

Public Document Pack

Date of meeting Tuesday, 3rd April, 2012
Time 6.00 pm
Venue Committee Room 1. Civic Offices, Merrial Street,
Newcastle-under-Lyme, Staffs ST5 2AG
Contact Geoff Durham

Supplementary Items for the Conservation Advisory Working Party

AGENDA

PART 1- OPEN AGENDA

5. DRAFT SPD - MADELEY CONSERVATION AREA APPRAISAL & (Pages 1 - 20)
MANAGEMENT PLAN (Pages 21 – 36)
6. NEWLY ADOPTED SPD FOR THE REGISTER OF LOCALLY (Pages 37 - 46)
IMPORTANT BUILDINGS

Members: Councillors D Allport, D Becket (Vice-Chair), G Burnett, J M Cooper
(Chairman) and M Holland

'Members of the Council: If you identify any personal training / development requirements from the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Committee Clerk at the close of the meeting'

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

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**Draft Madeley Conservation
Area Appraisal**

March 2012

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Consultation Statement

This document has been written in close consultation and liaison with the Madeley Conservation Group, representing the Parish Council.

Once agreed by the Planning Committee, the Draft Appraisal and Management Plan will be discussed with the community at either a public meeting or an exhibition at the Madeley Centre with the wider consultation lasting for up to 6 weeks.

The nature of the community consultation will be integrated into this section and once any amendments have been made to the documents, they will be formally adopted by the Council as a Supplementary Planning Document to the Local Development Framework.

If you have any queries about the documents or would like further information please visit Council website at www.newcastle-staffs.gov.uk/conservation Telephone 01782 742408 or email the Conservation Officer at planningapplications@newcastle-staffs.gov.uk:

1. Introduction

The concept of Conservation Areas was first introduced in the Civic Amenities Act 1967, and is now an established and valued element of the planning process. A Conservation Area is an “area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. It is a combination of features, including buildings, street patterns, spaces, vistas, landmarks and other features that give a Conservation Area its special and distinctive character.

The Madeley Conservation Area

Madeley village is located in northwest Staffordshire. It was originally a small agricultural community but has now expanded into a substantial residential area. The village was considerably affected by industrial processes. The Pool was formed by damming the River Lea to provide water power for the corn mill built at the northern end. The historic centre of the village is a single street bordering the mill pool, and the cluster of lanes and cottages around the church, retains its original character and has a high quality environment.

The early settlement at Madeley in Saxon times passed into the Stafford family following the Conquest and remained with them for four and a half centuries. In 1521 the ownership changed a number of times when the Earl of Buckingham fell out of favour with the King. The estate was finally purchased by Thomas Offley, a wool merchant whose name became united with the Crewes and references to the Crewe-Offleys can be seen on Estate cottages in the area.

The village is predominantly residential with some services, shops and pub and three schools. At the south end of the village the area is marked by the railway line which was completed in 1837. The Estate continued to grow in the 19th Century until it was finally broken up in 1921. The later years of the last century saw a resurgence of building on Crewe land including a school and former school house.

There is pressure for development in Madeley particularly from backland development.

Summary of key characteristics and issues

This Character Appraisal concludes that the key positive characteristics of the Madeley Conservation Area are:

- Attractive setting around the Pool with views across it to historic buildings that edge the main road.
- Dense areas of trees within the village, around the Pool and around the Churchyard, framing and adding interest to the landscape in the area.
- Church of All Saints, (Grade I) raised up on land at the southern end of the village dating from the 12th Century and built from local red sandstone.
- Old Hall, (Grade II*) a late timber framed 16th Century house with later additions from 19th and 20th Century, set in the centre of the village.
- Former Madeley Mill, now converted into houses, an attractive backdrop at the northern end of the Pool and the old village.
- Varied materials, including local sandstone, purplish-brown brick, red and blue brick and timber framing. Many buildings painted in cream/white.
- Soft and informal edges to the area and lack of pavements in many locations
- Large number and groups of trees and hedgerows.

The Character Appraisal concludes that the key issues in Madeley are:

- Protection of the rural landscape around the village especially to the east and south
- Protection of the landscape features of the Conservation Area including the trees.
- The loss of gardens for development and backland development
- Use of modern materials on historic buildings, such as uPVC windows and doors.
- Redundant traffic signs and signage clutter

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- Need for more suggestions for the Register of Locally Important Buildings and Structures.

Conservation Area boundary

- Some amendments to the Conservation Area boundary are required but this is set out in the Management Plan.

Planning Policy Context

Conservation Areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. 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.

In response to these statutory requirements, this document defines and records the special architectural and historic interest of the Madeley Conservation Area and identifies opportunities for enhancement. It is in conformity with English Heritage guidance as set out in Guidance on the management of conservation areas (2005 and 2011). Additional government guidance regarding the management of historic buildings and conservation areas is set out within the National Planning Policy Framework (2012).

The purpose of this document therefore seeks to:

- Define the special interest of the Madeley Conservation Area and identify the issues which threaten the special qualities of the Conservation Area. (in the form of the *Character Appraisal*)
- Provide recommendations and guidance to manage change in the Conservation Area, as well as setting out suggestions for

specific local enhancements (in the form of the *Management Proposals*)

These documents will therefore provide a firm basis on which applications for development within the Madeley Conservation Area can be assessed. The omission of any particular feature in either the Character Appraisal or the Management Proposals does not imply that it is of no interest, and because both will be subject to review, it will be possible to amend any future documents accordingly.

Local Policy Framework

This Character Appraisal, with its associated Management Proposals, should be read in conjunction with the wider policy framework as set out in the following documents:

Local Development Framework.

Newcastle under Lyme and Stoke on Trent Core Spatial Strategy 2006-2026
Newcastle-under-Lyme Local Plan 2011 (Saved Policies).

More information about the planning system and imminent changes can be found on the Borough Council's website: www.newcastle-staffs.gov.uk

In the Local Plan Madeley is shown as a sustainable location where the countryside will be protected. It confirms that the Conservation Area covers the village centre and the area around the Pool and the Church. The Newcastle Green Belt extends around the village envelope as far west as the West Coast rail line.

Landscape designations

The area to the south east of the Conservation Area boundary is classified as an Area of landscape restoration (Policy N21) in the Local Plan. This policy will help to restore the character and improve the quality of the landscape.

Supplementary Planning Documents

Madeley Parish Plan was published in July 2009 following extensive consultation. It looked at the following issues, the environment, planning, traffic and transport, community safety, social and community and information and events. It is considered as material in the making of any development control decisions.

A Village Design Statement was prepared in October 1998 by Madeley Conservation Group, Madeley Parish Council and Newcastle-under-Lyme Borough Council. It was adopted as Supplementary Planning Guidance in October 1998.

Issues within the Conservation Area will be superseded by the adoption of the Character Appraisal and Management Plan.

The Council produced a Register of Locally Important Building and Structures SPD which describes the process by which buildings are added to the list and the criteria which is applied. Information about the Register and the current list is available to view online at www.newcastle-staffs.gov.uk/localregister

2. Location and activities

Madeley consists of four somewhat separated settlements - Madeley, Madeley Heath, Middle Madeley, and Little Madeley.

In this Character Appraisal, *'Madeley'* or *'the village'* refers to all the settlements, and *'the main village'* means the largest settlement, which is centred more or less on the Pool and around the Church and the current Conservation Area boundary.

The Conservation Area is in the centre of the main village of Madeley, which lies approximately five miles west of Newcastle-under-Lyme on the A525 road. The M6 passes close by Little Madeley to the north of the main village.

All the settlements are spread along or fairly near the A525, with outward extensions to the west and north of the main village and to the north of Madeley Heath. Although the village is in Staffordshire, the boundaries of Shropshire and Cheshire are quite close.

Madeley is a thriving 'sustainable' community, that is, with sufficient resources such as shops and public amenities to maintain its viability. It is primarily a residential village. There is one church (All Saints'), a Methodist Chapel, two primary schools, three public houses (the Offley Arms, the Old Swan and the Crewe Arms), a village shop and post office, a number of takeaways and a restaurant, a Bed and Breakfast (at The Old Hall) and several playgrounds. A fishing club uses the Pool.

Topography and Geology

The landscape of Madeley is dominated by the Madeley Pool and surrounding the settlement is farmland and open rolling countryside, with low hills, woods and streams with hedged fields of modest size, reflecting historic and topographical influences. The main village lies in a fairly flat valley in the centre of the hills. The man made pool served the Mill and has created an attractive feature in the centre of the main village.

The River Lea flows through the flat village from Lea Head Manor near Onnerley and has carved a deep narrow valley, which has become a distinctive element of the character of the village. The soil is glacial clay, sand and gravel. To the east of the village is the Etruria marl and grey sandstone and elsewhere is the red Cheshire sandstone from Keele. These features have, as is often the case, helped to form the village's historic and industrial development, utilising the flat land close to the river. The Church sits on higher ground and this elevated position gives it presence in the village and views from all sides of the Conservation Area.

