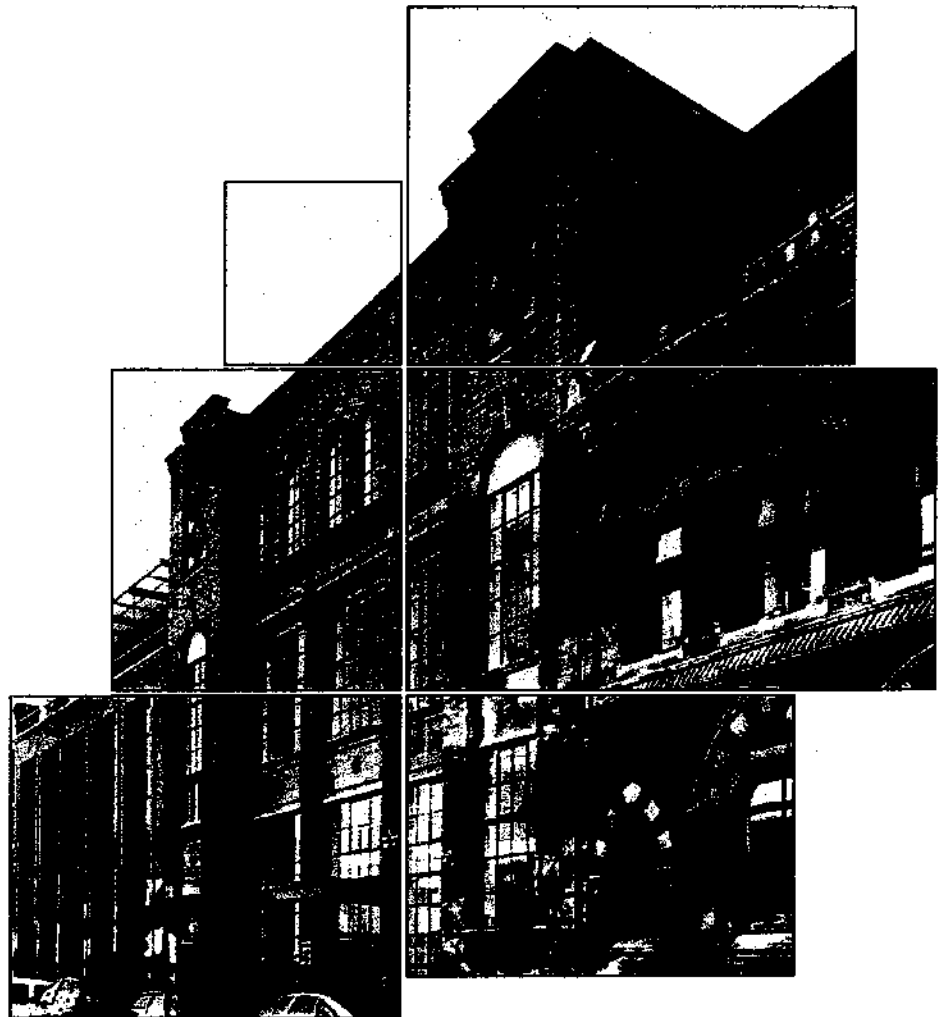


Jewellery Quarter Conservation Area

Character Appraisal
and
Management Plan



adopted as supplementary planning guidance

28th January 2002

Jewellery Quarter Conservation Area

Character Appraisal and Management Plan

prepared by

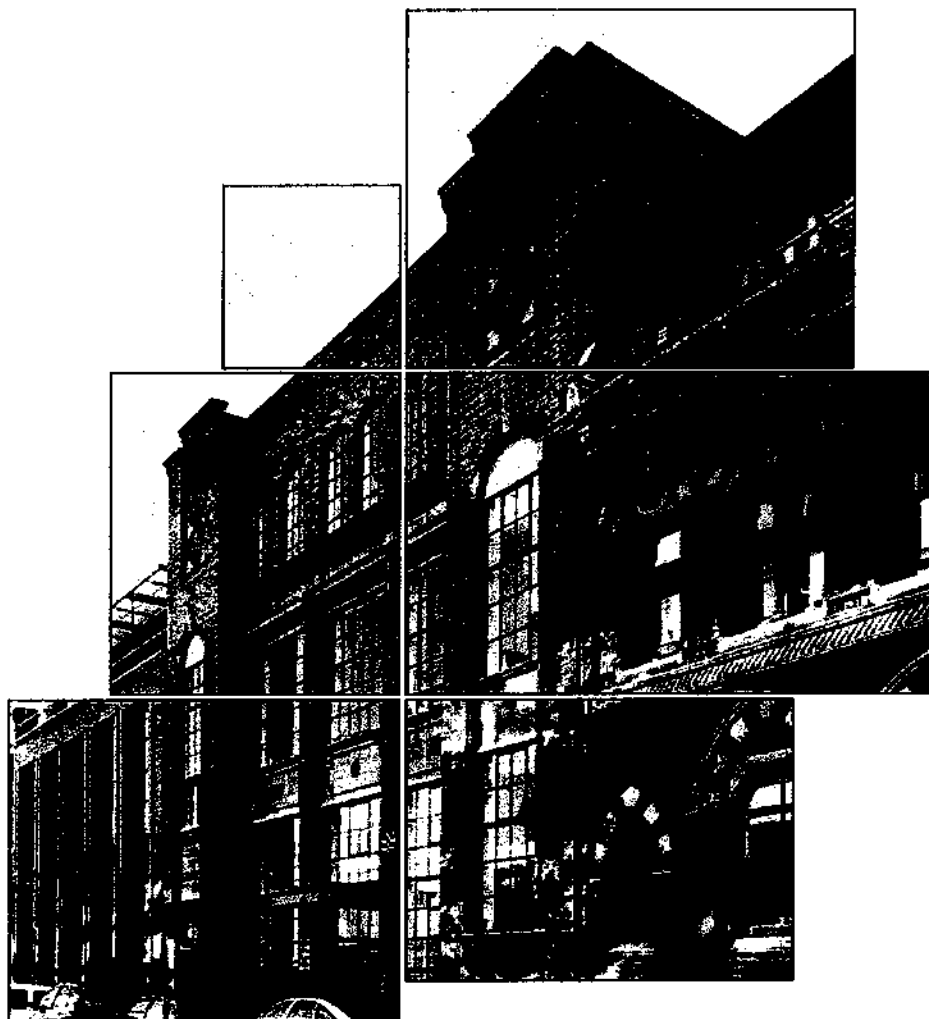
Donald Insall Associates and Weatherall Green & Smith

in association with

Birmingham City Council

English Heritage

Advantage West Midlands



Part 1

Jewellery Quarter
Conservation Area

Character Appraisal

Part 2

Jewellery Quarter
Conservation Area

Management Plan

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Int

Introduction

BIRMINGHAM'S JEWELLERY QUARTER has been described as a national treasure, a place of unique character. The Quarter's significance lies in its long history as a centre of jewellery and small metalware production carried out in a concentration of converted houses, workshops and manufactories unparalleled anywhere else in the world. It remains a working environment and is the major centre of gold jewellery production in the United Kingdom.

Since the designation of St. Paul's Square Conservation Area in 1971 there has been an increasing appreciation of the unique qualities of the Jewellery Quarter, of its buildings and the traditional trades which they contain. The Jewellery Quarter Conservation Area and Key Hill Conservation Area were both designated in 1980. A report by English Heritage, *The Jewellery Quarter Urban Village, An Architectural Survey of the Manufactories 1760-1999*, produced in 1999, clearly established the unique significance of the whole Quarter. On this basis a new and enlarged Jewellery Quarter Conservation Area was designated in September 2000 (Map 1) subsuming the earlier designations of St. Paul's Square and Key Hill.

The 1990 Planning (Listed Buildings and Conservation Areas) Act defines a conservation area as 'an area of architectural or historic interest the character and appearance of which it is desirable to preserve or enhance.' The Act places a duty on local authorities to designate conservation areas where appropriate and from time to time to review the extent of conservation area designation within their districts. It also requires the local authority to formulate and publish proposals for the preservation and enhancement of these areas.

The present document has been prepared according to English Heritage guidelines.

Its purpose is to:

- ▶ identify the special interest of the Jewellery Quarter Conservation Area and provide a definition of its character.
- ▶ provide a management plan for the preservation and enhancement of the Jewellery Quarter Conservation Area.

MAP 1

Jewellery Quarter Conservation Area







Date of Designation:
10th January 1980

Extended:
18th January 1996 and
27th September 2000

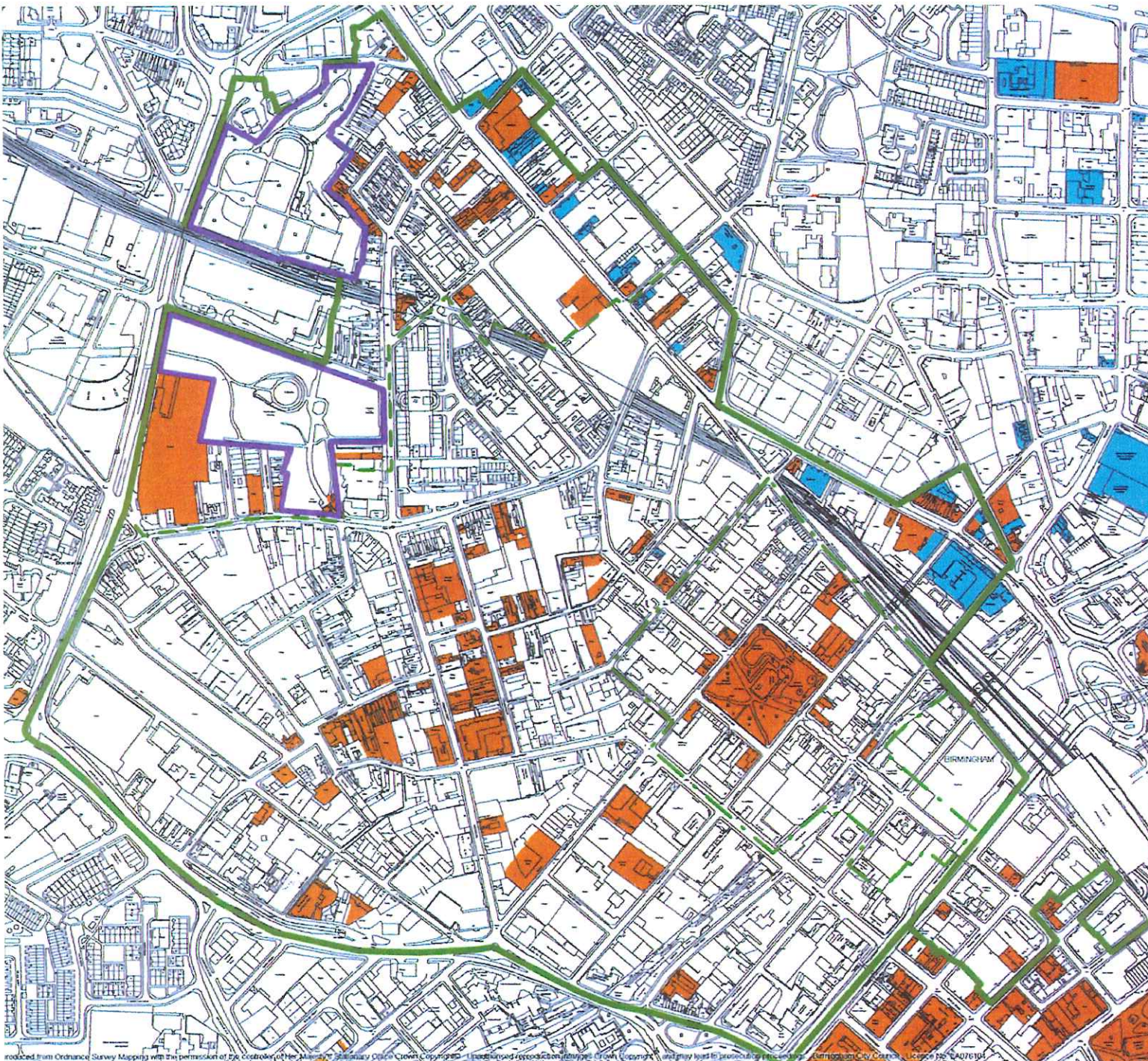
Area:
94.43Ha (233.30 acres)



KEY

-  Boundary of Conservation Area
-  Statutorily Listed Buildings
-  Locally Listed Buildings
-  Parks and Gardens of Special Historic Interest
-  Former Key Hill Conservation Area
-  Former St. Pauls Conservator Area

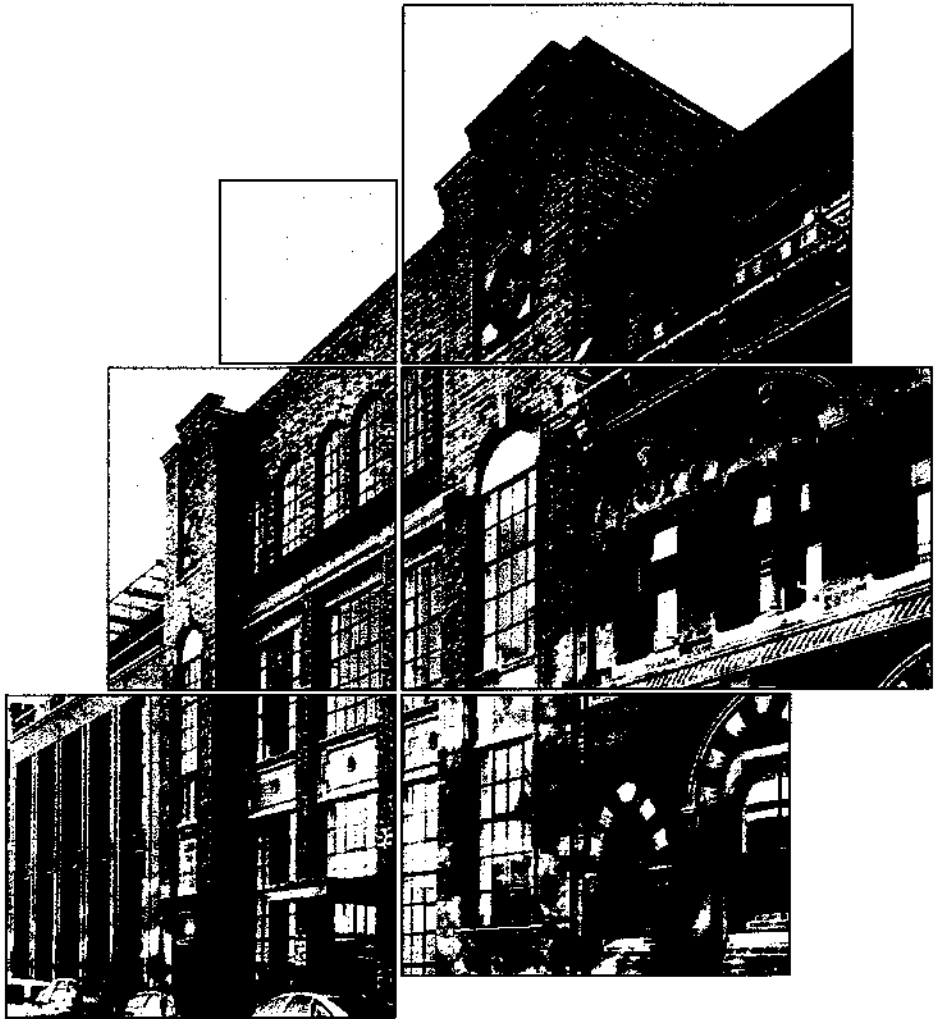
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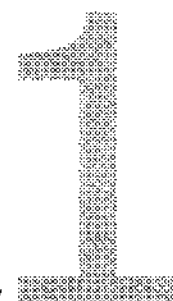


Part 1

Jewellery Quarter
Conservation Area

Character Appraisal





1.1 The geology of the conservation area belongs to the Triassic period. It stands on Bunter upper mottled sandstone, one of the moulding sands group. Birmingham's development as a metal working centre owes much to its geology as these sands, which include the Keuper sandstone underlying much of the rest of the city, are especially suited to foundry work.

Most of the conservation area sits on a flat topped hill orientated north-south. The land falls steeply west to the boundary on Ickniel Street and south-east down to the Birmingham and Fazeley Canal. From the canal it rises south-east to the conservation area boundary on Great Charles Street.



Part 1

2

Archaeology



2.1 The Jewellery Quarter Conservation Area and its immediate surroundings contain below-ground archaeological remains relating to its pre-industrial history and its early industrial development. These include a moated site of medieval origin and filled-in sandpits and former canal basins from the 19th century. None of these features is now visible above ground but below-ground remains are likely to survive despite subsequent development over them.

3.1 1746-1824

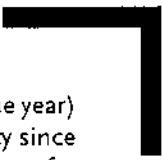
Metalworking in Birmingham is documented from the mediaeval period and by the 18th century the town was renowned for the production of 'toys', small easily transportable items of relatively high value. These were hand-made in precious metals and other materials such as cut steel and glass and included buckles, buttons, jewellery and other personal ornaments. Although there was some large scale production by manufacturers such as Matthew Boulton and John Taylor, most of these items were made by highly skilled 'small masters' or 'garret masters' operating from workshops in houses and yards about the town.

The growth and development of the Birmingham 'toy' trades led to a huge increase in population and a consequent demand for building land. Urban development in what is now known as the Jewellery Quarter began with the private act which released the Birmingham estates of the Colmore family for building in 1746. The largest of these was Newhall, north-west of the town, which had been purchased from the manor of Birmingham by William Colmore, one of a line of wealthy local mercers, in 1560 when it was described as a rabbit warren. The Colmores soon after abandoned trade for the gentry and by 1620 had built New Hall, the substantial mansion house which gave its name to the estate. By 1746 they had long since left the town and the house, with the gardens, pools and park surrounding it, was let to tenants.

Beyond New Hall small enclosed fields covered most of the remainder of the area and beyond these Birmingham Heath stretched to the parish boundary with Handsworth. A few cottages stood beside the roadways and at the top of Hockley Hill a squatters' settlement encroached on the heath. The hillsides on the south and west were scarred with sandpits. These yielded a particularly fine casting or moulding sand and their origins lay in the expansion of the local metal casting industries, brass, steel and iron, from the late 17th century.

Three ancient roads crossed the area. The road to Wednesbury and Wolverhampton (Constitution Hill, Great Hampton Street, Hockley Hill) was turnpiked in 1727, the road to Dudley (Summer Row, Parade, Summer Hill Road) in 1760, when Summer Row was cut through the Newhall estate to provide a more direct route through the edge of the town. Originally just sandy tracks over relatively high ground, both roads suffered from the increased carriage of heavy goods, mainly coal, iron and lime, from Staffordshire into Birmingham during the 18th century. Their state was only improved when the Birmingham Canal was opened to traffic in 1769. Warstone Lane (Hall Street, Warstone Lane, part of Icknield Street) joined the Wolverhampton road to the Dudley road and to Ladywood Lane (Ladywood Middleway) which led from Edgbaston. It might once have formed a boundary between field and heath.

The release of the Colmore estate was a response to the growing population and rapid expansion of Birmingham in the early 18th century but the demand for building land in the town slowed during the 1750s and did not pick up again until 1759. During this period the streets laid out between Colmore Row and the future line of Great Charles Street were more than sufficient to meet the demand. The first building plots on Great Charles Street were let in the 1760s. In 1772 the terminus of the Newhall Branch Canal was opened just west of New Hall below Great Charles Street. This extension of the Birmingham Canal had been enthusiastically promoted by Charles Colmore in order to increase demand for his land and raise its value. By the late 1770s Great Charles Street and the south side of Lionel Street were almost wholly built up.



In 1772 Charles Colmore offered the site for a new church (to be built under an act passed later that same year) and a subscription of £1000 towards the building costs. This was as much good business sense as piety since building plots close to a church were easily sold and commanded higher rents. The fashionable scheme for St. Paul's Square and the formal grid of streets surrounding it was designed in the early 1770s. St. Paul's Church itself was built between 1777 and 1779 as a chapel of ease to the mediaeval foundation of St. Martin's. Later known as the Jewellers' Church, it was assigned a parish taken from St. Martin's in 1841.

Thomas Hanson's 1778 plan of Birmingham shows almost all of the Newhall estate laid out with the grid continued over the Inge estate between Livery Street and Snow Hill/Constitution Hill. This property had been released for building under a private act of 1753. The Inges were a Staffordshire gentry family who had acquired their Birmingham estate through the marriage of William Inge to Elizabeth Phillips in the 1690s. The Phillips, originally a local family but, like the Colmores, long since removed from Birmingham, gave the land on which St Philip's Church, now the Cathedral, was built between 1711 and 1725.

