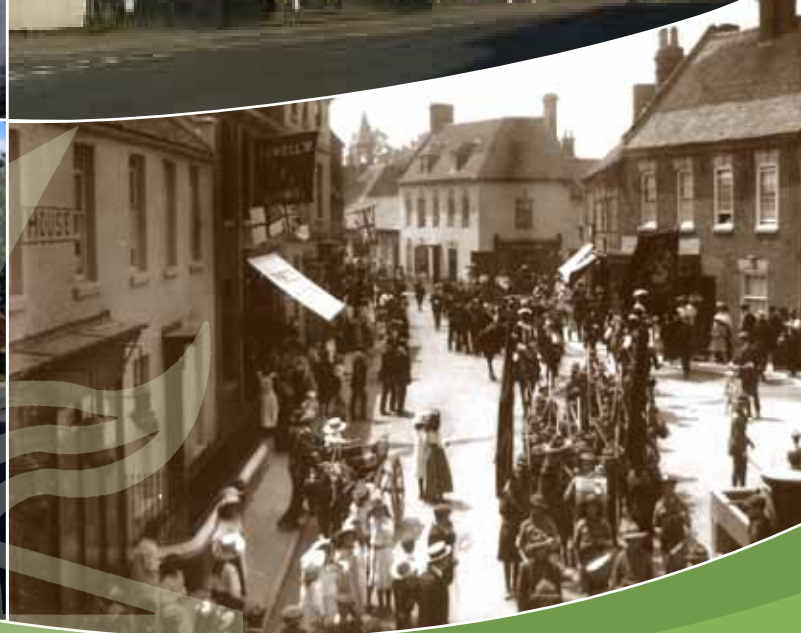


# Brewood

## Conservation Area Management Plan



South Staffordshire Council

Adopted 11 November 2010

## **Preface**

South Staffordshire is a special place. Located cheek-by-jowl with the urban areas of the West Midlands conurbation and subject to constant pressure for development it still retains a strong rural character. Landscapes within the District change from one part to another, reflecting differences in the underlying geology and the location of villages within the landscape change too.

Our villages are a source of local pride and many are designated as conservation areas. Within these areas there are noticeable differences in many buildings in terms of their materials, designs and details. These variations, known as local distinctiveness, give individual character to different parts of the District.

Our first conservation areas were designated 40 years ago. The District was amongst the first in the country to do this and now has 19 conservation areas covering 16 of its villages and the entire lengths of the three canals which traverse it.

Designating a conservation area is not an end in itself. Local authorities need to develop policies which identify clearly what features of the area should be preserved or enhanced and set out how this can be done. Character Appraisals provide a clear assessment and definition of an area's interest and Management Plans set out the action needed to protect it. Within this the most important policy is a presumption against the loss of elements which have been identified in the character appraisal as making a positive contribution to the special interest for which the area was designated.

We make this presumption here in South Staffordshire and, together with our District-wide Village Design Guide, this Management Plan and Character Appraisal will provide all those involved in the development process with a clear statement of what we regard as special in our conservation areas and how we intend to preserve and enhance this.

Publication of this Management Plan and Character Appraisal of the Brewood Conservation Area represents another important step forward for the Council in its commitment to the corporate aim: *'To be a Council which protects and enhances South Staffordshire's distinctive environment'*.

*"I commend it to you wholeheartedly".*

**Councillor David Billson – Deputy Leader, Strategic Services**



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# Brewood Conservation Area Management Plan

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# 1. Introduction

## 1.1 Format & derivation

1.1.1 This management plan document sets out a mid- to long-term strategy in the form of a series of recommendations and guidelines for the Brewood Conservation Area. It has been informed by an accompanying character appraisal document for the Conservation Area, which identified its special character and concluded by outlining some of the issues that it faces. This is presented in full as Appendix 1 to this management plan.

1.1.3 The plan is split into generic and specific actions. The generic ones are tied in with general management principles, which are to be applied across all of South Staffordshire's 19 conservation areas. A new character appraisal document is being prepared for each of these conservation areas in order to inform these guidelines. The specific actions section is also informed by the findings of the character appraisal, but these are tailored to the specific nature of each individual conservation area.

## 1.2 Purpose & legislative context

1.2.1 This management plan sets out guidelines by which the special character of Brewood Conservation Area can be preserved and enhanced. They will provide a basis for preparing new policies to achieve this.

1.2.2 The preparation of management plans for its conservation areas is one of the Council's statutory obligations under Section 71 of the Planning (Listed Buildings & Conservation Areas) Act 1990. This is discussed in more detail in Section 2.2 of the character appraisal (see Appendix 1).

1.2.3 In addition to the statutory requirement to produce these plans, the Audit Commission also monitors the management of historic assets by local authorities as part of the overarching Best Value scheme. Best Value performance indicator BVPI 219c was a measure of how many up-to-date (less than five years old) management plans local authorities have for their conservation areas.

1.2.4 This indicator is a driver for best practice in conservation area management and states: *'Public support for conservation areas as places that give identity to people and places is well-established. This indicator will monitor how local authorities are managing their development.'* Although this indicator has now been deleted, the Council considers that up-to-date management plans are an important planning tool and remains committed to producing them.

## 1.3 Local Plan & emerging LDF

1.3.1 Current planning policies for South Staffordshire, including those governing development and management of change in conservation areas, are laid out in the South Staffordshire Local Plan, adopted in December 1996. This is discussed in more detail in Section 2.3 of the character appraisal (see Appendix 1).

1.3.2 However, a new Local Development Framework (LDF) will replace the Local Plan eventually. This is part of the new planning system introduced by the Planning & Compulsory Purchase Act 2004.

1.3.3 This management plan and character appraisal (see Appendix 1) will sit as a Planning Document alongside the conservation policies within the new LDF and will complement its aims of preserving and enhancing South Staffordshire's conservation areas.

## 1.4 Sustainability

1.4.1 The Council will adopt the above Management Plan and Character Appraisal as a Supplementary Planning Document. Their preparation adheres to the principles of sustainability as it underpins the new planning system. The thorough survey of the conservation area, the subsequent identification and in-depth analysis of special character and the partnership with the local community in the preparation of the documents all contribute to reaching the targets set for sustainability.

## 1.5 Consultation

1.5.1 In line with the increased emphasis on community engagement in the LDF, as well as the existing policies of South Staffordshire Council, the plans contained in this document have undergone full public and stakeholder consultation before being adopted. Stakeholders have been consulted to inform the content of the documents and to contribute to the formation of the principles contained within them.

1.5.2 The findings of the Character Appraisal and proposals contained within the Management Plan were exhibited at The Parish Rooms, Brewood, on the afternoon of Monday 18th February 2008, at which 55 people attended. An open public meeting where the proposals contained within the Management Plan were described and discussed followed this.

1.5.3 A record was made of all pertinent comments and, wherever possible, these were accommodated within the final drafts of the Management Plan and Character Appraisal. Revised versions of both documents were made publicly available as downloadable pdfs on the Council's website and the final proposals featured as part of a day long exhibition held at the Council's offices on 7th October 2010.

1.5.4 South Staffordshire Council subscribes to the view expressed in the English Heritage document *Guidance on the management of conservation areas* (August 2005) regarding management plans that: '*involving the local community in their development is essential if the proposals are to succeed*'.

## 1.6 Monitoring

1.6.1 South Staffordshire Council will seek to review these documents every five years; taking into account Government policy and English Heritage guidance. The contents of this review are outlined in Section 4 of this document. The principles of monitoring are based around creating a 'virtuous circle' of monitoring, review and action.

## 2. Brewood Conservation Area – Generic Actions

### 2.1 Policy

2.1.1 It is the Council's duty to preserve and enhance its conservation areas and policies are included in the Local Plan (adopted December 1996) in order to fulfil this duty. Relevant policies for conservation areas are covered in Policies BE7, 9, 12 and 14-19. Other policies, including Green Belt and others are detailed in Section 2.3 of the character appraisal (see Appendix 1).

2.1.2 The fundamental principles of good management of conservation areas are to be found in these policies, which will be carried forward to the emerging LDF. They can be related to the following set of generic management plans for all of South Staffordshire's conservation areas, which have been informed by the appraisal documents (see 8.1 Issues):

2.1.3 Overarching aim: to maintain the urban character of village centres and the rural character on the periphery of conservation areas:

- Through the development control process (Policies BE7 & BE9);
- Controlling new shop fronts and signage (Policies BE14 to BE19);
- Addressing traffic issues (in co-operation with Staffordshire County Council);
- Control of boundaries (gates, fencing, walls) and building details through consideration of designating Article 4(2) Directions to control minor works;
- Improving the quality of the public realm through new schemes and funding;
- Encouraging owners of historic buildings to carry out required repair or improvement through education or possible grant schemes;
- Creating a full Local List of important historic buildings;
- Regularly (every five years) carrying out a new appraisal of each conservation Area, if necessary, and updating management plans: monitoring change (see Section 4);
- Regularly (every five years) assessing the need for boundary changes and new designations of Conservation Areas, and carrying out the changes should they be required.

- Regularly (every five years) carry out a survey to assess the condition of listed buildings.

### 2.2 Other guidance

2.2.1 South Staffordshire Council has adopted Supplementary Planning Guidance (SPG) on 'The Design of Shop fronts and signs in Conservation Areas'. This advises shop owners and guides planning decisions regarding changes to shop fronts. Its principles have been included within the District-wide Village Design Guide, which was adopted as a Supplementary Planning Document (SPD) on 15 September 2009 and sits within the emerging LDF.

2.2.2 English Heritage and other organisations can provide other guidance, such as specialist information regarding listed buildings, traditional construction methods and materials.

2.2.3 A *Brewood Village Design Statement* was prepared by the Brewood Village Design Statement Group and published in 2002. It describes the character of the village, highlights those qualities which are valued by its residents and which make it a special place to live and work. It sets out design objectives that residents and developers should meet when thinking about building, modifying or extending property there. It also considers gardens, hedges and trees, all of which help to maintain local character. South Staffordshire Council adopted the Brewood Village Design Statement as interim supplementary planning guidance in January 2006.

### 2.3 Development Control process

2.3.1 The system of considering planning applications for their suitability and conformity with national and local policies is long established and is based on more stringent criteria in conservation areas.

2.3.2 While there are additional policies concerning conservation areas and other parts of the historic environment, it is essential that these policies be applied consistently in the development control process.

2.3.3 Applications concerning land or properties within or close to a conservation area are referred to the Conservation Department of South Staffordshire Council. Within the usual period of time for consideration of an application, a conservation specialist will advise the planning officer assigned to the application whether the proposal would preserve or enhance the character of the conservation area. The specialist will, therefore, advise on whether the application should be supported or refused on conservation grounds.

2.3.4 As an important figure in this process, the conservation specialist will be trained in the field of historic building conservation and/or planning, either through formal qualifications, long-term experience in the field, or both. The Skills Base Best Value Performance Indicator BVPI 205 measures the suitability of persons for this and other specialist roles and South Staffordshire Council is committed to meeting these criteria for such specialist roles.

2.3.5 Consistency of approach to determining planning applications is at the centre of a fair system of controlling change, especially in conservation areas. Consistent decisions also lead to an improved public perception that the system is fair and, in turn, there is a greater public engagement with the process.

2.3.6 Design and development briefs should be promoted and encouraged as a matter of course on any substantial application in the conservation areas. Due to the significant lack of spare land available for development purposes, any new development is likely to have an impact on the appearance and character of the Conservation area. Therefore, there is a clear case for a coherent written argument in favour of the benefits of the proposal at the time of application. This will take the form of an access and design statement with a thorough development brief and typically include mock-up photographs and street scenes that give an impression of how the proposal would look.

2.3.6 **ACTION:** *The Council will consult a conservation specialist on all development proposals affecting the character of conservation areas.*

## 2.4 Enforcement strategy

2.4.1 In some cases the development control process is not fully adhered to and planning permission is not always sought or implemented correctly. In these cases it is important that enforcement action is swift and effective. This will reinforce the message that the development control process is fair and that it must be followed in all cases. Enforcement action does not usually result in legal action, but is resolved through effective communication between Council representatives and the relevant party.

## 2.5 Street management

2.5.1 The recent appraisal programme has noted that there is a certain amount of room for improvement in the public realm in most of the conservation areas in South Staffordshire. While responsibility for the highways and for some associated street furniture lies with the County Council, the maintenance of most of the public realm is the responsibility of South Staffordshire Council. (For a detailed analysis of the public realm in the Brewood Conservation Area see Section 5.4 in Appendix 1).

2.5.2 One of the common themes throughout the conservation areas is a lack of continuity in the design and fabric of the public realm. While there is a presumption in favour of traditional materials in conservation areas, it is recognised that it is not always practical or financially viable to use traditional materials in large-scale projects.

2.5.3 However, it should always be required that consideration is given to the effect that any new introductions to the public realm will have on the character of a conservation area and reasonable efforts be made to preserve that character with minor modifications to design. For example, traditional colours such as letterbox red should be preferred to more modern shades. Also, consideration should be given to the scale of new features, particularly street lights, and 'conservation' alternatives should be requested and considered when embarking on any large scale scheme of public realm replacement.



2.5.4 It is important that the conservation section is consulted early on regarding any proposals to affect material changes to conservation areas. It is often the case that they can bring previous experience to the process, as well as a through understanding of the needs of an area.

2.5.5 **ACTION:** *The Council will consult a conservation specialist on all street management schemes affecting the character of conservation areas.*

## 2.6 Promotion & awareness

2.6.1 While it is often the conservation section that deals first hand with planning applications and other schemes in conservation areas, almost every department in the Council will deal with matters affecting them in some way. It is the responsibility of every employee to give regard to the special character of conservation areas and promote awareness of them to residents. An active Historic Environment Champion (see below) can be an effective way of encouraging understanding across Council departments.

## 2.7 Historic Environment Champions/Parish Councils

2.7.1 The Historic Environment Champion is a senior member of the Council, usually an elected member, who is nominated to promote historic environment issues at the highest level of the organisation. The Champion can, therefore, play an important role in raising the profile of conservation in general and ensuring that key strategic decisions are taken with a full consideration of their potential effect on the historic environment. This role will be optimised if the champion has a through knowledge of the state of South Staffordshire's historic environment and regular liaison with the conservation section.

