

Sheepfair/Bow Street Conservation Area Management Plan

Supplementary Planning Document

February 2018



Conservation Area Management Plan: **Sheepfair/Bow Street, Rugeley**

Introduction

This area-specific Management Plan Supplementary Planning Document (SPD) follows from the Council's Conservation Areas Management Plan which sets out the package of measures available to the Council to apply to all of its Conservation Areas. The area-specific Plans relate to each of the individual Conservation Areas based on the recommendations in the individual Conservation Area Appraisals and should be read in conjunction with the generic Management Plan.

Sheepfair/Bow Street Conservation Area

Sheepfair/Bow Street Conservation Area was designated by Cannock Chase Council on 2nd December 2004. It adjoins Church Street Conservation Area to the north-west and Rugeley Town Centre Conservation Area to the east. The Conservation Area covers Crossley Stone, Sheepfair, Elmore Park, the eastern part of Lion Street, the southern part of Taylors Lane and the western part of Bow Street and includes the green space of Elmore Park with its mature tree planting and lake on the Rising Brook. The boundary is illustrated on Appraisal Plan 1. Overall it comprises one of the historic built-up areas which developed around the town centre fulfilling commercial and residential needs along the main route into the town from the north-west and the Chase. It also comprises part of the grounds of the former Hagley Hall, and exists today as a quiet and attractive largely residential suburb.

Issues identified in the draft Sheepfair/Bow Street Conservation Area Appraisal

The draft Conservation Area Appraisal for Sheepfair/Bow Street has been prepared and has been reported to Cabinet to authorise public consultation. It defines the special architectural and historic interest of the Conservation Area and identifies its negative features. Some of these are illustrated on Appraisal plan 3 and are described in Section 6 of the Appraisal. It makes recommendations for future management and enhancement opportunities arising from this assessment, aiming to reinforce the positive features and eliminate the negative to ensure the continued quality of its special interest over time.

Summary of its special interest

- Its traditional winding street pattern and development around a historic thoroughfare (and marketplace)
- Its townscape of diverse building types and buildings/groups of individual interest, harmonised by mass, height, scale and materials
- Its human scale, with visual interest created by differing frontages, rooflines and design details and several landmark buildings
- Its greenspaces, mature trees, pool and brook at Elmore Park which bring a rural element into the town
- Its historic association with Hagley Hall and grounds, strong historic context and potential for archaeology to survive
- Its green spaces adjacent to Elmore Park offer views to attractive old buildings and trees, thereby enhancing the street scene.

Main issues:

1. The retention and enhancement of buildings, boundaries and characteristic features making a positive contribution to the Conservation Area, including architectural detailing and mature tree planting.
2. The treatment of new infill development and new additions to existing buildings within and affecting the setting of the Conservation Area, giving consideration to:
 - historic building lines
 - design and scale
 - materials
 - soft landscaping
 - views of landmarks
 - use and density
3. The potential for enhancement of the Conservation Area through the reduction of 'clutter', and refurbishment of the public realm, including addressing negative features noted in the Conservation Area Appraisal eg the unattractive fencing to the electricity substation.

Delivery Plan/Targets/Resources

A package of measures as set out in the Council's generic Conservation Areas Management Plan is available to deal with the above issues in a way beneficial to the Conservation Area. Their effective use is dependant not only on the Council but on a partnership approach including the commitment of developers, development professionals and the local community. This area specific Management Plan seeks to stimulate debate on how the issues might be addressed.

1. The retention and enhancement of buildings, boundaries and characteristic features making a positive contribution to the Conservation Area.

- The Council will encourage the retention, repair and maintenance of the following characteristic features on all buildings making a positive contribution to the Conservation Area including the unlisted buildings of particular interest:
 - timber windows and panelled doors to traditional designs and details
 - predominance of brick buildings
 - blue slate and Staffordshire blue clay roof tiles
 - gabled and hipped roofs
 - decorative ridge tiles
 - chimney stacks and clay pots
 - cast iron or cast metal rainwater pipes, hoppers and gutters
 - brick boundary walls
 - porches
 - informative plaques/foundation stones
 - mature trees between and behind buildings, particularly on the edge of Elmore Park

The Council will discourage the use of artificial materials and non-traditional designs which are bland and lacking in the rich textures and colours of natural materials, and the painting and rendering of brick buildings.