Hanson's plan shows both the Great and the Little Pool on the Newhall estate filled in and the brook which fed them canalised, but New Hall still blocked any further development of Newhall Street, which had been cut along the line of the original carriage drive to the house from New Hall Lane (Colmore Row). From the early 1770s the premises had been in partial occupation as a warehouse by Matthew Boulton who resisted its demolition. New Hall was not finally removed until 1787 but the barn was left standing, presumably until Boulton's new warehouse on Livery Street was completed in 1788. The Birmingham and Fazeley Canal, constructed under an act of 1783 to join the Birmingham Canal to the Coventry Canal, was cut along the valley bottom, again with the encouragement of the Colmores, and opened in 1789. Newhall Street was quickly extended down to the canal and continued up the hill beyond as Mount Street (now Newhall Street). During the building boom of the late 1770s to the early 1790s building plots in the area were in demand as merchants and masters in the buckle, button, and 'toy' trades moved north-westwards from the crowded lower town.

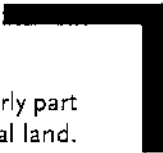
At the end of the 18th century there was still little separation between domestic and working life. This applied to almost all those who earned a living through trade and manufacture, from wealthy entrepreneurs such as Matthew Boulton with his house overlooking the Soho Manufactory to the small master in his garret and was true not just in Birmingham but in other working towns. There is good evidence that from the beginning many houses on the Newhall estate and on the Inge property beside it were built with warehouses, workshops and tenements at the rear or that these premises were constructed soon after. In 1804 for example a 'mansion' built in 1793 on the corner of Newhall Street and Lionel Street was advertised for sale. Built for occupation by a merchant, it had two large storage vaults on Lionel Street as well as a range of warehouses and a counting house at the rear. Some of the elegant townhouses around St. Paul's Square had workshops to the rear as early as the 1780s and were occupied by makers of buttons, buckles and steel 'toys'. The Colmores especially appear actively to have encouraged industry on their estate. Charles Colmore was quick to realise that canals could increase the value of his land for industry and enthusiastically promoted both the Newhall Branch and the Birmingham and Fazeley Canal. In 1807 his successor Caroline Colmore had a private canal arm, known as Miss Colmore's Canal and later as Whitmore's Arm, cut from the Birmingham and Fazeley Canal through to a basin off George Street in an attempt to promote the industrial development of the surrounding area.

Towards the end of the 18th century, as the fashion for sub-urban living grew and prosperous manufacturers, merchants and professional men moved out of the town, substantial villas and houses began to dot the rural south-facing slopes above Newhall. Regent's Place, the house on the Colmore property at Harper's Hill (Regent Place/Northwood Street) leased by Matthew Boulton for James Watt in the 1770s, appears to have been the earliest villa residence in the area. It was occupied by Watt from 1775 to 1790 when he moved to Heathfield House in Handsworth. In the early 1780s Key Hill House at the top of Key Hill was built for Joshua Glover, a Birmingham merchant, on land purchased in the 1750s. The surviving desmesne lands of Birmingham manor passed to Sir Thomas Gooch, a Suffolk landowner, in 1764 and were released for building in 1766. In 1784 the estate leased out a large plot on the north side of Warstone Lane below the present Anglican cemetery. Forrest's Brewery was built on the corner with the present Icknield Street and two large detached houses, looking over the surrounding countryside, shared the plot. They were occupied by the brewery proprietors, living, as was usual, at their place of work. From the late 1780s houses were built on the north-east side of the present Great Hampton Street on the land belonging to Samuel Lloyd and Edward Harford. The property had passed to Lloyd, a Birmingham banker and Harford, a Bristol merchant, through Richard Parkes, a Wednesbury ironmaster, who bought it in 1713. In 1790 Summer Hill on the Carver estate was staked out for a terrace of fifteen houses. The Carvers had made their fortune in brassfounding and Henry Carver, a Birmingham merchant, had purchased the land here in 1750.

By the mid-1790s the Newhall estate and the Inge estate to the north-east were extensively built over, only the area south-west of St. Paul's Square between the Birmingham and Fazeley Canal and the line of Graham Street remained largely undeveloped. Detached villas and houses lined the north-east sides of both Summer Hill and Great Hampton Street. In 1801 Birmingham Heath was enclosed. Two tracks across the heath were straightened and laid out as 'public carriage roads' - the upper part of the present Icknield Street between Warstone Lane and Key Hill and Key Hill itself. Waste and common land on Kaye (Key) Hill was allotted to the Guardians of the Poor. It is now occupied by the General Cemetery.

The French Wars which began in 1793 signalled a general economic downturn however, and in the period up to the 1830s building in the area was comparatively slow. John Kempson's plan of Birmingham surveyed in 1810 shows Martin Street (renamed Vittoria Street after the battle in 1812) and the southern part of Frederick Street laid out over the land south of Warstone Lane where one or two villas had been built. This property was leased out for building in the 1780s and 1790s when it was part of the estate of the Reverend Samuel Martin, a Nottingham rector, whose family had acquired it in the 18th century. North of Warstone Lane development had begun on the Inge estate at the lower end of Branston Street west of Great Hampton Street.

John Piggott Smith's plan of Birmingham, surveyed some fourteen years later in 1824/5, shows residential development had spread across the former Martin estate and onto the land belonging to the Governors of the Free School where Frederick Street had been extended to Warstone Lane. The Free School (Schools of King Edward VI) had been endowed in 1552 with the property of the dissolved Birmingham religious guild of the Holy Cross. Miss Colmore's Canal has also been extended through the sandpits between George and Graham Streets into the Free School land to the west, although the Newhall estate here is still very little developed and the route up Newhall Hill has not yet been cut. Several substantial villas have been built on the former Carver estate east of Summer Hill and Camden Street. Spencer Street and the east end of Hockley Street, newly laid out, mark the extent of the Inge property north of Warstone Lane. Urban development had begun on the north side of Key Hill where it met the turnpike road. Beside fields and sandpits much of the open ground is covered



by the town or 'guinea' gardens which surrounded Birmingham during the 18th century and into the early part of the 19th. In great demand, these allotments commanded a considerably higher rent than agricultural land. By the time of Piggott Smith's plan the area contained a variety of housing types. These ranged in size from detached villas set in large gardens through the houses with purpose-built workshops or 'shopping' occupied by prosperous small masters down to the typical Birmingham courts of back to backs.

3.2 1824- 1945

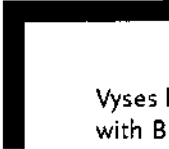
A change in fashion to shoe-strings (laces) in the 1790s had brought about the demise of the buckle trade but despite the wars with France and the depression of the 1820s and early 1830s the jewellery and precious metal trades continued to grow. The improvement in the economic climate in the mid-1830s led to further specialisation. This resulted in a rise in the number of small masters, each in his own workshop, and a comparative increase in the number of jewellers and goldsmiths. The interdependence which arose from this increasing specialisation and the consequent subdivision of production among independent craftsmen was the chief factor in the localisation of the jewellery trade.

The same upturn in the local economy encouraged the continued migration of small masters and workers in the jewellery and allied trades to the area south of Warstone Lane. The Birmingham and Staffordshire Gas Light Company, established in 1825, lit Great Hampton Street in 1826 and by 1832 piped gas was available throughout the area. This must have proved an additional attraction to trades involving processes such as soldering and annealing.

In 1824 William Elliot, a buttonmaker, established a works on the corner of Frederick Street with Regent Street. In 1837 he patented a method of producing cloth-covered buttons and built a factory at the rear of his Frederick Street works which extended through to Vittoria Street. A rising economy combined with technological innovation led to the construction of other purpose-built manufactories. In 1838 Elkington's electroplating works was established on Newhall Street, strategically located on the north side of the Birmingham and Fazeley Canal. Elkington's was the first company to exploit the new method of electroplating commercially and by 1850 the substantial works had been extended over both the main canal beside it and Miss Colmore's Canal at the rear. From 1839 to 1840 the penmaker Joseph Gillott built the Victoria Works on Graham Street which used a new method to mass produce steel pen nibs. In the smaller works new machinery and the use of steam power boosted production.

The General Cemetery, laid out on Key Hill over gardens and a sand quarry bought from the Guardians of the Poor, was opened for burial in 1835. The Cemetery proprietors continued to quarry the high quality casting sand up to the 1930s. Established by Non-Conformists the burial ground was open to all creeds and denominations but in practice was used only by the dissenting community. Pressure for an Anglican burial ground led to the establishment of the Church of England Cemetery Company in 1845. An area of sandpits and garden ground was bought from the Gooch and Vyse estates and the Church of England Cemetery was opened for burial in 1848. Both cemeteries faced towards Icknield Street and the countryside beyond.

Development began on the Vyse estate north of Warstone Lane after the death of General Richard Vyse, a Hertfordshire landowner, in 1825 when his successor Richard Howard-Vyse acquired an act for building. The



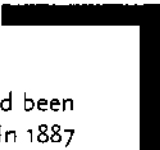
Vyses had acquired the property through an 18th century marriage with the Smallbrokes, a family whose links with Birmingham can be traced to the 16th century and who, like the Colmores, had risen from trade to join the gentry. Most of the estate was laid out from the mid-to the late 1840s. Vyse Street was cut from Warstone Lane to Great Hampton Street by 1846. Hylton Street was then laid out to the north, squeezed between the Vyse property on Hockley Hill to the east and Key Hill House which stood above the General Cemetery. Branston Street, Spencer Street and Hockley Street were extended from the Inge property through to Vyse Street and Pitsford Street, cut from Icknield Street, completed the plan. The layout was intended to accommodate as many building plots as possible.

In the 1850s the gold rushes in California and New South Wales and the introduction of new gold standards led to a huge expansion of the jewellery and related trades. Further specialisation of the processes involved in or connected with the industry also increased the number of small firms. The demand for houses, workshops and warehouses brought about speedy and intensive development of the Vyse estate as the industry spread beyond Warstone Lane. The terraced houses were converted to workshops with additional premises built over the gardens behind.

The Birmingham to Dudley and Wolverhampton Railway, which opened in 1854, ran through the area north of Warstone Lane in a series of tunnels and cuttings to a goods yard (now closed and excluded from the conservation area) south of the General Cemetery. The cemetery companies had bought land north of Pitsford Street from the Vyse estate in 1846 for the extension of their burial grounds but sold it to the railway in 1854. In the later 19th century large factories were constructed around the viaduct which ran from Snow Hill along Livery Street. Like those already clustered around the canal these concerns produced machinery for use in the metal trades or were involved in heavy processes such as electroplating.

Large factories in the area however, proved to be the exception rather than the rule. From the 1850s as the jewellery trade grew the more prosperous of the small masters expanded into small purpose-built manufactories frequently of the same domestic scale and appearance as the earlier converted houses. Even towards the end of the century when some of the larger manufacturers were involved in mass production, jewellery and small metal works did not significantly increase in size, amalgamating two or perhaps three of the former domestic plots. This limited expansion of working premises reflected the skilled craft basis of trade where many processes were still carried out by hand. The larger manufactories were usually of a more sophisticated design, the status and prosperity of the firm reflected in the architectural treatment of the façade.

Despite the increase in the number and scale of purpose-built works the greater part of the trade, the small masters, continued to occupy converted houses with workshops built over the rear plot. Such was the pressure for space that many of these premises were in multi-occupation and behind the frontage buildings the long narrow plots were packed with ranges of workshops. The Quarter took on its characteristically dense urban grain at this time as every available piece of land was built over to provide working accommodation. The 1870s saw the completion of the street pattern in the area as Warstone Parade East and Pemberton Street were cut across the plot south of the Anglican cemetery first occupied by Forrest's Brewery and Key Hill Drive was laid out on the line of the carriage drive to Key Hill House. The house itself was lost to first to sand extraction and then to burial space, demolished in the 1890s as the General Cemetery spread north and north-eastwards.



The Assay Office moved from Little Cannon Street in the town centre to Newhall street in 1878. It had been established in 1773, largely through the efforts of Matthew Boulton, and was great asset to the trade. In 1887 the Birmingham Jewellers' and Silversmiths' Association was formed to help the development of the industry and in 1890 the Birmingham School for Jewellers and Silversmiths was opened in a converted manufactory on Vittoria Street as a branch of the Municipal School of Art.

In the period from the Klondike gold rush in the late 1890s up to the outbreak of First World War production in the Jewellery Quarter was at its peak. With no room to build in the core of the area some firms began to clear the courts of workers' houses on the fringe in order to expand their businesses. The modest brassworking manufactories built on Fleet Street in the 1890s provide one example of this, the works built on Livery Street in the 1900s another. During the war munitions and the increased demand for military buttons, badges and medals sustained production in the Quarter.

After the First World War trade declined from a peak in 1920 and, hit by the Depression in 1929, struggled to recover during the mid-1930s. The Depression saw the construction of some large factories as firms such as Lucas's diversified into the production of car parts.


During the Second World War production turned once again to munitions and small military items and only a very few firms continued in the jewellery trade. A number of buildings were destroyed or damaged during air raids, notably the factory of Thomas Walker plc., manufacturers of fasteners, on St Paul's Square. The building, constructed in 1934, was destroyed in November 1940 and rebuilt within 18 months.

3.3 1945 - 2000

In the post-war period the jewellery industry began a slow recovery but expansion was hampered once more by shortage of space. During the 1950s and, increasingly, in the 1960s a number of the larger firms moved out of the Quarter to new accommodation either on greenfield sites or in other areas of the city. There was some large scale development in the area however, particularly around Pope Street, Carver Street and Camden Street where court housing was cleared.

In 1943 the Birmingham Jewellers' and Silversmiths' Association established a committee to discuss the regeneration of the jewellery industry. Accommodation in the Quarter had been considered inadequate for some time, the buildings regarded as run down and inconvenient. In 1945 the BJSJA proposed redevelopment with flatted factories. The plans were accepted in principle but never implemented.

In 1953 the City Council carried out a survey which concluded that 23 acres of buildings in the area were beyond repair and in 1956 produced its own plans for redevelopment. The proposals were unpopular since they took no real account of the needs of the small tradesmen who formed the backbone of the Quarter. In 1960 Sir Richard Vyse drew up a plan for the redevelopment of his Hockley estate but died before it could be carried out. In 1963 the City Council agreed to buy the freehold of fourteen and a half acres of the Vyse estate for £650,000 to meet Sir Richard's death duties. A council scheme for the redevelopment of the Jewellery Quarter was agreed in 1965 to be completed in 1972. The proposed new development was to cover the area bounded by Warstone Lane, Spencer Street, Vyse Street and Hockley Street and included an eight storey flatted factory and 16 workshop units with parking space above them. The scheme also included a new Assay Office, a new



School of Jewellery, an exhibition hall and restaurant, an office block and a shop. The flatted factory, known as the Hockley Centre (now the Big Peg) opened in 1971, the workshops and car park were completed by 1978. The modern units were not a success, there were objections to the higher rents and most of the firms displaced by the development found more traditional premises elsewhere in the Quarter. There was also at this time a growing appreciation of the historic and architectural character of the Quarter. The scheme was abandoned and the Council proposed no further large scale redevelopment.

St Paul's Square Conservation Area was designated in 1971, only four years after the passing of the Civic Amenities Act, which established the concept of conservation areas. Although the area's role in the history of the jewellery trade was acknowledged greater emphasis was placed on the importance of the square as an example of late 18th century town planning. In 1975 St. Paul's Square Conservation Area was extended to include the Assay Office. Two other conservation areas, the Jewellery Quarter and Key Hill, were designated in the Quarter in 1980.

In 1992 a further extension to St. Paul's Conservation Area took in the street blocks round the Square and the approach on Ludgate Hill to preserve the characteristic buildings in this area. Key Hill Conservation Area was extended in 1994 and the Jewellery Quarter Conservation Area in 1996.

The jewellery industry made a comparative recovery in the post-war years but its history over the last half century has nonetheless been one of inexorable decline. The contraction of the traditional trades, caused very largely by foreign competition, has led to significant levels of underuse, vacancy and decay in the physical fabric of the area. In recent years there have been a number of schemes designed to regenerate the Quarter, including the designation of an Industrial Improvement Area and a programme of grants through English Heritage for historic building repair and restoration. The Jewellery Quarter Urban Village Framework Plan was adopted in 1998. It aims to promote regeneration through mixed use development and the creation of a balanced community.

The quality and architectural significance of large numbers of buildings in the area has been recognised by the City Council and English Heritage for some time. Following the designation of the Quarter as an urban village it was agreed that a systematic architectural survey should be undertaken and that the resulting document should provide a detailed basis for understanding the historical development of the Jewellery Quarter. The survey was undertaken by English Heritage and a report, *The Birmingham Jewellery Quarter Urban Village, An Architectural Survey of the Manufactories 1760-1999*, was produced in 1999. This work clearly demonstrates that the Birmingham Jewellery Quarter is an historic industrial area of international significance. Based on the findings of the report a new and enlarged Jewellery Quarter Conservation Area, subsuming the earlier designations of Key Hill and St. Paul's Square, was designated in September 2000.

4

Townscape Character

4.1 Building Types

The English Heritage report, *The Birmingham Jewellery Quarter Urban Village An Architectural Survey of the Manufactories 1760-1999*, produced in September 1999, identified the following traditional building types within the Jewellery Quarter Conservation Area. The report made it clear that the statutory listings in the area do not reflect the historic and architectural significance of the built environment. English Heritage resurveyed the Quarter in 2000/2001 and have drafted recommendations for over 100 additions to the statutory list. A decision will be made on these proposed new listings early in 2002.

Houses converted into workshops

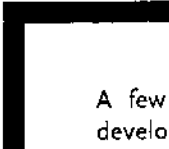
The earliest buildings in the Jewellery Quarter are the domestic properties built during the late 18th and early 19th centuries on what were then the north-west outskirts of Birmingham. Later industrial use in the jewellery and small metal working trades could require the provision of workshops, warehouses, offices or showrooms, all within spaces which had not been originally designed to accommodate them so that houses were converted in a number of different ways. In some cases they continued to be lived in with little division between domestic and industrial accommodation, particularly in the smaller properties.

Few examples of the back to back housing once common in Birmingham remain in the Quarter. Most was lost to the spread of purpose built manufactories or in the slum clearance programmes which followed the Second World War. The three examples identified in the English Heritage report date from the early to the mid-19th century. Terraced housing can be found throughout much of the area and ranges in date from the late 18th century townhouses in St. Paul's Square to the more modest terraces built in the 1840s and 1850s on Vyse Street, Hylton Street and on Warstone Lane. A number of large semi-detached and detached villas survive within the Quarter, most evidently at the northern end of Frederick Street which was developed in the first half of the 19th century. Other examples can be found in Century Buildings on Summer Hill Road, Heaton House on Camden Street and the former Dormie works on Summer Hill Terrace.

Purpose-built Houses with Workshops

Buildings containing both houses and workshops are now relatively rare in the Quarter but there is evidence to suggest that they were once much more widespread and might perhaps have been built from the late 18th century. They allowed the small master to live next to his workshops or shopping and most of them appear to have been speculative developments intended for the accommodation of smaller family firms. The shopping in these developments was generally at the rear of the house but the shape and size of the building plot sometimes meant that it was constructed beside or above the domestic premises.

The oldest surviving purpose-built house and workshop in the Quarter, 27-32 Mary Street, dates from 1818 and has two ranges of slightly later shopping at the side. During the 1820s and 1830s modest pairs or terraces of houses with workshops at the rear were erected in the streets to the north of St. Paul's Square. Examples of this type can be found on Caroline Street, Kenyon Street and in Regent Place. There is also a number of good survivals from the 1850s, particularly 115-119 Branstons Street, and the 1870s, such as 1-11 Key Hill Drive and Plantagenet Buildings on Spencer Street, this last with workshops above. The most refined example of the type, four large houses with shopping at 6 Legge Lane, was built in 1885.



A few tradesmen built houses with workshops for their own occupation rather than as speculative developments. Examples of these survive on Vyse Street, no. 94, and Frederick Street, nos. 46 and 47.

Purpose Built Manufactories

The diversity of architectural styles displayed by the manufactories built in the area from the 1830s to the 1970s is one of the most definitive characteristics of the Jewellery Quarter. The earliest surviving purpose-built manufactories in the area date from the late 1830s and reflect the simple late-Georgian style of that period. This was followed in the 1850s by a less restrained Regency style and thereafter a whole range of architectural styles was employed, from the Gothic and Italianate designs popular in the mid and late 19th century through to the Arts and Crafts, Art Nouveau and Edwardian Baroque styles fashionable in the first half of the 20th century. Striking examples of these and other architectural styles can be found throughout the Quarter.

