

# Newcastle Street

## Conservation Area Appraisal

March 2011



# Contents

<b>LIST OF MAPS</b>	<b>3</b>
<b>1. APPRAISAL CONTEXT</b>	<b>4</b>
<b>2. THE STUDY AREA</b>	<b>6</b>
<b>3. HISTORY AND ARCHAEOLOGY</b>	<b>8</b>
<b>4. SPATIAL ANALYSIS AND APPRAISAL OF VIEWS</b>	<b>10</b>
4.1 TOWNSCAPE FORM	10
4.2 USE	11
4.3 VIEWS	11
4.4 OPEN SPACES & PUBLIC REALM	13
4.5 FLOORSCAPE	14
<b>5. BUILT FORM</b>	<b>15</b>
5.1 THE INFLUENCE OF USE PATTERNS AND PATRONAGE	16
5.2 ARCHITECTURAL CHARACTER, MATERIALS, COLOURS AND TEXTURES	18
5.21 Style	18
5.22 Plan, Form and Massing	18
5.23 External Walls and Façade Finishes	19
5.24 Roofs	21
5.25 Windows	24
5.26 Porches	25
5.27 Doors	26
5.28 Enclosure	26
5.29 Shop Fronts	28
5.210 Details and Features	30
5.211 Groundscape and Public Realm	33
5.3 LISTED AND UNLISTED BUILDINGS OF IMPORTANCE	35
5.31 Buildings on the Statutory List	35
5.32 Locally Listed Buildings	35
5.4 TREES, GREEN SPACES, EDGES AND ECOLOGY	35
5.5 DETRACTORS, NEUTRAL AREAS AND GAP SITES	36
– ENHANCEMENT AND DEVELOPMENT OPPORTUNITIES	
<b>6. PRESSURES AND THREATS</b>	<b>40</b>
<b>7. SUMMARY OF SPECIAL INTEREST</b>	<b>42</b>
<b>8. RECOMMENDATIONS AND PROPOSALS</b>	<b>43</b>
<b>9. SOURCES</b>	<b>44</b>

## **APPENDICES**

- Appendix A: Map of the Conservation Area**
- Appendix B: Historic Maps of the Conservation Area**
- Appendix C: Architects grant scheme proposals**
- Appendix D: Statutory Listed buildings**
- Appendix E: Locally Listed buildings**

# List of Maps

**MAP 1:** Yates 1775 map of the area ([www.thepotteries.org](http://www.thepotteries.org))

**MAP 2:** Map showing the location of the Conservation Area

**MAP 3** Map from 1832 showing the Canal and the relatively undeveloped Conservation Area. ([www.thepotteries.org](http://www.thepotteries.org))

**MAP 4** Townscape Appraisal 1: views

**MAP 5** Townscape Appraisal 2: Open Spaces, Trees, Green Edges

**MAP 6:** Townscape Appraisal 2: Development and Enhancement Opportunities

# 1. Appraisal Context

- 1.1 This Character Appraisal has been prepared for Newcastle Street Conservation Area, whose boundaries were designated in May 1992. It has had no boundary revisions.
- 1.2 Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by section 69 of the Planning (Listed Buildings and Conservation Area) Act 1990. This defines Conservation Areas as:  
  
*'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'.*
- 1.3 Special interest may originate from a variety of sources, while character is defined in a holistic sense rather than deriving from the merits of any single building.
- 1.4 Production of Character Appraisals was required under the Office of the Deputy Prime Minister's Best Value Initiative (BVPI 219), though best practice has long required their preparation. The objective of an appraisal is to analyse and define in depth the special interest and traits which make up the character of a conservation area, to identify the pressures and challenges facing its survival and to recommend courses of action which will aid in achieving sensitive management, preservation and enhancement (the latter points fulfilling duties imposed by section 71 of the 1990 Act). This BVPI has now been replaced by a local indicator.
- 1.5 Conservation Area status is a material consideration in the evaluation of planning applications. Here section 72 of the 1990 Act requires local planning authorities to pay special attention to the desirability of achieving preservation or enhancement through their decision making. Appraisals represent an important resource in fulfilling such duties while Planning Policy Statement 5, Planning for the Historic Environment, provides a principal point of guidance. Where new development is planned conservation area appraisals may provide a useful design resource to those proposing it.
- 1.6 Conservation Area status curtails certain 'permitted' householder development rights requiring planning permission to be sought in these areas (outlined in the General Permitted Development Order 1995). Local Authorities have further powers to restrict permitted developments to the elevations of dwellinghouses that front the highway through the introduction of Article 4 designations, however these are not proposed in this Conservation Area as a majority of the properties are in commercial and retail use.
- 1.7 English Heritage recommends production of distinct Management Strategy documents for each conservation area. The basis of these documents is the analysis contained within and recommendations arising from each appraisal. These documents will provide a boost in efficiency while helping to ensure fulfilment of statutory duties. In the context of the new Local Development Framework (LDF) these management strategy documents may eventually be adopted as Supplementary Planning Documents (SPDs).
- 1.8 The Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy 2006 – 2026 was adopted in October 2009. Policy CSP2: Historic Environment makes specific reference to the requirement to preserve and enhance the character and appearance

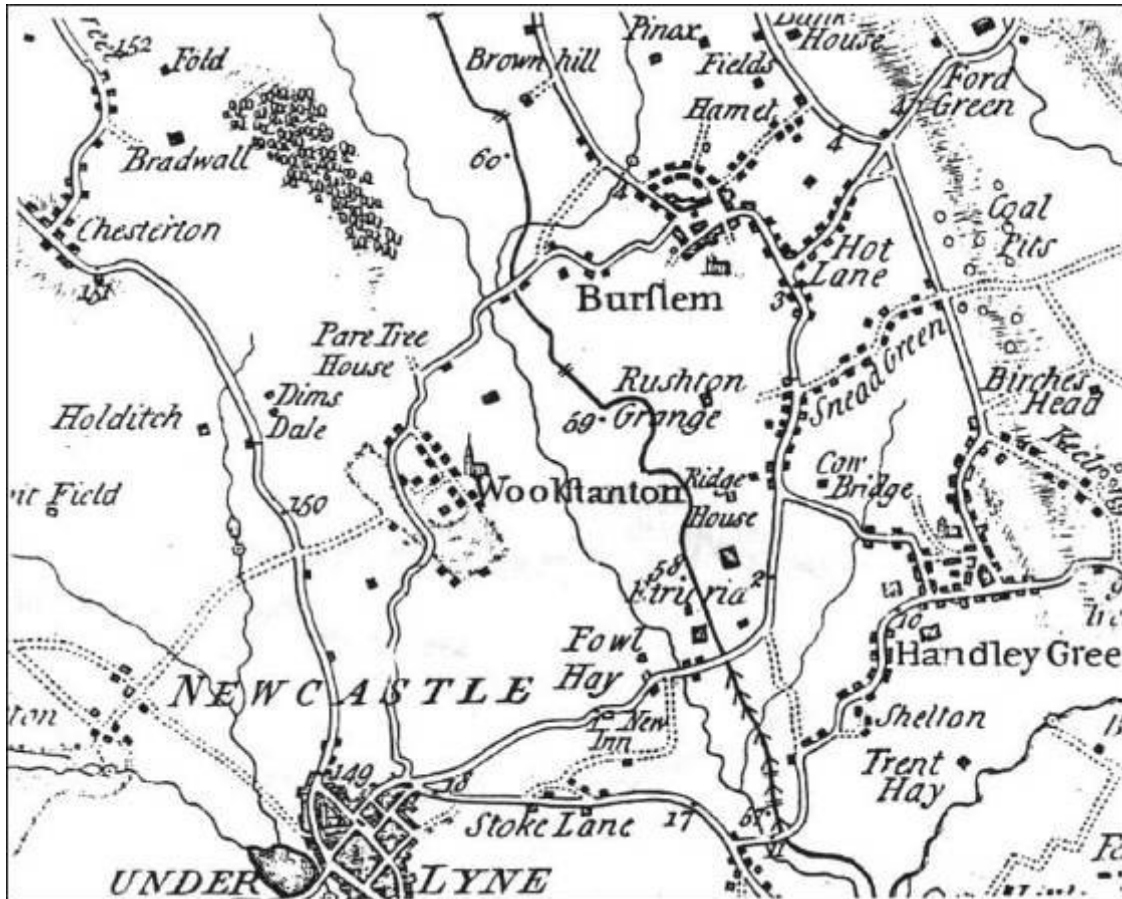
of the historic heritage of the City, including buildings, monuments, sites and areas of special archaeological, architectural or historic significance. Through the adoption of this policy, the authority has committed to fulfilling statutory duties regarding conservation areas and listed buildings. This policy sets design and development standards, while introduces two non-statutory 'lists' of relevance to this Appraisal: a Local List (Buildings of Special Local Interest) and Areas of Archaeological Importance.

- 1.9 When reading or using an appraisal it is important to note that while every effort is made to provide detailed analysis the document can never be comprehensive. Failure to mention a particular element or detail must not be taken to imply that it is of no importance to an appreciation of character or appearance of the Conservation Area and thus of no relevance in considering planning applications.
- 1.10 This appraisal has been produced by the City Renewal Directorate (Urban Design & Conservation), Stoke-on-Trent City Council. Enquiries regarding this Appraisal should be addressed to:

**The Urban Design & Conservation Team: (01782) 235023 or (01782) 232154**

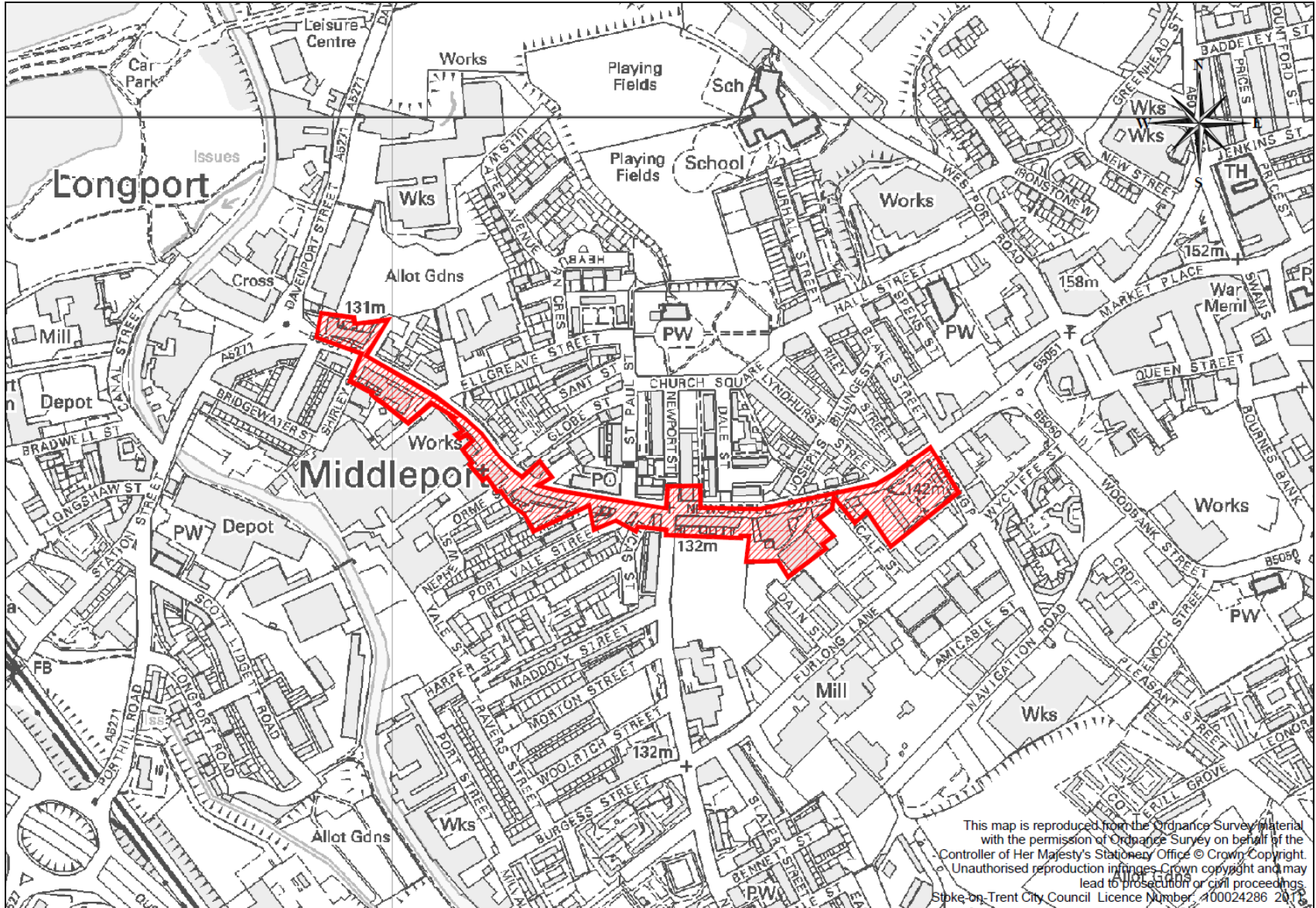
## 2. The Study Area

- 2.1 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.