- Safeguarding characteristic features will require an acceptance and responsibility by property owners of their intrinsic value and a commitment to maintain its historic value. Historic features can be slowly lost through decay and under-investment as well as more rapidly through modernisation and unsympathetic over-investment.
- The Council will consider the preparation of design guidance on specific issues and make other advice available on request or via its website.

2. The Treatment of New Development

- The Council will require proposals for new infill development and redevelopment to adhere to well established good urban design principles for scale, form, materials, layout, density, landscaping and boundary treatment, with the use of contemporary design and materials or more traditional options as appropriate, to reinforce the existing strong frontages, reflect existing building heights, variety and detailing including colour, texture and range of materials and maintain or enhance views through the Conservation Area, particularly towards landmarks such as Crossley Stone House and the mature planting of Elmore Park. Fig 1 shows recent development within and adjacent to the Conservation Area which seeks to reflect local character.



Fig 1. Some examples of recent development in Lion Street and Sheepfair within and adjacent to the Conservation Area

- The Council will encourage sensitive infilling of gap sites within and affecting the setting of the Conservation Area, particularly around the junction of Bow Street and Crossley Stone and along Sheepfair, to help reinforce strong frontages and the cohesiveness of building groups in the Conservation Area, respecting the relationship of buildings to spaces. The Council will apply the same principles to any opportunity sites occupied by buildings of neutral interest within or sites affecting the setting of the Conservation Area which come forward for redevelopment.
- The prominence of particular landmark buildings will be maintained as appropriate with infill development generally of a smaller scale and higher density.
- The Council will seek developer contributions in conjunction with planning permissions in accordance with its current policy and will consider using a proportion of them for public realm enhancements within and around the periphery of the Conservation Area.

3. Potential for Enhancement

- The Council will encourage the accommodation of modern infrastructure within the historic streetscene in an unobtrusive way with attention to siting, design, colour and in some cases suitability. In many case planning permission will not be required so the onus will be on the building owner to consider proposals carefully in the wider public interest of enhancing the appearance of the Conservation Area. Where impacts cannot be avoided it is recommended they are mitigated in an appropriate way eg. painting equipment to match background colours (see Fig 2), using planting, fencing or walling as a screen. Removal of outdated and disused equipment and wiring is also beneficial.



