

Empress Conservation Area – Supplementary Planning Document SPD5.17



TRAFFORD
COUNCIL

Conservation Area Appraisal – October 2016



The Empress Conservation Area Conservation Area Appraisal October 2016

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1 Introduction

1.1. Designation of the Empress Conservation Area

- 1.1.1 The Empress Conservation Area was designated by the Trafford Council on 21st November 1995. There are no records of any extension or alterations to the boundary. A map showing the current and boundary is given on page 2 (map 1).
- 1.1.2 The Conservation Area was first placed on the Heritage At Risk Register for north-west England in 2012, at which time it was described as being in a ‘very bad’ and ‘deteriorating’ condition, and highly vulnerable.¹ As of November 2014, the Conservation Area remains on the Register with its condition and level of vulnerability unchanged.

1.2. Definition of a Conservation Area

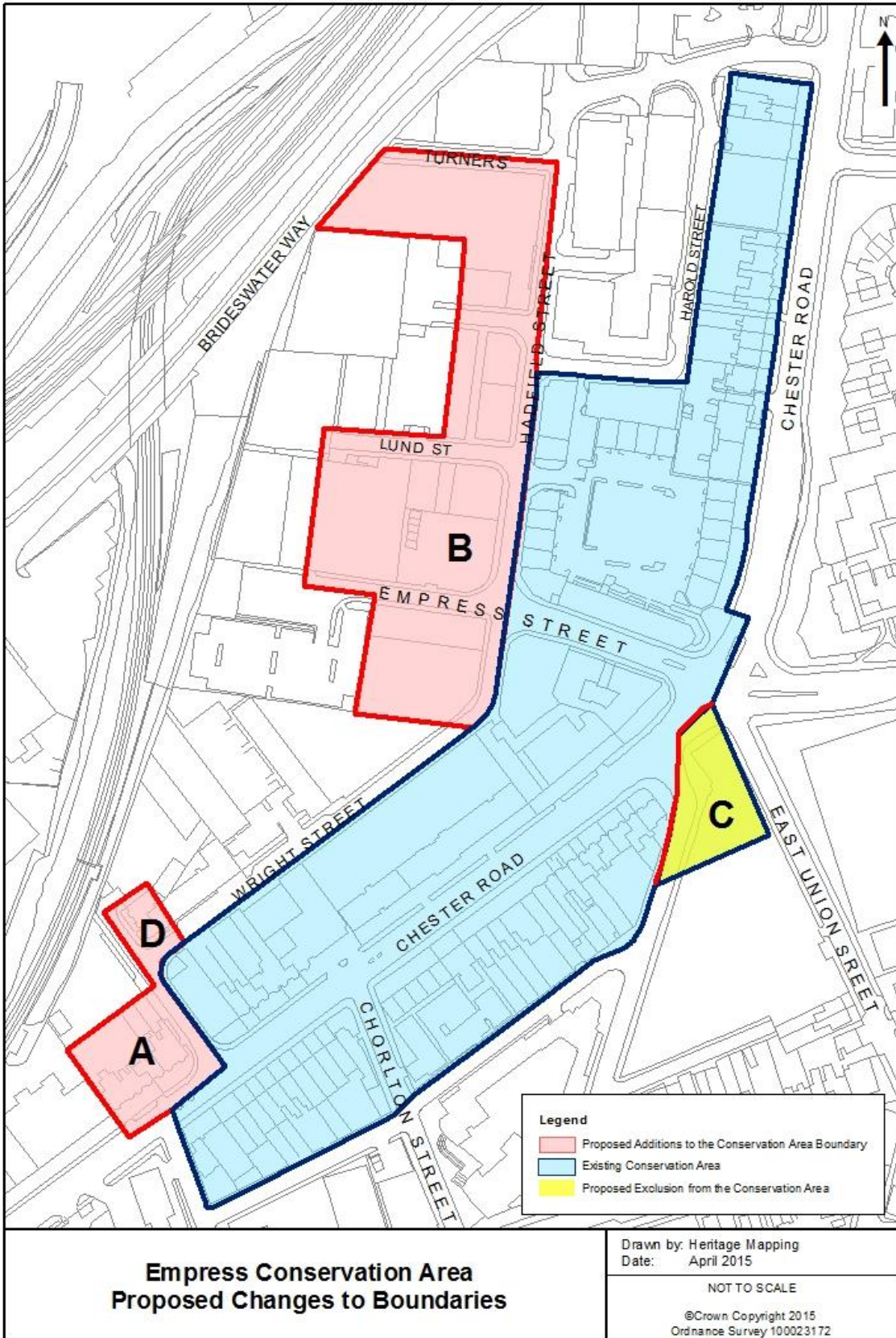
- 1.2.1 A conservation area is an area ‘*of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.*’² Designation takes place primarily by local planning authorities under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Local planning authorities also have a duty from time to time to review the extent of designation and to designate further areas if appropriate.³ Section 71 of the Act imposes a duty on the local planning authority to formulate and publish proposals for the preservation and enhancement of conservation areas. Proposals should be publicised and incorporate public comment.
- 1.2.2 Conservation area designation recognises the unique quality of an area as a whole. It is not just the contribution of individual buildings and monuments, but also that of features such as topography, layout of roads, pathways, street furniture, open spaces and hard and soft landscaping which assist in defining the character and appearance of an area. Conservation areas identify the familiar and cherished local scene that creates a sense of place, community, distinctiveness and environment.
- 1.2.3 The extent to which a building positively shapes the character of a conservation area depends not just on their street elevations, but also on their integrity as historic structures and the impact they have in three dimensions, perhaps in an interesting roofscape, or skyline. Rear elevations can be important, as can side views from alleys and yards.⁴

¹ Historic England, *Heritage At Risk – North West*, (2012-2014)

² Section 69 (1) (a) Planning (Listed Buildings and Conservation Areas) Act 1990

³ Section 69 (2) Planning (Listed Buildings and Conservation Areas) Act 1990

⁴ Historic England, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (2011), para 2.2.21



Map 1: Conservation Area Boundary, also showing Extensions and Exclusions to the boundary

1.3. Value of a Conservation Area Appraisal

- 1.3.1 The National Planning Policy Framework (NPPF) stresses the need for local planning authorities to set out a positive strategy for the conservation and enjoyment of the historic environment. Local planning authorities are required to define and record the special characteristics of heritage assets within their area. This appraisal fulfils the statutory duty placed on the local planning authority *'to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.'*⁵
- 1.3.2 Conservation areas may be affected by direct physical change or by changes in their setting or in the uses of buildings or areas within it. A clear definition of those elements which contribute to the special architectural or historic interest of a place will enable the development of a robust policy framework for the future management of that area, against which applications can be considered.⁶
- 1.3.3 The purpose of the Appraisal is, in accordance with the methodology recommended by Historic England, to define and record the special architectural and historic interest of the Empress Conservation Area.⁷ This appraisal has been used to prepare a management plan which sets out suggested actions to maintain and enhance the special character of the area. These documents will support the active management of the Conservation Area through the development control process, including support for appeals.
- 1.3.4 The undertaking of an appraisal will lead to a better understanding of the development of the Conservation Area, in terms of its local distinctiveness, setting and condition, which together contribute to the place it is today. This will enable the basis for positive management of the Empress Conservation Area.
- 1.3.5 An adopted conservation area appraisal is a material consideration to appeal decisions and also relevant to decisions made by the Secretary of State when considering urgent works to preserve an unlisted building in a conservation area. An appraisal can inform those considering investment in the area, help guide the form and content of new development and result in an educational and informative document for the local community.⁸
- 1.3.6 The Town and Country Planning Act (General Permitted Development) Order 2015 as amended (GPDO) sets out permitted development rights for certain minor forms of development - i.e. development that may be legitimately undertaken without the need for planning permission. An appraisal can assess whether or not permitted development rights are having an adverse impact on the special interest of a conservation area and whether or not the use of an Article 4 direction is appropriate.
- 1.3.7 This Appraisal will provide a character assessment of the present Empress Conservation Area and those areas under consideration for extension. The document will seek to identify those factors resulting in adverse harm to the special interest of the Conservation Area, identify whether cumulative change can be addressed through Article 4 directions and assess if statutory action is required to safeguard buildings at risk. A review of existing

⁵ Section 71(1) Planning (Listed Buildings and Conservation Areas) Act 1990

⁶ Historic England, *Guidance on Conservation Area Appraisals*. (2006) para 2.8

⁷ Historic England, *Guidance on Conservation Area Appraisals*. (2005)

⁸ Historic England, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (2011) paras 1.7 & 1.9

boundaries has also been undertaken to determine if areas should be included or removed from the designation. This discussion is found in Section 6 and the extensions are also shown on map 1 (page 2). Consequentially the document will provide background evidence for assessing the acceptability of development proposals.

- 1.3.8 Further guidance and proposals will be detailed in the corresponding Empress Management Plan which should be considered in conjunction with this Appraisal.

1.4. Scope of the Appraisal

- 1.4.1 This document is not intended to be comprehensive in its scope and content. Omission of any specific building, structure, site, landscape, space, feature or aspect located in or adjoining to the Empress Conservation Area should not be taken to imply that it does not hold significance and positively contribute to the character and appearance of the designated heritage asset.
- 1.4.2 As an area evolves evidence may emerge which provides a greater understanding of a heritage asset(s) and the contribution made to the special interest of the Empress Conservation Area. Such information should be considered in conjunction with the Appraisal during the course of decision making by the local planning authority.
- 1.4.3 The positive characteristics as defined by this document should be the starting point for further discussion with the local planning authority where alterations are being considered to or will affect a heritage asset(s). Each site will be judged on its own merits and there are bound to be variations in the quality of individual developments. It will not be acceptable merely to emulate the least successful or highest density of these or to use such sites as an excuse for making matters worse. Instead regard should be paid to those elements which make the Empress Conservation Area significant. Ultimately special attention shall be paid to the desirability of preserving and enhancing the character or appearance of the Conservation Area.⁹
- 1.4.4 This Conservation Area Appraisal has been produced by Trafford Council following the submission of an initial draft by Purcell.

⁹ Section 7(1) Planning (Listed Buildings and Conservation Areas) Act 1990

2. PLANNING POLICY CONTEXT

2.1. National and Local Planning Policies

2.1.1 The Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework provide the legislative and national policy framework for conservation area appraisals and management plans.

2.1.2 The NPPF (paragraph 126) states:

'Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. In doing so, they should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to their significance. In developing this strategy, local planning authorities should take into account;

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
- *the desirability of new development making a positive contribution to local character and distinctiveness;*
- *and opportunities to draw on the contribution made by the historic environment to the character of a place.'*¹⁰

2.1.3 The NPPF (Annex 2) defines a heritage asset as: *'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 and non-designated heritage assets identified by the local planning authority (including local listing).'* The guidance also states that a designated heritage asset is one that is classed as: *'A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park or Garden, Registered Battlefield or Conservation Area designated as such under the relevant legislation.'*¹¹ A non-designated heritage asset is a building, monument, site, place, area or landscape identified as having a degree of significance that is not protected under legislative framework.

2.1.4 The Enterprise and Regulatory Reform Act (ERR) 2013 introduced measures to enable owners and local planning authorities to enter into non statutory Heritage Partnership Agreements to help them manage listed buildings more effectively. They will also remove the requirement for Conservation Area Consent, while retaining the offence of demolishing an unlisted building in a conservation area without permission.

2.1.5 The measures will reduce burdens by granting listed building consent automatically for certain categories of work or buildings through a system of national and local class consents. They will also increase certainty and reduce the numbers of unnecessary consent applications by creating a certificate of lawfulness of proposed works to listed buildings.

¹⁰ Department of Communities and Local Government, *National Planning Policy Framework*. (2012) para. 126

¹¹ Department of Communities and Local Government, *National Planning Policy Framework*. (2012) Annex 2

2.1.6 This document must be considered alongside the Council's policies concerning development and the use of land as set out in the Trafford Core Strategy formally adopted on 25th January 2012. Of particular relevance are:

- Policy R1 – *Historic Environment; and*
- Policy L7 – Design.

2.1.7 A number of policies and proposals of the Revised Unitary Development Plan adopted in 2006 are currently 'saved', such as ENV21 Conservation Areas and ENV22 Conservation Area Designation, until they are replaced by the Land Allocations Development Plan Document.

2.2. Conservation Area Policy Guidance

2.2.1 This appraisal has taken into consideration methodologies and advice outlined by Historic England in the following publications:

- Measuring and Assessing Change in Conservation Areas 2005
- Guidance on Conservation Area Appraisals 2006
- Guidance on the Management of Conservation Areas 2006
- Understanding Place: An Introduction 2010
- Understanding Place: Historic Area Assessments in a Planning and Development Context 2010
- Understanding Place: Historic Area Assessments: Principles and Practice 2010
- Understanding Place: Conservation Area Designation, Appraisal and Management 2011
- Understanding Place: Character and Context in Local Planning 2011
- Streets for All: North West 2006
- Conservation Principles Policies and Guidance 2008

2.2.2 The Historic England document *Conservation Principles*, published in 2008, provides policies and guidance for identifying significance. Four heritage values are assigned through which a site or place can be interpreted; evidential, historical, communal and aesthetic.

2.2.3 Further guidance has been issued by Historic England in the suite of documents *Understanding Place* with a view to setting out approaches to undertake assessments of historic areas allowing a greater understanding of the character of a place and its capacity for change. In particular *Understanding Place - Historic Area Assessments: Principles and Practice* stresses the importance in 'identifying and understanding particular qualities, and what these add to our lives, is central to our engagement with our history and culture'. As referenced in *Understanding Place - Historic Area Assessments: Principles and Practice, Power of Place* published by Historic England, 'stressed the positive impact of local and 'ordinary' heritage – what might be termed the buildings and spaces in between 'monuments' – on the quality of people's lives and its central role in constructing local identity'.

- 2.2.4 In addition, consultation of the Historic Environment Record maintained by the Greater Manchester Archaeological Advisory Service (GMAAS) has been undertaken and also an assessment of the Trafford Urban Historic Landscape Characterisation Project 2008.
- 2.2.5 The proposals set out by this appraisal underwent a period of public consultation and were submitted for consideration at a public meeting in the area to which they relate.¹² The local planning authority had regard to all views concerning the proposals expressed by persons attending the meeting and during the period of consultation.¹³

2.3. Control Measures Brought About By Designation

2.3.1 In determining applications for development in conservation areas, local planning authorities must pay special attention *'to the desirability of preserving or enhancing the character or appearance of that area'*.¹⁴ This requirement, as set out in legislation, is also reflected in national and local policy.

