



**Church Street, Rugeley  
Conservation Area Management Plan  
Supplementary Planning Document  
Draft  
2018**



## Introduction

This area-specific Management Plan Supplementary Planning Document (SPD) follows from the Council's generic 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 Plan.

## Church Street Conservation Area

Church Street Conservation Area was designated in January 1992 and covers one of the older, mainly residential, areas around the town centre of Rugeley. Its boundary is shown on Plan 1. Rugeley stands between Lichfield and Stafford on the south bank of the River Trent on ground rising from the valley to the forest and heath of Cannock Chase. The Rising Brook flows down from the Chase through the centre of the town. During the 19<sup>th</sup> C Rugeley developed from a busy market town to a busy industrial one and it was at this time that new streets, such as Church Street, were built up.

The townscape of Church Street Conservation Area is defined by its linear street pattern focussed on Church Street, fronted by a variety of historic properties of both individual and group interest and including 4 Listed Buildings. Its relatively straight alignment, albeit based upon a historic thoroughfare, and regular width and building lines, are enclosed by buildings ranging from substantial two storey terraces to substantial three storey detached houses in larger plots with specimen tree planting and brick garden walls. Much of the Conservation Area appears to date from the 19<sup>th</sup> and early 20<sup>th</sup> C, and the main use is residential.

## Issues identified in the Church Street Conservation Area Appraisal (Draft Update)

An Appraisal for Church Street was adopted at Cabinet in 2006. A Draft Update has now been prepared and is being reported to Cabinet in conjunction with this Draft Management Plan to authorise public consultation on both. The Appraisal defines the special architectural and historic interest of the Conservation Area and identifies its negative features. These are illustrated on the Townscape Plans 3 and 4. 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. The Management Plan takes these recommendations forward through a Delivery Plan.

## Summary of Special Interest

- **Its long history** as a thoroughfare bounding the south side of Churchfield during the Middle Ages, with Taylors Lane leading towards the town centre.
- **Its historic development** of well build houses and buildings and groups of individual interest
- **Its townscape** harmonised by mass, scale, height and materials with visual interest created by design detailing and variety of frontage treatment
- **Its significant tree specimens** and groups punctuating 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 which is vulnerable to decay and modern replacement (e.g. timber sash windows, timber doors, historic brick and stone boundary walls, significant trees)
- 2. The treatment of new development** and new additions of existing buildings within and affecting the setting of the Conservation Area, including building lines, design materials, hard and soft landscaping, views of landmarks, uses and densities.
- 3. The future development of the Aelfgar site** adjacent to the centre of the Conservation Area which will have a significant visual impact on the character and appearance of the Conservation Area.
- 4. The potential for enhancement** of the Conservation Area into the future to ensure that it remains an attractive place.

## 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, building owners and the local community. This area-specific Management Plan seeks to stimulate debate on how the issues might be addressed.

### 1. Retention and enhancement of buildings, boundaries and characteristic features

**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 doors to traditional designs and details
- predominance of brick buildings
- blue state and small red and blue clay roof tiles
- pitched and gabled roofs facing the street
- decorative window heads and cills, cream and blue brick string courses
- decorative timber finials, bargeboards and doorcases
- decorative chimney stacks and clay pots
- brick boundary walls and brick piers with blue brick cappings, timber and wrought iron gates
- informative historic plaques on building walls
- 2 storey coach houses at the rear of several properties
- traditional etched glazing to windows at the (former) Prince of Wales public house

**The Council will discourage use where possible of artificial materials and non-traditional designs** which are bland and lacking in the rich textures and colours of natural materials; the painting and rendering of brick buildings; the obtrusive siting of unsympathetic modern additions; the opening up of front gardens and the wide use of dormer windows and roof lights on roof slopes. It is acknowledged that owners wish to adapt their historic properties to meet modern needs and expectations but with care this can be done with respect heritage.

For example, UPVC windows can be designed to reflect the design of traditional timber windows and set back within the reveal in a traditional way; front boundary walls can usually be at least partially retained and repaired to reflect the traditional frontage position and sense of containment whilst still accommodating some parking.