Purpose-built works share a number of common characteristics adapted to suit the shape and size of each site. The frontage building, the primary focus of architectural display, typically contained offices and showrooms as well as warehouses or workshops. At the rear the plot was filled with workshops and other buildings such as casting sheds. There are some large manufactories in the Jewellery Quarter, such as the former Lucas Works on Great Hampton Street, built in 1929, and the Birmingham Mint, established on Icknield Street in 1860, but the majority are considerably more modest in size and contribute to the traditionally domestic scale of the area.

Workshops

The ranges of purpose built workshops or 'shopping' found throughout the Jewellery Quarter form what is probably its most distinctive characteristic. The workshop plan typically consists of a long thin range of two or three storeys constructed blind-back (with no openings) against one of the side boundaries of the building plot and joining a smaller range extending across the rear of the yard. The yard itself, into which the workshops face, functions as a lightwell, since, because of the closely built surroundings, little if any natural light can usually be gained from beyond the confines of the plot. Good light was essential to the hand processes involved in the jewellery and small metal trades, a factor which had a significant influence on the form of the workshop. Most are narrow in plan, sufficient to allow light from the yard to reach the blind-back wall and those with a street frontage are lit from both sides. Large multi-pane cast iron windows are closely set in the external walls. From the mid-19th century the form developed to include double-depth workshops, sometimes divided by a spine wall. In the early 20th century this type was commonly placed in the centre of the yard to form an inverted T with the frontage buildings.

Specialist Buildings

A number of specialist buildings have been erected in the Quarter to support the jewellery and small metal trades. The most important of these are the Assay Office on Newhall Street, where items containing precious metals are hallmarked, and the School of Jewellery on Vittoria Street, where jewellers and metalworkers are trained in craft and design. Other specialist buildings include printing works and paper and packaging warehouses, factors' warehouses and the foundries and sheds occupied by firms making machinery for use in the jewellery industry and its allied trades.

Building Materials and Construction

The materials used for building in the Jewellery Quarter are predominantly brick and slate with stone, faience and terracotta used for decorative effect. Window frames are wooden or, in workshops and warehouses, of cast iron. Construction methods are conservative and traditional. There are few examples of fire-proof 'jack arch' construction and concrete or steel framed buildings are not generally found in the area until after the First World War, though even here bricks formed the fabric of the elevations.

4.2 Street Pattern and Streetscape

The Jewellery Quarter is largely contained within three ancient roads, the route to Dudley (Summer Row, Parade, Summer Hill Road), and to Wolverhampton (Constitution Hill and Great Hampton Street) and the continuation of the route from Edgbaston to the Dudley Road over Birmingham Heath (Icknield Street). Dead Man's Lane (now Hall Street) and Warstone Lane ran westwards from the Wolverhampton Road to join the lane (now Icknield Street) onto Birmingham Heath.

The urban pattern of the streets, laid out as the Quarter developed in the late 18th and early 19th centuries, reflects the various landownerships in the area at this time, cut straight across the fields where ownerships allowed or curving to follow property boundaries. The area has its origins in the development of the Colmore's Newhall estate, laid out to a regular plan from the mid-18th century, and more specifically in the formal grid of streets surrounding St. Paul's Square. The regularity of this plan is lost as the Quarter extends northwards and westwards and land in other ownerships was given up for building, although the street pattern remains fairly regular.

The streetscape is almost wholly derived from the area's nineteenth century development as an industrial quarter. The street blocks are relatively small and the buildings are generally domestic in scale, two or three storeys high, and relate for the most part to the narrow nineteenth century building plots. They are usually built at back of pavement but some, particularly on Great Hampton Street, Vyse Street and Frederick Street, were set back behind a front plot surrounded by a low boundary wall and railings. These have been removed and the front plots paved or concreted over mainly for parking. The close and enclosed urban grain derived from the dense concentration of buildings is interrupted by the two cemeteries on Icknield Street. The General Cemetery, Key Hill is hidden from the area. It still has its high boundary walls and railings and retains a sense of privacy and enclosure. The Church of England Cemetery, Warstone Lane, always more visible, has lost its railings and lies open, lacking the enclosure characteristic of the conservation area.











MAP 2

Jewellery Quarter Conservation Area

Topography and Landmarks

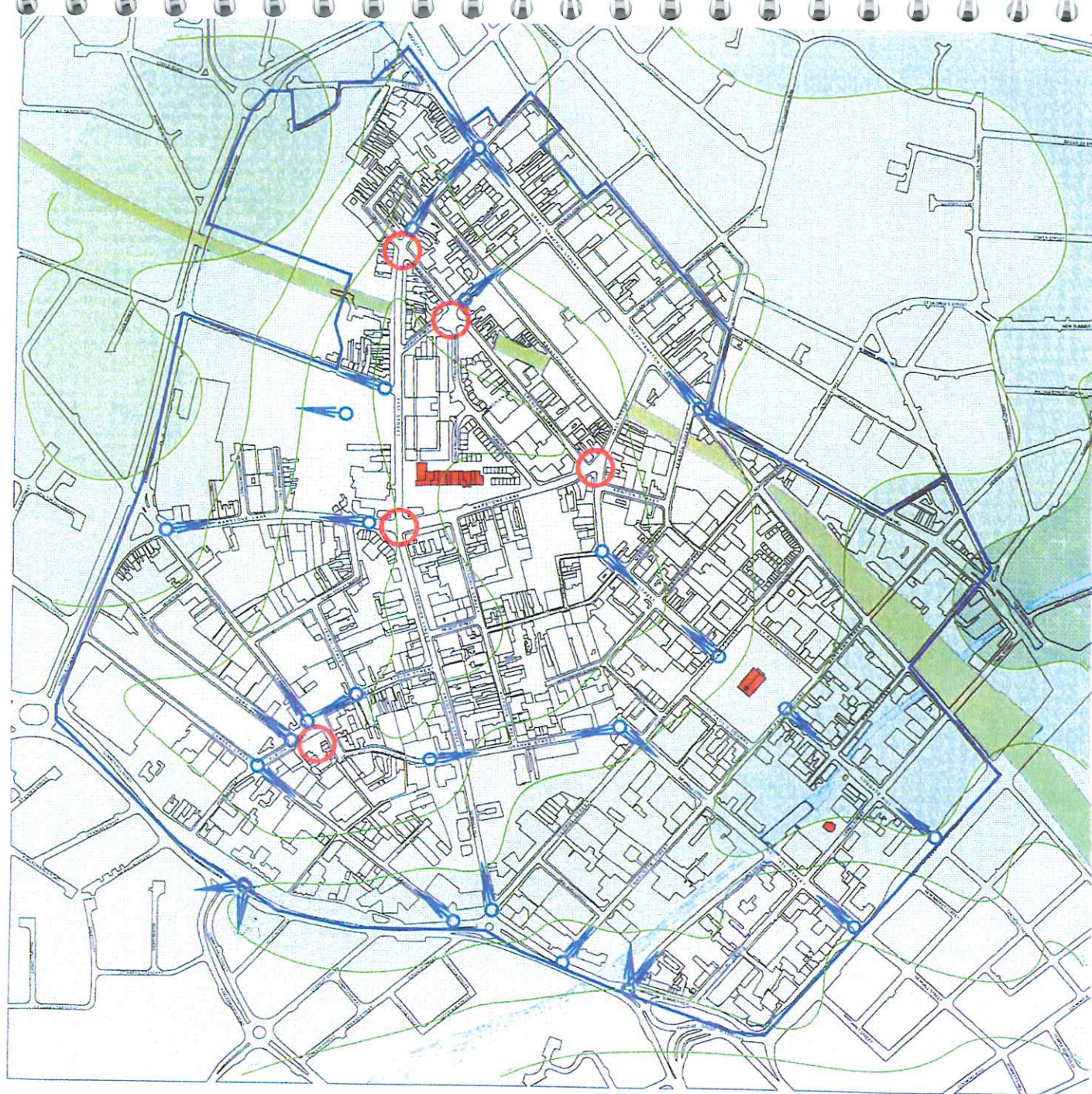


KEY

-  Focus Points
-  Principal View Points
-  Landmarks
-  140.0m
-  135.0m
-  130.0m
-  125.0m
-  120.0m
-  115.0m
-  Jewellery Quarter Conservation Area Boundary

Not to scale

Donald Insall Associates Architects



4.3 Views

The topography of the Jewellery Quarter provides some fine views within, from and into the conservation area (Map 2). The land falls from Colmore Row and St. Philip's Cathedral north-westwards down to the Birmingham and Fazeley Canal and rises to its highest point on Warstone Lane. From Vyse Street the land drops away on the west, south and south-east and falls only slightly to the north. There are thus long views from several points within the area towards the City Centre and Brindley Place and across Handsworth and Newtown. From outside the area there are good views of the south facing slopes where Newhall Hill and Frederick Street rise towards Warstone Lane. The domestic scale of the traditional buildings within the Quarter and the varied roofscapes form important elements of these views.

The most prominent landmarks within the Quarter are the Big Peg (formerly the Hockley Centre), the flatted factory on Warstone Lane, which fixes the centre of the area from a distance and the British Telecom Tower, an important element in the City's skyline which marks its eastern fringe. St. Paul's Church is too far below the brow of the hill on Warstone Lane to dominate the skyline but provides an attractive and important vista from Ludgate Hill. The original planned views between St. Paul's and St. Phillip's along Church Street have been obscured by later development. Snow Hill viaduct on Livery Street provides an impressive local landmark.

Long narrow views along the streets within the Quarter are an important characteristic of its townscape and, as for example in Frederick Street and Livery Street, these are enhanced by the area's topography. The dense urban grain gives a strong sense of enclosure reinforced by the glimpses sometimes allowed through cart and carriage entrances into the private space of yards and courts.

4.4 Open Space

St. Paul's Churchyard in St Paul's Square, the General Cemetery, Key Hill and the Church of England Cemetery on Warstone Lane provide the only open space within the Jewellery Quarter Conservation Area. The two mid-19th century cemeteries are of considerable importance as historic landscapes. The General Cemetery, Key Hill was added to the English Heritage Register of Parks and Gardens of Special Historic Interest at Grade II in 1996, the Church of England Cemetery, Warstone Lane in 2001. Although now effectively closed these burial grounds still perform an important secondary function, offering a green and pleasant refuge from the hard urban environment for people working in or visiting the Quarter. Warstone Lane Cemetery is especially popular in this respect. The cemeteries also provide a haven for wildlife within the Jewellery Quarter and Key Hill in particular, secluded and enclosed, contains a wide variety of flora and fauna including a range of woodland and grassland plants and some nineteen species of bird.

St. Paul's Churchyard is well-kept but the cemeteries are now decayed and occasionally vandalised. Each has suffered a considerable loss of fabric including the mortuary chapels. Catacombs, monuments, planting and pathways are in need of repair and restoration.

The Birmingham and Fazeley Canal which runs through the south of the Quarter provides an atmospheric pedestrian route. It forms part of a network of canalside walkways which have been much improved in recent years.



4.5 Conservation Area Setting

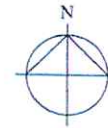
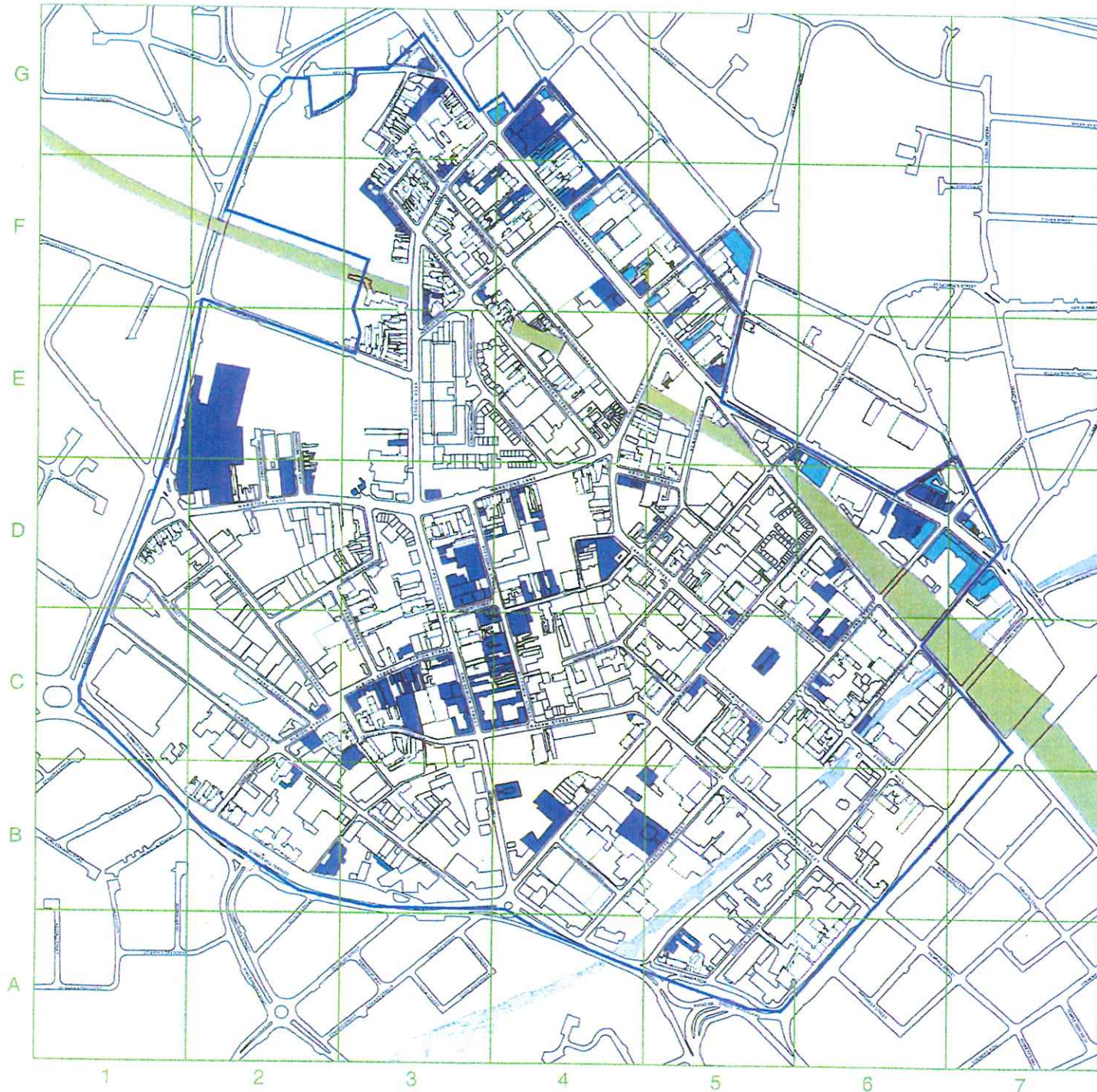
The Jewellery Quarter Conservation Area lies within Birmingham's inner city and much of the area surrounding it has been rebuilt in the years since the Second World War. Its boundary is largely dominated by the post-war road system. Large office buildings mark the south-eastern fringe of the City Core on Great Charles Street and on Newhall Street. This setting clearly defines the Quarter and emphasises the unique character of its historic townscape.





MAP 3

Jewellery Quarter Conservation Area

Statutorily Listed and Locally Listed Buildings



KEY

-  Statutorily Listed Buildings
-  Locally Listed Buildings
-  Jewellery Quarter Conservation Area Boundary

Not to scale

Local, National and International Significance of the Area

5.1 The significance of Birmingham's Jewellery Quarter in the local, national and international contexts can be assessed through comparison with similar manufacturing districts or quarters according to the following criteria:-

- ▶ The substantial survival of an historically important manufacturing trade within a distinct urban area.
- ▶ A significant number of surviving buildings which contain or contained the processes involved within that trade.
- ▶ A viable level of specialist skills traditionally employed within the core trade.

5.2 Significance in the Local Context

The Gun Trade in Birmingham

Gunmaking is one of Birmingham's oldest industries, firmly established by the end of the 17th century when the Company of Gunmakers of Birmingham undertook to supply weapons to the Ordnance Office in London. War and rebellion in Europe, early colonialism and the trade in slaves nurtured its growth so that by the end of the 18th century Birmingham was said to be the world's biggest producer of firearms.

As with the jewellery industry the large number of highly skilled and specialised but interdependent trades involved in gunmaking led to the development of an industrial quarter. From the middle of the 18th century the gunsmiths began to congregate in the newly laid out streets east of Snow Hill to the north of the town, in the expanding district later known as St Mary's. Small masters established workshops within their houses and built additional 'shopping' in the gardens and courtyards behind. By 1829 two thirds of the gun trade was concentrated in this area which covered some twelve streets. By the mid-nineteenth century some of the housing had been replaced by small purpose-built manufactories.

The demand for guns was subject to greater fluctuations than the jewellery trade, higher during times of war and lower in peacetime. The outbreak of the Crimean War in 1854 prompted the War Office to establish a factory at Enfield to mass produce arms. The Birmingham gunmakers responded by subscribing towards the building of the Birmingham Small Arms factory which opened in 1861, but for the Gun Quarter the loss of the military trade to mass production began a process of steady decline. This decline has continued and can be ascribed to three major factors, - the fall in the market, foreign competition and a series of redevelopment schemes which destroyed most of the physical fabric of the area. These began in the 1870s with the clearances for Corporation Street, continued with the building of the General Hospital, opened in 1897, and culminated with the demolition of much of the quarter in the 1950s and 1960s for the building of the Birmingham Dental Hospital and the construction of the Inner Ring Road. Since that time there has been further erosion of the area so that now only a fragment remains.



5.3 Significance in the National Context

The Watch-Making Trade in Coventry

A watch-making industry developed in the district of Chapelfields close to Coventry City Centre. It covered a small area of 5.6 ha along four streets laid out in 1846. Like the Jewellery Quarter, it became an established industrial area on the edge of open countryside.

Its early development of workshops broadly followed that of the Jewellery Quarter, although in 19th century housing covering a smaller area. Existing 19th century masters houses and smaller housing for workers acquired rear workshop accommodation, up to three storeys in height, or single storey workshops with a bedroom over. Like the jewellery industry, watch-making operated as cluster trades working in close proximity. The prosperity of the industry lasted until the 1870s, although no new building took place after 1860. The development of the Chapelfields area is not reflected in a progression of different building types as is the case with Birmingham's Jewellery Quarter.

The Metal Trade in Sheffield

Sheffield and Birmingham have some trades in common - jewellery, silverware, Sheffield plate, electro-plate and cutlery. A recent survey of Sheffield carried out by English Heritage reveals many small cutlery firms operating from small workshops and there is evidence that some 19th century housing was also converted into manufactories with workshops built into the rear gardens. Like Birmingham, the manufacturing process was subdivided with individual workshops employing different skills.

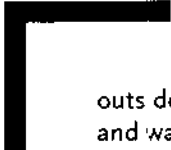
Few areas of workshops now survive in Sheffield. At the turn of the 19th century the steel industry in Sheffield expanded into large concerns and the structure of the industry changed considerably as new methods of bulk steel production were developed. Birmingham's Jewellery Quarter has retained a higher density of manufactories involved in the metal trades in a concentrated area due to the continued localised presence of small-scale craftsman-based jewellery businesses.

One Great Workshop, a study of the buildings of the Sheffield metal trades undertaken by English Heritage, was published in December 2000. Its findings confirm the unique importance of the Jewellery Quarter.

The Hosiery and Lace Trades in Nottingham

In Nottingham the hosiery trade developed around the in the late sixteenth century church in the centre of the former medieval borough. It occupied an area known as the Lace Market where the street pattern remained virtually unchanged from the 15th to the 19th century and thus differs in its development from the Birmingham Jewellery Quarter, which developed out from the mediaeval town onto estates laid out for building in the 18th century.

Nottingham became one of the centres for the manufacture of stockings and the middle of the 18th century witnessed houses being converted to workshops and domestic gardens built over as development on fields



outs of the town was prevented due to grazing rights. By the end of the 18th century the hosiery trade declined and was replaced by lace manufacturing. Large former houses were favoured so that a wide range of finishing trades operated in close proximity. With increasing mechanisation of the industry in the 19th century, larger warehouses were developed, concentrated in the town centre.

Following slum clearance and highway proposals, the Lace Market with its remaining buildings was declared a conservation area in 1969 and today new uses are moving in, including housing, offices and tourism.

