

BREWERY

CONSERVATION AREA CHARACTER SUMMARY



Department of Planning



**CORPORATION
OF LONDON**



Brewery Conservation Area



Brewery Conservation Area



Brewery Conservation Area



Brewery Conservation Area



Brewery Conservation Area



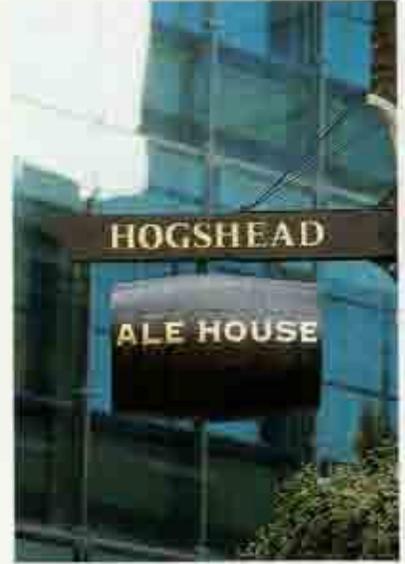
Brewery Conservation Area



Brewery Conservation Area



Brewery Conservation Area



Brewery Conservation Area

Front Cove Brewery
Opposite Ale Beer's Dayman
MILLBURY ARY

Brewery

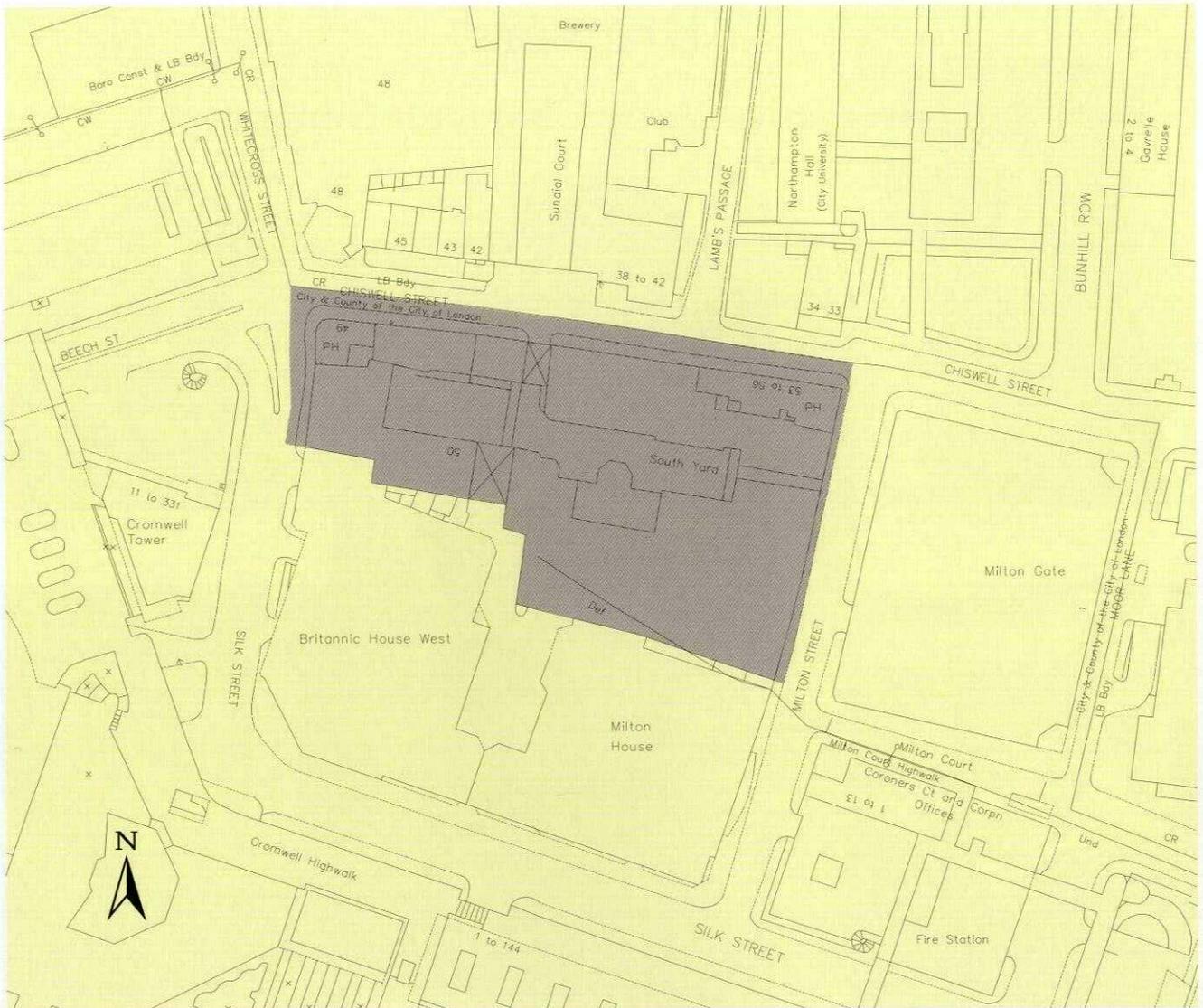
Conservation Area Character Summary



This conservation area summary of character identifies key characteristics of the area and particular planning considerations.