2.7.2 Parish Councils and other local bodies are also essential contributors to the process and are consulted for their opinion of planning applications in their localities. The wealth of knowledge contained within Parish Councils and Civic Societies is a valuable resource when

identifying local character and strong ties with the conservation section are encouraged.

## 2.8 Education/community involvement

2.8.1 An active engagement with the local community should be sustained after the consultation over the appraisal and management proposal documents. The documents should be promoted in the community as useful aides in identifying and retaining what is important in their area. This, in turn, should promote a sense of ownership that will foster an improved level of understanding of the importance of preserving and enhancing special character.

2.8.2 **ACTION:** *The Council will seek stronger ties with local bodies and interest groups and promote the continued involvement of the local community in managing and enhancing the character of its conservation areas, e.g. Brewood Civic Society.*

## 2.9 Production of further guidance/leaflets

2.9.1 A new shop front design and signage guide would help to improve the main shopping area's appearance and enshrine guidance within the emerging LDF. The principles included in the existing guide have been carried forward into the new District-wide Village Design Guide SPD, adopted on 15 September 2009 and sitting within the LDF.

2.9.2 **ACTION:** *The Council will consider preparing and issuing additional design guidance and leaflets as and when appropriate. This may be in response to the continued review of conservation areas in South Staffordshire or other indicators.*

### 3. Brewood Conservation Area – Specific Actions

In addition to the general proposals, which are to preserve and enhance the conservation areas and to maintain a good knowledge base of them through monitoring and appraisal (as outlined in Section 2), the following actions relate specifically to Brewood Conservation Area

#### 3.1 Conservation Area boundary review

3.1.1 After the completion of a thorough survey of the Brewood Conservation Area, a character appraisal was written (see Appendix 1). This concluded that a number of boundary revisions would improve the extent to which the designation accurately reflects the special character of Brewood.

3.1.2 **ACTION:** *The following additions are proposed to the existing Brewood Conservation Area boundary:*

- Shaftbury Cottage;
- Nos. 8-20 Shop Lane;
- Gardens of Nos. 7 & 9 Sandy Lane

3.1.3 **ACTION:** *The following deletions are proposed to the existing Brewood Conservation Area boundary:*

- Nos. 1-9 Kiddemore Green Road;
- Westhall Close;
- Oak Apple House and Nos. 2-8 Deansfield Road; but not garden behind Nos. 30 & 32 Stafford Street;
- Nos. 16 & 18 Oakleys;
- Land south of Chillington Brook to Tinker's Lane;
- Land between Shaftbury Cottage and St Mary's Primary School;
- Tidy corner of field east of School Bridge.

3.1.4 The recommendation to remove these sites from the conservation area is based on conclusions of a survey, which can be found in Section 7 of the character appraisal (see Appendix 1). Some of these sites are noted as negative features in their particular character area, while others do not have any specific architectural or historic special interest. Other negative sites, as shown on the Townscape Appraisal Map in the character appraisal document (see pp. 26-

27), are not recommended for exclusion from the conservation area. This is either due to their location well within the boundary or their role within the setting of the conservation area.

#### 3.1.5 **Buffer Zones**

The identification of a number of 'Buffer Zones' would recognise the impact that development there could have on the Conservation Area:

- Water meadows south of Dirty Lane;
- Chillington Brook and its water meadows;
- Fields northwest of the Catholic Church and St Mary's Primary RC School;
- The site and grounds of St Dominic's School
- Land south of Kiddemore Green Road and west of the canal

3.1.6 It was also recommended that consideration be given to transferring the canalside area to the Shropshire Union Canal Conservation Area.

3.1.7 All these changes and new designations are shown on the Townscape Appraisal Map, which is included in the Character Appraisal document (see pp. 26-27)

3.1.8 **ACTION:** *The Council will designate a new revised boundary and recognise the importance of the affect of buffer zone land on the character of the Conservation Area.*

3.1.9 **ACTION:** *The Council will continue reviewing the District's conservation areas, including the three encompassing the canals, in order to ensure that each area is included within the most suitable conservation area boundary.*

#### 3.2 Positive buildings & demolition in Conservation Areas

3.2.1 Conservation Area Consent is required for the full or substantial demolition of buildings within the conservation area. In accordance with Government guidance in PPS5 there will be a presumption in favour of retaining buildings that make a positive contribution to the character or appearance of the conservation area.

3.2.2 Buildings that make such a contribution but have not been included in the national statutory list of building of architectural or historic interest have been identified and are shown on the map as Positive Buildings (see Section 6.4 in Appendix 1)

3.2.3 These buildings are considered to be of local importance and contribute positively to the character of the conservation area. The demolition of such buildings will erode and dilute the existing character of the Conservation Area and adversely affect its appearance. Additionally, because these buildings are an important part of the character of the conservation area, special attention needs to be paid to applications to alter and extend these properties.

3.2.4 **ACTION:** *The Council will resist applications to demolish all or a substantial part of any building identified as a 'Positive Building'. Additionally, alterations and extensions to these buildings will have to be particularly sensitively designed and take into account their historic and architectural interest.*

3.2.5 **ACTION:** *Every effort will be made to retain all existing traditional architectural features of these buildings the removal or loss of which will need to be fully justified within the context of any adverse impacts that this loss will have on the character and appearance of the Conservation Area. Alterations will need to incorporate matching designs and materials appropriate to the age and character of the building.*

### 3.3 Neutral & negative buildings in their present form

3.3.1 Neutral buildings are older buildings that have been altered, or modern buildings the design of which is considered to be reasonably in keeping with the surrounding area (see Section 6.6 in Appendix 1).

3.3.2 Negative buildings are buildings, which, in their present form, conflict with the traditional character of the Conservation Area as identified in the character appraisal document for it. Whilst these buildings do not contribute as much to the

area character as positive buildings they can be renovated sympathetically incorporating designs and materials appropriate to the conservation area (see Section 6.5 in Appendix 1).

3.3.3 **ACTION:** *Alterations to neutral buildings and negative buildings shall incorporate traditional materials and designs that are associated with the key buildings in the conservation area (listed buildings and positive buildings). Demolition of these buildings would only be considered if they were to be replaced with a quality building that has been specifically designed to preserve and enhance the character of the conservation area.*

### 3.4 Site & building enhancements

3.4.1 While there are a good number of positive buildings in Brewood, both listed and unlisted (see Section 6.4 in Appendix 1), this is offset by some inappropriate new development, including back land development that has been introduced into the Brewood Conservation Area (see Section 6.5 in Appendix 1). However, through the use of the planning system, South Staffordshire Council has largely succeeded in keeping Brewood's historic character intact on the main thoroughfares of Market Place and Bargate Street; despite the introduction of modern shop fronts and signage.

3.4.2 Late 20th century development has mainly been inserted in the lanes and fields that lie behind the main streets. They are mostly single or two storey residential houses, although there are also some modern community buildings such as schools and a library:

- St Chad's Close;
- Newport Croft;
- The Orchard;
- Hyde Mill Croft;
- Westhall Close;
- Shop Lane (south side);
- Newport Street;
- St Mary & St Chad C of E Primary School;
- Brewood Library.
- The gated development on High Green
- The Orchard, Dean Street
- The Pavement, (old Police House site)
- The Spar Supermarket and Nos. 17, 19 & 21 Stafford Street

3.4.3 Although these buildings do not have a negative impact on the Conservation Area, Brewood has other modern buildings that more successfully blend in with, and even enhance, the character of the conservation area:

- No. 5 Newport Street;
- The Chimneys, School Road;
- No. 10 Stafford Street

3.4.4 Houses that are built according to individual designs and using traditional materials should be encouraged in the interests of enhancing the character of the conservation area. Detailed information on this can be found within the Brewood Village Design Statement.

3.4.5 **ACTION:** *The Council will seek to ensure that further developments in the Brewood Conservation Area respect its historic character. Schemes that are not of a design or scale that is sympathetic to the character of Brewood Conservation Area will be resisted, where appropriate.*

3.4.6 **ACTION:** *The Council will encourage the redevelopment of sites or buildings which make a negative contribution, to ensure that the character or appearance of the conservation area is enhanced.*

3.4.7 **ACTION:** *The Council will continue to encourage good design and the use of traditional materials through such schemes as the South Staffordshire Council Conservation and Design Awards.*

### **3.5 New development in the Conservation Area**

3.5.1 Policies for new development in conservation areas in the whole of South Staffordshire will be included in the emerging LDF.

3.5.2 The conservation area traditionally has a low density and the space between buildings is an important part of the area's historical character. This has, in the past, provided opportunities for development, which has not always reinforced that character. The negative effects of 20th century developments have

often been mitigated by the screening effect of walls, hedges and trees. However in future, when development opportunities do arise, the following criteria will apply to the new scheme:

#### **Siting**

3.5.3 Historically, buildings in Brewood have been built towards the front of the plots on through routes. This gives a network of streets with a distinct building line set back slightly behind small front gardens. The houses were widely spaced allowing generous views of trees and farmland.

3.5.4 These simple rules have been observed less in the 20th century, when houses have generally been built in the centre of their plots and on culs-de-sac. This has undermined the established character and lead to buildings intruding on significant views within the village and from outside the conservation area.

3.5.5 **ACTION:** *New housing will be sited to conform to traditional building lines and street patterns.*

#### **Design**

3.5.6 The principal aim of new development should be to assimilate into its surroundings rather than making a complete contrast. This is because the attractiveness of the village relies on the visual cohesiveness of the streetscape. It does not mean that new buildings have to be replicas of old ones, but rather that their forms should be determined by traditional building depths, spans and roof pitches. In this way, continuity can be maintained as history evolves.

3.5.7 A major problem with modern build, particularly bungalows and more recent very large houses, is the considerable depth of the built form. Whilst the use of details borrowed from the established estate cottage style on recent two storey dwellings is welcomed, the large roof-spans of these properties tend to produce uncharacteristic proportions of expansive roofs on relatively small buildings.

3.5.8 Further details of fenestration, eaves, verges or chimneystacks can also be borrowed from local examples to good advantage, for instance eaves detailing with exposed rafter feet rather than modern fascias and soffits.

3.5.9 Uncharacteristic detailing should be resisted, but the addition of chimneystacks in some locations may be required, to ensure compatibility with adjoining properties.

3.5.10 **ACTION:** *The form of all new development should reflect the dimensions and rhythms of neighbouring property that is characteristic of the conservation area as identified in this document and the conservation area appraisal document (see Appendix 1).*

### **Materials**

3.5.11 Brewood's traditional character relies strongly on a restricted palette of materials, which is detailed in the Village Design Statement.

3.5.12 Window and door joinery is timber, sometimes with iron casements. Departure from this norm, particularly the use of harsh bricks, renders and imitation materials, is a primary cause of discordance in the conservation area.

3.5.13 Modern, machine-made flat clay tiles will rarely be acceptable; neither will concrete tiles, artificial slate or plastic doors and windows. Windows should be traditionally detailed with vertically or horizontally sliding sashes, or casements fitted flush with their frames. Top-hung false 'sashes' are not suitable. Front doors should be made from timber, planked or with recessed moulded panels. All timber should be painted not stained.

3.5.14 **ACTION:** *A limited range of traditional materials and details should be specified for new development in Brewood in accordance with the Village Design Statement.*

## **3.6 Setting, views, gateways & buffer zones**

3.6.1 The setting of the conservation area is very important. It has been established that

development that affects views into and out of a conservation area can affect its special architectural or historic interest. Development that impacts in a detrimental way upon the immediate setting and longer views into and from the conservation area can detract from its special character. The plans therefore include identification of areas of land around the conservation area as buffer zones (see Section 9 in Appendix 1).

3.6.2 Development in these zones can have an effect on the special interest of the conservation area and as such development proposals here should be assessed against the impact that they will have on the character of the conservation area. Important views are identified on the Townscape Appraisal Map (see pp. 26-27)

3.6.3 **ACTION:** *The Council will seek to ensure that development within the buffer zones preserves or enhances the special interest of the conservation area and causes no harm to that special interest.*

3.6.4 **ACTION:** *The Council will also seek to ensure that these views remain protected from inappropriate forms of development and that due regard is paid to them in the formulation of public realm works or enhancement schemes.*

3.6.5 **ACTION:** *The Council will require new development in and around Brewood village to respect its character in terms of density and scale.*

## **3.7 Shop fronts**

3.7.1 The Brewood Conservation Area contains a number of shops, many with historic shop fronts (see Section 6.8 in Appendix 1). In some cases, poorly designed shop fronts with little regard for the host building and the street scene spoil the historic character and appearance of a building or street. The better quality shop fronts in the Market Place should serve as exemplars.

3.7.2 With regard to a proposal for 'living over the shop', where a shared access exists, its removal will be resisted. If required, a new or additional access will be sought by negotiation.

3.7.3 Occasionally, a simple modern shop front may be more appropriate than a reproduction 19th century design. However, these should still follow the basic principles governing the historic relationship between the fascia, glazing, pilasters and stall riser, as well as the use of colour, materials, and signage.

3.7.4 **ACTION:** *When considering the replacement of a shop front, owners should follow the advice contained in the District Council's adopted Supplementary Planning Guidance entitled 'The Design of Shop fronts and signs in Conservation Areas.'*

3.7.5 **ACTION:** *The principles included in the Council's adopted SPG entitled 'The Design of Shop fronts and signs in Conservation Areas' has been carried forward into the new District-wide Village Design Guide (adopted 15 September 2009), which sits as an SPD within the new LDF.*

3.7.6 **ACTION:** *When considering planning applications for new shop fronts, the Council will be mindful of Policy BE15 in the Local Plan (and any subsequent relevant policy in the emerging LDF).*

### 3.8 Advertisement control

3.8.1 PPG 15 recognises that all outdoor advertisements affect the appearance of the building or neighbourhood where they are displayed. The visual appearance of the Brewood Conservation Area suffers from some garish advertisements including banners and A-boards, which may not be authorized.

**ACTION:** *The Council will ensure that all proposed advertisements accord with policies BE14 to 19 of the Local Plan and the subsequent relevant policies that will be adopted in the emerging LDF.*

### 3.9 Amenity space

3.9.1 Brewood does not benefit from any large areas of public open space within the conservation area, although the canal towpath does provide good public walking space.

Amenity space is limited to small corner sites or recessed areas with bench seats. These spaces are often at key sites that have a great impact on the appearance of the area and should be well maintained and kept free of graffiti as much as possible.