2.3.2 In order to protect and enhance conservation areas any changes that take place must do so in a way that encourages positive conservation and management. Statutory control measures are designed to prevent development that may have a negative or cumulative effect on the character and appearance of an area and include the following:

- Planning permission is usually required to totally or substantially demolish buildings or structures including walls, gate piers, gates, chimneys, fence or railings within a conservation area.
- The extent of 'permitted' development is reduced for commercial and residential properties restricting such things as cladding, extensions to the side of the original dwelling or the installation of satellite dishes. Further control measures such as Article 4 directions may be placed upon an area. These may be served to further restrict permitted development rights, for example, elements or alterations such as windows, doors, chimneys, boundary walls and gate posts and restrict certain types of extensions.
- Trees with a stem diameter of 75mm or greater, measured at 1.5 metres from soil level, enjoy a measure of protection if they stand in a designated conservation area. The Council requires six weeks written notice of any proposed felling or pruning of such trees, other than the removal of dead wood and the felling of dead and/or dangerous trees, which do not require notification. In the case of the removal of undesirable trees to allow superior trees to flourish, known as 'selective thinning', the requirement is relaxed to allow the removal of trees of stem diameter up to 100mm to be removed without giving the Council prior notice.
- Should the notified tree work be unacceptable to the Council, the latter will make a Tree Preservation Order during the six week notification period, thus ensuring continuity of protection. Local Authorities cannot insist upon a replacement for a tree lawfully felled within a conservation area, unless the tree is also protected by a Tree Preservation Order.
- Certain categories of advertisement which have deemed consent under the Advertisement Regulations are restricted in areas of special control.

¹² Section 71 (2) Planning (Listed Buildings and Conservation Areas) Act 1990

¹³ Section 71 (3) Planning (Listed Buildings and Conservation Areas) Act 1990

¹⁴ Section 72 (1) Planning (Listed Buildings and Conservation Areas) Act 1990

3. THE SUMMARY OF SPECIAL INTEREST

3.1. History

- 3.1.1 The Empress Conservation Area has historical significance due to its link to the development of the Stretford region during the industrial expansion of the 19th century. Its development can be charted against the introduction of key transport links, such as the Bridgewater Canal in 1765, the Manchester South Junction and Altrincham Railway in the 1840s and the Manchester Ship Canal in the 1890s. It is associated with key industries and industrialists through the presence of public facing offices for factories on Chester Road, such as Duckworth's Essence Factory.
- 3.1.2 Although many of the terraced buildings at the southern end of the Conservation Area have been converted for business use, architecturally the residential and industrial areas are still clearly discernible, primarily through their differences in scale. It is also important to note that the range of workers' accommodation is still evident: from relatively plain but well-built terraces at the south end of Chester Road to terraces of a more complex and ornamented design at the north end.
- 3.1.3 It is evident that the northern end of the Conservation Area especially is yet to fully recover from the effects of World War Two and the ensuing decades of industrial decline. This is less evident in the southern end of the Conservation Area, where there is clear evidence of modern infill and extensions to attempt to revitalise the buildings and bring them into long-term use. These modern changes are a substantial phase in the development of the Conservation Area and result in the combination of historic and modern architecture

3.2. Architectural Value

- 3.2.1 The residential buildings within the Conservation Area are domestic in scale and have consistent Victorian and Georgian styles. Modern houses, such as Deva Court, have reflected these styles to give a consistency of appearance. Though some of the terraced houses are fairly simple in design, there are several which have interesting architectural details that add visual interest, such as the timber doorcases to Chester and Cornbrook Terraces, or the barge board details to Birkdale Terrace. Some, particularly in the northern part of the Conservation Area, are marred by their poor condition and setting.
- 3.2.2 The street-front office buildings for the factories on Chester Road are grand and decorative. They have strong street presences designed to show off their business to the public. This is where all the architectural detailing is concentrated, with highly decorative facades. Those buildings which have not been regenerated (or where regeneration has stalled) are marred by their poor condition but those that have been refurbished have been done so sensitively.

- 3.2.3 To the rear of these office buildings and generally to the west of the Conservation Area, the buildings become more utilitarian in design, which reflects their functional nature. Despite different design and use types of the buildings within the area, they do have group value due to the use of red brick and slate, giving coherence, and the grouping of residential and office/factory buildings in distinct areas.

3.3. Streetscape and Open Spaces

- 3.3.1 Chester Road is a fairly busy street. Both this and the side streets within the area are utilitarian with standard road markings and surfacing. Tarmacadam pavements are patchy and in poor condition, which detracts from the visual appearance of the area. Disused yards and buildings sites to the rear of the buildings are also very detrimental.
- 3.3.2 However, many of the terraced houses, as well as the Essence Factory and 384 Chester Road, all have front gardens/forecourts, most of which have been retained rather than given over to parking. This helps to give some separation for the houses from the road and enables greenery to be added to enhance the appearance of the area.

3.4. Views and Landmarks

- 3.4.1 Views in this area centre around the Essence Factory, which is the tallest building and has a strong streetscape presence and interesting roofline. This is the key landmark building in the area. The street presence of the Essence Factory has remained virtually unchanged for over a century, flanked on either side by lesser, but still significant, industrial buildings.

3.5. Communal Value

- 3.5.1 The Conservation Area has low communal value. Some buildings are places of work, where people may enjoy being in converted historic buildings. Some are places of residence and therefore are people's homes. However, the busy road and poor condition of many of the buildings is off-putting and creates a feeling of neglect.

3.6. Significance Statement

- 3.6.1 The special interest and heritage values of the Empress Conservation Area stem from the ability of the surviving historic sections of the Conservation Area to convey the story of its industrial development: workers' terraces intermingled with the industrial buildings that sprang up to take advantage of the growing canal network and docks.
- 3.6.2 Architecturally, the Conservation Area displays three distinct building types, reflective of their use and purpose: residential, industrial and office use, the last of these presenting the public front to the street with grand decorative facades. The Conservation Area revolves around the impressive landmark feature of the Essence Factory. There is group value within the area due to the distinctive zones of building types which predominantly feature red brick and slate as their principal building materials.

4. ASSESSMENT OF SPECIAL INTEREST

This section of the Appraisal comprises a detailed analysis of the special interest of the Empress Conservation Area with regard to its location and setting, historic development and archaeology, architectural quality and built form, open space, parks, gardens and trees.

4.1. Location & Setting

- 4.1.1 The Empress Conservation Area is located in the north Old Trafford area of Greater Manchester's Trafford Borough. It is approximately 1.5 miles south-west of the centre of Manchester and 2.5 miles north-east of Stretford.
- 4.1.2 Empress is the most north-easterly of Trafford's twenty one conservation areas and is the closest to central Manchester. The wider setting is characteristically urban with industrial sites, commercial buildings and residential estates all well connected via a network of main A-roads, secondary B-roads and the Metrolink. There are no Metrolink stops within the Conservation Area; however there are several in the wider area, namely Cornbrook to the north, Salford Quays to the west and Trafford Bar to the south-west.
- 4.1.3 The A56 Bridgewater Way, a primary route into Manchester from the M60, the M56 and boroughs to the south-west, crosses close by the northern edge of the Conservation Area. Running adjacent to Bridgewater Way is the Bridgewater Canal, an important historic transport link dating from the mid-18th century and which was a key instigating factor in the urban development of the Stretford and Old Trafford area.
- 4.1.4 There are no other conservation areas within the vicinity of Empress.

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Topography and Geology

- 4.1.5 The land on which the Empress Conservation Area is located is principally flat, with a very slight rise on the western edge of the area.
- 4.1.6 The geology of the area consists of the Permian and Triassic sandstones and mudstones of the north Cheshire Basin. Surface exposures of these rocks are mainly limited to river valleys due to the great thickness of the overlying Quaternary deposits.¹⁵
- 4.1.7 These local stones were predominately used for building up until the 19th century, when their prodigious use in the construction of the growing industrial towns surrounding Manchester exhausted sources of local stone.¹⁶ Brick construction, as seen almost entirely in Empress, became very common, as did the import of stone from further afield via railway and canal networks.

¹⁵ Historic England, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester, Introduction*. (London: Historic England, 2011) 1

¹⁶ Historic England, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester, Introduction*. (London: Historic England, 2011) 1

4.2. General Description, Character and Plan Form

- 4.2.1 The Conservation Area boundary forms a roughly J-shaped plan with Chester Road forming the main spine. The Conservation Area is focussed primarily on buildings along the west side of Chester Road and also two terraces on the south side of Chester Road at the southern end of the Conservation Area. Chester Road, on which the largest buildings in the Conservation Area are located, is a busy secondary A-road with tertiary, local access-only roads extending off it.
- 4.2.2 The buildings within the Conservation Area include Victorian industrial buildings, late 19th- and early 20th-century terraces, and modern steel-framed structures. Red brick, often in conjunction with terracotta, is the predominant building material, most notably used in the former Essence Factory, with some rendered façades as well. There are no public areas of note and the Conservation Area is predominantly industrial in character, though uses have often changed to offices, with a secondary residential presence.

4.3. Historic Development of Empress Conservation Area

- 4.3.1 Below is a summary of the historic development of the Empress Conservation Area. For further detail on the history of Stretford and Trafford please refer to appendix C.

Early History

- 4.3.2 From the period of Roman occupation onwards, the site of the Empress Conservation Area lay to the north of the important road between the Roman forts at Chester and Manchester, known respectively as Deva and Mancunium. With regard to human settlement of the site specifically, little evidence has been found, and it therefore seems likely that it lay unoccupied, though perhaps in some degree of agricultural use, for much of its early history.
- 4.3.3 Later, in the early medieval period, the Empress area may have been part of the parcel of lands received by Hamon de Massy, of the Massey family of Sale and later Dunham Massey, but confirmation of this has not been found. It is likely that in these later centuries the site continued to be principally unsettled, though perhaps in agricultural use.

Georgian Empress

- 4.3.4 The first event identified with particular implications for the Empress Conservation Area was the cutting of the Duke of Bridgewater's Canal through the Stretford area in 1765. This brought a degree of development to Stretford, but did not fundamentally alter the use of land in Stretford. The rural and agricultural use of the area was intensified, as market gardening grew to feed the growing industrial city of Manchester to the north-east. The Bridgewater Canal was an important part of the growth of this trade as it allowed the easy transportation of goods directly to the city's markets and in exchange for the city's night soil which was an important source of fertiliser.

Victorian Empress

- 4.3.5 The real development of the Empress site did not begin until the Victorian period, when the area's character began to undergo a very significant shift. As with the improvements in transportation links brought by the Bridgewater Canal, this change came about as a result of new transport links, this time due to the construction of the Manchester South Junction and Altrincham Railway in the 1840s.
- 4.3.6 The railway had important implications for the residential development of Stretford, bringing growing numbers of the middle-classes out of the city smog to live in the clean-air idyll of the neighbouring countryside. The earliest buildings in the Empress Conservation Area are residential and date from this early period, for example, Chester Terrace on the west side of Chester Road.
- 4.3.7 Of particular significance for the Empress Conservation Area, was the construction of the Manchester Ship Canal in the 1890s which also stimulated new industrial development of outlying areas, particularly along the canal-side. This was due to growing constraints in the city for larger-scale works and was fed by the new ease with which workers were now able to travel between city and countryside by rail. This development is evident in the 1896 Ordnance Survey which shows the Pomona Docks just to the north of the Conservation Area, heavily developed with a number of industrial works in the surrounding area.
- 4.3.8 One of the most prominent buildings in the area – the Essence factory – was also part of this wider developmental trend, with the first building on the site erected in 1896. The Duckworth's Essence Factory was designed by the Blackburn architectural firm Briggs and Wolstenholme, and was built in a Jacobean revival style using red brick and terracotta.¹⁷ Although the 1893 Ordnance Survey does not show the factory building, instead depicting a group of smaller individual buildings previously on the site, the 1908 Ordnance Survey clearly shows the extant Essence Factory.



A *Chester Terrace, part of the early residential development of the Empress area*



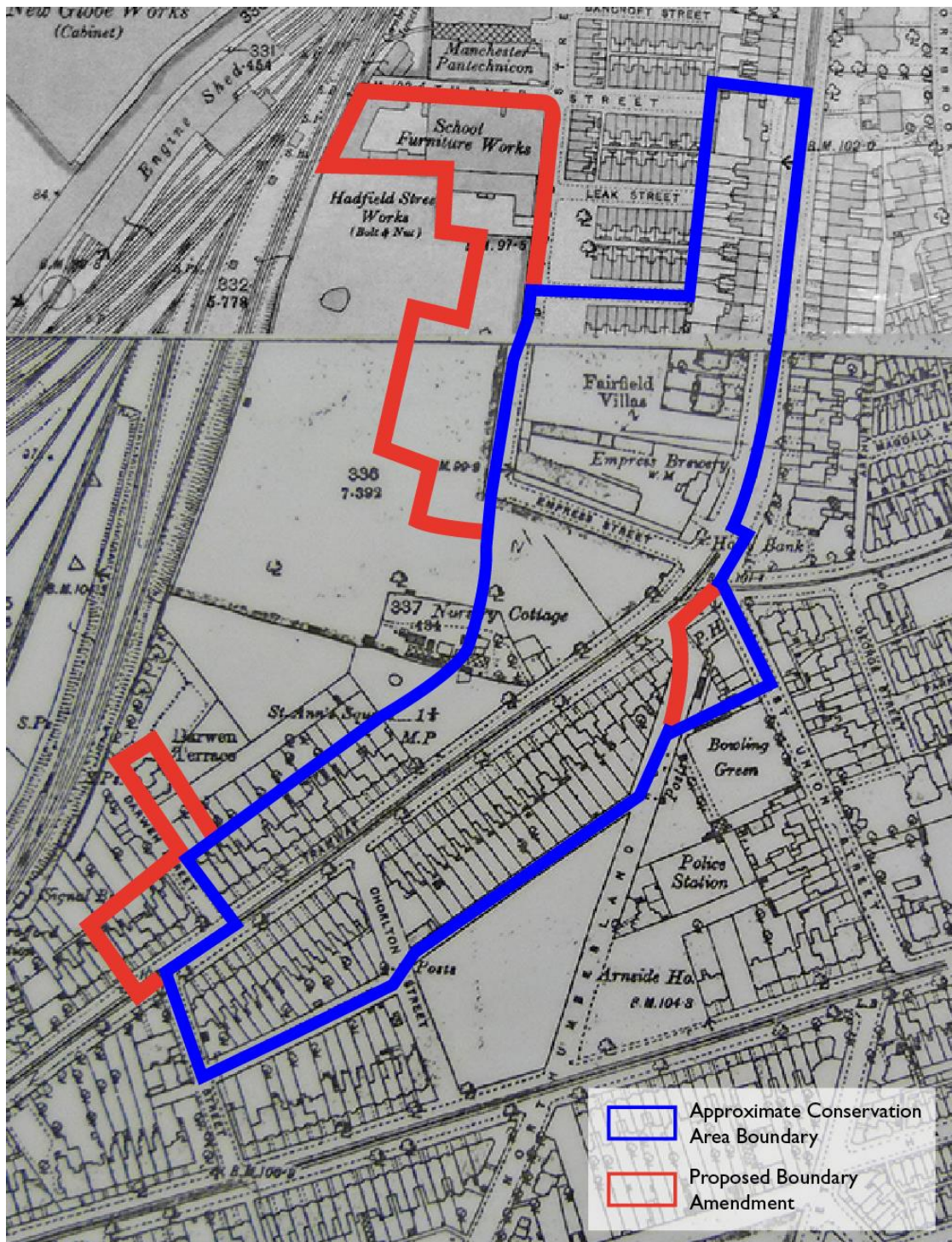
B *The Duckworth's Essence Factory*

¹⁷ http://www.scottisharchitects.org.uk/architect_full.php?id=201949 (accessed 4 November 2014).