Relationship of the Conservation Area to its surroundings

Madeley village lies within a rural landscape. The northern and western boundaries of the area have been more built up with large 20th century local authority housing estate on the western edge of the Pool and later estates and development to the north.

Biodiversity

There are no special designations for the natural environment in the Conservation Area. The continued protection of the ancient landscape, particularly the trees and hedges was a major issue in the Village Design Statement due to the important contribution they make to the character of the village.

The Pool also attracts many kinds of water birds, and is well stocked with fish. The River has been diverted past the pool to avoid it silting up. The Pool and the river as well as the green corridors associated with them, provide an important habitat for wildlife and form a crucial part of the character and appearance of the area.

The quality of the surrounding landscape in Madeley is recognised in policy terms and the countryside to the south of the Conservation Area is an area of Landscape Restoration (see Local Policy section).

3. Historic development and archeology

Madeley is first mentioned in an Anglo-Saxon document of 975 AD, with the name deriving from a clearing belonging to the followers of 'Mada'. There are prehistoric and Roman finds in the vicinity, and the village is mentioned in the Domesday Book. The Saxon tribal area became a manor given to the Staffords after 1066, which contained four deer parks and a mill. In medieval times, the village was supported by three classic arable Townfields, of which traces remain. Although some lanes have almost disappeared and new road alignments have been made over the centuries, the older part of the village, containing the 12th century church and the present mill site, still lies around the junction where an old northeast-southwest route meets other equally old, but only locally important, routes. A market charter was granted in 1341. The main Conservation Area encloses this older core.

The River Lea, a small river flows through the full length of the main village and Conservation Area. In the middle of the main village is a large mill pool, with the former mill at one end, and the Church near the other. Between these, and extending into the Holborn, are cottages and other dwellings of various ages, apparently loosely placed but sited on what appear to be plots planned out in medieval times. In 1547, in R Nicholls' book on Madeley, he records that Thomas Offley is associated with a water mill ...20 tofts and other land. Nicholls also makes reference to a House of Correction on The Holborn which later became a workhouse in the 17th Century. More widely scattered around Madeley are cottages built by the Offley-Crewe families, which for some time owned most of Madeley manor and parish.

Farmhouses, of various ages from the 15th to the 18th centuries, lie around and within the village: around most of Madeley there is a clear boundary between farmland and settlement. The modest cottages which front the main routes are characteristic of the village buildings.

In the 19th Century Methodism was a busy time for chapel building in Madeley with the rise of non-conformism. The Wesleyans built a chapel in 1831 (now converted to a house as Chapel Cottage) near Bar Hill and the railway line. Another larger church was built beside this but was demolished in 1935 as the train vibrations made it unstable. In the early 20th Century Primitive Methodism had begun to attract support and a chapel was erected at Poolside in 1856.

A major railway was cut through along the western edge of the main village in 1837, with limited effects on the form of the landscape. The presence of good clay deposits, some limestone, and accessible coal seams led to the rapid development of Madeley Heath in the 19th century, with the addition of mineral railways crossing the landscape. Many of the older properties in the Conservation Area have bricks and tiles in dark colours, texture variations and pebble inclusions resulting from local small hand-fired kilns.

During the latter half of the 19th Century there was considerable building in the Crewe estate and many buildings in Madeley benefitted from this, including the church, school, vicarage and almshouse (some of which were improved). A number of houses were constructed bearing the crest. The Crewe estate was finally broken up and sold in 1921.

The largest development, in the 20th Century, a former local authority estate fronts the western edge of the pool and extends to the west. Built in the 1930's, the properties that front the Pool are included in the Conservation Area.

Another more recent development is Waterside Close which is infill and backland development to a fairly high density. It does not contribute to the character of the Conservation Area. However, due to it being set back, it does not harm the appearance, but it does break up the historic plot boundaries which are meaningful to the development of the village.

New development at River Lea Mews, is a more thoughtful development does provide an attractive living environment.

Other modern infill developments tend to be detached bungalows or individual houses and whilst they are not architecturally significant, they do not dominate or compete with the historic modest cottages.

Haywood Court is a recent development built on former council depot land by the railway bridge. These properties front away from the road and are bounded by a close boarded timber fence. This is an unsympathetic boundary along the edge of the road which does not reflect the character of the area.

Archaeology

The Stafford Historic Environment Record (HER) confirms the listed buildings in the Conservation Area, and the Historic Landscape Characterisation sets out the historical land uses in the area.

No archaeological survey of the village has been undertaken so there is a lot which probably remains hidden and yet to be discovered and recorded. However, there is an historical record of the surrounding landscape, which includes some archaeology.

4. Spatial and Character analysis

An analysis in plan form is given on the Townscape Appraisal Map.

Layout and street pattern

The Conservation Area is linear in form and lies on both sides of Station Road in the south, curving into Poolside, along the large Pool, leading into New Road, north of the Conservation Area boundary. The main road extends from Bar Hill over the railway line by the Church, with side lanes skirting around the Church, which sits within an island bounded by Vicarage Lane on the east and The Holborn to the rear, both linking up to Poolside.

The `main village` has two main core areas, in the north by the former mill and by the church in the south.

The centre of the `main village` is the older historic heart of Madeley and has a strong visual identity. The south of the village to the east of Station Road is fairly rural in character with views of open fields up to Birches Farm and up to Ridge Hill and Camp Hill in the distance. The village centre is fairly built up on either side of the main road and the Pool with the north of the village being more densely developed. However, the presence of the River Lea, the Pool and the Churchyard, running through the centre give the village a feeling of openness and space. The River Lea also influences the character of the village by the presence of both road and pedestrian bridges over it.

In general the buildings are set back from the main road and the character of the village is defined by dark toned brick walls topped with mixed hedges, providing a strong sense of local distinctiveness.

Most of the buildings on the east side of the Pool are of a similar character; they are historic, probably late 18th Century cottages. Some have been altered and added to but in an appropriate manner.

The Church and its churchyard which surrounds it on all sides, is the largest

building in the Conservation Area. It forms a group together with the former school and school house opposite, which are also made with local sandstone, and together with their stone boundary walls lining the roadside they make a strong visual feature.

There is post WW2 former local authority housing on the west bank of the Pool, but due to the fact that these dwellings are set back, some behind trees, and have staggered frontages, they tend to blend into the streetscene and not dominate any views especially in the spring and summer.

The remaining glimpses from Poolside towards the eastern open landscape reinforce the rural qualities of Madeley village.

The view of the open countryside from Castle Lane gives a defining and important view of the open countryside. It is an integral part of the character and appearance of Conservation area.

Clustered below the Church, in narrow Vicarage Lane, are terraced 19 century cottages. The atmosphere here is more enclosed. The Conservation Area extends out eastward from here to encompass a short terrace of distinctive three storey dwellings with applied timber framing in Post Office Square, and beyond a stretch of hedge, a listed farmhouse with its farm buildings now converted into residential properties.

The Area extends southwards along Station Road to take in three historic listed buildings, and includes an essential riverside part of the historic landscape here, which nowadays frames the view of the Church and the old part of the village on this ancient approach from the south.

Open spaces, trees and landscape

Madeley has a semi rural Conservation Area with large areas of informal open spaces, predominantly around the Pool and the Churchyard. There are fields to the south of Vicarage Lane and the River Lea flows through the middle. The Churchyard provides green space but is not exactly

public, however it is used as a cut through by many residents. There are a number of public footpaths. One runs south from Post Office Square, past the Old Vicarage and out to the fields.

Just outside the Conservation Area boundary another old pathway runs from Castle Lane up past the former field plot boundaries east of the built up settlement, taking in what is described in the County Historic Landscape Characterisation as post small re planned enclosure, implying that earlier field systems may have been in place and reorganised or may have been the subdivision of larger fields for the keeping of horses. It may be appropriate to consider including this area in the Conservation Area to preserve this historic landscape character and the key past elements of Madeley. This will be discussed in the Management Plan.

Trees play an important part in defining boundaries and shaping views. Bands of trees can be seen around the Pool most particularly along the western edge. These are managed by the Local Authority. No historic formal planting of trees is apparent in the area. Although trees are afforded some protection by virtue of being in the Conservation Area, there is one tree by the Pool which is covered specifically by a Tree Preservation Order.

The management of trees in and around the Conservation Area and the Churchyard are included in the Management Proposals.

Focal points, focal buildings, views and vistas

The linear form of the Conservation Area and its centuries of incremental growth have meant that there are no planned views. However, it is clear that the key focal points in the Conservation Area are the former mill at the northern end of the Pool and the Church to the south, and these have the highest status. The other main building, one of the oldest, is The Old Hall which is visible from the main road.

There are also a few other buildings in the village like the former school and school

house and Church House. Due to their size, orientation and form these are also very important in the village and are closely associated with the Church. Also of some focal significance is the Offley Arms Public House, opposite the Pool. On Post Office Square the 3 storey terrace of houses have a highly visible and distinctive presence on this corner.

