
**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

- 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.