3.9.2 **ACTION:** *The Council will continue to work with other agencies such as the Brewood Parish Council and Staffordshire County Council to ensure that the small open spaces that are available are well maintained and enhanced, as appropriate.*

### 3.10 Traffic signs & streetlights

3.10.1 Signs and notices often spoil the visual attractiveness of the place. While traffic signs are obviously necessary, many are ill sited and there may be an over provision. Also, the character appraisal has identified the lack of a cohesive style of street lamp in the conservation area. In conservation terms it would be ideal if a traditional height and style lamp were introduced across the area.

3.10.2 **ACTION:** *The Council will seek to compile an audit of all road signage and street furniture in the conservation area with a view to bringing about a simplified and better-coordinated approach in line with the principles set out in English Heritage's latest 'Streets For All' publication.*

### 3.11 Quality of pavement surface

3.11.1 Paving and surface materials throughout the area are generally modern, uncoordinated and poor quality. Access along the pavements is also often awkward due to their narrowness and some roads only have pavement on one side of the highway. However, some parts of the Conservation Area, such as the Market Place, Church Road and Dean Street, have had refurbished pavements and kerbs and, although these works have not been carried out using traditional materials, they are neat and blend in with the buildings. In most other cases they fail to enhance or reinforce the historic identity of the Conservation Area.

**3.11.2 ACTION:** *The council will seek to review design and materials of paving/streetscape throughout the area with a view to publication of a streetscape manual setting out principles for public space design. In particular, existing areas of historic external paving shall be retained where possible and proposed new areas of paving shall be appropriate to the historic environment in which they are set.*

### 3.12 Trees & landscape

3.12.1 All trees are protected within conservation areas by the requirement for landowners to notify the Council of their intention to lop or trim them. Tree Preservation Orders provide an additional protection for significant trees and groups of trees, where any proposed action requires consent from the local planning authority.

3.12.2 Within the Brewood Conservation Area, important trees and green spaces are indicated on the Townscape Appraisal Map; it is expected that any development would respect their roles within the conservation area, and ensure that they would continue to preserve and enhance the special character of the conservation area.

3.12.3 In particular, the trees along the canal, in the buffer zones to the south and east, and in the churchyards contribute to the special character of the conservation area and must be managed sensitively.

**3.12.4 ACTION:** *The Council will seek to prepare a Tree Management Programme, identifying all mature trees within the conservation area (privately as well as publicly owned) and ensuring that priorities are agreed and funding set aside for the costs involved in remedial works or replacement.*

### 3.13 Statutory & 'Local' list

3.13.1 While many of Brewood's historic building are included on the statutory list, some others do not fit the strict criteria for listing but are important in the local area. South Staffordshire Council is compiling a list of buildings of special local interest – otherwise known as a 'local list'.

More information on this can be found in Section 6.3 of Appendix 1.

**3.13.2 ACTION:** *The Council will compile a list of registrable structures of special local architectural or historic interest (i.e. a 'local list') and develop policies promoting their retention and improvement.*

### 3.14 Highways/traffic/pedestrians

3.14.1 The Council has no direct control over highways, which is under the remit of Staffordshire County Council.

3.14.2 However, the public footpaths and the canal towpath are owned and maintained by other organisations and individuals and the Council works with them to ensure that the special character and function is maintained.

3.14.3 Motor traffic can cause problems for pedestrians in Brewood, particularly around the Market Place. This is not only due to the narrowness of the pavements but also the historic layout of the roads and some poor sightlines.

3.14.4 In order to preserve or enhance the character of the Conservation Area the Council will from time to time review existing traffic management schemes. All new road signage should reflect the sensitive historic location and should be sited and designed appropriately.

**3.14.5 ACTION:** *The Council will work in partnership with the County Council over new schemes that will improve the control of traffic flow and pedestrian access across the different shopping streets of Brewood. It will seek to ensure that new and existing road signage will preserve the special character of Brewood Conservation Area.*

**3.14.6 ACTION:** *The Council will also work with landowners to ensure that public rights of way are maintained and enhanced.*

### **3.15 Grants – assessment of existing and potential for new schemes**

3.15.1 There are currently no local or national grants available to promote new schemes in Brewood.

3.15.2 **ACTION:** *The Council will consider starting new schemes and working with other local and national bodies to create new schemes that could preserve or enhance the character of Brewood Conservation Area.*

### **3.16 Buildings at Risk/Urgent Works Notices**

3.16.1 South Staffordshire Council has completed a survey of listed buildings and will publish a report on their condition. None of the sites included on English Heritage’s HERITAGE AT RISK REGISTER for South Staffordshire lie within the Conservation Area, although one is close by in Chillington Park.

3.16.2 Generally it appears that all of the listed buildings in the conservation area are in good condition, and it seems unlikely that there would be any need for Urgent Work Notices to be served in the short or medium term.

3.16.3 **ACTION:** *The Council will publish a Buildings-at-Risk Register for all listed buildings in the district and will develop policies to address the issues identified in the register.*

### **3.17 Article 4 Directions**

3.17.1 The Council is able, through the imposition of an Article 4 Direction, to make restrictions on the permitted development rights of owners of unlisted single-family dwelling houses in the conservation area. Article 4 Directions are generally designated in order to protect particular building details such as windows, doors and chimneystacks in the interests of preserving the special character of a conservation area.

3.17.2 An Article 4 Direction is therefore useful in strengthening controls over the unsympathetic alteration of unlisted buildings, which would cumulatively have an adverse affect on the

character of the conservation area. It is worth noting that strict controls already exist over listed buildings and unlisted buildings in a variety of other uses (such as flats or shops) where Listed Building Consent or Planning Permission is already required for a variety of minor alterations.

3.17.3 The evidence of the character appraisal makes a good case for the consideration of designating an Article 4 Direction in Brewood, because there are a number of good quality unlisted buildings, often clustered around the listed buildings themselves. There are many remaining building details still to be protected on the dwelling houses in Brewood, such as windows, doors and distinctive iron railings.

3.17.4 **ACTION:** *The Council will consider designating an Article 4 Direction in order to protect the building details of unlisted dwelling houses in Brewood.*



## 4. Monitoring

4.1 As recommended by English Heritage, this document should be reviewed every five years from the date of its formal adoption. It will need to be assessed in the light of the emerging LDF and government policy generally. A review should include the following:

- A survey of the conservation area including a full photographic survey to aid possible enforcement action;
- An assessment of whether the various recommendations detailed in this document have been acted upon, and how successful this has been;
- The identification of any new issues which need to be addressed, requiring further actions or enhancements;
- The production of a short report detailing the findings of the survey and any necessary action;
- Publication of an updated edition of management plan.

4.2 On an annual basis the Council will monitor the status of its conservation area management plans with regard to their need to be reviewed.

4.3 It is possible that the local community, under the guidance of a heritage consultant or the Council, could carry out this review. This would enable the local community to become more involved with the process and would raise public consciousness of the issues, including the problems associated with enforcement.

4.4 This will monitor changes that have occurred through the processes of development and individual changes of use. The purpose is to re-evaluate the conservation area's special character; to reach decisions about whether it still warrants designation, and to check that boundaries demarcate changes in character in sufficient clarity.

4.5 It is intended that a photographic record be made of each area at the time of the publication of the appraisal or the time of its reissue following a review, so that changes are monitored.

# Appendix 1

## Brewood Conservation Area Appraisal

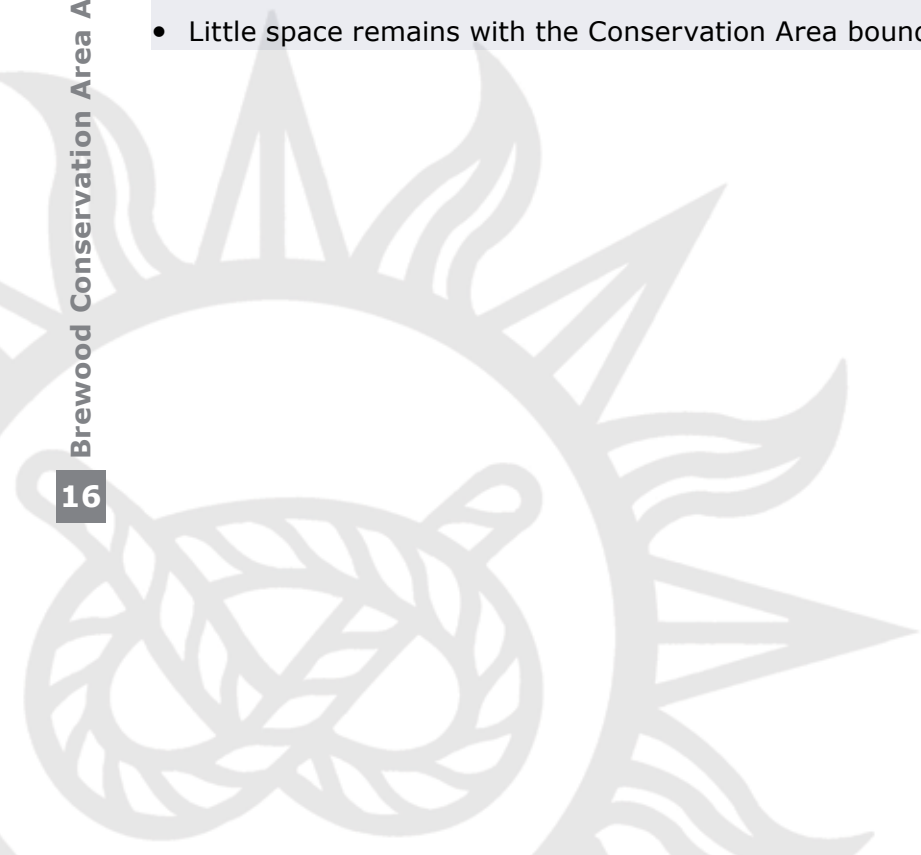
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# 1. Summary

## 1.1 It is the conclusion of this Character Appraisal of the Brewood Conservation Area that its key characteristics are:

- A large rural settlement spread around a central Market Place and the Shropshire Union Canal, with a mixture of urban and rural character;
- Hilly and winding roads which reinforce the rural character;
- A topography resulting in far reaching views in and out of the area, and of the church spire;
- A rich stock of historic buildings, with around 57 listed examples in the Conservation Area, many of which are timber framed and date to the 15th/16th centuries;
- Fine larger houses on the southern and eastern edges, many from the 18th and 19th centuries;
- A strong use of the colour red in the buildings, which gives a rich rusty look to them; sandstone walls and red brick elevations;
- A marked distinction between the canal and the village: the canal runs below the village and is not visible from it, although villagers use it and, historically, have traded through it;
- A distinctive look to buildings determined by the boundary treatments: low walls with decorative railings, usually painted black – many buildings also have external timber shutters;
- Rural tracks, such as Dirty Lane, which bound and bisect the village, whilst also providing a peaceful setting, and affording wonderful views across the countryside;
- A western boundary defined by the sedate pace of the canal, with a rich diversity of uses: fishing, boating, and walking along the towpath;
- A green girdle provided by Chillington Brook, the canal, and the abutting water meadows and fields;
- Focal points provided by the two churches (both listed), Jubilee Hall and the Market Place, which act as the hubs of commercial and social activity;
- Little space remains with the Conservation Area boundary for further infill development.



## 2. Introduction

### 2.1 The Brewood Conservation Area

2.1.1 The Brewood Conservation Area was designated by Staffordshire County Council in November 1969. It covers the historic core of Brewood, stretching from Market Place in each direction. It extends westwards to include part of the Shropshire Union Canal, as well as St Mary's Catholic Church, St Mary's Primary School and some housing beyond. To the east and south are fields and water meadows fed by small tributaries of the River Penk. The river lies further east. The northern boundary is marked by the limit of the historic buildings on Stafford Street and Shop Lane

2.1.2 Brewood was once a large town and the market was traditionally an important focal point in the wider area. The clusters of buildings at Market Place are mainly commercial and have retained an urban character. The village lanes that extend away from it have a more rural feel and there are many fine, large detached buildings, including a number of schools that are set back from the road. The roads wind, rise and fall on the gentle hillside, which is bounded by green fields and waterways.

### 2.2 The purpose of a conservation area character appraisal

2.2.1 Conservation areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. A conservation area is defined as '*an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance*'.

2.2.2 Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

2.2.3 Planning policies on the conservation of the historic environment are set out in *Planning Policy Statement No.5: Planning for the Historic Environment* (PPS5). In addition, guidance to help practitioners implement this policy is provided in the accompanying *Planning for the Historic Environment Practice Guide*.

2.2.4 In response to these statutory requirements, this document defines and records the special architectural and historic interest of the Brewood Conservation Area and identifies opportunities for enhancement. It is in conformity with English Heritage guidance as set out in '*Guidance on conservation area appraisals*' and '*Guidance on the management of conservation areas*' (both August 2005). This document therefore seeks to:

- Define the special interest of the Brewood Conservation Area and identify the issues which threaten the special qualities of the conservation area (in the form of a 'Character Appraisal').

2.2.5 The Conservation Studio carried out survey work for this document in October 2006, when a full photographic record was also taken of the area and its buildings. Unlisted buildings which make a positive contribution, trees, water courses, historic shop fronts, views and areas and buildings for enhancement were noted amongst other matters and recorded on a Townscape Appraisal Map. Additionally the existing boundary of the conservation area was carefully surveyed and proposals drawn up for a number of changes. The omission of any particular feature does not imply that it is of no significance.

### 2.3 The planning policy context

2.3.1 This document therefore provides a firm basis on which applications for future development within the Brewood Conservation Area can be assessed. It should be read in conjunction with the wider development plan policy framework as set out in the Regional Spatial Strategy for the West Midlands (revised January 2008); Staffordshire

County Council's Staffordshire and Stoke-on-Trent Structure Plan 1996-2011 and South Staffordshire Council's South Staffordshire Local Plan, which was adopted in December 1996 and will remain in force until an LDF replaces it eventually.

2.3.2 In the Local Plan, Inset Plan 46 confirms that the following policies apply to the Brewood Conservation Area or to the land that surrounds it:

- Canal Conservation Area BE7, BE9, BE12 & BE14
- Conservation Area Policies BE7, BE9, BE12, BE14 – BE20
- Green Belt GB1, C1 – C4, C8 & C13
- Policies H12, BE26 & BE28
- Village Design Statement.