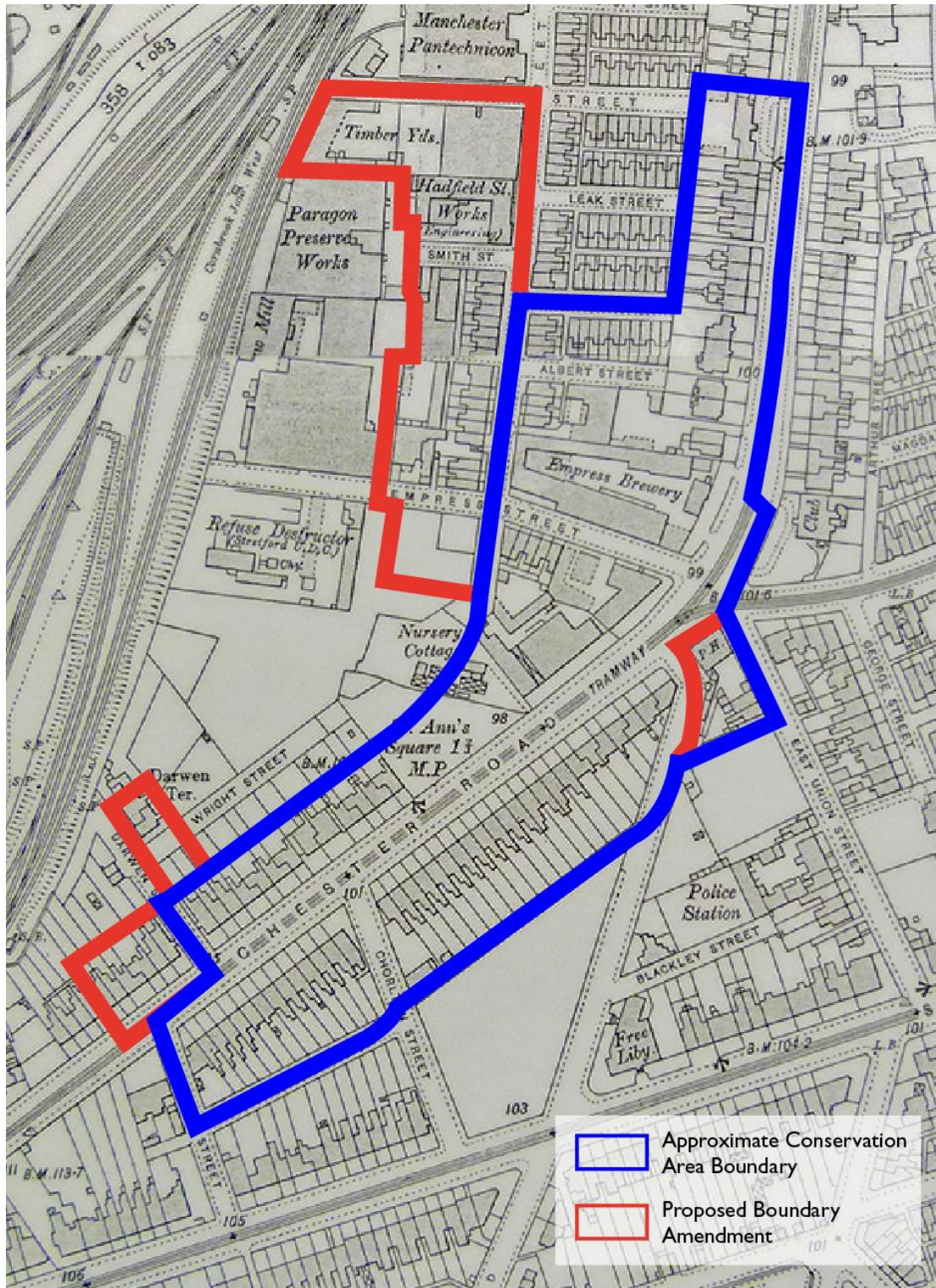
20th Century Empress

- 4.3.9 In the 20th century the Empress Conservation Area continued its industrial development, as evidenced in the sequential expansion of the Essence Factory site, but the residential buildings within its boundaries remained largely unchanged with few new additions. This has helped preserve something of the character of the area from the time of its early expansion. More recently, however, with the downturn of manufacture in England more broadly, the area has generally seen a decline which has had a detrimental impact on the area more broadly.
- 4.3.10 Houses have been converted into offices, though there is a growing trend for the terraced houses to be converted back into residential. 384 Chester Road and the Essence Building (the former brewery) have both been converted into offices, while the regeneration of the Essence Factory, Trafford Press and Veno building have stalled, with a large extension behind left incomplete.

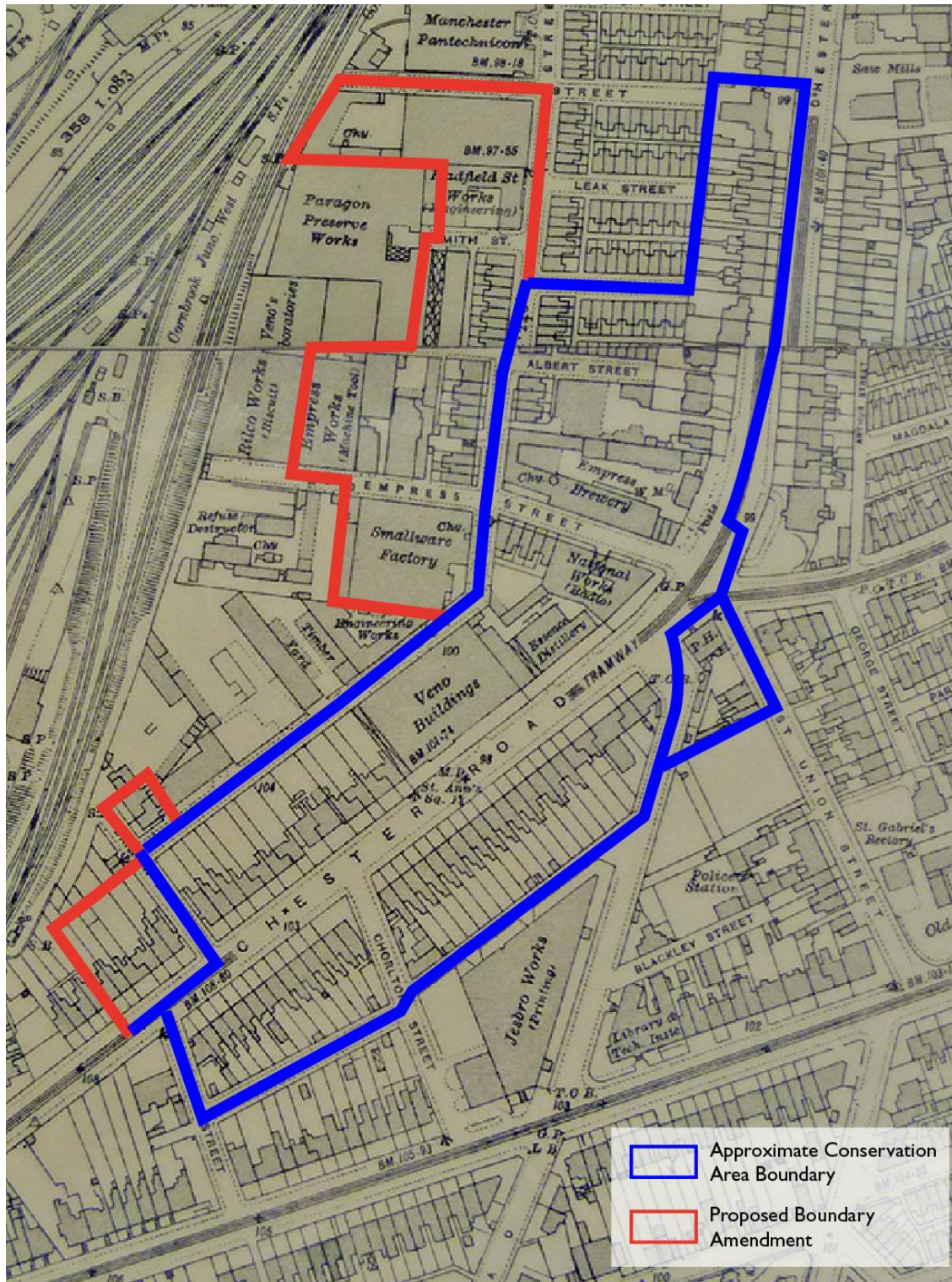
4.4. Map Progression



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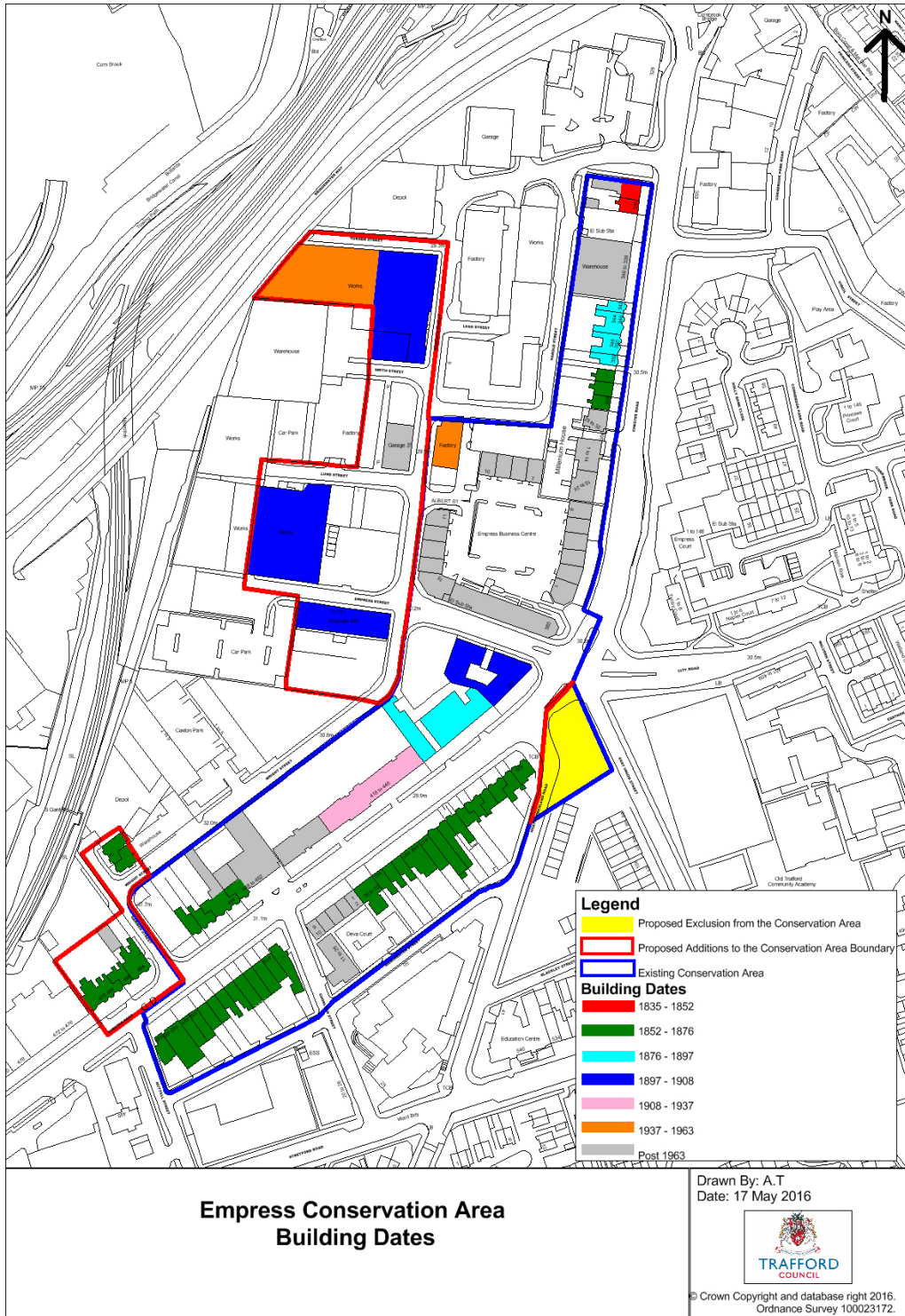
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4.5. Building Development Phases

- 4.5.1 The buildings in the Empress Conservation Area range in date from the mid-19th century through to the early decades of the 20th century, with large amounts of modern infill. Development was heavily influenced by the establishment of the canal and docks, and later by the laying out of the railways.
- 4.5.2 The two semi-detached buildings on Chester Road at the north end of the Conservation Area are the surviving half of the mid-19th-century Cornbrook Terrace, the southern half having been razed around the time of World War Two. Birkdale Terrace and Chester Terrace neighbouring to the south date from the late 19th century and were originally built to house the growing community of workers employed at the nearby docks and associated warehouses.
- 4.5.3 Development at the southern end of the Conservation Area echoes the time frame of that in the north: small sections of the terraces facing onto Chester Road here were built in the mid-19th century, with the rest completed by the end of the century. The terraces at the south end of the Conservation Area are notable for the degree of modern extensions and infill, something which is much less prevalent at the far north end of the Conservation Area. Manchester and, in particular, Stretford and Salford suffered substantial bomb damage during World War Two due to its status as an important industrial town. The Empress Conservation Area additionally suffered due to its proximity to Trafford Park where major production of war supplies was carried out. This, together with the ensuing decades of clearing, is likely to account for the undeveloped areas throughout the Conservation Area where buildings historically stood.
- 4.5.4 In the centre of the Conservation Area, the large former industrial buildings were built over a period of several decades in the late 19th and early 20th centuries, and managed to avoid substantial bomb damage:



Map 2: Building Dates

4.6. Archaeology

Previous Archaeological Work

- 4.6.1 There are no known archaeological investigations that have been carried out within the Empress Conservation Area.

