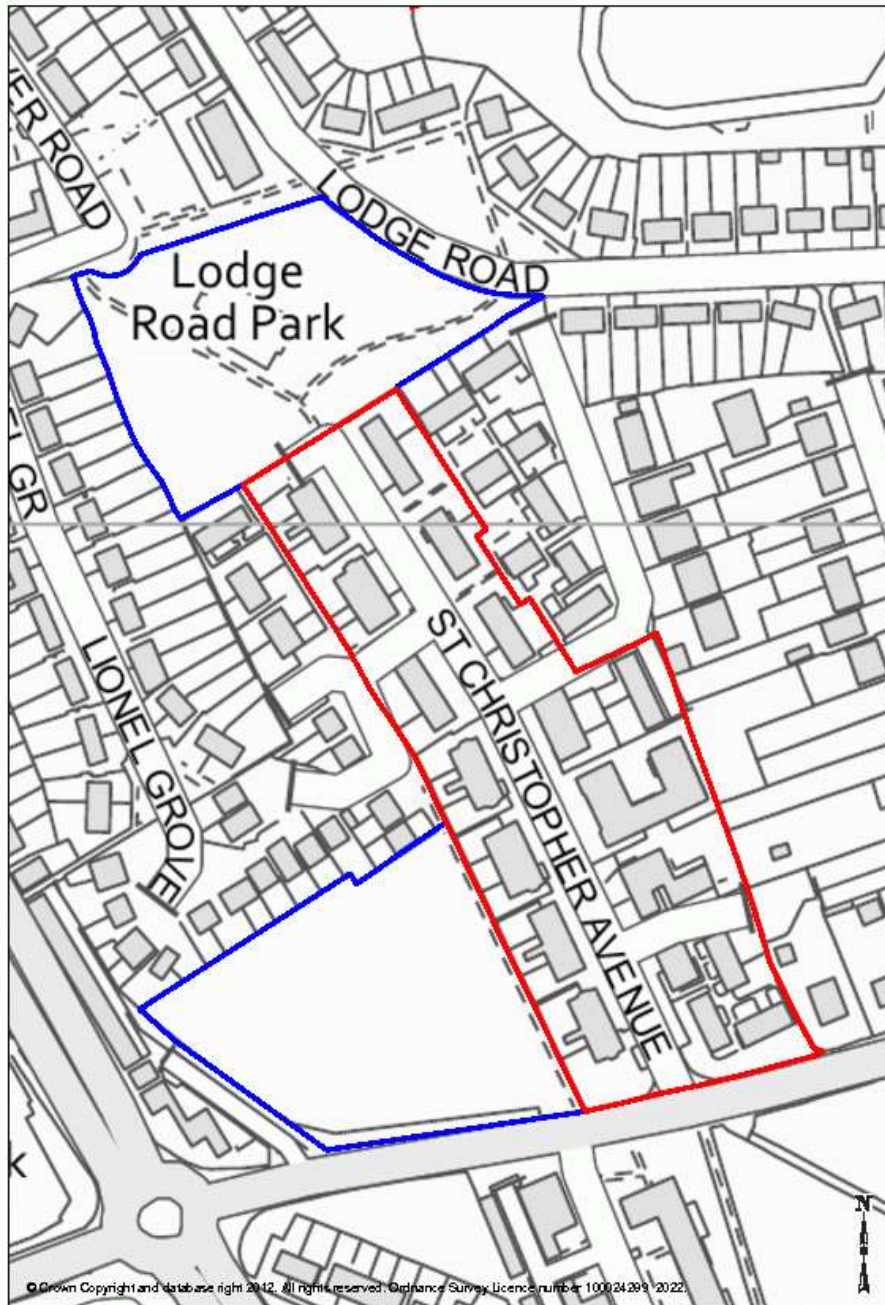
Condition

The condition of the houses is varied. Some houses have had replacement windows in a variety of colours and materials but original windows are still present. The condition of the enclosing walls and railings is fair.

Recommendations

That the Conservation Area is extended to include the open space to the north and the west to preserve the green setting of the Conservation Area and to acknowledge the complete land holding for the cottage homes. The cottage homes remain unpainted and roof slopes unaltered and therefore the area would benefit from planning controls to preserve the uniform appearance.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the St. Christopher Avenue, Penkhull Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

16 Stoke Town Centre

Conservation Area Review 2021

The current character appraisal was prepared for the Stoke Town Centre Conservation Area in 2007, the original boundaries of which were designated in 1972 and then extended in 2010.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

- Architectural and artistic interest.** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

Demolition of buildings at Hide Place and Hill Street has revealed the previous spatial arrangements of the first market square in the town and created a new car

park. The Spode Museum has been established in the former bank building in Eleanora Street, however further demolition has happened at the intersection of Liverpool Road and Eleanora Street which directly affects the setting of the Spode site and Museum. The Spode entrance, courtyard and arch on Church Street have been refurbished, as have the shop-fronts immediately adjacent. Also making a large impact on the appearance of the area, is the splendid restoration of Sutherland Chambers, a prominent three storey block of shops and offices in the centre of the high street. Spode Rose Garden has been restored with a willow pattern theme and is open to the public. The war memorial adjacent to Kings Hall has been listed.

Evaluation

Stoke Town (also known as Stoke-upon-Trent to distinguish it from the city's name), unlike the other towns which make up the 'Potteries', sits in the river valley of the Trent. The other towns are placed along the North Staffordshire coal fields at higher levels. This valley setting gave the town an early advantage of canal transport and later the main railway station to serve the area. Today, both the dominant elements of canal and river have been removed or altered. Transport is now primarily served by the main railway station and the A500 which cuts a swathe through the town, altering the character and orientation of the historic core. The Spode site is listed in its own right and constitutes 25% of the footprint of the Conservation Area. However this physical dominance is not apparent at street level. Similar to the majority of potteries in the city, Spode is a series of enclosed spaces with tightly controlled access. This typical layout and the sense of enclosure are further exacerbated by the redevelopment of the original factory facades to Church Street as independent shops during the 1930s to 1950s. Recent heritage-led regeneration work in the town is now seeking to make better connections between these two areas.

Setting

The wider setting of Stoke Town includes the higher ground of the suburbs in Hartshill to the west, Wolstanton to the north and Shelton to the east. These are marked by church towers and spires prominent in the skyline. The immediate setting is defined in large part by the road network that has a one-way system which dominates. There is no formal greenspace or park in the town, so the churchyard is an important historic landscape in its own right and not simply the backdrop for listed buildings. The setting of these open spaces could be improved.

Statement of significance

The area has a strong Victorian and Edwardian character which is enhanced by the use of local materials, ceramic, brick and stone. Although stylistically mixed, there is a strong consistent commercial and retail identity evident along Church Street. Although many of the buildings are in a poor state of repair, the quality of the original buildings and their status is firmly established.

There is high architectural and historic significance in the Town Hall complex and houses in Brook Street adjacent to the Church. These listed buildings have value as a group within the Conservation Area. The area has high historic significance in connection with the Spode and Minton families and also as the home of the Minster

Church for the city. For centuries, Stoke church sat at the centre of an extensive parish, a factor which elevated the significance of the settlement (which was quite small) considerably. Although the parish reduced in size during the nineteenth-century, Stoke Town's status as a parochial centre ensured that it became the administrative heart of the borough and, subsequent City of Stoke-on-Trent during the twentieth-century. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly those civic and ecclesiastical buildings of public value. Of these, the war memorial is an important structure, demonstrating public and civic responses to conflict and commemoration. Stoke Churchyard contains an Anglo-Saxon cross shaft, probably tenth-century (the cross-shaft is both a Scheduled Monument and a Listed structure) the remains of the medieval church re-erected in the 1880s and the new church, Stoke Minster, built in 1830. There is below ground potential for archaeology relating to Roman, late Saxon and Medieval activity in addition to eighteenth and nineteenth-century pottery production associated with significant figures including Spode and Thomas Wolfe.

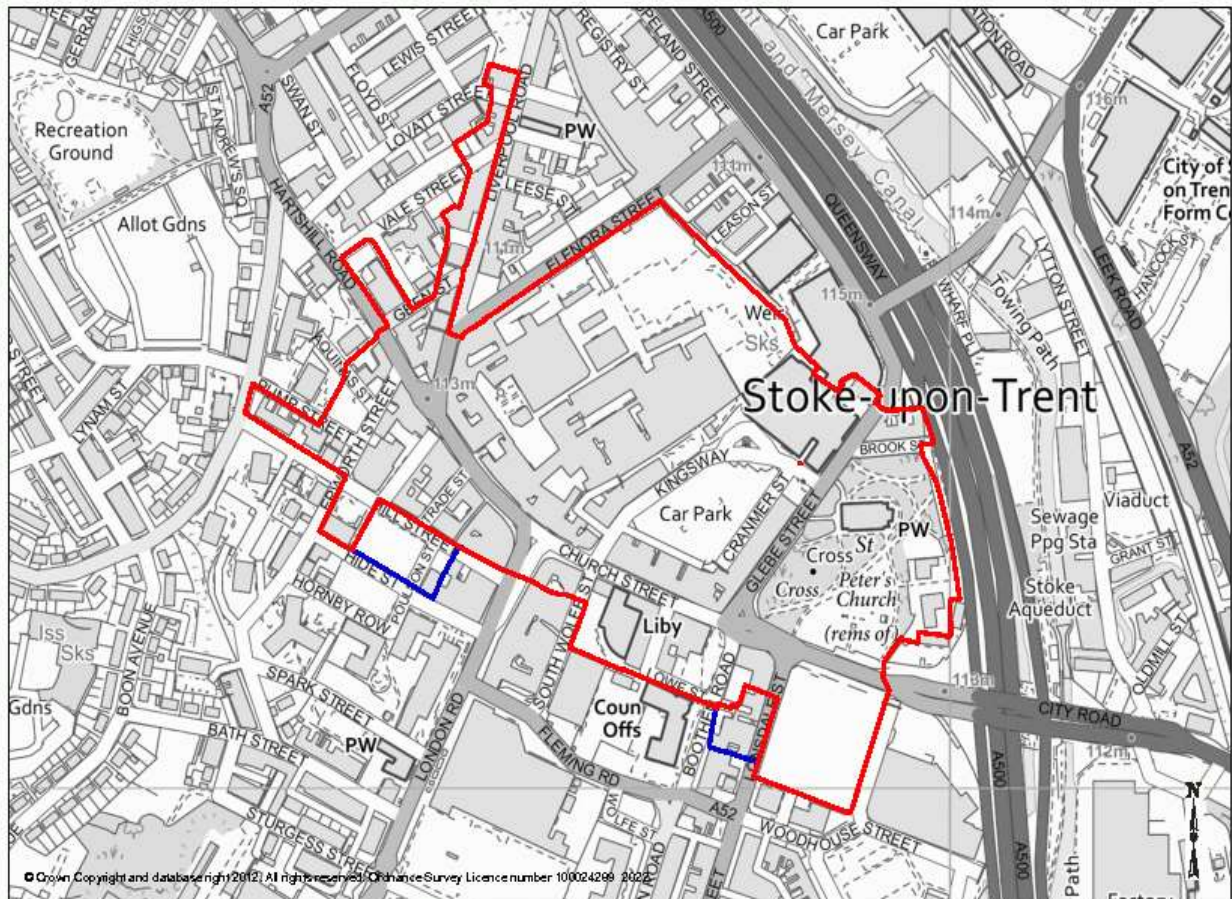
Condition

The Spode factory site has had several improvements made to the buildings in the Church Street entrance courtyard and adjacent shops through a Historic England grant scheme. This also secured the Sutherland Chambers restoration and the building has had an impact on the high street. The condition of the Spode Rose Garden, the former Midland Bank and the listed Smith Family Tombs has also improved. The loss of the National Westminster Bank has damaged the condition and appearance of the building which would benefit from an active ground floor use. The "firework factory" (another former bank) is also in poor condition with boarded up windows to the upper floors. Properties along Glebe Street have been in a conversion phase to residential use for several years and this extended transition is reducing the activity in this part of the town. Shops at the east end of Church Street opposite the Library are largely vacant and are deteriorating in appearance.