Other buildings are still important but tend to form part of the cohesive whole and backdrop which makes up what is special about the Conservation Area rather than standing out individually. The focal buildings are all marked on the Townscape Appraisal map.

Views and vistas

The nature of the road network means that views are glimpsed and blocked by the bends in the road. So travelling north, past the Church views of the Pool are not visible until the past the junction with The Holborn. And similarly from the north, the Church has been screened from view, partly by the vegetation and densely planted trees.

Madeley is surrounded particularly to the south and east by attractive countryside. This includes a number of footpaths which allow views into and out of the village and across the Conservation Area.

Essential as the background to the Area is the surrounding open farmland and woodland, some of it on hills, which has over the centuries dictated the shape of the boundaries of the settlements. This open countryside is visible from a number of locations within the Conservation Area and so is an integral feature of it. The most important views are marked on the Townscape Appraisal Map.

Boundaries

There are a variety of boundaries in the Conservation Area, both natural and man-made. The boundaries in the centre of the village are various, including natural hedges, trees, metal and timber fences and probably, most predominantly, brick walls. These are highlighted on the Appraisal map.

There are red sandstone walls surrounding the Churchyard, the school, School House and Church House.

Along the eastern edge of Poolside from the Offley Arms down to The Holborn, there are historic brick walls with rounded coping stones with hedges above of mixed hawthorn and holly and some privet. There is some metal estate fencing around the rear of the Old Vicarage and adjacent to the bridge on the corner of Moss Lane.

There is a buttressed high brick wall forming the eastern boundary of the Old Vicarage along the public footpath.

Significantly on the western edge of Poolside, there are no boundary features along the edge of the open space and the Pool.

Many properties have their front door onto the road side, especially around Vicarage Lane and Post Office Square.

Along The Holborn, the properties are set back from the road with long front gardens, bounded by clipped hedges. Opposite these properties is private land with informal hedging, behind which flows the River Lea. The area is undeveloped, heavily treed and in need of some management.

Public Realm

There are not many examples of historic features in Madeley although this is probably due to the fact that the area was not planned but has evolved over time. The principal feature in the public realm of Madeley is the Pool. Other forms of street furniture such as benches around the pool etc are all modern. There is a playground on the western bank of the Pool by the housing estate

Street lighting is by modern tall steel standard lampposts. Overhead cables and timber telegraph poles are present although they generally do not intrude in the views.

Perhaps most distinctively there are still many stone kerb edges to the road side remaining in Madeley.

5. Buildings of the Conservation Area

There are a variety of historic buildings in Madeley Conservation Area, mainly in residential use apart from the Church, primary school, a pub, shop and takeaways. Even the barns and the mill are converted into residential uses. There was a Wesleyan Methodist Church (1831) which is now converted to residential use and another still in use as a Church in the centre of the village. The residential properties vary in terms of size and status from the most prestigious houses, like Old Hall, the School House and the Old Vicarage, to smaller modest cottages and terraces. Many other houses have earlier origins like Ye Olde House, and probably many more have earlier cores and timber framing which are unknown. There are a large number of 18th century and 19th century terraces which front the main routes through the village.

Listed Buildings

The Conservation Area contains 10 statutory listed buildings, and one building that has been included on a Register of Locally Important Buildings and Structures. The Church is listed Grade I and Old Hall is listed Grade II*. The others are listed Grade II.

Church of All Saints, (Grade I) has a 12th century core with remodeling in the 14th and 15 centuries. It is of local pink sandstone, with a strong 14th century tower rising above the treed mound. The churchyard contains eleven separately listed (Grade II) listed memorials.

The Old Hall, Grade II*, late 16th century, is half-timbered on a sandstone plinth, but it is visually striking in the centre of the village. It has later additions and alterations.

The White House, Grade II, was built around 1700 and has early 19th century alterations. As the name implies, the brickwork is rendered and painted white, but the dark tiles, the form and appearance typify the older cottages looking out over the Pool.

Birches Farmhouse, Grade II, is 17th

century, is built of the local purplish-brown brick, with dark tiles, with considerable 19th century additions. The farmhouse and curtilage barns were converted into 14 residential properties in 1994.

Sir John Offley Primary School is a Grade II listed building and was built in 2 phases, the first in 1875 in the 17th century vernacular style with an endowment from Sir John Offley of Madeley Manor. On a slightly elevated site directly opposite the Church, its prominent chimneys and facade of local sandstone form a striking feature. The School House Grade II, next to the School is built in a similar style, form a group with the Church.

Ye Old House and Bridge Cottage (part) Grade II. This dates from the 17th century, with Bridge Cottage forming an 18th Century rear wing. These are set back from the road and the southern end of Moss Lane, and do not feature prominently to the passer-by.

The Almshouses and Rose Cottage (Grade II) were built in the mid 17th century alongside what was still then a major route to the south. They were remodeled and extended in 1889 and restored in 1968.

Town House, Station Road is a Grade II listed building and was a 16th century farmhouse: the building has an internal timber frame. Still of significant prominence along Station Road, it appears as an 18th century house with some 19th century additions with outbuildings (now in separate ownership). In the 19th century the building was known as the Crewe Arms Hotel probably due to its proximity to the railway line, the railway station was just south further down Station Road. The building has plastic windows which diminish its external appearance on closer inspection.

Buildings of Local Architectural or Historic Interest

The Council has produced a Supplementary Planning Document on its Register of Locally Important Buildings and Structures and this sets out the process by which

buildings are added to the Register. The current Register and information about this process can be seen at www.newcastle-staffs.gov.uk/conservation. The Council has identified some buildings for its Local Register and the only building presently included on the Register in Madeley is the former mill. The appraisal identifies other positive buildings which should be considered for inclusion on the Register during the next review.

Positive Buildings

In addition to listed buildings and locally important buildings, there are number of buildings which have been identified on the Townscape Appraisal map as being positive buildings of townscape merit. Buildings here will vary in quality but will be good examples of relatively unaltered historic buildings where their style materials and detailing provides the Conservation Area with interest and variety. Importantly they are considered to make a positive contribution to the special interest of the Area.

19th Century estate cottages

Church House

Offley Arms public house

Early 20th century terrace on Post Office Square

The Old Vicarage

Prospect House

Smithy Cottages

Mill House Cottages

Primitive Methodist Church

Building Styles, details, materials and colours

Building styles

There is a variety of building styles within the Conservation Area but most of the buildings have a domestic scale as they were built for residential uses. The exceptions are the Churches, the school, the former mill and the former barns. Many of the earliest buildings were built facing the street with the gable end facing onto the street. There are many examples of this, such as Ye Olde House and Bridge House,

Spring Cottage, The Cottage, a number of the barns and outbuildings.

Timber framing

These date from the 15th to the 17th Century. The most prestigious is The Old Hall but there are also a number of modest cottages such as Ye Olde House and the White House. The timber framing in Old Hall is close studding, which is a mark of a high status building.

But most other timber buildings are built using a box framing. Steeply pitched roofs were often thatched although there are no examples of this in the village.

Brick houses

These include The White House (painted), Birches Cottage, Birches Farm (although this may be formerly timber framed) and its former outbuildings. The road elevation of the barn has been repaired and its large blank elevation retains the character of the barns from this viewpoint. Many of these brick cottages may have earlier cores and have been altered in subsequent centuries.

Estate Houses

There are a number of houses from the mid 19th Century bearing the crest. Namely, Pool Farmhouse (1855), a pair of houses on the Holborn 1882, (Hill View Cottage and Holborn Cottage) 1 and 2 Newcastle Road, the most northern building in the Conservation Area, (1868). A common characteristic of estate cottages built around 1860 is half hipped gables and decorative tile hanging.

There are others in the wider settlement of Middle and Little Madeley but these are outside the Conservation Area boundary.

Details

Many of the domestic properties in Madeley have cottage style details such as casement windows, large brick chimney stacks and low eaves and steeply pitched roofs, which may have once been thatched.

Clay-tiled roofs and tall gable end ridge stacks with brick detailing are common.

Few early windows remain; most have been replaced, in some circumstances by timber casements but on a few occasions with uPVC to the detriment of the character of the area.

Materials and colours

The brickwork of the old cottages is characteristically dark purplish/brown or purplish, derived from the local Etruria marl. Other prominent buildings use local reddish sandstone. The Staffordshire clay tiles used for the roofs of the buildings tend to be dark blue colour. There are few clay chimney pots left in the Conservation Area: some found on the former mill have been replaced as a result of the conversion.

The earliest buildings in Madeley were built using timber-framing (oak) with wattle and daub infill panels, using local clay. Old Hall, Poolside is the best surviving example of this. The distinctive Staffordshire blue bricks used often for copings, windows and door dressings, were made from local Etruria Marls and were excavated widely throughout the whole of North Staffordshire.

Some walls have been painted or rendered white or cream, giving a lifting contrast to the darker materials.