Fig 2 Fencing to electricity substation would benefit from painting



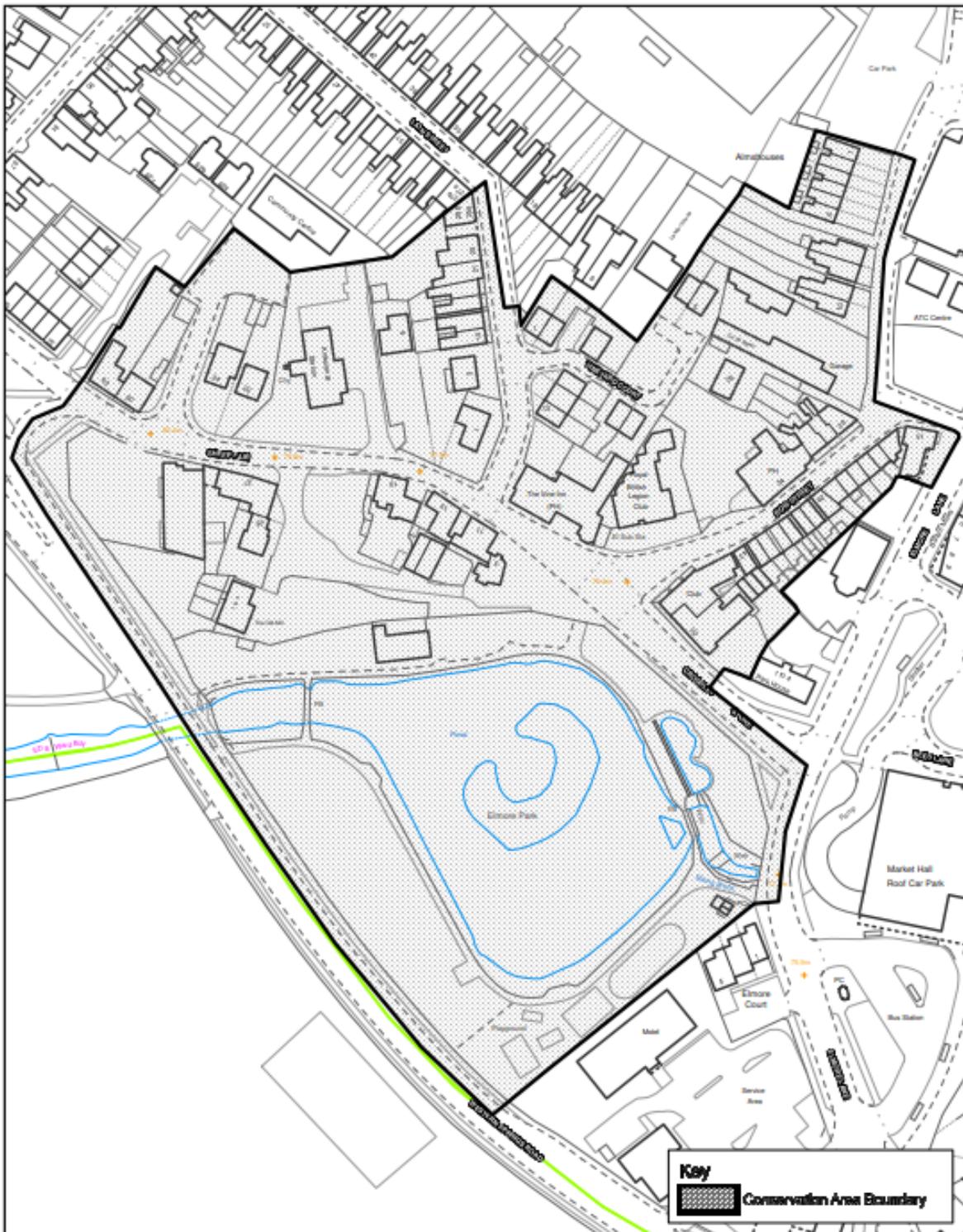
Fig 3 Blue painted wall and double yellow lines are garish and detract from Area

- Any new highway signage and street furniture should be sympathetically located, modestly sized and use existing poles where possible to prevent incremental clutter to the streetscape. The Council will work in partnership with Staffordshire County Council as Highway Authority and the community to consider the potential for less visually obtrusive road markings (see Fig 3) and traffic management measures on streets within the Conservation Area.
- The Council will work in partnership with Staffordshire County Council as Highways Authority and the community to consider the potential for a scheme of environmental enhancements along Western Springs Road adjacent to the Conservation Area based upon the downgrading to a non-primary road of the former A51 corridor following completion of Rugeley By-pass.
- Opportunities to enhance the setting of the Conservation Area, views in and out and in particular improve pedestrian links with the town centre and surrounding areas via Bow Street and Crossley Stone/Bees Lane will be pursued, especially in conjunction with development of the Market/Bus Station opportunity site as identified within the Rugeley Town Centre Area Action Plan. Implications of development affecting the setting of the Conservation Area will be considered on a case by case basis in accordance with Historic England guidance.

Monitoring

The Council will monitor progress towards the delivery of the above actions and the resultant impact on the character and appearance of the Conservation Area on a five year cycle. Some of the actions will be on-going, some will relate to specific actions which can be completed. The monitoring process together with developing planning policy will inform updating of the Appraisal and Management Plan over time.

Monitoring will involve further consultation with the community and may identify new issues and ideas for raising standards. Monitoring could also be carried out within the community, under the guidance of the Council.