Recommendations

That the boundary in front of the former Hide Market and adjacent locally listed Lloyds Bank building is included in the Conservation Area following demolition which has restored the original spatial arrangement of the first market square. It is also recommended that the edge of the churchyard is better defined by the addition of a few buildings to the west side. Although these are in poor condition, they have authentic historic detailing and this follows a request from a member of the public.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Stoke Town Centre Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

17 The Villas, Stoke-upon-Trent

Conservation Area Review 2021

The current character appraisal was prepared for The Villas Conservation Area in 2007, the original boundaries of which were designated in 1970.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

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- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There have been notable improvements to no. 20 The Villa since the date of the previous appraisal, but the vast majority of planning applications in the area have

been for trees. The existing Article 4 Direction has been successful in controlling windows and paint colours.

Evaluation

“The Villas” is an estate of twenty-four houses most dating from 1851-55, designed by prominent local architect, Charles Lynam. The estate was built by the Stokeville Building Society, and is referred to as “Stokeville” on early maps that include the area to the east now known as Boothen Gardens.

The original houses were built in three distinct classes, offering different arrangements of accommodation and access. All provided accommodation for servants to “live in” and were clearly built for the nineteenth-century middle classes, all except one (which is a twentieth-century house) are listed or locally listed. The consistency of building style, formal arrangement of plots and picturesque setting provided by a mature landscape, all combine to give the area a distinct and special interest.

Setting

The setting of the conservation Area is a landscape setting. Deliberate planting at the edges of the Conservation Area control views in and out. Ownership of the land at Boothen Gardens ensured the key axial view from the terrace at the top of the site towards London Road. The spatial arrangement means that the majority of the edges to the primary routes are protected from the outside world either by the building line or screens of tall trees. The secondary service roads act as buffers at the edge of the site. There are two undeveloped areas which share a boundary with the Conservation Area where formal screening is not present; these are to the northern and southern edges of the western “leg” of the area.

Statement of significance

The architectural significance of the area is high. Along with Winton Square, the Villas Conservation Area holds within it a high concentration of statutorily listed and buildings built contemporaneously to create an architectural planned development. It is the first example of a gated community in North Staffordshire and contains buildings with high and consistent architectural merit.

The historic significance of the area is associated strongly with the Minton family, its chief patrons and one of the city's celebrated pottery dynasties; built on land formerly belonging to the family, Herbert Minton and his nephew Michael Daintry Hollins were founder members of the “Stokeville” society. The association between the firm and the estate was maintained when Leon Arnoux (pottery designer) came from France to work for Mintons and moved into no.13. He was joined in 1870 by Louis Marc Solon (ceramic artist) who moved into no. 1 The Villas and eventually married Maria, daughter of Leon Arnoux. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, as evidence of a planned development drive to provide middle class housing at the edge of the town, under Minton's patronage. There is also below ground archaeological potential within

the area associated with the early settlement of Penkhull which is close to the northern border of the conservation area.

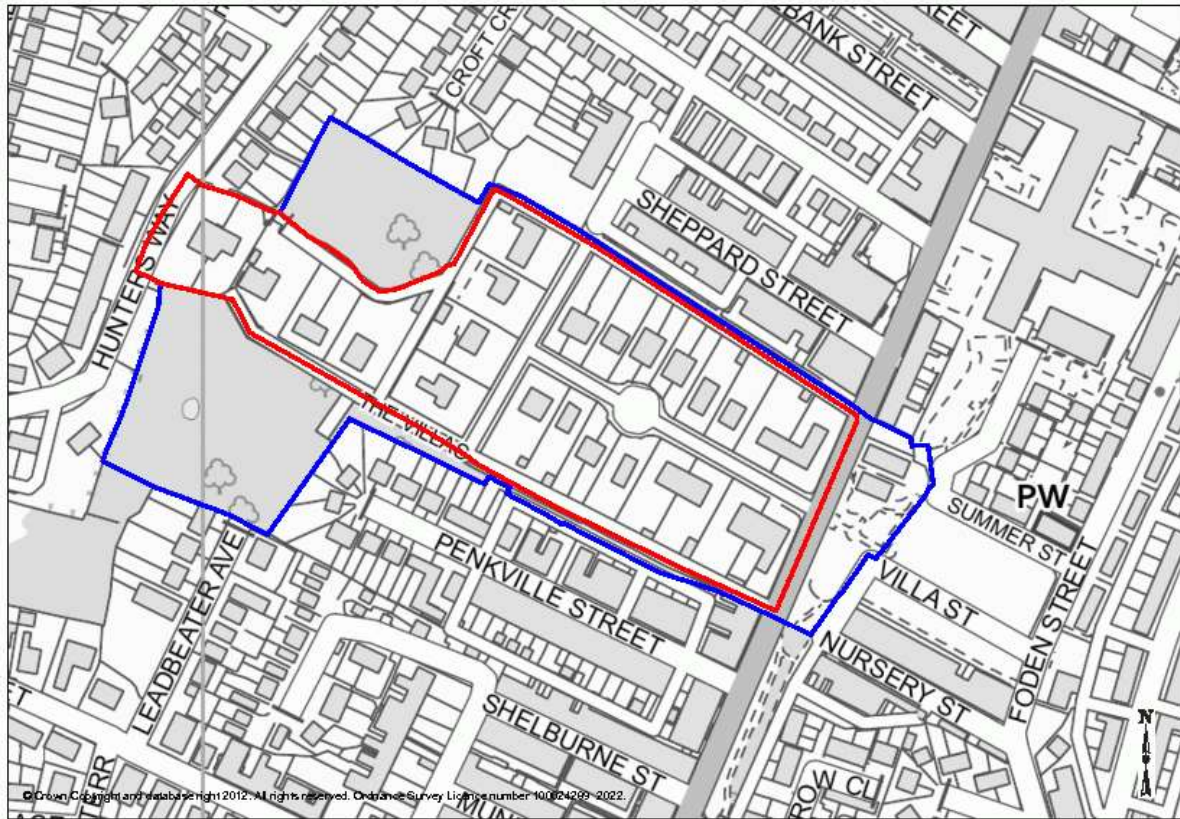
Condition

It is noticeable that the condition of the pavements and garden walls is generally worse than at the time of the previous review. However, the road has been repaired in the western “leg” and is much improved. Overall the condition of the houses has had little change, some have been improved others are now in need of maintenance.

Recommendations

That the Conservation Area is extended to ensure that all the perimeter walls that define the edge of the estate. In addition, to conserve the setting, the Boothen Gardens plot is added to reflect the original deed of sale and the open green areas to the north and south are incorporated to ensure the green bosky character of the setting of the asset.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-upon-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for The Villas, Stoke-upon-Trent Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

18 Tower Square, Tunstall

Conservation Area Review 2021

The current character appraisal was prepared for the Tower Square Conservation Area in 2007, the original boundaries of which were designated in 1988.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

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Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The most positive change to the Conservation Area is the current refurbishment and repurposing of Tunstall Town Hall which continues to be the most important and dominant building at the centre of the area.

The largest negative impact on the Conservation Area has been the continuing development around the A5271, the main road that runs parallel to the High Street. This comprises retail development, a health centre, leisure uses and most crucially three hours free parking. Although this was noted in 2007, the impact on the High Street and Tower Square continues. Attractive pedestrian routes between the two currently competing centres are needed to ensure that the traditional High Street continues to be relevant and both are combined into one.

The High Street north of the Town Hall has changed significantly in recent times. Retail units formerly used by national retailers such as Dorothy Perkins and Burton are vacant and the bingo hall situated in a former cinema is now closed.

Some shopfronts and signage onto the square are not sensitive to the character and appearance of the conservation area. Additional shop-front advice and access to a national grant scheme would be beneficial.

Evaluation

The Conservation Area is tightly drawn around the open square which is dominated by the town hall, built along its east side. The Town Hall fronts the market hall; they are combined into the largest building within the Conservation Area. It is unusual for the pottery towns to have a formal setting for their town halls - most front on to main roads and their potential impact is never fully realised. This architectural set piece is further enhanced by the focal point of the clock tower in the centre.

Setting

The setting of the Conservation Area to the east is dominated by the A5271, first shown extended on the 1970 Ordnance Survey map. The extension of this road caused the demolition of a small row of houses, exposing the rear of the 1930s cinema block and the market hall. Southern and western edges are easily defined by the post-war demolition of terraces, a former nineteenth-century building society development of which almost nothing remains.

This abrupt change in architectural style, age of property and size of development gives the conservation area a distinctive "island character;" the exception being the northern edge where the High Street continues for a short length beyond the town hall to the junction of the two main roads.

This section of high street contains some early twentieth-century buildings with highly decorated upper floors to the west side of the street including the art deco faience façade of the former Burton shop. These imposing three storey buildings are important indicators of the town centre's former history and prosperity and have a strong architectural identity not evident in the southern stretch of the High Street. The 1930s cinema still stands, but is currently vacant.

Statement of significance

Tower Square Conservation Area has high historic significance focussing on the early planned development of market hall and market square and this still retains elements dating back to 1816. The spatial arrangement of the listed buildings ensures that the setting of these assets clearly enhances their architectural significance. The highly decorated details to some of the facades within the area are also of architectural interest and are of local importance. The diversity of scale and size of buildings on the local list illustrates the development of the town as a commercial centre and the former Methodist Chapel and Wolstanton Board School have social historic significance. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly those buildings and structures of public value as planned civic development. There is also below ground archaeological potential within the area associated with the early nineteenth-century workers' housing in and around Paradise Street and neighbouring industrial sites.