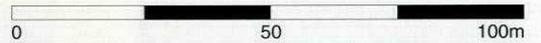
In the City of London the present urban form and character has evolved through many centuries and is the product of numerous influences and interventions: the character and sense of place is hence unique to that area, contributing at the same time to the wider character of the City. It is inevitable that the present knowledge and information is incomplete, and in the interests of brevity only the principal characteristics of the area are identified here. A more comprehensive appreciation of history and character of the City of London and the nature of conservation area character (with particular reference to the City) are addressed in *Conservation Areas in the City of London, A General Introduction to their Character*.

Each conservation area character summary should be read in conjunction with the General Introduction to enable a potential appreciation of any matters of possible importance in relation to any building, site, street or area. The role of such elements in the character and appearance of any area within the City of London will vary, and will be appraised in the light of particular proposals for alteration, extension or development. It is prepared in the light of national legislation, policy and advice provided in particular by the Planning (Listed Buildings and Conservation Areas) Act 1990 and PPG 15 Planning and the Historic Environment 1994, and planning policies for the City of London contained in the City of London Unitary Development Plan 1994.



Brewery Conservation Area

O.S. 1999



Brewery Conservation Area



Brewery Conservation Area

Brewery

Location and Boundaries

Brewery Conservation Area lies on the southern side of **Chiswell Street**, at the eastern end of **Beech Street** and is a small area with a distinctive character in marked contrast to much of the adjoining development.

The area is defined by **Chiswell Street** (the centre line of which marks the boundary between the City of London and the London Borough of Islington), **Milton Street**, the property boundary with **Shire and Milton Houses** to the south and **Whitecross Street** to the west. The Brewery Conservation Area lies entirely within the Ward of **Cripplegate**.

Designation

Most of the area was formerly within the London Borough of Islington and was designated as part of a wider **Chiswell Street Conservation Area** by Islington Council in 1985.

However, in line with a number of recommendations made by the Boundary Commission, the local authority boundary was amended to follow the centre line of this part of **Chiswell Street** with effect from 1st April 1994. This was followed by a detailed review of all conservation area designations within the City which were affected by these boundary changes. As a consequence, the Brewery Conservation Area was designated in its present form by the Corporation of London in July 1994. The remainder of the London Borough of Islington's **Chiswell Street Conservation Area** remains as designated to the north.



