

## Heath Hayes and Wimblebury

**Character Description:** Residential suburban area, that partly lies on the rural-urban fringe. Dominated by post war housing development but with a surviving 19<sup>th</sup> century local centre and residential properties at Heath Hayes.

### Key features are:

- Heath Hayes core local centre and surrounding residential properties date from 19<sup>th</sup> century. Historic high street provides unique character based on the old road and plot layouts which largely remain with traditional small independent shops and old timber shopfronts. Some 19<sup>th</sup> century properties display unique decorative detailing contributing to strong sense of place e.g. Tennants Bakery shop.
- Undulating topography bounded by Green Belt countryside and Planned Coalfield Farmlands landscape character to the south/east and Heathland landscape character of Hednesford Hills on rising ground to north. Links into wider Cannock urban area to the west. Large public open space/nature reserve at Keys Park, formed from reclaimed Hednesford Brickworks site.
- Wimblebury now largely consists of post-war housing estates, focussed on its limited 19<sup>th</sup> century development around the Trafalgar Inn (Littleworth Road) and the Lamb and Flag (Wimblebury Road) public houses.
- Post-war housing is varied, however character dominated by influence of more recent large scale housing development at Keys Park/Wimblebury. Character here is less varied and is defined by larger semis/detached houses built on small plots – design is ‘traditional’ developer’s house types in red and buff brick/render with some decorative features reinforcing ‘traditional’ feel. Key green links throughout including water features (pond and brook).
- Industrial/commercial area at Keys Park is of contemporary design, with metal and glass structures. Its moderate size and scale means it sits well in the surrounding undulating green landscape.
- Fiveways Island and Heath Hayes Park form key gateway and unique landmarks marking access to/from the District and to the urban/semi-rural areas. Node at Littleworth Road/Wimblebury Road junction forms key local link between surrounding rural and urban areas.
- Key views along Wimblebury Road up to Hednesford Hills and across farmland to east reinforce semi-rural/urban setting. Topography creates views across the built-up area from Hills.

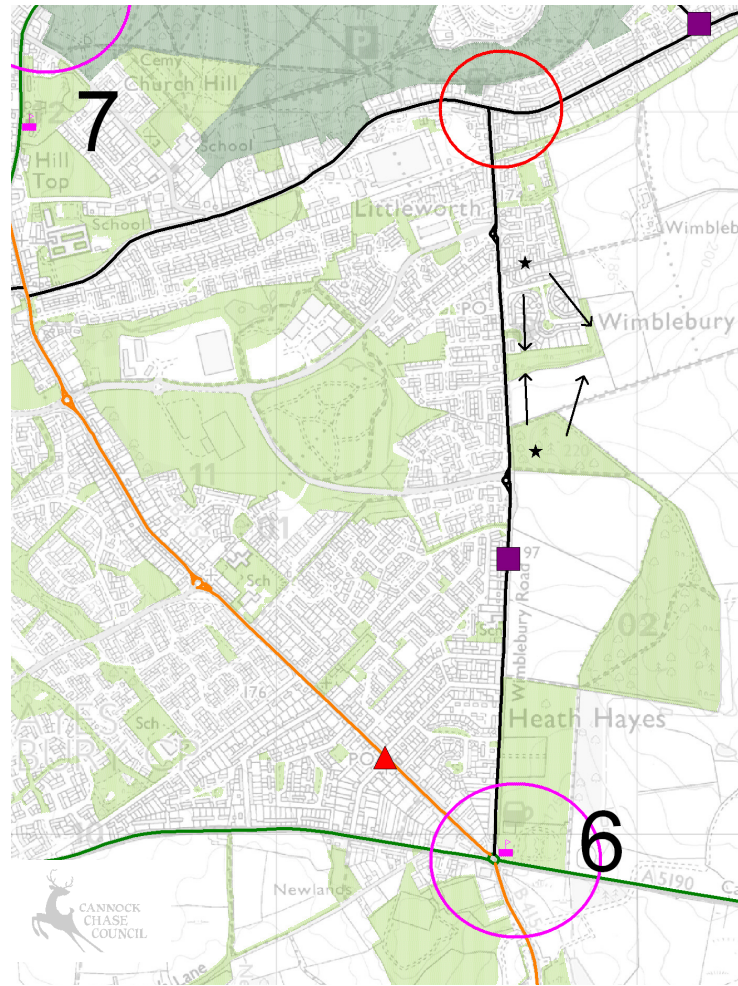
### Key Local Design Principles or ‘New developments should’:

- Preserve/enhance historic character of Heath Hayes local centre and Wimblebury including locally distinctive features and their settings e.g. finger post at Five Ways, flamboyant detailing on houses on Littleworth Road.
- Preserve/enhance open space and green links through the housing estates with views of the wider landscaped setting between and over buildings.
- Respect strong built frontages along historic routes of Cannock Rd/Hednesford Rd/Wimblebury Rd with low brick walls/hedges to garden frontages.
- Retain/restore buffers of woodland and open space between the urban and rural areas of the fringe - enhance landscape character via woodland and heathland planting/restoration and enhance pedestrian links with open space.
- Acknowledge scope for variety of high quality design/materials. Continue to promote contemporary/innovative design for commercial development and high quality planting. Minimise clutter of utility cabinets on road frontages.
- Consider potential impact on local views from surrounding areas created by virtue of topography with consequent importance of choice of roof covering, particularly for large buildings.
- Enhance key ‘gateway’ at Five Ways and respect form of historic farmsteads in landscape context.

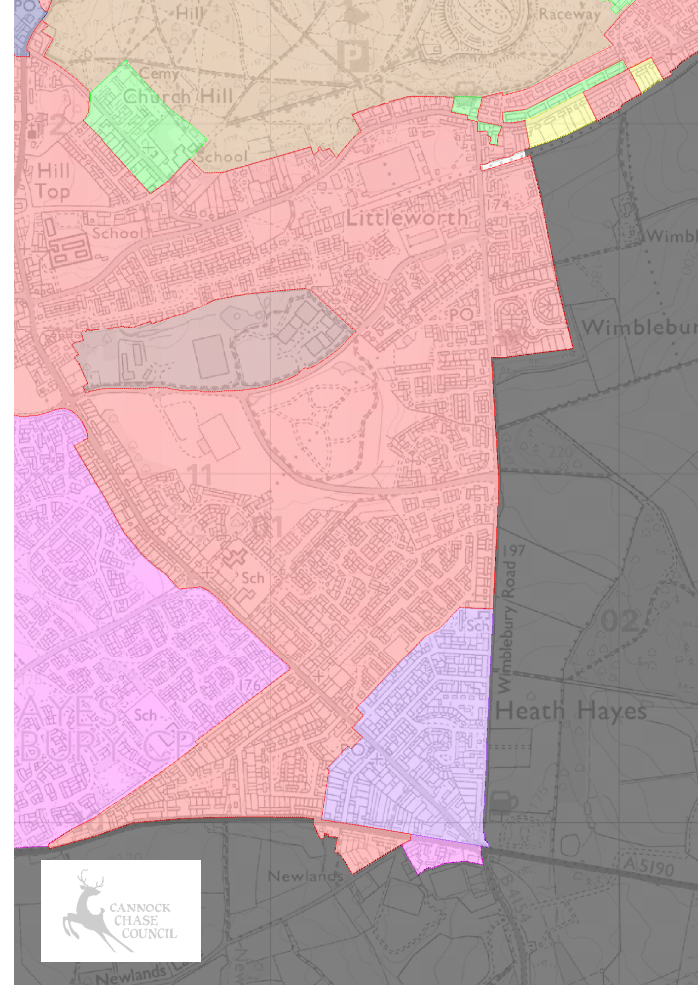
### Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment- Heathland and Planned Coalfield Farmlands
- Historic Environment Character Assessment CHECZ 8
- Cannock Chase Local List

## Key Features Map



## Character and Landscape Types (period/type of development and type of open countryside nearby)



Gateway and Landmark 6-  
Five Ways Island

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