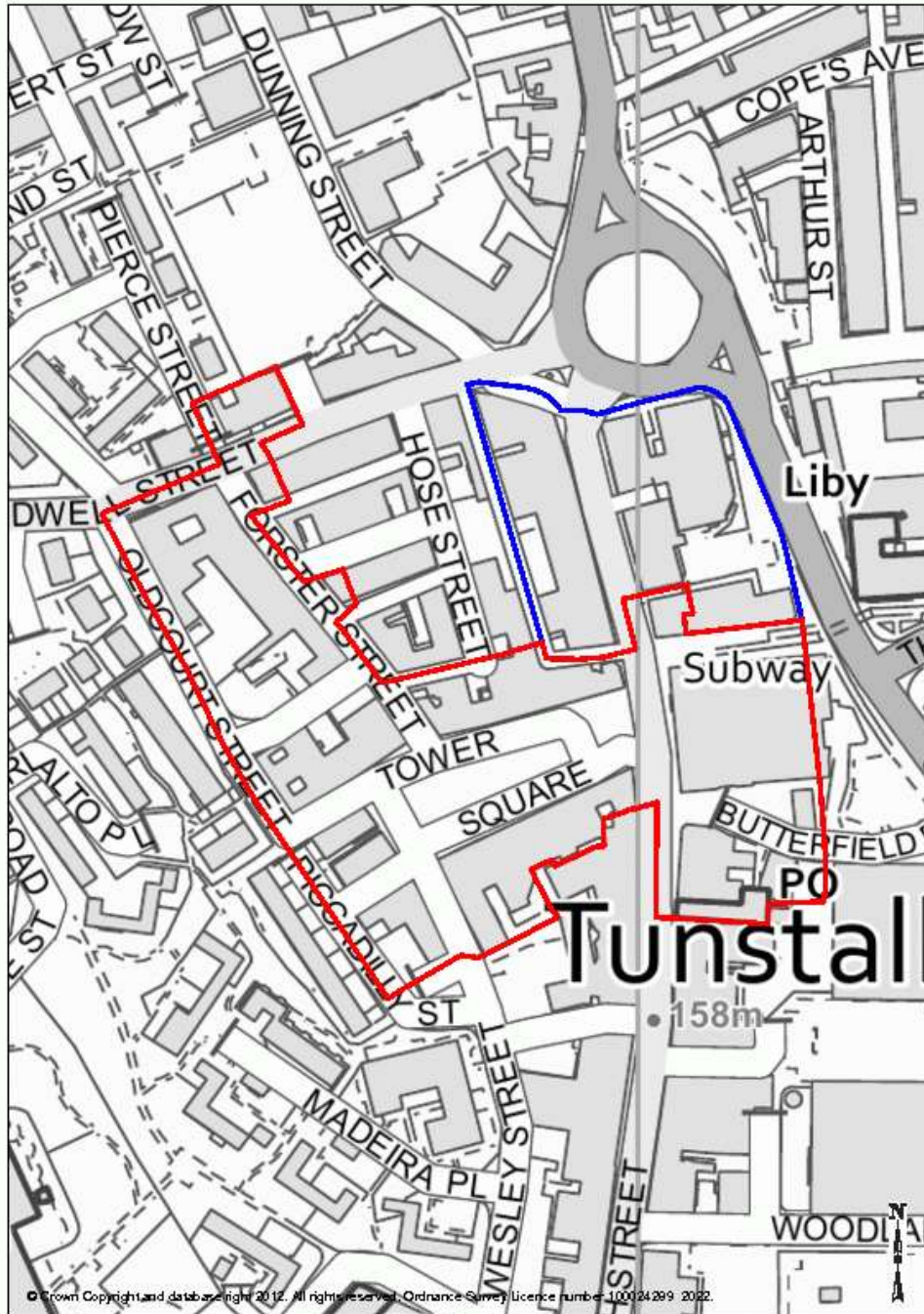
Condition

It is noticeable that the condition of the buildings (with the exception of the Town Hall) is generally worse than at the time of the previous review. This deterioration is partly due to the loss of national banks and retail outlets. Finding new uses for the High Street means that the conservation area is in a transitional phase and is therefore potentially at risk.

Recommendations

That the Conservation Area is extended to include part of the High Street to the north. This will help manage change and redevelopment of the former cinema site, conserve the decorative frontages to the early twentieth-century buildings together with the setting for the refurbished Town Hall.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Tower Square, Tunstall Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

19 Trent and Mersey Canal

Conservation Area Review 2021

The current character appraisal was prepared for The Trent and Mersey Canal Conservation Area in 2011, the original boundaries of which were designated in 1988, later extended in 2011 to reflect the updated document.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the Glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

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- Archaeological interest.** There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

- Architectural and artistic interest.** These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

- Historic interest.** An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There is continuing pressure within this Conservation Area to reduce the landscape buffer which exists, mostly in the form of mature trees at the edges of the canal and

tow paths. Some demolition has taken place in the Longport Wharf and Middleport area and also in the Festival Park area, where the last vestiges of the Garden Festival held in 1986 are disappearing. At Etruria, Bet 365 have redeveloped the site of the former Sentinel building and the last surviving “roundhouse” associated with Wedgwood’s factory remains at the corner of the site. There is development pressure to place conflicting land uses adjacent to each other. Waste handling sites adjacent to tourist sites reflect the tensions between industrial processes that create poor environmental conditions with regard to dust and noise and the potential of the canal to attract visitors and leisure uses particularly at Middleport and Westport Lake. Development adjacent to the Harecastle Tunnel has been proposed but not implemented. The former Co-op Bakery site is currently the subject of a planning application for housing. Since 2011, Middleport Pottery has been restored and given new purpose as a working pottery and a visitor attraction with diverse leisure and educational functions. Houses in the adjacent terrace in Port Street and Burgess Street were refurbished under a Council led refurbishment scheme and the last phase of this transformational development is Harper Street, (part of the Middleport Pottery complex) which is also currently being restored and extended. It is anticipated that the next large development projects within the conservation area will be the redevelopment of Swift House, a council owned former railway building with canal frontage, now to be known as “the Goods Yard” and refurbishment/replacement of the incinerator at the A500/A50 junction.

Evaluation

Historically, the Stoke-on-Trent canal system formed the industrial heartland of the North Staffordshire conurbation and the backbone to the market towns of Stoke-on-Trent, with each town’s industry developing because of access to the canals and the wider world. Industries included steel and iron works, coal mining and ceramics and raw materials manufacturing. The Trent & Mersey Canal linked with Tunstall, Burslem and Stoke. Many of these industries have now fallen into decline. The coal, steel and iron industries are now obsolete, and only a few scattered potteries still operate along the edge of the canal. With the decline of industry, the historic use of canals as an industrial transport route also fell into disuse. The Trent & Mersey canal now functions as a recreational cruising route for boaters, but the industrial areas directly adjacent have potential to adversely affect the potential for tourism.

Setting

The setting of the Conservation Area moves through different character areas and includes landscape, civic, industrial and residential settings. The common feature is the immediate green edge of the canal, which is created both by deliberate planting and the naturalisation of derelict or neglected land, sometimes formed between roads or rail at the canal’s perimeter. The screening effect of trees is a consistent feature of the setting of the canal.

Statement of significance

The 2011 appraisal assesses the ten character areas separately. Overall the area has high historic significance and some parts have high architectural significance but most do not. This is because the canal was not traditionally a location for “polite” or

innovative architecture; even listed buildings that are as historically significant as Middleport Pottery, reserve architectural and artistic creativity for elevations facing away from the canal. For the majority of sites and buildings, architectural significance will be associated with functional innovation rather than aesthetics.

The 1988 appraisal for the Staffordshire stretch of the Trent and Mersey Canal succinctly describes its significance, as follows: “The Trent and Mersey Canal is of outstanding industrial archaeological importance, both nationally and locally. It was the first of the major inland waterways which were to form the main arteries of Britain's canal network, the nation's principal transport and communications system in the late eighteenth and first half of the nineteenth-centuries. It was essential in promoting the rapid development of Britain as the first industrial nation by providing efficient transport for raw materials and manufactured goods. The Trent and Mersey was also the first canal to be begun in Staffordshire, in 1766. It had a dramatic effect on the development and prosperity of trade and industry in the county.” It is therefore considered that the canal has high archaeological significance relating to the evidential value of the structures that comprise the canal. This is a historic transport network for the city that was vital for the development of its industry and commercial activity. Associated with this is the ribbon development of surviving standing industrial buildings and wharves together with some exemplars of workers housing; these sites also have below ground potential.

Condition

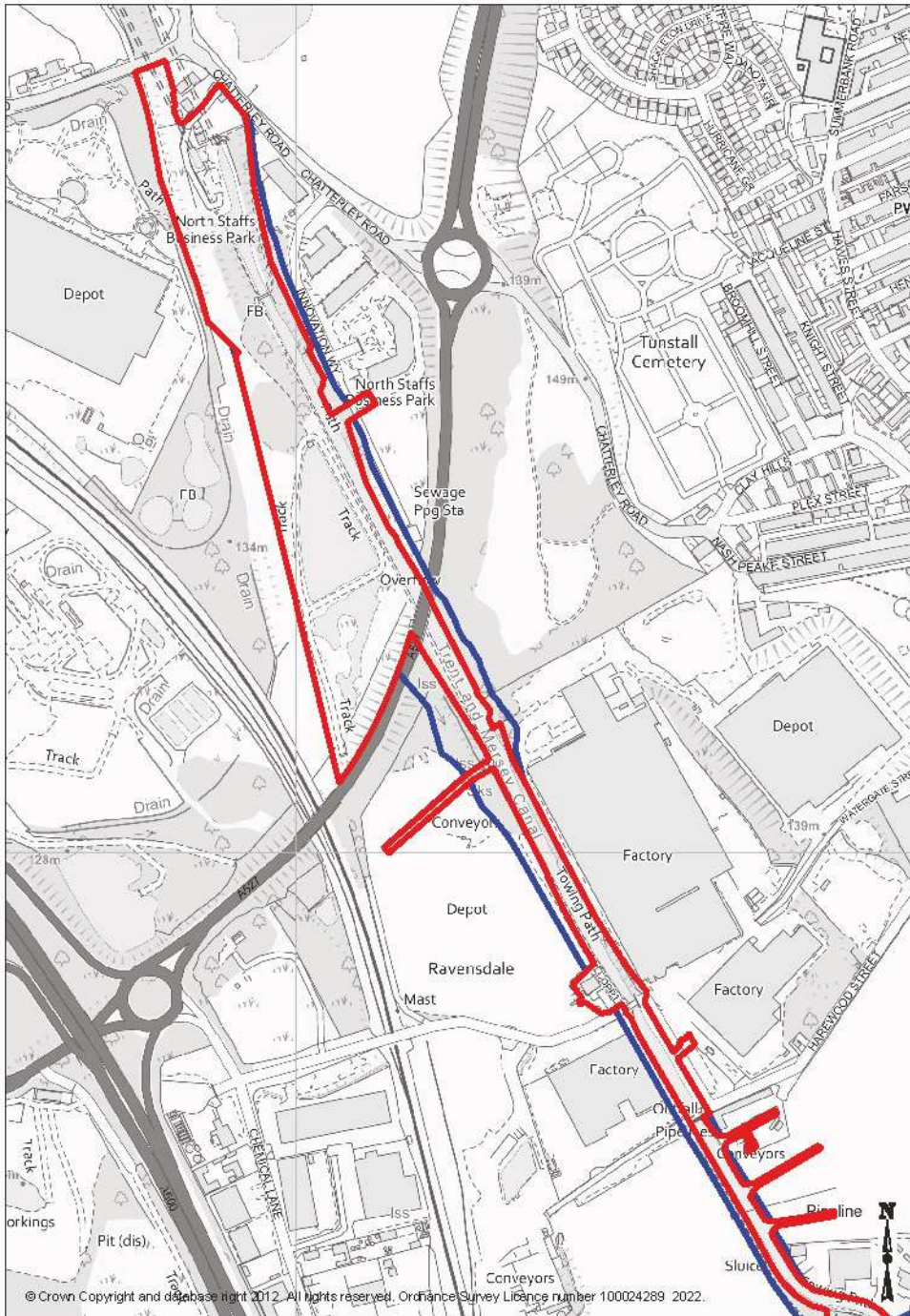
Since the date of the last appraisal, the condition of some of the listed buildings within the conservation area has improved such as at Middleport Pottery and Etruria Industrial Museum, whilst others at Price and Kensington, Westport Tool and Die Works and Middleport Flint Mill continue to deteriorate. The Middleport Flour Mill, a building on the local list is in very poor condition.