Brewery Conservation Area



Brewery Conservation Area



Brewery Conservation Area

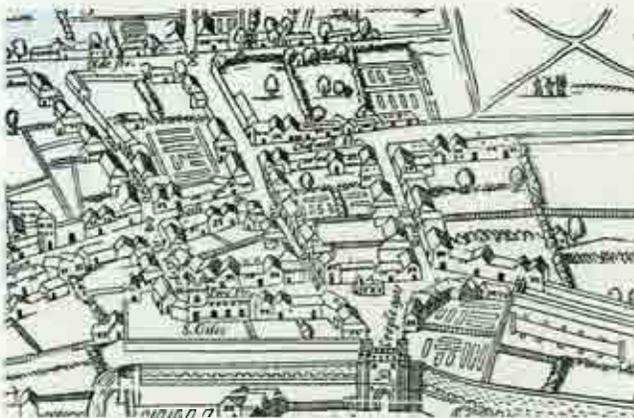
Area Character

Historical Evolution and Key Features

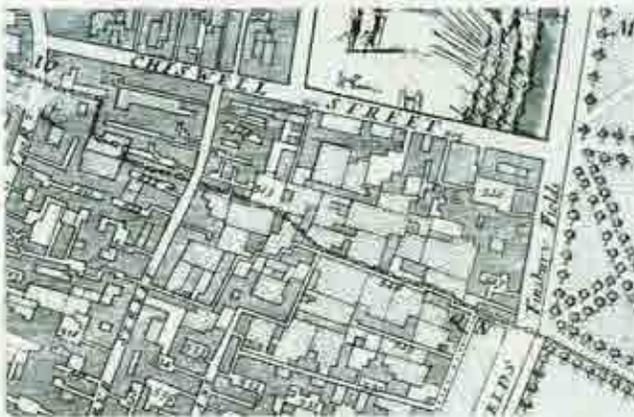
The location of the Brewery Conservation Area is situated to the west of the Moor, an area of fens outside the walled City of London which were drained in 1527. The main roads which today bound the site were established in the mediaeval period. Although the origin of the name is unknown, Chiswell Street (Chyselstrate) is shown by Lobel in her map of the City c1270. Grubb Street was known by the early thirteenth century (Grubbestrate) and it became associated with needy authors and literary hacks after Andrew Marvel] coined the phrase in the seventeenth century. In 1830 it was renamed Milton Street. Everardes Wellestrata was recorded by 1226 and subsequently became known as Whitecross Street, after a white painted cross outside a house belonging to the Holy Trinity Priory.



Chiswell Street Area c.1270



Chiswell Street Area 1562 Agas



Chiswell Street Area 1682 Morgan



Chiswell Street Area 1746 Rocque



The Last of Old Grub Street 1886 Appleton

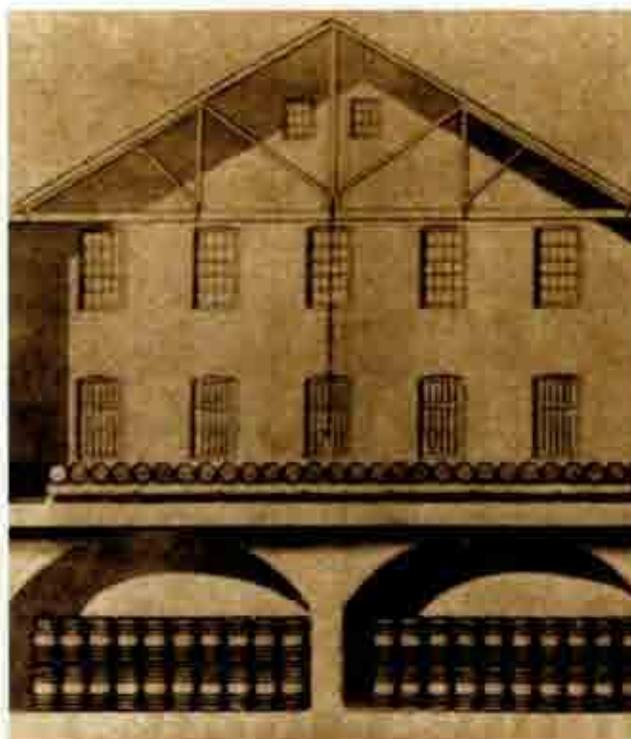
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The overall pattern of these roads has remained largely unaltered as indicated, for example, by Lobel's plan, the Copperplate Map (1553-59), the 'Agas' Map (c1562) and the Ordnance Survey maps of 1873 and 1914. However, the southern sections of Whitecross Street and Milton Street, which originally ran as far south as Fore Street, were truncated following heavy bombing in the Second World War.

John Rocque's map of London (1746) clearly indicates the King's Head Brewhouse, built around a courtyard on the south side of Chiswell Street, which was derelict when it was purchased by Samuel Whitbread and Godfrey and Thomas Shewell in 1748. The partnership of Whitbread and Shewell had been formed in 1742 and had first occupied the Goat Brewhouse on the corner of Old Street and Upper Whitecross Street nearby.

The new owners cleared the site and by 1750 a new brewery specifically designed for the mass production of porter was completed. Over the next **twenty** years alterations and extensions **were** made to the brewery in response to expanding business, but in **1773** fire destroyed the old Porter-Tun Room. A new storehouse with enlarged vaults **beneath** was **built**, followed by improvements to the taphouse and the rebuilding of the counting house, incorporating a new gateway and a large connection to the City's new sewer in Chiswell Street.

As the scale of operation at Chiswell Street continued to increase, **further** development took place. This included building across the east end of the yard, the paving of the yard itself (1777), the completion of the Porter Tun-Room in **1784** (with a King post roof having the widest timber span in London apart from Westminster Hall) and the installation of a Boulton & Watt steam engine in 1785. Characteristically, **Whitbread** employed some of the leading engineers of his time and **utilised** the most up-to-date technology available. He was also concerned that his buildings should be of high quality construction. Such industry was rewarded by a visit to **Whitbread's** brewery by King George III and Queen Charlotte in 1787 and at the time of Samuel's death nine years later, production at Chiswell Street exceeded 200,000 barrels in one **year**.