Character of Madeley Conservation Area - Positives

- Historic main street, lined with historic buildings.
- A number of estate houses built by Crewe/Offley in the late 19th Century
- The Offley Arms public House
- Village school, a useful local amenity which helps to preserve the community.
- The Pool interlaced with trees an excellent amenity for the village, gives coherence to the Conservation Area.
- Rural qualities of the Area reinforced by hedgerows and trees lining the edges.
- Linkages to the countryside along public footpaths.

- Some 20th Century developments which have fitted in unobtrusively.
- Church of All Saints, (Grade I) and its churchyard acts as a focal point
- Madeley Old Hall, key significant historic (Grade II*) building in the centre of the village.
- Village almshouses, key part of Madeley's past history (Grade II)
- A variety of unlisted "positive" buildings such as the former mill.
- Views out to the surrounding countryside, especially to the south.

Key negatives

Two flat roofed modern shops at the north east corner of Conservation Area detract from the character and appearance of the Area.

At the northeast corner of the Pool, there is a pair of semi-detached modern houses different in character from the terraces fronting the Pool. Fortunately these are set well back.

The retail premises in this row, while needing to advertise their presence, have an abundance of signs, and are in need of some improvement, including the removal of a scruffy concrete planter.

Trees on the former meadow alongside the Holborn and the churchyard. This has the effect of screening the church and removing the open aspect from this part of the Conservation Area.

There some roadside signs, both official and commercial, which could be improved or redundant ones removed. Any further inappropriate standardised engineering should be avoided.

Some unlisted buildings with inappropriate modern windows and doors, in the centre of the village.

Suburbanisation of some newer estates, such as Waterside Close and Haywood Court due to its higher density.

Inappropriate boundary treatment such as fencing along the road frontage of Haywood Court.

Many key historic buildings not listed, such as Church House, The Old Vicarage and Mill House.

6. Summary of Issues

Since the last Conservation Area Appraisal in 1972 there have been changes, but for the most part these have retained the distinctive character and appearance of the Area. Some, such as the dredging and landscaping of the Pool, have made a huge improvement.

This desirable state must be continued, and improved when practicable, and this can only be achieved by continual vigilance by the local community, informed decisions by planning officers and positive action by enforcement officers, all acting together.

Spatial

- Protection of the landscape setting around Madeley village centre, especially to the east and south.
- Protection of the trees
- Loss of gardens and greenspace due to further backland development

Buildings

- use of modern materials on historic buildings such as uPVC windows

Conservation Area boundary

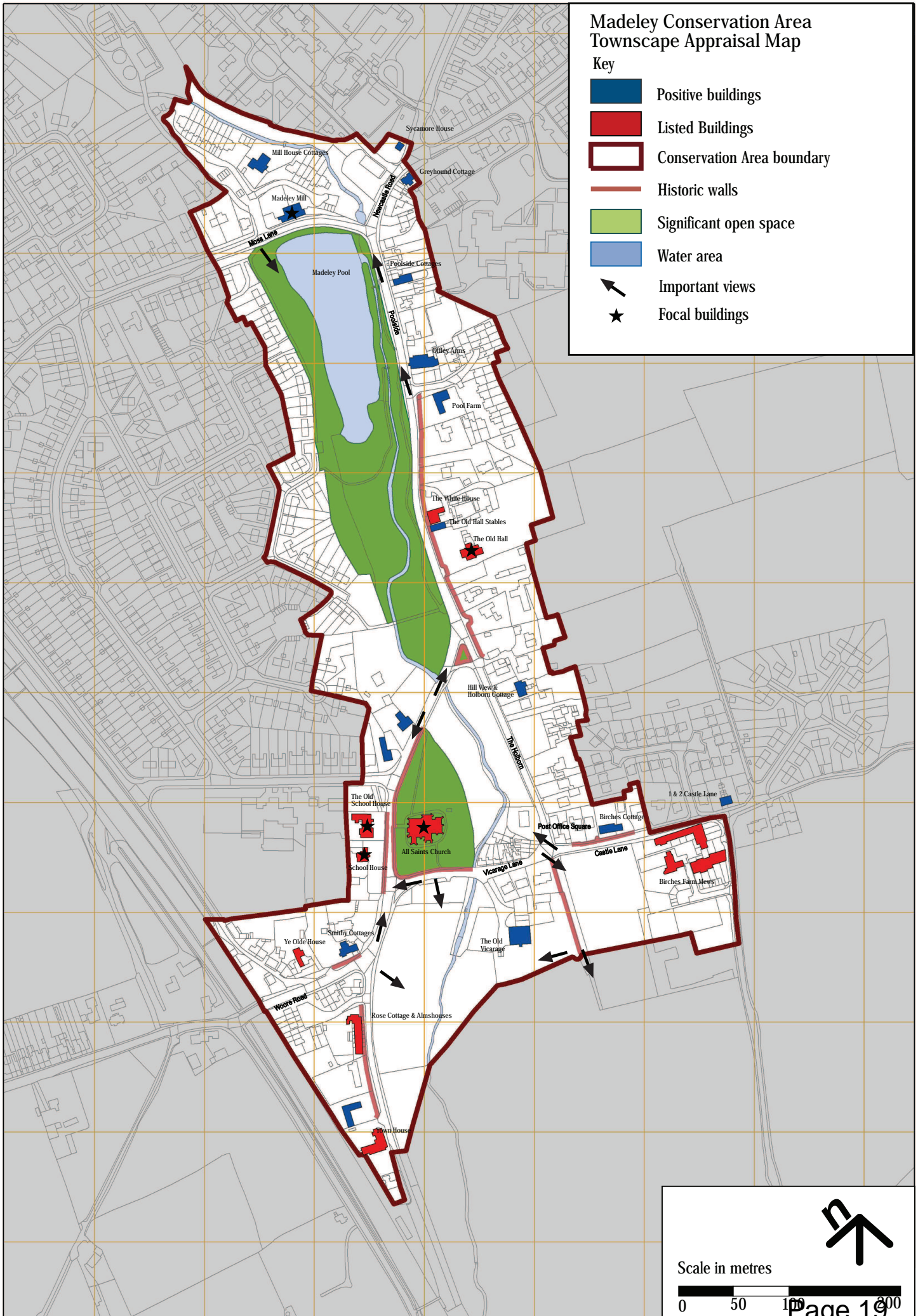
- A small amendment to the Conservation Area boundary is required.


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Madeley Conservation Area Townscape Appraisal Map

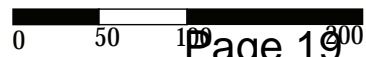
Key

- Positive buildings
- Listed Buildings
- Conservation Area boundary
- Historic walls
- Significant open space
- Water area
- Important views
- Focal buildings





Scale in metres



Page 19

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Management Plan and proposals

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The Purpose of the Management Proposals

The purpose is to provide a framework for further actions which although primarily the responsibility of the Borough Council, will also depend on the cooperation and enthusiasm of local people and local organisations.

The Conservation Area in Madeley has been existence for over 30 years and the effectiveness of the designation depends on the way it has been managed in the past by the Borough Council, the Parish Council, local businesses residents and community groups.

Government policy has made it clear that Conservation Areas are not areas of preservation and that change is an inevitable fact of modern life. The challenge is therefore to manage that change in a manner which respects the special historic and architectural qualities of a place.

Local authorities are required by law to review their Conservation Areas and the preparation of management plans and conservation area appraisals form part of this obligation. The involvement of the local community in the formulation and delivery of these documents helps to strengthen their status and impact. The Appraisal has been completed in conjunction with the Madeley Conservation Group on behalf of the Parish Council and a full period of consultation will take place with the documents to provide opportunities from the local community to input further into the documents.

Both documents will be of use to the Borough Council when determining planning applications for change within or on the edges of the Conservation Area, and for property owners and their agents when considering schemes for alteration or new development.

The Madeley Conservation Area Appraisal

The Character Appraisal which has been prepared has identified the principal positive and negative features of the Conservation

Area and provided an outline of the main issues (see Appraisal document).

2. Legislative Background

The implications of Conservation Area designation.

Designation as a Conservation Area brings a number of specific statutory provisions aimed at assisting the “preservation and/or enhancement” of the area.

- The local authority is under a general duty to review designations ‘from time to time’ and to ensure the preservation and enhancement of the Conservation Area. There is a particular duty to prepare proposals (such as Conservation Area appraisals or grants schemes) to that end.
- In the exercise of any powers under the Planning Acts, in respect of land or buildings in a Conservation Area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.
- Extra publicity must be given to planning applications affecting Conservation Areas. This is usually achieved through the use of advertising the local newspaper.
- Conservation Area Consent is required for the demolition of any unlisted building in a Conservation Area and the local authority may take enforcement action or consider criminal prosecution if consent is not obtained.
- Written notice must be given to the Borough Council before works are carried out to any tree in the area.
- The display of adverts may be more restricted than other areas.
- The Borough Council may take steps to ensure that a building in a Conservation Area is kept in good repair through the use of Urgent Works Notices and Amenity Notices.
- The energy conservation expectations of the Building Regulations (Part L) do not necessarily apply to buildings within a Conservation Area.
- Powers exist for local authorities, English Heritage or the Heritage Lottery Fund to provide financial grant schemes to help with the upkeep of buildings in Conservation Areas, if the area is economically deprived.