**Map 1:** Yates 1775 map of the area ([www.thepotteries.org](http://www.thepotteries.org))

- 2.2 Historically the surrounding area has been used for terraced residential properties housing workers for the local industries of tile making, mining and pottery manufacture.
- 2.3 This Conservation Area was declared in 1992 in response to a request from residents and the Potteries Heritage Society. The original proposed boundary of the Conservation Area was extended as the importance of the area was realised. It is based on a series of mid to late 19<sup>th</sup> century commercial properties which maintain an almost continuing frontage along the street. This creates strong townscape character along the length of the Conservation Area.



**Map 2: showing the location of the Conservation Area**

### **3. History and Archaeology.**

- 3.1** Newcastle Street was developed as the main road from Longport to Burslem from the early 19<sup>th</sup> century. Burslem was a medieval moorland village rising to prominence as the centre of a pottery manufacture throughout the 18<sup>th</sup> century. Longport developed around the junction of the Newcastle-under-Lyme to Burslem road with the Trent and Mersey Canal, built 1767 to 1777. The family of James Brindley and his brother-in-law, Hugh Henshall, the canal engineers, seized the opportunity of building potteries, houses, and inns around the canal wharves at Longport but by the beginning of the 19<sup>th</sup> century most of these were in the hands of the Davenports, who until the 1870s owned three of the potteries there and Longport Hall.
- 3.2** Originally the main route from Newcastle-under-Lyme to Burslem ran to Longbridge (renamed Longport following the arrival of the canal), then through Trubshaw Cross and followed the route of Newcastle Street for about half its length before running on a more northerly line to Pack Horse Lane in Burslem. This road was turnpiked in 1763 but by the early 19<sup>th</sup> century the Pack Horse Lane element was replaced with the present route of Newcastle Street, so that by 1828 Pack Horse Lane was sold off for development. Enoch Wood bought the stretch that ran through his Fountain Place Works and this is the only remnant of the original eastern half of the road.
- 3.3** The importance 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.
- 3.4** A mainline railway station was built at Longport in 1848 but by 1873 Burslem had acquired its own station on the North Staffordshire Railway Loop Line on Moorland Road.
- 3.5** Newcastle Street was developed piecemeal, with housing extending from both Longport and from Burslem, to eventually meet in the middle.
- 3.6** At the Longport end several grand houses of the late 18<sup>th</sup> century represented the residences of the pottery manufacturers whose works took advantage of the Trent and Mersey wharves; these were eventually replaced by terraced houses or extensions to the pottery factories.
- 3.7** At the Burslem end Portland House (Listed Grade II) stood 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 a training centre.
- 3.8** Development mainly took place in the form of rows of terraced houses interspersed with public houses so that by the end of the 19<sup>th</sup> century Newcastle Street was built up all



along its length. St Paul's church was built in 1831 as a chapel of ease; becoming a parish church for Dale Hall and Longport in 1845, situated two hundred metres to the north of Newcastle Street, roads of terraced houses radiated from it in a distinctive pattern. Terraced housing in the vicinity was constructed by building clubs, as in Mount Pleasant (now Reid Street) in 1819, by estate owners as in Newport Street in the 1830s where building land was sold with conditions setting out design standards, and by speculative builders as in the Shirley Street-Bridgewater Street triangle which replaced Longport Hall following the bankruptcy of the Davenports in the 1880s. A similar mix probably applies to the houses within the Conservation Area. Much of the housing on the north side of the street, outside the Conservation area, has been replaced in the later 20<sup>th</sup> century but on the south side many 19<sup>th</sup>-century houses survive, most converted to shops and these form the basis of the Conservation area.

- 3.9 On the south side running from west to east 281-293 Newcastle St were built as a terrace by 1900. Next to these is a vicarage, built c.1858, for St Paul's church. The vicarage was used as an industrial unit in the later 20<sup>th</sup> century but recent renovation work has removed unsympathetic extensions and reinstated its original appearance.
- 3.10 The Steelite factory is a new development (around 1994) replacing houses and public houses. The street frontage was occupied by terraced housing and a pub, the Staff of Life, behind this was the Dale Hall Pottery from the early 19<sup>th</sup> century, and behind this running back to the canal was the Dale Hall Works, another pottery, originating in the late 18<sup>th</sup> century.
- 3.11 The terrace from 217 to 239 Newcastle Street contains a very early block of houses (217-229) dating from before 1851, possibly 18<sup>th</sup>-century, known locally as the 'Seven Sisters'; the pub at number 239 is probably contemporary with these. Between them lies a block (231-237) dating from the third quarter of the 19<sup>th</sup> century.
- 3.12 199-209 Newcastle Street and 1 Reid Street form a terrace dating from before 1832. 193-197 Newcastle St also probably dates from before 1832.
- 3.13 185-187 and 161-183 Newcastle Street were built in the last quarter of the 19<sup>th</sup> century, and 149-159 Newcastle Street in the first quarter of the 20<sup>th</sup> century.
- 3.14 The terrace at 125-139 Newcastle Street dates from before 1878.
- 3.15 The Physical Education Centre to the rear of 125-135 Newcastle Street was built as a Drill Hall for the local Volunteer militia in 1902.
- 3.16 On the north side of Newcastle Street only Ivy House and 248-254 Newcastle Street, at the very west end, remain from the early 19<sup>th</sup> or late 18<sup>th</sup> century, with 240-246 Newcastle Street from the later 19<sup>th</sup> century.
- 3.17 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 Minimart, with a date plaque of 1927; and 180-182 Newcastle Street, now a mechanics garage.

## 4. Spatial Analysis and Appraisal of Views

### 4.1 Townscape Form

- 4.11 The Conservation Area is focused principally upon the southern side of Newcastle Street,, the boundary of the Conservation Area commences at Furlong Parade in the east and at the Trubshaw Cross junction in the west (on the northern side of Newcastle Street). Further to the east, the Conservation Area boundary reverts to the southern side of the street taking in part of the Steelite site frontage and a wedge of land behind Newcastle Street. The boundary then follows the rear of plots that edge Newcastle Street, widening again to take in the site of the gymnastics centre and Portland House. The northern boundary for the most part runs along the centre line of Newcastle Street. except where it steps out to include two early 20th century buildings. Substantive historic buildings define both entrance points, Portland House to the east and Ivy House to the west.
- 4.12 It is a linear Conservation Area associated with the arterial route into Burslem from Trubshaw Cross, an historic junction that marks the gateway into the Middleport Area. Newcastle Street was one of the earliest routes into Burslem town centre and is presently the main connection between Burslem and the A500. Its character is defined by the winding arrangement of the street and buildings and the associated rising topography, creating a distinctive gateway into Burslem
- 4.13 Entrance into the conservation area from the north is defined by the gradual descent into the valley from Burslem and the associated long views, principally of areas beyond the Conservation Area toward Middleport Pottery and . Further to the south, the built enclosure of the southern side characterises the area.
- 4.14 Buildings within the area vary in scale and formality but the area is generally of a low rise character punctuated by taller buildings and those with more significant mass. The central area is characterised by a parade of purpose designed 3 storey shops that create strong enclosure of the street and a built focus for the Conservation Area.
- 4.15 The site occupied by Steelite has a significant visual impact on the Conservation Area. The restored frontage to the original pottery building now occupied by Steelite makes a positive contribution; However, the post modern extension which partly sits outside the Conservation Area boundary creates an extensive, inactive street frontage and a poor quality facsimile to the original building.
- 4.16 The northern side of the street is far less cohesive and is therefore excluded from the Conservation Area. Late 20<sup>th</sup> century housing development set back from the street, car lots and the former garage premises relate poorly to the street and the more historic townscape within the Conservation Area.
- 4.17 Within the central part of the Conservation Area, a number of side roads punctuate and break up building groupings, with the 3 storey parade of shops forming the longest continuous frontage in the area.
- 4.18 Spaces not occupied by buildings do not currently contribute positively to the townscape and are generally the remnants of former building groupings where part or

all has been demolished and the site left vacant. Beyond the main frontage buildings, small alleys and yards provide access to the rear

## **4.2 Use**

- 4.19 The Conservation Area is predominantly small scale commercial with retail and offices to the ground floor and storage, vacant space and some residential to the upper floors. Also with the Conservation Area are a couple of public houses, Part of the Steelite factory is included in the Conservation Area, with its significant site extending south to the Trent and Mersey Canal. Portland House is a large, free standing property at the northern gateway which is used as a training centre. There are also a number of residential properties in the Conservation Area, those next to the former vicarage are vacant, forming part of the proposed Shirley Street Housing Market Renewal area. The former vicarage is owned by Steelite but is currently un-used
- 4.20 The majority of the businesses are local, but many are of lower grade, resulting in buildings being poorly maintained and having suffered significant external alteration, particularly to ground floor elevations. This has degraded the character of the area, alongside unsympathetic corporate alterations undertaken by the larger chains to their premises (most notably the Co-op). There appear to be a number of vacancies in the commercial area and the upper floors give the impression that much of the floorspace is under utilised.
- 4.21 One of the major problems associated with the area is the impact of vehicular traffic. It is one of the key arterial routes into Burslem and the city and therefore, particularly at peak times, the traffic severely impacts upon the Conservation Area.

## **4.3 Views**

- 4.31 Several significant views, alignments and relationships can be identified within the boundary of the Conservation Area.
- 4.32 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. 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.
- 4.33 Within the Conservation Area there are a series of shorter views created by the curvature of the road and the distinct groupings of buildings, with a modest sequence of landmarks and focal buildings terminating views. This creates a sequential experience of the Conservation Area, which is revealed in several stages rather than one keynote view.
- 4.34 Individual properties and groupings within the area vary in age and architectural style although many have been subject of insensitive alteration over the years. Although

some distinctive features remain, with the occasional original shop frontage still intact, the cumulative impact of these alterations over time has eroded the character and quality of the Conservation Area quite considerably.