These policies are detailed in Appendix 2.

2.3.3 A Local Development Framework (LDF) is being prepared to help to shape a sustainable future for South Staffordshire. It will replace the existing Local Plan (adopted 1996) and set out the District's spatial planning strategy to 2026. The LDF will combine a number of statutory and non-statutory documents to set out planning policies and proposals to guide the District's development. The statutory ones are known as Development Plan Documents (DPDs) and, together with the West Midlands' Regional Spatial Strategy (RSS), will form part of the Development Plan for South Staffordshire. For further information on the LDF please contact: The Development Plans Team on 01902 696317; email: [developmentplans@sstaffs.gov.uk](mailto:developmentplans@sstaffs.gov.uk).



## 3. Location & landscape setting

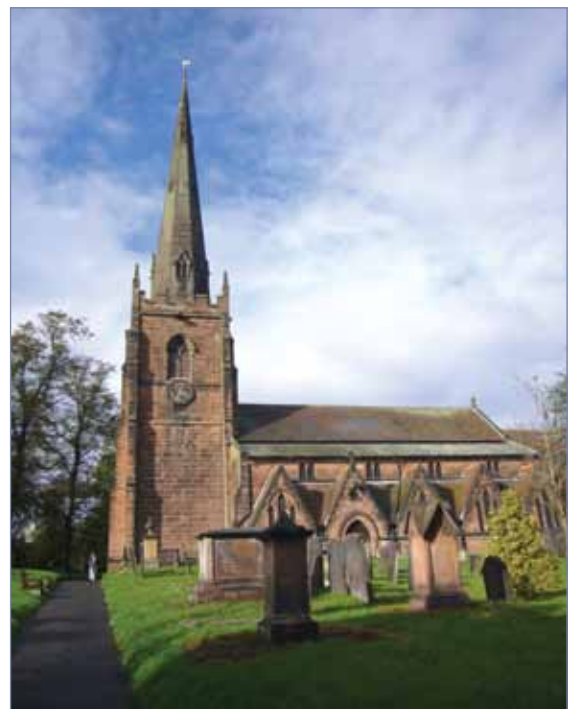
### 3.1 Location & activities

3.1.1 Brewood is located about 22 miles to the northwest of Birmingham, 8 miles north of Wolverhampton, and 11 miles southwest of Stafford.

3.1.2 The village lies close to Staffordshire's border with Shropshire on a gentle hillside next to the Shropshire Union Canal, which cuts through the hillside in a northwesterly direction. The A449 between Wolverhampton and Stafford lies two miles to the east of the village. The M54 motorway is three miles to the south and Watling Street (A5) less than a mile to the north.

3.1.3 Despite there being much late 20th century development in areas to the north-west and north-east of the Conservation Area, Brewood retains a village quality which is reinforced by the rural setting and waterside location. The sedate character is reinforced by the lack of a railway connection in or near the settlement and by the distance from major roads. The quaint rural character, which is relatively close to the major urban centres of the West Midlands, along with the high quality of housing stock, have ensured that the village is popular and affluent.

3.1.4 The Market Place and Stafford Street have a sleepy appearance with small shops and commercial concerns. There are two inns in Market Place and others on the periphery of the commercial core. Further out of the centre are mainly residential properties, churches and schools. The Church of St Mary & St Chad sits prominently on the brow of the hill close to the Market Place. Its spire is visible throughout the area and the church has associated primary and middle schools. St Mary's Catholic Church with its own primary school is separated from the main settlement by the canal and bridge. St Dominic's School sits at the junction of Bargate Street and High Green. On the canal itself fishermen, walkers and boaters provide a pleasing and traditional mix of uses. Many local people use the canal, while the waterway also attracts visitors to the area.



#### Images from Top to Bottom

- The Shropshire Union Canal
- Stafford Street looking north
- Church of St Mary and St Chad

### 3.2 Topography & geology

3.2.1 The centre of Brewood lies mainly on a plateau on the eastern edge of a ridge that looks over the River Penk valley. The ridge rises most steeply along Dean Street in a northwesterly direction towards the parish church, which lies at the crest. From here the land levels off and then falls away gently to the southeast (Sandy Lane) and northeast (Stafford Street). To the north and west the land remains level, although gently undulating. To the west, the Shropshire Union Canal has been carved into the landscape, resulting in it having little impact on the views in and out of the village itself, although the embankment of the canal dominates those from Dirty Lane.

3.2.2 The geological formation is Keuper Sandstone, which is common to the area and has been used for building purposes in some cases. However, due to the softness of the material it is mainly used in boundary walls and on some facades rather than the building of large structures. The sandstone lies near the surface in and around Brewood. The soil is mainly Keuper Marl.

3.2.3 To the south of the area runs Chillington Brook, a tributary of the River Penk, where alluvial deposits are to be found in water meadows lining The Pavement. There are also Marl pits and ponds close to the Conservation Area.

### 3.3 Relationship of the Conservation Area to its surroundings

3.3.1 The Brewood Conservation Area is partly bounded by man-made features: roads and canals. However, these features do not inhibit the views out of the Conservation Area, which are filled with the abundant trees and fields that surround Brewood. As a result, there is a largely undisturbed rural setting around the periphery. The plentiful pasture and water meadows that surround the village add to the Conservation Area's special character, despite lying outside its designated boundary. The surrounding countryside is predominately divided among the estates of Chillington, Somerford & Stretton and some farms in the area are still under their control and management. Chillington Hall, which lies to the southwest, is Grade I listed along with its Capability Brown parkland.



#### Images from Top to Bottom

- Sandy Lane looking north
- Overlooking Chillington Brook
- Sandstone piers at the church path
- Stafford Street shops

3.3.2 The importance of the local natural habitat is recognised in the designation of two Grade I Sites of County Biological Importance nearby. The natural wetlands that border and cross over into the Conservation Area define the character of the wider area to a large degree. An important local feature, the Belvide Reservoir, is a mile to the northwest. Barnfield Sandbeds, proposed for a Public Open Space in the adopted Local Plan, is also an important local habitat for many endangered species.

3.3.3 The canal stretches for many miles north and south of the Conservation Area and the stretch that lies within the boundary is a representative snapshot of this picturesque waterway. The canal, its traffic and the visitors it brings from outside the area make a very important contribution to the character and economy of the area.

3.3.4 Most modern housing development has taken place to the north and northeast. This has provided much needed housing for the local population and the unexceptional architectural appearance of the buildings has had relatively little impact on the character of the Conservation Area due to their sensitive placement within the landscape. However, little open land remains in the Conservation Area, which is suitable for new development.

3.3.5 The nearby villages of Coven, Coven Heath and Bishops Wood are joined with Brewood in terms of parish jurisdiction and some social activities. Although the settlements are often referred to in the same phrase, their locations, appearances and characters are noticeably distinct.



### Images from Top to Bottom

- The canal stretching beyond the conservation area boundary
- Fields to the south east of the canal
- Modern housing leads away from Brewood towards Kiddemore Green
- Estate worker's cottages in Sparrow End Lane



## 4. Historic development & archaeology

### 4.1 Historic development

4.1.1 Brewood (pronounced 'Brood') means 'wood at the hill called Bre' and a sizeable settlement was established here by Saxon times. Earlier settlements are likely to have existed close by and a Roman villa stood a short way to the north, close to Watling Street. Also, the Roman town or way station of Pennocrucium was located close by. From at least Saxon times the locality was popular with royal hunting parties due to the rich stock of animals to be found in Brewood Forest.

4.1.2 By the time of Domesday in 1086 Brewood was one of the largest settlements in Staffordshire and its prominence is probably due to the residency of the Bishop of Lichfield and Coventry. Deforestation, ordered by King John in 1204, cleared the royal forest and the Bishop obtained a royal charter for a weekly market in Brewood in 1222. The market led to the continued prominence of the town and it grew as a commercial focus for the region. It was from this time that the present layout of Brewood was established, with a central market place and nearby parish church on the brow of the hill. A number of medieval timber framed buildings survive as do some of the 'burgage plots', strips of land which feature in the layout of a medieval settlement. Old Smithy Cottages in Dean Street retains an early medieval hall roof structure. Excavations by Birmingham University of an Industrial Area at The Pavement between 1999 and 2000 also revealed evidence of Medieval tanning and retting.

4.1.3 During the following centuries Brewood did not grow as quickly as other settlements, such as Stafford and Wolverhampton, and these settlements eventually superseded it as commercial hubs in the area. However, industry grew in Brewood, firstly with iron working: a forge was established in Brewood by 1485 and there was reference to 'the hammermen of Brewood Park' in 1603. The production of iron was the principal industry in the area during the 17th century. The Giffards of Chillington leased the Manor of Brewood from the Bishops from the early 17th century and consolidated their power in the area, which had begun in 1168 when they were first recorded at



#### Images from Top to Bottom

- Brewood as shown on Speed's Map of Staffordshire, dated 1611
- The Square, Brewood in the 1930s
- Brewood Hall

Chillington. However, by the middle of the 18th century the forges and ironworks had fallen into disuse and the town relied on farming, malting, timber, tanning and sandstone quarrying.

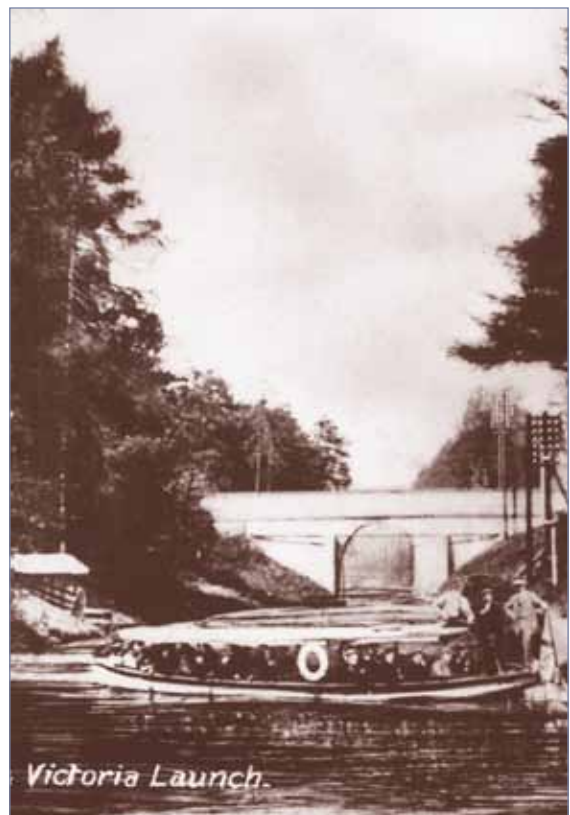
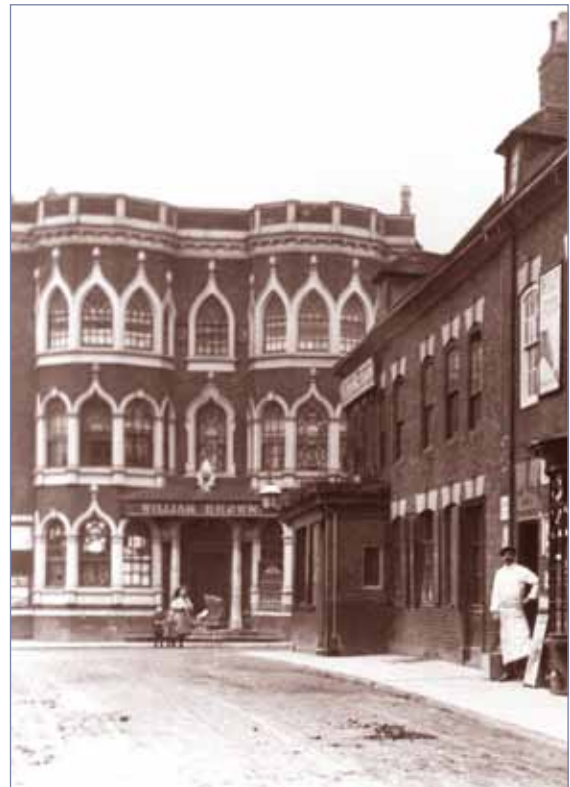
4.1.4 The construction, by 1843, of Thomas Telford's Birmingham & Liverpool Junction Canal (now the Shropshire Union Canal) on the western edge of the town, boosted the established manufacture of agricultural machinery in Brewood. By 1851 'commodious wharves and warehouses' lined the canal and the improvement in the transportation infrastructure helped the town to build a reputation for lock making and clock making. This era saw the character of the town change as its weekly market was finally discontinued by 1851 as a result of the growing importance of Wolverhampton. A number of private boarding schools were established in the 19th century and the town took on a more rural village character. The population continued to grow throughout the century and, loyal to the faith of the Giffards, required a Roman Catholic Church to be built in the 1840s.

4.1.5 The 1880 Ordnance Survey map shows that many of the key buildings in Brewood were already established.

4.1.6 The schools, churches and large houses are all shown, and Brewood Hall lay on the eastern edge of the settlement. Large areas of open space are shown between houses and trees line all the field boundaries. On the northern tip of the Conservation Area the Gas Works sat next to the canal, representing Brewood's industry at this time. Other outlying features such as the Old Marl Pit and disused brickyard show other forms of industry that had already fallen by the wayside.