The Wool Textile Trade in Bradford

The textile industry developed along two paths in Bradford. During the late 18th century and early 19th century, home trades developed as small family drapery businesses in this small market town. These businesses expanded and by 1850 Bradford had become an important world centre for the wool trade. Large warehouses associated with the trade were developed across the town.

Bradford's 'Little Germany' developed, like Birmingham's Jewellery Quarter, on a hill slope on rural estate land on the outskirts of the town. Named because of its merchant links with Germany, the area developed during the 1870s and is characterised by handsome stone-built blocks of mainly five storeys and by its narrow streets. These buildings were purpose-built for their use, unlike the converted dwelling houses which form much of the built fabric within the Jewellery Quarter. The late Victorian warehouses of Little Germany remain today although the textile industry has gone.

Other examples

Around Britain there are other areas where industries with their allied supporting trades have developed in well defined quarters. These include furniture production in Shoreditch, London and watchmaking in Clerkenwell, London. Traces of these trades still exist today and the areas may once have had similarities to the Quarter but unlike Birmingham, the unique trade based character of these areas has been lost and is no longer evident today.

5.4 Significance in the International Context

The Jewellery Industry in Pforzheim, Germany.

From the late Middle Ages Pforzheim became a centre for jewellery production. Today it remains at the centre of a region specialising in jewellery and precious metal production, although there has been a drop in the number of workers - a result of mechanisation and diversification into other industries.

Pforzheim lost its old jewellery quarter when much of the town was destroyed by bombing during the Second World War. During the post-war period, large factories developed, although the recession of the 1970s saw the watch and bracelet making industries move to mechanical mass production and away from true hand skills. Now there are smaller workshops that provide the skills for hand production when required. Although groups of workshops exist in and around Pforzheim (and particularly in Birkenfeld) which mirror Birmingham's Jewellery Quarter, there is nothing of comparable scale or showing such historical continuity.

The Jewellery Industry in Vicenza, Italy

Vicenza is well known for its annual Jewellery Trade Fair. The jewellery industry in Vicenza and villages along the Po valley again operate on a different principle from that in Birmingham. Here the industry has become very specialised, concentrating on the production of ranges of chain or woven based components for the fashion market. The industry operates on a system that mass produces machine made goods and sub contracts work out to individual workers to hand assemble. The interdependency of trades working in clusters is therefore not a feature of the Italian jewellery quarter as such and the area is consequently not comparable with that in Birmingham.

Other Examples

Internationally there are other jewellery quarters, but their history and present day form is very different from that of Birmingham. These include quarters in Los Angeles, San Diego, New York, Hong Kong, Macao and Singapore, but in none of these is there the same concentration of industry with its associated crafts existing in such a range of buildings illustrating its own historic development.

5.5 Conclusion

Birmingham remains the major centre for gold jewellery production in the United Kingdom with its production concentrated in the Jewellery Quarter where the Assay Office is located - the most active Assay Office in the Country. The Quarter is unique within the local, national and international context, for its high concentration of craft industry with associated trades in one small area, based in converted 18th and 19th century domestic properties and purpose-built later workshops and factories illustrating the whole history of the development of the industry. As such it is of major significance with no immediate parallels either in Britain, or overseas.

Jewellery Quarter Localities

6.1 ▶ The Jewellery Quarter owes its rich layering of building periods and uses to two hundred and fifty years of continuing development. There are therefore several shifts or variations in prevailing use and building form within the area, each of which makes its own contribution to the character of the Quarter.

- ▶ The Jewellery Quarter can be divided into eight areas or localities which although blurring along their boundary edges, display subtly different characteristics - influenced by historical development, predominant uses and architectural character. The localities outlined below are broadly similar to those identified in the Urban Framework Plan for the Jewellery Quarter Urban Village (1998) but each is more closely defined to accord with architectural character, prevalent uses and present development trends.

The areas have been defined as follows (Map 4):

- ▶ City Fringe
- ▶ St Paul's + Canal Corridor
- ▶ Industrial Middle
- ▶ Golden Triangle
- ▶ South West Industrial Fringe
- ▶ Cemeteries
- ▶ Great Hampton Street
- ▶ Viaduct

MAP 4

Jewellery Quarter Conservation Area

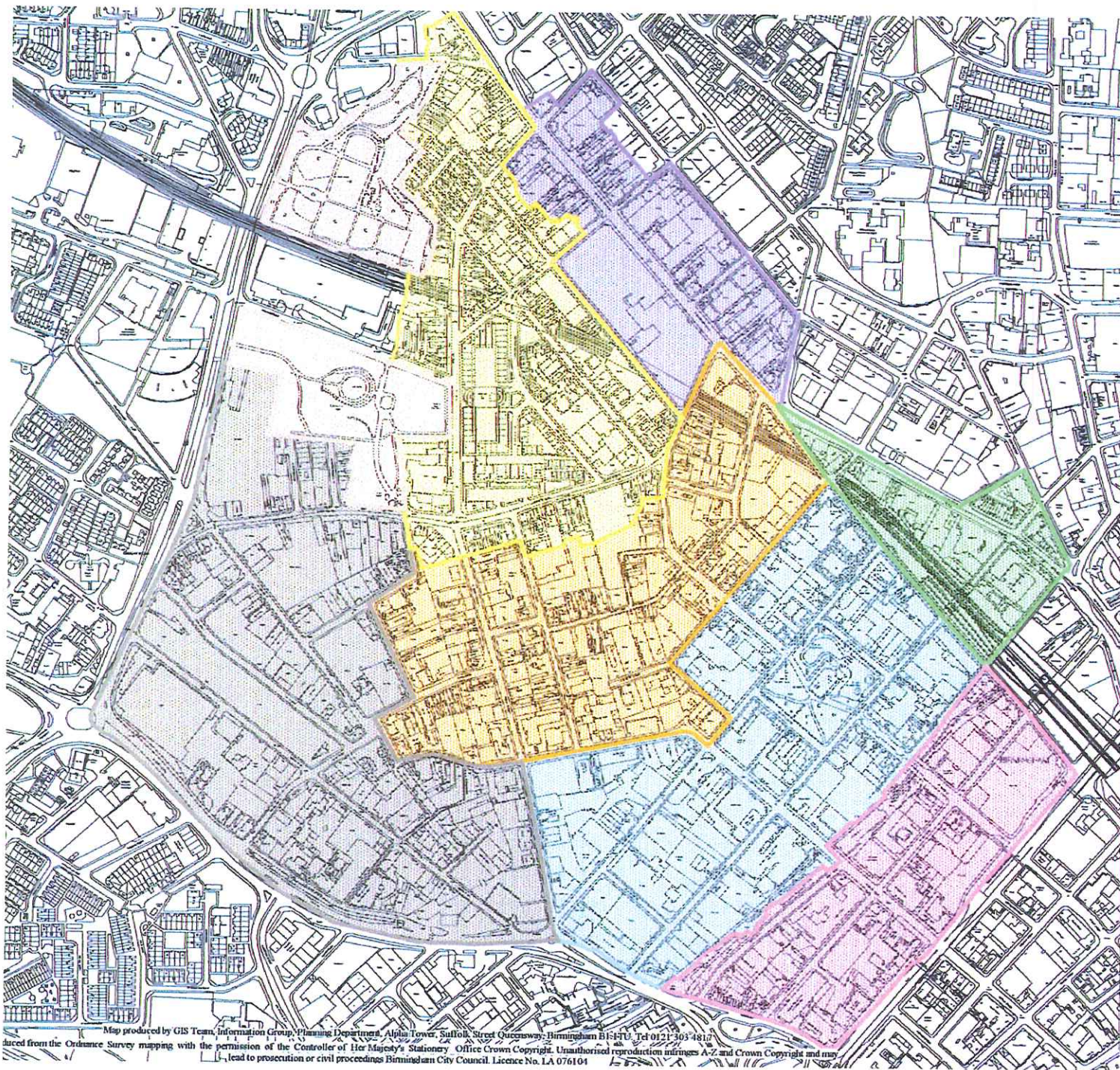
Localities



KEY

-  Great Hampton Street
-  St. Pauls/Canal Corridor
-  Industrial Middle
-  Viaduct
-  City Fringe
-  Industrial Fringe
-  Golden Triangle
-  Cemeteries

Not to scale



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6.2 City Fringe

The City Fringe was the first locality within the present Jewellery Quarter Conservation Area to be developed. Following the Act of 1746 which released the Colmore property for building, a grid of streets was gradually laid out north-west of the town on the family's Newhall estate. Development along Great Charles Street began in the 1760s and spread downhill into the valley of the Newhall Brook. By the early 19th century the locality was closely built over and contained a typical mix of industry - largely metal and related trades - and housing. Uses more closely allied to those in the City Centre and the building types associated with them are evident in the area from the 1930s, particularly at the south-west end of Great Charles and Lionel Streets and on Newhall Street where the closure of the Newhall Branch Canal in 1901 encouraged redevelopment. Industry has now all but disappeared from this locality and uses are largely commercial, retail, leisure and residential with a significant educational element provided by the College of Food, Tourism and Creative Studies on Summer Row.

Character

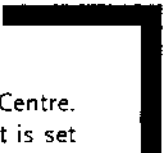
The principal building types here are:

- ▶ Large commercial buildings, dating for the most part from the post-war period, between eight and twelve storeys in height. Structural frames with brick, stone or concrete elevations. Metal window frames. Ground floor levels are often slightly recessed and glazed or stone clad.
- ▶ Late 19th and early 20th century purpose built manufactories three or four storeys in height. Of red/brown brick with pitched slate or flat roofs. Wooden sash or metal window frames. Brick, stone or terracotta details.

Two quite separate groups of building materials dominate the area. Post-war buildings are generally clad in Portland stone, brick or concrete aggregate. Pre-war buildings are of red brick with slate roofs.

The street pattern in the locality follows the formal grid laid out on the Colmores' estate, except where the course of the Birmingham and Fazeley Canal forced the early realignment of Fleet Street and Water Street. The importance of Newhall Street and of Ludgate Hill as routes from the town through and into the estate is reflected in their greater widths. Ludgate Hill in particular was intended to provide a grand approach from Great Charles Street, another important thoroughfare, to St. Paul's Square. Most of the long narrow building plots typical of the earliest phases of development in the area have been erased by post-war demolition and redevelopment. Some evidence for them survives however, where 19th century buildings remain. From Brindley House on Newhall Street south-west to Summer Row a dramatic contrast in height between the buildings in the City Fringe and those beyond the canal in St Paul's/Canal Corridor clearly marks the boundary between these two localities.

There are two large and prominent cleared sites in the City Fringe area, one on Great Charles Street south-west of the junction with Ludgate Hill, the other covering the entire street block bounded by Great Charles Street, Livery Street, Lionel Street and Ludgate Hill. Both are currently used for car parking.



The part of Newhall Street included within the City Fringe is now clearly an extension of the City Centre. Buildings range in height from six to twelve storeys and stand on large plots. No. 95 Newhall Street is set back from the building line, so that Brindley House appears to project forward, dominating the street scene. On the corner of Newhall Street with Fleet Street post-war demolition has exposed views down to and across the Birmingham and Fazeley Canal.

Ludgate Hill formed part of the 18th century route cut from St Philip's Church (now Cathedral) on Colmore Row down Church Street and through to St Paul's Church and Square, although later buildings now obscure the visual connection. The view from Great Charles Street down and then up Ludgate Hill towards St. Paul's Church provided the principal planned vista on the Newhall Estate. The historic character of Ludgate Hill where it passes through the City Fringe is greatly eroded by dereliction and demolition, degrading both the approach to St. Paul's and an important entrance to the Jewellery Quarter from the City Centre.

Lionel Street and Fleet Street contain a variety of building heights where the scales of the City Centre and the Jewellery Quarter meet, a feature characteristic of this locality. Large commercial buildings sit beside two or three storey manufactories and warehouses. The British Telecom Tower stands on Lionel Street, a landmark building in Birmingham but enclosed by inappropriate galvanised steel security fencing at its base.

From the corner with Summer Row Great Charles Street runs downhill to Snow Hill. There are good views north-east across the city with the Roman Catholic Cathedral of St. Chad, designed by Pugin, standing out in the foreground. Some fine commercial buildings stand at the southern end but demolition has removed any character lower down the street. At the south-west edge of the area, Summer Row curves down towards Saturday Bridge on the canal. There is an abrupt drop in scale between the College of Food on the corner with Great Charles Street and the more traditional buildings between Lionel and Fleet Streets. The heavy traffic along Summer Row and Great Charles Street makes pedestrian access to the Jewellery Quarter difficult but provides the conservation area with a distinct boundary. The impressive mid-19th century railway viaduct on Snow Hill stands against the north-eastern boundary to the locality and closes the view along Lionel Street in this direction.

6.3 St. Paul's and Canal Corridor.

This locality was laid out and developed between the 1770s and 1830s following the act of 1772 under which St Paul's Church was developed and the opening of the Birmingham and Fazeley Canal in 1789. It continues the formal street pattern of the Newhall estate. The triangular area bounded by Graham Street, Newhall Hill and George Street was first built over with wharves surrounding the branch canal cut between 1807 and 1814 and known as Miss Colmore's Canal or Whitmore's Arm.

Since the 1970s uses in the area have increasingly reflected those in the City Centre and are now largely commercial, retail, leisure and residential although industrial uses survive at the north-east end.



Character

The principal building types here are:

- ▶ Small scale late 18th century former domestic properties. Three storeys with red brick frontages and stepped entrances. Slate roofs, timber sash windows. Details are concentrated on the front doorcases. Workshop ranges to the rear.
- ▶ Mid-19th to mid- 20th century purpose built manufactories. Three to four storeys, red brick with pitched slate or flat roofs. Timber sash or metal framed windows. Brick, stone or terracotta details, understated on later buildings.

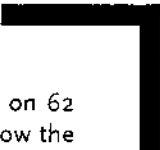
Building materials are predominantly red brick and slate. Materials less commonly used are stucco, 19th century yellow stock bricks and terracotta or faience claddings and dressings.

The street pattern in the area is laid out in a formal 18th century grid with St. Paul's Square as its focus. The regular plan was disrupted when the Birmingham and Fazeley Canal was cut in the 1780s dividing the continuous street now represented by Fleet Street and Water Street into two. Water Street now ends in a cul de sac against the canal. In the west of the area Graham Street, cut to provide a route to St Paul's Church along the limit of the Colmore landholding, joins the grid at an angle. The importance of Ludgate Hill/Caroline Street and Newhall Street as principal routes is reflected in their width. Ludgate Hill was designed to provide a grand approach to St. Paul's Square and a planned vista towards St. Paul's Church, adding status to the Colmores' development. Caroline Street, cut in the 1790s, is a continuation of this route beyond St. Paul's Square to the edge of the Colmore property and into the industrial heart of the Jewellery Quarter.

The long narrow building plots typical of the early phases of development are still evident, particularly around St. Paul's Square and on Caroline Street, although there has been some later amalgamation. A number of gap sites, used for car parking, destroy the traditional urban grain and allow uncharacteristic views down to and across the canal or of the rear or side elevations of buildings. The cleared site on the corner of Cox Street with St. Paul's Square, which disrupts the uniformity of the formal plan, is highly visible.

St. Paul's Square is the heart of this locality, economically vibrant and containing a wide variety of uses. Birmingham's only surviving formal square, it is laid out on rising ground with St. Paul's Church at its centre and provides an area of open green space which contrasts with the surrounding hard environment. The railings which originally surrounded the churchyard have long since been removed. Around the Square two and three storey late 18th century townhouses survive on the north-east and north-west sides while others have been restored after bomb damage or unsympathetic alteration. These early buildings are interspersed with 19th and 20th century manufactories of a sympathetic scale, only one of which remains in industrial use. Demand for car parking space has resulted in the loss of many of the rear workshops, such that very few survive.

On Caroline Street mid- 19th century houses with workshops sit alongside later purpose built industrial buildings of two or three storeys. Late 20th century buildings on the east corners of Northwood Street are uncharacteristic of the area in materials and design, but respect the building line. The view towards the City



Centre is closed by St. Paul's Church. The view to the north-west into the Industrial Middle focuses on 62 Caroline Street, an unsympathetic building prominently situated as the street curves north east to follow the former boundary between the property of the Colmore family and of the Martins on the west.

The streets surrounding St. Paul's Square display a gradual change in land use with residential and industrial uses frequently located side by side. North-east of the Square, on Mary Ann Street and then south-east along Livery Street, early twentieth century foundry and factory buildings form a strong vertical edge echoing the brick face of the railway viaduct on the northern boundary of the locality. Recently built residential properties here are unsympathetic in design and details but match the historic context in scale. Development south-west of the Square on George Street, Charlotte Street and Holland Street is largely 19th century with some early 20th century buildings.

Newhall Street forms the main link with the City Centre. The heights of the buildings on this side of the canal are in striking contrast with those farther south-east in the City Fringe, especially as the ground rises towards Great Charles Street. The red brick Assay Office, built in 1878, stands on the corner with Charlotte Street. It is of great significance to the Quarter, both architecturally and in its use. The demolition of much of Elkington's 19th century electroplating manufactory on the south-west side by the canal in the 1960s has created an unfortunate gap in the street scene. The building was occupied by Birmingham's Science Museum from the 1950s to the 1990s and is currently vacant. Elsewhere along the street the mix of 19th and late 20th century buildings is mostly in commercial use.

Recent development in the triangular block bounded by George Street, Graham Street and Newhall Hill illustrates the change overtaking the Jewellery Quarter. Former manufactories have been converted to residential and live/work use and sites have been cleared to build blocks of apartments. The heights, though not the details, of these new buildings matches the historic context. The block now also contains a scatter of smaller buildings and cleared sites, most of them used for car parking. The mid-19th century Independent Chapel, now the Ramgarhia Sikh Temple, on Graham Street, though uncharacteristically exposed on the west side across a gap site, provides an appropriate termination at the southern end of Vittoria Street in the Industrial Middle.

6.4 Industrial Middle

The Industrial Middle was developed during the first part of the 19th century in two distinct phases. The first phase covered land belonging to the Inge and Colmore families and lying roughly between Livery Street, Hall Street and the junction of Northwood Street with James Street and was completed by about 1810. The second phase of development covered land to the south-west belonging to the Reverend Frederick Martin, the Governors of the Free School (Schools of King Edward VI) and the Carver estate and was built over by 1840. Uses in the locality are mostly industrial and largely related to the jewellery and small metal trades. The School of Jewellery stands on Vittoria Street. There is also some commercial and retail use.

Character

The principal building types here are:

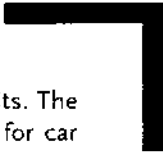
- ▶ 19th century houses with attached workshops. Brown/red brick or stucco fronts with slate roofs. Timber sash windows to house, multi-pane cast iron windows to workshop ranges.
- ▶ Medium sized early 19th century purpose built manufactories of three storeys. Restrained red brick facades with characteristic slightly recessed curved bay at street corners. Hipped slate roofs. Timber sashes to lower floors, multi-pane cast iron windows to upper floors.
- ▶ Medium sized mid to late 19th century purpose built manufactories of three to four storeys. Red/brown brick with slate roofs. Timber sashes to front buildings. Brick, stone or terracotta details.

Building materials are predominantly red brick and slate with faience or terracotta details.

The street pattern in this area is distinctly urban, although it does not continue the formal grid laid out around St. Paul's. Frederick and Vittoria Streets form the principal routes into the Quarter leading northwards straight from the boundary of the former Colmore property up to Warstone Lane. Caroline Street continues the route north-westwards from St. Paul's Square, curving along a former property boundary in Hall Street which joins Warstone Lane. A network of secondary streets, their angles reflecting the 18th century landownership pattern, links the three main routes. The railway line from Birmingham to Wolverhampton and Dudley cut across the northern corner of the locality in the 1850s.

The pattern of early development in the area, villas and gardens in the west, a much denser urban grain in the east, has left a variety of historic plot widths, although these are all still comparatively narrow. A significant number has been maintained to the present day although there has been some amalgamation by later industrial development. At the northern end of Frederick Street where villas were set back from the building line some front plots survive. These have lost their original front walls and railings and most are used for car parking. There are a number of gap sites in the locality. Two of these, one on Caroline Street between Mary and Kenyon Streets, the other on Frederick Street behind the School of Jewellery detract significantly from the character of the area. Both are used for car parking.

The width of Caroline Street, running north-westwards from St. Paul's Square to join Hall Street, demonstrates its early importance as a route through the Colmore's planned estate. Hall Street originally ran from the junction with Regent Parade and the narrower street width here reflects the change in landownership. Several early houses survive here of a type once more widespread across the Quarter with workshops along the sides of the rear plots. Important examples of this type of development can be found at no. 42 and no. 65 Caroline Street, built in the mid-1820s and 1836 respectively. There are also some small purpose built manufactories and warehouses, which lend the street a more overt industrial character than that of St. Paul's Square. Modern buildings here tend to be of poor design, - pastiche or out of context in materials and form. Towards Warstone Lane the streetscape is fragmented and dominated by gap sites used for car parking.