4.34 In the recent past, a frontage improvement scheme has been employed in part of the Conservation Area, including some of the older buildings in the area, 217 to 239 Newcastle Street (the Seven Sisters). Whilst this has been successful in bringing the buildings back into use, the detail of the improvement works has created quite a poor precedent in terms of heritage restoration/recreation, which will need to be remedied at some stage in the future



4.36 The majority of properties, particularly the vacant units, are protected by roller shutters, concealing the shop frontages and forming a hostile elevation that lacks depth and character of gateway route to the town centre



- 4.37 Entrance into the Conservation area from Burslem, with long views of Middleport and Middleport Pottery and Wolstanton beyond.



## 4.4 Open Spaces and public realm

- 4.41 Open spaces within and in proximity to the Conservation Area are largely informal and consist of frontage spaces to various properties along Newcastle, Port Vale and Lucas Street, and as informal car parks and garage forecourts. Generally these unplanned spaces do not add to the setting or character of the Conservation Area and blur the distinction between public and private.



- 4.42 Most of the Conservation area is characterised by gently sloping topography, however the gradient steepens noticeably in the western part of the area, on approach to Burslem. This affects accessibility into the town centre from the area.

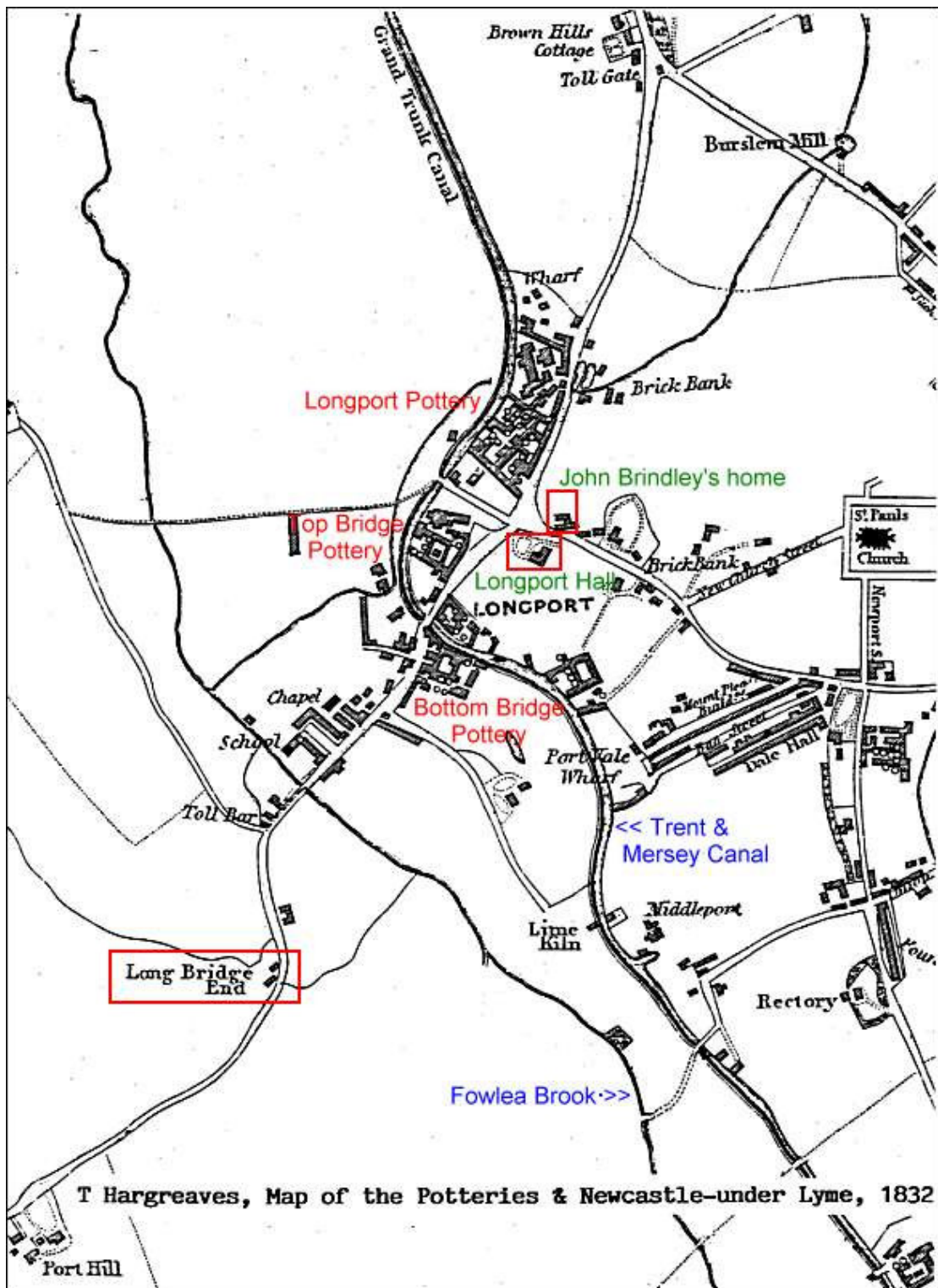
- 4.43 On the opposite side of Newcastle Street to the Conservation Area there are significant areas of open frontage and several street-end spaces created from stopped off streets or to define corners, such as those at Ellgreave Street and Dale Street, where designed public realm has been created. Cumulatively the frontage spaces, forecourts and small areas of designed public realm create a fragmented character to this side of the street, which is far less cohesive compared to the southern side.
- 4.44 A modest area of space at the Trubshaw Cross junction, in front of Ivy House is presently excluded from the Conservation Area boundary but it does help to green this highway dominated entrance to the Conservation Area.
- 4.45 At the eastern end of the Conservation Area, the townscape grain is looser as a consequence of the substantial plots associated with the Gymnastics centre and Portland House, which also contain mature trees. This greens the gateway and frames the long view into and beyond the Conservation Area.
- 4.46 In general terms the public realm within the Conservation Area is in poor condition. Surfaces are generally of poor quality and in a poor state of repair and there is an uncoordinated and unsympathetic approach to street furniture. It has a fragmented and tired character that typifies the lack of sustained investment in the area. Recently installed street lighting is distinct in its design but its scale, placement and frequency overly dominates the street environment and is geared more to creating safe conditions for motorists rather than pedestrians.
- 4.47 Extensive guard railing is installed in proximity to the pedestrian crossing outside the Co-op foodstore. This serves to further emphasise the vehicle dominance in the area and reinforces impressions that it is an unsafe environment for pedestrians.
- 4.48 In the future, as part of the uplift of the area, there is a need for significant investment in the area's public realm to re-balance the street for pedestrians and help to improve the attractiveness and functionality of the area as a local centre
- 4.49 There are some vacant/underused Brownfield sites and open spaces within the Conservation Area that would be better served if they were re-developed or treated sensitively to further enhance the townscape.

## 4.5 Floorscape

- 4.51 There is little evidence of traditional paving materials in the Conservation Area. On the southern side of Newcastle Street, immediately outside and to the west of the 3 storey shopping parade is a section of pavement made up of concrete paving slabs with macadam repairs and some concrete rainwater gulleys associated with down pipes on buildings. Elsewhere the surface is predominantly macadam, with some more recently laid areas. Pavements including concrete service and utility covers. Outside the newer Steelite building the widened pavement comprises herringbone brick pavers and black bollards.
- 4.52 There are remnants of stone sett gully edges along parts of Newcastle Street and some side streets. Concrete kerbing defines the carriageway edge along Newcastle Street and on side streets, Blister paving is widely used on more recently surfaced pavements to define pedestrian crossing points. In proximity to Reid Street, a pedestrian central refuge has been created in Newcastle Street comprising plastic internally illuminated highway bollards and blister paving.

## 5.1 The Influence of Use Patterns and Patronage

The area is centred on the junction with the canal and the turnpike road between Burslem and Newcastle-under-Lyme. Before the canal was built the area was crossed by a long length of bridge, said to have been as long as 100 yards. This crossed the marshy areas which were then cleared by the canal. The turnpike road and bridge were the main thoroughfare between the northern towns of the city and Newcastle-under-Lyme creating an important link and creating development along Newcastle Street.



Map from 1832 showing the Canal and the relatively undeveloped Conservation Area. ([www.thepotteries.org](http://www.thepotteries.org))

With the opening of the Trent and Mersey Canal came further rapid development of the area. At this time this was predominately by John Brindley (the brother of the Trent & Mersey Canal engineer James Brindley), Hugh Henshall and the Davenport family who owned Longport Hall. They saw the opportunity and bought and developed land next to the canal into wharves and factories. Ivy house is an example of this as it is an extension to a factory but prior to that there was the house of John Brindley on the site. Portland House at the opposite end of the Conservation Area was also a factory owner's house John Riley, he owned Hill Works on Westport Road. Portland house was one of the first factory owner's house which was built away from then factory site, although he was still close enough to keep a close eye on the works.

These factories of course needed workers and the area began to flourish with workers housing built and people partnering up to create building clubs to develop sites to sell to developers or rent out. With the opening of the Burslem branch canal in 1805 a shorter route to Burslem Town centre was created which bypassed the wharves on the main canal. This further opened Burslem up to the national and international market as raw materials could now be shipped closer to the town and the finished product could be sent easily by canal for export to Europe, the Continent and America.

Longport railway station opened in 1848 which meant that traffic had to travel along Newcastle Street to get to the station from Burslem as Burslem had no station of its own until 1873. This encouraged the growth of the street as footfall was increased with the use of the station.

Local factories and potteries such as Dale Hall, Burgess Dorling and Leigh, and in recent years Steelite on the old Dale Hall Pottery site has had a considerable impact on the development of the Conservation Area and vicinity.

Some of the housing adjacent to the Conservation Area was constructed by building clubs or sold with conditions setting out design standards so it is possible this was the case for some of the Conservation Area properties.

The Conservation Area has benefited from a simple 'facelift scheme' in the middle of the 1980's which comprised painting and minor repairs. The 18<sup>th</sup> century cottages had an improvement scheme in the late 1980's.

In recent years Burgess Dorling and Leigh and Steelite continue to manufacture in the area and the small independent retail premises along Newcastle Street continue to trade although there have been some closures as the current recession hits. There are also proposals to regenerate some adjacent sites such as at Shirley Street.



## **5.2 Architectural Character, Materials, Colours and Textures**

### **5.21 Style**

The area is stylistically mixed from the simple vernacular of the 18<sup>th</sup> century cottages to the flamboyant Art Deco detailing of the single storey shop. The development of the street illustrates all strands of society and range of activities from commercial to residential. Two long terraces of shops dating from the turn of the century show the commercial opportunities recognised by linking Middleport with Burslem and the architectural detailing survives well above fascia level. The area is dominated by the repetition of architectural features such as windows, dormers and chimneys.

### **5.22 Plan, Form and Massing**

The properties in the Conservation Area are simply laid out along Newcastle Street in terraced blocks. These sit directly onto the street and are generally 2 storeys high. The exceptions to these are no 128 Newcastle Street, Ivy House, Portland House and the former Drill Hall. There are also several one storey later shops of a distinctive 1920's styling.

No 128 Newcastle Street is a single storey building, built in 1927 which sits on its own facing onto Newcastle Street

Ivy house was built for the manager of Price & Kensington Pottery (then called Davenport Pottery) in the early 19<sup>th</sup> century and sits facing the factory. It now has later additions along Newcastle Street which have had modern alterations including rendering.

Portland House was built in the early 19th century and is considered to be one of the earliest residences to be built by a pottery owner away from his works. It sits back from the road screened by a wall and surrounded by grounds.

The former Drill Hall (currently a gymnastic centre) was built in 1902 and is set back from the road in its own land. Notwithstanding this the large two storey turreted and castellated Arts and Crafts Style building dominates the view from the street and has cleared land behind.