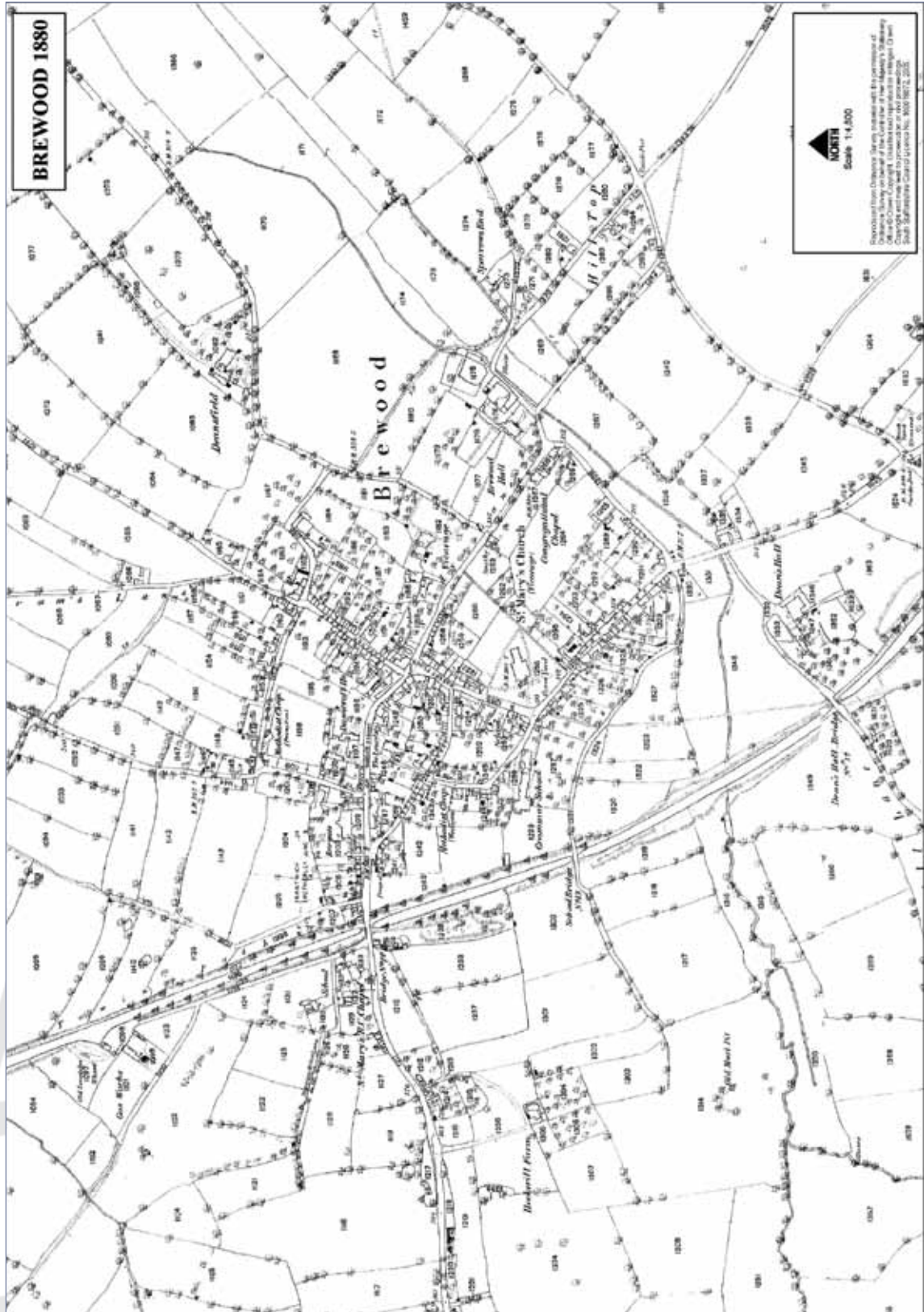
4.1.7 Very little infill development occurred in Brewood between the 1901 and 1917 Ordnance Survey maps, an indication that its distance from a railway line stunted its growth even further. Most of the buildings appear unchanged although some gaps are filled in.

4.1.8 However, many early timber framed buildings were demolished and replaced at this time and the small expansion of the settlement was then mainly focused on the roads to Kiddemore Green and Coven.



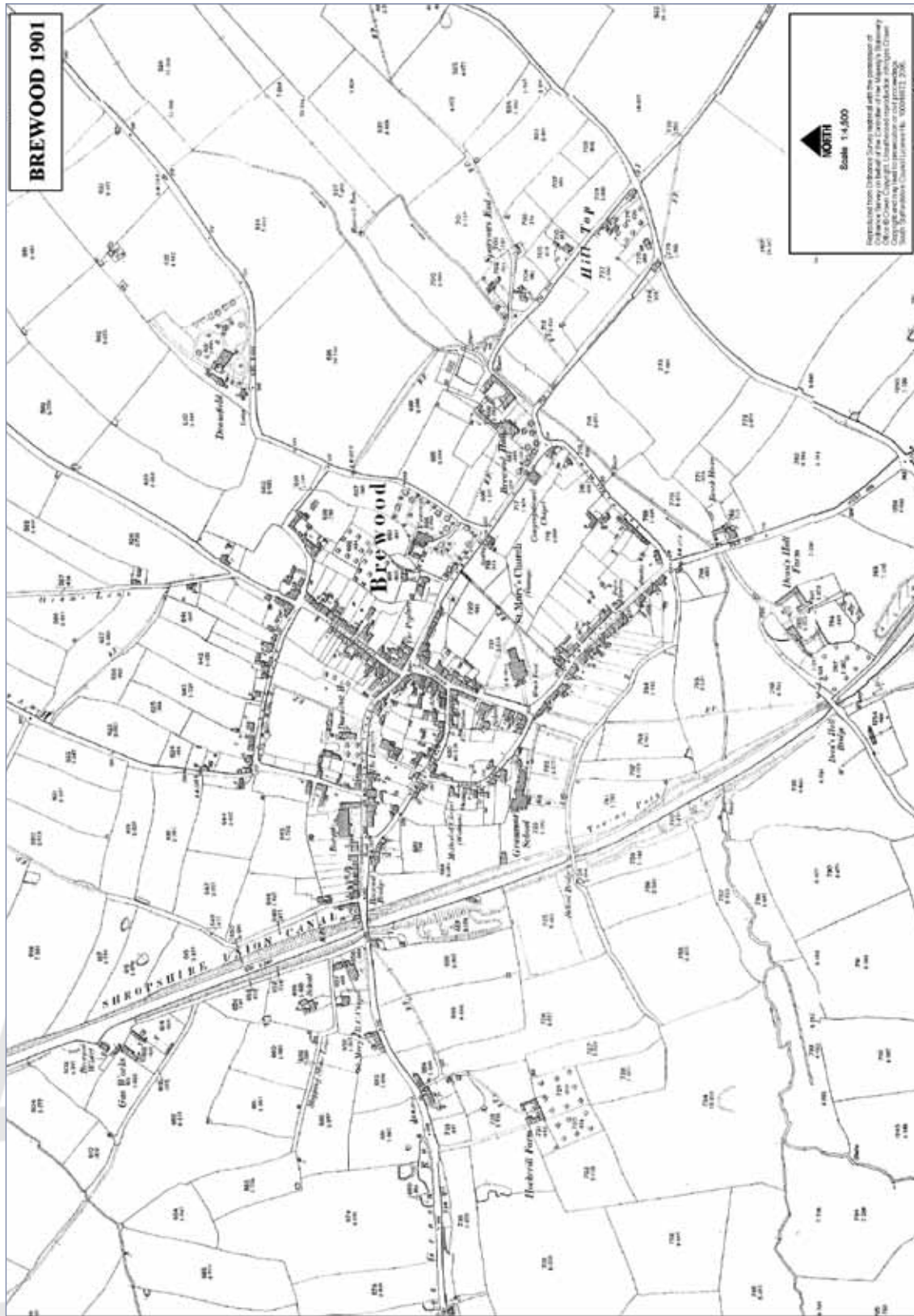
### Images from Top to Bottom

- Stafford Street with Speedwell Castle
- Brewood Bridge on the Shropshire Union Canal