Towards Livery Street and the railway line 19th century factories are mixed with modern industrial units. The historic streetscape on Kenyon Street in particular is badly eroded. There are large gap sites used for car parking on the corners of Livery Street with Kenyon and Northwood Streets.

South-west of Caroline Street the locality contains a number of larger late 20th century industrial buildings, notably in Northwood Street where the road is gated and heavy industrial processes are carried out in industrial sheds of poor quality and design uncharacteristic of the Quarter. Other secondary streets in this area contain fine historic streetscapes, particularly good examples of these can be found in Regent Place and on Regent Street.

Vittoria Street is one of the most complete streets in the locality in terms of uniformity of scale and materials, although post-war development along the east side has fragmented the streetscape. It contains the sensitive addition to the School of Jewellery, built in 1992-3. The view to the south is closed by the mid-19th century Independent Chapel, now the Ramgarhia Sikh Temple, that to the north by the Hockley Centre in the Golden Triangle, an eight storey flatted factory now known as the Big Peg. Frederick Street especially, reflects the mix of traditional building types in the locality. It rises from the junction with Newhall Hill, where two fine 19th century manufactory buildings stand on the corners with Graham Street and Legge Lane providing a good view into the Quarter from the south. Along the street northwards towards Warstone Lane small purpose-built factories of the late 19th and early 20th centuries stand beside 19th century houses built with workshops and converted villa residences. The dense urban grain resulting from the huge expansion of the jewellery trade in the second half of the 19th century is particularly evident in the street blocks between Vittoria and Frederick Streets. Albion Street and Tenby Street North are also very densely built up and display an attractive and historic mix of 19th century houses and factories.

6.5 Golden Triangle

This locality was first developed from the early to mid-19th century. North of Warstone Lane the street block contained by Branston Street, Spencer Street and Hockley Street on the Inge estate were laid out before 1825, the Vyse estate to the north and west during the 1840s. The Birmingham to Wolverhampton and Dudley railway (now the Stourbridge line) runs through the area in a series of tunnels and cuttings. The line was opened in 1854, closed in 1963 and re-opened in 1995 with a new station on Vyse Street. The Midland Metro, opened in 2000, now runs beside the railway. The Hockley Centre (Big Peg) was built in 1971 on land acquired by the City Council from the Vyse estate in 1963. The workshops and multi-storey car park behind were completed by 1978.

It is in this area that the greatest concentration of small jewellery firms is found with many premises occupied by more than one business. There are also significant levels of jewellery retail and related tourist activity of relatively recent origin. The Jewellery Quarter Museum, housed in a former jewellery works, is at 75-79 Vyse Street. There are some smaller elements of general retail and industrial use.

Character

The principal building type here is:

- ▶ Small mid-19th century two or three bay former domestic properties converted to workshop use. Two or three storeys high. Red brick with slate roofs. Brick or stucco details. Entrances are often stepped with heavy timber panelled doors. Timber sash windows. The ground floor windows have often been converted to bays.

Predominant building materials are red brick and slate. Windows are timber sash or cast iron. Former front plots on Vyse Street are relaid in asphalt or brick.

The Golden Triangle is the area which for most visitors typifies the Jewellery Quarter. In contrast to the adjacent localities the area is visually vibrant with brightly lit shop windows and a diverse range of signage.

Within the earlier road network, Warstone Lane, Hockley Hill and Key Hill, the street pattern in the area is urban and, as elsewhere in the Quarter, reflects the landownership pattern of the 18th and 19th centuries. Vyse Street and Warstone Lane are the principal roads in the area. The Chamberlain Clock, erected to mark Joseph Chamberlain's visit to South Africa in 1903, stands at the junction of Vyse and Frederick Streets with Warstone Lane and provides a local landmark and a symbol for the Quarter. Long narrow building plots are characteristic of the area, each remaining a separate entity from its neighbour. Some limited amalgamation has occurred, most notably in the street block containing the Hockley Centre (Big Peg) and the associated development on Vyse and Northampton Streets.

The curving course followed by Warstone Lane betrays its rural origins. East of the Chamberlain Clock the north side of the road is dominated by the Big Peg, a prominent landmark at the centre of the Quarter, and by recently built retail and workshop units. On the south side west of Frederick Street a post-war development of retail shops and workshops disrupts the regularity of the traditional street scene. The south side east of Frederick Street was where the Quarter's earliest shops were located; these have now been largely taken over by the jewellery retail trade. Farther east still the street is lined with small manufactories. A new development south of the junction with Augusta Street pays scant regard to local context and its mass dwarfs the buildings around it.

On Vyse Street behind the Big Peg modern buildings lack the hierarchy and grain characteristic of the Quarter. The view uphill along Pitsford Street, in particular, focuses on the multi-storey car park and the 1970s workshops, now largely serving as retail shops, which are characterised by oppressive security measures, minimal window openings and prolific signage. Farther north along Vyse Street the ground floors of many of the converted houses are now also in retail use. Bright signage, inappropriately positioned, frequently dominates the buildings and detracts significantly from the character of the conservation area. When retail premises on both Warstone Lane and Vyse Street are closed, security measures, particularly the solid roller shutters with their protruding surface mounted boxes, have a markedly detrimental impact.

The northern end of the locality demonstrates the development of domestic two and three storey properties into workshops, with the original houses occupying the front of the long, narrow plots while workshops line

the yards at the rear. A uniformity of scale, materials and colour defines the streetscape. Hylton Street, north-west off Vyse Street, has a particularly good mix of two and three storey converted houses with some notable early 20th century manufactory buildings.

On Key Hill Drive, originally cut as a carriage drive to the 18th century Key Hill House (now demolished), a short terrace of houses and workshops, built in the 1870s, lines the south-east side of the street. Opposite the street is defined by the boundary wall of the General Cemetery, opened in 1835. Gem Buildings on Hockley Hill, built in 1913, is an important example of a later jewellery factory, characterised by large regular windows.

The Jewellery Business Centre stands on the north corner of Spencer Street with Hockley Street. It comprises a group of former houses and workshops redeveloped as business units by the Duchy of Cornwall in 1969. Farther south on Spencer and Augusta Streets recent residential development is alien to the character of the locality in scale, form, materials and design.

6.6 South West Industrial Fringe

This locality was first developed from the 1790s to the 1850s. Aside from a piece of land at the apex of Summer Hill and Newhall Hill owned by the Governors of the Free School (Schools of King Edward VI) and the property owned by the Gooch Estate north of Warstone Lane, the whole area was contained within an estate which in the 18th century belonged to the Carver family. By 1825 Summer Hill and Camden Street were lined with houses and detached villas with a few isolated larger residential properties to the east. By the mid-19th century much of the area was built up with courts of workers' housing. These have now all been demolished and replaced by later industrial premises. The block bounded by Camden Street, Albion Street, Pope Street and Ickniel Street is largely composed of large post war factories used for heavy industrial processes. The development history of this area has endowed it with a mix of building types including late 18th and early 19th century villas and houses, 19th and early 20th century manufactories and large post-war works.

Uses in the area are for the most part industrial with a significant cluster of jewellery related trades in the north-east half of the block bounded by Warstone Lane, Carver Street and Tenby Street North.

Character

The principal building types in this locality are:

- ▶ Large 20th century purpose built manufactories of four storeys. Structural frames with brick elevations and large multi-pane metal windows. Limited details.
- ▶ Medium scale late 19th and early 20th century purpose built manufactories. Three to four storeys. Red brick with slate roofs. Timber sash or metal frame windows.

On the south-west edge of this area there is a far more varied use of materials than elsewhere in the Quarter.

Among the non-traditional materials used profiled metal sheet cladding introduces a particularly alien large-scale element. Moving northwards and eastwards, there is more uniformity and the use of traditional materials includes red brick and slate, faience and terracotta.

The late 18th and early 19th century street pattern contained within the earlier road network, Parade, Summer Hill and Warstone Lane, is urban. Camden Street and Albion Street are the principal routes through the area, linking the secondary streets. Parade, Summer Hill and Icknield Street, widened and dominated by traffic, clearly mark the boundary of the conservation area. Most of the long narrow plots formed by the 19th century villas and workers' housing have been erased under large industrial sites but even these generally have modest plot frontages although of greater unit width than the historic norm.

This is very much the fringe of the Jewellery Quarter, fragmented by large post-war industrial developments. Random car parking is more prevalent here than elsewhere in the area and it contains the largest number of cleared sites, most of them used, again, as car parks. The pattern of the 19th century development remains visible in the street layout however, and the historic building line at back of pavement is largely maintained by the post-war buildings.

Parade, Summer Hill Road and Icknield Street form a strong physical boundary to the Jewellery Quarter on the south and west, emphasised further by heavy traffic. There is a marked contrast between the density of the 1970s housing developments surrounding the Jewellery Quarter here and the scale form and tight knit grain of the industrial quarter. The planted and tree lined embankment on Summer Hill Terrace separates the upper pavement from the road way and dates from the 1790s when the terrace was first staked out. Some early villas here survive along with a number of buildings with no direct association with industry, such as the Greek Orthodox Cathedral, formerly the Catholic Apostolic Church, built in 1873. Farther east a commercial car salesroom alien to the character of the Quarter occupies the site at the apex of Newhall Hill and Camden Street.

The road junction between Warstone Lane and Icknield Street, an important entrance into the Jewellery Quarter, is much degraded and suffers from the setback of buildings on the north side and the loss of buildings on the south side of Warstone Lane. The derelict block of lavatories on the small island at the junction is an unfortunate centrepiece. However, the adjacent mid-19th to early 20th century terrace of shops maintains the close urban grain of the Jewellery Quarter and makes a positive contribution to its character. Beyond Warstone Lane the Birmingham Mint on Icknield Street incorporates the fine front range of the manufactory built in 1862. North of Warstone Lane workshops with rounded corners announce Pemberton Street and Warstone Lane East. The view north along both these short streets is closed by the high red brick wall of the Anglican Cemetery.

On Tenby Street North, Tenby Street and Albion Street the streetscape becomes more uniform although there is still a substantial number of cleared sites. Tenby Street North contains an number of late 19th century factories of architectural significance. The finest of these is the brick and terracotta jewellery factory on the corner with Warstone Lane, built in 1882. The south side of Legge Lane is dominated by the derelict former brassworks of Walker and Woodward. Its prominent location forms the focus of an important view both within and from beyond the conservation area.

6.7 Cemeteries

Situated in the west of the Jewellery Quarter the two cemeteries were laid out in the first half of the 19th century when the surrounding area was still beyond the town. Both are important historic landscapes and are included in the English Heritage Register of Parks and Gardens of Special Historic Interest.

The Non Conformist General Cemetery (Key Hill) was laid out on the west flank of Key Hill over land purchased from the Guardians of the Poor and opened for burial in 1835. The Church of England Cemetery, (Warstone Lane) was laid out to the south on land bought from the Gooch and Vyse Estates and opened for burial in 1848. Pitsford Street was cut in the 1840s. In the early 1850s the railway line was cut through land intended for the cemeteries, - the former goods yard is excluded from the conservation area. Both cemeteries were partly laid out in sand pits. The cemetery proprietors continued to quarry sand at Key Hill into the 1930s biting back east into the cliff face towards Hylton and Vyse Streets. The cemeteries were acquired by the City Council in 1952 and closed for new burials in 1982. Both have now lost their mortuary chapels, though their catacombs remain, and are subject to vandalism, neglect and decay. They are in need of major repair and restoration.

With St. Paul's Churchyard the two cemeteries provide the only area of green open space in the hard urban environment of the Jewellery Quarter. The General Cemetery, cut into the hillside, is hidden from the rest of the area, lying at the foot of a sandstone cliff at the rear of buildings on Hylton Street and Vyse Street. The cliff is topped by workshop ranges. To the south the Church of England Cemetery lies on the slope rising from Icknield Street to Vyse Street and forms a much more visible feature. The chapel, now demolished but originally set above the tier of catacombs, once provided the focus of the view across the cemetery from Icknield Street. The top of the slope near Vyse Street commands a view north-west towards Soho where the spire of St Michael's Church stands out against the skyline.

6.8 Great Hampton Street

This area was first developed along the line of the turnpike road from Birmingham to Wolverhampton and Dudley between the late 1780s and the 1850s. Building began on the Lloyd and Harford estate between Well Lane (Well Street) and Heybarnes (Hangman's) Lane (Great Hampton Row) on the north-east side of the road in the 1780s. By 1825 both this property and the Inge estate, between Hall St, Hockley Street and Branston Street on the south-west side of the road were almost wholly built over. The Vyse property to the north-west was developed in the 1830s/40s. The early properties were mostly residential but some purpose built houses with workshops were occupied by tradesmen in the jewellery and small metal trades. Purpose built manufactories for these trades were constructed in the area from the 1860s. Uses in the area are now largely retail/wholesale (principally textiles and electrical goods), leisure and residential though some industry remains on Barr Street.

Character

The principal building types here are:

- ▶ Early to mid-19th century two and three bay domestic properties of two or three storeys converted to workshop use. Red brick with slate roofs and stucco details. Timber sash windows. A significant number of front elevations are rendered and partially hidden behind late 19th century single storey retail shops built over original front plots. Workshop ranges to rear.
- ▶ Late 19th and early 20th century manufactories three to five storeys in height. Red brick, slate roofs with stone or terracotta details. Timber sash or metal framed windows.
- ▶ Large scale manufactories of the first half of the 20th century. Four storeys with wide frontages. Red brick with large areas of metal framed glazing. Brick or terracotta details.

There is a varied use of materials in this area. Traditional materials include red brick, slate, faience, terracotta and stone; non-traditional materials include various brick types and profiled metal sheeting.

The street pattern in this area is urban in character and reflects the extent of the small landholdings on which it was laid out. Barr Street was cut between the early routes followed by Well Street and Great Hampton Row along the straight field boundary which marked the eastern limit of the property. Hockley Street marks the north limit of the Inge estate. Great Hampton Street is the principal route although Great Hampton Row provides an important link north beyond the conservation area boundary. The close 19th century grain in the area largely survives although there has been some amalgamation, notably in the street block once occupied by the former Lucas Works, now, as Great Hampton Lofts, converted to residential use. The large scale of the factory building has been amplified by the addition of extra storeys and contrasts markedly with the smaller scale and height of the surrounding early 20th century manufactories. The large cleared site on this block, used for car parking, creates an unfortunate gap in the streetscape which dominates the corner of Great Hampton Street with Hall Street. Farther along on the west corner with Hockley Street a cleared plot erodes the urban grain. The locality commands some good views north-east and towards the City Centre.

The width of Great Hampton Street underlines its importance as a route first from the town and now from the City Centre. It carries heavy traffic which has a negative impact on the environmental quality of the area and of its buildings. A number of manufactories have been built here including the Pelican Works, an electroplate factory of c.1868 and the former Great Hampton Street Works, a large button manufactory of 1872. These make a significant contribution to the grandeur of the streetscape. Some of the early houses survive, set back from the building line behind front plots now largely built over or used for car-parking. No. 69/70 Great Hampton Street, refurbished by the Birmingham Conservation Trust (1994-1998) and with its front plot and railings restored, gives an indication of how the street might have looked in the first half of the 19th century.

Away from Great Hampton Street the secondary streets in the area have a quieter more industrial atmosphere and a more regular streetscape which is smaller in scale.

6.9 Viaduct

The area included within the Viaduct locality was first developed in the 18th and early 19th centuries on land belonging to the Inge estate and to the Governors of the Free School (Schools of King Edward VI). Two smaller pieces of land belonging to the 18th century Martin estate and the Vyse estate were built over in the same period. In the early 1850s the Snow Hill viaduct was cut through this area to carry the Birmingham to Dudley and Wolverhampton railway (now the Stourbridge line). The line was opened in 1854, closed in 1963 and was re-opened in 1995. The Midland Metro, opened in 2000, runs beside the railway; St. Paul's Metro Station is on Constitution Hill. Large metalworks clustered around the canal and the railway line in the period from the 1850s to the early 20th century. Some industry remains in the area but many of the buildings have been taken over by wholesale and retail textile firms.

Character

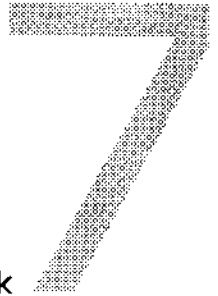
The principal building types here are:

- ▶ Medium/large scale 19th and early 20th century metalworking manufactories. Red brick, slate and terracotta, often with lively details.
- ▶ Large engineering sheds built for the machine-making firm of Taylor and Challen built from 1861 into the early 20th century.

The use of materials is varied. Traditional materials include red brick, slate, terracotta, faience and stone; non-traditional materials include various brick types and profiled metal sheeting.

The street pattern here is urban. Constitution Hill is the principal route, its width reflecting its status as a route first from the town and now from the City Centre. Livery Street, long and straight, marks the boundary of the former Newhall estate. Water Street and Mary Ann Street continue its formal 18th century grid under Snow Hill Viaduct across to Constitution Hill. On the north-east side of Constitution Hill there are some of the long narrow plots typical of the Quarter but on the south-west side these have been lost under large industrial buildings. The area has an air of neglect and decay with poorly maintained or vacant buildings dominated by signage and advertising. A number of cleared sites, used for car parking, fragment the streetscape.

The brown brick Snow Hill Viaduct dominates the immediate area and divides Livery Street from Constitution Hill. There are some notable buildings on Constitution Hill in a variety of exuberant styles, the most vivid example provided by the former die-sinking works built for H.B. Sale at 1-7 in 1895. There are good views across and into the Quarter from the railway line here and the long straight views under the viaduct on Water and Mary Ann Streets are particularly atmospheric.



Condition of the Built Fabric: Buildings at Risk

7.1 An appraisal of building condition has been made of the whole Jewellery Quarter using the methodology set out in the English Heritage document *Buildings at Risk - A New Strategy: 1998*. Inevitably, however, this overview can give no more than a general picture. Some frontages may be deceptively well maintained, concealing decay and disrepair behind.

Buildings have been assessed on their condition and occupancy and recorded on a scale from very bad, - vacant and derelict or semi-derelict, to poor, - in need of major repair and perhaps vacant or under-occupied, to fair, - at risk through vacancy or partial use. This has involved examination of all the main exterior frontages, where possible supplemented by investigation from rear yards and alleyways, of backs and 'shopping' (Map 5).

Through recent improvement and repair schemes some parts of the Quarter are now in a good state of repair and, with continuing maintenance and good housekeeping, are likely to remain in good health providing they remain in sympathetic and active use. Of particular concern however, are those buildings of merit which are deteriorating and are unoccupied - placing these structures at risk at an ever increasing rate. Lack of roof maintenance leading to blocked roof outlets, unattended broken rooflights or missing high level windows can quickly speed decay in the fabric - particularly where the main structural supports are timber and thus particularly susceptible to risk of rot infestation and decay.

