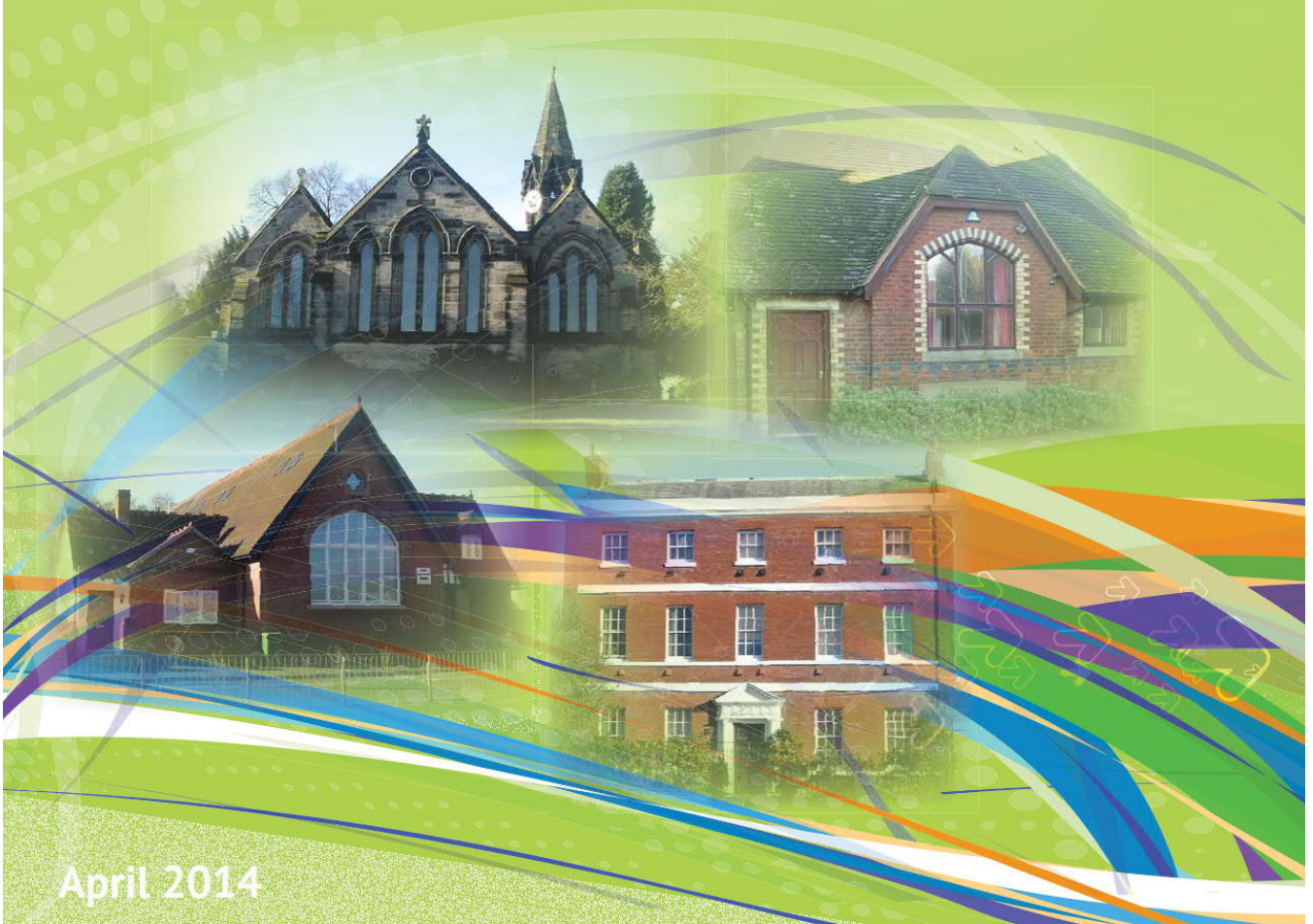


Main Road, Brereton Conservation Area Management Plan

Supplementary Planning Document



April 2014

Conservation Area Management Plan : Brereton

Introduction

This area-specific Management Plan Supplementary Planning Document (SPD) follows from the Council's Conservation Areas Management Plan which sets out the package of measures available to the Council to apply to all of its Conservation Areas. The area-specific Plans relate to each of the individual Conservation Areas based on the recommendations in the individual Conservation Area Appraisals and should be read in conjunction with the generic plan.