The Porter Tun-Room 1784

WHITBREAD ARCHIVE



Chiswell Street Brewery c.1900

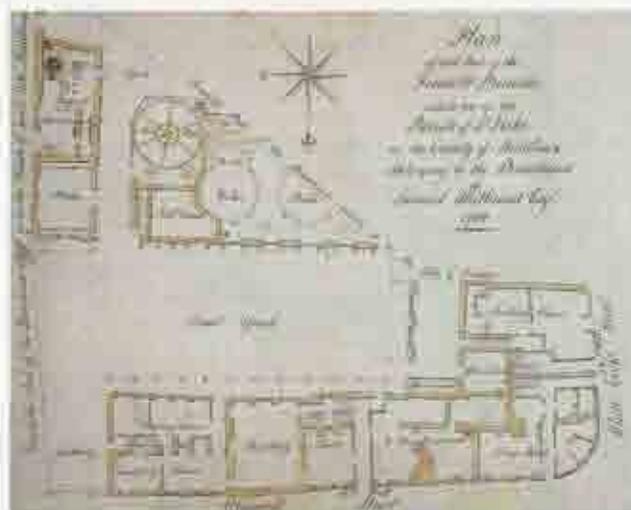
WHITBREAD ARCHIVE

By **1800** the brewery had extended to both sides of Chiswell Street and throughout the nineteenth century both sites continued to expand with further technological improvements being made. In the late **1880s** the **brewery** reached its maximum physical extent and its facilities then included a 140 feet high malt store, a new tun-room, two wells each 327 feet **deep**, two 3,000 barrel water reservoirs at roof level, a new brewhouse, three refrigerators, as **well** as the single span '**great fermenting room**' (the Porter-Tun Room) measuring 165 feet by 60 feet. A new 70 horsepower steam engine had replaced the Bolton & Watt engine which had been in use for over 100 years.



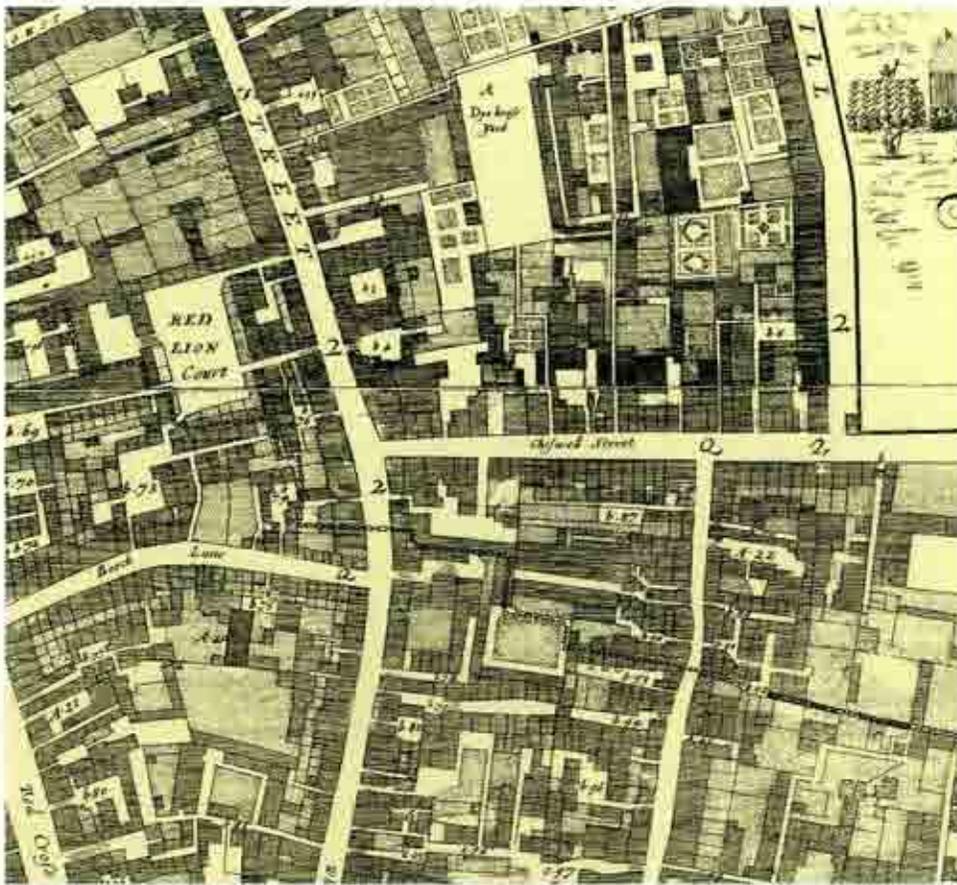
The South Yard 1792 Gatzard (engraved Ward)