The control of development and change

Certain works to houses within a Conservation Area are considered “permitted development”. In summary:

- Planning permission is needed for extensions to family houses in Conservation Areas if it extends the side wall of the house or if it has more than one storey to the rear.
- Planning permission is needed for external cladding to houses using stone, artificial stone, pebble dash, render, timber, plastic or tiles.
- Planning permission is needed for any alteration to the roof of a house in a Conservation Area.
- Planning permission is needed for the erection of any structure within the curtilage of a house in a Conservation Area if the structure proposed would be on land to the side or front of the house. This is especially important for sheds, garages and other outbuildings in gardens.
- With commercial properties, such as shops and pubs, planning permission is generally required for alterations to these buildings.

Where a building is listed separate legislation applies to all internal and external alterations which affect the special architectural or historic interest of the building and will require Listed Building Consent. Planning permission is also needed for all proposed buildings in the garden of a domestic listed building including gas/oil containers.

Satellite dishes

Satellite dishes and antennas in conservation areas are not permitted without planning permission if they are mounted on a chimney, wall or roof slope which faces onto and is visible from a highway or a building which exceeds 15 metres in height. In these cases, planning permission would not normally be approved.

Generally for listed buildings, Listed Building Consent is practically always required for the installation of `antennas` and if the Borough Council considers that the installation will have an adverse effect of the special interest of the building, consent will usually be refused.

Conventional TV aerials and their mountings and poles are not considered to be `development` and therefore planning permission is not required.

Micro-generation and green energy

The government has relaxed the rules for the installation of solar PV or thermal equipment on houses, but in Conservation Areas, equipment needs planning permission if it is to be located on a wall or roof slope of the main or side elevation of the main house or outbuilding or on a Listed Building or a building in its garden.

Trees and Landscape

Within Conservation Areas, lopping or felling a tree greater than 75 mm. diameter at 1.5 metres above the ground requires six weeks' notice to be given to the Borough Council before starting the work. This provides the Borough Council with an opportunity of assessing the tree to see if it makes a positive contribution to the character or appearance of the conservation area, in which case a Tree Preservation Order may be served. This protects the tree from felling or inappropriate lopping.

The tress and the area around the Pool including the footpaths, bins grass and poolside planting are managed by the Borough Council. Whilst there is no formal management plan in place now one is expected to be adopted later in Summer 2012. For information on this matter contact the operational services section of the Council.

National Policy and Guidance

Government policy guidance on Conservation Areas is contained in National Planning Policy Framework, where the government is still promoting informed and

evidenced based conservation. It considers that parts of the environment which have significance due to their historic, archaeological, architectural or artistic interest are called heritage assets. These assets promote a sense of place and contribute towards the aims of sustainability. The context for these policies are provided by the Local Development Framework (LDF) and the Core Spatial Strategy.

3. The Development Control Process

Local authorities have many controls available through their planning powers but much can depend on interpretations and implementation. Material changes to the external appearance of a property can affect what requires planning permission and what is 'material' is for the Borough Council to decide. A new shop front is generally considered to be material but the change of upper floor windows or change in roof materials is less certain.

Single dwelling houses have considerable permitted development rights that enable some alterations to be carried out without the need for planning permission. These can include changes to windows and doors, roofs materials or construction of minor extension. Although they may be minimal in each case, such alterations can have a cumulative effect that is damaging to historic areas. Where this kind of development is considered to be harming the character of an area, an Article 4 Direction can be considered.

Article 4 Directions

Permitted development rights are withdrawn if the Borough Council imposes an Article 4 Direction. This does not mean that development will not be possible. It does however mean that planning permission has to be sought and this allows for the merits of the proposal to be considered against the conservation interests of the area.

It has to be considered whether the exercise of permitted development rights would undermine the general aims and objectives for the historic environment in Madeley and its local distinctiveness.

An Article 4(2) Direction is accompanied by a Schedule that specifies the various changes to single houses which will require planning permission. Flats do not benefit from such permitted development neither do buildings not in residential use.

For example under an Article 4(2) Direction planning permission might then be required for

- All extensions whatever the size including porches on the front of the building
- Changing roof materials and insertion of rooflights on front-facing roofslope
- Replacing windows or doors on the front elevation
- Painting a house, and the removal or partial demolition of a chimney.
- The erection, alteration or removal of a wall, gate or fence at the front of the house can also be controlled as well as demolition. (front means facing a public highway, private road or waterway)

Action 1 The Borough Council will consider serving an Article (2) Direction within Madeley Conservation Area.

4. Actions by the Borough Council

A common complaint is that Planning decisions are inconsistent. While each has to be determined on its own merits, much can be achieved by having a clear interpretation of statutes, detailed policy and guidance and training to help elected Councillors and officers to work within these constraints. Development proposals can have an effect on a Conservation Area even when they are some distance outside it. In such cases, the duty to pay special attention to the character and appearance of the Conservation Area still applies.

Action 2 The Borough Council will adopt a consistent interpretation of what it considers to be a 'material' change.

An Enforcement Strategy.

As well as following the Cabinet Office Enforcement Concordat, which sets out best practice principles for enforcement like openness, consistency and proportionality, the Borough Council has its own local Planning Enforcement Policy and within this historic building and conservation matters are given a greater priority.

The role of Historic Environment Champions

English Heritage is keen to see Historic Environment champions to promote conservation issues in each local authority. These are preferably elected councilors, but can be senior officers whose role as defined by English Heritage, is to:

- Help unlock the untapped potential of the local historic environment,
- Provide leadership for heritage issues within the authority
- Join up policy between departments across the local authority and ensure the historic environment is taken into account in the development of all the authority's policies and forward strategies;
- Develop a close working relationship with the Design Champion, ensuring that the authority has a seamless and

coherent approach to the built and historic environment

- Identify opportunities for the authority to use the historic environment in the pursuit of its wider corporate objectives.

The Borough has had a Design and Heritage Champion since April 2005 and one of the roles is to raise awareness of conservation issues and to encourage other elected councilors to make full use of the training opportunities offered by English Heritage through its HELM initiative.

Promotion and awareness

It is important that local people should understand the significance of their surroundings if they are to play their part. There is a clear need to publish information on the history of each Conservation Area and its special qualities. This could be an effective outcome of the character appraisal process. There is also a significant role for amenity societies and other stakeholders to explain what matters, what is possible, what is expected and what has been achieved elsewhere.

Community involvement is an integral part of the Local Development Framework process. Involvement already happens in Madeley through the parish council and the Conservation Working Party, but there is sometimes scepticism as to how well the local voice is heard at the Borough Council level. To help address this problem, the Borough Council has already established a Conservation Advisory Working Party, which considers all relevant applications and acts as an important interface between local understanding and council decision making.

Some degree of change is inevitable in Conservation Areas and the issue is often not so much whether change should happen, but how it is undertaken. Owners and residents can minimise the negative effects of change by employing skilled advice when preparing development proposals and by avoiding unrealistic aspirations.

Action 3 The Borough Council has placed information on its website on Listed Buildings and on the Conservation Areas in the Borough and this information should be updated and expanded as necessary.

Action 4 The Borough Council will ensure that information is available to enable communities to understand the significance of their Conservation Areas and the consequences of living and working within them. In addition to the information on the website, this could be achieved by the production of written guidance and public meetings.

Action 5 The Borough Council will take steps to explain its planning decisions in greater detail where they are contrary to the advice of the Conservation Advisory Working Party or the parish councils.

Action 6 The Council will continue supporting the Conservation Advisory Working Party and will ensure that the Committee is given the opportunity of commenting on applications affecting the historic environment in the Borough.

Guidance notes and leaflets

Action 7 The Borough Council will consider increasing its offer of guidance and update its range of published guidance to include specific topics such as historic buildings and living in a conservation area.

4. The Control of the Historic Environment

There is an increasing emphasis in planning policy on issues relating to the historic environment and this is particularly important in Newcastle-under-Lyme with its 20 conservation areas and 365 listed building entries. It is important that this historic environment continues to be recognised and that local policies are included in future policy documents for their future protection.

Control of historic buildings

Listed Buildings

Listed Building Consent is required for the demolition alteration or extension of statutorily listed buildings. There is current guidance for owners of listed building on the Borough Councils website but this needs to be updated and expanded as necessary.

Action 8 The Borough Council will continue to assess applications for Listed Building Consent in line with policy and guidance.

Register of Locally Important Buildings and Structures

There are buildings of local significance which, although not statutorily listed, are nonetheless important to the history and character and cultural value of the Borough.