Sites of Archaeological Interest/Visible Archaeological Remains

- 4.6.2 There are no sites of archaeological interest identified within the Greater Manchester Heritage Environment Record (GMHER). The only record for Empress identified within the HER is the Grade II listed Essence Factory.
- 4.6.3 The Archaeological Data Service also holds no records for Empress, though an archaeological desk-based assessment was carried out in 2004 for the Pomona Island site to the west, across the railway track.¹⁸
- 4.6.4 There are no visible archaeological remains within the Empress Conservation Area.

Potential for Underground Remains

- 4.6.5 Up until the mid-19th-century the site of the Empress Conservation Area was predominately in agricultural use, with only a few built structures. Maps of the later 19th century, however, show a number of terraces of houses running east-west between Hadfield Street and Chester Road, as well as further terraces and villas fronting Chester Road. These have since been demolished and replaced with factory or warehouse buildings. There is therefore a small possibility of there being below ground remains of the foundations of these demolished buildings, though it is likely that these have been significantly disturbed or destroyed in the construction of the later buildings.

¹⁸ <http://archaeologydataservice.ac.uk/archsearch/record.jsf?titleId=1936027>, accessed 07/01/2015

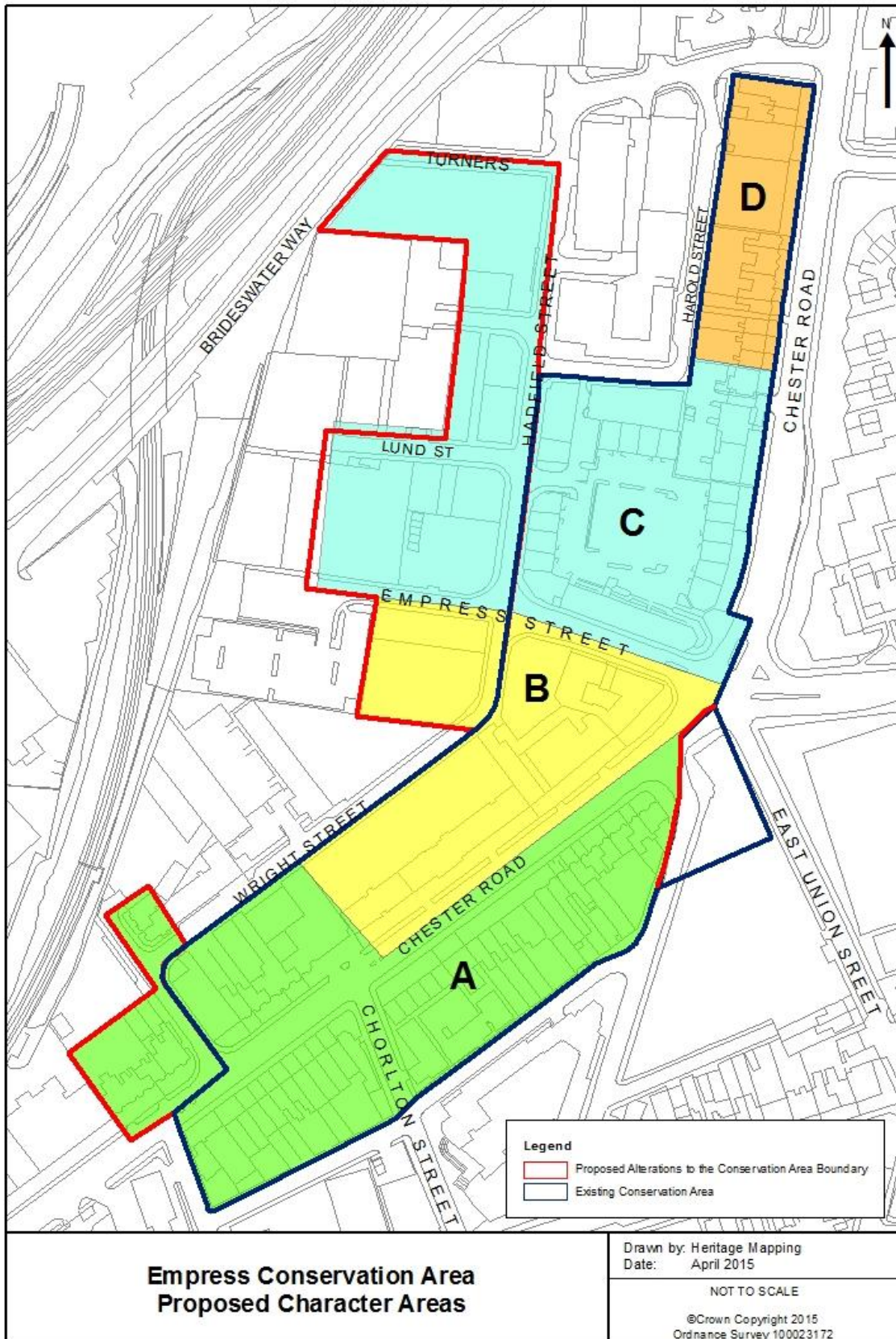
4.7. Architectural Quality & Built Form

4.7.1 Identification of Character Zones

The Empress Conservation Area comprises of four distinct character zones:

- A: South end of Chester Road: including rows of terraced houses fronting Chester Road;
- B: Chester Road industrial buildings: including the main public facing office buildings for the factories behind;
- C: Empress Business Centre: including the former Empress Brewery and modern office development behind; and
- D: North end of Chester Road: remnants of rows of terraced houses.

One notable irregularity is the large development site immediately north of the Veno building on Chester Road. Construction under Fresh Start Living/The Empirical Property Group stalled in 2008/09 and the site is now in administration (November 2014). As the building is incomplete (only the foundations, steel frame and small sections of the external wall cladding having been completed prior to 2008/09) it cannot be easily placed within a character zone and is therefore considered an anomalous site within the Conservation Area. This is discussed in further detail in Section 7.0 – A Plan for Further Action.



Map 3: Character Zones

Character Zone A: South end of Chester Road

Present & Former Uses

- 4.7.2 The Empress Conservation Area is a predominantly industrial and commercial area. This has roots in the 18th and 19th centuries: from the 1760s when the Bridgewater Canal was laid out; and in the 1890s when the Pomona Docks were established on the Manchester Ship Canal. It is evident from historic maps that larger industrial warehouses were established closer to the docks and canal, whereas residential terraces for dock workers were constructed further east. At first glance it appears that this split between residential and industrial has continued into the present day. However, upon closer inspection, it soon becomes apparent that a number of the once residential terraces on Chester Road have been given over to commercial use and many now serve as offices. The width of the road alludes to the former presence of a central tramway with lanes for carts and also pedestrian paths on either side.

The Buildings

- 4.7.3 The buildings within this character zone are characteristically two-storey 19th-century red brick terraces with pitched slate roofs, set back from the road behind low walls topped with railings. They are notable for their simple classical detailing and proportions: fanlights resting on corbelled lintels, dentilled eaves cornices and rhythmic fenestration. The terraces on the south side of Chester Road are mid-19th-century in date, the westernmost section east of Nuttall Street being evident in a plan of 1850-51. The terraces on the north side of Chester Road were constructed shortly after and differ in style with the addition of protruding bay windows on the ground floor. Slight steps in the roof lines of the terraces indicate where they were originally built in phases to accommodate the slight gradient.



- A. A general view of the terrace on the south-east side of Chester Road
- B. A general view of the terrace on the north-west side of Chester Road
- C. A detailed view of Nos. 493 & 495 Chester Road (which have the same tripartite bay windows as the terraces on the opposite side of the road)

- 4.7.4 The use of Flemish bond brickwork is characteristic of the 19th-century terraces and indicates that they were originally conceived as good quality homes as this style of bond was more expensive than the more common stretcher bond, which used fewer bricks and was therefore cheaper. The difference in bonds indicates where later extensions have been constructed, most notably at the junction with Chorlton Street: an obvious join showing where stretcher bond meets Flemish bond.



Building join where the Flemish bond brickwork of the original 19th-century terrace meets a late 20th-century stretcher bond addition

- 4.7.5 There are no listed buildings in this character area and many of the terraced properties have clearly undergone extensive modern alterations. From Chester Road this is most obvious in the prevalence of UPVC windows, which range in style from mock-Victorian sheet glass sash windows to imitations of multi-paned Georgian windows, and non-conservation roof lights.



UPVC windows in mock Georgian (multi-paned) and Victorian (sheet glass) windows, with different sized roof lights above

- 4.7.6 There have also been a series of ad hoc extensions to the rear of the terraces, most notably on the south side of Chester Road, where the properties back onto Manchester Street. The extensions vary in design style and are often utilitarian in appearance. They result in an irregular building line comprising of full-height extensions with smaller lean-to style additions. The departure from exposed red brick in favour of render in a number of instances is notable and marks out these extensions as non-original. Boundaries here are often spiked metal fences which are unattractive. The features have a detrimental impact to the rear of the terrace and the Conservation Area.



A. Rear building line showing the extensions to the rear of the Chester Road terraces

B. Example of multiple rear additions with modern render facing

- 4.7.7 At the northern end of this character zone is a modern (1997) residential block, Deva Court, which is included in this character zone for its continuation of the historic residential concentration in this area. The Chester Road elevation is notable for its attempts to emulate the style of the 19th-century terraces: Flemish bond brickwork, fanlights, brick lintels and sash windows. The building remains undeniably modern, however, the faux sash windows (which open as casement windows) and modern interpretation of the features being all too obvious.



A. The Chester Road elevation of Deva Court

B. A mock sash window on Deva Court

Public Realm

- 4.7.8 The public realm in this character zone is minimal. There are pedestrian paths on either side of Chester Road which have been subject to ad hoc repaving, resulting in an uneven and mismatched surface. The street lamps are of a standard municipal design and there are islands to aid crossing the particularly wide road at either end of the character area (the width of the road clearly indicating the former presence of the tramway between the two traffic lanes). Parking is restricted on Chester Road, ensuring the aesthetics of the terraces are not obscured.



Uneven pavement surface on Chester Road

Open Spaces, Parks and Gardens, and Trees

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- 4.7.9 The open spaces in this character area are limited to the small garden areas in front on the terraces. They are generally modestly planted with clipped hedges and small trees. The communal green area in front of Deva Court, set behind railings, is similarly planted and well-maintained.
- 4.7.10 Boundary treatments include stone walls topped with railings, or hedges behind. Some front gardens have been converted to parking spaces, with hard-standing and the removal of boundary walls. To the rear the boundary treatments are much more utilitarian and consist of steel spiked fences or brick walls.



The communal garden area in front of Deva Court

Development Opportunities

- 4.7.11 As the terraces are complete and fill the whole of their respective plots in this character area, the opportunities for development are limited. There is a precedent for extending the rear of the buildings and there is scope for reasonable continuation of this providing good design, that the additions respect the roofline of the main terrace, are in good proportion and do not impede the ability to understand the original plan-form of the buildings/terrace.

Character Zone B: Chester Road Office/Factory Buildings

Present & Former Uses

- 4.7.12 This character zone is formed by a line of distinctive late 19th- and early 20th-century buildings, most of which are presently vacant. It also includes the Empress Mill on Wright Street (within the adopted boundary extension) which is included within this character zone because of its similar massing and materials to the large buildings on Chester Road.
- 4.7.13 The original Veno building was that which became Trafford Press. The inter war Veno building at the southern end of the character zone, was historically home to the Veno Drug Company, founded by William Henry Veno in 1897.¹⁹ It was scouted for residential redevelopment in the early 2000s (part of a wider development that stalled mid-way through construction) but is presently vacant with the work left partially completed.
- 4.7.14 The neighbouring Trafford Press building (formerly Venos) was likewise intended for residential redevelopment under the same project. The building originally served the publishing industry and Trafford Press Ltd later merged with The Co-Operative Press.
- 4.7.15 The Essence Factory was historically the factory, warehouse and offices of Messrs Duckworth & Co., a colouring and essence manufacturer. The company was bought out in 2003 and the building has since remained vacant. Adjoining the Essence Factory is 384 Chester Road, which extends backwards along Empress Street and was evidently originally a factory, as indicated by its 'National Works' sign on the Empress Street elevation. It has since been converted for residential use.
- 4.7.16 Empress Mill was built sometime between 1896 and 1922, when it first appears on the OS map, and has recently been converted for residential use.

The Buildings

- 4.7.17 The buildings in this character zone, although individually significant, are especially significant for their group value and links with Old Trafford's 19th- and early 20th-century industrial history.

¹⁹ <http://manchesterhistory.net/manchester/outside/veno.html> (accessed 13 November 2014).

- 4.7.18 The inter war Veno building is distinctive in its use of white render in a predominantly red brick environment. Its street frontage is longitudinal in form, with a central pavilion, extending wings and end pavilions. The clean classical detailing has early 20th-century styling with nods to Art Deco. The building has undergone a partial regeneration, and there is evidence that the windows have been replaced on the main façade and that the building behind has either been completely rebuilt or extensively remodelled.