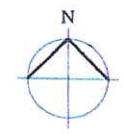
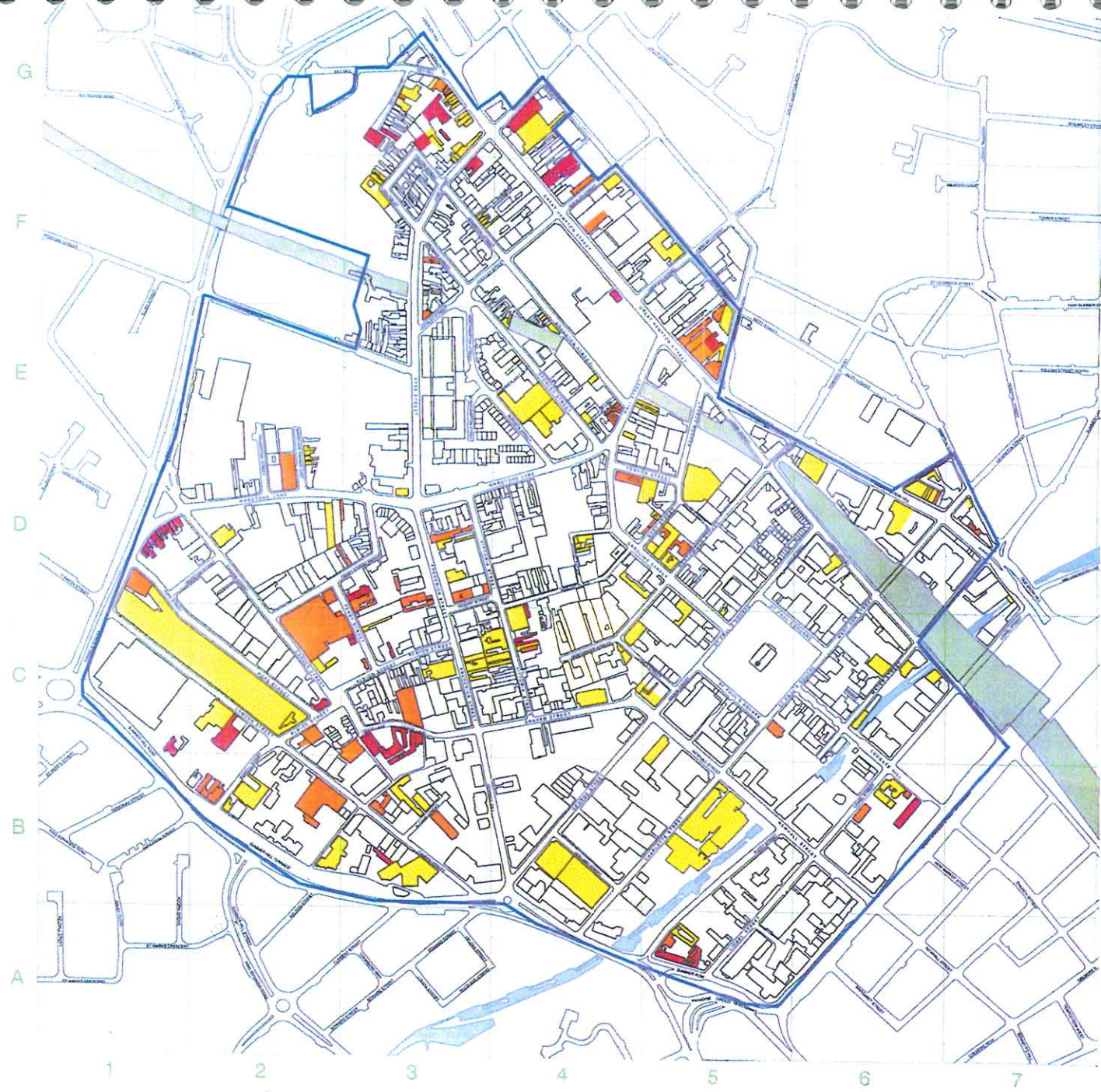
The survey has identified some major problem 'pockets' where significant buildings are in a poor state and in some cases have reached a crisis point. Most of these have been identified in the recent report by English Heritage. *The Birmingham Jewellery Quarter Urban Village, An Architectural Survey of the Manufactories 1760 - 1999, (1999)*. They include:-

- ▶ 115-121 Branston Street
- ▶ 29-51 Constitution Hill
- ▶ 15-17 Frederick Street
- ▶ 32 Frederick Street
- ▶ 45-46 Frederick Street
- ▶ 52-54 Hylton Street
- ▶ 108-130 Ickniel Street
- ▶ 6 Legge Lane
- ▶ 22-23 Legge Lane
- ▶ 63-64 Ludgate Hill
- ▶ 3 Summer Hill Terrace
- ▶ 28-29 Tenby Street
- ▶ 67-69 Vyse Street

Such advanced decay could not only lead to the potential loss of important structures but decay and dereliction also blights the immediate neighbourhood and detracts from the character and appearance of the conservation area as a whole.



MAP 5
Jewellery Quarter
Conservation Area
Condition Survey

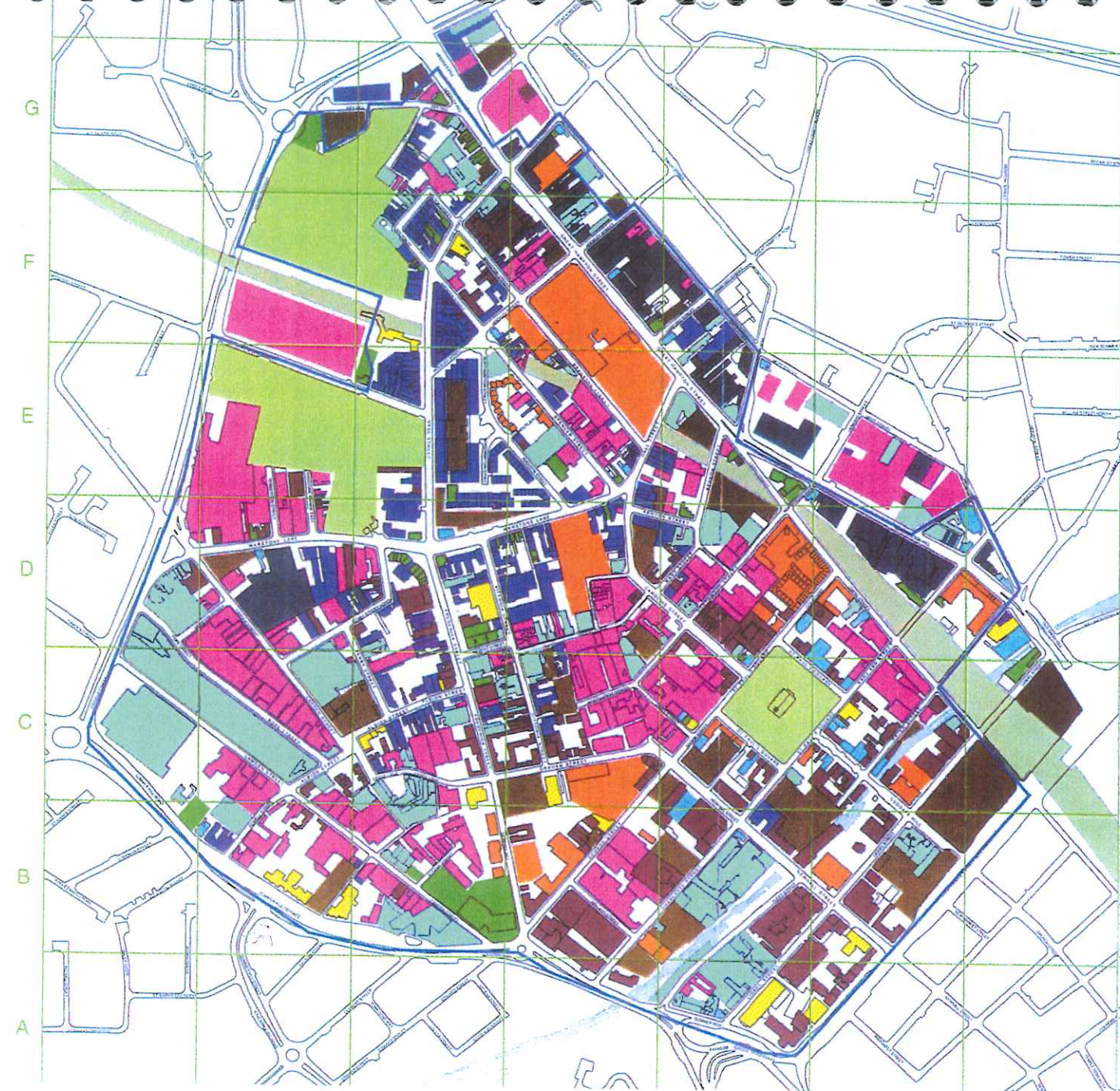


KEY

-  Very Bad
-  Poor
-  Fair
-  Jewellery Quarter Conservation Area Boundary

Not to scale

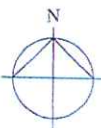
Donald Insall Associates Architects



MAP 6

Jewellery Quarter Conservation Area

Land Uses



KEY

- Jewellery Related
- Industrial
- Residential
- Commercial/Offices
- Retail
- Community Uses
- Parking
- Wholesale
- Vacant Land and Buildings
- Leisure
- Open Space
- Jewellery Quarter Conservation Area

Not to scale

Weatherall Green Smith

8.1 The Jewellery Trade

The jewellery industry in Birmingham grew out of the 'toy' trades for which the town became increasingly well-known during the 18th century. By 1840 the interdependent nature of the trade, which arose from the number of highly specialised processes involved, had led to the development of a distinct quarter. Reaching a peak in the period from the 1890s to the 1920s, the industry then went into decline, a process which has accelerated since the Second World War.

The loss of skilled labour to other better paid trades, high post-war levels of purchase tax and a shortage of precious metals, caused by the War and lasting well into the 1950s, all had a damaging effect on the jewellery trade. The greatest factor in the decline of the industry however remains the loss of trade to foreign imports, at first from Italy and Germany and later from the Far East. The loss of the colonial markets, which were important to the Birmingham industry in the 19th and early 20th centuries, to the same competition has also had a marked effect. The decline in the infrastructure of the trade, in the number of bullion and gemstone dealers and suppliers of specialised paper and packaging for example, is a reflection of the shrinkage of the jewellery industry itself.

Despite the growth in competition, the jewellery trade continues to survive, albeit considerably reduced in size. Production remains primarily concentrated in small units (of fewer than six employees) within an interdependent network of firms. These include:-

- Small craftsmen engaged in engraving, setting, polishing and other work with gemstones.
- Independent manufacturers undertaking some outwork.
- Manufacturing jewellers and processors dependent on small craftsmen and electroplating work.
- Silversmiths.
- Designer craftsmen.
- Electroplaters.

Support services and facilities include the Assay Office, the School of Jewellery and the various traders' associations, all of which have helped in the trade's survival.

The report *A Survey of Businesses in the Jewellery Quarter*, produced for the City Council by Metra Martech in May 2001, found that of a total of 1200 businesses in the area 41% are jewellery related and employ 33% of the workforce. Jewellery manufacturing comprises 27% of all businesses within the Quarter with jewellery sales at 5%. The survey also identified the relative importance to the jewellery trade of location within the Quarter.

The Metra Martech report and other studies indicate that the further decline and rationalisation of the jewellery industry are inevitable but that, consolidated into a central core area, the trade does have a future. It must change however, to survive. There is a need to invest in new technology and to produce items of higher value which are less susceptible to foreign competition. In this process an emphasis on innovative design rather than volume production is vital.



8.2 Land Use and Valuation

The Jewellery Quarter contains a range of land uses and values which reflect various trends and influences. The most significant of these currently include:

- ▶ proximity to the City Centre Core east of Great Charles Street Queensway which has one of the greatest effects on values and therefore on land use change in the Quarter;
- ▶ the attraction of the Convention Centre Quarter for tourists and other visitors, affecting values and land uses on the south east edge of the Jewellery Quarter;
- ▶ the growing demand for housing in the City Centre;
- ▶ canalside development and its attraction for residential and leisure uses;
- ▶ an existing concentration of office, retail and residential use within the Quarter itself.

Industry is still the predominant land use within the Jewellery Quarter. Although jewellery and jewellery related businesses remain the largest single industrial use there is also a significant number of large metal processing businesses which have no link with the trade.

Residential use is increasing rapidly, particularly since 1998 and the adoption of the Urban Framework Plan for the Jewellery Quarter Urban Village. This encourages the provision of housing in the area as part of a balanced mix of uses. Growth in this sector has been particularly evident adjacent to the canal corridor and around St. Paul's Square, Newhall Hill and Great Hampton Street. Jewellery retail is concentrated along Vyse Street and on Warstone Lane. Retail outlets for textiles and electrical goods predominate on Great Hampton Street. Office use in the Jewellery Quarter is focused on St. Paul's Square and Newhall Street close to Great Charles Street and the City Centre Core. The major demand for office accommodation in the area is from small professional firms engaged in design and communications, accountancy or law.

8.3 Land Use Pattern

Map 6 shows the current distribution of land uses within the Jewellery Quarter.

City Fringe

The City Fringe, and Great Charles Street and Newhall Street in particular, has been dominated by Core area major office development spreading outwards from the City Centre since the 1960s. Use in the area is now becoming far less uniform. There has been a number of residential developments, most notably Millenium Apartments, a conversion of the former Post Office buildings on Newhall Street, and Ludgate Lofts, the reuse of a former warehouse on Lionel Street. More are proposed, some as part of major mixed use schemes for the area. Educational use in the City Fringe is represented by the Birmingham College of Food, Tourism and Creative Studies which occupies a large site on Summer Row and has recently moved into the refurbished



Richmond House on Ludgate Hill. A new Headquarters office development and hotel are under construction on Fleet Street.

St. Paul's Square and the Canal Corridor

The land use pattern in St Paul's Square and the surrounding streets underwent considerable change during the 1980s with the introduction of residential, office and some leisure uses. These uses are now expanding. The Royal Birmingham Society of Artists for example has recently converted industrial premises in James Street for use as gallery.

The area west of Newhall Street is currently subject to significant and rapid change. A concentration of new residential use with some workspace and retail activity is developing in the triangle formed by George Street, Graham Street and Newhall Hill. The scale and nature of change here could have a significant effect on the traditional industries on Frederick and Vittoria Streets. Mixed use schemes with a large residential component are also proposed for other sites and buildings along the canal, including the former Science Museum on Newhall Street, itself a converted manufactory.

An industrial presence remains in the area principally represented by engineering firms to the west of Livery Street and on George Street.

Industrial Middle

The industrial Middle can be roughly divided west and east along Kenyon and Mary Streets, Regent Place Regent Street and Albion Street. Land use to the west of this division is mostly related to the jewellery trade with a number of important jewellery manufacturers on Vittoria Street, Albion Street and Tenby Street. The School of Jewellery on Vittoria Street also falls within this area.

Office use and metal processing firms unrelated to the jewellery industry predominate to the east of the division. Heavy industrial processes uncharacteristic of industry in the Quarter, have a significant impact on the land use pattern immediately surrounding Northwood Street.

There are some relatively small vacant buildings and sites and hence potential pressure for residential development within the area.



Golden Triangle

Land use in this area remains largely jewellery related and includes a considerable amount of jewellery retail along Vyse Street and Warstone Lane. The block contained by Augusta Street and Spencer Street in the east of the area, the south corner of Branston Street with Hockley Street and the east side of Warstone Lane have all recently been subject to residential development. In the north west of the area a loss of the traditional trades has left vacant premises on Hylton Street and Key Hill Drive which have been proposed for residential use. Pressure for residential development in the industrial core of the Jewellery Quarter poses a serious threat to its traditional character.

South West Industrial Fringe

This area contains the greatest concentration of vacant buildings within the Jewellery Quarter as the result of a number of factors including business rationalisation and relocation and, with the canal corridor, is coming under the greatest pressure for redevelopment. There is a number of major sites available for reuse, including the block contained by Camden and Pope Streets and the former brassworks at 19-25 Legge Lane. Smaller sites include property on Camden Street and on Icknield Street and the Gwenda Works on Legge Lane, statutorily listed Grade II.

Despite recent erosion industry remains the largest land use in the area. However, the number and size of vacant sites will create increasing pressure for other uses.

Cemeteries

The General Cemetery, Key Hill and the Church of England Cemetery, Warstone Lane were compulsorily purchased by the City Council in 1952. Both were closed for new burial in 1982. The Council has no current plans for these burial grounds which would involve a change of use.

Great Hampton Street

Great Hampton Street has been largely given over to wholesale outlets for textiles and electrical goods since the recession of the 1970s and early 1980s. 60-64 Great Hampton Street was partly converted for housing in the mid-1990s. The recent conversion of the former Lucas Works and the site contained by Hockley Street, Great Hampton Street, Hall Street and Branston Street has introduced a more substantial element of residential use into this area. The former Canning manufactory on the corner of Great Hampton Street and Hall Street has been converted to educational use for the School of Law.

Viaduct

This area no longer has a strong relationship with the Jewellery Quarter in land use terms. The railway viaduct itself runs along Livery Street and takes up a substantial amount of land between this street and Constitution Hill. The uses on Constitution Hill are largely wholesale with an element of residential conversion between Water Street and Henrietta Street.

Conclusions

The Jewellery Quarter remains predominantly an industrial area, with a significant concentrations of jewellery and related trades and other metal industries. Non-jewellery related industry typically occupies larger properties such that closure and new usage lead to a more immediate and apparent change in the character of the locality. Two examples of this are the residential conversion of the former Lucas Works on Great Hampton Street and the redevelopment of the former Tenby Works on Warstone Lane. Reuse of the large vacant sites in the south west industrial fringe could also result in a rapid change in the land use pattern in this part of the Quarter. The smaller scale of the jewellery trades makes their localities less vulnerable to this type of dynamic change but still subject to a gradual erosion of character caused by the cumulative effect of vacancy and new use.

With the exception of the wholesale outlets along Great Hampton Street there is relatively little retail use in the area which is not related to the jewellery trade. With the exception of St Paul's Square and Great Hampton Street there are few public houses or other similar uses reflecting the low level of recent (late twentieth century) residential use. Demand for office accommodation remains relatively stable.

The most significant change in the land use pattern of the Jewellery Quarter has been the recent introduction of new residential development. On the periphery of the area these can encourage valuable new uses and significant regeneration. Farther in it leads inevitably to pressure for inappropriate residential redevelopment in the industrial heart of the Quarter threatening the interdependent and increasingly fragile structure of the jewellery trade and diluting the character of the conservation area.

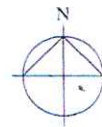
8.4 Land and Property Ownership

- ▶ Land and property in the Jewellery Quarter is generally in small private ownerships although there are some large landowners. The largest is the City Council with land and buildings throughout the Quarter but concentrated mainly in the north-west around Vyse Street. The other major landowners include the Schools of King Edward VI, with land on Frederick Street/Warstone Lane and around Sandpits Parade, and the College of Food Tourism and Creative Studies with property on Summer Row, Newhall Street, Ludgate Hill and Legge Lane. Coltham Developments has large sites on the south-west fringe of the Quarter (Map 7).
- ▶ Elsewhere in the Quarter there are large sites in single ownerships which include for example, the Birmingham Mint on Icknield Street and the buildings owned by British Telecom on Newhall Street. A E Harris & Co. own a large portion of land off the private section of Northwood Street, and Thomas Walker own most of the adjacent block between James Street and Caroline Street. Along Great Charles Street the major office buildings are owned by companies which include Land Securities and Norwich Union.