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Chiswell Street Brewery 1788

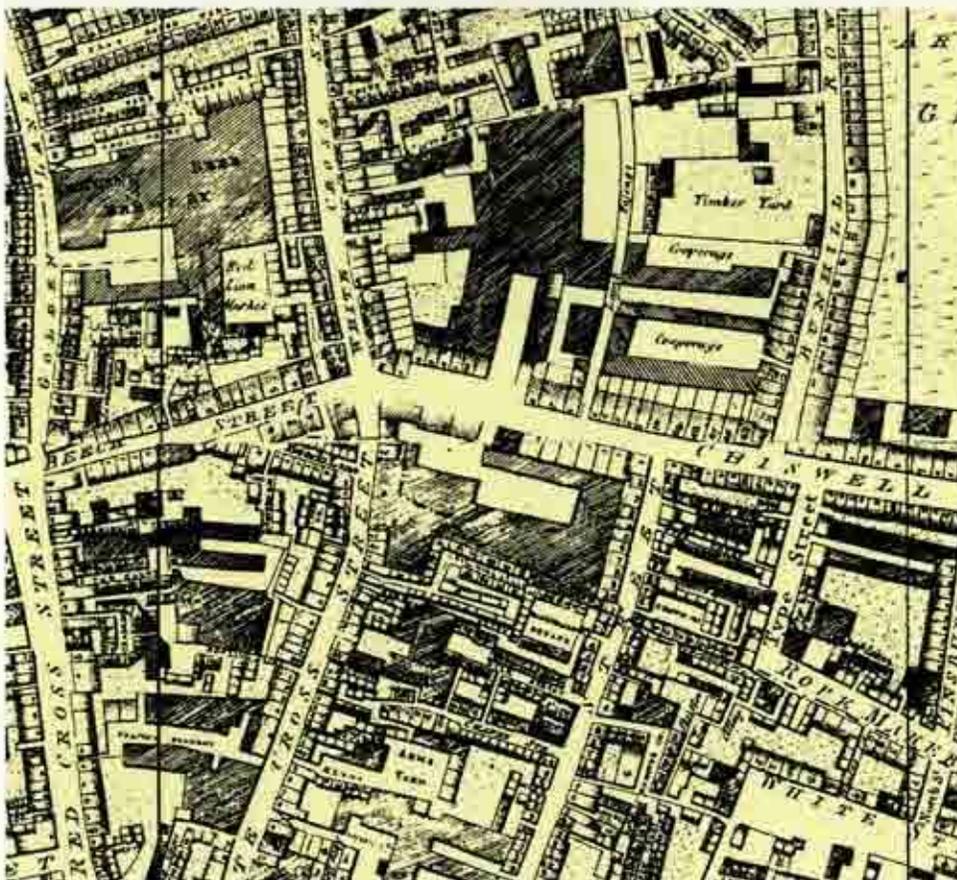
WHITBREAD ARCHIVE



Ogilby and Morgan 1676-79

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Undertaken when the reconstruction of the City was well underway, the Plan is the "first large multi-sheet plan of a British town to be so delineated", and is considered to be relatively accurate; plans before this had been aerial pictorial views. Chiswell Street is terminated at its western end by the north-south alignment of White Cross Street which links Fore Street with Old Street. On the south side of Chiswell Street lies a courtyard identifying the location of the old King's Head Brewhouse which, in the mid eighteenth century, will be acquired and redeveloped by Samuel Whitbread and Thomas Shewell. Grub Street runs from the south side of Chiswell Street down as far as Fore Street and in the north east is the extensive open area of the Artillery Ground. Set within the main street pattern lies a complex network of lanes, alleys and courts and many private formal gardens are clearly visible.