The Council produced a Register of Locally Important Buildings and Structures in 2010 and this was reviewed in 2011. The process of adding a building to the Register has been adopted as a Supplementary Planning Document to the Core Spatial Strategy which will give the Register additional weight in the making of planning decisions. The Register is evolving and it is hoped that this review will encourage suggestions for a number of other buildings within the Madeley Conservation Area which can be considered for the Register during the next review.

Action 9 The Borough Council will ensure that the Register of Locally Important Buildings and Structures is continually updated.

Positive buildings

The Appraisal has identified buildings that made a positive contribution to this character of the Conservation Area. In general, all listed buildings and those on the Council's local Register in a Conservation Area will be regarded as 'positive'. However, there are often many more that, together, underpin the special interest of a place.

Action 9 The Council will publicise the consequences of being in a Conservation Area and the presumption in favour of retaining positive buildings.

Action 10 The Council will continue to use its local planning policies, providing Character Appraisals and Management Proposals as well as considering new areas for consideration.

5. The Conservation Area Boundary Review

The Madeley Conservation Area contains buildings and features which are of different architectural styles and periods. It is fairly compact and well defined, and presents a coherent and harmonious appearance, aided greatly by the presence of the Pool, many trees, and occasional views through to the surrounding open fields and hills. The railway line in the south forms the southern boundary. The boundary is for the most part appropriate, as just outside its western and northern boundaries, buildings have a different character. Since the designation the main development has been either individual plots or backland development. As part of the Appraisal process the whole Conservation Area was inspected and the robustness of the present boundary assessed.

Local authorities are required by law to review their boundaries of existing Conservation Areas from time to time. This is to ensure that they still retain special architectural or historic interest.

Guidance on designating Conservation Area is that boundaries should be robust and defensible. As part of the Appraisal process the whole Conservation Area was inspected and the robustness of the present boundary assessed.

During the start of the Appraisal process, the community through the Madeley Conservation Group suggested that the boundary is extended in 2 locations and that a new Conservation Area is designated in Little Madeley.

Additions

1. Add terraced properties on north side of Bar Hill Road and the former farmhouse and adjacent land to the south. Because the terraces form a group and alterations may harm the character of the approach into the village and that the land adjacent to the farmhouse is open in character and should not be built on.

This area to the south is protected by local planning policies for landscape enhancement and restoration.

Conservation Area status does not prevent development. They help to manage change. Beyond the railway line to the north of Bar Hill Road is a former reservoir, now reclaimed for a wildlife haven, with 4 detached houses at the front of the site. These houses are visible from the roadside and have little architectural merit and no historic value. The character of the terraced properties has already been very much compromised with permitted development, namely altered windows, doors extensions and boundary treatments. To the south over the railway line is Manor Cottage. This is much altered and has little architectural value. The farmhouse is 20th Century and does not have special architectural or historic interest.

The railway line is the best boundary in this location, marking the start of the village. It is not proposed to extend the Conservation Area to include Bar Hill Road for the reasons above.

2. Add an area of landscape to the east of the Conservation Area behind the properties on the Holborn up to the rear of Old Hall. The edge of these fields are marked by a back lane, which further adds to the likelihood that these were former "crofts and tofts" (small cottages with small field attached).

Evidence from the Staffordshire County Council Historic Landscape Characterisation identifies this area as *Post 1880s Small Replanned Enclosure* that may represent the reorganisation of earlier field systems.

Research shows that this area is an area of former medieval or post medieval strip fields defined by curved edges to the plots implying historic ploughing. Some changes have occurred, such as the fields which have been increased in size, but the landscape can still be read and it is worth retaining these remaining plot divisions, which are significant to the history of Madeley.

In order to preserve the reminders of the past landscape still evident, this area should be included in the Conservation Area boundary.

3. Separate Conservation Area at Little Madeley

There are old cottages of considerable architectural and historic character at Little Madeley which are not designated as heritage assets. Some are visible from the main road while others are hidden behind fronting properties. These properties are close to the motorway and are potentially vulnerable. They are too far from the main Conservation Area to be included within it and the intervening dwellings do not have a character suitable for inclusion. It is proposed that a separate Conservation Area be considered the extent of which would be determined after examination on the ground.

More ground work is needed and evidence to show that this area has a distinctive architectural and historic character for designation as a separate Conservation Area.

Do not designate at this present time.

Action 11 The Borough Council will amend the Conservation Area boundary as shown on the Proposals Map and will encourage the retention of the historic landscape on land to the rear of the Holborn to ensure the historic plots are retained.

6. The setting of Madeley Conservation Area

Madeley has a large number of trees, both within and on the edges of the Conservation Area. The combined effect of the trees, shrubs, gardens, the river and the Pool, all come together to create a strong rural character, even within the village centre. These features are cherished by the local community and are generally well cared for including in private gardens, making a valuable contribution to the special character of the Conservation Area.

Action 12 The Borough Council will continue to protect and enhance the rural qualities of the Conservation Area including refusing applications for new development which would result in the removal or reduction of trees or established planting which enhances the conservation area.

The control of new development

New development must respect the historic and architectural context and should 'not necessarily copy existing styles but create sensitive, sympathetic and good quality modern architecture so that the special character and appearance of the Conservation Area is not downgraded or diluted, but reinforced, and enhanced whenever possible.

The pressure for development in Madeley is essentially for infill and backland development (usually in the gardens of existing buildings) but much of the spare land has already been developed or has permission, as for example at Waterside Close and Haywood Close off Station Road. Fortunately development is restricted by the Green Belt which surrounds the wider village of Madeley, and the Conservation Area boundary to the east and south. It is important to maintain the historic form and pattern of development so any development which is found to be acceptable must follow plot boundaries.

Action 13 New development must conform to policies within the LDF, saved Local Plan policies and national guidance, mainly PPS5.

Action 14 The Borough Council will refuse application for new development in or on the edges of Madeley Conservation Area which would result in the loss of existing garden space or would conflict with the prevailing form of historic development.

Action 15 Positive buildings, buildings on the Council's local Register and listed buildings must be retained and their settings protected from unsympathetic development.

All relevant applications should be accompanied with a design and access statement and heritage statement of significance and guidance can be obtained from the planning department. The Borough's Conservation and Urban Design Officer is happy to advise on the repair and reinstatement of historical and architectural features and help to source appropriate contractors, builders, materials, and so on. It would be advisable to contact this officer in addition to a development control officer if the proposal for development lies in or near the Conservation Area.

New development and guidelines

There will be a presumption against any new building or development which would adversely affect the setting and the special character and appearance of the Conservation Area. New buildings should follow established historic form of development, plot sizes, positioning, density, mass and access. It is important to have a good architect or advisor who understands the issues and context of Conservation Areas. New development should not increase the volume of development on the site and should be sympathetic to surrounding historic buildings in terms of scale materials and details. It should also respect views both within and into and out of the Conservation Area.

Windows and Doors

Repair rather than replacement is the preferred option, and uPVC or aluminium for windows or doors are not generally suitable materials for use in an historic context.

The alteration of doors and windows are permitted development but may be withdrawn under an Article 4(2) Direction. This additional control will seek to retain original and historic and architectural features which combine to create the Areas character.

Roofs and Chimneys

There is a presumption against the removal of chimneys even if not in use, since this is likely to adversely affect the special character and appearance of the Area. Slate or clay should be used in replacement of concrete or artificial slate.

Demolition

Conservation Area Consent is needed for demolition all buildings in the Conservation Area (over 115 cubic metres) Demolition of historically significant buildings within the Area will not be permitted unless the building to be demolished can be proven to have a harmful or negative effect. Partial demolition does not require Conservation Area Consent, but some control is exercised through the Article 4(2) Direction, particularly in relation to boundary walls.

Building Specific Recommendations

Statutory list

In Madeley there are 10 buildings and 10 tombstones on the statutory list of buildings of special or architectural interest. This list for Madeley was drawn up in 1985 and the criteria since this time has changed slightly, in that buildings which post-date 1840 are now being added to the statutory list. Additionally earlier buildings which may have been rejected before are also (even if altered) being added. It may be, therefore, that many other buildings in Madeley may be eligible for statutory listing. More detailed survey work, particularly of interiors, would be helpful.

Register of Locally Important Buildings and Structures

There is now a local Register within the Borough which includes Madeley Mill and some suggestions for further buildings in Madeley are shown on the Proposals Map.

The Supplementary Planning Document to the Core Spatial Strategy sets out the criteria and also the process for adding new buildings to the Register.

Action 16 The Borough and Parish Councils will encourage the local community to suggest buildings that might be eligible for inclusion on the Register.

7. Implementation

It is important that the Madeley Conservation Area should be a self sustaining as possible if it is to remain in its present state. Achieving this requires management to control any necessary changes so that its special character and appearance is not adversely affected. Success will require commitment by all Borough Council departments and their partners such as planning, building control, fire regulations and highways authority to ensure the sensitive exercise of controls, in the best interests of the Madeley Conservation Area, and the sensitive deployment of any resources which may become available. Success depends on the part played by other stakeholders: property owners, residents, businesses, and amenity groups.