**Safeguarding characteristic features will require an acceptance by property owners of their intrinsic value and a commitment to invest in their property 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.

For example, care and maintenance of brick and stone garden walls using mortar to match (usually lime based) with careful pointing and reinstatement of capping materials where missing can extend the life of the wall many years into the future, enhancing the setting of the building and the entire street scene. Careful removal of vegetation growing

in wall crevices and ivy growth will reveal the attractiveness of the structure to view and avoid damage and loss of integrity from root growth. In urban areas each property has a part to play in the overall appearance of the area.

**The Council will consider the preparation of design guidance on specific issues and offer other advice** on request or via its website which can be sought prior to carrying out work.

For example, regular painting of traditional timber windows in an appropriate colour helps protect from the weather and provides for a superior result to UPVC replacements in maintaining the historic value of the property and streetscene.

**The Council will conduct a site survey of characteristic features** with a view to progressing an Article 4(2) Direction to manage future damaging changes to unlisted dwellings which would result in certain minor works requiring planning permission. Although a significant number of windows and some doors in Church Street have already been replaced with plastic alternatives and some chimney stacks have been lost there are many remaining details still to be protected. The survey will be used to monitor change over time.

**The Council will review the Conservation Area boundary from time to time** to ensure it is still workable and that it encompasses a definable cohesive area with a particular character. Often a boundary will include both road frontages however the central section of Church Street covering the Aelfgar site has been excluded to date due to the extent of modern infill development not characteristic of the older parts of the Area.

**The Council will pursue enforcement action** where unsympathetic alterations which threaten the character or appearance of the Conservation Area are carried out without the necessary planning permission to achieve a more sympathetic result.



## 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 frontage of buildings onto Church Street in a well landscaped setting, reflect existing variety and detailing including colour, texture and range of materials and maintain or enhance views through the Conservation Area.

**In view of the high potential for below ground archaeological deposits in the area as highlighted by the extensive urban survey, archaeological evaluation and/or mitigation may be required** to record and advance understanding of their significance in accordance to the National Planning Policy Framework (NPPF)

**The existing mix of uses in the Conservation Area will be maintained** with any compatible additional uses considered.

**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 Council will seek developer contributions in conjunction with planning permissions in accordance with the Council's SPD 'Developer Contributions and Housing Choices SPD 2015'** or via the Community Infrastructure Levy charging regime to fund public realm enhancement within the Conservation Area as appropriate.

## 3. Future development of the former Aelfgar School site

**The former Aelfgar School site is noted as an opportunity site for redevelopment within the adopted Rugeley Town Centre Area Action Plan 2014.** Broad principles are set out to guide potential development in Policy RTC4, to be read in conjunction Conservation Area Appraisal and Management Plan.

Redevelopment for residential use is envisaged with new access points and a well designed built frontage to Church Street and Taylors Lane, appropriate soft landscaping and an attractive view from Anson Street and the town centre.

**Taylors Lane is a historic route and should be preserved/enhanced** together with pedestrian linkages between Church Street and the town centre.

**Vehicular gateways to the development should be acknowledged** by high quality public realm and landscaping.

**Tree and Heritage Impact Assessments should inform the design and layout** of the development.

#### 4. Potential for future enhancements

**The Council will consider and encourage new tree planting** in appropriate locations to take over from existing specimens as they age.

**The Council will consider refurbishment of traffic calming measures in partnership with the County Highways Authority** – the bollards, build out and double yellow line and explore less obtrusive ways to regulate on street parking where necessary.

Should appropriate funding become available the option of offering financial contributions to **encourage repair of historic frontage walls** to enhance the Conservation Area could be beneficial, based on historic evidence for these features.