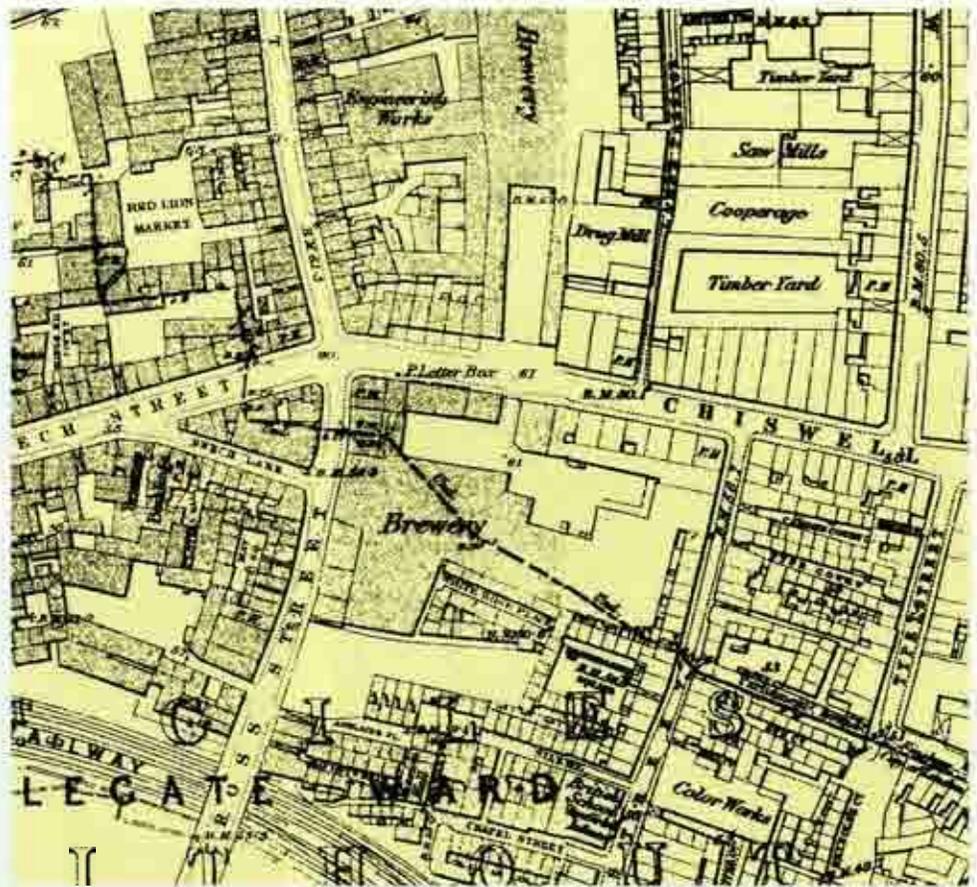


Richard Harwood 1792-99

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Although less precise than Ogilby and Morgan (for example fewer details are shown within the centre of some of the street blocks), Harwood's map indicates a strong correlation in the network of main streets and spaces. A new link between Beech Lane and White Cross Street now forms a direct junction with Chiswell Street and Type Street and Ropemaker Street run south and east from Chiswell Street. The Whitbread Brewery complex lies on both sides of Chiswell Street. To the south, the yard has been extended but the earlier plan form is still apparent. To the north, a new yard has been formed and a cooperage abuts the large complex of buildings on its eastern side. By this time, Whitbread's Brewery has become the first to produce over 200,000 barrels in a single year and has been honoured with a visit by King George III and Queen Charlotte. To the east, residential terraces now bound the Artillery Ground.

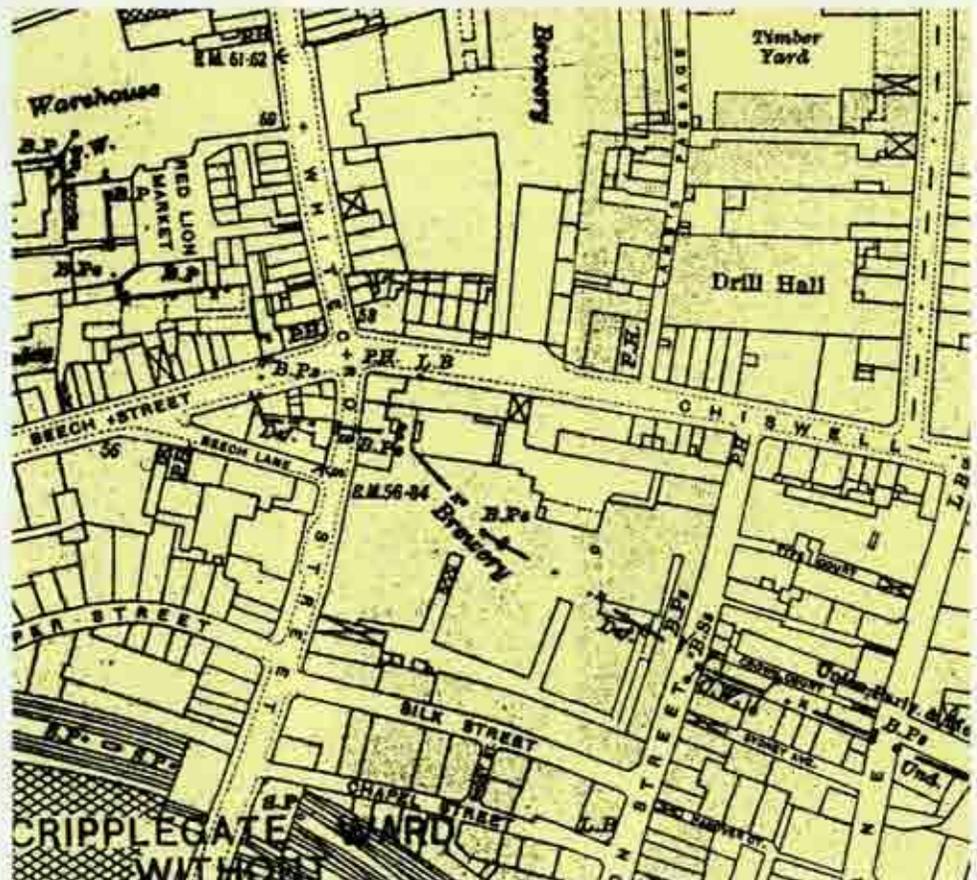
The framework of streets and other main thoroughfares is largely unaltered, although Grub Street has been renamed Milton Street. Radical changes are, however, apparent to the south with site clearances and the construction of the railway terminating at Moorgate Street Station to the south east. Commercial and industrial buildings have replaced many residential buildings and gardens and expansion of the Brewery is apparent on the north side of Chiswell Street. On the south side, the similarities in the configuration of the Brewery and South Yard belie the technological and physical developments that have taken place within the complex.