Those who live and work in the Conservation Area are expected to recognise the collective benefits they enjoy. For this they must understand the need to take a contextual view of proposals rather than acting in isolation. Change is inevitable in Conservation Areas but it is how rather than if it is undertaken. Employing skilled advice minimises the effects of these changes.

Communities

It is important that communities are well informed about the qualities of their Conservation Areas and of the opportunities for enhancing them. There is also a role for the Borough Council and other recognised community groups such as Madeley Conservation Group who have aided and assisted in the production of these documents.

Priorities for action

Immediate tasks – generally those not requiring additional resources.

- Formal adoption of the new Conservation Area boundary
- Encourage community involvement to select buildings for the Register of

Locally Important Buildings and Structures.

- Investigate potential breaches of development control with a view to seeking changes or enforcement.

Continuous tasks-

- Monitoring change – updating photographic records.
- Review character appraisal
- Review the management plan.




Medium-term tasks

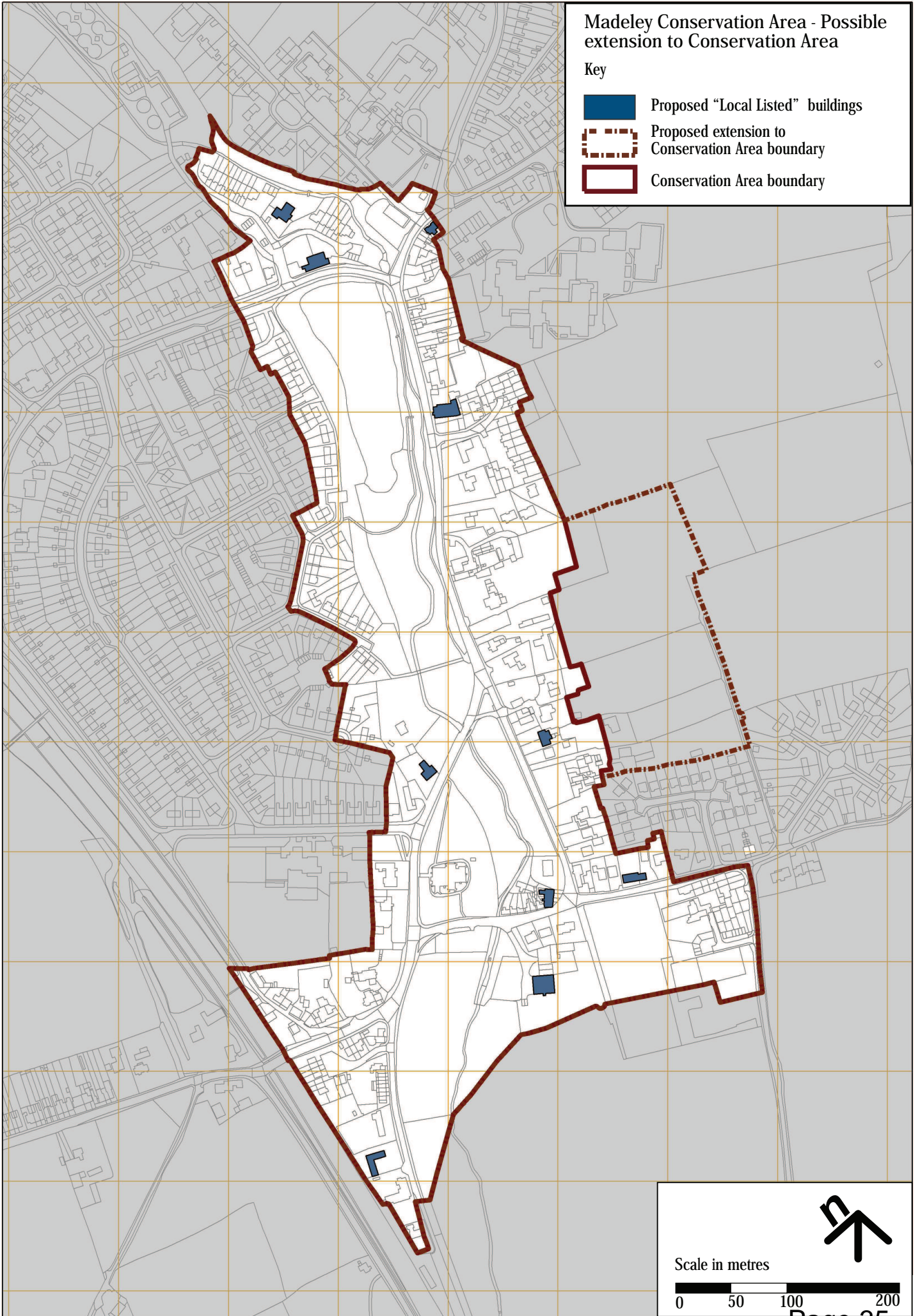
- Consideration of the implementation of an Article 4(2) Direction.

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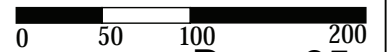
Madeley Conservation Area - Possible extension to Conservation Area

Key

-  Proposed "Local Listed" buildings
-  Proposed extension to Conservation Area boundary
-  Conservation Area boundary



Scale in metres



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**REGISTER OF LOCALLY IMPORTANT
BUILDINGS AND STRUCTURES IN
NEWCASTLE-UNDER-LYME**

**SUPPLEMENTARY PLANNING
DOCUMENT**

(photograph of historic buildings to be inserted)

LOCAL DEVELOPMENT FRAMEWORK

February 2012

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Section 1 Introduction, Purpose and Context

- 1.1 Newcastle-under-Lyme Borough Council recognises the importance and the diversity of the historic built environment and its contribution to the local distinctiveness of the Borough. As part of our cultural heritage the historic built environment merits protection. This SPD has been prepared as part of a range of measures the Council is taking to protect and enhance the Borough's historical assets and to fulfil the objectives of the Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy.
- 1.2 The Borough has a wealth of Listed Buildings of special architectural or historic interest, scheduled archaeological sites (Scheduled Ancient Monuments) and Registered historic parks and gardens. These are of recognised national importance and are designated by the Secretary of State for Culture, Media and Sport and English Heritage respectively. Consequently these sites benefit from special consideration and protection through the planning system.
- 1.3 Conservation Areas are also designated by the local authority and enjoy additional protection and consideration.
- 1.4 However, there are a number of buildings and structures, which are not of national importance, and which lie outside of Conservation Areas. These contribute significantly to the rich cultural heritage of the Borough, but are not protected by statutory controls. They deserve recognition so that their significance to the Borough's heritage can be given proper consideration in planning matters.
- 1.5 The Council, in consultation with the community, has drawn up a list of buildings and structures considered to be of significant local historic interest. This is the 'Register of Locally Important Buildings and Structures.' Buildings and structures which are nationally designated are not included on this Register, as their status is already recognised.
- 1.6 This 'Register of Locally Important Buildings and Structures Supplementary Planning Document,' sets out Newcastle-under-Lyme Borough Council's approach to identifying locally important buildings and structures and describes the formal process of including a building or structure on the Register. The planning implications of a building being included on the Register are set out in Section 2.
- 1.7 The aims of this SPD are to:
 - Formalise the process of compiling the Register of Locally Important Buildings and Structures;
 - Ensure that the contribution a building or structure on the Register makes to the local area will be a material consideration in the determination of planning applications or any other decision regarding its setting;
 - Raise awareness of the importance of locally significant heritage assets;

- Provide some protection against demolition or undesirable alteration; and
- Prevent damaging development.

1.8 This SPD will ensure that both property owners and developers are well informed of the Council's expectations relating to the alteration or demolition of a building or structure on the Register prior to submitting a planning application.

Policy Context

National Planning Policy

1.9 National Planning Policy contains policies that seek to conserve and exploit the benefits of the historic environment and with which local policy must conform.

Local Planning Policy

1.10 The SPD forms part of the Local Development Framework for the Borough of Newcastle-under-Lyme, and aims to elaborate on the policies set out in the adopted Core Spatial Strategy. 'Policy CSP1 Design Quality,' seeks to ensure that new developments are appropriate in terms of scale, location and their context, and 'Policy CSP2 Historic Environment,' seeks to ensure that sites and areas of heritage value are safeguarded for the future. The supporting text to Policy CSP 2 (see Appendix 1) states that this will be undertaken in many ways, including keeping an up-to-date record of historic assets and a list of locally important buildings (the Register).

1.11 The list of buildings and structures on the Register was first compiled in 2010 and updated in October 2011. The Register will be kept up-to-date and regularly reviewed in accordance with the processes which are set down in this SPD. The Register itself does not form part of the SPD, otherwise it would be impossible to carry out regular reviews of the Register.

Section 2 Planning Implications of the Register of Locally Important Buildings and Structures

2.1 Inclusion of a building or structure on the Register does not confer protection equivalent to that available to nationally designated sites, such as Listed Buildings or Scheduled Ancient Monuments. Inclusion on the Register will not stop applicants obtaining planning permission, but when planning permission is required the local interest of a building or site will be treated as a material consideration.