The streets to the north all congregate at St Pauls church and those to the South generally run at 90 degrees to the canal. Newcastle Street itself does not take the most direct route between Burslem Town centre and Trubshaw Cross but instead curves to the South.

### 5.23 External Walls and Façade Finishes

The majority of the buildings retain their traditional plain red brick with about a quarter unfortunately have been rendered.

External wall materials within Conservation Area:

<i>Plain red brick 50%</i>
<i>Render (painted) 26%</i>
<i>Painted brick 14%</i>
<i>Patterned brick 9%</i>
<i>Yellow brick 1%</i>

The area retains the majority of its traditional façade finishes. These have decorative features such as stone detailing to some of the buildings in the form of lintels, cill bands and decorated arches over doorways.



Stone detailing to houses near Trubshaw cross including stone quoins.



Also in evidence on some of the buildings are decorative bands of terracotta used across the front elevation of the three storey terrace of shops (Nos 149 – 159 odd).



Generally an important detailing in the Conservation Area are the eaves details. These are mostly brick dentil courses but there are others including bracketed examples.



The older Steelite building is distinctive for its polychromatic arches and decorative brick bands.

## 5.24 Roofs

Generally the roofs in the Conservation Area carry plain Staffordshire blue roof tiles on pitched roofs. Ridge tiles are mostly modest with the exception on those along 149 – 159 (odd) which have perforated decorative ridge tiles with finials.



There are a few finials such as the angled horn and fleur-de-lie (above) on some roofs but the majority remain bare or any ornamentation. A few ridge tiles have been replaced with similar but non matching replacements.



Very few properties within the Conservation Area have had the roof tiles replaced in concrete and most retain their traditional blue clay tiles.



Some chimney pots been removed such as these on the No 125 (the former Dalehall pub). There are some unattractive roof vents within the Conservation Area however the majority of the properties retain the traditional chimneys and pots.



Decorative pots are visible on some chimneys such as those to the west end of the Conservation Area although the greater number is in keeping with the simple vernacular brick stacks with brick bands and embellished clay pots.

A majority of the roof types are plain pitched roofs with gable walls. Hipped gable roofs are visible on the two double height bay windows on Ivy House and there is a hipped roof on the Steellite old building and on the former Sunday school building.



There are parapet walls to the top of no 182 and the Jolly Carter building (no 128), and urns and pinnacles to top of those gable walls.

## 5.25 Windows

The Conservation Area has retained a large majority of its traditional and timber windows, although many are in a poor state of repair. Just under a third of the buildings have sash windows, with a third having timber and the remainder having PVC replacements. Stone lintels and surrounds including painted stone sill bands are common features in the Conservation Area.

There are several bay windows within the Conservation Area but they are few, mostly restricted to Ivy House by Trubshaw Cross (double fronted double height), several single storey bay and two first floor cantilevered bay windows.

The newer Steelite buildings have modern casements but this is unusual in this Conservation Area.



Examples of the varying design of traditional windows including the use of stained glass windows.



Venetian sash windows are a feature which is visible in several properties in the area, from Portland House to some of the smaller commercial properties.

### **5.26 Porches**

The area does not boast many porches but there are two in particular which stand out. The former vicarage has a simple stone porch supported on two Tuscan columns. Portland house has an ornate projecting porch with heavy entablature and fretted parapet which has been closed in with modern double doors. Generally where there are porches they are recessed with decorated stone arched lintels.



## 5.27 Doors



A majority of the doors in the area are of a traditional timber panelled door design, some with windows in them, especially those doors to shops. The remainder are unappealing PVC or modern replacements which are out of character of the area. The doors to the Former vicarage and the Sports centre are particularly impressive traditional doors.

## 5.28 Enclosure

Enclosure is restricted to those properties at either end of the Conservation Area and the rear of properties. Those in the central part sit directly in onto the road. A high plain blue brick wall surrounds Portland house with later walls and railings adjacent to the entrance. A tall plain red brick wall surrounds the gymnastics centre. There is a small area of inappropriate palisade fencing adjacent to no 149.

The former vicarage has had replacement railings as part of a previous grant scheme.



Example of the varying types of enclosure to buildings near Trubshaw Cross. There is some anecdotal evidence that the stone wall was reused from Longport Hall.



Showing the enclosed rear yards to the eighteenth century cottages including retained outbuildings.

## 5.29 Shop Fronts

The majority of the buildings within the Conservation Area are commercial or retail. Of those retail buildings the quality of the shopfronts are mixed. Many traditional shopfronts remain however there are some later shopfronts which are in need of replacing.

The traditional shopfronts have stallrisers with pilasters on plinths with topped decorated corbel supporting cornices. A majority of the shops have small narrow shopfronts.



Examples of traditional small shopfronts retaining simple traditional features.



Some of the shopfronts have been partially removed but retain tantalising glimpses of the original shopfront.



Examples of altered shopfronts where large signs or modern unsuitable shopfront and door including rollershutters.

## 5.210 Details and Features



There are a high number of public houses along the road, although some have now closed down. Most of these have retained their traditional pub features such as traditional shopfronts with pilasters on plinths and cornices over the shopfronts.



Some of the buildings make use of parapet walls, some of which are topped with urns and finials.



Numbers 217-229 (odd) is a row of seven cottages 'Seven Sisters' which are a nice example of 18th century small terraced housing.

The dating of these cottages is indicated by the size of the bricks used in construction, the pitch of the roof, the size of the rooms and the height of their ceilings, and the winding staircases. However, because the buildings were freehold property, the earliest documentary evidence available dates for the period 1822-23, when the houses were recorded on Heaton's map of the Burslem area.

All of the houses are now shops and retain the cottage feel and their traditional features such as windows, shopfront and doors and have benefited from a grant scheme to reinstate some of the traditional features, although some parts of the scheme have been poorly executed. It is assumed that during the period 1881-92, the original windows of the houses were replaced by the current shop fronts. Many of the cottages also retain their traditional rear yards and outbuildings.



The former Burslem Gymnasium and Volunteer Drill Hall now Physical Education Centre has a very distinctive vaguely Arts and Crafts style common of drill halls of this period nationally. It has castellated bays either side of a formidable front door and sits in a commanding position facing towards Burslem.



Before and after photographs showing what was removed in the 1990's to enable the extension of the Steelite factory.

### 5.211 Groundscape and Public Realm



The area various areas where traditional surfaces are in evidence such as behind the 'Seven Sisters' cottages. These provide an important setting to the historic buildings in



the Conservation Area. There was a grant scheme in the early 1990's which included improvements to the footpaths.



Throughout the Conservation Area there are small examples of traditional features such as this integral bootscraper.

## 5.3 Listed and Unlisted Buildings of Importance

### 5.31 Buildings on the Statutory List

#### ● **Portland House** : *Grade II*

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

### 5.32 Buildings of Special Local Interest

#### ● 217-229 (odd), Newcastle Street

#### ● Drill Hall, Newcastle Street

There are several properties which should be included on the local list. These are:

#### ● Drill Hall, Millvale Street

#### ● The former Vicarage

#### ● Ivy House

## 5.4 **Trees, Green Spaces, Edges and Ecology**

5.41 Much of the Conservation Area is characterised by hard space, with the exception of the green open space on the corner of Reid Street and the easternmost part of the area forming the grounds to Portland House and the Gymnastics Centre, both of which contain significant trees,

5.42 On the northern side of Newcastle Street, immediately adjoining the Conservation Area, there is more green space, set out as frontages to development and areas of amenity grass. There are also areas of landscape and tree planting defining corners at junctions at Trubshaw Cross and Ellgreave Street. Additionally, there are several frontage areas of shrub and tree planting defining site boundaries. Cumulatively, allied to the set back of buildings and the arrangement of some properties with rear boundaries and gardens onto the street, this creates a softer, less well defined and irregular edge to the street, resulting in a much less cohesive urban streetscape.

5.43 The pockets of green space, particularly those with tree and shrub planting do provide some ecological opportunity, however, given the busy and heavily trafficked nature of Newcastle Street its ecological value is considered relatively low. The Portland House and Gymnastics Centre sites are likely to have greater ecological value and potential given the maturity of the trees on those sites

5.44 For the foreseeable shorter term, the amenity grassed areas are likely to be retained, therefore a more positive landscape including more tree planting could help to better define the street edge and create shading for spaces and neighbouring properties. This could also enrich the local ecology and help reinforce the street edge.

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

5.51 There are several detractors identified within the Conservation Area, as outlined below:-

- Differences between the qualities of the nineteenth century buildings which creates an inconsistency in the townscape .
- Poorly defined frontages of buildings between St Paul Street and Newport Street, where there is lack of definition between public and private open space.



- The predominance of vehicular traffic and associated traffic signs and other transport related highway furniture along the Newcastle Street detracts from the historic gateway setting.
- Whilst the forecourts to the former petrol filling station and the car sales premises on the northern side of Newcastle Street help to animate the street environment, they poorly enclose the Conservation Area and create unsympathetic activities.
- Poor quality pedestrian environment and streetscape which detracts from the setting of the area and reduces the enjoyment and experience of the area by people on foot
- Unsympathetic alterations to the frontage of buildings, particularly at ground floor, including the installation of external roller shutters which affects pedestrian perception and enjoyment



- Buildings in a poor state of repair or that are vacant which places the built heritage under threat, creates an appearance of neglect and decline and reduces the vitality of the area because upper storeys are poorly utilised.
- The factory extension to Steelite is visible in views of the former rectory from the junction of Ellgreave Street.. The modern commercial building behind the former rectory creates a poor backdrop to this important building.



- Unattractive vents on the roofs of the houses adjacent to Ivy House and on the takeaway adjacent to Lucas Street. The large takeaway flue has been painted to match the building wall in a failed attempt to reduce its impact and make it acceptable within the Conservation Area.
- Importantly, the loss of the traditional building line also detracts from the character and appearance of the Conservation Area at the key approaches, this is particularly the case for the northern side of the street

**5.52** Neutral Areas – those that neither contribute to nor detract from the character or appearance of the Conservation Area:

- The various areas of green space along the northern side of the Street
- The recently extended Steelite factory that fronts onto Newcastle Street and the area of hard landscape to its frontage

**5.53** Key Development Opportunities exist within or in proximity to the Conservation Area that could enhance the area if dealt with in a sensitive manner appropriate to its setting. These opportunities are outlined as follows:-

- The former Wood's pottery site, off Newport Lane which could deliver more residential accommodation close to the Newcastle Street area, encourage better connectivity along Newport Lane and create a better sense of arrival into the Conservation Area from Middleport.
- The replacement development for the Shirley Street area immediately adjoins the Conservation Area and is highly visible at the Trubshaw Cross gateway into the Conservation Area



- Modest infill and under utilised sites within the Conservation Area
- The re-development of the Gymnastics Centre site (provided that retention of the locally Listed building forms part of the proposal and it also preserves the long views of Middleport from the eastern end of the Conservation Area)

**5.54** Public Realm Improvements could significantly contribute to the promotion and setting of the Conservation Area. Specific improvements are outlined below:-

- Assess the width of the street and whether there is the potential to widen the pavement available for pedestrians, including considering the possibility of some short stay parking to enable passing trade for shops (this should be evaluated as part of a broader transport strategy for Newcastle Street)

- Consider the location and effectiveness of pedestrian crossings and locate them as directly as possible between key facilities and pedestrian desire lines, Crossing facilities should seek to add to the quality of the townscape and avoid use of guard railings
- Foster positive connections and public realm to areas and amenities outside of the Conservation Area to promote walking within the neighbourhood (such as links to the local parks, allotments and canal and to facilities such as the Middleport Health Centre)
- There is a need to adopt a co-ordinated approach to street furniture, lighting and public art along Newcastle Street, as part of a heritage sensitive approach to reinforcing sense of place. Past initiatives have failed to achieve this and therefore place focused solutions are essential.
- Provide for social interaction in the street environment by creating resting spaces and seating opportunities in quieter locations and to enable impromptu opportunities for people to sit and view important buildings
- More positively utilise open spaces or underused land for public realm enhancement if infill development is not viable and/or the space will have some positive public realm value (e.g. as a sitting/resting place)

5.55 Sensitive restoration and modifications to shop frontages would contribute significantly to the development of an attractive historic conservation core within Newcastle Street. In particular, the adaptation of shop frontages to reflect more closely the building elevations of historic facades that would help in the cohesiveness and townscape quality of Newcastle Street and help to promote a better quality and more stimulating environment for pedestrians

5.56 To preserve/enhance the quality of views within the Conservation Area development should be prevented that detracts from key views, Additionally within the area shop frontages associated within modern infill developments should be adapted to complement the historic core rather than compete with it.