The rendered Chester Road elevation of the Veno building

- 4.7.19 Adjacent to the Veno building is the Trafford Press building. This contrasts its neighbour in both style and material, despite being of a similar date and scale. It has a distinctive shaped gable over the main entrance, and a contrasting red brick and orange terracotta façade. The curved parapets and interspersed finials do not conceal the pitched roof and non-conservation roof lights are clearly visible. As with the later Veno building, this has undergone partial regeneration, with work to the replace the windows completed and evidence that the building behind the façade has either been substantially remodelled or completely rebuilt. The building is notable for the retention of its original detailing on the façade, including the moulded detailing over the main entrance.



A. *The Chester Road elevation of the Trafford Press Building.*



B. *The incomplete development behind the Trafford Press building.*

- 4.7.20 The Essence Factory was constructed in 1896, as indicated by the date stone. It is Jacobean Revival in style with ornate terracotta dressings complimenting the main red brick construction and is the only listed building (Grade II) in the Conservation Area. It has two

central and two end turret features, creating a distinctive roofline and a partial fifth floor with rooms at the top of the turrets. Being 11 bays wide and five storeys high, it is a substantial building that vastly contrasts its immediate neighbours and the simple terraces further south on Chester Road. The highly ornate Chester Road elevation also contrasts its more utilitarian Wright Street elevation.



- A. *The Chester Road elevation of the Essence Factory.*
- B. *Terracotta detailing on the Chester Road boundary wall.*
- C. *A detailed view of the Essence Factory oriel windows with vegetation rooted in and growing out of the windowsills*

4.7.21 The building adjoining the Essence Factory, 384 Chester Road, is much simpler in its ornamentation but continues the use of the warm red brick and is in a better state of repair due to the fact that it remains occupied. The rear section fronting onto Empress Street retains its late 19th-century/early 20th-century warehouse appearance, with large windows to maximise light levels inside and an archway for vehicular access. There is also evidence that the interior of this building has been extended up into the roof.



- A. *384 Chester Road, adjoining the north-east side of the Essence Factory.*
- B. *The Empress Street elevation of 384 Chester Road (the National Works building).*

- 4.7.22 Empress Mill sits on the corner of Empress Street and Wright Street. It is four storeys in height with a vertical emphasis in the design through the use of tall windows in each bay. The building is constructed in red brick with stone strong courses and cills. The brick is used above windows to create geometric patterns which add interest to the facades. To the rear (south) of the building is a modern stair tower, plus an open space (still under development at the time of writing) surrounded by a brick wall and gateway flanked by gateposts topped with ball finials.



Empress Mill

Public Realm

- 4.7.23 The public realm in this character area is minimal. The buildings on Chester Road are set behind low brick walls and temporary wire mesh fencing. The public footpath runs in front of this and is generally in good condition.

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Open Spaces, Parks and Gardens, and Trees

- 4.7.24 The only real open space in this character area is the former delivery and packing yard to the rear of the Essence Factory. This is overgrown with shrubbery with a cleared hard-standing for car parking. The areas between the Essence Factory and the wall in front are also overgrown and untended.
- 4.7.25 Boundary treatments, where they exist, are generally low red brick walls, some topped with metal railings. In front of the Duckworth building the wall is more elaborate, featuring piers and terracotta moulded copings.



The overgrown vegetation behind once of the entrance gates to the Essence Factory.

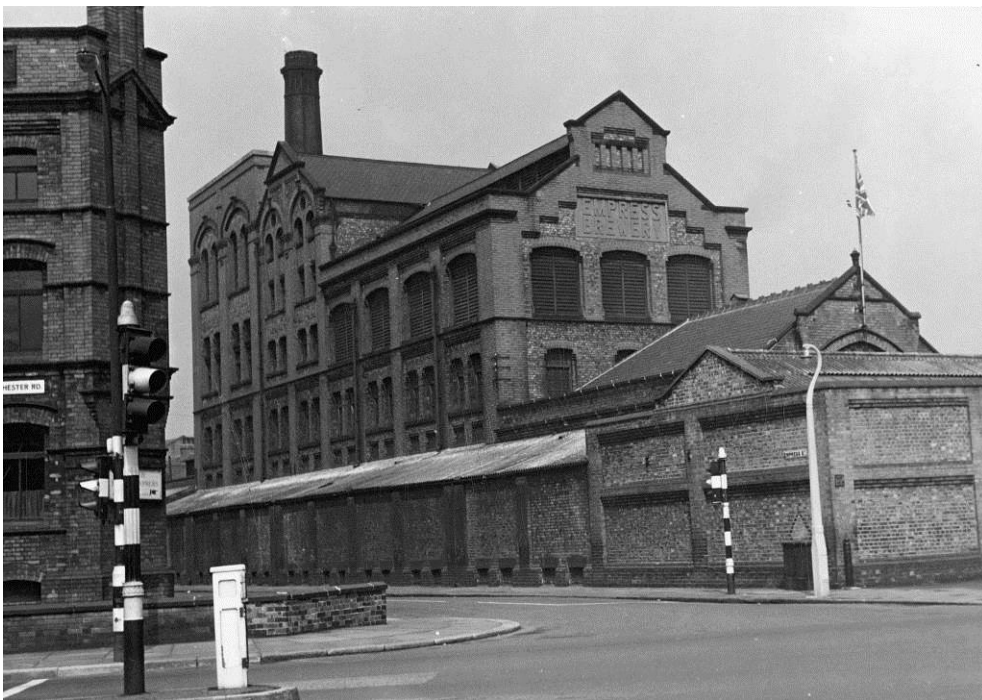
Development Opportunities

- 4.7.26 There are obvious opportunities to complete the regeneration of the Veno and Trafford Press buildings, bringing them back into use and ensuring their continued viability and condition. Similarly, there is a good opportunity to establish a viable use for the Essence Factory, which is suffering through neglect, and also bring the rear service yard into use.

Character Zone C: Empress Business Centre

Present & Former Uses

- 4.7.27 The Empress Brewery traditionally occupied the wider site of the Empress Business Centre, with a large service yard where there is now a car park. The Empress Building, as its large sign now labels it, was built in 1889 as a brewery which closed in 1955. It is not clear when or why the name was changed from Empress Brewery to Empress Building. The building was converted into offices in 1992 as part of the development of the Empress Business Centre, which saw new office and business units built to form a courtyard.²⁰
- 4.7.28 Further warehouse and factory businesses are located on the west side of Hadfield Street within the area of the boundary extension.



A photograph dated 1961 of the Empress Brewery (M17349, reproduced with permission of Manchester Libraries, Information and Archives, Manchester City Council)

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http://www.pastscape.org.uk/hob.aspx?hob_id=1546001&sort=4&search=all&criteria=Walker&rational=q&recordsperpage=10&p=19&move=p&nor=209&recfc=0 (accessed 13 November 2014).

The Buildings

- 4.7.29 The Empress Building was built in a standard late 19th-century warehouse style with modest detailing in the brickwork. Its warehouse character is largely undiluted and features including the winch platform for un/loading and chimney tower still remain and are clear indicators of the building's historic use as a brewery. Its scale is comparable more so to the Essence Factory than the Veno and Trafford Press buildings but has a less dominating street presence. Its simple brick dressings and less ornate architectural style – although still attractive in their own right – sets the Empress Building apart as a more utilitarian, 'no-frills' industrial building. It is evident from historic photographs that the brewery has lost the one-storey lean-to extension along its Empress Street elevation.



- A. *The former winch platform on the courtyard elevation of the Empress Building*
B. *The former brewing chimney*

- 4.7.30 The modern ground floor extension on the east side of the brewery building sympathetically echoes and continues the late 19th-century fenestration style and pattern. The extension on the west side, however, exhibits a very different fenestration style: much taller and without any of the simple brick ornamentation. These larger windows are characteristic of the modern courtyard buildings and are indicative of the need for more light than the smaller Victorian windows permit. In terms of their scale, the modern buildings are distinctly modest compared to the tall brewery building and its variable roofline, which adds a high degree of visual interest to the streetscape and remains the central focus of the character zone. The continued use of red brick blends the modern extensions helps them blend in with the 19th-century centrepiece.



The modern extension on west side of the Empress Building with notably larger windows and mismatching stringcourses.

- 4.7.31 The factory buildings on the west side of Hadfield Street are all constructed of red brick, with some stone detailing or concrete cills and lintels. The buildings are all of a more utilitarian nature, being in use for functional storage or factory uses. They are typically two or three storeys, with some between Empress and Lund Street, as well as some on the south side of Turner Street, having saw-tooth roofs. These buildings are generally marred by the introduction of modern security fences, air-conditioning units, ducts, wiring and signage.

Public Realm

- 4.7.32 The courtyard car park of the business centre is the main area of public realm. It is well-lit with stylised lantern streetlights and the thoroughfares are clearly laid out. Surfacing is a mixture of tarmac and brick setts. Large industrial bins and air conditioning units outside the business units impede on the aesthetics of the courtyard.
- 4.7.33 Otherwise public realm is utilitarian with tarmac roads and concrete slab paving, with basic street lights and road markings/signage.

Open Spaces, Parks and Gardens, and Trees

- 4.7.34 The courtyard of the business centre is mostly given over to car parking space, which has the benefit of keeping vehicles off the roadside and marring streetscapes but also disguises the sense of open space. There are hedges and a few small trees planted within the car park, which is very municipal in style but well-maintained and helps visually break up the mass of red brick.



The courtyard car park.

- 4.7.35 Other utilitarian parking areas are located on the west side of Hadfield Street.

Development Opportunities

- 4.7.36 The east side of this character zone has been subject to a recent and comprehensive development programme that has seen the regeneration of the site with a viable purpose. There may be some scope to improve the internal courtyard. Development on the west side of Hadfield Street to improve the appearance and character of the buildings within

the adopted boundary extension would greatly benefit the aesthetics of the Conservation Area. The car parking areas here, as well as the public realm, would also benefit from landscaping and visual improvement.

Character Zone D: North end of Chester Road

Present & Former Uses

- 4.7.37 The west side of Chester Road at the north end of the Conservation Area was historically a residential area for workers employed by the nearby industries and docks. Two of the 19th-century terraces – Chester and Birkdale – survive but a large proportion of these houses have been converted into office use. The plot adjacent to the two semi-detached residential buildings at the far end of the Conservation Area was originally occupied by two more houses to create a terrace of four; Cornbrook Terrace. It is presently vacant with hoardings and advertisements concealing the plot behind (November 2014). Between the vacant plot and the end of Birkdale Terrace the rear of an industrial building accessed via Harold Street is visible to the west. Millennium House is located at the south end of this character zone, between Chester Terrace and the Empress Business Park, and is a modern residential building on the former site of several pairs of semi-detached houses which were razed around the time of World War Two.

The Buildings

- 4.7.38 The buildings in this character zone are not listed and range in date from the mid/late-19th century with a long gap before the modern infill to the south.
- 4.7.39 Chester and Birkdale are typical 19th-century red brick terraces and display the same use of Flemish bond brickwork as in the north of the Conservation Area. The detailing indicates that they were originally finished to a higher specification than the plainer terraces further south on Chester Road, indicating that these were for slightly wealthier workers. This is implied by the more ornate engaged porticoes on Chester Terrace and overall more complex design of Birkdale Terrace with its gable fronts at either end, recessed entrance bays and architectural detailing. The unbalanced elevation of Chester Terrace indicates that it has lost its two southernmost bays, probably as a result of World War Two damage (cartographic evidence confirming it was certainly around this time).



A. *The Chester Road elevation of Chester Terrace. A fourth house formerly adjoined the terrace on the left hand side of this photograph.*

B. The Chester Road elevation of Birkdale Terrace, which observes a Palladian-style symmetry.

4.7.40 The surviving portion of Cornbrook Terrace boasts ornate porticoes and evidence of decorative ironmongery on the railings atop the low front wall. The terraces in this Conservation Area all comprise of houses that are two bays wide. Cornbrook Terrace has notably wider bays, resulting in larger houses which, combined with the finer details, indicates that this terrace was for another higher tier of workers. There is a mid-20th-century lean-to extension on the northern side of the terrace with a right-angled gable end to Chester Road which disguises the slope of the roof. It utilises browner coloured bricks and corrugated iron for the roof.



A. The Chester Road elevation of Cornbrook Terrace and the adjoining advertisement hoardings

B. Some surviving remnants of ornate ironmongery on the Cornbrook Terrace railings.

4.7.41 From Harold Street the rear of the Chester Road properties are visible. The area behind Cornbrook Terrace is unkempt and with substandard temporary repairs to the boundary wall. The unkempt nature of the vacant plot behind the hoardings is also apparent when viewed from Harold Street. There are plain, municipal-style railings and gates prohibiting access. The rear of Birkdale Terrace is little changed, with the same two bay extensions visible in historic maps (one per house) still extant. The rear extensions are slightly different in style on Chester Terrace: a single protruding bay for each house (only two storeys in height at the north end; presumably it would have been the same at the south before this end was demolished). A third storey set under the eaves is also clearly evident on this side of the building; something that is only alluded to through the installation of modern roof lights on the Chester Road elevation. There is clearer evidence of window replacements throughout on the rear elevations of both Chester and Birkdale Terraces.



Rear of Cornbrook Terrace and adjoining vacant plot

- 4.7.42 The rear yards, traditionally where fuel would have been kept and washing hung out, have been merged to create a communal tarmac car park. Sections of the wall, originally taller than head height, have either been reduced dramatically in height or removed completely and replaced with temporary concrete post and wire fences.



Damaged rear wall behind Birkdale and Chester Terraces

- 4.7.43 There is not the same proliferation of roof lights in this character area (although there are some present) and there is a greater degree of consistency with regards to window style; Victorian sash being the most prevalent on Chester and Birkdale Terraces. Cornbrook Terrace has an unusual replacement style of window: sheet panes to top and bottom with a pair of side-hung casements in the centre.



*An example of the distinctive timber-framed windows on Cornbrook Terrace.
Note the timber shutters on the inside.*

- 4.7.44 The rooflines of the 19th-century terraces or what is left of them at least, are similar in height. Millennium House, the modern residential building immediately next to Chester Terrace is not respectful of this roofline and consequently dwarfs the more modest 19th-century buildings. The new building uses the same principal building material at the terraces, red brick, and also incorporates the grey bricks used in the Birkdale Terrace string coursing. In terms of its modern architectural style and detailing (clean lines, variable fenestration), this does not significantly detract from its older neighbours. However, its sheer scale is detrimental to an appreciation of the historic terraces.