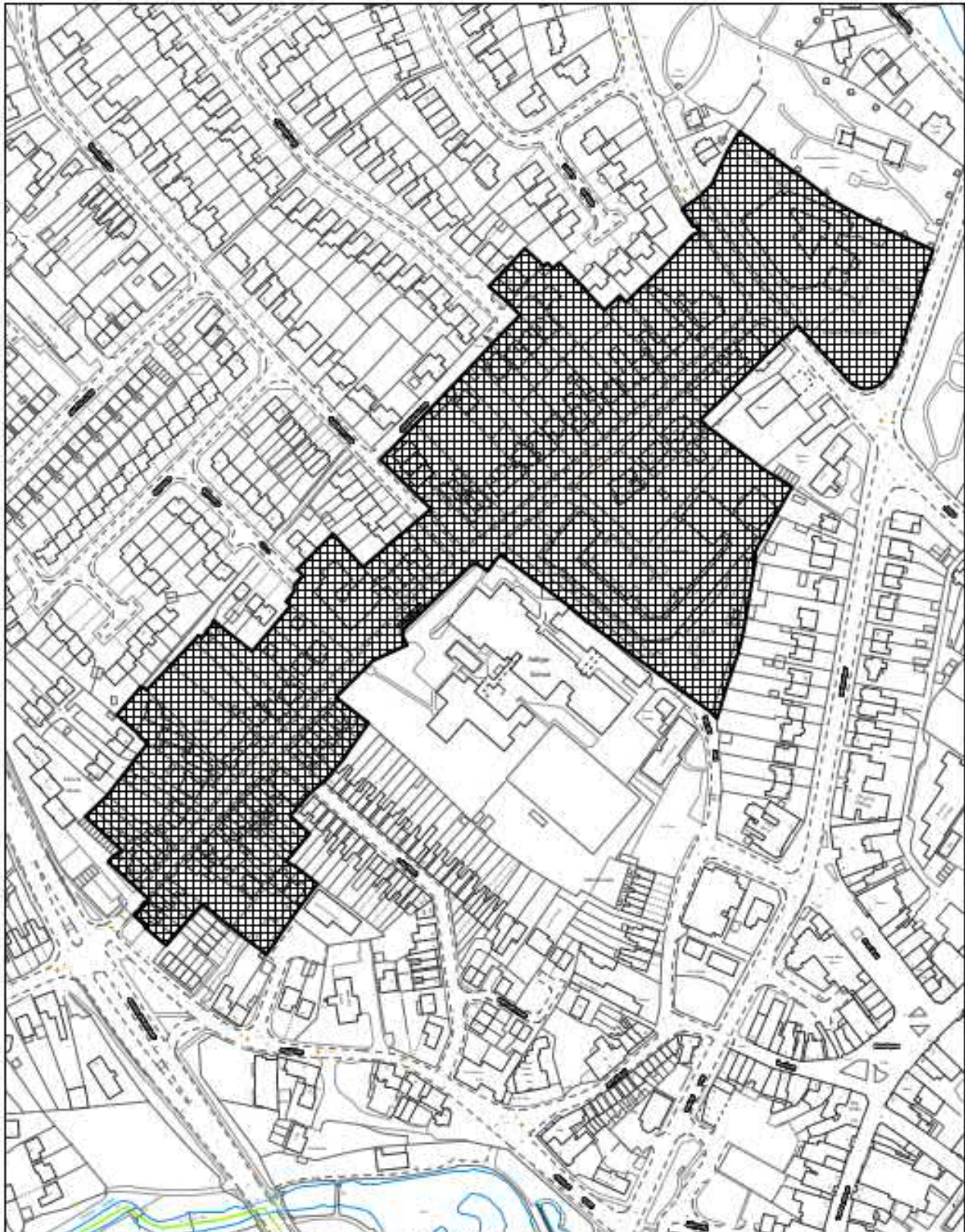
### Monitoring

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 standard. Monitoring could also be carried out within the community, under the guidance of the Council.