Ordnance Survey 1873

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Type Street has been renamed Moor Lane and extended to link to Fore Street to the south. A new street - Silk Street - runs between Whitecross Street and Milton Street parallel to and south of Chiswell Street. Another new link is provided by Paper Street which runs between Whitecross Street and Red Cross Street to the west. The Brewery has reached its greatest extent on both sides of Chiswell Street with production exceeding 330,000 barrels. Although a number of smaller buildings remain in the area, there has been consolidation of commercial and industrial activities accompanied by further site amalgamation.



Ordnance Survey 1913

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Kings Head Tap-House Late c19

WHITBREAD ARCHIVE

Developments in production methods continued into the twentieth century, along with further physical alterations to the buildings themselves. However, in many respects the extent of these changes was less radical than before and, consequently, the form and external appearance of much of the Chiswell Street brewery remained unaltered until the Second World War. However, on 29 December 1940 the City of London suffered a heavy air-raid, during which the brewery was hit by hundreds of incendiary bombs. Nevertheless, Whitbread's own fire brigade and the Auxiliary Fire Service managed to extinguish the incendiaries and the following morning the brewery buildings stood largely undamaged, but surrounded by almost total devastation.



Bomb Damage c.1941

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Bomb Damage c.1941

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Chiswell Street 1964

WHITBREAD ARCHIVE



Chiswell Street



View of the Malt Towers c.1915 Unwin

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Whitbread Company Fire Brigade 1921

WHITBREAD ARCHIVE



Bomb Damage c.1941

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Bomb Damage c.1941

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In the post-war period, recognition of the architectural and historic significance of some of the buildings within the overall Whitbread complex gradually resulted in a number being 'listed', the earliest protection being confirmed in 1950. Nevertheless, substantial changes to the brewery took place in the later 1970s following the issue in 1973 of one of the last substantial Office Development Permits to be granted by the Greater London Council.

Brewing at Chiswell Street ceased in 1976 and two acres of brewery buildings to the south of the Porter-Tun Room - including the malt store - were demolished and redeveloped for office use. Parts of the retained buildings on the south side of Chiswell Street were modified as banqueting and reception rooms, exhibition space, conference facilities and offices for Whitbread's corporate activities. Outside the City of London, a further two acres on the north side of Chiswell Street were subsequently redeveloped to provide a mixture of uses with the North Yard being refurbished to accommodate residential and educational use.



South Yard



Chiswell Street

Today the Brewery Conservation Area is characterised by a close-grained townscape, a small number of modestly scaled, eighteenth and nineteenth century buildings set around a paved court. These relatively simple buildings are of red and brown stock brick, with cornices and storey bands providing surface modelling and decoration and almost all have sash windows. The most elaborate facades are those containing the two public houses and the arched entrance to the yard itself.

In contrast to the noise and activity of a large operational brewery, the area now provides pleasant respite from the traffic along Chiswell Street.

Although brewing no longer takes place at Chiswell Street, the character of the area is now enlivened by the variety of uses located here. Due to the reduction in the size of the brewery and the changes in the local authority boundary, the surviving remains of Whitbread's 250 years' presence on the south side of Chiswell Street are *now* entirely within the City of London.