Millennium House (left) dwarfing Chester Terrace (right)

Public Realm

- 4.7.45 The public realm in this character area is minimal. The pedestrian path along the front of the terraces has been subject to some ad hoc repairs, resulting in a scarred surface in places. The vacant plot next to Cornbrook Terrace has been blocked from view by tall hoardings, which are sold as commercial advertisement space. There is a similar advertisement rig on the north end of Cornbrook Terrace. These are highly intrusive features and do not positively contribute to the heritage value of the Conservation Area.



The advertisement rig on the north side of Cornbrook Terrace.

- 4.7.46 Car parking is permitted on the section of road in front of Chester and Birkdale Terraces and adversely affects an appreciation of the terraces to a minor degree but is preferable over the conversion of the front gardens into car parking space.

Open Spaces, Parks and Gardens, and Trees

- 4.7.47 Chester Terrace and Birkdale Terrace are notable for retaining their walled front gardens, which are so commonly given over to extra car parking space. The boundary walls are generally well-maintained and retain their matching gateposts. The planting is minimal and varies from well-maintained to untended. The strip of shrub vegetation set behind the railings between Birkdale Terrace and the vacant plot at the end of Cornbrook Terrace is generally unkempt and detracts from the streetscape.

Development Opportunities

- 4.7.48 There is clear potential to develop the vacant plot neighbouring Cornbrook Terrace to the south. This would instigate the removal of the intrusive hoardings and advertisements. It is important that the scale of any future development in this plot should complement, not dwarf, the 19th-century terraces on either side.
- 4.7.49 There is also potential to improve the planting behind the modern industrial building so the building itself is better disguised from Chester Road and also improve the boundary wall to the rear of Cornbrook Terrace.

4.8. Landmarks & Key Views

- 4.8.1 The principal landmark feature in the Empress Conservation Area is the Essence Factory, which dominates views on Chester Road and from other roads outside the Conservation Area (namely the northern end of East Union Street and the west end of City Road). The Veno and Trafford Press buildings are also important component parts of the views along Chester Road but are secondary to the dominating Essence Factory. Likewise, the chimney and varied roofline of the Empress Building adds background interest to views of the Essence Factory from the east.



A View of the Essence Factory looking south from the junction of Empress Street, Chester Road and City Road

B The view north-east up Chester Road from the far south-west end of the Conservation Area

4.9. Local Details

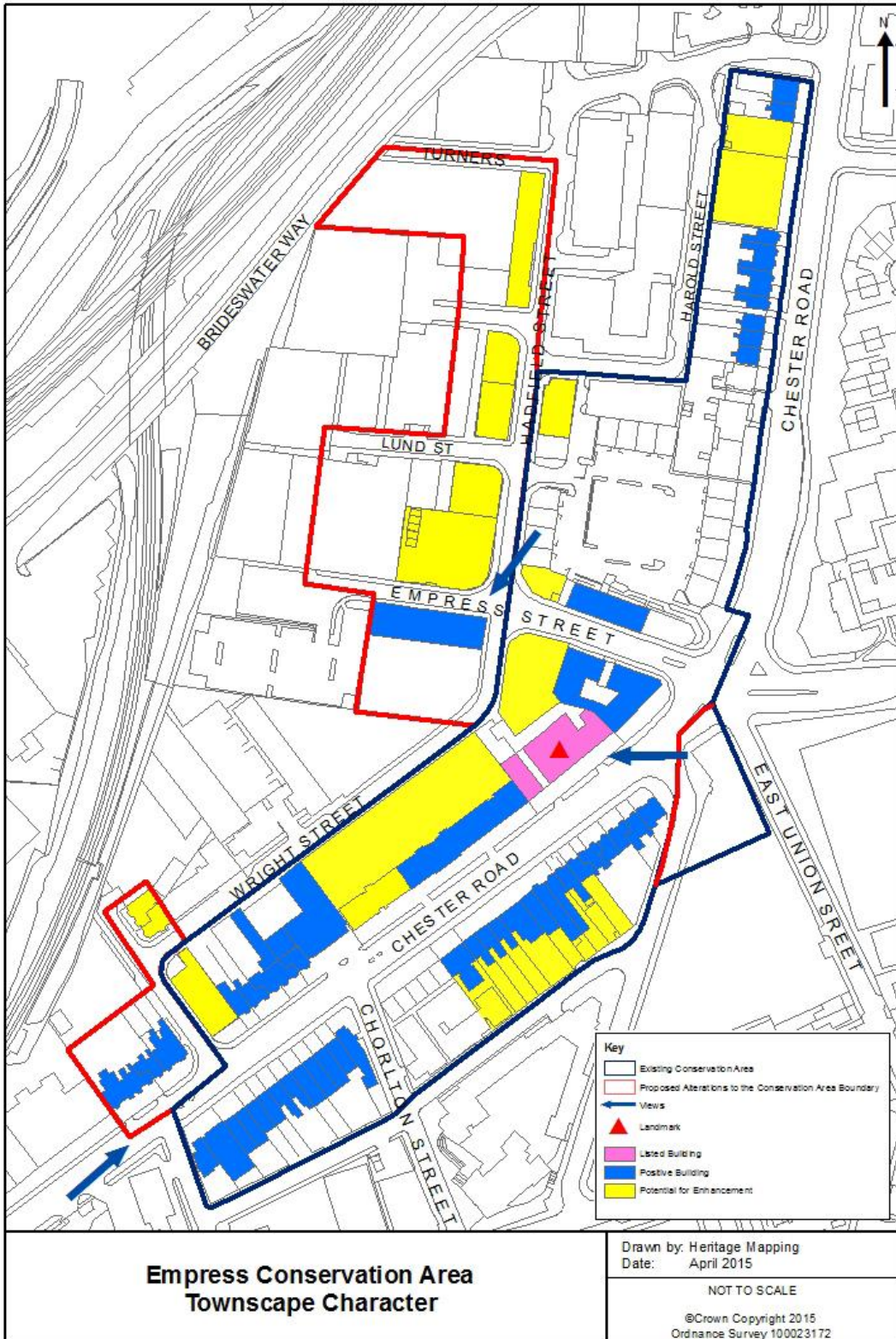
- 4.9.1 The use of red brick is most prevalent in this Conservation Area and is used in both large and modest buildings, historic and modern. Flemish bond is indicative of the original construction phase of the terraces, a local detail that has been diluted by the later use of other bonds and also render. Red brick is also used decoratively on the grandest buildings in the conservation area to create string courses, arches and other decorative details. Terracotta features on both the Essence Factory and Trafford Press to create more elaborate details including pinnacles and scrollwork or floral panels. Slate roofs are typical.
- 4.9.2 The houses on Chester Terrace and Cornbrook Terrace, to the north end of the Conservation Area, feature Classical style timber doorcases, while Birkdale Terrace has distinctive pierced barge boards to the eaves. Timber sashes are the historical style for windows, though many of these have been replaced.

4.10. Shop Fronts

- 4.10.1 Shop fronts are not a major feature in the Empress Conservation Area. On Chester Road business signs are primarily limited to above or next to the main entrances as well as standalone signage. The same can be said for the inward-facing units accessed via the Empress Business Centre courtyard. A vacant building neighbouring the stalled development site to the south-west has a five-bay ground floor shop front ornamented with engaged ashlar columns and thick architrave, and set back from pavement behind a cobbled forecourt.



The modern shop front on Chester Road



Map 4: Townscape Analysis

5. AUDIT OF HERITAGE ASSETS

5.1. Introduction

- 5.1.1 A basic audit has been undertaken of heritage assets within the Conservation Area. These include listed buildings and those which make a positive contribution, which are referred to as Positive Contributors. The standing properties have in most cases been assessed from the street scene to determine their current condition. Please note that the heritage asset description is principally to aid identification and is not intended to provide a comprehensive or exclusive record of all the features of significance. The amount of information varies greatly and absence of any feature external or internal does not, therefore, indicate that it is not of interest. Any evidence relating to a heritage asset, which may present itself since the time of survey will also be taken into account during the course of a planning application.
- 5.1.2 This assessment has been undertaken using the criteria of the Historic England at Risk Register condition assessment: very bad, poor, fair and good.²¹

5.2. Listed Buildings

- 5.2.1 Listed buildings are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. Listing gives them protection as alterations, additions or demolitions are controlled by listed building consent, which is required by local planning authorities when change is proposed. Listing ranges from Grade I (the highest level of protection) through to II* and II.

²¹ <http://www.english-heritage.org.uk/content/imported-docs/f-j/key-to-entries-on-the-register.pdf>, accessed 07/01/2015

Essence Factory (Duckworth Building)



Date: 1896

Condition: Fair to Poor

Grade: II

The Essence Factory is the only listed building within the boundary of the Empress Conservation Area. It was listed at Grade II in 1994. 92% of all listed buildings in England are listed at Grade II, and are considered nationally important and of special interest.²² The accompanying list description for the Essence Factory is reproduced in Appendix A.

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The Essence Building was constructed in 1896 by Briggs and Wolstenholme. It is a central landmark feature within the Conservation Area. Its scale, architectural style and ornamentation are illustrative of the area's successful Victorian industry and its principal façade dominates the streetscape of Chester Road. It retains its historic service area to the rear of the building which gives a good idea of how the factory originally operated: the Chester Road façade being the impressive public face of the company, through which important staff and visitors would enter; and the large yard off Wright Street being the utilitarian workers' and delivery entrance. Its condition is in need of attention with the roof leaking and letting in substantial amounts of water. Works to repair the building need to be undertaken soon to ensure its condition does not deteriorate further.

²² <http://www.english-heritage.org.uk/caring/listing/listed-buildings/> (accessed 14 November 2014).

5.3. Positive Contributors

- 5.3.1 The term positive contributor identifies a non-designated heritage asset which makes a positive contribution to the Conservation Area. These buildings, structures and sites are classed as heritage assets as they are identified by the local authority as having a degree of significance, meriting consideration in planning decisions, because of their heritage interest.²³ A single building, group or landmark can be classed as a positive contributor. Identification within the appraisal focuses primarily on a building or structure and does not necessarily take into account the positive contribution made also by landscaping, spaciousness and other historic structures within the curtilage or setting of positive contributors. These characteristics amongst others must also be taken into account during the decision making process. Where a building, structure or site is not identified in the appraisal as a positive contributor, this does not necessarily mean the building detracts from the character or appearance of the Conservation Area. Further enhancement may be required or investigation into the potential significance of the building, structure or site.
- 5.3.2 These elements have been assessed with reference to Historic England criteria set out in their document *Understanding Place: Conservation Area Designation, Appraisal and Management*, paragraph 2.2.21.²⁴ The criteria are listed in appendix D.

²³ Department of Communities and Local Government, *National Planning Policy Framework*. (Department of Communities and Local Government, 2012).

²⁴ Historic England, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: Historic England, 2011) para 2.2.21

Veno Building (façade)



Date: Early 20th century

Condition: Fair

Reason: Included for the retention of its architecturally valuable and visually stimulating façade, which makes a strong positive contribution to the streetscape, especially following its restoration. There is potential for this to be increased further with the removal of the security fences and the completion of the redevelopment behind the façade, the stalled status of which leaves the building vulnerable.

Trafford Press Building – Original Veno (façade)



Date: Early 20th century

Condition: Fair

Reason: Included for its strong positive contribution to the streetscape. The distinctive style of the façade with its eye-catching central gable pediment contrasts the clean classical style of the adjacent Veno façade and the highly decorative relief of the Essence Factory. There is potential for its positive contribution to be increased pending the removal of the security fences and the completion of the redevelopment, the stalled status of which leaves the building vulnerable.

Empress Building



Date: 1896

Condition: Good

Reason: The Empress Building is included for its retention of historic features including the winch platform and chimney tower, which add visual interest and refer to the building's former use as a brewery. Although it has been extended to create the Empress Business Centre courtyard, the scale of the original brewery building is still clearly discernible. The reduced levels of ornamentation and smaller size of the building are indicative of its historic role as headquarters of a less substantial business compared to those on Chester Road.

384 Chester Road



Date: Late 19th/Early 20th century

Condition: Good

Reason: Included for its well-maintained condition and continuation of the intense red brick in the adjoining Essence Factory. Its architectural style is less ornate than its neighbour but is well-balanced in its proportions and detailing. The building makes a good termination to the corner of Chester Road and Empress Street.

Terraces:

4 and 6 Darwen Street

454-470 (even) Chester Road

471-497 (odd) Chester Road

429-495 (odd) Chester Road

Chester Terrace: 364-368 Chester Road (even)

Birkdale Terrace: 342-362 Chester Road (even)

Cornbrook Terrace: 328-330 Chester Road (even)



- A. *Terraced houses on the south-east side of Chester Road*
- B. *Birkdale Terrace*
- C. *Chester Terrace*
- D. *Cornbrook Terrace*

Date: Mid-Late 19th century

Condition: Fair to Good

Reason: Included as good examples of the much-lost terraced housing prevalent in the area before extensive bomb damage necessitated large-scale demolition. They are notable for their retention of a number of original features and classical proportions, especially Birkdale Terrace which is the most intact and the most architecturally complex. Also notable is the retention of the front gardens rather than their conversion into off-road parking, which has a further positive effect on the streetscape and appreciation of the terrace elevation.

Other terraces towards the south end of the Conservation Area are simpler in design and have undergone a greater level of change to doors and fenestration, but still give a good demonstration of typical 19th century terraced houses of the area.

Empress Mill (in boundary extension)



Date: Between 1896 and 1922

Condition: Good

Reason: Included for its industrial character and distinctive geometric architectural style, typified by rhythmic fenestration and brickwork detailing. It has a particular presence on the corner of Empress and Wright Streets, and echoes the industrial character of the larger industrial buildings on Chester Road and Empress Street. There is potential to further enhance its positive contribution with the completion of its development, including its immediate setting and returning to use the good-quality set of gate piers where Wright Street turns south-west.