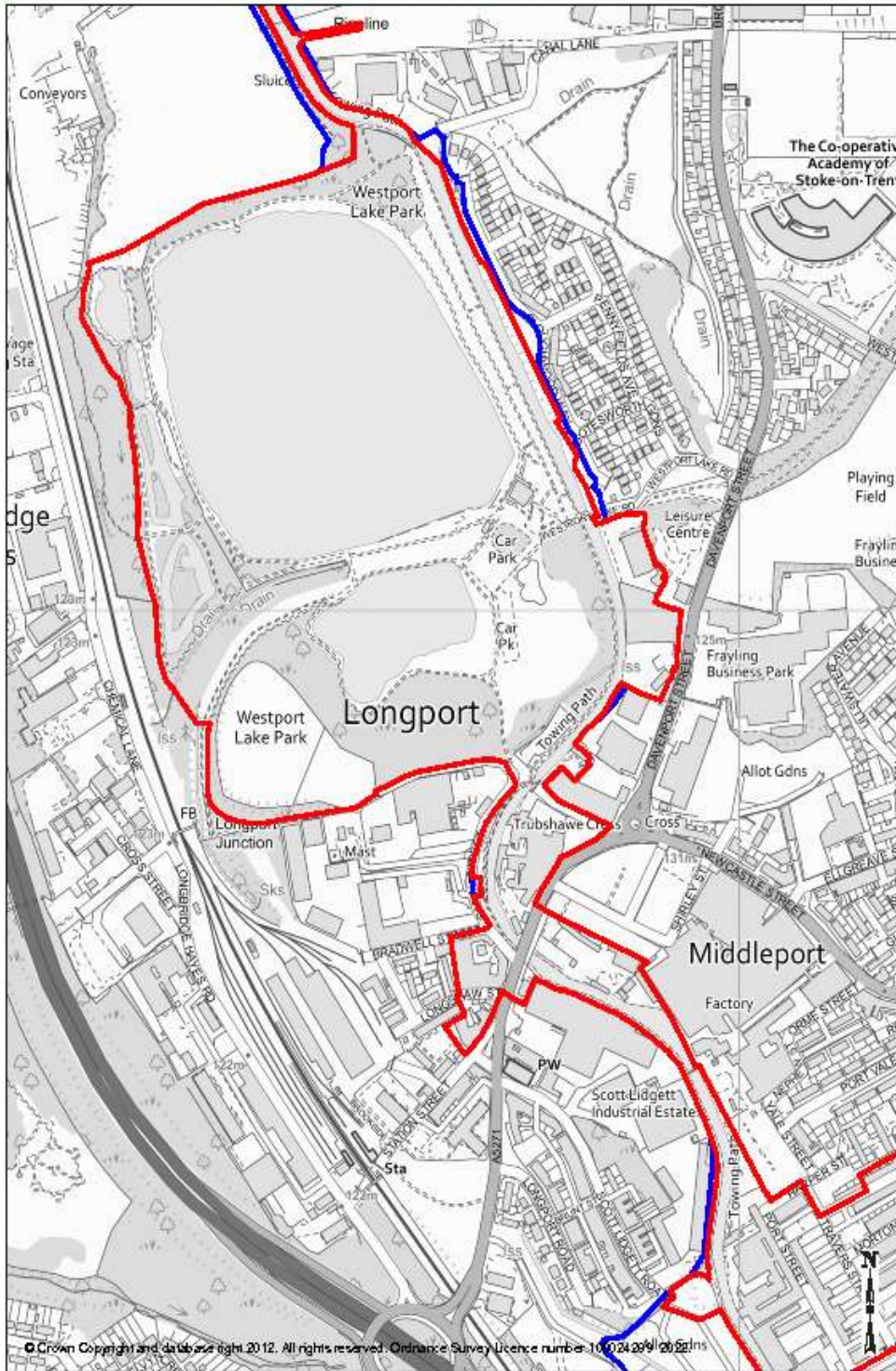
The terrace directly in front of Middleport Pottery including Port, Burgess and Harper Streets has been beautifully restored. The former lock keeper's cottage at Harecastle has also been refurbished with authentic window glazing. The condition of many of the metal structures crossing the canal carrying pipes and services are in poor condition and are not maintained. This is also true for bridges connecting former industrial sites together that are not part of the highway network. Some of the road bridges with brick parapets have missing copings, graffiti and efflorescence. The pedestrian bridge and walls adjacent to Lock 38 are in poor condition and graffiti is an issue under the road bridges in Stoke town.

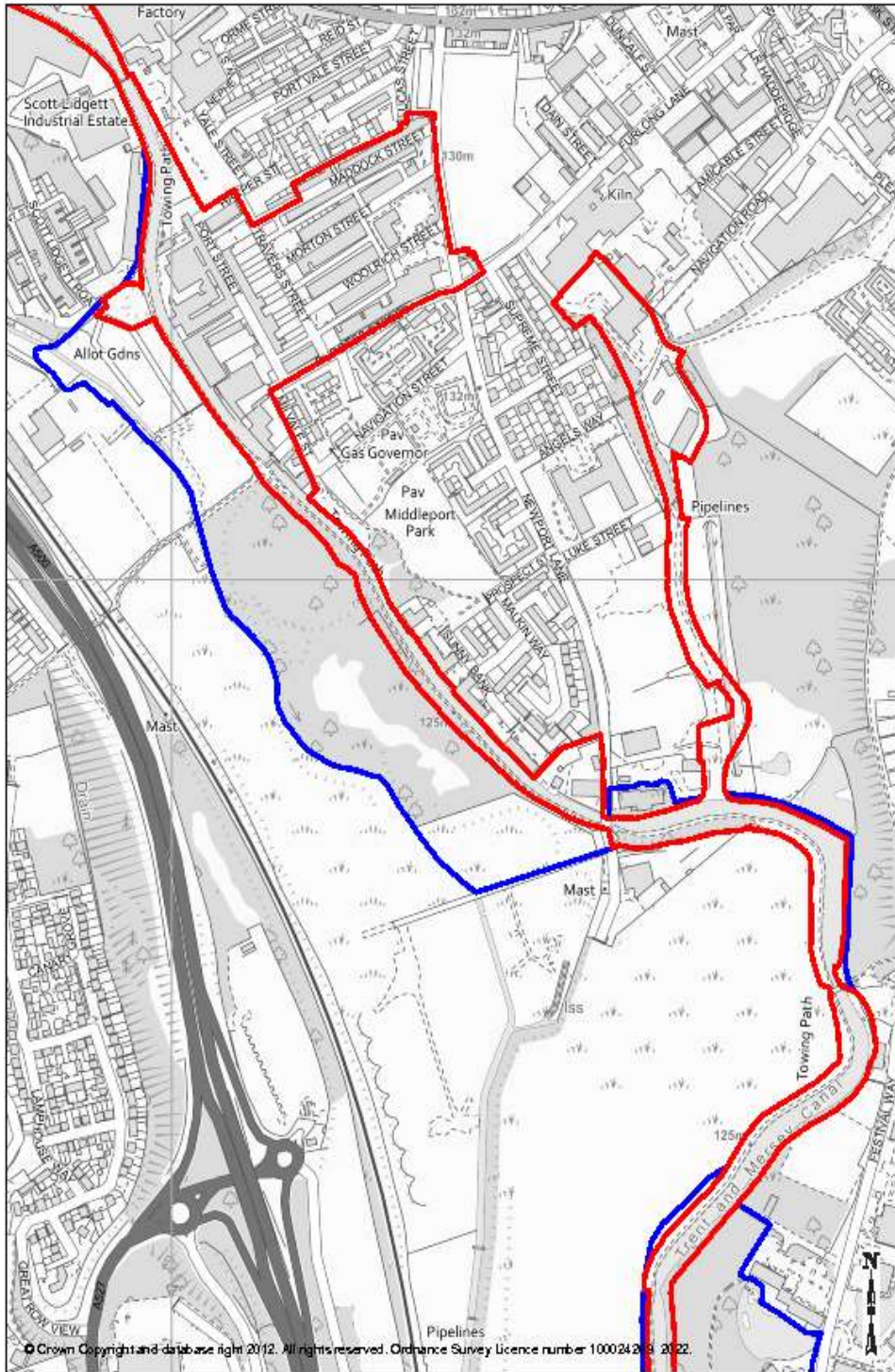
Recommendations

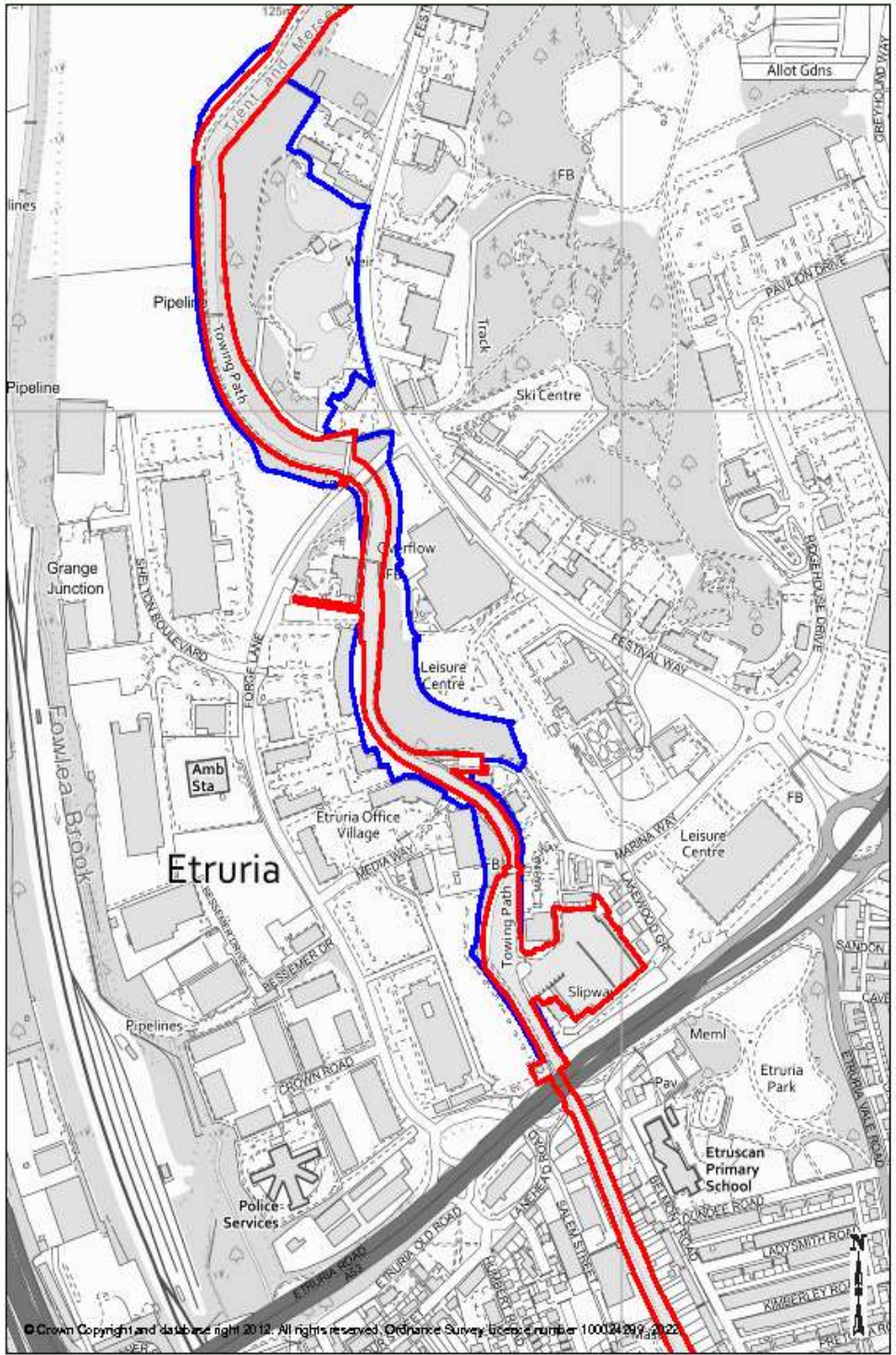
That the conservation area boundary is extended to include the landscape buffer and relevant walls adjacent to the canal or tow path edge. This should ensure that the existing character of the area is conserved and gives opportunity for enhancement. The historic significance of the area can be further enhanced by adding the twentieth-century lock keepers house at Vernon Road, a very late example of this building type. The restored terraces adjacent to Middleport Pottery provide a positive setting and context for the factory and this investment should be supported by the Article 4 Direction.