South Yard



South Yard



South Yard



South Yard

Listed Buildings and Scheduled Monuments

- 49 Chiswell Street, The King's Head PH
- 53-55 Chiswell Street
- 56 Chiswell Street, St Paul's Tavern PH
- Bridge over the yard, Whitbread's Brewery, Chiswell Street
- Entrance Wing, Whitbread's Brewery, Chiswell Street
- Former Porter Tun Room, Whitbread's Brewery, Chiswell Street
- Partners' House, Whitbread's Brewery & attached railings, Chiswell Street
- Sugar room, Whitbread's Brewery, Chiswell Street
- Thirteen bollards in the yard, Whitbread's Brewery, Chiswell Street
- Whitbread's Brewery buildings, Milton Street
- Whitbread's Brewery building, next to the King's Head PH, Whitecross Street



South Yard

Additional Considerations

The following also contribute to the immediate setting of the Brewery Conservation Area:

- 41-46 (consec) Chiswell Street (London Borough of Islington)
- * 39-40 Chiswell Street: *retained* facade (London Borough of Islington)

The area is complementary to the former Whitbread North Yard and the remainder of the Chiswell Street Conservation Area in the London Borough of Islington.



North Yard from South Yard



39-40 Chiswell Street

Acknowledgements

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Whitbread plc Company Archivist - Nicholas Redman.

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1270 map on page 4 from **Lobel**, Mary D. (Ed), 'The City of London from Prehistoric Times to c.1520', British Atlas of Historic Towns **Vol III**, 1989, with the permission of the Oxford University Press.

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References

The brief quote in the reference to the **Ogilby** and Morgan plan is taken from the introduction to this series of maps by Ralph Hyde, Guildhall Library. Readers are **also** referred to the sources mentioned in the General Introduction to this series on the Character of the City's Conservation Areas, and to:

'Ritchie, B., 'An Uncommon Brewer The Story of Whitbread 1742-1992', 1992, James & James (Publishers) Limited, London.

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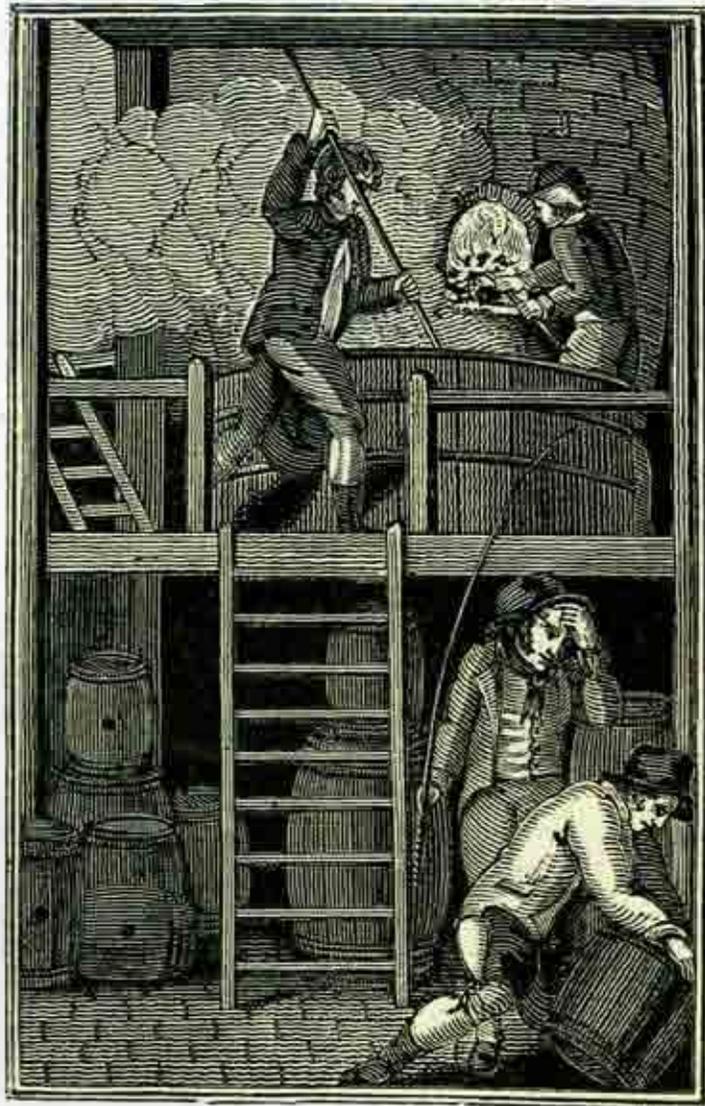
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The Brewer

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