MAP 7

Jewellery Quarter Conservation Area

Land Ownership

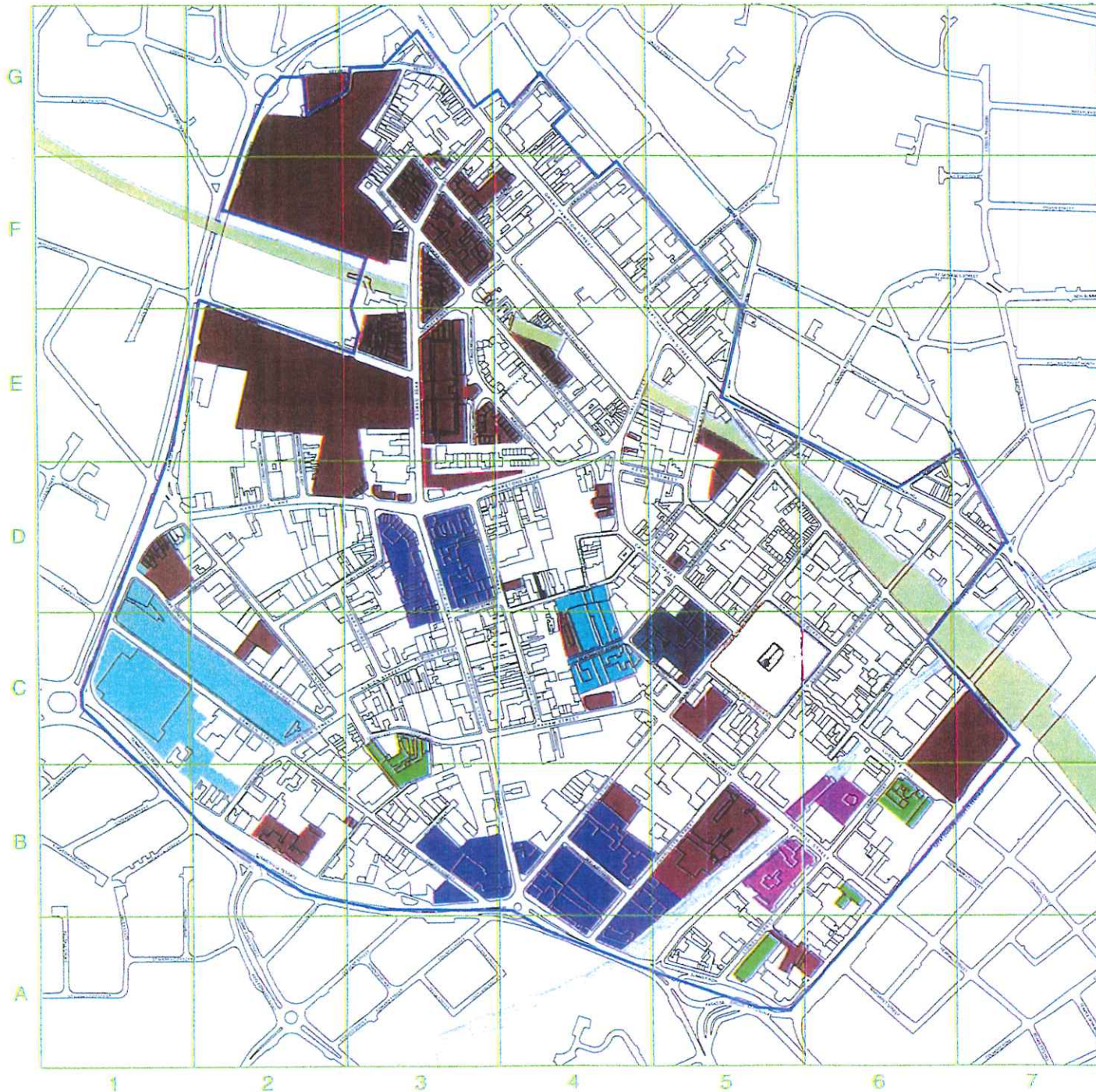


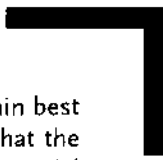
KEY

-  College of Food
-  Birmingham City Council
-  King Edward School
-  Coltham Developments
-  BT
-  A. E. Harris
-  Thomas Walker
-  Jewellery Quarter Conservation Area Boundary

Not to scale

Weatherall Green Smith



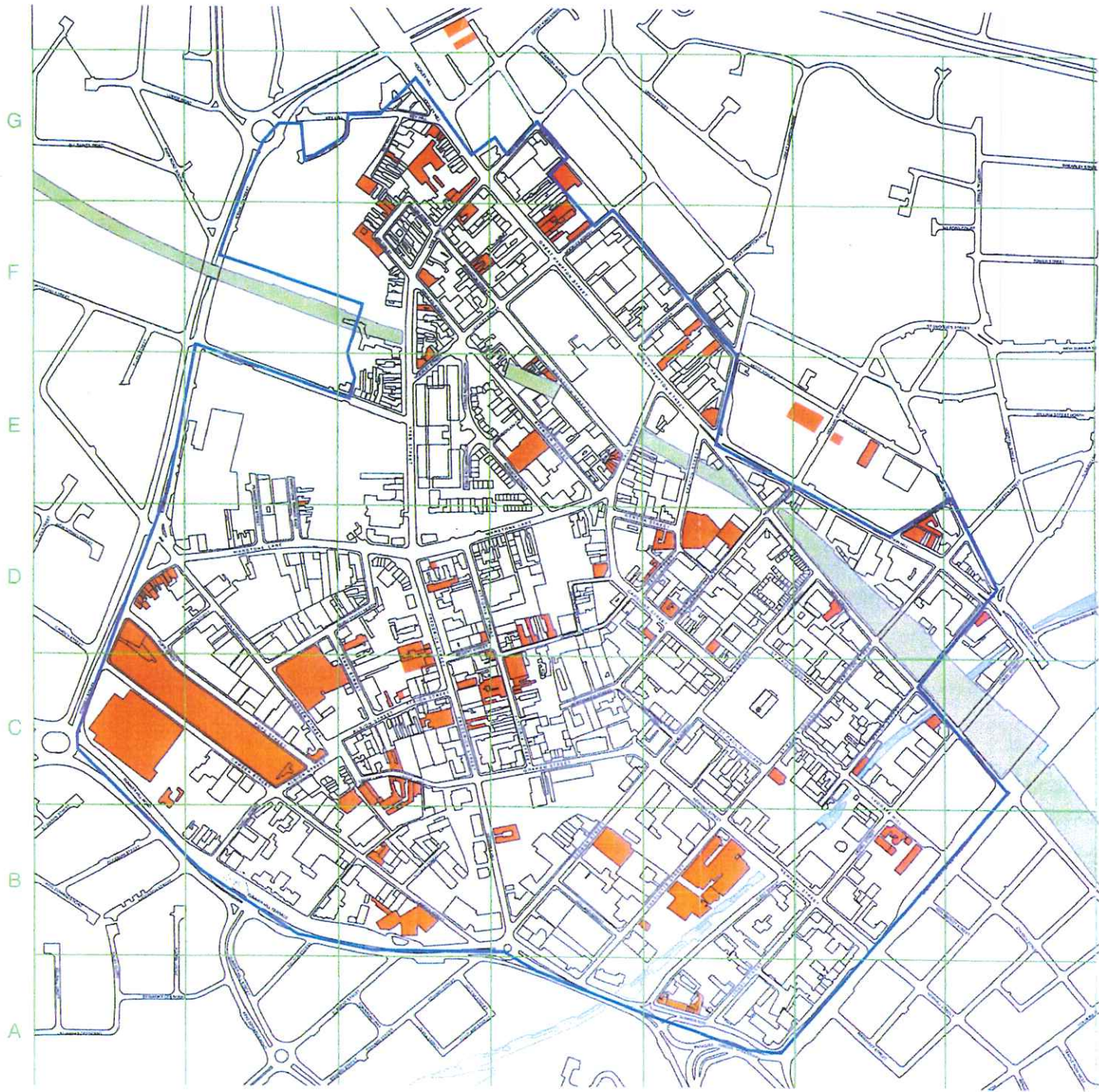
- 
- ▶ The City Council has a fiduciary duty, set out in statute as well as its own Standing Orders, to obtain best consideration for property disposals except in certain very limited circumstances. This means that the Council must consider any proposed development or transaction affecting its own land on a commercial basis.
 - ▶ The City Council has an obligation to let its Jewellery Quarter property at an open market rent. As with any landowner they also have the option to include within any tenancy or lease clauses to protect the use of the premises. Their standard tenancy agreement for property in the area contains a clause restricting the use of the premises to any purposes connected with the jewellery trade, which includes work with precious or semi-precious metals or stones, including brass, copper, gemstones, synthetic stones, watches, glassware, antiques, printing or fine trades.
 - ▶ The Schools of King Edward VI have separate management policies for their property within the Quarter. The area around Sandpits Parade is managed on a purely commercial basis so that development potential is considered as leases expire. On Frederick Street the current policy is for reuse and development as workshop accommodation or as live/work units. Retail units on Warstone Lane are let on a commercial basis.
 - ▶ It is understood that the property of the College of Food, Tourism and Creative Studies on Ludgate Hill is envisaged as part of the development proposed within the brief for the new coach station site owned by the City Council.

8.5 Property Values

Outside the City Centre the value of residential property is higher than that of all other land uses and in the Jewellery Quarter is typically based on long leaseholds. Prices for 'City Living' apartments are broadly consistent across the City Core, the Convention Centre Quarter and the Jewellery Quarter, which is seen as a convenient and attractive edge of centre location. The Jewellery Quarter is thus subject to the same pressure for residential development as other central areas and, if left unchecked, this could have a highly detrimental effect on its unique character.

Office and retail accommodation provide the next most valuable land use in the Quarter but prices vary throughout the area. Office rents are lower than elsewhere in the city mainly because of the age and condition of the Jewellery Quarter stock.

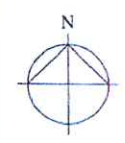
Industrial use has the lowest value in the area. In other districts where the overall market for industrial property is currently driven by the distribution sector rents have risen and are slightly ahead of those in the Quarter.



MAP 8

**Jewellery Quarter
Conservation Area**

Vacant Buildings



KEY

-  Vacant Buildings
-  Jewellery Quarter Conservation Area Boundary

Not to scale

Weatherall Green Smith

8.6 Vacant and Underused Sites and Buildings

There are currently about 110 vacant properties within the Quarter which range in size from unit retail shops on Warstone Lane to a whole street block between Pope and Camden Streets. There is a preponderance of void sites and buildings in the south west of the area but otherwise vacancy is fairly evenly spread (Map 8).

Some of these sites are temporarily void in the course of general business turnover, others have remained vacant or underused for a considerable length of time. Reasons for these longer periods of vacancy vary and may be the result of one or more factors, include "land banking" long term development plans, the desire for a higher alternative value or the lack of a viable use.

8.7 Planning Policy

National planning legislation defines what actions constitute development and what development requires planning permission. Most new building of any significance constitutes development and requires planning permission. Change of use also constitutes development, but a change of use within the same class does not require planning permission. The use of buildings for offices, research and development and light industry fall within the same use class (B1). This is of particular relevance in the Jewellery Quarter where clearly there is nothing in the legislation to protect premises used in the jewellery trade from conversion to another light industrial use or to offices.

- ▶ Where planning permission is required, decisions must have regard to the adopted policy of the Council.
- ▶ The recently published deposit draft version of the Birmingham Unitary Development Plan (UDP) contains a new policy encouraging "City Living" through the promotion of new housing in the City Centre via both new build and conversion. In this context the area is expected to provide 10,000 new dwellings over the Plan period. The Jewellery Quarter is seen as an edge of centre location with potential for new housing although generally the City council resists the loss of industrial land to non-industrial uses. The UDP recognises that office development, which is encouraged in the City Centre, should not change the unique character of the Jewellery Quarter.
- ▶ The Urban Framework Plan for the Jewellery Quarter Urban Village was adopted as Supplementary Planning Guidance in 1998. Its policies are aimed at the regeneration of the area through a mix of new uses while protecting the traditional industrial base. The retention of the industrial and retail heart of the Quarter is seen as essential in the promotion of tourism within the area which is currently retail-led.
- ▶ Of the policies included in the Urban Framework Plan only those for the development of 2000 residential units have been successfully implemented, probably as a result of market conditions. It is now essential that policies to encourage the traditional industries are acted upon so that the unique and special character of the Jewellery Quarter is preserved.

9.1 The survey and research work undertaken in the course of this appraisal of the Jewellery Quarter has identified a wide range of issues and trends which threaten its unique historic and architectural character.

The following issues are broadly arranged in order of priority of concern.

9.2 The Existing Fabric

Buildings at Risk: The major problem of dereliction has the double effect of placing significant buildings at risk as well as blighting whole neighbourhoods.

Under-use of Buildings: A significant number of buildings are clearly underused or empty and have been in this state for a long period. When also in poor condition these buildings must be considered increasingly 'at risk'.

Undervaluing the Historic Fabric: Statutory listings in the area have not reflected the quality and significance of the buildings in the Quarter. The architectural survey produced by English Heritage in 1999 however, began a process of reassessment in the area which will shortly be concluded.

Gap Sites: Another major problem in the Quarter is the proliferation of gap sites. These break up its tight knit urban 'grain', revealing the backs of buildings and destroying the continuity of street frontages. Whether cleared or derelict, used for car parking or simply left empty these sites merely add to a sense of incompleteness and lack of care.

9.3 Pressures for New Residential Development

Effect on Land Values: Prices for residential land use are generally eight or nine times higher than for industrial land, and with a seemingly buoyant demand for residential accommodation in the Quarter, there is at present great pressure for more housing.

Clearly, if left unchecked, residential development could overwhelm the Quarter reducing employment opportunities, raising property prices and rentals still further and threatening the survival of the jewellery trade.

Compatibility with Other Uses: Increasing residential use in close proximity to light industry poses problems of compatibility, not least of which are environmental concerns.

Pressures on Infrastructure: Where residential units are used as main dwellings this increases pressure on the infrastructure of the area for schools, clinics and shops.

Live/Work Units: Requirements for mixed live/work units in new developments, imposed as conditions for planning consents in the past, have failed to safeguard long term workshop uses, owing to the inability to monitor uses and to control adequately internal changes of use invisible from the street.

9.4 Quality of New Development

With a few exceptions, the most notable being the School of Jewellery on Vittoria Street, most new developments in the Quarter have been of a very poor quality of design which neither relates well to the adjoining buildings nor is of an acceptable standard in itself. This largely arises from defects such as:

Excessive Bulk: primarily because of height and size of footprint. Historically development in most of the conservation area was of two or three storeys. It must be noted also that the height of a building is perceived from street level, - thus 'false' mansards merely add to the apparent bulk and height - generally to the detriment of the building and in contrast to adjoining traditional buildings.

Loss of Historic Plots: similarly amalgamation and subsuming of historic plots creates a scale of development generally unrelated to its context and to the historical development of the urban grain within the Quarter.

Inappropriate Materials: a characteristic of the Quarter is the dominance of a limited palette of traditional materials, generally red brick, stone or terracotta dressings and blue grey slate. Indiscriminate and seemingly arbitrary use of other materials and colours fits uncomfortably into this context.

Arbitrary Setbacks: another key feature of the Quarter is the way main frontages of buildings are built hard up to the back of pavement maintaining a tight urban quality. Arbitrary setbacks and breaks in formerly continuous frontages weaken the townscape qualities and conflict with the character of the area.

Superficial, Fussy and Contrived Design: contrived and fussy architectural design is quite at variance with the generally robust and straightforward quality of the industrial or traditional domestic buildings in the Quarter. Repetition of simple functional units is a particular characteristic of much of the historic building stock, which is generally of a clear, restrained and unambiguous form.

Lack of Respect for the Hierarchy of Buildings and Streets: the subtle hierarchy of main street with subsidiary streets leading off and with major corner buildings 'fronting' the main street is characteristic of the Quarter - a subtlety lost in large monolithic developments.

Retention of Views: views to and from the Jewellery Quarter, particularly in relation to the City Centre, contribute significantly to its character. New development should seek to enhance these views.

Additional Storeys: these are out of context with the predominantly domestic scale of the Jewellery Quarter. An increase in height alters the character of an existing building, it may block views and it also has the undesirable effect of levelling off rooflines the variety and contrast of which adds so much to the character of the conservation area.

Over-Development of Sites: Pressures to maximise returns have led not only to schemes with many of the faults listed above but also to the use of poor and contorted plans to fill in the site area.

9.5 Environmental Issues

Industry: *The Jewellery Quarter Urban Village, Birmingham. Urban Framework Plan (1998)* highlights environmental concerns within the Quarter. Particular major uses create noise, vibration and air pollution. This is to be expected in an industrial area and it must be accepted that this may restrict future adjoining uses, though traditionally, and still in places such as Sheffield, heavy industry satisfactorily co-exists with other uses including residential. Adjoining blocks may, however be severely blighted even for traditional uses.

On the positive side it may be noted that 'heavy' industry:

- ▶ Provides employment
- ▶ Provides continuing use for major buildings, mostly purpose built for their user, surely the best use for any building.
- ▶ Deters residential use and maintains a traditional mix of use within the Quarter.

On the negative side it:

- ▶ May create, noise, vibration and air pollution,
- ▶ Creates heavy-weight traffic
- ▶ Rebuilds and extends in the form of basic 'sheds'
- ▶ Results in areas lacking any life out-of-working-hours

It remains current policy to retain industrial uses within the Quarter wherever possible.

Traffic: Heavy traffic on Great Hampton Street and around the perimeter of the Quarter generates its own noise and pollution. The proposed coach station on Great Charles Street will create additional traffic flows.

9.6 Planning Policies and Trends

Policy Guidance: There is a need for positive policy guidance on detailed design matters and for an overall strategy for the Quarter which takes into account current pressures and trends.

Use Classes Order: Since light industrial uses and most types of office use fall within the same use class (B1) the planning authority is unable to control change between these uses.

Property Values: The pressure to maximise property returns can only be detrimental to the long term future of economically fragile trades such as the jewellery industry.

Movement Away of Large Scale Industry: The movement of large scale industry away from the Quarter, whether through rationalisation or in search of a more flexible site, is presenting large areas for potential redevelopment.

Loss of 'Shopping': Pressures for new development, needs for car parking or perceived inability to convert for other uses has led to some of the unique 'shopping' being lost, whilst other blocks are decaying.



9.7 Connections and Parking

Proposed New Central Coach Station: The proposal to relocate Birmingham's coach station from Digbeth to Great Charles Street raises some important issues. By their nature coach stations inevitably create pressures and ancillary needs; parking of waiting buses and cars, dropping off places, vehicular access routes and passenger facilities.

Everything will depend on the detailed planning and design of the new station to ensure links and access routes do not impinge detrimentally on the Quarter. It will however, be difficult to stop the station attracting cars. Additional traffic management plans may have to be considered within the Quarter itself as part of the detailed planning in connection with this scheme.

Connections to the City Centre: The positive effect of Icknield Street and Great Charles Street in helping to define the boundaries of the Quarter is balanced by the negative effect of severance from its immediate neighbours, in particular the City Centre. The narrow uninviting footbridge linking Ludgate Hill with Church Street is a poor substitute for the former at grade crossing, the replacement of which should remain a long term aim.

Car Parking: In the 'Golden Triangle' a key problem is the availability of short stay parking facilities - required by jewellers for high value secure deliveries close to their shops or workshops. Long term car parking is available in the two multi-storey car parks in both Vyse Street and Newhall Street, in some private rear areas, as well as on-street parking with varying restrictions, but the car parks are perceived as unsafe and the on-street car parking, as currently organised, encourages longer term parking. There is little scope for increased on-street car parking provision, but short-term (30 mins) parking could be substituted for longer-term parking in the locality.

Developer desire for maximum parking in new residential projects has increased the pressure to open up rear areas.

9.8 Townscape

Landscaping: Both of the cemeteries within the Jewellery Quarter are decaying and neglected which encourages further decay through vandalism and misuse such as the car parking within Warstone Lane Cemetery. They are in need of substantial repair, with missing features - particularly railings and gates in need of reinstatement.

Security: Although crime rates for the Jewellery Quarter are little different from other areas in the recent survey, jewellers have expressed concerns about security. These include lack of availability of nearby car parking; low levels of lighting; and general protection of property.

Throughout the Quarter the addition of external solid roller shutters with surface fixed roller shutter boxes has blighted and disfigured otherwise distinguished frontages. Key Hill Drive, a terrace of attractive mid-nineteenth century houses with rear workshops, is a notable example of this. Inevitably, closed solid shutters give a bland and threatening appearance and are, for example, more prone to graffiti than open grille shutters.

Obtrusive security alarms of different sizes and colour also disfigure many frontages, which, together with surface fixed shutters, heighten the defensive impression given of a neighbourhood in decline.

Signage and Advertisements: Over-scaled, crudely formed and over-prolific signage has a detrimental effect on the Quarter particularly within the Golden Triangle and - like security shutters - masks architectural detail and detracts from the architectural quality of historic buildings.

Public highway signs need tight control to avoid potential proliferation and unsympathetic positioning and to enable co-ordination throughout the Quarter.

Multi-Storey Car Park/The Big Peg Area: On the highest point and at the very heart of the Quarter is the Big Peg (Hockley Centre) with its associated shops and car park. This complex is out of scale with the fine grain of the adjoining streets and its negative visual effect are additionally heightened by the lack of suitable landscaping.

Car Parking: Pressure for car parking space within the Jewellery Quarter compromises its traditional enclosure and has resulted in considerable erosion of the historic townscape.