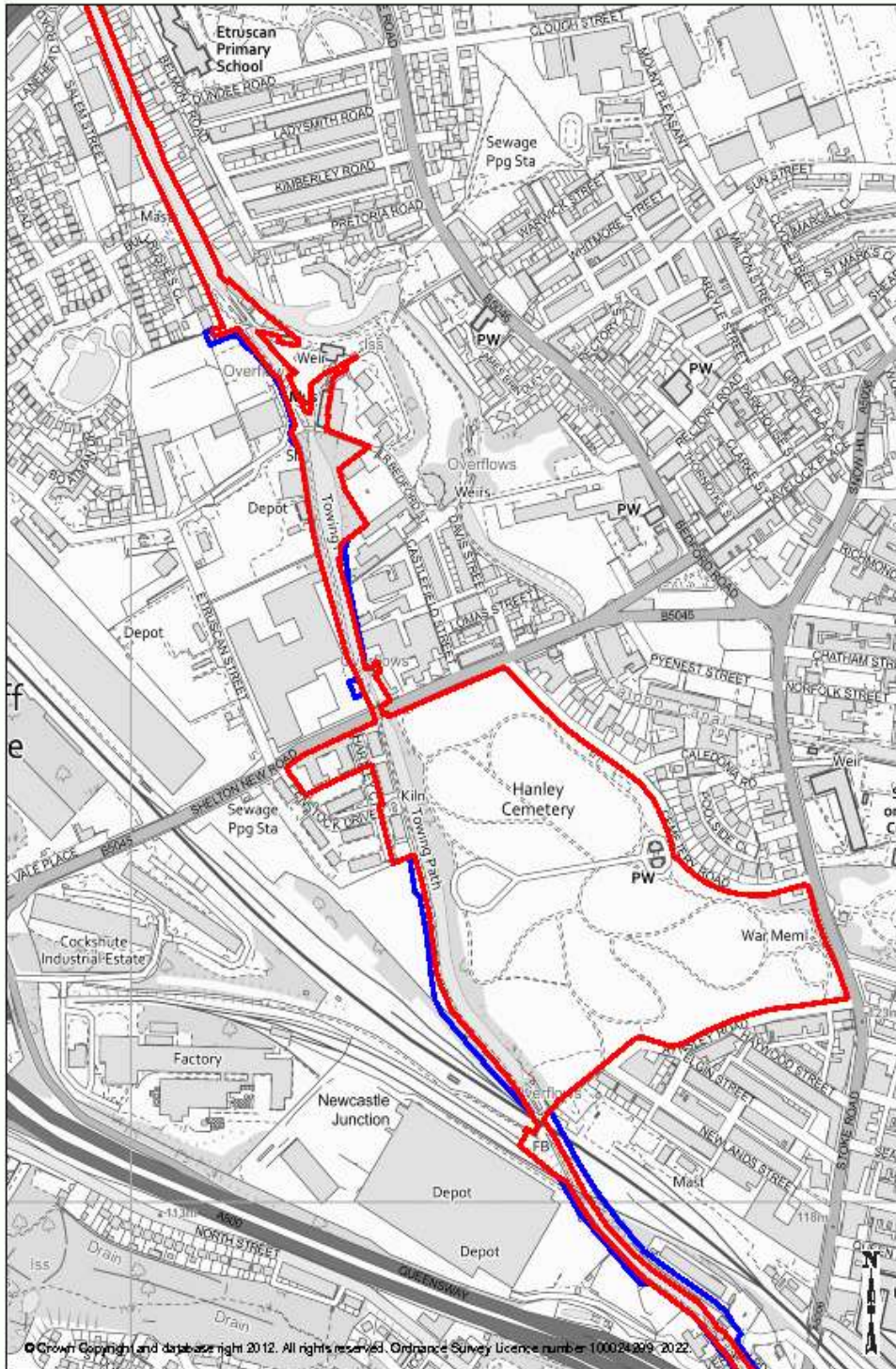
The illustrative maps below show the existing and proposed Conservation Area, commencing at the Harecastle Tunnel in the north and terminating at Barlaston to the south. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).