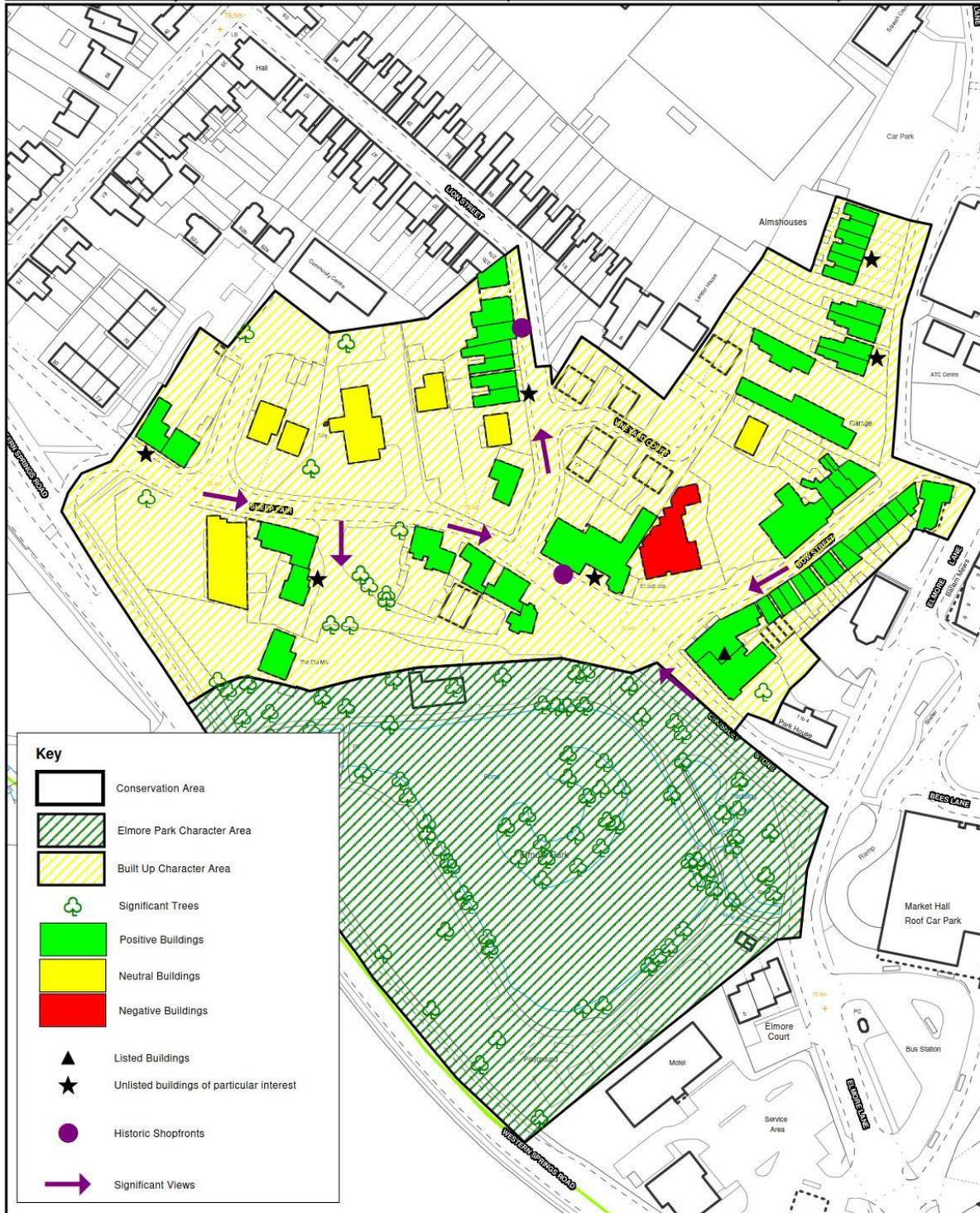


PLAN 3: TOWNSCAPE APPRAISAL



SCALE: 1:1500

DATE: April 2014



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