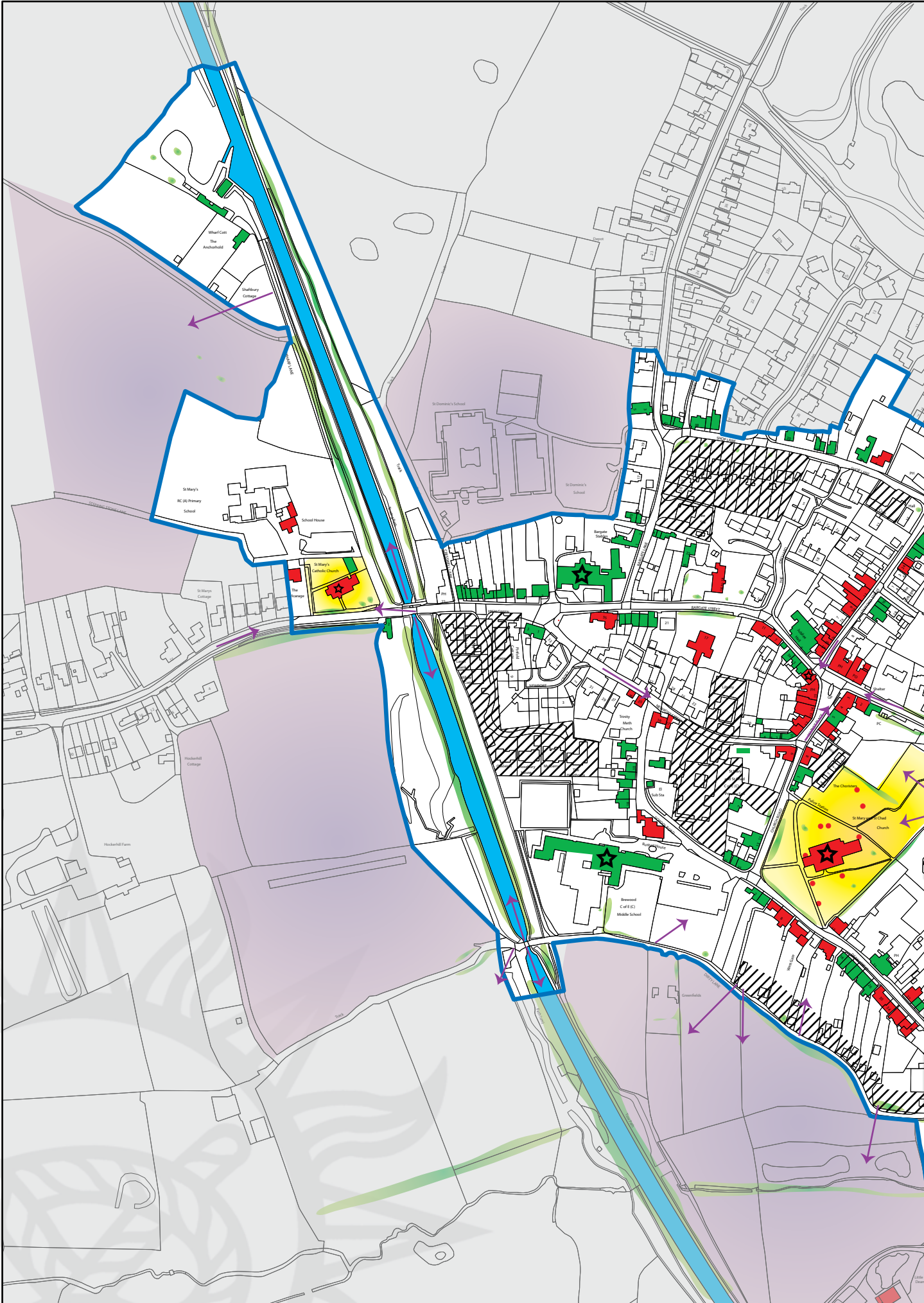
**Image**

- 1880 Ordnance Survey Map of Brewood

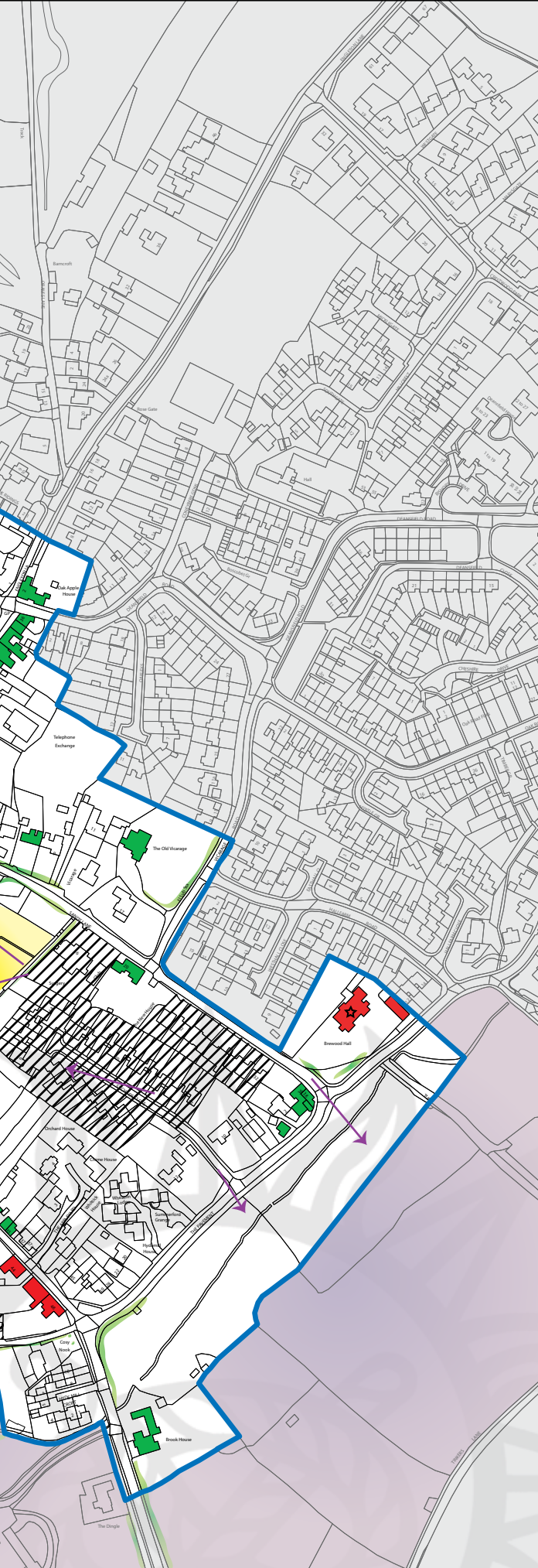











### Image

- 1901 Ordnance Survey Map of Brewood



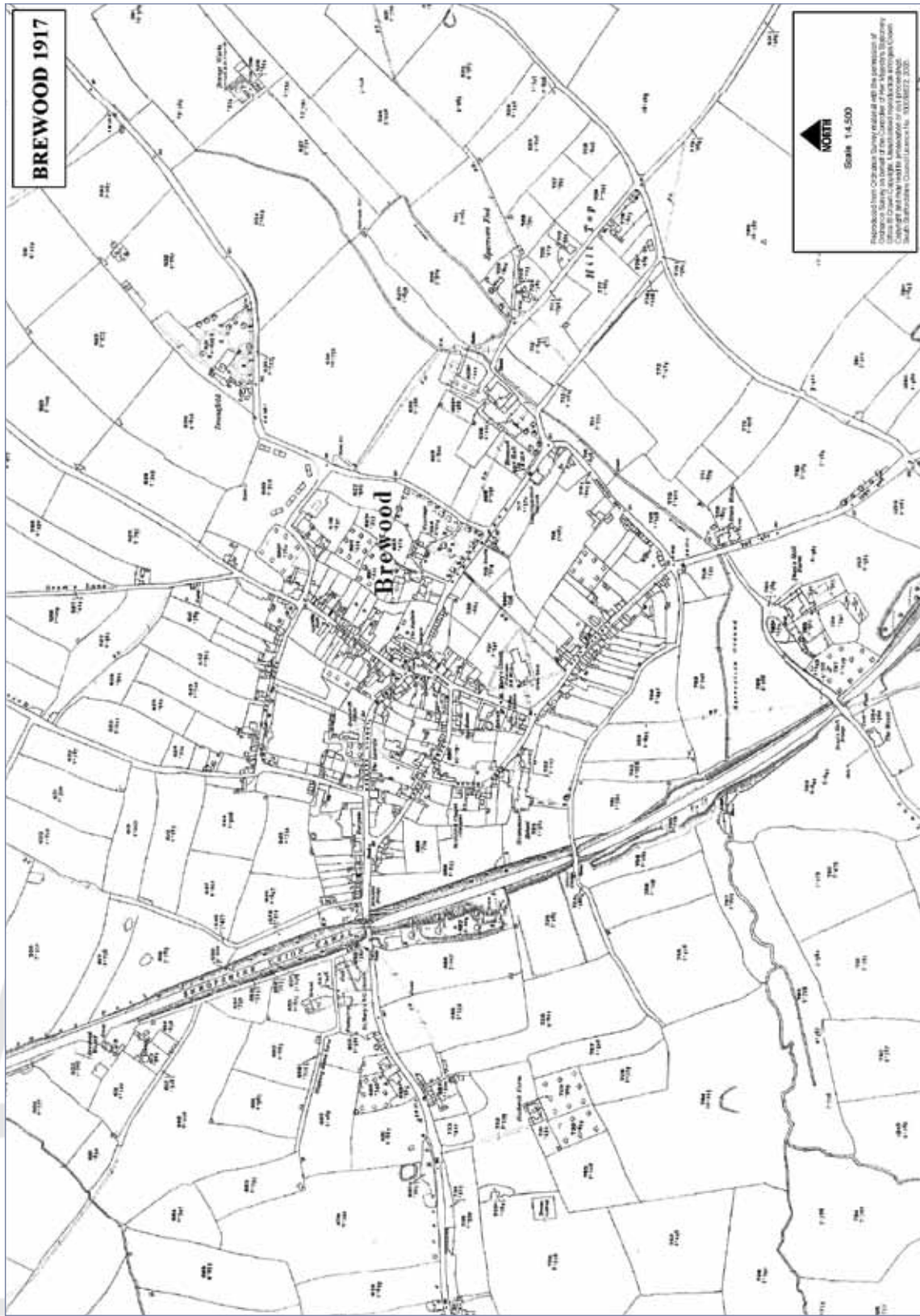
South Staffordshire Council  
**Brewood Conservation Area**  
 Townscape Appraisal Map  
 (Not to scale)



-  Conservation area boundary
-  Listed buildings
-  Positive buildings
-  Negative buildings or sites
-  Focal buildings
-  Positive open spaces
-  Important views
-  Important trees
-  Buffer zone



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**Image**

- 1917 Ordnance Survey Map of Brewood

4.1.9 During the 20th century the industrial character of Brewood largely disappeared (the Gas Works was gone by 1917) and after the Second World War much private and council housing was built to the north east of the centre. Today the large village is mainly a residential, rural community with around 20 shops, 5 pubs, teahouses and restaurants and some guesthouses. These cater for the many 'boaters' brought to the area by canal on boating holidays.

4.1.10 Brewood, along with some other settlements in South Staffordshire, such as Kinver and Seisdon, has relinquished its historic position as an important market town or administrative centre and become predominantly agricultural. Other parts of the district, around the South Staffordshire coalfield, developed an industrial character. This dormitory village to the great metropolitan centres round it has retained much traditional charm, which has since been lost in other settlements since the coming of the railways. Local people have retained vestiges of early Brewood tradition and still celebrate the medieval Brewood Wake, to commemorate the birth of St Mary, in September of every fourth year.

## 4.2 Archaeology

4.2.1 Early inhabitants took advantage of the hilly topography, which provided the opportunity of easier defence, so it is not perhaps surprising that Mesolithic and Neolithic flints have been found in various parts of the parish.

4.2.2 Bronze Age finds have been made in and around the village and a Roman villa along with a series of Roman camps stood to the north of Brewood at Engleton and on the north side of Watling Street. These sites are all designated as Scheduled Monuments and include the important Roman settlement of Pennocrucium at Water Eaton.

4.2.3 While there are no Scheduled Monuments within the Brewood Conservation Area itself there is a considerable amount

of archaeological information that has been gathered here. Staffordshire County Council's Historic Environment Record Monument List holds 77 records for Brewood Conservation Area and the surrounding 500 metres. This includes records of minor finds as well as evidence of important local archaeology including the suggested location for the Bishop's Palace, Pennocrucium Roman Road and details regarding Brewood's historic buildings and monuments.

4.2.4 The diversity of the ages and types of monuments on the list indicates the rich quality of historic fabric, both above and below ground, in Brewood. The records include details of medieval houses and inns, churchyard monuments, a canal, canal mileposts, bridges and wharves, agricultural buildings and earthworks.



# 5. Spatial analysis

## 5.1 Plan form & layout

5.1.1 The most significant feature of the layout of the Brewwood Conservation Area is the wide Market Place at the centre of the settlement with the five roads (Newport Street, Bargate Street, Stafford Street, Sandy Lane and Church Road) leading out of it at irregular intervals. The buildings cluster in continuous rows with varying roof heights around the junction, which widens at its northern end. The commercial buildings that line the Market Place are positioned close to the road and the taller structures help give a sense of urban streetscape in this rural market town.

5.1.2 The buildings are mainly 16th and 17th century cores, which were refronted in the 18th century to give them their current Georgian appearance. A few remaining carriage arches in Market Place highlight Brewwood's former standing as an important market town. Less densely arranged buildings in roomier plots are to be found around each corner as the urban character is swiftly replaced with a more rural appearance. The only other street to retain the more historic commercial appearance of the Market Place is Stafford Street, which has similarly narrow pavements and continuous rows of houses, shops and businesses.

5.1.3 Directly to the south and east of the Market Place the large Church of St Mary and St Chad and its primary and middle schools, are set within large plots and present a stark change in layout. A few commercial buildings lie between the two, on the corner of Church Road and School Road, before the historic commercial layout is restored on Dean Street, which runs southeast from the church. Church Road itself is a relatively new creation, having been cut in 1864. Prior to this the land from the church lay unbroken through to the Bishop's palace, which it is thought stood close to the east side of the Market Place. More recently, an abattoir was located behind the shops on the east side of Church Road although it has since been replaced by modern housing.

5.1.4 Although there is some 19th and 20th century infill development on and behind Dean Street it retains its traditional townscape with rows of buildings set along a similar buildings line on medieval burgage plots which run at a 45 degree angle to the road, down the hill. The end of these



### Images from Top to Bottom

- A carriage arch in Market Place
- Commercial buildings in Church Road
- View of the parish church from Dirty Lane

long plots is marked by Dirty Lane, which forms the southern boundary of the Conservation Area. Many of the plots now have modern garages with access from Dirty Lane. Beyond the lane, at the bottom of the hill are water meadows and the Chillington Brook which create the undeveloped green girdle around Brewood that plays such an important role in creating its special rural character and forms the historic edge of the settlement.

5.1.5 The junction of the Pavement is a key gateway, with buildings retiring further back from the road to give a breadth and leaving clear views up Dean Street to the church. It marks the edge of the older section of the settlement with some early medieval timber framed cottages. As The Pavement sweeps northeast, following the course of the brook, there are mainly modern buildings showing that the old settlement petered out at this point. At the approach to Brewood Hall, the large house and grounds still lies somewhat distinct from the village itself and appears to have closer historic links with the 'Hill Top' settlement, an estate village just outside the Conservation Area on Sparrows End Lane. The owners of Brewood Hall from the 19th century, the Moncktons of Stretton, were long-standing landowners in the area alongside the Giffards and built estate cottages at Coven and Four Ashes as well as Hill Top.

5.1.6 Although the outline of burgage plots can still be traced on Dean Street and Stafford Street, the majority of the buildings date from the 18th century or later. The layout of the roads and plots west of the Market Place tend to be less formal. Newport Street leads off from Bargate Street and both end at the Market Place, their plan forming an oval street plan. School Road intersects with Newport Street and heads south then east towards the church. These winding roads are all filled with houses of various ages, many historic and often in a picturesque arrangement. The variety of styles, scales and orientations gives a distinctly historic rural feel that is reinforced by the generous gaps between buildings and a sprinkling of mature trees.

5.1.7 The smaller houses are generally interspersed with larger buildings, such as the schools and larger residences on Bargate Street. This core of the settlement has been changed in an ongoing process of building replacement over hundreds of years,



### Images from Top to Bottom

- Looking up Dean Street from The Pavement
- The corner of Bargate Street and Newport Street
- Variety in Newport Street

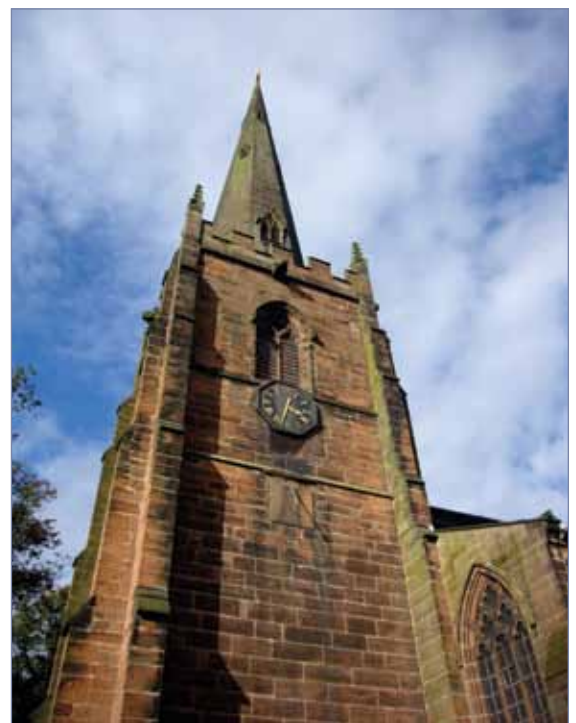
although some important medieval cores are hidden behind more recent façades. Some development has also spread out from the centre. Notable 19th century developments include the construction of the Catholic Church and school on the other side of the canal, which bisects the community. Despite the major impact the canal had on the trade in the area, its position seems only to have affected restricted growth of the village to the west – apart from Kiddemore Green Road. Houses have continued to be developed west of the bridge towards Kiddemore Green, although in nothing like the quantities that have been inserted into land to the north and north-east of Brewood. The houses on Kiddemore Green Road have a notably 20th century position facing the road behind front gardens, which relates more to a suburban character than the rural town or village that lies across the bridge.

## 5.2 Landmarks, focal points & views

5.2.1 St Mary and St Chad's Church is the most important landmark, sitting towards the top of the hill on which Brewood stands, with a distinctive square tower and spire. Its Grade I listed status is a measure of its great national importance, although it is the scale and majesty of the structure that makes it visually dominate the area.

5.2.2 However, the grand scale of the church is in keeping with the other large buildings in the Conservation Area such as the Middle School across the road and the large detached houses on Bargate Street and Dean Street. Also, the Catholic Church at the west end of Brewood has a strong presence on the street scene and successfully bookends the village between places of worship.

5.2.3 Approaching Brewood centre from the north, Speedwell Castle is a distinct landmark building, with its ornate 18th century frontage rising to three storeys. Its height and lavish detailing contrasts with the squat, more authoritarian façade of St Dominic's School, another landmark building much further down Bargate Street. St Dominic's is set back from the highway behind a red brick wall, but still features prominently within the streetscape due to its width, the central section running to ten bays, and its white painted window arches contrasting with the red and black patterned brick walls.



### Images from Top to Bottom

- Kiddemore Green Road
- St Mary and St Chad's Church tower
- Market Place

5.2.4 The focal point of Brewwood is the Market Square, although there is now no distinct open space within it. The centre of the junction houses a horse trough with a hand pump, which appear to have been there for at least 100 years, although they have been relocated. However, the use of the shops in and around the Market Place ensures that it remains a focal point, despite the fact that the only available amenity spaces rest on the village's fringe.

5.2.5 There are extensive views in, out and across the Conservation Area on its outer perimeter, unlike in the centre of the village where tightly packed buildings create an envelope of brick and tile. However, the gaps between buildings and the hillside location mean that the spire of the parish church can be seen from many directions and acts as a steadying influence on the area. From Dirty Lane it is possible to have a clear view of the church tower and spire in one direction and across the water meadows to Dean's Hall Farm and the hillside beyond in another. More rural views are to be found from School's Bridge over the canal and from behind the Catholic Church and school to the northwest. Further impressive rural views are also available from Shop Lane to the north and from the bottom of Sandy Lane and along The Pavement to the east. Another pleasant aspect of the hilly topography is that there are clear views along the canal in both directions at street level from Brewwood Bridge.

5.2.6 Views out of the Conservation Area are limited in Market Place and the nearby street due to the height of buildings, their continuous building line and the narrowness of some roads. However, there are sweeping views through, and deflected views around the many corners of the meandering roads and up and down the 'hills' of Sandy Lane and Dean Street.

5.2.7 The most significant views are marked on the Townscape Appraisal Map (see pp. 26-27).

### 5.3 Open spaces, trees & landscape

5.3.1 The Conservation Area is notable for the tightness of the built form along the Market Place, with no substantial open spaces within it. This lack of open areas contrasts with the many areas of open space, in the form of farmland and water meadows, which surrounds it on all sides.