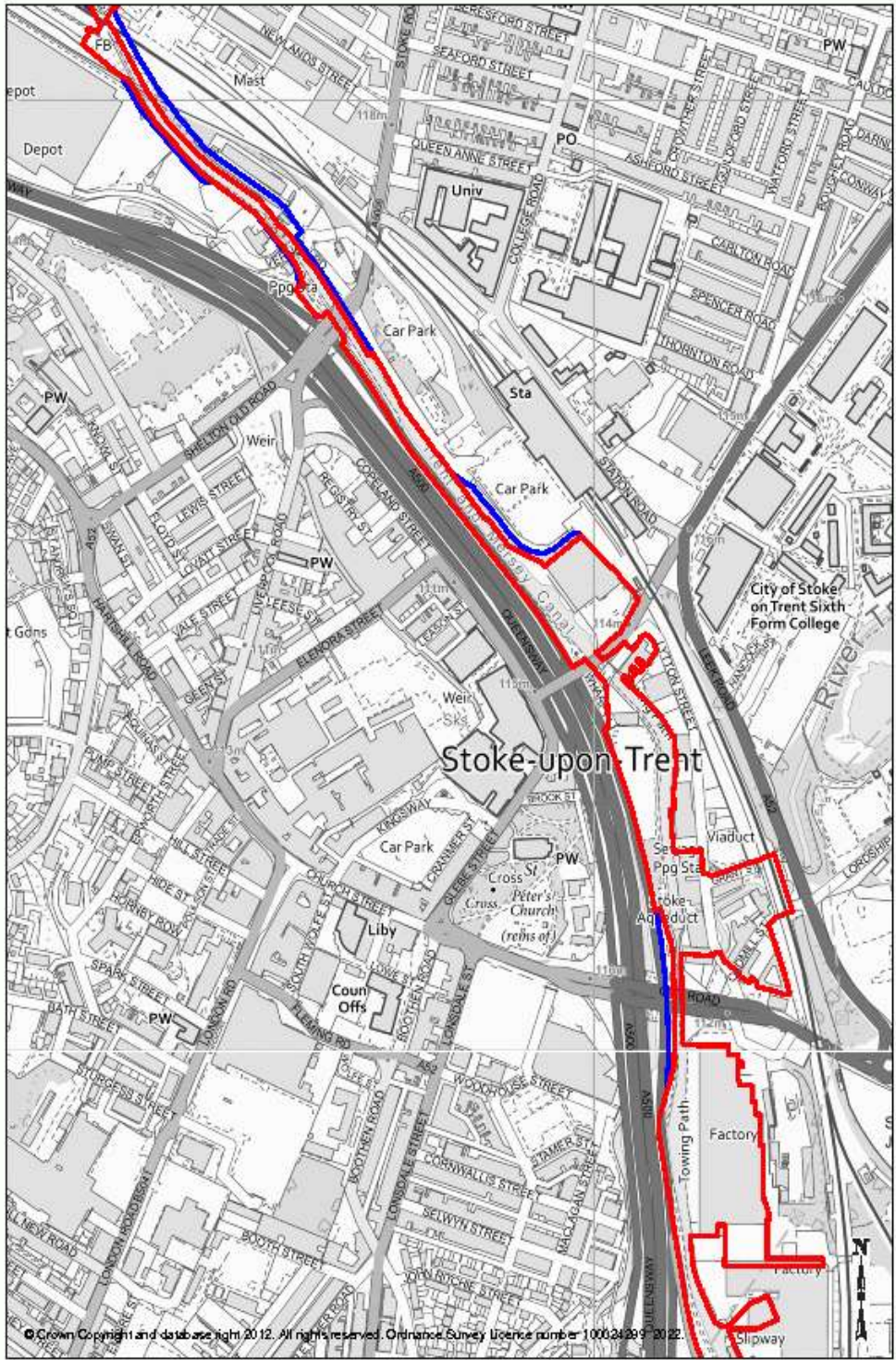


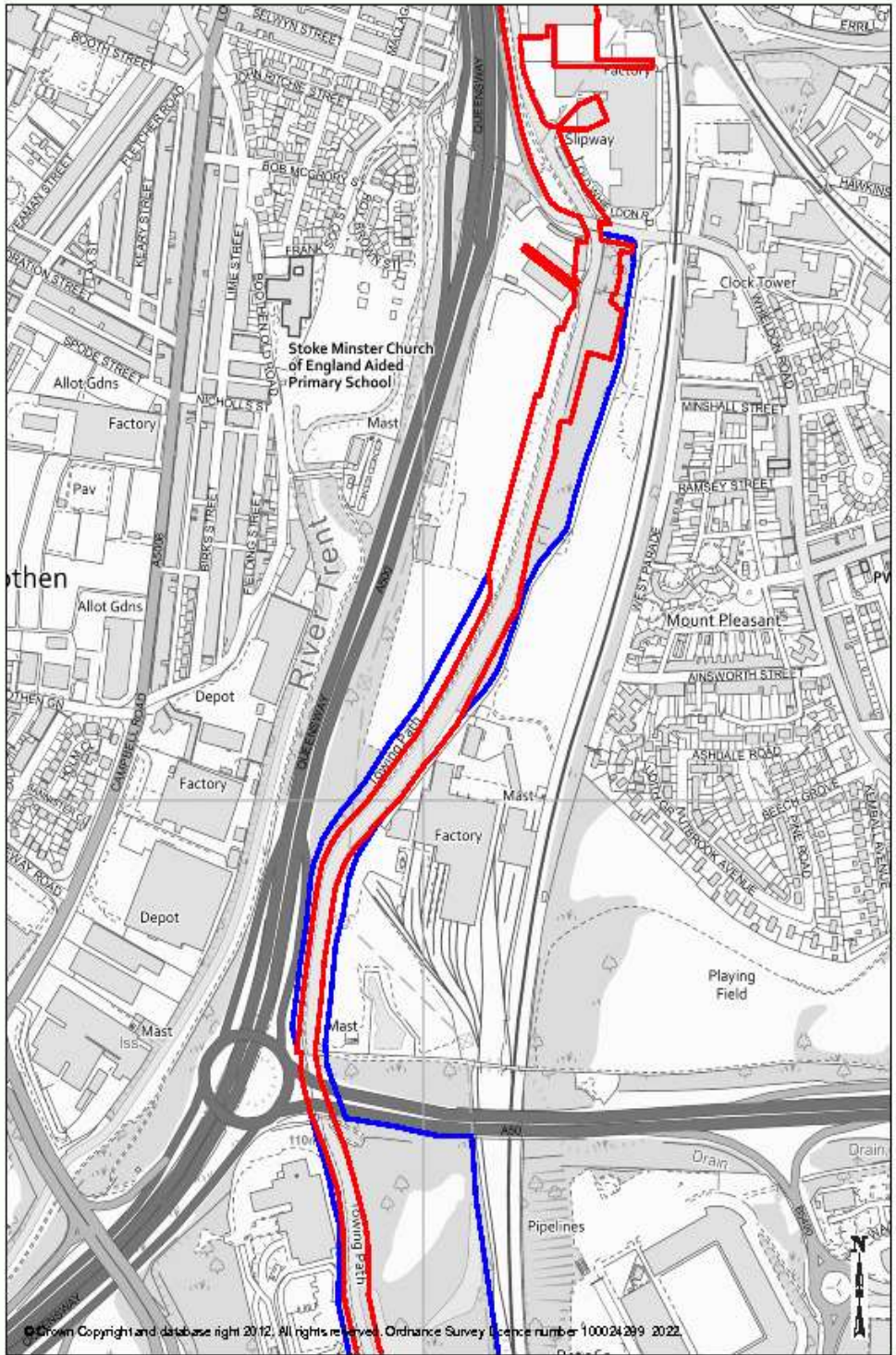


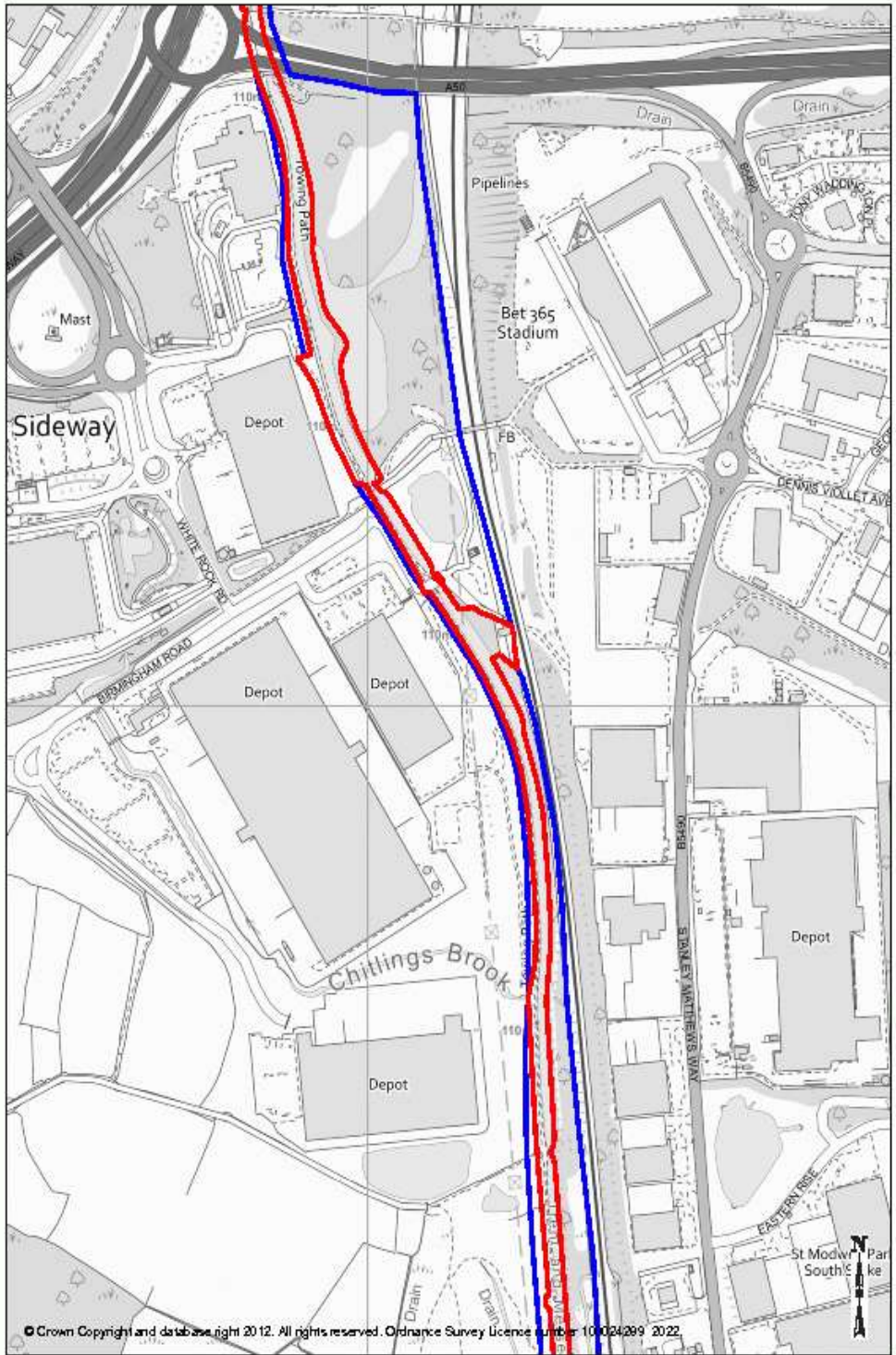


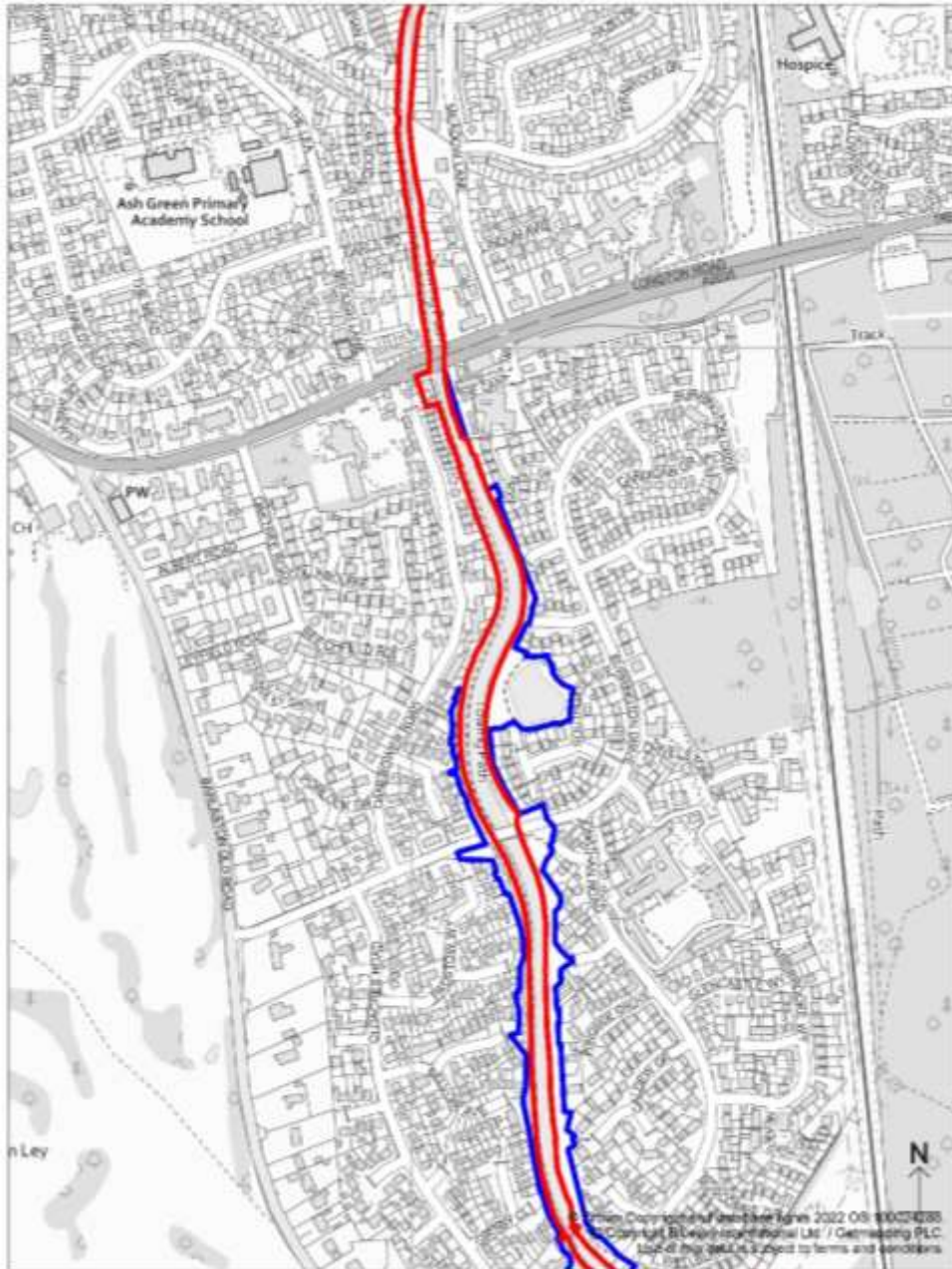


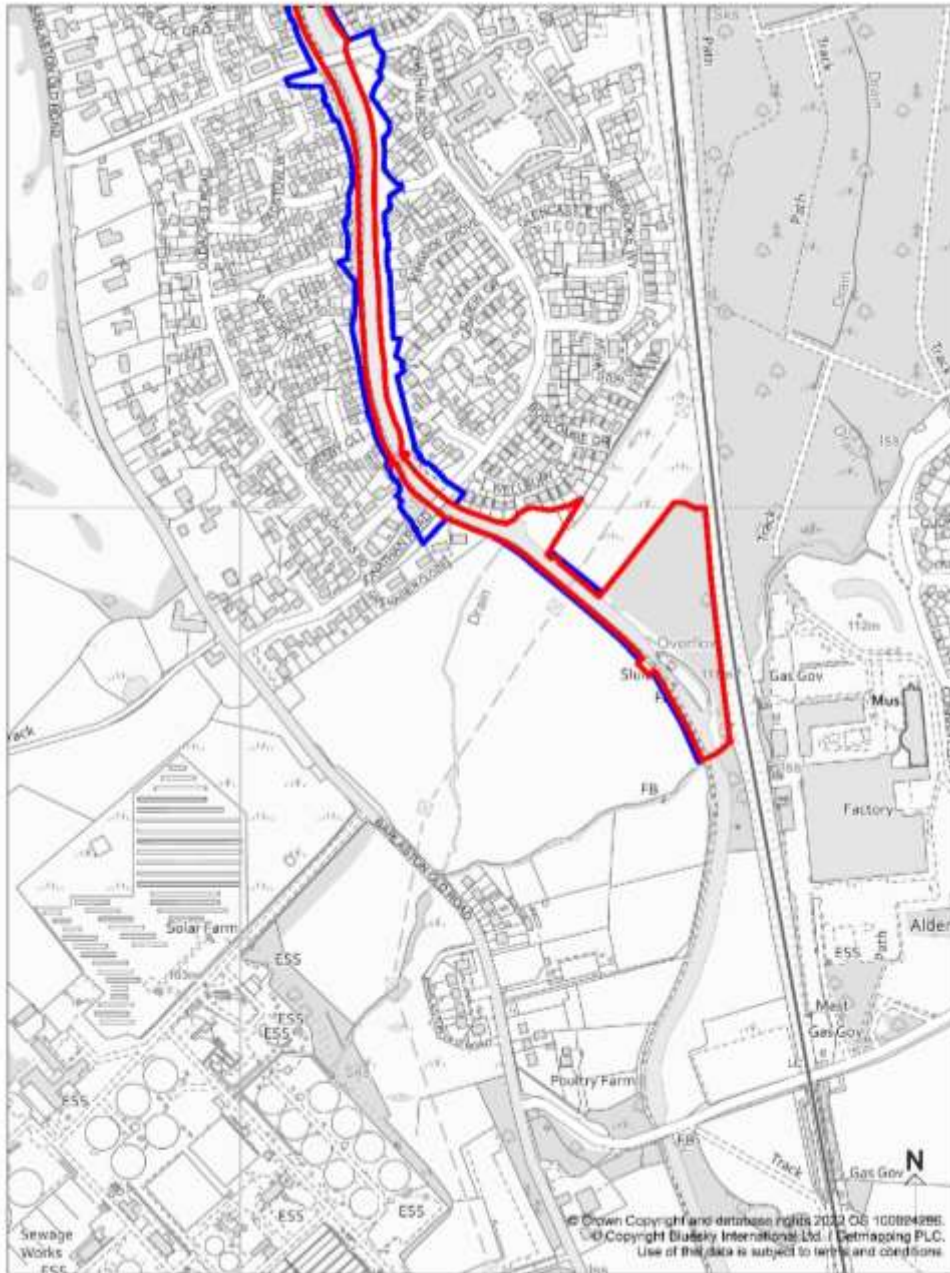












Comments

If you wish to make any comments on the proposals set out above for the Trent and Mersey Canal Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

20 Victoria Park, Tunstall

Conservation Area Review 2021

The current character appraisal was prepared for the Victoria Park Conservation Area in 2007, the original boundaries of which were designated in 2002.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

‘Significance’ in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of

its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

The NPPF definition further states that in the planning context, heritage interest may be archaeological, architectural, artistic or historic. This can be interpreted as follows:

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For clarity, the concluding summary to the appraisal documents will now need to be updated with regard to these three categories of special interest.

