

North Rugeley/Brereton

Character Description: Predominantly large scale mid-late 20th century commercial and industrial area, with some recent larger scale leisure uses. Character is purpose-built bulky industrial and office units on large plots with parking and service yards accessed off main roads.

Key features are:

- Historically area was farmland between the Trent and Mersey Canal and River Trent before being developed in 20th century for industrial purposes. Canal formed part of 'Grand Cross' linking the Midlands to the estuaries at the four corners of central England.
- Area bounded to south-west by the Canal and to north-east by green space of Trent valley. Adjoins River Meadowlands landscape character to the north and lies on rural-urban fringe.
- Three main elements: Rugeley Power Station site (local landmark), Power Station Road industrial area and the more recent Towers Business Park on site of former Leahall Colliery.
- All well served by road access from Rugeley By-pass which runs through area, a primary route, providing gateway and node features at each end.
- Range of unit sizes from small to very large and mix of commercial uses. Buildings along Power Station Road tend to be older, of smaller scale, in red brick and cladding, often with open car parks/railings to road frontages and grass verges. Towers Business Park medium to low density, larger scale, functional style and individual modern/contemporary designs with extensive planting schemes external to site fencing in accordance with original brief. Low lying and open to views from surrounding areas.
- Positive landmark identified as Towers Point (just within Lichfield District). Power Station cooling towers form local landmark visible through area.

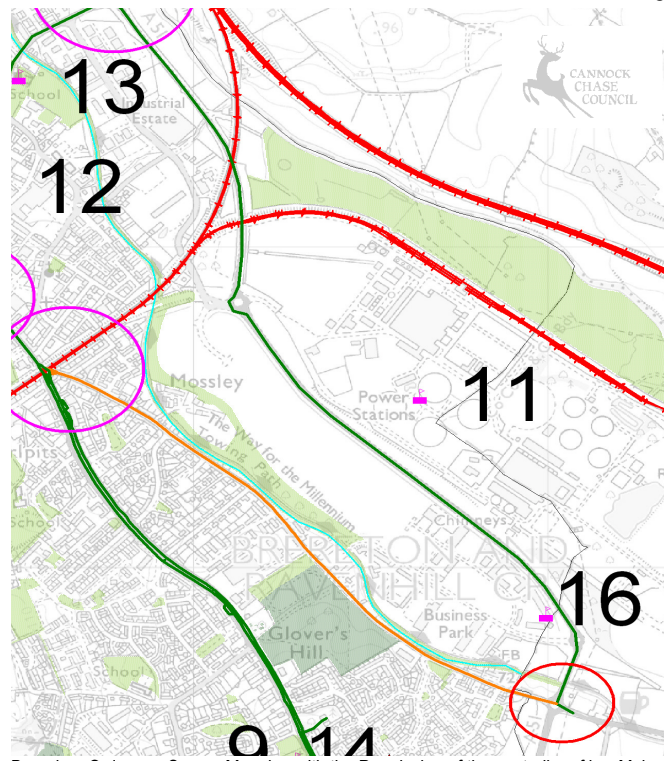
Key Local Design Principles or 'New development should':

- Retain commercial character of area with key economic potential for District.
- Continue to promote the high quality design and landscape principles of the Towers Business Park, especially along Bypass and Canal frontages, with predominance of good quality planting.
- Enhance frontages of older sites on Power Station Road and rear boundaries backing onto green/blue Canal corridor (and towpath) with planting/screening to create visual interest and enhance wildlife potential.
- Support retention of relatively tranquil character of adjoining rural landscape by continued buffering and management of the urban edge using appropriate species.
- Consider views of landmark cooling towers contributing to distinct identity.
- Enhance gateways using visual and environmental improvements to reinforce local identity.
- Contribute to public realm improvements along Canal towpath to enhance access for pedestrians, cyclists and wheelchair/pushchair users and to environmental enhancement of corridor, with lighting kept to a minimum to reduce urban impact on dark corridor.

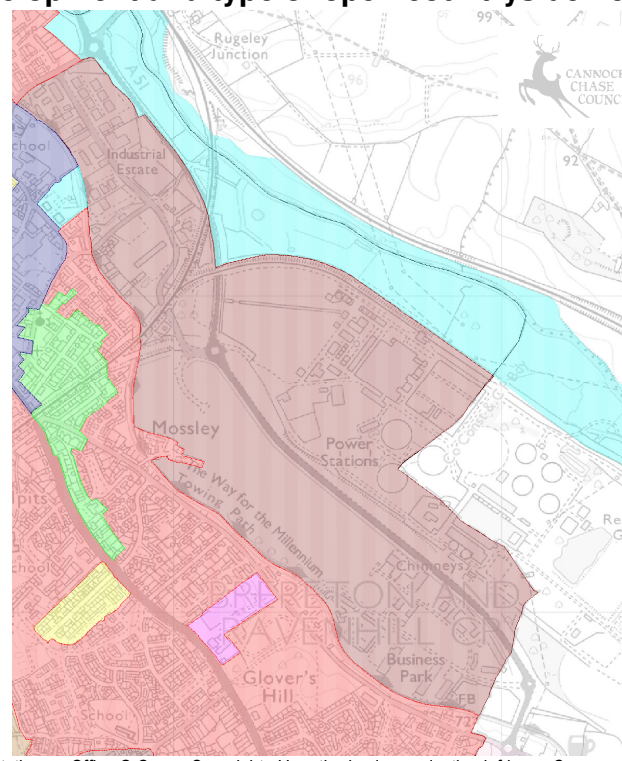
Further information:

- See character types descriptions for further information on the built character and detailing.
- Landscape Character Assessment (2008)- River Meadowlands
- Rugeley EUS (2009/10)- HUCA 15
- Cannock Chase Local List

Key Features Map



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



Landmark 11- Rugeley Power Station



Landmark 16- Towers Point

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