## 6. Pressures and Threats



Some of the properties are closed and empty, giving the area a run-down look, especially where the shopfronts have solid roller shutters.



There have been several recent cases of windows being replaced with unsuitable replacements for traditional features such as PVC without the benefit of planning permission. There are a number of potential pressures and threats to the Conservation Area:

- Closed and empty properties with a degrading fabric and the potential to be affected by antisocial activity
- Continued poor quality alterations to buildings that further erode the special interest and appearance of the Conservation Area

- A declining image that creates poor perceptions of public safety, discouraging people from using and enjoying the area during the day and night time
- Continued impact upon the character of the area by vehicles and increases in vehicular traffic associated with regeneration proposals in the Middleport area, but also more widely
- Proposed redevelopment in proximity to the Conservation Area, most notably the Shirley Street and Wood's Pottery regeneration sites
- Continued lack of investment in public spaces and the street environment that will make the area even less attractive to private investment



## 7. Summary of Special Interest

### Architecture

The architecture of the area is stylistically mixed and offers a wide variety of both scale and type. This varies from modest cottages to large arts and crafts or listed former factory owners houses. The buildings may appear plain at first glance but have interesting traditional detailing.

### History

The area was dominated by the marshy area and Longport Hall but experienced rapid growth with road being turnpiked, the new railway station and the development of the canal. The latter in particular caused new factories sites and workers housing to appear.

### Character and Appearance

The Conservation area contains predominately retail and commercial premises a majority of which have retained their traditional shopfronts.

## 8. Recommendations and Proposals

8.1 There are a number of recommendations regarding the future management of the Conservation Area

- Inclusion of the following buildings on the local list:
- Church Sunday school building
- House



- Secure match funding for a future grant scheme, especially shop fronts associated with the principal buildings in the area
- In the longer term a re-design of the public realm and the Street layout, including sensitively designed traffic-calming, pedestrian crossings and potentially some on-street parking on Newcastle Street.
- Secure sensitive infill development as appropriate or the enhancement of any gap sites as positive areas of public realm, possibly as resting spaces/quieter areas along Newcastle Street
- For any future redevelopment on the northern side of Newcastle Street, secure a stronger more active frontage to the street and better delineation and boundary definition between the public and private realm
- A co-ordinated approach to street furniture and signage to create a less cluttered, more pedestrian focused street environment, including supporting any future 'clutter busting' programme
- Promote living above the shop to encourage more people in the area at night time and to support local businesses

## 9. References & Sources

Greenslade, M. W. 1963 'Burslem', 105-142, in Jenkins, J. G. (ed.) *Victoria History of the County of Stafford*, Volume VIII. OUP.

Hargreaves, T. 1832 Map of the Potteries and Newcastle

Ordnance Survey 25 inch county series for 1878, 1900, 1924, 1937.

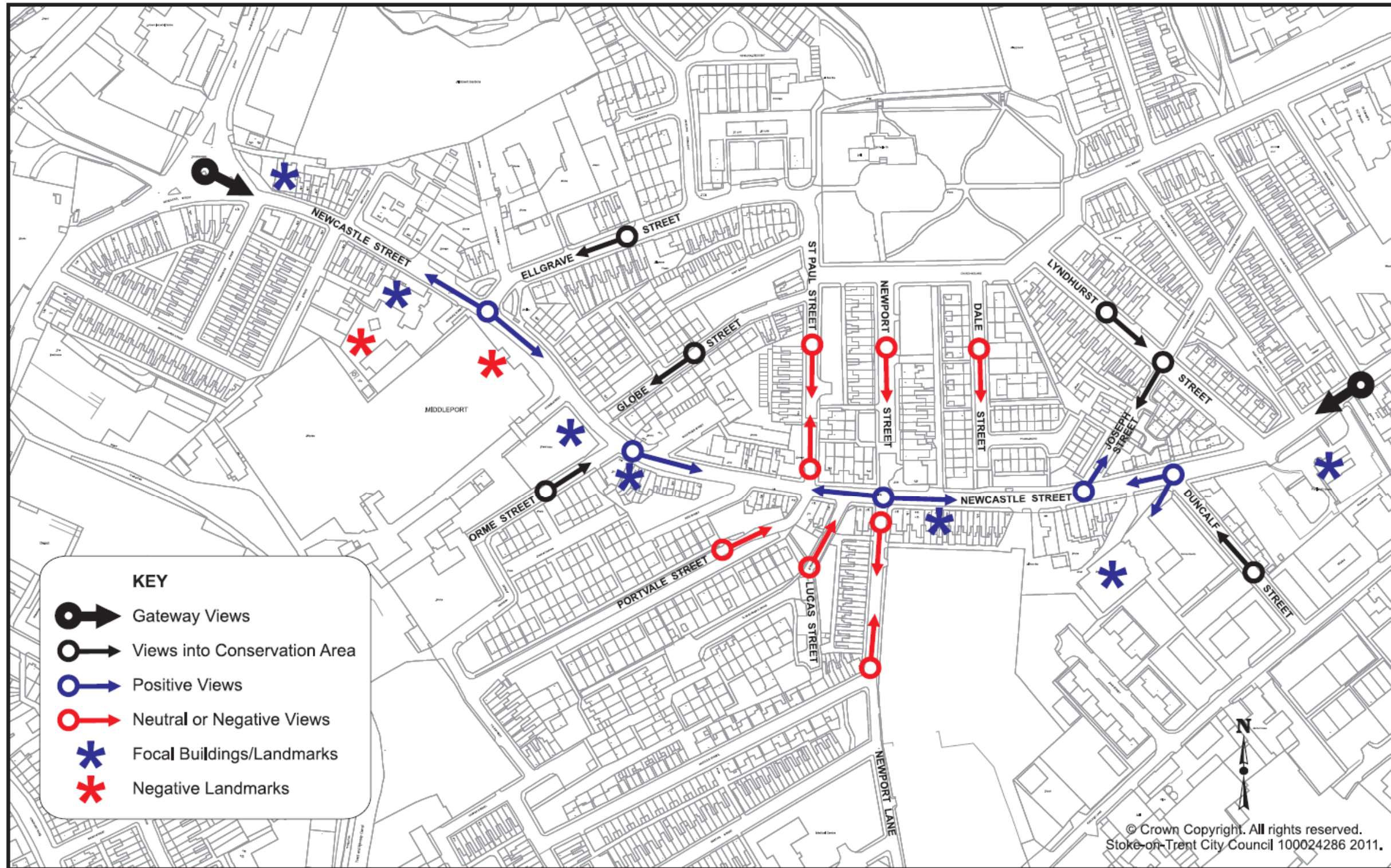
Ordnance Survey 1:500 map of Burslem 1851.

Yates, W. 1775 Map of the County of Stafford

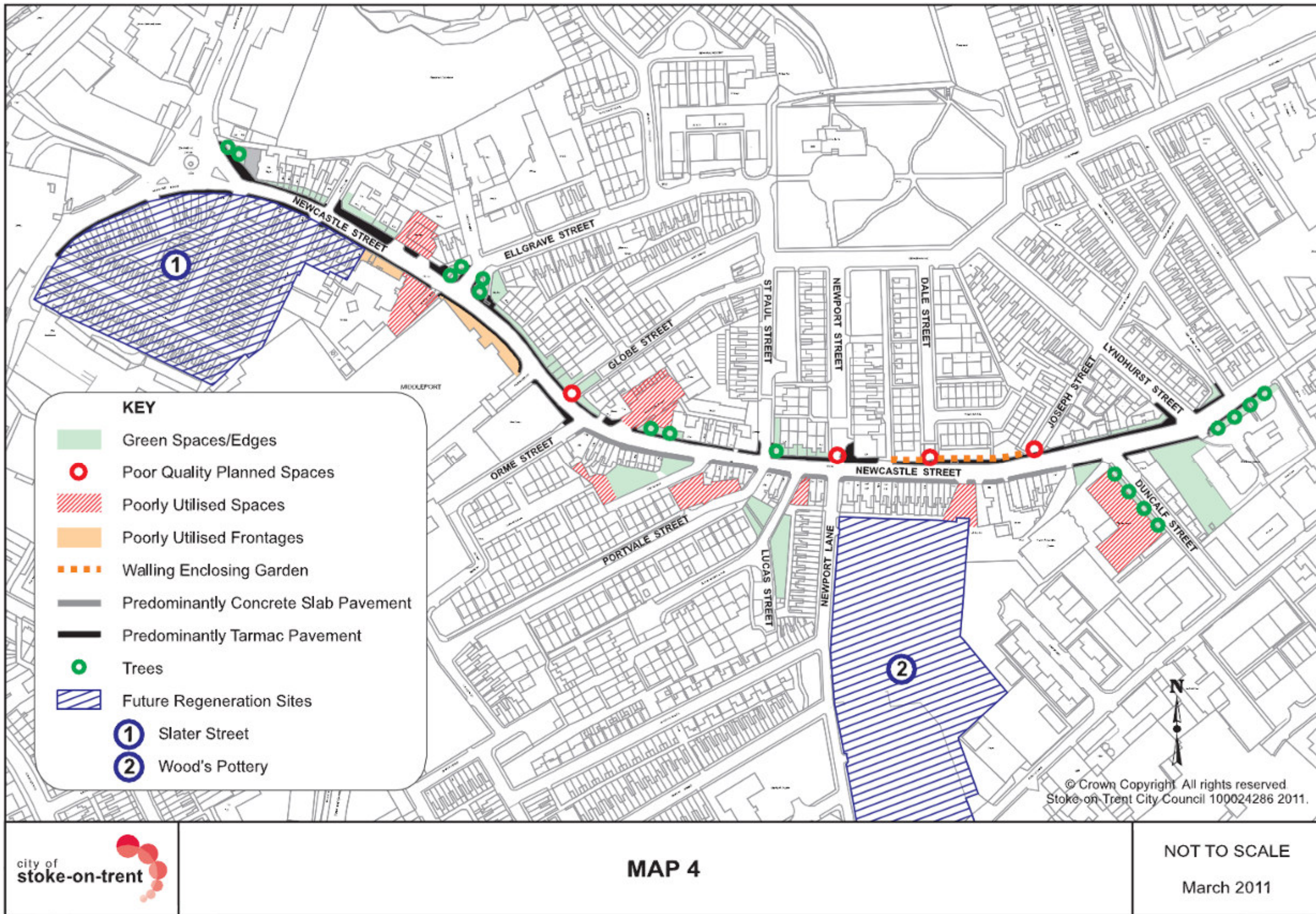
Websites:

[www.thepotteries.org](http://www.thepotteries.org)

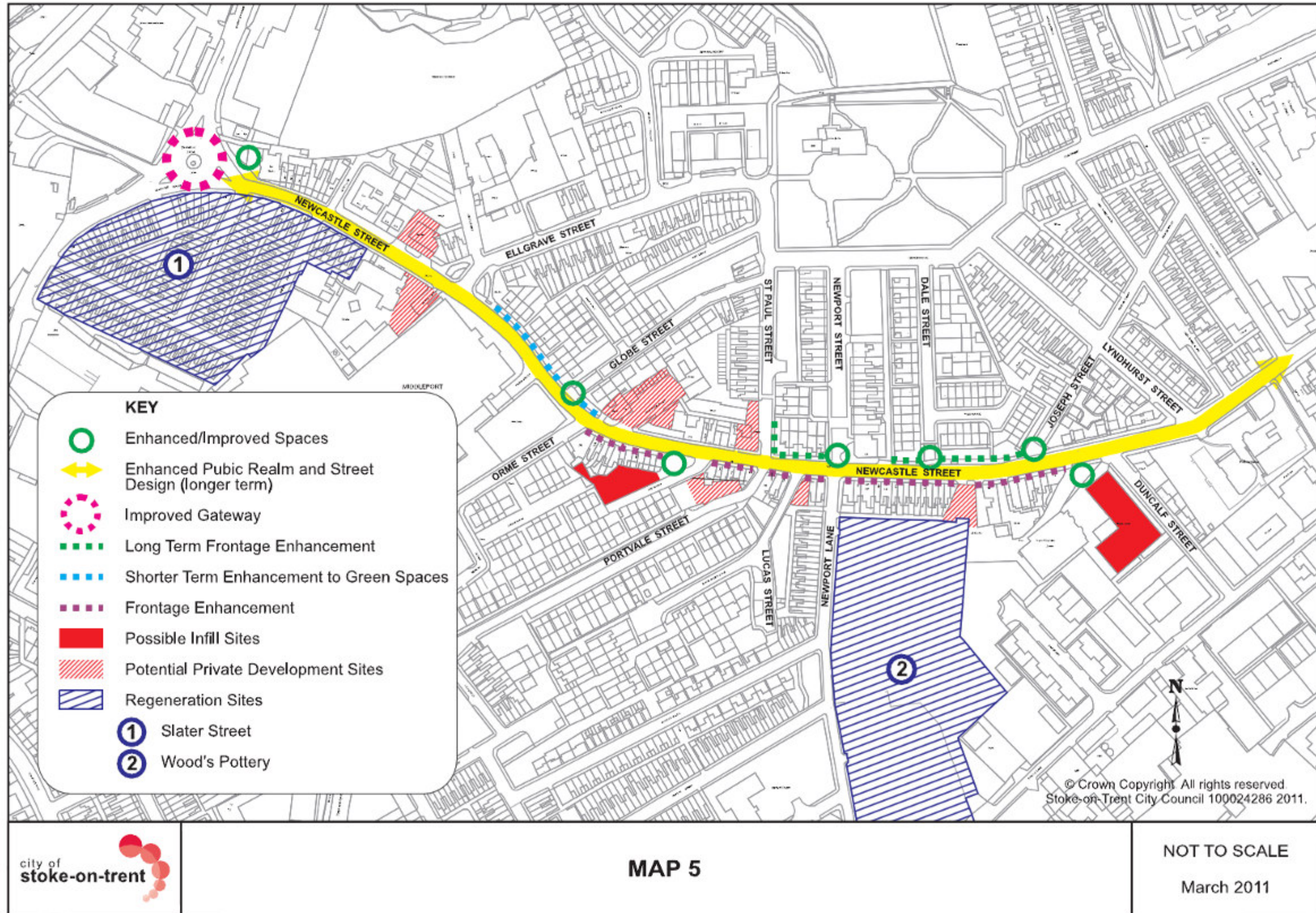
## MAP 4: Townscape Appraisal 1: views



## MAP 5: Townscape Appraisal 2: Open Spaces, Trees, Green Edges

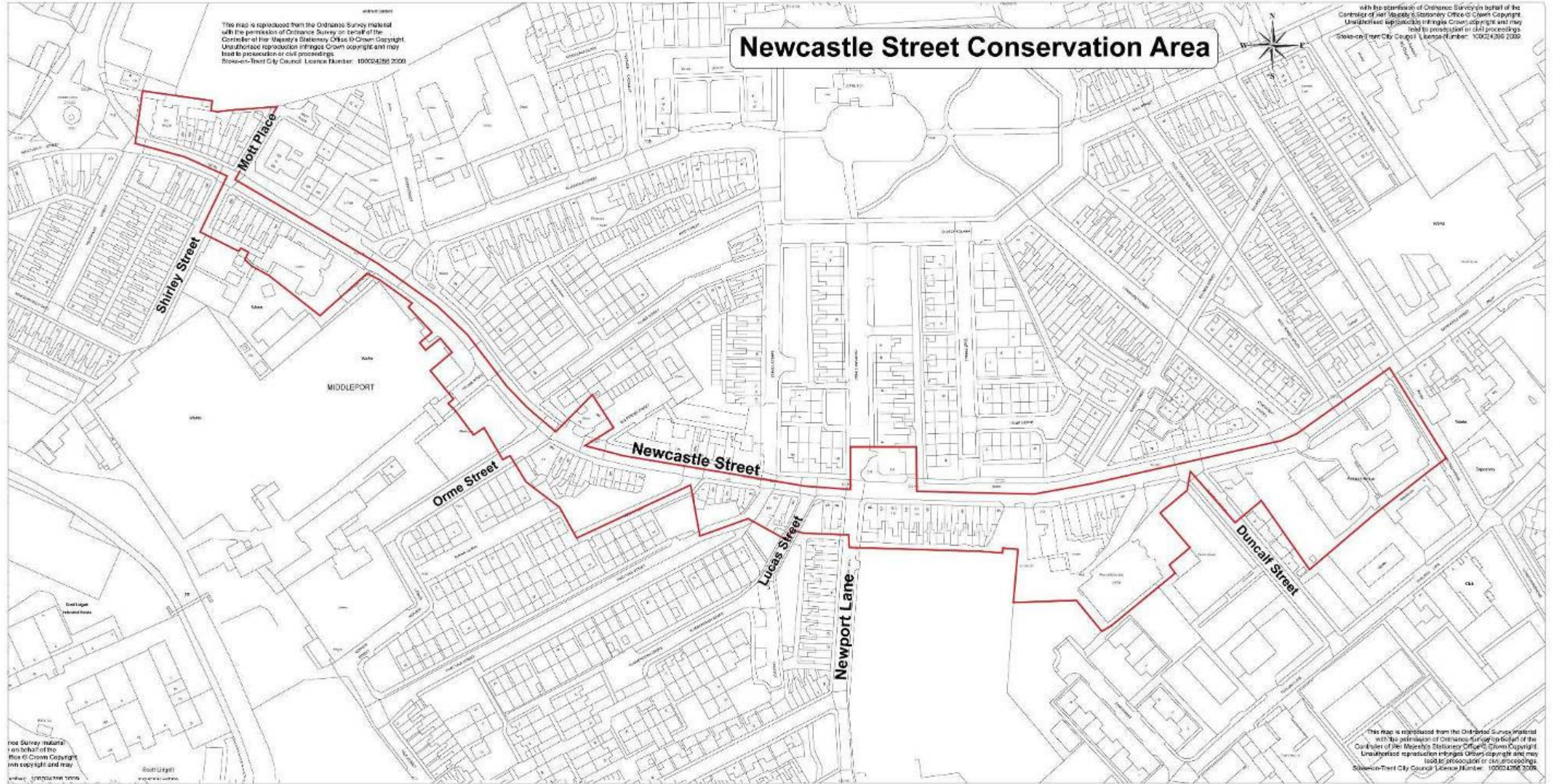


## MAP 6: Townscape Appraisal 2: Development and Enhancement Opportunities



# **APPENDICES**

# Appendix A: Map of the Conservation Area



Stoke-on-Trent City Council  
 Civic Centre  
 Gile Street  
 Stoke-on-Trent ST4 1HP  
 UK  
 Tel: +44 (0)1752 232600  
 E-mail: [GIS@Stoke-Gov.UK](mailto:GIS@Stoke-Gov.UK)