2.2 Buildings, or structures on the Register are linked to the Council's Geographical Information System (GIS) system and this will ensure that the existence of these heritage assets will be taken account of in the determination of a planning application.

Demolition

- 2.3 Buildings or structures on the Register are not subject to special planning controls, and accordingly, unless they are within a Conservation Area, they can be demolished without the consent of the Authority being required, other than for the method of demolition and any proposed restoration of the site. However in the case of redevelopment proposals, the Council will ensure that the local interest of a building or site will be one of the material considerations in any planning decision.
- 2.4 The Council will need to be satisfied that the benefits of demolition and redevelopment outweigh any loss to the local public interest. The Council will adopt a presumption in favour of retaining the building, and so demolition will only be permitted in redevelopment proposals where the replacement scheme is of equal or superior quality.

Alterations

- 2.5 Existing planning controls apply to buildings on the Register. Many modifications to a building, such as external alterations, extensions, and changes of use may well require planning permission. (If you would like to know where to get further advice on when planning permission is required, Section 5 provides some contact details.) Proposals involving works to a building on the Register should respect the particular character and interest of the building or site. The local interest of a building or site will be a material consideration in determining an application but this does not mean that applicants cannot build extensions, etc.
- 2.6 The Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance (SPD) provides further guidance on design standards relating to the historic environment, including help in assessing whether any planned alterations or new developments in the vicinity of a heritage asset are appropriate in terms of scale and site context. The Urban Design Guidance SPD can be downloaded from <http://www.newcastle-staffs.gov.uk/urbandesignguide>
- 2.7 In some cases external alterations to a building may be desirable and promote its maintenance and preservation. The building does not have to be preserved exactly as it is, however the Council requires any alterations to be sympathetic and of high quality. However in general the following should apply and proposals affecting buildings or structures on the Register should ensure that they preserve its local interest by:-
- Respecting the building's design, appearance, and any architectural or historical features in the design of any extensions or alterations.
 - Ensuring that wherever practicable, materials appropriate to the building's local interest are used.
 - Ensuring that any building within the curtilage or setting of a building or site on the Register is designed to be sympathetic to its appearance.

Permitted Development

- 2.8 The Town and Country Planning (General Permitted Development) Order 1995 (as amended) grants rights (known as permitted development rights) to carry out certain limited forms of development without the need to make an application for planning permission. There are no changes to permitted development rights arising from the inclusion of a building or structure on the Register. However, owners are encouraged to consider the particular interest, design quality and appropriate materials.

Maintenance

- 2.9 Owners are encouraged to carry out regular maintenance in order to safeguard the historic fabric of a building and avoid the need for more costly repairs in the future.

Grants

2.10 The Council operates a Conservation and Heritage Grant Fund which awards percentage grants towards the cost of the repair of historic buildings which are statutorily Listed or which lie within a Conservation Area. The percentage rate of grant that can be awarded is a maximum of 20% for Listed Buildings or 10% for historic buildings within a Conservation Area. It is the Council's intention to consider buildings or structures which are included on the Register for grant aid when undertaking eligible works, through the usual grant assessment procedures. Details of this grant can be found on the Council's website – click on 'Conservation'.

Section 3 Selection criteria for identifying a building for inclusion on the Register

- 3.1 In drawing up the 'Register of Buildings and Structures of Local Interest,' the Council will use the following criteria to assess their importance and suitability for inclusion. These criteria are based on the published criteria for national statutory Listing. For inclusion on the Register a building or structure should have some architectural or historic special interest. This would include a combination of the following criteria: -
- Authenticity: (2 marks).
 - Architectural Interest: This includes buildings that are of interest on account of their design, decoration and craftsmanship. Architectural interest includes examples of local vernacular buildings, examples of particular building types and the work of important architects (2 marks).
 - Historical interest: This includes buildings that illustrate important aspects of social, economic, or cultural history or are associated with notable people or events (2 marks).

- Visual Importance: This includes particularly prominent buildings in a locality, street or landscape or which contribute to local landscape character (2 marks).
- Community value: (2 marks).

3.2 In all of the above, particular consideration should be given to the completeness and integrity of the building or structure and a scoring system will be used to ensure that an asset is considered suitable. A score of seven out of 10 will ensure the historic asset will be put forward for inclusion on the Register. A glossary of the nomination criteria is provided in Appendix 2.

Assessing the nominations for the local Register

3.3 Local groups, a member of the public or an owner, can nominate a building or structure for inclusion on the Register. Nominations must be on an official form and should be completed and sent to the Planning Service. Visit www.newcastle-staffs.gov.uk/localregister for forms or information about the Register.

Selection Panel

3.4 The nomination will be assessed by the Assessors Panel. The Panel is made up of local councillors, a representative of the local Civic Society, and others with a particular interest and expertise in the local Historic Environment. The Council has resolved that the Panel membership should be determined by the Council's Conservation Advisory Working Party. The Panel will assess the suitability of the building for inclusion on the Register, based on the above criteria. Once selected, the Register will be submitted for public consultation.

3.5 Owners or occupiers dissatisfied with the decision to include their building on the Local Register will be able to write and make a formal objection to inclusion, within the relevant timescales.

3.6 For additions to the Register, the Panel's recommendations will be submitted to the Planning Committee for consideration and approval. Objections will also be considered by Committee. Owners will be informed of the decision made.

3.7 Buildings, which are the subject of a current planning application, will not be considered for inclusion on the Register, until the application has been determined.

Section 4 Monitoring and Review of the Register

4.1 The Register will be reviewed every year (resources permitting), and will be ratified by Planning Committee as set out above. Once agreed the adopted Register and any subsequent amendments will be published on the Council's website, (see Section 5) and made available in print. The Register will also be sent to the County Council for inclusion on the Historic Environment Record.

Appeals against the non- inclusion of buildings on the Register

- 4.2 Buildings which have been considered for inclusion on the Register and have been previously rejected will not be considered for nomination again, unless the selection criteria are changed, or further information has been provided to enable a better assessment of the building to be made. A list of these buildings will also be added to the Register of Locally Important Buildings and Structures page at www.newcastle-staffs.gov.uk/conservation .

Section 5 Further Advice and Information

- 5.1 To find out more about when planning permission is required visit the Planning Portal at www.planningportal.gov.uk and www.newcastle-staffs.gov.uk/planning.
- 5.2 For further advice on the application of the Council's policies on the historic environment please visit www.newcastle-staffs.gov.uk/conservation or for more information contact Louise Wallace, Conservation Officer, Newcastle-under-Lyme Borough Council, Merrial Street, Newcastle-under-Lyme ST5 2AG, Tel: 01782 742408
- 5.2 English Heritage: Good Practice Guide for local Listing: Identifying and Managing Significant Local Heritage Assets. Draft for Consultation February 2011

Extract from Core Spatial Strategy

Policy CSP2 – Historic Environment

Both Councils will seek to preserve and enhance the character and appearance of the historic heritage of the City and the Borough including buildings, monuments, sites and areas of special archaeological, architectural or historic interest.

6.19 This policy seeks to ensure that sites and areas of particular heritage value are safeguarded for the future and enhanced both for their own heritage merits and as part of wider heritage regeneration proposals. Conservation areas and building that are statutorily Listed have some protection under the Planning Acts and National Planning Policy guidance to ensure preservation. However, sites and areas of heritage importance, including buildings in a local list, are not so protected and the design guidance to be set out through the Design Supplementary Planning Document will seek to preserve their local architectural or historic interest through the Development Control process.

6.20 This policy will be implemented in the following ways:

- Through the application of the Newcastle Conservation and Heritage Guidance Supplementary Planning Document.
- Through the production of Conservation Area Appraisals and Management Plans.
- Through the up to date record of historic assets and a list of locally listed buildings for each respective local authority area
- Each Council will make financial provision to help conserve its historic heritage through an annual allocation to its Conservation and Heritage Fund for grants to repair and restore historic buildings.
- The compilation and maintenance of a “Buildings at Risk” Register, which will highlight priorities for action for buildings of special architectural or historic interest or unlisted buildings in a conservation area. Where such buildings are at risk each Council will seek to help owners to use and maintain their property through a combination of advice, grant assistance and, if necessary, take action to ensure repairs/urgent works are undertaken under Section 48 and 54 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Glossary of terms for Nomination Form

Authenticity

How true to the original design is the building or structure? Does it retain its original features unaltered ?

Architectural Interest

What is the design of the building or structure, its decoration and craftsmanship, plan forms? Is the building an example of a particular style (eg, technological innovation)?

Historic Interest

Does the building show important aspects of the areas social, economic or cultural history? Is the building associated with important people or an important event?

Visual Importance and Group Value

What communal association does the building have with the area? Is it visually striking in the streetscene? Does the building or structure have group value in visual design or historic relationship terms?

Community Value

How important is the asset to the community as a source of local identity and distinctiveness, i.e. collective memories?