Brereton Conservation Area

The Conservation Area was designated in February 2002. It comprises the core of the old village along Main Road, an interesting mix of grand houses, worker's cottages and community buildings, standing against the green backdrop of Cannock Chase. Although absorbed by the southward spread of the adjacent market town of Rugeley, its historic settlement pattern is still evident as is its earlier life as a thriving village, its listed buildings amongst the most distinctive in the District. The Conservation Area comprises the frontages of Main Road through the central part of Brereton from Armitage Lane to St Michael's Drive. Main Road forms part of the main route between Lichfield and Rugeley, and the Conservation Area is located approximately 1.5 miles south-east of Rugeley town centre. The boundary of the Conservation Area is shown on Plan 1.

Issues identified in Brereton Conservation Area Appraisal

The Conservation Area Appraisal for Brereton was adopted in May 2009 following public consultation. It defines the special architectural and historic interest of the Conservation Area and identifies its negative features. These are illustrated on two townscape plans 2 and 3. It makes recommendations for future management and enhancement opportunities arising from this assessment, aiming to reinforce the positive features and eliminate the negative to ensure the continued quality of its special interest over time.

Summary of its special interest

- Its long history, still evident in its layout and buildings
- Its relationship to the wider area in terms of coal mining history, road and canal transport
- Its townscape having a strong frontage of individually distinctive buildings onto Main Road with terraced cottages behind
- The contribution of its mature tree cover including significant specimens and groups

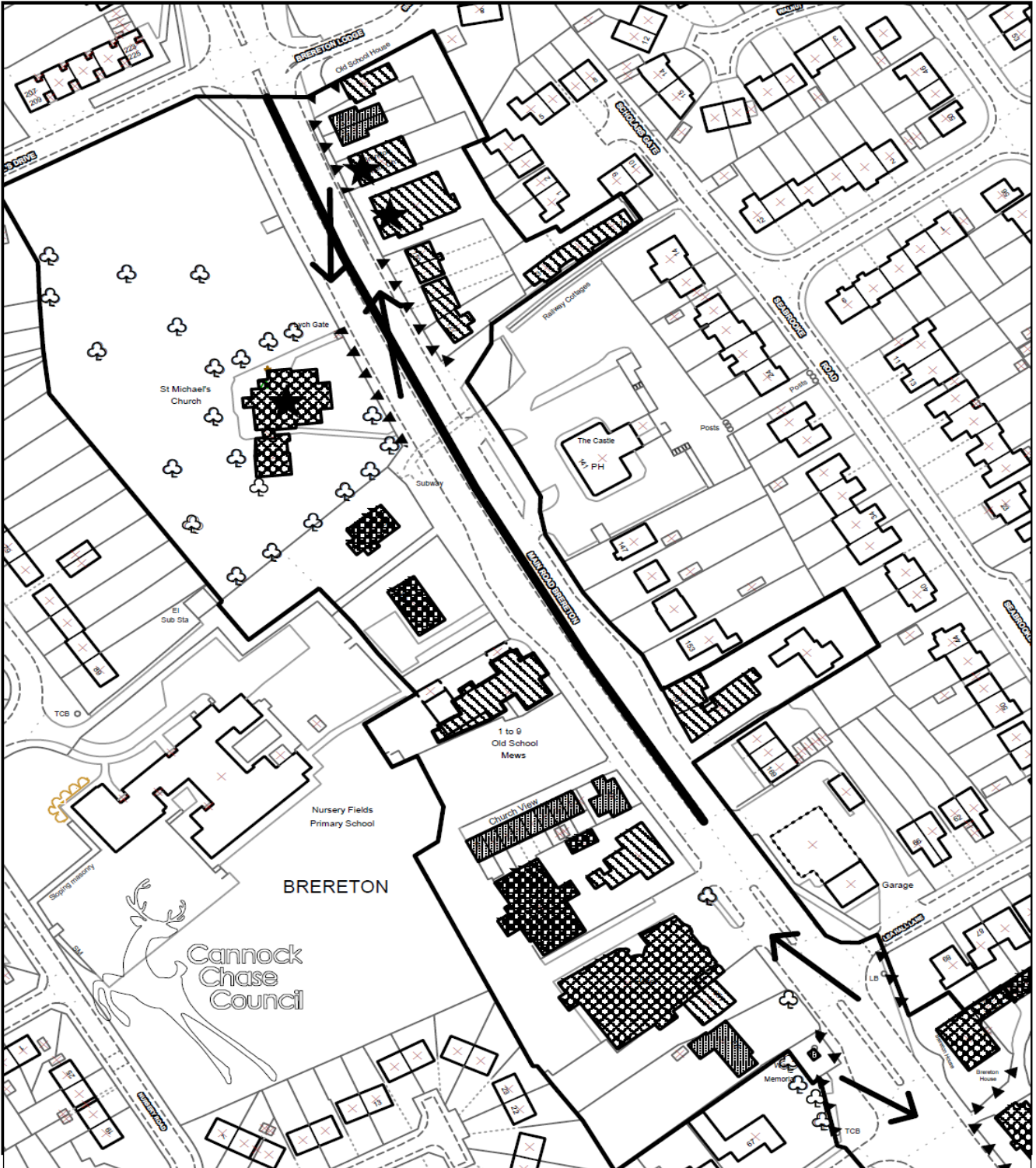
Main issues:

1. The retention and enhancement of buildings, boundaries and characteristic features making a positive contribution to the Conservation Area.

PLAN 3: TOWNSCAPE APPRAISAL - NORTH SECTION



KEY			
	BUILDINGS MAKING A POSITIVE CONTRIBUTION		BOUNDARIES MAKING A POSITIVE CONTRIBUTION
	BUILDINGS HAVING NEUTRAL IMPACT		BOUNDARIES MAKING A NEGATIVE CONTRIBUTION
	LISTED BUILDINGS		SIGNIFICANT TREES AND TREE GROUPS
	UNLISTED BUILDINGS OF PARTICULAR INTEREST		VIEW
			SKY LINE FEATURE



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PLAN 4: TOWNSCAPE APPRAISAL - SOUTH SECTION



KEY	
	BUILDINGS MAKING A POSITIVE CONTRIBUTION
	BUILDINGS HAVING NEUTRAL IMPACT
	LISTED BUILDINGS
	UNLISTED BUILDINGS OF PARTICULAR INTEREST
	BOUNDARIES MAKING A POSITIVE CONTRIBUTION
	BOUNDARIES MAKING A NEGATIVE CONTRIBUTION
	SIGNIFICANT TREES AND TREE GROUPS
	VIEW
	SKY LINE FEATURE



2. The treatment of new development and new additions to existing buildings within and affecting the setting of the Conservation Area, including building lines, design, materials, soft landscaping, views of landmarks, uses and densities.
3. The visual impact of the prominent open sites in the centre of the Conservation Area on both sides of Main Road – the Cedar Tree overspill car park and the Castle Inn frontages.
4. The potential for enhancement of the Conservation Area through the reduction of obtrusive street furniture and clutter and consideration of alternative, less visually intrusive methods of traffic management and of environmental enhancement.

Delivery Plan/Targets/Resources

A package of measures as set out in the Council's Generic Conservation Area Management Plan is available to deal with the above issues in a way beneficial to the Conservation Area. Their effective use is dependant not only on the Council but on a partnership approach including the commitment of developers, development professionals and the local community. This area specific Management Plan seeks to stimulate debate on how the issues might be addressed.