There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The most positive change to the area is the current refurbishment of the park which continues to be the most important and dominant feature at the centre of the area. Of

these repairs, the restoration of the main entrance gates is the most clearly seen feature. Other works to the paths and buildings within the park continue at the time of writing. The houses along Victoria Park Road vary in design and age; some of them having been altered from their original condition at the time of designation. The Article 4 Direction has protected front gardens and the enclosing walls which has in turn preserved the green character of the conservation area. The controls for windows to the front elevations in some cases have been appealed but dismissed.

Evaluation

Victoria Park Conservation Area is centred on the Victorian park of the same name and includes semi-detached residential properties of a similar age to the park, built to have good views of that landscape from a slightly elevated position on Victoria Park Road. The majority of houses adjacent to the park were built between 1900 and 1924 with the rest following quickly after. The Roman Catholic Church of the Scared Heart is a landmark within the Conservation Area as it was built in 1925-30 by J S Brocklesby but was completed by the parish priest P. Ryan in an ornate Romanesque Basilica style. Its copper domed roof to the nave can be seen for miles around. The stylistically more modest Methodist Church opposite was built in 1975 with a strong Scandinavian influence.

Park and houses were bordered on the west side by the Loop line (including Tunstall station) and on the east side by a mineral railway. The Loop railway line was built in 1870 to service the collieries in the area; subsequently in 1875 a passenger service was introduced. The line included stations at Kidsgrove, Newchapel, Burslem and Hanley. Serving as an important connection between the towns, the passenger service increased residential development in the area.

Setting

The northern border of the area has an “edge of settlement” character including areas of open space either side of a public house. To the east, the park is bordered by the Mil Hill Primary Academy set in playing fields and mature trees. The setting of the Conservation Area to the west also includes mature trees within the greenway forming a backdrop to the houses on Victoria Park Road and these are mirrored by the further mature planting at the park edge. The southern edge includes the church and the former site of Tunstall Railway station. A small tunnel under Queen’s Avenue (formerly Station Road) is the only extant structure although a signal has been placed within the greenway to represent the history of the site.

Statement of significance

Victoria Park has high historic significance; laid out between 1897 and 1908, it was created to improve the quality of life for those living and working in the heavily industrialised and highly polluted Tunstall area. The Park was designed by Absalom Reade Wood (1851-1922), who at that time was the Surveyor to Tunstall Urban District Council, and architect to the Wolstanton and Burslem School Boards. Wood was an extremely prominent figure in the area and, arguably, the city’s most important civic architect. This is recognised by the Historic England listing as a Grade II listed park. The architectural and artistic significance of the area is

represented by the lay out of the park and its structures, the locally and nationally listed buildings of which the church is pre-eminent. The whole of the park (including structures) is designated an area of archaeological importance; it has significance regarding the necessary role of recreation for the working population of the city. There is also archaeological significance in the evidential value of the standing buildings and structures in the adjoining housing, particularly with regard to their historical land ownership.

Condition

The condition of the buildings and structures within the park itself is continuing to improve following a substantial investment by the Council. The condition of the churches is fair and the condition of the residential houses is generally good.

Recommendations

That the Conservation Area is extended to include the site of the former Tunstall Station and section of the loop line adjacent to the rear of the houses in Victoria Park Road. This is a first step in considering the heritage significance of our transport infrastructure and safeguards the green setting on the Conservation Area as viewed between the semi-detached houses.

21 Victoria Road, Fenton

Conservation Area Review 2021

The current character appraisals were prepared for the Hitchman Street and Victoria Place Conservation Areas in 2008, the original boundaries of which were designated in 1990.

This is a review of the boundary of the areas, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset. The proposal is now to endorse the view expressed in the appraisal documents that these two conservation areas should be combined into one.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

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The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

What is ‘significance’?

'Significance' in terms of heritage-related planning policy is defined in the glossary of the NPPF as the value of a heritage asset to this and future generations because of its heritage interest. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Clearly then, any review should have a greater regard to the setting of an area. Whilst views were considered in previous documents the contribution made by setting should now be part of the evaluation.

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Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

There is a considerable amount of development taking place adjacent to Victoria Place following redevelopment of two sites, the former workshops for the blind, and the former market area on City Road. These changes however do not affect the Conservation Areas directly.

Evaluation

The Conservation Areas of Victoria Place and Hitchman Street are currently tightly drawn around two islands of housing that were built for the same family, (the Baker family) and for the same purpose; as an investment to provide housing for workers in the family owned factory. Both streets have main frontages on to Victoria Road and are fragments of earlier developments. Part of the original terrace facing City Road within the Victoria Place Conservation Area was demolished in 1997 because it was in a poor state of repair. Hitchman Street was originally built to face the factory but as the factory site contracted, the street was occupied by another terrace, built as standard speculative housing to a “copy book” design.

Setting

The setting of the Conservation Area is principally Victoria Road, the main route linking Fenton with Hanley. The houses are placed in prominent junctions at the perimeter of the former factory site. The houses are clearly seen from a distance, although the junction of King Street, City Road and Victoria Road is now dominated by a large roundabout. To the west the setting for the houses includes the site of Baker factory- now operating as James Kent (specialists in the manufacture of glass and ceramic pigments) containing a locally listed former fire station (1909) and statutorily listed kilns. To the east, locally listed Fenton Baptist church (1891-2) faces the terrace with a gable similar to the moulded brick detailing in the terrace which was completed in 1890. Views from City Road show the rear of the properties to Victoria Place.

Statement of significance

The layout of housing within the Conservation Area is unlike the standard terraced housing which surrounds it. Although the houses are built for the same purpose, to provide housing for factory employees, the Conservation Area development is carefully designed to provide a focal point and compliment to the commercial frontages along Victoria Street. The houses are more decorated and have larger plot sizes than those built speculatively. They also have internal water closets rather than external “privies”. The buildings therefore have high architectural and historic significance in their build quality, aesthetic value and social provision.

The houses in Victoria Place share many features and have a strong visual connection with the later houses at Hitchman Street. In this way both developments achieve two things. Firstly, they promote Fenton as a place with a strong sense of identity and secondly, they promote the Baker family and factory with a strong visual statement. Both developments share prominent Flemish gables which act as landmarks and enforce the sense of common identity. There is archaeological significance in the evidential value of the standing buildings and structures within this area showing the residential and industrial development of Fenton within historical

landownership patterns. There is also below ground potential in association with the site of the former Fountain Pottery.

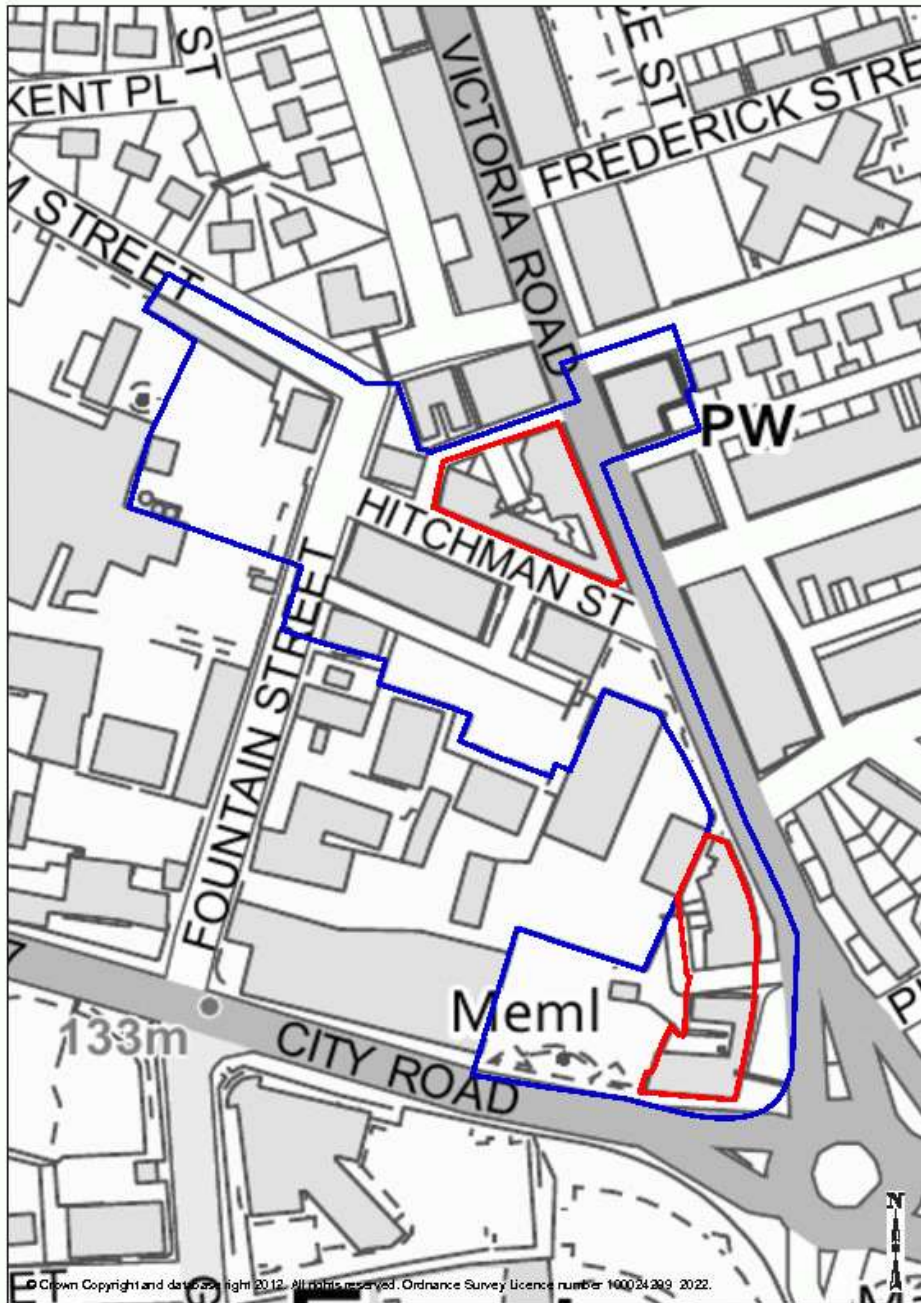
Condition

The condition of the Baker terraces in Victoria Place and Hitchman Street is fair; (windows and doors were being painted at the time of survey) although there are issues at higher levels with buddleia. The two exceptions to this are the shop on the corner of Hitchman Street and Victoria Road, which has not been maintained and the former restaurant on Victoria Place, which is now in bad condition with damaged brick aprons at ground floor. This building demonstrates the negative effect of painting on the appearance of the terrace. The non-Baker buildings in Hitchman Street are in mixed condition with many original features replaced with the exception of no. 26 which still retains its original stone baluster between the front windows.

Recommendations

That the Conservation Area is extended to include the listed and locally listed buildings adjacent to the site. This will afford the twentieth-century fire station and drill hall some protection against demolition and improve the status of the listed buildings for any future applications for grant aid. The changes will safeguard the setting of the area and illustrate the architectural and historical context of the housing in an improved way. The previous Article 4 Direction should be reapplied to ensure the conservation of features that give the buildings a unified appearance.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Victoria Road Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

22 Winton Square, Stoke-upon-Trent

Conservation Area Review 2021

The current character appraisal was prepared for Winton Square Conservation Area in 2008, the original boundaries of which were designated in 1972.