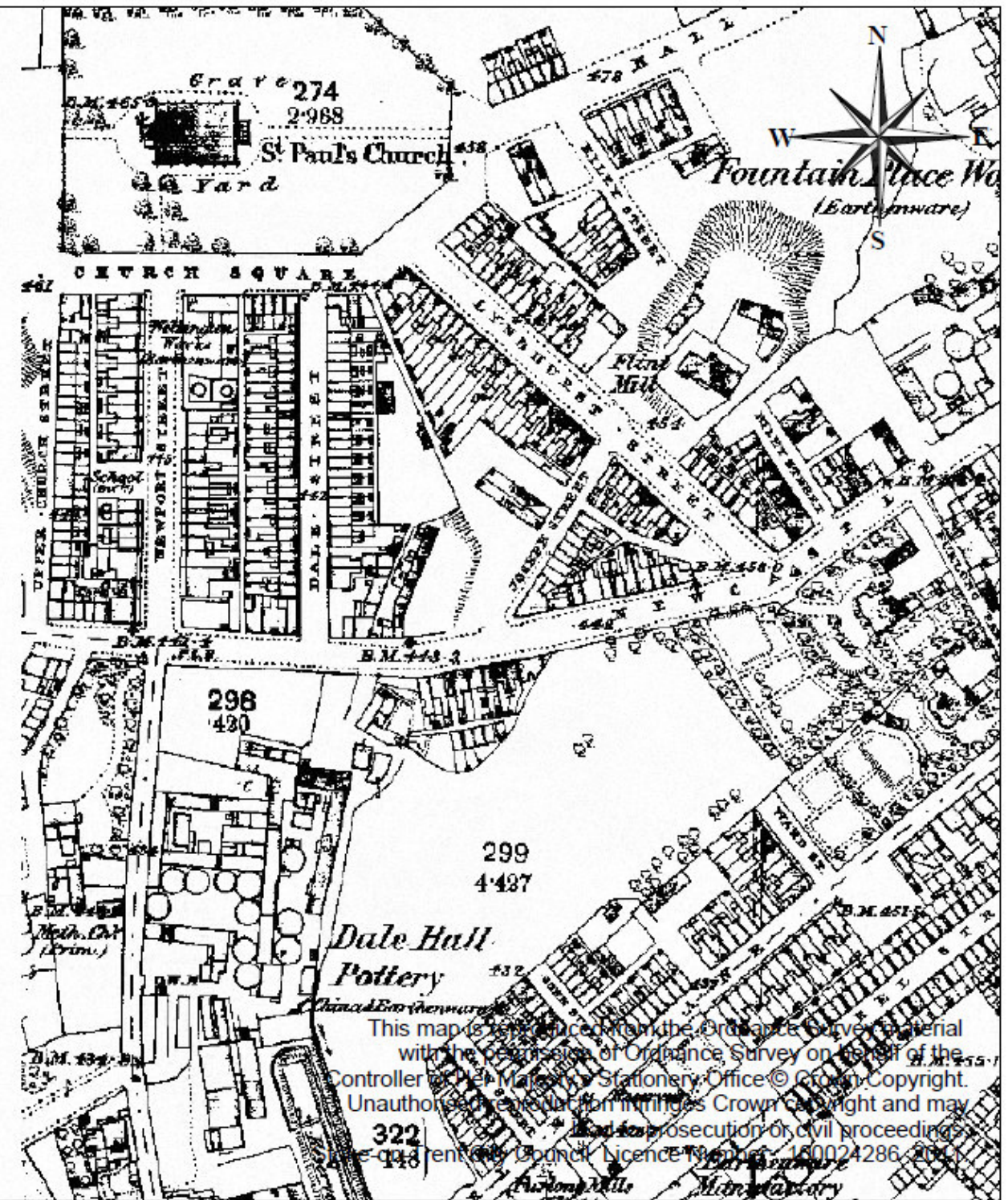
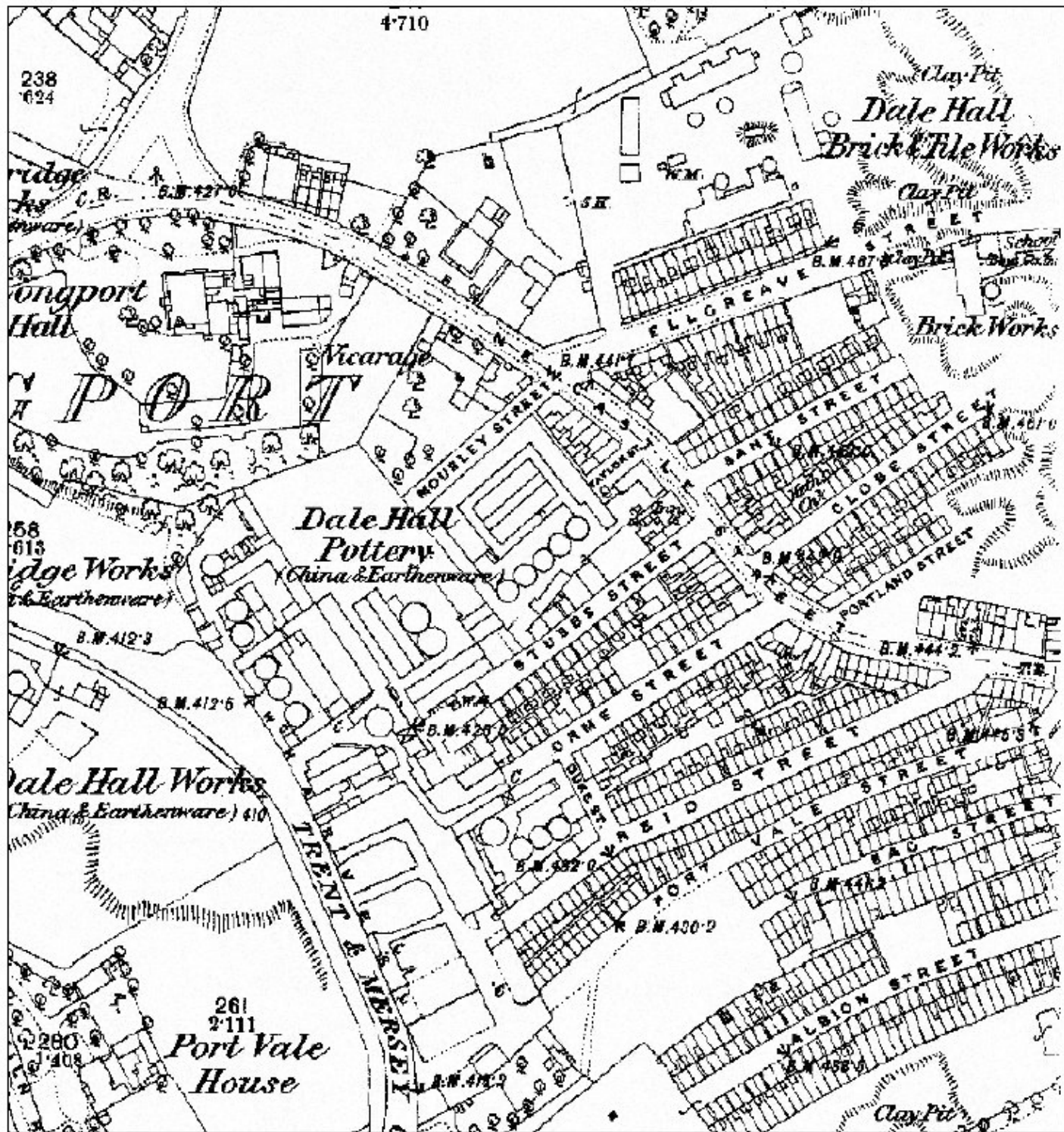
Scale	Not to scale
Date	17 Jun 2010
Drawn By	
Drawing Ref	
Revision	



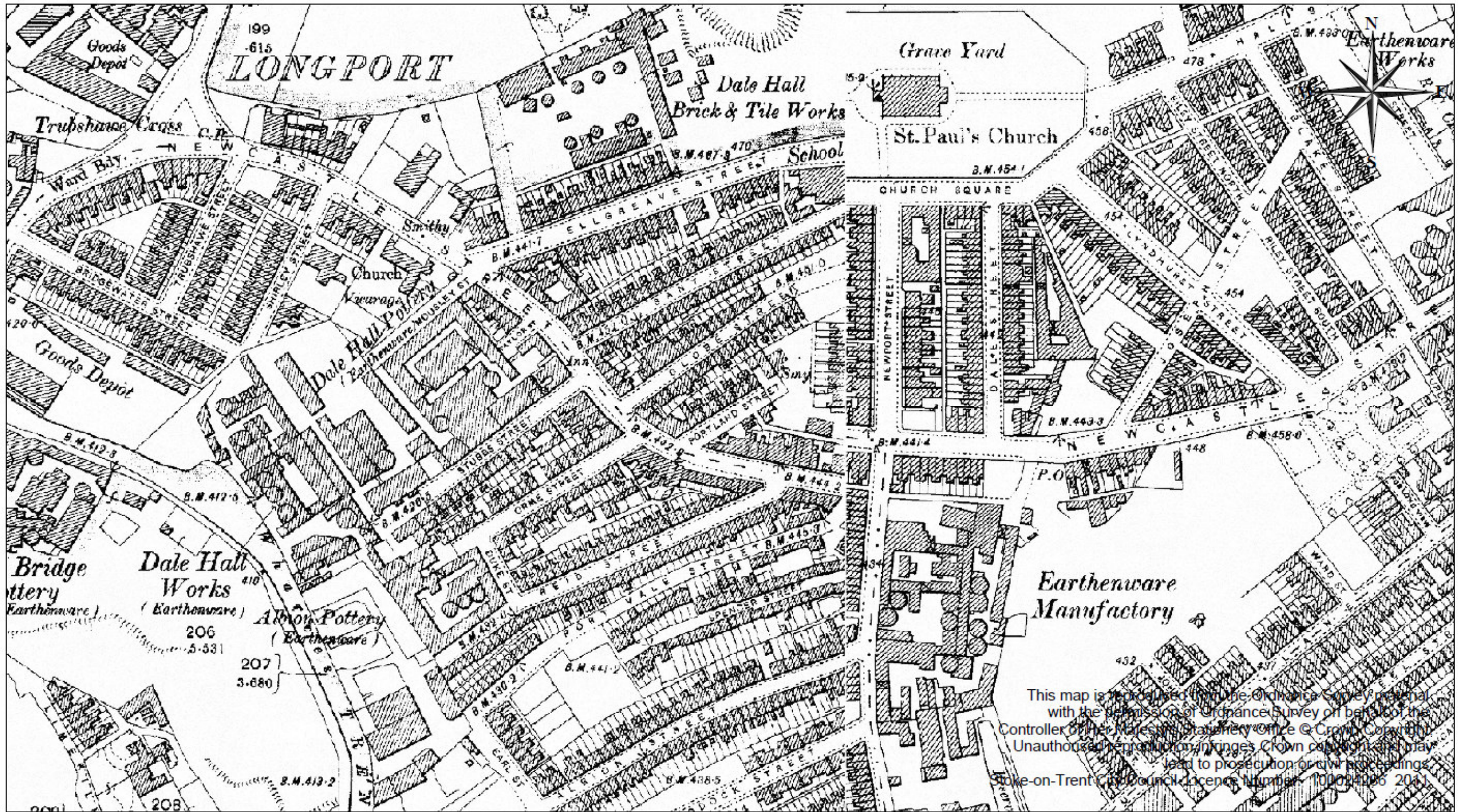
**Appendix B: Historic Maps of the Conservation Area**



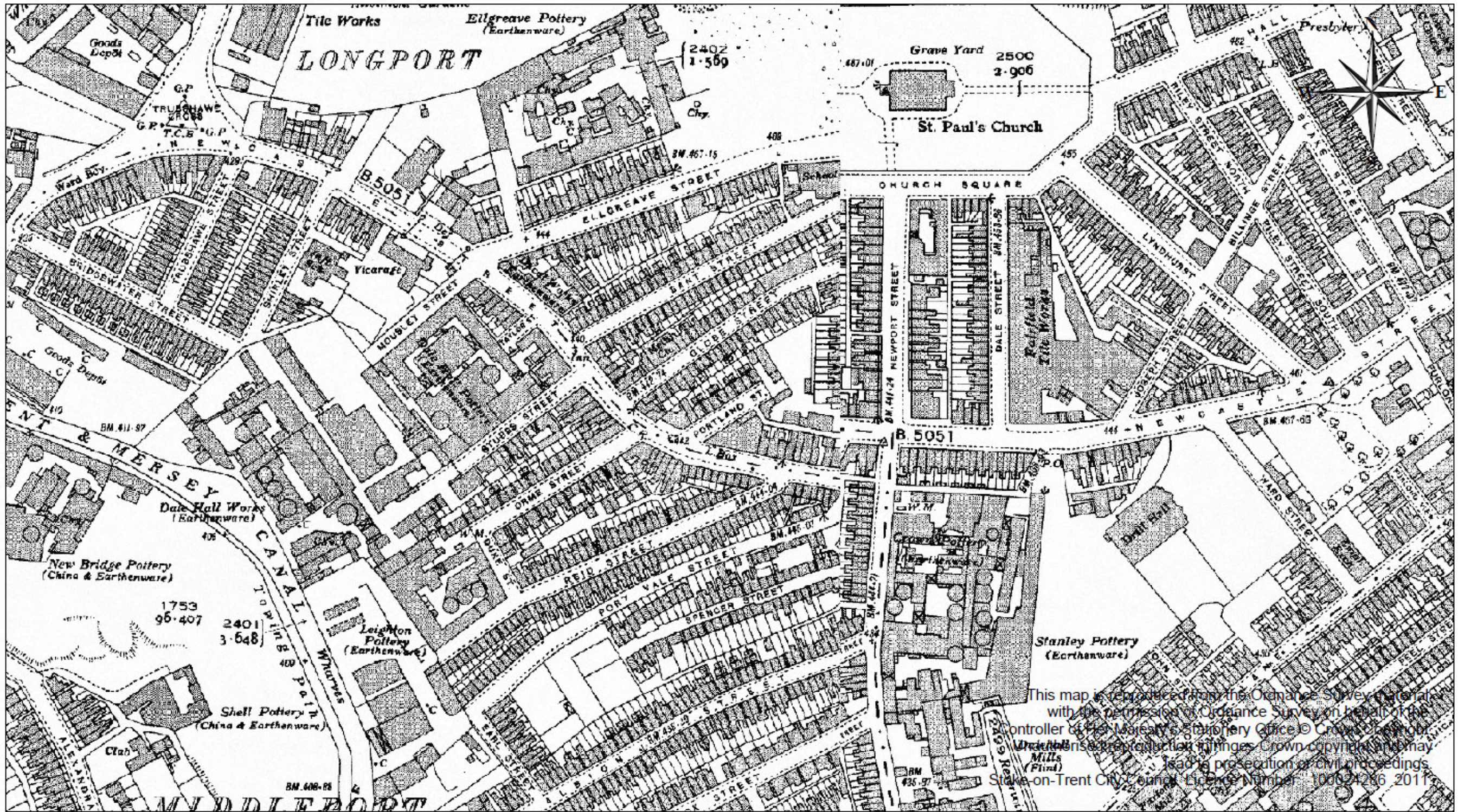
1851



1880



1924



# Appendix C: Architects grant scheme proposals

ctd architects ©2009

1. This drawing is copyright.
2. All dimensions to be checked on site before proceeding.
3. Contractor to check/adjust dimensions of new work to suit existing conditions. Do not assume existing structure or details are plumb, square or level.
4. Contractor must notify the architect of any discrepancies before proceeding.
5. All drawings to be read in conjunction with all other consultants drawings and specs.



