

Bridgtown

Character Description: Much of the 19th century settlement of Bridgtown survives with small scale historic local centre along North Street surrounded by development of the Industrial-Victorian era. Area of post-war housing and industrial development is located on the northern edge. Area is enveloped by modern larger scale commercial and industrial land uses.

Key features are:

- Origins in 18th century factory development associated with edge-tool manufacture and later brick and tile works, plus development of Wyrley and Essington Canal.
- Location immediately north of Watling Street (A5 a primary key route) close to Churchbridge where road crossed Wash Brook and later railway crossed road. Largely sheltered from impact of the A5 by being fairly 'inward' looking as a community with the local centre at the core of the area.
- Existing streets were laid out on compact grid/linear pattern in late 1800s and housing erected together with associated non-conformist chapels and schools. Some of these buildings now converted to commercial use or redeveloped in 20th century.
- Together with the historic street pattern, a significant collection of Victorian shop fronts and outbuildings survive and now provide local shops and accommodate variety of small businesses. North Street designated a Conservation Area and underwent an environmental enhancement scheme of traffic calming and façade improvements in the 1990's.
- Remains of edge tool works/workshops and lower middle class housing survive on Walsall Road frontage.
- Now forms part of wider suburban Cannock, however, surviving Victorian detailing of facades, materials used and smaller scale nature of the properties make the area distinct. Key materials are traditional red bricks (many overpainted brown) with brown/grey tiling and white timber window and door frames. Chimneys and brick walls to some frontages form key features, with some round headed doors, windows and carriage entrances. 2 storey terraced/semi-detached properties dominate, on narrow plots. Medium-high density in character.
- Hard urban environment in centre with occasional trees and green spaces towards periphery.

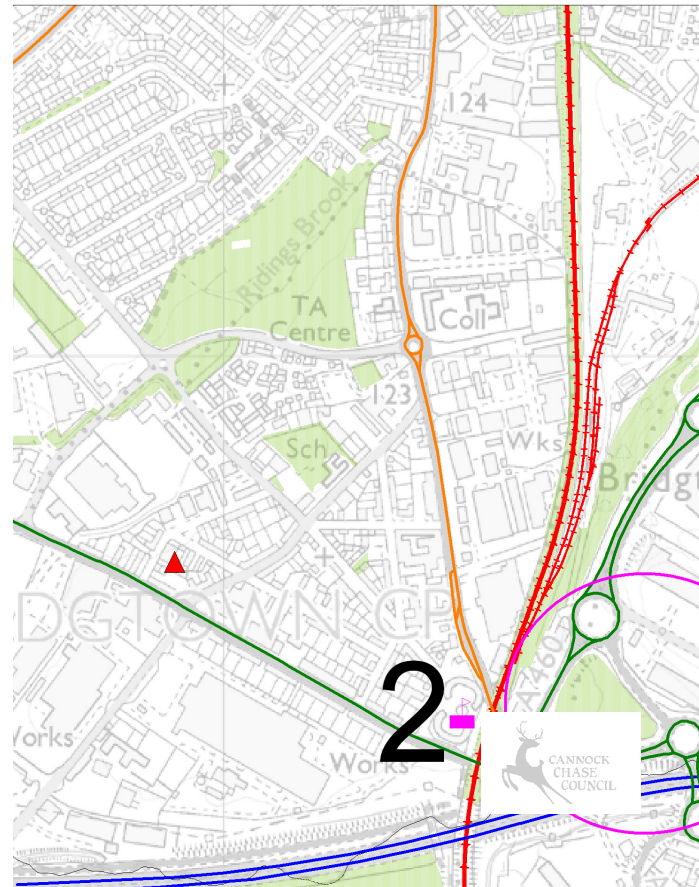
Key Local Design Principles or 'New development should':

- Preserve and enhance locally distinctive character and appearance of the historic area and its setting, including views in and out, and reflect small scale/domestic character of built form with characteristic height and density.
- Conserve the traditional tightly built street layout and characteristic building lines.
- Retain and reflect traditional materials and detailing e.g brick/tile and key details such as chunky chimneys which enliven roofscape, and well detailed doors and windows.
- Conserve existing features including Victorian shop fronts and rear outbuildings, which signpost distinctive historic uses such as butchers shops and slaughterhouses, and workshops with cast iron window frames.
- Promote variety of mixed uses and small businesses in and around the local centre, with reuse of significant buildings adding value to the townscape.
- Take opportunities for environmental enhancement of the urban area as appropriate.

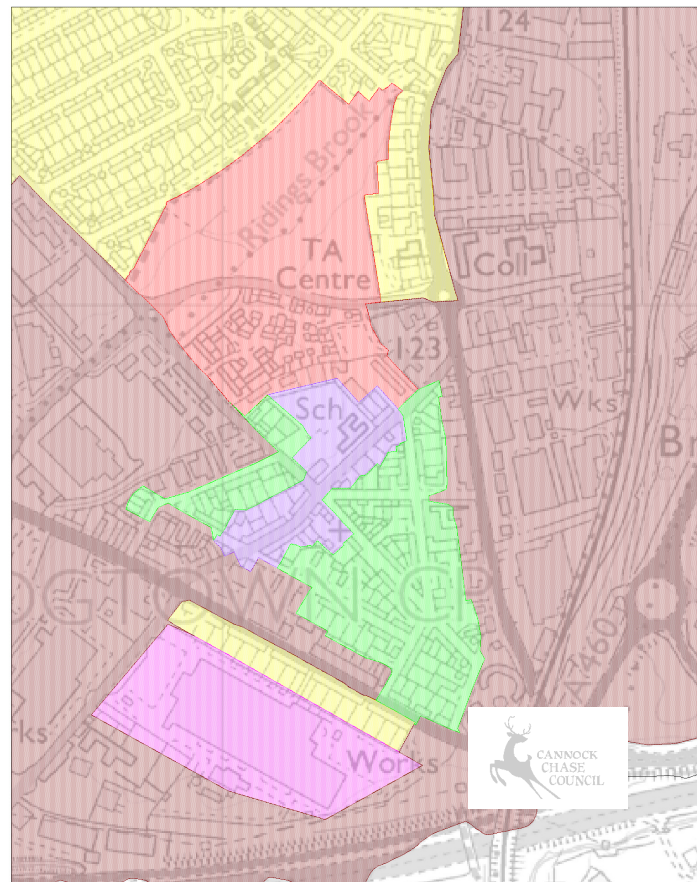
Further Information:

- See character types descriptions for further information on the built character and detailing.
- Cannock EUS (2009/10)- HUCA 13
- Bridgtown Conservation Area Appraisal and Management Plan (Management Plan forthcoming)
- Cannock Chase Local List

Key Features Map



Character Types Map (period/type of development)



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