**Plan 1: Conservation Area Boundary**

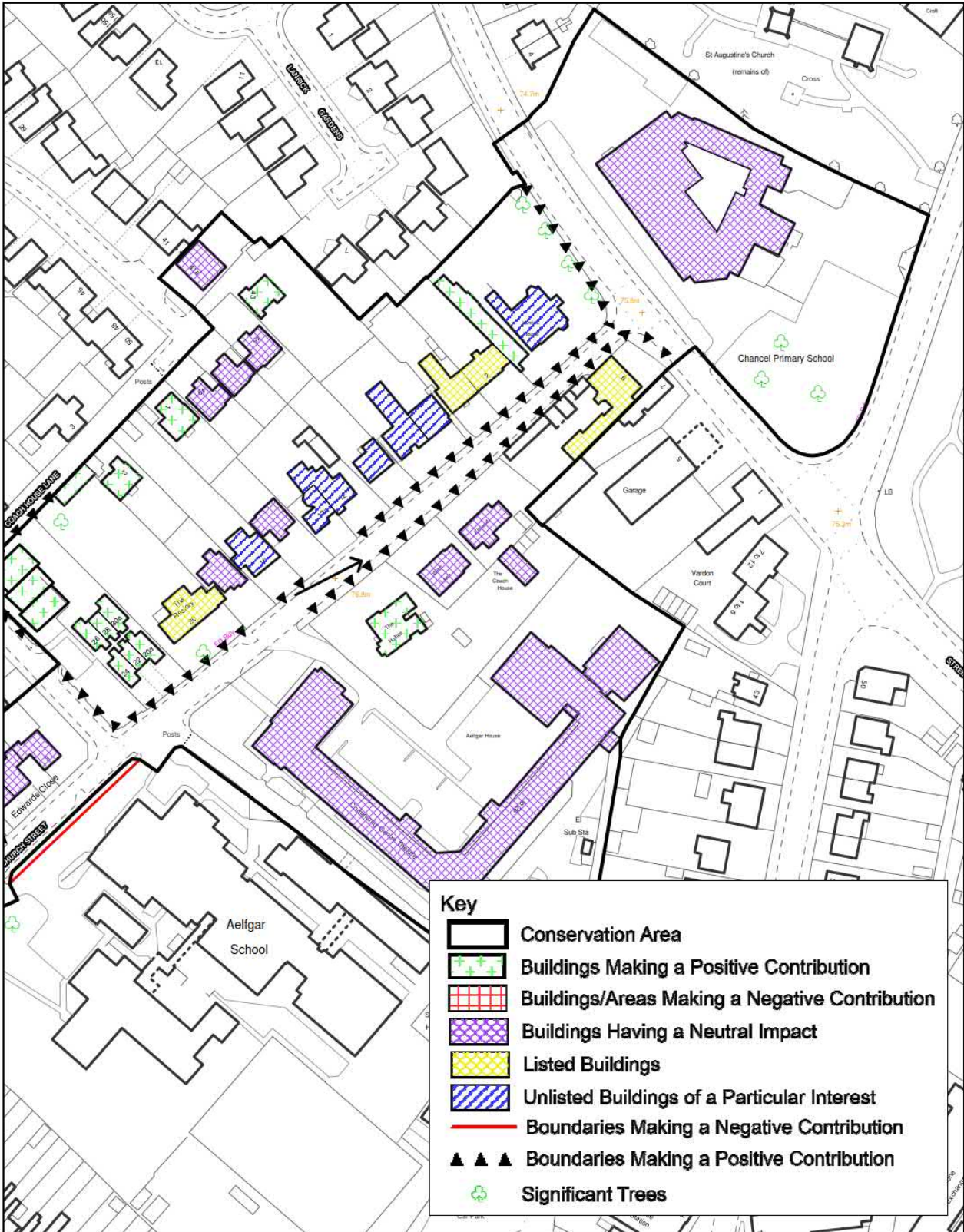


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Plan 2: Townscape Appraisal - North Section



