

Rugeley Town Centre and Historic Suburbs

Character Description: Rugeley town centre has origins dating back to the medieval period, with a market being established in the 13th century. It serves as the main shopping centre for the north of the District. Area includes the historic town centre and its historic suburban residential areas including Industrial/ Victorian and Interwar houses, together with some edge of town centre larger scale buildings.

Key features are:

- Historic medieval core street layout remains largely intact with market place and tightly built-up winding main street. Early surviving features date back to 16th /17th centuries e.g. the Listed timber framed Red Lion pub and cottages in Market Street /Horsefair.
- Parish church (St Augustine's, which replaced the Old Chancel) at northern extremity of town, close to where grammar school and tithe barn once stood. Horse fairs and sheep fairs once took place on wide streets around town centre. 19th century town expansion in conjunction with development of mining industry – housing, schools, churches, chapels, public houses and park – and a wealth of 19th century properties remain. Town centre and historic suburbs designated as Conservation Areas and there are many features of local interest.
- Further expansion of town in 20th century included new road layout encircling town centre and larger scale buildings.
- Mainly mixed small scale retail/commercial uses in centre, residential areas beyond with community theatre lead to wider modern suburbs.
- Variety of domestic and town centre architecture providing diverse townscape unified by mass, height, scale and materials. Diversity of high quality detailing adds to local distinctiveness. Larger plots in Talbot St and Church St retain rear coach houses. Mainly 2 and 3 storey properties in town centre, mainly 2 storey terraced and semi-detached houses elsewhere. Typical local materials are orange-red brick and grey/red-brown tiles or blue slate, with some light coloured render. Modern developments typically concrete and 'bulky' e.g. market hall. High-medium density overall.
- Mature tree planting punctuates scene in town centre squares and Anson Street. Elmore Park trees visible between and over buildings. Mature trees soften streetscene in older residential suburbs with garden frontages of brick /stone walls, railings and hedges retained.
- Good examples of appropriate modern infill are Library and Penny Bank flats, and recent shopfronts enhance town centre.
- Church towers/spires form landmark features in wider area, clock tower is key town centre landmark. Gateways along primary routes into town. Trent and Mersey Canal forms waterway link to countryside.

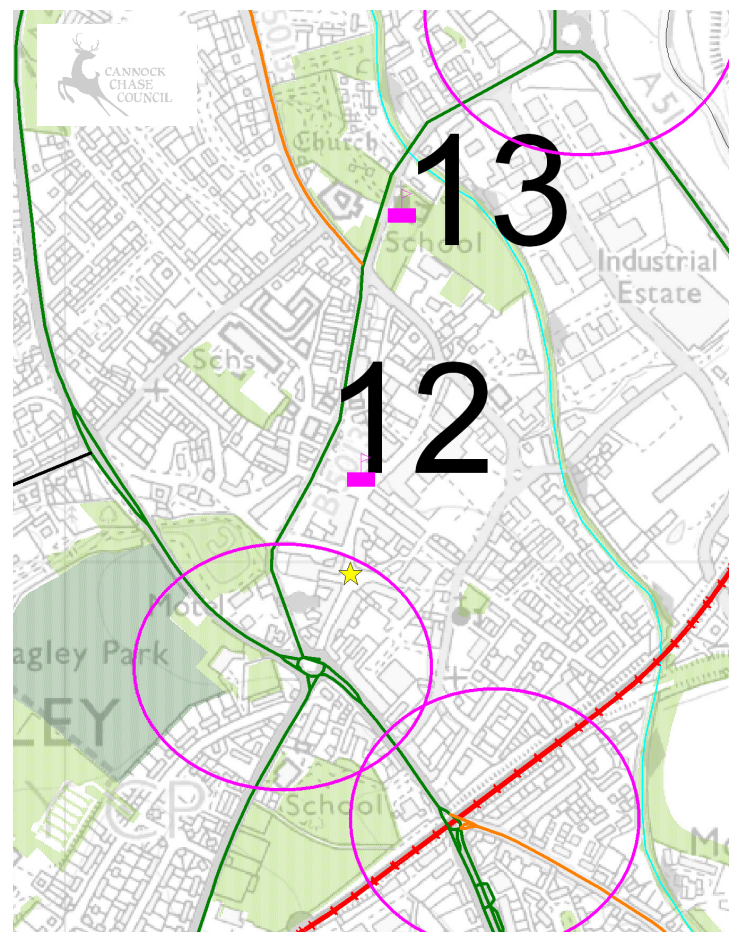
Key Local Design Principles or 'New development should':