6. ASSESSMENT OF CONDITION

6.1. General Condition

6.1.1 The overall condition of the Empress Conservation Area is poor and is at risk of deteriorating further. There are a number of empty buildings which are in need of essential maintenance and at risk of vandalism, in particular the large former factories and warehouses. Many of the buildings which are in use have had unsympathetic alterations or additions, particularly to their rears, and have lost original fenestration. There are a number of gap sites, where historic buildings have been lost and not replaced, which have a detrimental effect on the setting of those which do survive. There is also a large development site which appears to have no current activity.

6.2. Intrusion and Negative Factors

Individual Properties

6.2.1 To the west end of Chester Road both sides of the road are lined by two storey terraces. Most appear to be in use as offices and are in reasonable condition with brickwork elevations and slate roofs in good order. The majority of properties have replaced timber sash windows with unsuitable UPVC, though some examples of sashes remain. Original fan-lights above entrances are generally still present. Gutters are concealed behind moulded timber fascias, many have been replaced with mouldings not replicated and where original they are typically in need of decoration. Downpipes are visible and many original iron pipes have been replaced with unsuitable plastic alternatives. There are some modern additions and infills to these terraces which are notable by their cavity wall construction, though they are of similar scale and material to blend in well. Typically low level boundary walls have been retained to the pavement and are in good condition, though some have been removed to provide vehicle access. Modern signage is not always suitable and not consistent across terraces.

6.2.2 Manchester Street runs to the rear of properties lining the south of Chester Road, where all properties have modern extensions, typically two storeys. Though in good condition, these are typically low quality and not in keeping with the area. Their design and massing, as well as utilitarian metal fences, are inappropriate to the character of the Conservation Area. Sections of slate roof to the original terraces are visible between extensions in places, generally in poor condition with cracked, slipped and missing slates noted. The street is faced with industrial steel security fences throughout.



Cracked and slipped slates to rear roof slope, visible between modern extensions

- 6.2.3 The Veno Building has recently undergone refurbishment and is consequently in reasonable condition. Whilst it appears to be vacant, all windows have been overhauled and re-glazed, though some broken glass was noted. The render to the front elevation appears to have been repaired or replaced and is in good order. Some vegetation was noted growing from the parapets which has the potential to cause damage if not addressed. The brick boundary wall which has been partially constructed to the front will start to deteriorate if no copings or haunching added.
- 6.2.4 The Trafford Press Building has recently undergone refurbishment and is consequently in reasonable condition. The roof has been stripped and relayed to the front elevation, but is missing all ridge tiles and has only sheeting to prevent water ingress. All windows have recently been replaced, while they are not in keeping with the façade they are in good condition and watertight. There is damage to the brickwork and terracotta dressings which appears to be due to modern signage having been fixed. There are also open joints to the brickwork and terracotta as well as areas of efflorescence. The end panel on the ground floor has had the original window and door removed, and a new brickwork panel provided with a new door opening, which is detrimental to the façade.
- 6.2.5 The Essence Factory has been empty for some time and is at risk of deteriorating if regular maintenance is not undertaken. Damage noted to terracotta dressings, some have been repaired with inappropriate mortar – extensive to the gate posts. Vegetation growing to façade at multiple ledges, cills and parapets, which has the potential to cause damage if not addressed. The glazing is broken to some windows, allowing birds access to the building. Damage noted to brickwork from signage fixings and pointing required to open joints where Trafford Press building roof flashing has been chased into gable. There is efflorescence to the brickwork of the west bay. There is rust to the iron gates facing onto Chester Road, though not severe. The lead finial to one of the central towers is skewed and requires straightening. Timber window surrounds are in need of decorating and there is exposed timber in many locations. The rear elevation is in poor condition, with multiple bricked up window openings, multiple extract vents and damaged corrugated sheet rooflights. The former boiler house to the rear yard has blocked and missing gutters which are causing spalled bricks, efflorescence and vegetation to the elevations. There is a concrete tile roof to the main slopes, with the eaves in poor condition.



Damaged terracotta blocks to the boundary wall

- 6.2.6 384 Chester Road, to the corner of Chester Road and Empress Street, incorporating two separate buildings, appears to be in residential use. The overall condition is good, though there is efflorescence and plant growth to the base of the parapet which is indicative of problems with the gutter behind. All windows have been replaced with modern double glazed casements which are in good condition. There is an excessive number of soil vent pipes to the side elevation, relating to the current use, which has a negative impact. The top two floors of the elevation facing onto Empress Street have been either added or rebuilt, but are in a style to match and do not have a negative impact. A building has been demolished to the west and the brickwork to the gable where exposed is of poor quality.
- 6.2.7 The Empress Building is in retail and office use and appears to be in good condition. The windows have been replaced with modern units; some openings have been reduced in size and additional brickwork pieced in. A modern canopy has been added to the rear. There is evidence of previous ivy growth to the rear façade which should be fully removed and pointing checked. The chimney appears to be vertical and in good condition. The plinth brickwork to Chester Road is modern, which may be having a negative effect on the historic material behind.
- 6.2.8 Chester Terrace to the north of Chester Road is a two storey terrace which remains in residential use and is generally in good condition. Brickwork elevations are in reasonable condition, though there are some areas of damp which should be investigated. There are modern casement windows, generally in the style of sash windows. Cast iron rainwater goods are rusting, with some areas replaced in unsuitable UPVC. Rot was noted to fascias with some mouldings missing. One chimney has been rebuilt in modern brick and one has been removed. Two thirds of the roof has been replaced in concrete tiles. There is a modern architrave to one property. Brick boundaries are walls still in place, with finials missing from some stone gate posts.
- 6.2.9 Birkdale Terrace to the north of Chester Road is a two storey terrace which remains in residential use and is generally in good condition. There are sash windows to all properties. All roofs have been replaced in concrete tiles. Front walls have modern brickwork and concrete copings but original stone gate piers.

- 6.2.10 The pair of semi-detached houses on Cornbrook Terrace at the northern end of the Conservation Area are part of a former terrace which has been largely demolished. The original slate roof is in place, dips were noted to the ridge. There are multiple spalled bricks and areas requiring re-pointing. The south gable appears to be detaching from the front elevation in places. All windows and architraves have been replaced with unsuitable modern pieces. Original timber shutters were noted internally to the ground floor of both properties. A cementitious render has been applied to the basement level. The basement windows have been replaced with glass bricks. A low quality modern extension has been added to the north gable which is detrimental to the setting. The roof appears to be in poor condition and the steel lintels above windows are rusting.

Open Spaces and Areas

- 6.2.11 There is an area to the far west of Chester road where an end of terrace property has been demolished and the space used for parking. This is currently well maintained and used as a car park with planting to Chester Road
- 6.2.12 The large service yard to the rear of the Essence Building is poorly maintained, with self-seeded vegetation. The boundary walls, though to a suitable scale and material, are not original and have barbed security measures to the full extent.
- 6.2.13 The new residential units to the east of the north end of Chester road are set back from the road, with boundary walls preventing any through routes.
- 6.2.14 The rear roads to terraces, on both Manchester Street and Harold Street, have poor boundary treatment with a mixture of high level brickwork walls and steel security fences. These both detract from the setting of the area.

Intrusive Development

- 6.2.15 The new development adjacent to the Veno building has stalled mid-construction. In its current condition it has a negative impact. The final scheme once constructed also has the potential to be intrusive if the scale is not suitable. The initial cladding is in brickwork which is sympathetic to the feel of the area.
- 6.2.16 The modern detached residential units to the North end of Chester Road (Holly Bank Close) turn their backs on the main road and disrupt the high density urban fabric retained elsewhere. Whilst not within the Conservation Area themselves, they do affect the setting of buildings within it.

6.3. Problems, Pressures and Capacity for Change

- 6.3.1 There are a number of vacant sites within this Conservation Area which mar its appearance and which provide opportunity sites for sensitive development or enhancement. The most pressing issue is the vacancy of three of the most prominent buildings: the Essence Factory, Trafford Press and Veno Buildings. The latter two have been partially redeveloped,

with large modern structures behind only half completed. This development has stalled due to financial issues.

- 6.3.2 In the northern part of the Conservation Area, the building on the southern side of the junction of Hadfield Street and Harold Street, with the adjacent plot of land to the south, would benefit from refurbishment. Extension may be possible on the land to the south.
- 6.3.3 The plot between Birkdale and Cornbrook Terraces is vacant and in poor condition. This could also provide an opportunity site where sensitive development on a domestic scale would be appropriate.
- 6.3.4 At the north end of Harold Street the garages, warehouse buildings, advertisements and associated plots of land are ad-hoc or in poor condition. There is a similar situation to the rear of the row of terraced houses on the north side of Chester Road, to the south-west of the Veno building, where boundary treatments and rear plots of land are treated in a utilitarian manner. These are therefore both areas which would benefit from co-ordinated schemes of improvement.
- 6.3.5 The plot of land at the south end of the terrace at the corner of Chester Road and Darwen Street has been vacant since the mid-20th century, perhaps due to bomb damage during WWII. At present it is a car park. There is the opportunity to develop this land with a building of appropriate scale and domestic character of the adjacent terraces.
- 6.3.6 Throughout the Conservation Area there are many instances of inappropriate replacement windows to the residential properties. There are several that retain their timber sashes, though others have been replaced with UPVC, sometimes in a sash style but others with side or top hung casements. There is likely to be pressure for further UPVC replacements, particularly if there are applications for conversions back to residential use.
- 6.3.7 Factory and warehouse buildings to the west in the adopted boundary extension areas suffer from ad-hoc addition of vents, air-conditioning unit, wiring, etc. which mar their appearance and setting. There is likely to be pressure for further utilitarian additions such as these.

7. IDENTIFYING THE BOUNDARY

- 7.1.1 The *Planning (Listed Buildings and Conservation Areas) Act 1990*, the NPPF and best practice guidance produced by Historic England all state that the boundaries of existing conservation areas should be reviewed from time to time. Parts which are no longer of special interest should be excluded. Where drawn too tightly, the conservation area should be extended to include more recent phases or plots associated with buildings of historic interest.
- 7.1.2 It is now recognised that conservation area boundaries need to be seen within a wider context of urban development. Designated areas should provide protection to buildings that were perhaps not previously considered to be of architectural merit and to the spaces between buildings, such as streets and neutral areas. It is also the case that further information can come to light about the historic importance of buildings and spaces.
- 7.1.3 Taking this into account, the Empress Conservation Area boundary has been revised. The following areas have been included in, or excluded from, the Conservation Area. Each site has been labelled with a letter so that it may be easily identified on the corresponding map.
- 7.1.4 **Area A: Nos. 464 to 470 Chester Road.** To include the row of terraced houses on the north side of Chester Road adjacent to Darwen Road as these are terraced houses contemporary with the other terraces included within the area. They are of a similar and complementary design, though have undergone refurbishment that has removed chimneys and replaced first floor windows with casements. The changes have, however, been carried out consistently and to a good quality. This is the only row of terraced houses in this location that was not included in the Conservation Area and therefore they are included for consistency.



Area A,

- 7.1.5 **Area B:** Empress Mill, No.1 Lund Street and associated warehouses, No.16 Hadfield Street, J Parkers Hadfield Street, AC House Lund Street, 19th and early 20th century industrial buildings. At the south end this includes Empress Mill, built in sometime between 1896 and 1922 (it is first shown on the 1922 1:2,500 OS Map). This building had been recently converted to a residential block. The site (still in final development), also includes open space to the south-west where factory sheds were demolished. A good quality set of gate piers also survives on the corner where Wright Street turns south-west. Inclusion within the Conservation Area should ensure the quality of the development is not eroded in the future.
- 7.1.6 Victorian warehouse buildings on the west side of Hadfield Street demonstrate the industrial history of the area. Many are constructed of good quality red brick. Some incorporate interesting architectural details and give more effort to adding decoration with bands of blue brick, stone dressings and arched doors/windows. There has been a lot of incremental changes with windows, shutters, air-con units, etc. which negatively impact on the overall character.



A. Empress Mill



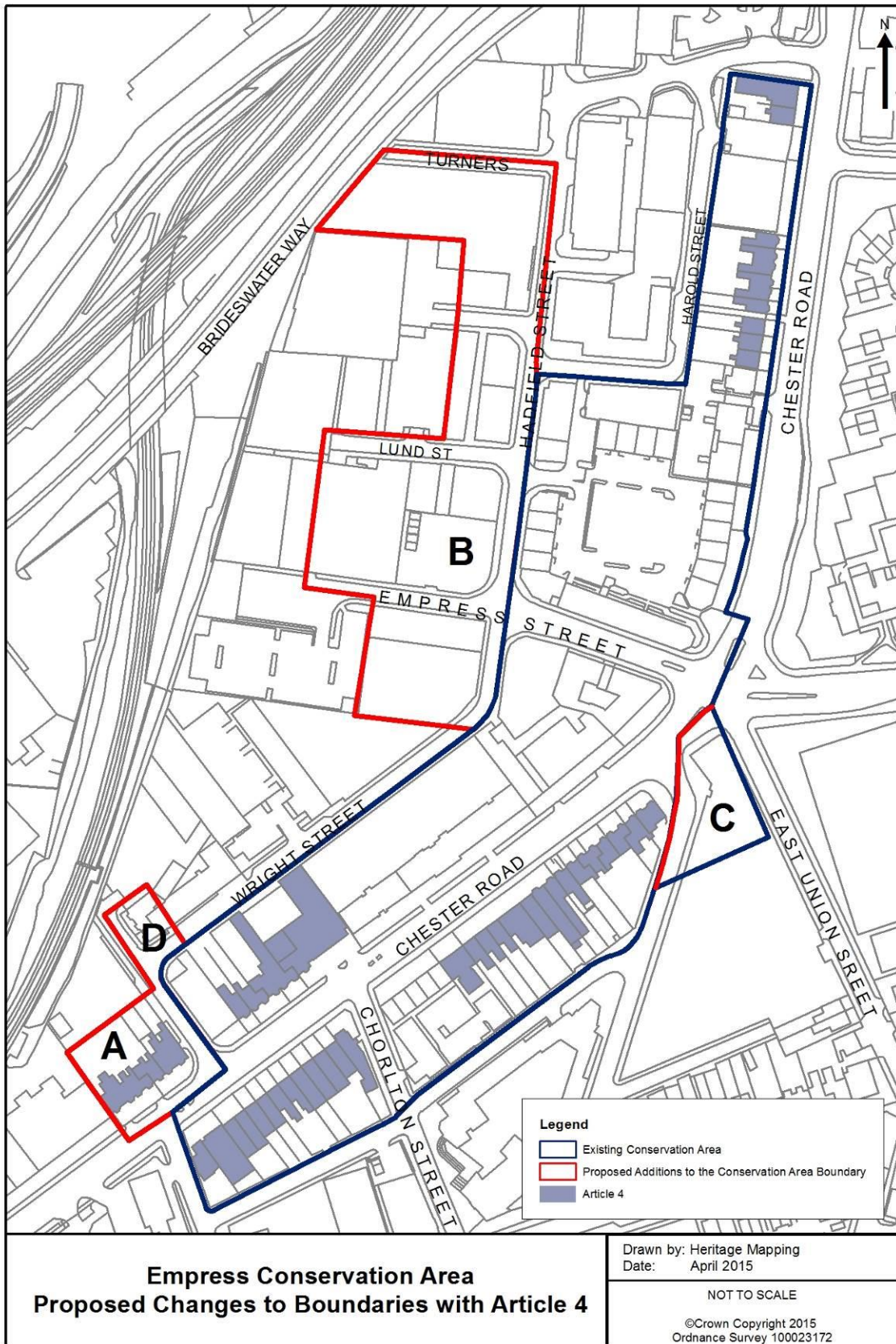
B. Warehouses on the west side of Hadfield Street

- 7.1.7 **Area C:** The plot of land at the junction of East Union Street, Chester Road and Northumberland Road used to contain a public house but this has been demolished and the site is now vacant. The site is now excluded from the Conservation Area.