This is a review of the boundary of the area, an evaluation of what has changed since the last review and a reasoned justification for any changes to planning controls now necessary to conserve the significance of the heritage asset.

Why Review?

It is a statutory requirement for local planning authorities to undertake periodic reviews of their conservation areas. Such reviews will refer back to existing appraisal documents (where applicable), particularly where the assessment suggests areas along the border of a conservation area would benefit from designation. The process is, therefore, one which needs some measure of continuing re-appraisal, although the need will be proportionate to development pressures inside and outside the Conservation Area.

What has changed?

Policy changes - National

Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) 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” 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.

The Planning (Listed Buildings and Conservation Areas) Act 1990 remains the primary source of legislation for listed buildings and conservation areas, although the government advice for both (what are now referred to collectively as “heritage assets”) is now contained in the National Planning Policy Framework (NPPF), the Planning Practice Guidance (PPG) for the historic environment. There is also relevant updated advice from Historic England, particularly Advice Note 1 (second edition) for Conservation Areas and Advice Note 3 (second edition) for the setting of heritage assets.

The Act refers to concepts such as “special interest” and “character and appearance” whilst the NPPF and PPG refer to “significance”.

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There have been other changes in emphasis over the last decade that are not explicit in policy, but have emerged in guidance such as the National Design Guide or in funding priorities for heritage grants. These are primarily concerned with the importance of historic landscape, industrial heritage and concerns over the loss of undervalued twentieth-century architecture not yet recognised by statutory listing.

Policy changes – Local

The Council is currently preparing a new local plan which will require heritage and design policies to be made to manage change within our historic environment. Updated policies will be published following a consultation period including this review of our conservation areas.

Development changes - Impact of new development and changes of use

The positive restoration and repair of the rear station buildings and creation of an entrance to platform 2 from the rear car park has changed the character of the

station to a dual sided building. University uses of the upper parts of the station have ceased and this is vacant, as is the former bookshop to the north of the station buildings. 1-3 Winton Square has listed building consent for student accommodation, a change of use from offices. There is a current proposal to improve the public realm within the square and to reduce traffic within it but this is at an early stage.

Evaluation

Winton Square Conservation Area is the site of the city's principal railway station. The new station arrived in 1848 and ensured the relocation from the local area of services such as the main post office in 1854, and large public houses and hotels. It is constructed in brick and sandstone in a detailed Elizabethan and Jacobean design, a sharp contrast to the Doric columns and Greek pediments of the principal stations in London, Birmingham and Manchester. The station was built by a builder of some note, a Mr John Jay, who also built Kings Cross Station, Paddington Station and Billingsgate Market; he also carried out work on the Houses of Parliament. The design can be considered a European classical square of high quality and was built at a cost of £31,438, which seemed excessive to some of the shareholders. An enquiry followed a year later, but the directors were cleared of any wrongdoing. The station has survived a century and a half with little alteration, and as such is among the earliest principal station buildings in the country to remain in its original use.

Setting

When the square was originally built, the immediate setting comprised gardens for the houses, hotel (adjacent to a reservoir) and shortly after, the County Cricket Ground. By 1900, this green setting was being developed with housing to the northeast and the station extended to abut Post Office buildings along Station Road to the south. The garden setting remained relatively intact until the 1950s with some urbanisation but largest impact to the setting of the conservation area is the demolition of buildings and creation of car parks to the rear of the station and along the eastern side of Station Road. The latter has an adverse negative effect; it lacks attractive boundary treatments and surface materials.

The setting of the Conservation Area is not controlled or developed and contrasts greatly with the character and appearance of such an architectural set piece with a consistent height, limited colour and materials palette. The principal setting of the individual listed buildings is the square and its trees which are of high quality, but the rear views are also important and the immediate settings for the buildings are very poor in places.

Statement of significance

The architectural and historic significance of the area is high. Winton Square Conservation Area holds within it two Grade II* listed buildings, other Grade II listed buildings and a listed Grade II statue at its centre. Winton Square is an architecturally designed square, built in a Neo-Jacobean style to house the headquarters of the North Staffordshire railway company; built during the late 1840s the square has changed little and is still complete. The square was designed by H.A. Hunt, who also designed various other stations for the railway company. Sir Nikolaus

Pevsner described the completed Winton Square as 'the finest piece of Victorian axial planning in the county' and in his introduction to the Buildings of England Series for Staffordshire, he also states that, 'Of Neo-Jacobean [style], the best example in the county is the station and the station hotel at Stoke-on-Trent'.

The square has a strong architectural character enhanced by the large trees planted along Station Road and in the square. The statue of Wedgwood in the centre of the square creates a focal point and public space with seating adjacent to it. The square has lost its setting, but retains its character. There is also archaeological significance in the evidential value of the standing buildings and structures within this area, particularly as they are of civic public value and an example of planned development. The ancillary uses and associations with the principal railway buildings are also of significance, including the development of the Post Office, the construction of a war memorial within the station and the building of Federation House as a focus of civic pride and a destination for royal visits.

Condition

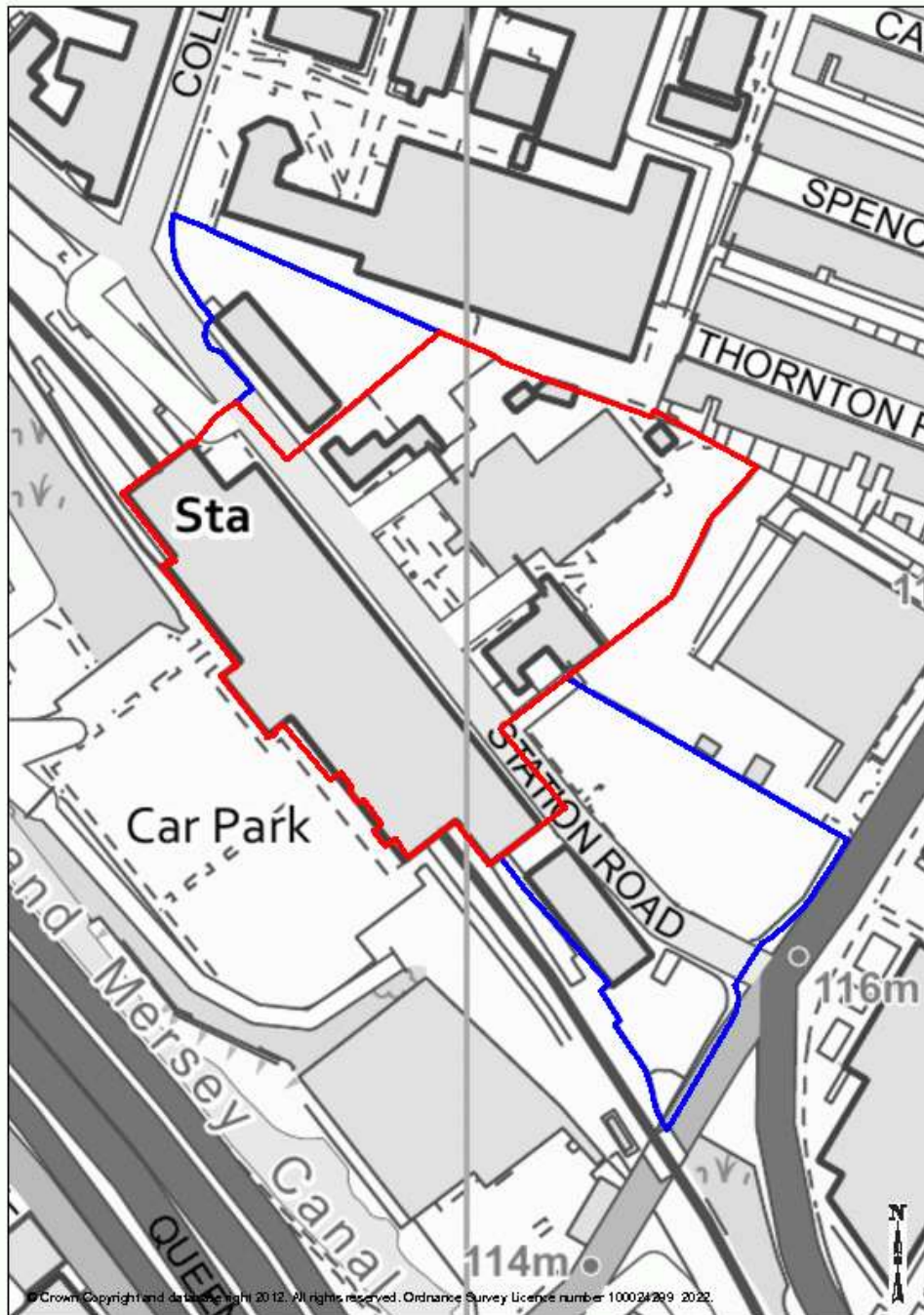
It is noticeable that the condition of the stone dressings to the buildings has been damaged by inappropriate cleaning in the twentieth-century. Generally, the windows are in poor condition and it is noticeable that many of them are now not capable of opening. Brickwork in the Conservation Area is generally in good condition.

Recommendations

That the Conservation Area is extended to include Federation House to the north west of the square. Built in the garden of no. 3 Winton Square in 1935-7, this century neo Georgian building has high social significance as the home of the British Pottery Manufacturers' Federation Club.

That the Conservation Area is extended to include the former post office, a collection of late nineteenth and early twentieth-century buildings joined to the station to provide a continuous frontage along the south eastern approach. It is considered that these proposals will protect the setting of the square and provide a wider context for the station and its historical impact on the city.

The illustrative map below shows the existing and proposed Conservation Area. The **red line** shows the existing/ current boundary of the Conservation Area and the **blue line** indicates the proposed alterations. An interactive map is also available at [Stoke-on-Trent City Council Constraints Maps](#).



Comments

If you wish to make any comments on the proposals set out above for the Winton Square, Stoke-upon-Trent Conservation Area please go to [Online Consultation Portal](#) or complete the consultation response form to provide any comments.

Appendix 1: Glossary

Article 4 directions: Article 4 direction: A direction made under Article 4 of the Town and Country Planning (General Permitted Development) (England) Order 2015 which withdraws permitted development rights granted by that Order.

Archaeological interest: There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point

Architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

Conservation Area: Designated as conservation area any parts of area that are of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance.

Heritage Asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage assets include designated heritage assets such as Scheduled Monuments, Listed Buildings, Registered Parks and Gardens, Registered Battlefields or Conservation Areas as well as assets identified by the local planning authority (including local listing).

Historic Environment: All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

Historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

Listed Building: A building is listed when it is of special architectural or historic interest considered to be of national importance and, therefore, worth protecting.

Listed buildings come in three categories of 'significance':

Grade I for buildings of the highest significance

Grade II* and

Grade II

Local Planning Authority: The public authority whose duty it is to carry out specific planning functions for a particular area, such as creating planning policies or deciding planning applications. Stoke-on-Trent City Council is the local planning authorities for their respective areas.

National Planning Policy Framework (NPPF): The Government's planning policies for England, which provide a policy framework that sets the parameters under which Local Plans and Neighbourhood Plans should be prepared, and decisions on planning applications should be made.

National Planning Practice Guidance (NPPG/PPG): The Government's more detailed online guidance on national planning policies, which adds further detail to the NPPF.

National Design Guide: The guide sets out the characteristics of well-designed places and demonstrates what good design means in practice. It forms part of the government's collection of planning practice guidance and should be read alongside the separate planning practice guidance on design process and tools.

Open space: All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity

Planning Policy (plan-making): A function of local planning authorities that prepares planning policies and development plan documents to direct decisions on development proposals within the authority's area.

Scheduled Monument: Archaeological sites and monuments assessed to be of national importance and, thereby, designated under the Ancient Monuments and Archaeological Areas Act (1979).

Setting of a heritage asset: The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

Significance (for heritage policy): The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.