1. The retention and enhancement of buildings, boundaries and characteristic features

- The Council will encourage the retention, repair and maintenance of the following characteristic features on all buildings making a positive contribution to the Conservation Area including the unlisted buildings of particular interest:
 - timber windows and doors to traditional designs and details
 - predominance of brick buildings
 - blue slate and small red clay roof tiles
 - gabled and hipped roofs
 - decorative ridge tiles and bell turrets
 - chimney stacks and clay pots
 - cast iron or cast metal rainwater pipes and gutters
 - low brick and stone walls to frontages, brick piers
 - informative plaques on buildings
 - mature trees and hedges in front, between and behind buildings
- The Council will discourage use of artificial materials and non-traditional designs which are bland and lacking in the rich textures and colours of natural materials, the painting and rendering of brick buildings, the obtrusive siting of unsympathetic modern additions, the opening up of front gardens and the wider use of dormer windows and roof lights on roof slopes.
- Safeguarding characteristic features will require an acceptance by property owners of their intrinsic value and a commitment to invest in their property to maintain its historic value. Historic features can be slowly lost through decay and under-investment as well as more rapidly through modernisation and unsympathetic over-investment.



Fig. 1 Historic buildings retaining characteristic features and materials, frontage walling and tree planting.

Fig. 2 New infill development extending original historic building with characteristic design and materials.





Fig. 3 One of the open sites in the centre of the conservation area which would benefit from enhancement.

Fig. 4 Potential area for enhancement using less visually obtrusive traffic management on Main Road.



- The Council will consider the preparation of design guidance on specific issues and offer other advice on request or via its website which can be sought prior to carrying out work.
- The Council will conduct a site survey of characteristic features with a view to progressing an Article 4(2) Direction to manage future damaging changes to unlisted dwellings which would result in certain minor works requiring planning permission. Although a significant number of windows and some doors in Brereton have already been replaced with plastic alternatives and some chimney stacks have been lost there are many remaining details still to be protected. The survey will be used to monitor change over time.
- The Council will review the Conservation Area boundary from time to time to ensure it is still workable and that it encompasses a definable cohesive area with a particular character. Often a boundary will include both road frontages however in Brereton sections of both Main Road frontages have been excluded at this stage due to the extent of modern infill development not characteristic of the older parts of the Area.
- The Council will pursue enforcement action where unsympathetic alterations which threaten the character or appearance of the Conservation Area are carried out without the necessary planning permission to achieve a more sympathetic result.

2. The treatment of new development

- The Council will require proposals for new infill development and redevelopment to adhere to well established good urban design principles for scale, form, materials, layout, density, landscaping and boundary treatment, with the use of contemporary design and materials or more traditional options as appropriate, to reinforce the existing strong frontage and layout of individually distinctive buildings onto Main Road in a well landscaped setting, reflect existing variety and detailing including colour, texture and range of materials and maintain or enhance views through the Conservation Area, particularly landmark buildings.
- The existing mix of uses in Brereton will be maintained with any compatible additional uses considered.
- The Council will apply the same principles to any opportunity sites occupied by buildings of neutral interest within or sites affecting the setting of the Conservation Area which come forward for redevelopment.
- The Council will seek developer contributions in conjunction with planning permissions in accordance with the Council's SPD 'Developer Contributions' 2015 and will consider using a proportion of them for public realm enhancements along Main Road.
- The co-operation of adjoining property owners will be encouraged, in the interests of the overall enhancement of the Conservation Area.

3. The visual impact of the open sites

- The Council will encourage the infilling of the present open sites in the centre of the Conservation Area (the result of earlier demolitions) to help enclose the Main Road frontage once more, based on well established good urban design principles for new development as set out above

- In the meantime property owners will be encouraged to carry out advance tree planting along these frontages to provide some sense of enclosure, visual interest and environmental enhancement prior to infill development taking place in due course.

4. Traffic management and environmental enhancement

- The Council will work in partnership with the County Highways Authority and the community to consider the potential for less visually obtrusive street furniture and road markings together with a scheme of environmental enhancements along the Main Road corridor through the Conservation Area in accordance with Historic England guidance 'Streets for All' and based upon an audit of highway furniture and the potential for enhancement resulting from the downgrading of Main Road to a non-primary road following completion of Rugeley By-pass.

Monitoring

The Council will monitor progress towards the delivery of the above actions and the resultant impact on the character and appearance of the Conservation Area on a five year cycle. Some of the actions will be on-going, some will relate to specific actions which can be completed. The monitoring process together with developing Planning Policy will inform updating of the Appraisal and Management Plan over time.

Monitoring will involve further consultation with the community and may identify new issues and ideas for raising standards. Monitoring could also be carried out within the community, under the guidance of the Council.