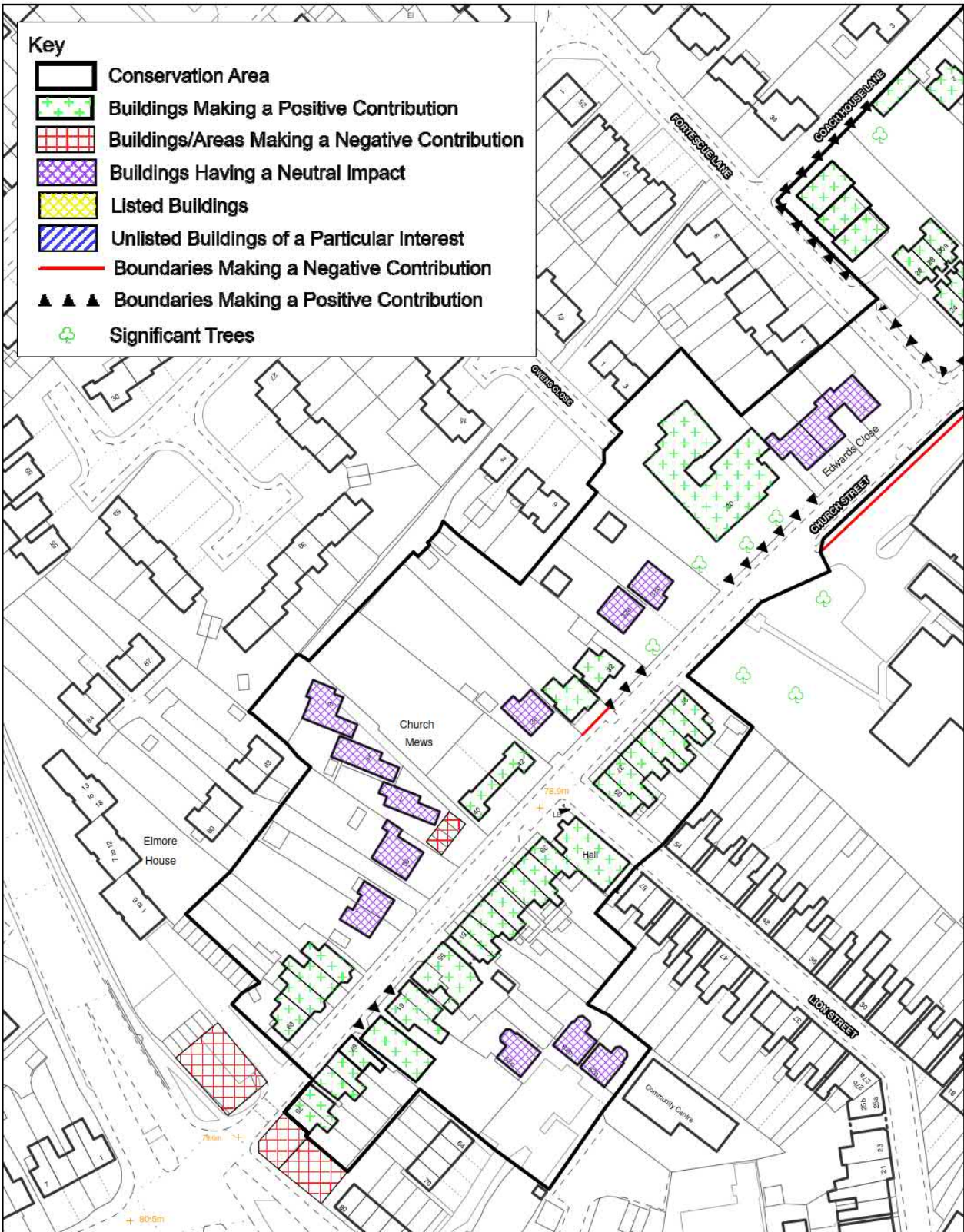
**Key**

- Conservation Area
- Buildings Making a Positive Contribution
- Buildings/Areas Making a Negative Contribution
- Buildings Having a Neutral Impact
- Listed Buildings
- Unlisted Buildings of a Particular Interest
- Boundaries Making a Negative Contribution
- Boundaries Making a Positive Contribution
- Significant Trees

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Plan 3: Townscape Appraisal - South Section



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