#### Images from Top to Bottom

- Speedwell Castle
- View south from Dirty Lane
- The churchyard

5.3.2 There are, however, open spaces not readily accessible to or usable by, the general public. For instance, the Brewood C of E Middle School has playing fields between School Road and Dirty Lane and the other side of the canal across School Bridge, and there is a large churchyard surrounding the parish church. The water meadows around the southern perimeter are waterlogged and therefore provide limited opportunities for use.

5.3.3 The absence of open spaces is particularly noticeable due to the amount of development in Brewood that has infilled some areas at the rear of existing properties. These developments have led to a visual crowding in some places, such as the north side of Newport Street, where there is an increasingly cluttered roof line. Traditionally, villages and small towns have small pockets of open spaces, such as village greens or wooded areas, often designated as common land. Large-scale developments, such as St Chad's Close, have eaten considerably into the otherwise roomy village character.

5.3.4 Small open areas with seating are to be found on the site of cottages demolished in the 1950s in Sandy Lane, at the junction of Stafford Street and Bargate Street, opposite the police office on Church Road, at High Green and at the junction of Dean Street and the Pavement. Additionally, the towpath on the canal provides amenity space for walking or cycling, and there is a small open area outside the library on Newport Street. All other 'open' areas are contained in private gardens and land.

5.3.5 Trees make a major contribution to the character of the Conservation Area, although many tall specimens are actually located outside its boundary. These give a green backdrop to the views along the streets in the Conservation Area. Significant groups of trees also stand within the area, principally along the canal and in the churchyard. In the Market Place, the close proximity of the building line to the road results in little room for trees. Sandy Lane is the road most heavily 'populated' with trees and, therefore, has the most rural appearance. The most significant specimens are marked on the Townscape Appraisal Map (see pp. 26-27).



### Images from Top to Bottom

- Open seating area in Sandy Lane
- Trees line the canal
- Open space opposite the police office on Church Road

## 5.4 Public realm

5.4.1 The public realm – pavements, footpaths, street surfaces, street lighting and signage – is very mixed. While a few traditional details remain, there have been attempts to refurbish it in a traditional manner: some successful, some less so.

### **Paving**

5.4.2 Much of the paving is formed from standard concrete slabs or tarmac, which do not enhance the setting of the Conservation Area. However, some pavements have been refurbished with Tegula blockwork in soft tones. This material, while not traditional, is neat and blends in with the mellow red of the building façades. It also lies comfortably next to the kerbs, which are not the traditional granite, but are thin (150mm) and made of flecked concrete. A continuation of this sensitive improvement would tie in the various parts of the Conservation Area.

5.4.3 Some characteristic 19th century paving remains in Brewood – on the steps to the public footpath next to the churchyard – but also in a few other isolated spots, such as parts of Bargate Street. These diamond pattern paviours provide grip in bad weather, as well as a pleasant design: clean lines counterpoint the roughly hewn sandstone walls that line Sandy Lane. Also roads such as Shop Lane and Sandy Lane, have no pavements at all, typical of a rural settlement.

5.4.4 Few traffic-calming measures have been introduced into Brewood. Instead, the speed of traffic is reduced by dint of its historic layout of narrow winding streets. These features form chicanes (their effect being enhanced by the close proximity of buildings to the highway), which manage traffic more effectively than such modern methods as humps, and reduce the need for signage and obtrusive road markings. However, the lack of traffic management at the series of junctions around the Market Place makes crossing very difficult for pedestrians.

### **Street lighting**

5.4.5 Whilst, to the detriment of Brewood's historic character, many 1960s 'hockey-stick' style lamp-standards remain, some have been replaced in improvement schemes. Fine, if rather tall,



### **Images from Top to Bottom**

- Modern blockwork pavement in Dean Street
- Diamond pattern paviours outside St Dominic's School
- Footpath off Sandy Lane

black cast iron style lamp-standards, capped by Victorian-style lanterns, have been installed in Dean Street. This complements new paving and cast iron railings used in some boundary treatments, which are a local feature. Other replacements, such as on Sandy Lane, have modern hockey-stick lamps on black poles, which are less effective visually.

5.4.6 In conservation terms it would be ideal if a traditional height and style lamp were introduced across the area. This would maintain the important relationship of scale between the streetlamps, the houses and the trees in the Conservation Area. As part of a local authority's duty to preserve and enhance the character of their conservation areas it should be recognised that these designated areas are special, and, as such, may have different needs to other areas. The introduction of overlarge standards, with no effort to marry the design to the character of the area detracts from the character of the area. The height of lamp-standards is particularly critical because it can mean that the features visually compete with the roofline of the houses, as well as conflict with the crowns of trees, themselves vital features of a conservation area.

### **Street signs**

5.4.7 There are still some traditional metal street signs attached to walls, with black painted lettering on a white background. These enhance the character of the area more than some of the modern examples with plastic lettering mounted on freestanding poles on the pavements. Examples of both styles can be found on Sandy Lane. Other modern street signage is limited in size, which reduces its impact on the Conservation Area. Traditional finger posts remain in the Market Place and others in the area, giving a more traditional village character.

### **Other features**

5.4.8 The horse trough and pump provide a pleasing traditional feature that hints at the historic significance of the Market Place. However, the island on which it stands displays no special character, and the squat concrete bollards that stand on each corner of the trough do not enhance its appearance. The trough is richly planted in the summer months, brightening up the junction.



### **Images from Top to Bottom**

- A Victorian style lantern in Dean Street
- Victorian style lantern in Church Road
- Finger post and horse trough in Market Place

5.4.9 There is one traditional K6 telephone box and a few post boxes, which provide a welcome splash of red to the Conservation Area. The post box in the wall next to the bright red traditional shop front of the post office is a particularly striking example. Other examples are modern, such as the plate glass telephone kiosk on the corner of Bargate Street and Stafford Street.

5.4.10 The remaining public realm: electricity cabinets, litterbins, bus shelters and benches, are all of modern design.



**Images from Top to Bottom**

- Signage in Dirty Lane
- Street furniture in Kiddemore Green Road
- Dirty Lane
- Trees interrupt some views of the church



## 6. The buildings of the Conservation Area

### 6.1 Building types

6.1.1 The highest concentration of historic buildings in the Brewood Conservation Area is in the Market Place, Bargate Street, Stafford Street and Dean Street. All of these were built as residences or commercial premises, at the front of a medieval burgage plot, and face directly onto the street, mostly without any front gardens. They date from the 16th century or later, are mainly two- or three-storeys high, and are timber framed, or built from stone or brick – some have even earlier cores.

6.1.2 Many have later shop fronts, with some well-detailed late 19th or early 20th examples (see 6.5 Historic shop fronts). Properties on the Market Place are generally of a larger size and include two large public houses: The Lion Hotel and The Swan Hotel, the latter is a former coaching inn with a carriage arch set to one side. Speedwell Castle and The Lion Hotel offer an imposing scale at the northern gateway to Market Place. The other buildings retain a domestic scale and were clearly originally built as houses.

6.1.3 Further north, along Stafford Street, there are some good examples of 18th century houses built in tight rows stretching away from the Market Place. While they convey a 'High Street' feel, the narrow pavements confer a more rural character on it, especially at its northern end, which is also the edge of the Conservation Area, where traditional shops cluster around the junction of Shop Lane, opposite the Parish Council Offices.

6.1.4 Outside the more urban core of the village, heading towards the canal, the historic buildings are mainly detached cottages or houses. The buildings towards the northwest of Market Place, along Bargate Street, are more prestigious. Two large detached houses are set in ample grounds, The Beeches oriented towards the road, and Dawscroft House angled away from it. There are groups of cottages beyond, broken up by the dominant St Dominic's School, and most of the former burgage plot arrangement has been carefully broken up. Close to Brewood Bridge, the buildings appear to relate more to the canal, being cottages, a public house and a wharf-style house.



#### Images from Top to Bottom

- Timber framed buildings in Newport Street
- Cluster of traditional shops in Stafford Street
- Brewood Bridge

6.1.5 To the south, down Newport Street, the houses are more dispersed, with greater gaps and trees between them. There is a smaller concentration of listed buildings along this road than in other roads, showing that many properties are more recent replacements. However, some timber-framed buildings remain, and their exposed timbers and white painted brick panels, jut out onto the highway, giving this winding lane a historic feel. Modern infill includes the library and primary school, and this part of the Conservation Area has seen a great deal of late 20th century redevelopment.

6.1.6 In terms of scale the churches and schools are the largest and most significant buildings. St Mary & St Chad's Church dominates the street scene, while the Catholic Church is more modest in scale and position. The most prominent school is the Middle School to the south: an extensive range of buildings, built on the site of an earlier school in the 19th and 20th centuries.

## 6.2 Listed buildings

6.2.1 A listed building is one that is included on the government's Statutory List of Buildings of Special Architectural or Historic Interest. These buildings are protected by statute law, and consent is required from South Staffordshire Council before any works of alteration, extension or demolition can be carried out. Further information can be found in South Staffordshire Council's South Staffordshire Local Plan, adopted in December 1996.

6.2.2 There are 57 listed buildings or structures in the Brewwood Conservation Area. They are all listed Grade II, apart from St Mary & St Chad's Church and Speedwell Castle, which are Grade I, and No.10 (Westgate) Dean Street, which is Grade II\*. Most were built as houses, some of which were converted into shops, with storage or residential accommodation above. Important rare internal structures remain within some buildings, such as No.7 Bargate Street, with its 15th century crown post, and Old Smithy Cottage on Dean Street, with a surviving medieval hall and rare moulded crown post roof structure.

6.2.3 Other types of listed buildings include the R. C. Church of St Mary, designed by A W N Pugin, and its neighbouring primary school and schoolhouse; the inns in Market Place; Brewwood Hall; Rushall Hall,



### Images from Top to Bottom

- Brewwood Middle School
- No. 7 Bargate Street
- Old Smithy Cottages
- Dean Street House

the former Grammar School headmaster's house; a canal bridge, a mile post; and a K6 telephone kiosk at the junction of Bargate Street and Newport Street.

6.2.4 The churches are mainly built of stone. The parish church was rebuilt using ashlar in the 19th century and the Catholic Church using coursed rubble. Otherwise the listed buildings are built from timber (15th to 17th century) or brick, stucco or painted render (18th and 19th centuries).

6.2.5 The earliest secular building is Old Smithy Cottages, part of which is 14th century. There are other examples of 16th and 17th century timber-framed buildings, where the framing is infilled with wattle and daub, brick infill, or has been rendered over (e.g. Nos. 17, 19 and 25a Newport Street; Nos. 7 and 9 Bargate Street; Nos. 14, 30, 34, 38, 40 and 46 Dean Street; Nos. 11, 12, 13, 14 and 15 (The Swan Hotel) Market Street; and No.2 School Road). After about 1700 brick, stucco and render, lined out to replicate stone, became fashionable (c.f. Bargate House).

6.2.6 Most of these buildings were listed in 1953 or at the listing resurvey in 1985. Only the telephone kiosk has been listed subsequently. However, some further buildings in the Conservation Area might merit statutory listing, and one of the recommendations in the Management Proposals is that the Council instigate action on this issue.

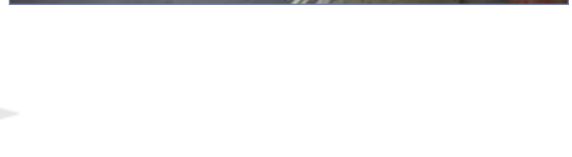
### 6.3 Locally listed buildings

6.3.1 South Staffordshire Council is compiling a Local List, and has encouraged nominations from the public. The following have already been suggested for Brewood:

- Nos. 2, 4, 21 & 26 Dean Street
- Brook House, Coven Road
- Brewood C of E Middle School, School Road
- Electricity Sub Station, School Road
- Methodist Chapel, School Road
- Nos. 18, 40, 42 Shop Lane
- Jubilee Hall, St Dominic's School, No.30 Bargate Street
- Nos. 4 and 20, Sandy Lane
- Nos. 30-36 Stafford Street (including Maiden & Son butchers)
- Brewood Bridge

#### Images from Top to Bottom

- Rushall Hall
- Brook House, Coven Road
- Electricity Sub Station, School Road
- Jubilee Hall, Bargate Street



6.3.2 Some of these have been identified as 'positive' buildings as part of this appraisal (see below). It might well be that the Council adds further buildings to the Local List, in addition to those already suggested, once this appraisal has been formally adopted. This issue is considered in the Management Proposals.

## 6.4 Positive buildings

6.4.1 In addition to listed buildings, the Conservation Area contains a large number of unlisted buildings that make a positive contribution to its character and have townscape merit. These are marked on the Townscape Appraisal Map as 'positive buildings' and in many cases they are also proposed for inclusion on the Local List. This follows advice provided in English Heritage guidance on conservation area character appraisals, and in paragraph HE10.1 of PPS5, both of which stress the importance of identifying and protecting such buildings.

6.4.2 The criteria used for selection of positive buildings are those set out in Appendix 1 of English Heritage's Guidance on conservation area appraisals (2006). Where a building has been adversely affected by modern changes and restoration is either impractical or indeed, not possible, they are excluded.

6.4.3 Of special note are:

### **Public houses**

- Admiral Rodney, Dean Street.

### **Schools**

- Brewood C of E Middle School, School Road;
- St Dominic's School, Bargate Street.

### **Terraces of good quality 19th century houses**

- Nos. 32-38 Shop Lane;
- Nos. 28-36 Stafford Street;
- Nos. 16-26 Dean Street;
- Nos. 4-20 High Green;
- Nos. 3-5a & Nos. 21-33 Bargate Street;
- Nos. 11-17 Church Road;
- Nos. 10-18 & Nos. 31-35 School Road.

### **Images from Top to Bottom**

- Nos. 32-38 Shop Lane
- Nos. 4-20 High Green
- Nos. 10-18 School Road
- Wharf buildings



**Early houses or cottages**

- Nos. 40 and 42 Shop Lane;
- Old Vicarage, Vicarage Road;
- 20 Sandy Lane;
- Brook House, Coven Road.