- 7.1.8 **Area D: Nos. 4 and 6 Darwen Street.** The pair of houses at the north end of Darwen Street are included. They are Victorian terraces of a similar character to others in the Conservation Area. There has been substantial alterations to windows and doors which would benefit from improvement.



Nos 4 and 6 Darwen Street



Map 5: Conservation Area Boundary Extensions and Exclusions, including potential Article 4 Directions

8. A PLAN FOR FURTHER ACTION

8.1.1 Below is a list of the key issues within the area which need to be addressed and action points for improvement. These will be expanded upon with management policies in the Empress Conservation Area Management Plan.

- Address the issue of inappropriate materials and methods of repair, such as cement re-pointing, which cause damage to historic buildings. Further guidance regarding the use of materials and methods of repair will be provided in the Management Plan.
- Repair pavements in a co-ordinated scheme to give a coherent and more visually pleasing appearance.
- Work with the owners of the stalled developments to find viable solutions for the completion of the schemes, in order to bring vacant buildings back into use, thereby improving the appearance and character of the Conservation Area.
- Any new development proposed should reflect the characteristics of the different Character Areas, i.e. within the residential areas any development should be on a domestic scale, while large scale development could be accommodated within the industrial areas.
- Look at vacant sites within the area and explore ways to improve their appearance and find new uses.
- Consider more detailed design guidance for owners and applicants regarding alterations to premises and the implications that being within a Conservation Area has on development.
- Intrusive additions and alterations to heritage assets can impact on significance and ultimately will result in a cumulative effect on the character and appearance of the Conservation Area. Alterations include replacement windows and doors of inappropriate design and material, rainwater goods, rooflights, dormers, erection of boundary treatment, wiring and ventilation. The replacement of traditional materials such as slate or clay tiles, leadwork, cast iron rainwater goods, masonry and joinery and replacement with composite materials can diminish the quality and distinctiveness which heritage assets provide.
- Improve the utilitarian nature of the public realm.
- An Article 4 direction is recommended as an appropriate way to address issues with loss of traditional features. In the Empress Conservation Area this would cover windows, doors, fanlights, boundary walls and railings for the terraced houses listed below and shown on map 5 (page 58). Further detail will be provided in the forthcoming Management Plan.
 - 4 and 6 Darwen Street
 - 454-470 (even) Chester Road
 - 471-497 (odd) Chester Road
 - 429-495 (odd) Chester Road
 - Chester Terrace: 364-368 Chester Road (even)
 - Birkdale Terrace: 342-362 Chester Road (even)
 - Cornbrook Terrace: 328-330 Chester Road (even)
- Consider removing the advertising billboard from the north elevation of Cornbrook Terrace to improve the appearance of this area.

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1908 1:2,500 Ordnance Survey Map

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http://legacy.trafford.gov.uk/content/tca/display_image.asp?ImageID=1133

Archaeological Data Service, The University of York, <http://archaeologydataservice.ac.uk/>

Appendix A: Listed Building Descriptions

Name: ESSENCE FACTORY

List entry Number: 1240409

Grade: II

Date first listed: 01-Feb-1994

Essence Factory, incorporating office and warehouse functions. 1896, with late C20 alterations. By Briggs and Wostenholme of Blackburn, for Messrs. Duckworth and Co. Red brick with terracotta dressings and detailing. Plain tile and Welsh slates to roof. Symmetrical elevation conceals asymmetry of plan and functional divisions within the 'L' shaped complex. South elevation: 4 storeys with 5 storeyed towers to ends and centre. 12 bays, arranged 1:3:3:3:1:1 with towers at bays 1, 4, 7 and 11, with bay 12 of 2 storeys and gabled possibly an afterthought. Entrance at bay 6 with semi-circular-headed doorway in moulded terracotta surround and panelled double doors. Polygonal attached columns surmounted by urns flank doorway. Stacked 3-light mullioned and transomed windows with flat, then segmental, then semi-circular arched heads to ascending windows. Tower bays flank doorways, with 2-storey oriels and octagonal corner turrets to fifth storey extended downwards to third floor. 3 bays to each side of entrance range with semi-circular headed arcades of tall windows at ground and first floor levels, the latter spanning 2 floors. Triple semi-circular headed windows to upper floor below blind parapet, the bays delineated by pinnacles. End towers are wider versions of those to the centre, and are 2 bays deep. Rear elevation obscured by C20 addition which is not of special interest. Service courtyard to right with former engine and boiler houses, stable and low entrance tower. Interior: frame of steel joists supported by iron columns. 5 bay office range to front, entered through vestibule, with central colonnade, and moulded ceiling plaster. Wide strutted roof trusses with iron props at junction of tie beam and principal rafter.

Listing NGR: SJ8230496578

National Grid Reference: SJ 82304 96578

From: The National Heritage List, <http://www.english-heritage.org.uk/professional/protection/process/national-heritage-list-for-england/>

Appendix B: Contacts

Trafford Council Contacts

General development enquiries concerning the Empress Conservation Area should be referred to Development Management. Telephone: 0161 912 3149

Enquiries relating to trees within the Conservation Area should be addressed to the Local Planning Authority's Arboricultural Officer. Telephone: 0161 912 3199

Enquiries relating to accessing Historic Environment Records, archaeological planning advice, and charges, where appropriate, should be addressed to the Greater Manchester Archaeological Advisory Service, University of Salford, Centre for Applied Archaeology, Joule House, Salford M5 4WT gmaas@salford.ac.uk

National Organisations

Historic England (formerly English Heritage)

North West Office, 3rd Floor Canada House, 3 Chepstow Street, Manchester, M1 5FW
Telephone: 0161 242 1416. <http://www.historicengland.org.uk/>. email: northwest@HistoricEngland.org.uk

Victorian Society

The Victorian Society
1 Priory Gardens, Bedford Park, London, W4 1TT
Telephone: 020 8994 1019 www.victorian-society.org.uk email: admin@victorian-society.org.uk

Georgian Group

6 Fitzroy Square, London, W1T 5DX
Telephone: 087 1750 2936 www.georgiangroup.org.uk email: info@georgiangroup.org.uk

Twentieth Century Society

70 Cowcross Street, London, EC1M 6EJ
Telephone: 020 7250 3857 www.c20society.org.uk email: coordinator@c20society.org.uk

Institute of Historic Building Conservation

Jubilee House, High Street, Tisbury, Wiltshire SP3 6HA
Telephone: 01747 873133 www.ihbc.org.uk email: admin@ihbc.org.uk

Appendix C: Historic Development of Stretford and Trafford

1. The Empress Conservation Area lies within the wider area of Stretford, but historically fell within the township of Trafford which forms the north-east part of the Stretford area. The histories of Trafford and Stretford have been closely linked since their early medieval foundation, and so the two areas will be discussed together below.

Roman and Anglo-Saxon Periods

2. In common with other areas in Trafford, the principal historic road running through the centre of Stretford is Roman in origin, connecting the important Roman forts at Chester and Manchester, known respectively as Deva and Mancunium, and being near the site of an ancient ford over the Mersey.²⁵ This road continued to hold significance after the end of the Roman period under Anglo-Saxon rule because of its continued use for key trade routes and access to a strategic area militarily between North Wales and Ireland.
3. Slightly less usually for the wider Trafford area, there have also been some archaeological finds – a stone celt, Roman remains and a hoard of Anglo-Saxon coins – which are suggestive of some level of occupancy, though this was perhaps only temporary.²⁶

Medieval Stretford and Trafford

4. Unlisted in the Domesday Book, the ancient manor of Stretford, then rated as '*one plough-land*', was granted to Hamon de Massey during the redistribution of lands following the Norman conquest of 1066.²⁷ Under de Massey – whose family seat was formerly at nearby Sale and then later at Dunham Massey – a moiety of these lands was granted to Hugh de Stretford, who acted as a judge.
5. In the mid-13th century a later Hamon de Massey gave the whole of Stretford to his daughter Margery, after which Margery granted the manor to Richard de Trafford, whose family had the ancient manor of Trafford since the Norman period. This was to mark an important turning point in Stretford's history, creating a union between the two manors, Trafford and Stretford, which lasted into the modern age.²⁸ It is notable that Trafford was the home of the de Trafford family seat, which inevitably placed greater emphasis on the latter town's development in subsequent years.

Tudor to Georgian Stretford and Trafford

6. After the mid-16th century, the fortunes of the de Trafford family began to decline. The precise reasons for this have not been established but, from the family's later history, it could be that their complex religious alignments may play some part in this. It is notable that the family's troubled relationship with the Church of England extended through the generations, from the Tudor period into the 18th century, during the latter part of which the Traffords were not allowed in public employment due to their Roman Catholic faith.²⁹
7. Despite the family's troubles, including some periods when their lands were seized from them, the Traffords continued to be the dominant land-owners in Stretford; in the land tax

²⁵ 'Townships: Stretford', A History of the County of Lancaster: Volume 4, 1911, <http://www.british-history.ac.uk/report.aspx?compid=41436> (accessed: 22 October 2014).

²⁶ Ibid

²⁷ Ibid

²⁸ Ibid

²⁹ Ibid

returns of 1796, for example, John Trafford is listed as the principal landowner, paying more than a third of the total tax, with the rest of the land subdivided into much smaller, individual plots.³⁰

Victorian Period

8. The early Victorian tithe map of Stretford demonstrates that the village and the surrounding area in this period were still predominantly rural, with houses clustered along the main street. It appears that the northern end of the village retained a small number of medieval burgage plots on the east side of the main street but that the settlement had spread southward in subsequent years. This spread of the town may be partly attributable to the cutting of the Duke of Bridgewater's Canal along the east side of Stretford in 1765.
9. When the Manchester South Junction and Altrincham Railway was constructed through Stretford and Trafford in the 1840s, however, the nature of the area began to change, as with elsewhere in the wider area, with the gradual erosion of distinct boundaries as they were increasingly impacted upon by the burgeoning industrial city of Manchester. The construction of the Manchester Ship Canal in the 1890s also brought about large-scale change.
10. The nature of these changes is clearly conveyed by Samuel Lewis in 1848, who writes of Stretford, at this time with '3,524 inhabitants'.³¹

*'Here is a large paper-mill; and the place has been for many years a celebrated mart for pigs: from 600 to 700 pigs were sent weekly to the Manchester market; but since the opening of the Manchester and Liverpool railway, this trade has been gradually removing to Manchester, so that now not more than two or three hundred pigs are slaughtered here per week.'*³²

³⁰ Ibid

³¹ Samuel Lewis, *A Topographical Dictionary of England*, 1848, <http://www.british-history.ac.uk/report.aspx?compid=51314> (accessed 07 November 2014).

³² Ibid

11. It is evident that both the railway and the Manchester Ship Canal had opened up greater links with Manchester, which had removed some of the town's commercial activities to the centre. These changes also had the converse effect of bringing people, as well as larger industries, out from the city centre, establishing the town as a suburb with an industrial area on its northern side, along the edge of the canal. This is best illustrated through a comparison of Ordnance Surveys in the later 19th and early 20th century.



The 1830s/40s tithe map of the village of Stretford (Trafford Local Studies Centre)

20th-Century Stretford

12. In the 20th century, the development of Stretford and Trafford continued apace, following the trends set in the previous century by the railway, becoming increasingly suburban and industrial in parts, aided by the area's proximity to the centre of Manchester (see map progression in section 4.5).
13. A notable example of the scale of the town's new industries was the establishment in 1938 of the first Kellogg's factory in Britain, and '*what would become the largest food-processing factory outside the USA.*'³³ Erected just before the war, the factory became a highly significant producer of cereals during the war years, with further expansion in the immediate post-war period:

*'In 1938 there had been a workforce of 250; by 1968 it had risen to 1700, and the turnover of products being sold in supermarkets and grocery shops throughout Britain had increased eightfold.'*³⁴

³³ McEvoy, Harry, <http://www.oxforddnb.com/view/articleHL/31433?docPos=23&anchor=match> (accessed 4 November 2014)

³⁴ Ibid

Appendix D: Selection Criteria for Positive Contributors

Historic England's guidance *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011) in paragraph 2.2.21 uses the following questions to assess if an element should be considered as a positive contributor:

- Is it the work of a particular architect or designer of regional or local note?
- Does it have landmark quality?
- Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?
- Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?
- Does it contribute positively to the setting of adjacent designated heritage assets?
- Does it contribute to the quality of recognisable spaces including exteriors or open spaces with a complex of public buildings?
- Is it associated with a designed landscape e.g. a significant wall, terracing or a garden building?
- Does it individually, or as part of a group, illustrate the development of the settlement in which it stands?
- Does it have significant historic association with features such as the historic road layout, burgage plots, a town park or a landscape feature?
- Does it have historic associations with local people or past events?
- Does it reflect the traditional functional character or former uses in the area?
- Does its use contribute to the character or appearance of the area?