- Safeguard historic street layout including links between key facilities/Canal and conserve locally distinctive features.
- Respect small scale built form (height, layout, and plot sizes/urban grain) and support local preference for non-intrusive traditional architecture, with good quality contemporary schemes where appropriate, mixing old with new.
- Preserve and enhance character and appearance of historic areas and settings e.g. promote screening of car parks around town centre edge.
- Promote tree planting and seating to enhance amenity of town centre open spaces with their spacious, level squares for pedestrians; protect suburban garden trees and hedging with appropriate new planting.
- Support high quality public realm design and materials and pursue opportunities to reduce clutter.
- Encourage high quality shopfront and signage design and materials appropriate to the particular building and support wide range of mixed uses, small independent shops (with their good service) and markets to increase town centre variety.
- Promote Canal references throughout area and information provision for residents/visitors.

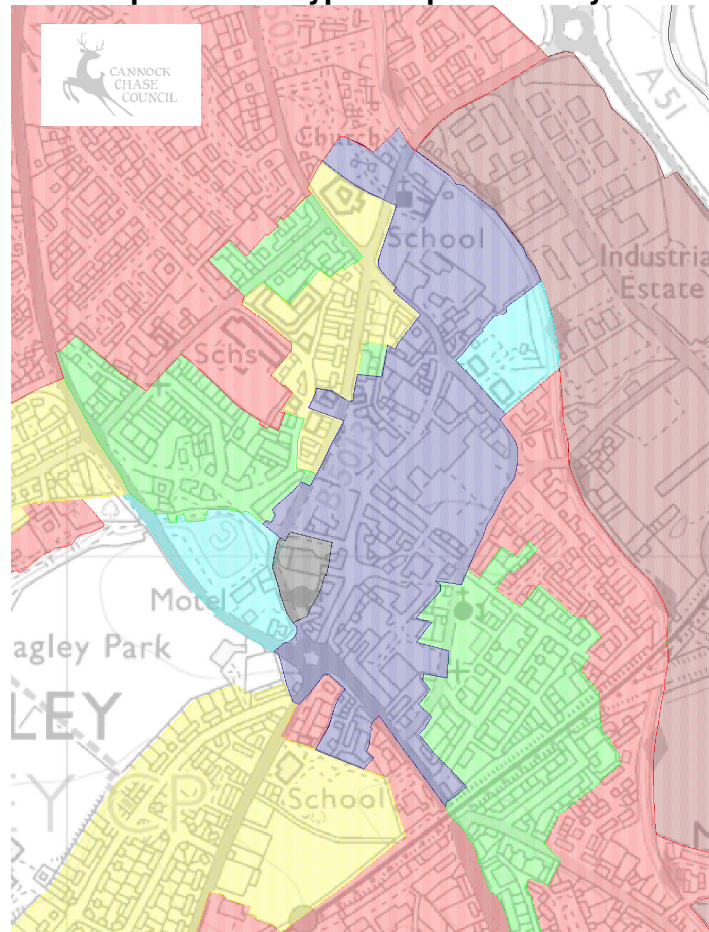
Further information:

- See character types descriptions for further information on the built character and detailing.
- Rugeley EUS (2009/10)- HUCAs 1-14
- Conservation Area Appraisals and Management Plans for Church Street, Talbot Street/Lichfield Street, Rugeley Town Centre (some forthcoming)
- Cannock Chase Local List

Key Features Map



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



Landmark 12- Tower Clock and former Market Hall



Landmark 13- St Augustine's



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