**Individual buildings**

- Wharf buildings, Wharf Lane.
- Jubilee Hall, Bargate Street

**6.5 Negative buildings**

6.5.1 The Conservation Area also contains a number of unlisted buildings that make no positive contribution to its character. Some of these are identified on the Townscape Appraisal Map as 'negative buildings or sites'. This is in accordance with guidance within PPS5, which stresses the importance of dealing with such buildings through the planning process. Paragraph HE9.5 in the latter notes that:

Not all elements of a ... Conservation Area will necessarily contribute to its significance.... Where an element does not positively contribute to its significance, local planning authorities should take into account the desirability of enhancing or better revealing the significance of the ... Conservation Area

6.5.2 The criteria used for the selection of negative buildings or sites are derived from those set out in Appendix 1 of English Heritage's *Guidance on conservation area appraisals* (February 2006). This sets out a series of 10 questions regarding the characteristics of unlisted buildings in a conservation area. Whereas a positive answer to any one of these can provide the basis for considering that a building makes a positive contribution to the special interest of a conservation area, by deduction, a building or site which fails to score any positive answers to the same questions can be regarded as detracting from the overall character and integrity of a conservation area and therefore to be having a negative impact upon it.

6.5.3 The negative buildings and sites identified in Brewood are:

- Shop Lane: British Legion, plus 19-37 and round into Bargate Lane to include the Fire Station and 20-22

**Images from Top to Bottom**

- High Green Garage
- View through to buildings at rear of Nos.1 and 3 Market Place
- Garage facing Dirty Lane
- Red brick and clay tile in Bargates Lane

- High Green: South side between the garage and Brewood Bridge, including houses around rear of Newport Croft
- School Road: St Mary & St Chad C of E Primary School extending north across Newport Street to include site of the library on the north side
- Market Place: Land and buildings to rear of Nos. 1 and 3
- Sandy Lane: 20-32 plus the whole of St Chad's Close to the south
- Dean Street: Garages to rear of 6-48 (south side) fronting to Dirty Lane

These are indicated on the Townscape Appraisal Map by cross-hatching.

6.5.4 No immediate actions or consequences are implied by the inclusion of a building or site as 'negative'. However, if at some point in the future development proposals offer an opportunity to improve or enhance such a building or site, the Council will both welcome, encourage and support these, where it is possible to do so.

## 6.6 Neutral buildings

6.6.1 In addition to listed, positive and negative buildings, the Conservation Area contains a large number of unlisted buildings that make neither a positive nor a negative contribution to its character – their effect is regarded as neutral. These are not identified on the Townscape Appraisal Map in any special way.

## 6.7 Building materials & local details

6.7.1 The earlier buildings, dating from the 17th century, are timber-framed with lime plaster infill panels. Subsequently, panels of brick were introduced, and eventually buildings constructed entirely of brick. Initially roofs were of handmade clay tiles until the mid-19th century when slate began to be brought in from Wales. There are no completely stone buildings, apart from the church, as clearly the local sandstone was too soft for building purposes except for poorer quality buildings such as barns and storehouses. However, some sandstone is used for walling in Sandy Lane, Shop Lane, Bargate Lane, St Mary & St Chad Church and the Catholic Church. Brick making was one of the local industries at one time; the 1880 OS Map shows a disused brickyard on Coven Road.



### Images from Top to Bottom

- Window detail in Shop Lane
- Wrought iron railings in High Green
- Sandstone walling in Sandy Lane

6.7.2 After the 18th century brown brick was more common, with little decoration apart from an occasional dentil eaves cornice. Windows were casement or sashes, as can be seen on Stafford Street. By contrast, Speedwell Castle is a most prestigious Georgian building with fine sash windows, moulded red brick, a well-detailed door case and elaborate dressings.

6.7.3 During the early 19th century, slightly better quality details became common, with sash windows, curved or flat stone or brick window heads, and panelled doors. Examples include Nos. 12-16 Stafford Street and No. 2 High Green. Some early 19th century houses in the Conservation Area have a dentil eaves cornice, which is a local detail used across the district, and much copied in later 20th century development.

6.7.4 The dominant red brick, and mainly white-painted render or stucco, provides the colours in the built-up areas. Roofs are usually mid to dark brown flat clay tile, or grey Welsh slate. Windows, doors and shop fronts are painted a variety of colours, usually not in a particularly obtrusive manner, except in cases where large modern signage has been introduced.

6.7.5 Boundaries are very mixed, with few historic boundaries visible in the Market Place because the buildings lie next to the pavement. Beyond the Market Place, there are a variety of traditional brick walls with railings (Dean Street House), although simple walls with brick and stone coping predominate. The railings often have intricate detailing and intact examples can be found outside properties on Bargate Street and along Shop Lane. Otherwise boundary treatments include the sandstone walling mentioned above, which provides a characteristic red Staffordshire hue on the outskirts of the village. In Sandy Lane the sandstone walling is complemented by hedging, shrubbery and trees, which confer a rural character.

## 6.8 Historic shop fronts

6.8.1 Brewood is notable for its surviving historic shop fronts, of which the following are the most complete or the most interesting:



### **Market Place**

- Coopers;
- 6 and 6a;
- The Mess.

### **Stafford Street**

- Maiden & Son.

6.8.2 Historic shop fronts are notable for the survival of original details, such as moulded fascias, pilasters, stall risers, glazing bars and original entrances. Policies to protect them are already included in the Local Plan 1996 Policy BE14: Retention of shop fronts.

6.8.3 In some cases in Brewood (identified in Section 7), the attractive features of retained historic shop fronts are somewhat marred by unsuitable signage. Signs that are made of non-traditional materials and with internal illumination appear to conflict with Local Plan 1996 Policies BE18 and 19.

### **Images from Top to Bottom**

- Coopers in the Market Place
- Maiden & Son, Stafford Street

# 7. Character areas

## 7.1 Overview

7.1.1 There are three 'Character Areas' in the Brewwood Conservation Area, based on topography, buildings, uses and landscape. These are:

Area 3: The rural periphery, covering:

**Area 1: The commercial centre, covering:**

- Market Place;
- Bargate Street;
- Stafford Street;
- Dean Street;
- Church Road;
- Newport Street.

**Area 2: The Shropshire Union Canal**

**Area 3: The rural periphery, covering:**

- Dirty Lane;
- The Pavement;
- Sandy Lane;
- Vicarage Road;
- Shop Lane;
- School Road;
- Kiddemore Green Road.

## 7.2 Area 1: The Commercial Centre

### 7.2.1 Key positives:

- A curving main street lined with a variety of mainly historic buildings;
- Varied roof lines and eaves heights provide visual interest in views along the street;
- Survival of medieval burgage plots (though largely hidden from view);
- Former carriage entrances which point to historic uses;
- A rich stock of historic buildings, many on the statutory list;
- Some historic buildings with exposed timber-framing add to the interest of the buildings;
- The survival of some well detailed historic shop fronts;
- Useful shops providing a number of general and specialist services serving the local and wider communities;
- Characteristic boundary treatments with ornate cast iron railings and areas of diamond paving on Bargate Street;
- A Grade I listed church, faced in red sandstone, is the focal point of the area. It sits in a large churchyard near the brow of a hill;

### Images from Top to Bottom

- Curving rise of Market Place
- Jubilee Hall extension
- Traditional finger posts in Market Place





- Views up to St Mary & St Chad's Church and, in places, towards the Brook and water meadows;
- Mature trees at key locations;
- Certain infill development, which has worked well:
- The Jubilee Hall extension is set back from the building line and does not upstage the original building.

### 7.2.2 Key negatives:

- The lack of amenity space;
- Modern shop signage, such as Top Knots and Rainbowzend, oversized and not in traditional shades of colour. Also, some of poor quality, such as the Curry Inn on Church Road;
- The loss of many traditional shop fronts;
- A lack of continuity/quality in the public realm: street lights, paving;
- Market Place has some poor quality features: concrete bollards, plastic litter bins, steel street light, and garish signs;
- Wheelie bins dominating the streetscape, particularly on collection day;
- Some inserted features such as porches;
- Late 20th century developments: Nos. 17, 19 & 21 Stafford Street; the development on the former Abattoir site.

## 7.3 Area 2: The Shropshire Union Canal

### 7.3.1 Key positives:

- Attractive green spaces with trees, river and canal;
- Colourful narrow boats and the towpath;
- Trees and fields;
- Canal wharf buildings and adjoining houses;
- The variety of views along the canal, all of interest;
- Views past the Conservation Area boundary to the meadows beyond;
- The Bridge Inn – a popular public house with a garden overlooking the towpath and canal;
- The Catholic Church and a late 18th century canal building form a gateway to Brewood by the canal bridge;



### Images from Top to Bottom

- Top Knots
- Curry Inn, Church Road
- Fishermen and narrowboats on the canal

### 7.3.2 Key negatives:

- Fast traffic around Brewood Bridge; Modern housing development on High Green;
- The pedestrian walkway along Brewood Bridge is not well maintained.
- Modern materials and details used on many of the unlisted positive buildings;
- Poor quality buildings and shop fronts, especially High Green Garage;
- Late 20th century developments: the gated development on High Green, including out of scale roofline with high cat slide roof;

## 7.4 Area 3: The Rural Periphery

### 7.4.1 Key positives:

- Winding, hilly lanes with rural qualities;
- Mainly detached historic buildings set in spacious gardens;
- Brewood Hall – the most significant historic building, residence of local landowners from the 18th century;
- High quality 18th and 19th century buildings – along Shop Lane, the Old Vicarage and on Sandy Lane;
- Characterful small buildings associated with the school and church, such as the substation on School Road;
- The open space and views across the cemetery;
- Views south across playing fields from School Road;
- Mature trees and hedging;
- Small areas of sandstone walling and 19th century diamond paving along Shop Lane and Bargate Lane;
- The small cluster of listed buildings around the Catholic Church;
- Certain infill development which have worked well due to their sympathetic scale, materials and design:
  - No. 5 Newport Street;
  - The new public conveniences in Sandy Lane.
  - The Chimneys, School Road



### Images from Top to Bottom

- Views across meadows from Wharf Lane
- Rear of Bridge Inn
- Brewood Hall
- The Chimneys, School Road

### 7.4.2 Key negatives:

#### **Spaces:**

- Poor quality paving, including some tarmaced pavements;
- Wheelie bins on pavements;
- Steel street lamp-standards in roads such as Bargate Lane do not complement the traditional village character of Brewood;
- Telegraph poles and overhead wires in places;
- A lack of amenity space;
- A loss of sense of enclosure with modern buildings set back from historic building lines, often with parking bays.

#### **Buildings:**

- The use of modern materials and details on many unlisted positive buildings, such as uPVC windows on No. 30 Bargate Street and No. 4 Shop Lane (listed);
- The poor quality and poor design of some buildings:
- Along Sandy Lane, particularly the doctor's surgery;
- Bungalows on the south side of Shop Lane;
- Fire station on Bargate Lane;
- Library on Newport Street;
- Poor quality garages inserted on Dirty Lane;
- Westhall Close;
- St Chad's Close.



#### **Images from Top to Bottom**

- Modern buildings in Shop Lane set back from the road
- Fire Station in Bargate Lane
- Library in Newport Street
- Westhall Close

## 8. Issues

### 8.1 Key Issues

- From the identification of 'Key Negatives' in the preceding chapter, the following are considered to be the principal issues in the Brewood Conservation Area:
- Maintenance of the rural character;
- Maintenance of urban character;
- Control of boundaries (gates, fencing, walls) and building details;
- Pressure for housing development;
- Need to complete ongoing public realm improvements (street lighting) and carry out new replacements to other street furniture;
- Historic buildings in need of repair or improvement;
- Use of modern materials and details on historic buildings;
- Protection of historic shop fronts and control of new ones/signage;
- Need for full Local List and Statutory List assessment;
- Need for a revision of CA boundary;
- Lack of amenity space;
- Traffic issues – busy and hard to cross roads;
- Vandalism/Graffiti, notably around the telephone box and seating on the corner of Stafford Street and Bargate Street;
- Buffer zones.

### 8.2 Conservation Area boundary review:

8.2.1 A number of boundary revisions would improve the extent to which the designation accurately reflects the special character of Brewood:

#### **Additions:**

- Shafbury Cottage;
- Nos. 8-20 Shop Lane
- Gardens of Nos. 7 & 9 Sandy Lane

#### **Deletions:**

- Nos. 1-9 Kiddemore Green Road;
- Westhall Close;
- Oak Apple House and Nos. 2-8 Deansfield Road, but not gardens behind Nos. 30 & 32 Stafford Street

#### **Images from Top to Bottom**

- Vandalism
- Kiddemore Green Road
- No. 16 Shop Lane



- Nos. 16 & 18 Oakleys;
- Land between Chillington Brook and Tinker's Lane;
- Land between Shafbury Cottage and St Mary's Primary School
- Consider transferring the canal side area to the Shropshire Union Canal Conservation Area.

### 8.3 Buffer zones

8.3.1 The identification of a number of 'Buffer Zones' would recognize the impact that development there could have on the Conservation Area:

- Water meadows south of Dirty Lane;
- Chillington Brook and its water meadows;
- Fields northwest of the Catholic Church and St Mary's Primary RC School;
- The site and grounds of St Dominic's School
- Land south of Kiddemore Green Road and west of the canal



#### Image

- The Brook

## Appendix 2: Local Plan Policies

- Conservation Areas – Planning Applications: Policy BE7
- Conservation Areas – Demolition Prior to Redevelopment: Policy BE9
- Conservation Areas – Removal of Intrusive Features: Policy BE12
- Retention of Shop Fronts: Policy BE14
- Replacement of Shop Fronts: Policy BE15
- Security Screens: Policy BE16
- Internally Illuminated Signs: Policy BE17
- New Advertisements: Policy BE18
- Existing Signs: Policy BE19
- Reuse and Adaptation of Rural Buildings: Policy BE20
- New Development – Design Criteria: Policy BE26
- Protection of Ground Water Resources: Policy BE28
- Reuse of Rural Buildings: Policy C1
- Use of Agricultural Land: Policy C2
- Development on Agricultural Land: Policy C3
- Dwellings in the Countryside: Policy C4
- Extensions: Policy C8
- Expansion of Businesses: Policy C13
- Green Belt (General): Policy GB1
- Local Needs Assessment Criteria: Policy H12
- Open Countryside – General: Policy OC1

## Appendix 3: Bibliography

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# Notes





**Brewood Conservation Area Management Plan  
Adopted 11 November 2010**



**South Staffordshire Council**