9.9 Other Jewellery/Metalwork Trade Issues

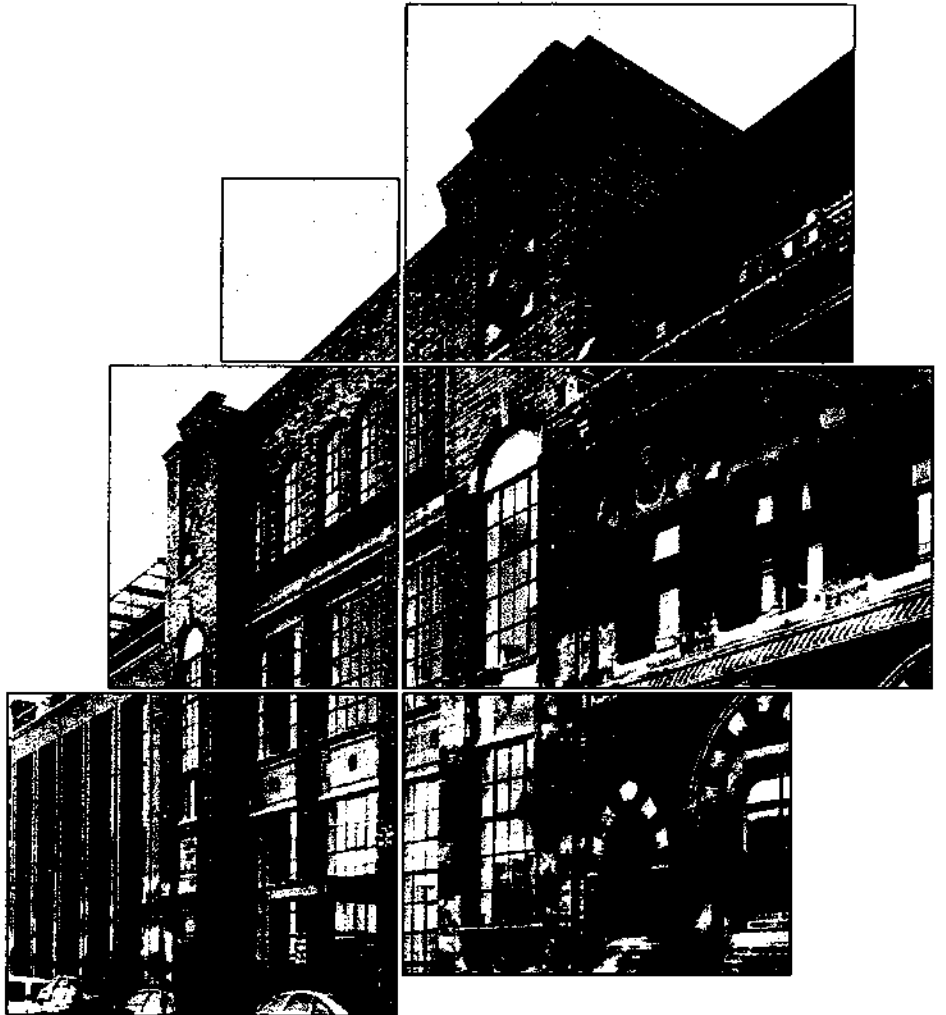
In addition to issues noted above, particular jewellery trade issues include:

- ▶ There is no "follow on" provision of dedicated 'starter' workshops when students from the Jewellery School finish their course. Thus, one of the pillars of the Quarter, its own College, has limited opportunity to plant its students in the community other than by way of placements directly into established workshops.
- ▶ There is an increasing trend for retail outlets to market imported jewellery rather than that made in the Quarter. Linked with this is the lack of a suitable dedicated specialist gallery devoted to display modern jewellery.
- ▶ There is no provision for student accommodation attached to the School of Jewellery within the immediate area.

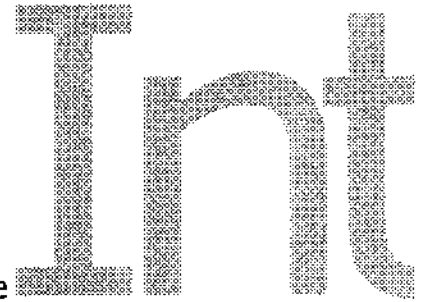
Part 2

Jewellery Quarter
Conservation Area

Management Plan



Introduction - The Need for Policy Guidance



BIRMINGHAM'S JEWELLERY QUARTER is recognised as a unique historic environment, its international importance now firmly established through recent detailed research by English Heritage. Their survey *The Birmingham Jewellery Quarter Urban Village, An Architectural Survey of the Manufactories 1760-1999*, produced in 1999, clearly demonstrates that the architectural and historic character of the Quarter depends on the range, diversity and concentration of its specialised buildings and uses. On the basis of these findings the City Council designated an enlarged Jewellery Quarter Conservation Area in September 2000.

The purpose of the draft Supplementary Planning Guidance set out in the Jewellery Quarter Conservation Area Management Plan is to preserve or enhance the character and appearance of the conservation area. The conservation area appraisal highlights the need to manage the significant levels of new development in the area which, if unrestricted, will adversely affect the special character the designation was intended to conserve. In order to mitigate the effects of harmful change, policies which set out appropriate standards for new development and for alterations to existing buildings, including specific design guidance, are central to the management plan.

The policies contained in this draft plan accord with Government Planning Policy Guidance Note 1 (PPG1), *General Policy and Principles* (1997). PPG15, *Planning and the Historic Environment* (1994) and PPG16, *Archaeology and Planning* (1990). The plan also reflects the values expressed in *Power of Place - The future of the historic environment* produced for Government by English Heritage in 2000 and *Towards an Urban Renaissance*, the Government Paper published in 2001. It is intended to complement the Urban Framework Plan for the Jewellery Quarter Urban Village adopted as SPG in 1998.

Protecting the Existing Historic Environment

1.1 Demolition

The Council will not normally permit the demolition of buildings in the Jewellery Quarter Conservation Area.

1.2 Alterations

There will be a presumption against alterations to buildings which adversely affect their character and appearance or that of the conservation area.

The historic buildings of the Jewellery Quarter Conservation Area are its primary asset. Many are statutorily listed as being of special architectural or historic interest while others contribute to their settings or to the group value of an ensemble of buildings.

Few buildings within the conservation area fail to make a positive contribution to its character and appearance. Those with external architectural decoration most easily catch the eye but others are of equal importance, because of what their interiors contain or because of their special industrial type. All of these factors contribute to the richly varied architectural and historic character of the conservation area. These unique qualities will be best maintained by keeping the buildings within the Jewellery Quarter in good repair and in use. Proposals to demolish buildings or to alter them in ways which diminish their special character pose the greatest threat to the integrity of the conservation area.

1.3 Change of Use

The Council will not normally permit changes of use to buildings where the new use would adversely affect its character and appearance or that of the conservation area.

The special architectural and historic character of the Jewellery Quarter reflects the interaction of trades in a complex network of interdependent activities. This has produced the pattern of building types and forms which characterise the Quarter. The industrial presence in the Quarter is part of the particular 'mix' of uses which contributes to its character, quality and interest. The maintenance of industrial uses is an important part of a conservation policy that addresses the character of the area and the quality of its townscape in the broadest sense as well as protecting individual buildings.

In this context domestic paraphernalia eg. curtains, rubbish bins, and garden parasols, resulting from a change from industrial to residential use could also be considered to affect character and appearance.

The Council may restrict Permitted Development Rights by use of relevant conditions when permissions are granted for change of use in order to preserve or enhance the character of the conservation area.



1.4 Buildings at Risk

The Council maintains a register of Buildings at Risk, which includes buildings within the conservation area, and seeks to secure their repair and re-use as assets which preserve or enhance the character and appearance of the conservation area.

Some parts of the Quarter are in a good state of repair and, with continuing regular maintenance, are likely to remain in good health provided that they continue in sympathetic and active use. However, a significant number of buildings of merit are unoccupied and deteriorating and are therefore at increasing levels of risk. Such decay will not only lead to the loss of important structures, but will also blight the neighbourhood. A buildings at risk register will identify buildings for which action is most urgently needed and will set out the priorities for such action. This will provide the basis for a strategy for each building to include urgent works, supported by statutory provisions, where necessary, to halt further decay in extreme cases.

In pursuance of policy 4 above the Council will invoke its statutory power to issue Urgent Works Notices, Repairs Notices, Section 215 Notices and Compulsory Purchase Orders where appropriate.

1.5 External Advertising

The Council will control external advertising in a way which will reconcile the needs for legitimate advertising with the conservation of buildings, streets and views so as to preserve or enhance the character of the conservation area.

1.6 Security

The Council recognises the particular sensitivity related to the traditional industries of the Jewellery Quarter Conservation Area, and will seek to reconcile the security needs of building owners with the requirement to preserve and enhance the character of the conservation area. Externally mounted or solid shutters will not normally be permitted. The Council will provide advice on shutters, alarm boxes, security lighting, CCTV cameras and gates.

1.7 Repair and Maintenance

The Council will provide guidance on materials, techniques and finishes appropriate for the repair and maintenance of existing buildings within the conservation area, so as to preserve or enhance its special character.

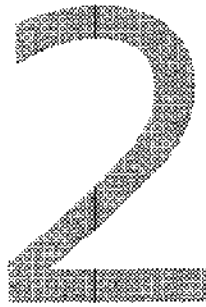
1.8 Historical Research

The Council will require historical documentary research to be carried out in support of proposals for alteration or demolition within the conservation area.



1.9 Recording

The Council will require, where it is deemed necessary, the recording of a building where consent for demolition or alteration has been granted, by photography and / or measured survey, prior to the commencement of works.



New Design and Development Within the Historic Environment



2.1 The Design of New Development

Permission for new development will normally only be granted where it respects the scale, form and density of the historic pattern of development, where it protects views and roofscapes and where it preserves or enhances the character and appearance of the conservation area. The Council will always encourage the development of vacant sites.

In particular, the Council will have regard to:

- (a) The maintenance of street frontage building lines -
The Council will require new development to follow the historic street frontage line.
- (b) The maintenance of the hierarchy of the historic street pattern -
The Council will require new development to follow the hierarchy of the historic street pattern.
- (c) The maintenance of historic plot boundaries -
The Council will require new development to respect the historic pattern of plot boundaries within the conservation area.
- (d) The scale and mass of new buildings -
The Council will require new buildings to respect the scale and mass of traditional buildings within the locality.
- (e) The height of new buildings -
The Council will require new buildings to respect the height of traditional buildings within the locality. This will normally limit new development to a four storey maximum, except in the City Fringe where taller buildings may be more appropriate.
- (f) The plan form, elevational treatment and materials of new buildings -
The Council will require the plan form, elevational treatment and materials to complement the historic and architectural character of the conservation area. In particular, principal elevations should always front the street.
- (g) Car parking -
The Council will not normally permit development of car parking space where this involves demolition or part demolition of buildings. Development of car parking spaces on forecourts will not normally be permitted.

The Council will publish a design guide for new development.

The quality of architectural design in the Jewellery Quarter was historically high, the buildings often expressed the aspirations of the enterprises that occupied them and the value of the goods they handled. In seeking design quality, emphasis needs to be placed on form, massing, scale and materials in a contemporary response to context.



The presence of uncharacteristic buildings in the Quarter does not provide grounds for allowing more like them and a further erosion of historic character. By seeking to conserve traditional buildings and adding new ones that reinforce historic character, the relative impact of negative elements will be diminished.

2.2 Residential Use

The Council will not normally permit new residential uses, whether by conversion of existing buildings or new build in the areas defined as the Golden Triangle and the Industrial Middle (Map 4). Exceptions will be made only in the case of mixed use development which accords with policy 2.4 below.

The dominant development trend in the Jewellery Quarter in recent years has been the provision of new residential accommodation. This has been built on sites formerly occupied by industrial premises or provided by their conversion. Residential development has not only resulted in the loss or change of use of industrial buildings but has significantly enhanced potential property values. This latter factor both threatens the continued industrial use of manufacturing premises and reduces the amount of workspace available to the traditional industries in the Quarter. The density and integrity of the surviving industrial premises within the localities of the Golden Triangle and the Industrial Middle makes a powerful contribution to the character of the Jewellery Quarter such that it is considered inappropriate to permit any change of use of industrial or commercial premises to residential usage.

2.3 Mixed Uses

The Council will consider mixed uses within properties in the areas defined as the Golden Triangle and Industrial Middle where this can be shown to support the development of small-scale light industrial and commercial (B1) uses.

Properly directed and controlled, mixed use development can help regenerate the Quarter while supporting and protecting the traditional industries.

2.4 Live-Work Units

The Council will support the provision of live-work units as a component of mixed use development in the areas defined as the Golden Triangle and the Industrial Middle where the ratio of living to working spaces does not exceed 50% of each unit.

It is expected that a number of proposals will include live-work, defined for the purposes of this document as living and working accommodation combined within a single self-contained unit where the unit contains a defined working space with its own toilet and kitchen. Live-work is classified as sui generis and a change of use requires planning permission.



2.5 Temporary Uses

Where buildings are unoccupied and await long term use, appropriate temporary uses, not requiring any alteration to the historic fabric, will be encouraged especially where the structure permits flexibility of use.

Temporary use can help safeguard buildings that might become 'at risk' (on the basis that an occupied building is always less vulnerable than an unoccupied one) while contributing new life to the Quarter and potentially encouraging longer term uses to become established in the area.

2.6 Significant Vacant Sites

The Council will provide specific design and development guidance for significant vacant sites and buildings within the conservation area. The council will always encourage early discussion of proposals.

A limited number of sites within the Jewellery Quarter have been identified as appropriate for new development including change of use. On these sites sensitive and sympathetic development which will preserve or enhance the character of the conservation area will be the priority.



3.1 Landscaping Strategy and Design

Landscaping strategy and design will recognise the predominance of hard surfaces in the Jewellery Quarter and the contribution this makes to its character. Planting of trees and shrubs in streets will occur only where supported by clear evidence of historic precedent, except where 'boulevards' are proposed along Great Charles Street/Ludgate Hill, Summer Hill Road and Ickniel Street (see below).

Part of the character and attraction of the Jewellery Quarter is its hard urban quality which contrasts markedly with the leafy greenery of the two cemeteries and St Paul's Churchyard. Opportunities for new planting in the area are therefore strictly limited. An exception should be made for 'boulevard' planting on some of the major roads on the perimeter which would help define the Quarter as well as making these traffic arteries more attractive to pedestrians.

3.2 The Jewellery Quarter Cemeteries

In recognition of the special interest of the historic landscapes of the three burial grounds within the conservation area, the Council will implement proposals for their preservation and enhancement (including the commissioning of conservation plans).

The Jewellery Quarter Conservation Area contains three burial grounds, one attached to the late 18th century Church of St Paul, the others, the General Cemetery, Key Hill and the Church of England Cemetery, Warstone Lane, developed as private cemeteries in the early and mid-19th century. Both the General Cemetery and the Church of England Cemetery are included in the English Heritage National Register of Parks and Gardens of Special Historic Interest at Grade II. The cemeteries are now recognised as significant historic landscapes, important as much for their design as for the monuments they contain. They have helped define the urban development of the Jewellery Quarter and now with St Paul's Churchyard provide the only areas of open space within the conservation area. The cemeteries are in poor condition and careful repair and conservation of both landscapes would considerably enhance the character and appearance of the conservation area.

3.3 Public Realm Improvements

Strategies and policies for public realm improvements must pay close regard to the character of the Jewellery Quarter as defined in the conservation area appraisal. Priorities for spending will be led by the careful restoration of historic features, such as railings, boundary walls and paving, guided where possible by documentary evidence. In particular improvements to Caroline Street are to be sought in order to enhance the link between St. Paul's and the heart of the area on Warstone Lane and Vyse Street. Where appropriate, eg. where there is a deficiency of amenity space as part of a residential development, developers will be expected to contribute to the enhancement of the public realm.

3.4 Street Furniture

New street furniture will be carefully designed or selected to enhance the unique character of the Jewellery Quarter Conservation Area.



3.5 Albion Street and the Big Peg

Consideration will be given to the development of appropriately landscaped spaces on Albion Street and around the 'Big Peg' on Warstone Lane in order to provide attractive focal points for these parts of the Quarter.

3.6 Links and Views

The Jewellery Quarter has visual, historic and functional links with the surrounding areas which are particularly evident at the points where roads and the canal enter and leave the Quarter. These locations and the views associated with them will be protected and where appropriate enhanced. The Council will also seek to protect key views that contribute to the character of the conservation area.

3.7 Grant Aid

The Council will seek to secure funding to assist private owners and occupiers in the regeneration of the Jewellery Quarter Conservation Area in order to preserve or enhance its special character.

The highest priority is to secure funding for repairs to buildings at risk, but other initiatives such as the Heritage Economic Regeneration Schemes funded through English Heritage (already secured by the Council for the Jewellery Quarter), assistance from the Department of Transport, Local Government and the Regions and the Regional Development Agency and the Townscape Heritage Initiative, supported by the Heritage Lottery Fund, offer future opportunities for conservation projects as well as new buildings for gap sites. Help for owners wishing to undo inappropriate alterations will also be explored.

3.8 The Voluntary Sector

The Council will support voluntary sector bodies in securing the repair and re-use of buildings within the Jewellery Quarter Conservation Area.

As a major property owner within the Jewellery Quarter, the Council is acutely aware of the need to maintain and repair the buildings in the area and to keep them in beneficial use. It recognises the value of partnerships in this endeavour and the important role performed by voluntary sector bodies such as Building Preservation Trusts in generating interest in and funding for repair and refurbishment projects which lie beyond the remit or capabilities of other organisations or individuals. Providing support for such bodies can only strengthen the Council's influence in the preservation or enhancement of the conservation area.

Opportunities for Beneficial New Development

4.1 Several key sites exist within the Quarter for new development, some of which have already been identified in the Urban Framework Plan (1998). Sensitive development of the others will remove current gap site eyesores and provide harmonious new buildings and uses which will have a beneficial effect on adjoining areas of the Quarter. Uses will need to be consistent with those given in The Birmingham Plan policy statement (Policy 15.68B).

1. Great Charles Street Coach Station.

This site has been identified for mixed commercial uses including a new coach station with car parking and bus station with hotel and specialist retail uses onto Ludgate Hill and Great Charles Street and residential to Ludgate Hill and Lionel Street.

2. Ludgate Hill South.

This is identified for mixed commercial and residential uses and possibly also an hotel fronting onto Ludgate Hill or Great Charles Street.

3. Assay Office Rear Area, Charlotte Street.

This is identified for office, hotel or residential uses. It will be important here for any for any redevelopment not to be higher than the adjoining Assay building.

4. Former Science Museum, Newhall Street.

Possible uses as (3) above, but with the potential for visitor uses.

5. Canal-side warehouse, Fleet Street/Summer Row.

The building and adjoining site could be used for a range of mixed uses including offices/housing and café/restaurant.

6. Fleet Street.

It is understood this site, formerly an open car park, is now being redeveloped.

7. James Cond Building, Holland Street.

This is a building of some distinction facing onto Charlotte Street and any proposals here should retain this former printworks which would lend itself to further industrial / workshop residential or office uses.

8. Newhall Hill/Newhall Works.

This empty site is currently being redeveloped for residential and commercial uses.

9. Tenby Site, Warstone Lane.

Part of this site lying between Warstone Lane and Regent Parade is now being developed but the uncharacteristic corner building on Caroline Street (No. 62) which terminates the vista up from St Paul's Square remains - and should be rebuilt at the earliest opportunity.

10. Albion Street/Carver Street /Tenby Street Corner.

This is a large site including or adjoining buildings of merit which contribute positively to the character of the area, and lying in the boundary zone between the smaller scaled dense Industrial Middle locality and the larger scaled more industrial South-West fringe locality. Potential uses here would be a mix of residential light industrial, workshops and offices.

11. Legge Lane.

On both sides of Legge Lane there are buildings of considerable merit which contribute to the character of the Quarter and all should be retained in any proposals for new uses. The south side is in a particularly bad condition and is 'at risk'. It should be a priority site for repair and for finding new uses. Uses such as workshops and offices/residential would be appropriate.

12. Moulinex/Swan Factory, Camden Street/Pope Street.

This large site includes buildings of interest which must be retained. New types of uses could be as for (11) with building levels staggered down the hill and using the regular bay modules established by typical industrial buildings in the Quarter.

13. Icknield Street/Moreton Street.

The site is bounded by existing buildings on Icknield Street of considerable interest which need to be retained and repaired. The rest of the site is currently cleared, and there is opportunity here for a suitably scaled mixed use scheme incorporating and reusing the existing buildings.

14. Warstone Lane/Carver Street.

This is a key site at an important entrance to the Quarter and could lend itself to a mix of uses consistent with the other sites in this locality.

15. Spencer Street block.

Opportunities exist here to insert new development adjoining Warstone Lane - reusing buildings of merit which need to be retained in the core of the area. Workshops and retail uses would be appropriate here.

16. Lucas Factory, Great Hampton Street.

This site is currently under development, and earlier completed apartments formed within the former factory itself are now on offer.

17. Great Hampton Street.

It is vital to encourage the regeneration of this important street - with its use as a local service centre - with fashion and jewellery retailing, and commercial and workshop uses. New residential accommodation should occupy the upper floors.

In addition to the areas identified in the Urban Framework Plan (1998) the following sites must also be noted:

- ▶ **Rear Key Hill Drive, Hylton Street, Vyse Street.**
There is a core here 'at risk'. The buildings should be used for light industry or offices.
- ▶ **Livery Street, Constitution Hill, Northwood Street Triangle.**
This is a key site visible down the full length of Great Hampton Street and deserving a landmark building.
- ▶ **Corner Lionel Street, Great Charles Street, St Chad's Circus.**
This is a vital corner site in the city and positioned at an entrance to the Quarter and though not within the conservation area the site's sensitive redevelopment is important to the whole area: A building here of landmark quality is required defining the space of St Chad's Circus with office uses seen as particularly appropriate.