Date	Drawn	Description

**ctd architects**

Clerk Bank House  
Clerk Bank  
LEEK  
Staffordshire  
ST13 5HE

Tel: 01538 37477  
Fax: 01538 366503  
e: info@ctdarchitects.co.uk

architects, historic buildings  
advisors, project managers,  
landscape & urban designers

Client	RENEW North Staffordshire
Project	CONSERVATION AREA IMPROVEMENT OPTIONS Newcastle Street MIDDLEPORT
Title	PROPOSED IMPROVEMENTS TO SHOP FRONTAGES 177-181 newcastle street
Status	PRELIMINARY

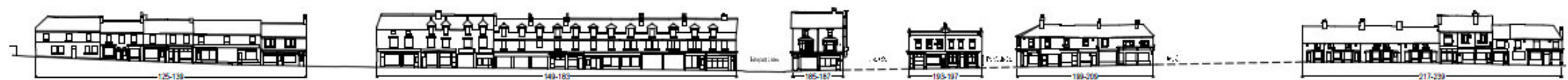
- The drawing is copyright.
- All dimensions to be checked on site before proceeding.
- Contractor to check/confirm dimensions of new work to suit existing conditions. Do not assume extent of existing or detail on plans, square or level.
- Contractor must notify the architect of any discrepancies before proceeding.
- All drawings to be read in conjunction with all other consultants drawings and specs.



149-183 NEWCASTLE STREET



125-139 NEWCASTLE STREET



ELEVATION LOCATION KEY

Rev	Date	Drawn	Description

**ctd architects**

Clerk Bank House  
Clerk Bank  
LEEK  
Staffordshire  
ST13 5HE

Tel: 01538 372477  
Fax: 01538 388203  
E: info@ctdarchitects.co.uk

architects historic buildings  
advisors project managers  
landscape & urban designers

Client	RENEW North Staffordshire
Project	CONSERVATION AREA IMPROVEMENT OPTIONS Newcastle Street MIDDLEPORT
Title	PROPOSED STREET ELEVATIONS 125-183 newcastle street

Status	PRELIMINARY
--------	-------------

Scale	1:50	A1	Size	Job No	008
-------	------	----	------	--------	-----

## Appendix D

### Statutory Listed buildings

#### PORTLAND HOUSE

Newcastle Street,  
Burslem,  
ST6 3QJ

**GRADE II**

SoTCC List No: 17  
GRID REF: 386566E 349594N

BURSLEM SOUTH WARD

DATE LISTED: 15 March 1993

BURSLEM TOWN CENTRE CONSERVATION AREA

LAST AMENDED: N/A

#### LIST DESCRIPTION

House, now occupied by School of Art, but originally built as the home of a local pot master. 1832, with additions of c.1880. Brick with stuccoed dressings and plain tiled roof. 3-storeyed, 3 bays, square in plan. Central bay advanced, with doorway in projecting porch with heavy entablature and fretted parapet. Round arched window over, in stressed architrave. Palladian flanking windows on ground and first floors, the ground floor windows contained in arched recesses. Diocletian windows in attic. Large projecting canted stuccoed bay window parapet. Other windows are tripartite sashes. Moulded eaves cornice, gable end stacks.

(The Buildings of England: N. Pevsner: Staffordshire: Harmondsworth).

## Appendix E

### Locally Listed buildings

#### RESIDENTIAL BUILDINGS (ODD NO'S)

217-229 (odd) Newcastle Street  
Middleport  
ST6 3QW

Middleport

No: 35 A  
Residential

BURSLEM SOUTH WARD

GRID REF: 386177E 349587N

NEWCASTLE STREET CONSERVATION AREA

#### LOCAL LIST DESCRIPTION

6 units, rectangular, 2 storeys, 1 room wide by 2 rooms deep.

Front. Face. Hand cut 2" bricks, mixed bond, whitewashed with tiled roof and 2 stacks, (brick). 2 square pots per stack. Ground floor – 1 modern door, moulded red brick step with segmented brick arch. 1 shop window, moulded timber surround. First floor – 1 casement window.

Rear: Common 2" bricks, mixed bond, painted. Ground floor – 1 casement window, with 1 boarded door. First floor – 1 casement window. Brick wall enclosing small yard/privy/coal house not contemporary with original structure. Window/door frames in original oak timber. Gateway giving access to waste ground at rear.

No 217, Phoenix Laundry, No 219, Pet Shop, No 221, Garage, No 223/5, Electrical Shop, No 227, Hairdressers, No 229, Fabric Shop.

No 221 has not been converted to shop. Has modern garage doors and long lintel. Roof spars made from quartered timber.

Formerly Castle Street 1812.

Stoke-on-Trent Historic Buildings Survey: Non intensive record  
Pre 1832 (Hargreaves) Visited 1983

219 Newcastle Street.

1 rectangular unit. 1 room wide by 2 rooms deep. 2 storey.

Tiled roof. Chimney astride roof.

Front. Painted brick stretcher bond.

Ground Floor: Door and modern window display.

First Floor: Window with wooden sill, boarded over.

Rear: Common brick stretcher bond.

Ground Floor: Door with wooden lintel. Casement window with wooden surround.

First Floor: No features.

Brick yard floor. Privy at end of yard.

Modern skylight in roof.

Formerly Castle Street 1812.

Adjoining 219 Newcastle Road.

1 rectangular unit. 2 storey.

Tiled roof. Chimney astride roof.

Front: Painted brick, stretcher bond.

Ground Floor: Large double doors with wooden lintel

First Floor: Casement window. No other features.



Rear: Common brick, stretcher bond. No features.

Rear Projection: 1 storey.

Side: Door with wooden lintel. Casement window.  
Brick yard floor.

Facing Newcastle Road, and lying to the west of Port Vale Street, (formerly Mount Pleasant Street), in the Dalehall area of Burslem, this row of seven cottages is an example of 18<sup>th</sup> century small terraced housing. This dating is indicated by the size of the bricks used in construction, the pitch of the roof, the size of the rooms and the height of their ceilings, and the winding staircases.

However, because the buildings were freehold property, the earliest documentary evidence available dates for the period 1822-23, when the houses were recorded on Heaton's map, of the Burslem area. The owner was William Baker, and although the names of his tenants are available, their occupants are not.

Sometime in the period 1827-32, the ownership changed hands, from William Baker, to John Alcock, a shopkeeper. In 1839, John Alcock sold the houses to George Nicholls of Burslem, a mercer. In 1845, Nicholls died, and in his will he divided the seven houses between Emma Maria Nicholls, George Slater and John Pidduck.

The 1851 map for Burslem Board of Health, records the buildings as 2 up/2 down with no rear projections, and privies in small backyards. It can be seen that conditions must have been exceedingly cramped, with up to 9 people living in a 2 up/2 down building.

The period 1851-1877 saw a great many occupant changes – during this time the buildings were inhabited by several potting families, carters, tailors, bricklayers and others. The majority of these 4 roomed houses contained a minimum of 6 people in each in the 1861 census, although this number had dropped to 3-4 people per household by 1871. In 1878, Emma Maria Nicholls died. She left her property to Mary Ann, Frederick, William and Maria Nicholls. Mary Ann Nicholls bought out Frederick's and Maria's shares. The OS of the same year shows an 'L' shaped extension built on to the back of number 229. From 1881 onwards the houses ceased to be merely dwelling places, and by 1892, all seven were shops.

It is fair to assume that during the period 1881-92, the original windows of the houses at the front were replaced by the shop fronts which are currently visible. By 1900, the extension that was built on the back of number 229, had gone. In 1902, Mary Ann Nicholls died. Her executors, Sussanah Smith Cox and Henry King Nicholls, conveyed the property to Arthur Owen, a builder, and Charles Owen, a jeweller, in 1903 for £650. The buildings were described as '7 freehold shops, messages, and premises'.

Between the period 1912-24, an extension was placed on the back of number 229. The extensions currently visible at the back of the rest of the houses are all post-1924. The buildings remained as 'live-in' shops until the second world war, after which they became 'lock-up' premises, and remain so to date.

*Stoke-on-Trent Historic Buildings Survey: Non intensive record  
Pre 1832 (Hargreaves) Visited 23.06.1982*

## PHYSICAL EDUCATION CENTRE

Newcastle Street  
Burslem  
ST6 3QJ

Burslem

No: 203 A  
Institutions

BURSLEM SOUTH WARD  
NEWCASTLE STREET CONSERVATION AREA

GRID REF: 386447E 349547N

### LOCAL LIST DESCRIPTION

1 unit. Irregular. 2 Storeys plus hall, cellar, armoury. Attached, single storey structure, rear, and 2 side extensions.

Front South Facing: Red English bond facing brick, plinth. Tiled roof, 2 stacks; 2 tiled pinnacles with finials. Twin towers with crenillated parapets, 1 either side of entrance. Plain stone dressings at eaves.

Ground Floor: Corbelled, moulded, red brick arch with projection (false) decorative stone keystone inscribed "1902". Arched stone pediment. Spandrel panel ornamented with tracery inscribed "Ich Dien". Brick lined porch, double arched timber doors, 7 casement (3 each per tower) with segmental brick arches and chamfered stone sills.

First Floor: 6 casement windows as per ground floor (3 each per tower) plus 1 large, multi-light, stone framed casement window above entrance.

East Side (Tower): Red English bond facing brick. Crenillated parapet.

Basement (Cellar) level: Plinth course, 1 casement, window, chamfered stone sill, segmental brick arch.

Ground Floor: 3 casement windows, chamfered stone sills and stone string course lintle level.

Projection: Common brick. English bond. Felt covered roof. 1 stack corbelling and dentilation at eaves. 3 casement windows, corbelled, segmental brick arches stone corner stones, chamfered brick sills, dentilation and corbelling below sills. Arched, moulded brick pediment, alternated with 3 modern windows, concrete lintels, brick sills.

Rear: Common brick English bond.

Ground Floor: 1 steel clad door, 3 stone steps, moulded brick surround, segmental brick arch plus 4 casement windows, brick sills, segmental brick arches.

First Floor: 1 large casement window, brick sill, voussoir arch.

West Side Facing: As per east side. No tower. Extension has 12 casement windows, moulded brick sill, segmental brick arches plus 1 steel clad entrance door. Structure stands in grounds enclised by brick wall/railings with tennis court, car park.

Modern outbuildings.

Decorative rainwater head on downpipe, front fascia.

Foundation Stone: (Ground floor front fascia) inscription: Stone laid by Colonel W.W. Dobson. V.D. 16<sup>th</sup> October 1902, commemoration coronation King Edward VII. Formerly Castle Street (1812)

*Stoke-on-Trent Historic Buildings Survey: Non intensive record*

1902 (Inscription, Keystone) Visited 24.06.1982