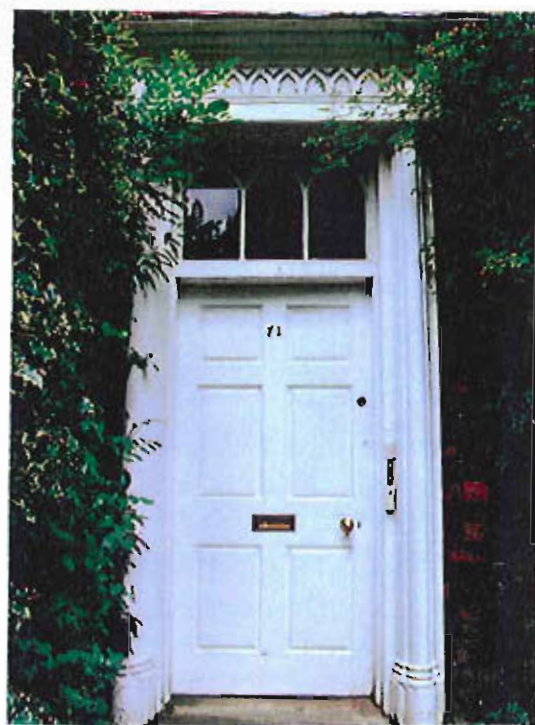


MARKET DRAYTON



Conservation Area Appraisal

July 1997

Origins and Development of the Area

Market Drayton is the largest of the market towns in North Shropshire with a population of 9,500.

The earliest recorded form of the placename is *Draitune* - possibly a settlement on a steep hill. The medieval form of the placename was Magna Drayton - the placename Market Drayton being first documented in the C16. There is no direct evidence of early settlement at Market Drayton. In 1068 Drayton was held by William Pandolf; Domesday Book describes the manor of Drayton as having a priest, from which it could be deduced that there was a church present in the late Anglo-Saxon period.

The Abbey of Combermere, in Cheshire, acquired the manor of "Drayton-in-Hales" in the early C13 and was responsible for promoting the development of the settlement into a town - a charter being granted to hold a weekly market and annual fair in 1245. By the end of the 13th century the town was referred to as a "new borough". There are documentary references to the granting and transfer of burgages in the late C13, the core of the town is assumed to be the tenement plots aligned on the market place, with perhaps other tenement plots aligned on Shropshire Street and Stafford Street, representing expansion of the urban area within the medieval period. Glovemaking seems to have been a significant industry in the C14.

The town achieved little independence from the abbey, which was dissolved in 1538; records of the manorial or market courts do not appear until the late C16. Sir Rowland Hill became Lord of the manor in 1545, Market

Drayton remaining a relatively small town with a main industry of leather-working, tanners, glovers, shoemakers and other associated trades being listed in C16 and C17 documents along with cloth workers, mercers, brewers and innkeepers. New tenement plots laid out in the C16 and C17 along Stafford Street and Shropshire Street may relate to the development of industries, particularly crafts associated with the development of leather-working.

High Street, Cheshire Street, Church Street, Stafford Street, Shropshire Street and most of the other streets are documented by the end of the C16. A period of economic decline during the C18 is indicated by documentary evidence, with late C18 industries recorded as being hair weaving for clothes and sieves, and paper making. The development pattern of the town seems to have remained fairly static between the C17 and C19; in 1787 the houses were still mostly thatched. Turnpike roads were established in the late C18 and new bridges were built over the River Tern. In 1835 the Birmingham and Liverpool Canal was completed past Market Drayton and warehouses and canal wharves were built for the trade in corn and coal. Livestock trading developed in the early C19.

The largest number of C19 buildings are on Cheshire Street, at the northern end near the railway station towards the industrial area. The opening of the railway line in 1863 led to an improvement in trade reflected in the expansion of the town with new streets, Burgage Street, New Street, and Prospect Road as well as in the rebuilding of houses and widening of streets. There are twelve listed

buildings dated to the C19 within the Conservation Area. Industrial sites within the town post 1800 include hair factories, a tannery, iron foundries, smithies, breweries and malt kilns and timber yard. there is a 19C school and 3 19C chapels.

Archaeological assessment of Market Drayton, Shropshire

There are no Scheduled Ancient Monuments in Market Drayton. English Heritage's current Monuments Protection Programme may, however, add monuments in Market Drayton to the Schedule. No archaeological excavations or surveys have been carried out in Market Drayton.

The Central Marches Historic Towns Survey Town Assessment Report for Market Drayton, May 1996, (copyright Shropshire County Council & Hereford and Worcester County Council), reports that fieldwork undertaken during the Survey identified remains, investigated and revised the extent of components, and recorded C18 and C19 cellarge and modern developments in the urban area. The Report's summary of research potential notes that the historic core of Market Drayton contains buried archaeological deposits which, along with the town's historic buildings and surviving documentary sources, have potential for detailed study and recording.

Two important elements of the town remain to be identified through documentary research or archaeological investigation : the medieval manorial enclosure and the

Civil War defences. A major fire, which burnt down almost the whole town, is documented in 1651, which may be a recognisable stratigraphic marker within buried deposits in the town, and would have created ideal conditions for exceptional preservation of environmental remains such as timber and cereal crops in the destruction deposits. As stratified deposits have not yet been demonstrated to exist within the urban area however, and no information is available on the depth of archaeological deposits, the extent and character of the medieval town, as well as the date of the earliest settlement, cannot be established from archaeological evidence.

The fortifying of the town during the Civil War may imply the presence of substantial ditches which could have significance for the survival of good post-medieval artefacts. The probability is that the archaeological urban area of Market Drayton contains buried remains relating to medieval and post medieval occupation which carry significant information and that consequently, archaeological assessment of any proposed development within the urban area should be carried out as early as possible in the planning process.

Socio-economic background

Market Drayton is the largest town in the North Shropshire District with a population of 9,500. It lies on the eastern boundary of the District immediately adjoining Staffordshire. It has developed around the crossroads of two main roads, the A53 Shrewsbury-Newcastle-under-Lyme

route, which now bypasses the town to the north and the A529 Newport-Nantwich Road. Market Drayton serves a large catchment population, estimated to be approximately 27,000 and is, therefore, an important service centre for a wide rural area. The population has a slightly older profile than the County average and the proportion of households occupied by a pensioner living alone is markedly higher than the rest of the County, as are lone-parent households. The town also has a very high level of local authority housing - 21.8% of the total dwelling stock being Council owned.

Although essentially a rural area, car ownership levels are not high - over 29% of households have no car. The only available public transport is the bus, the town's railway having closed in the 1960s and services are far from convenient. Buses to Shrewsbury and Telford take about 1 hour, to Hanley 55 minutes, Stafford 50 minutes and Newcastle-under-Lyme between 40 and 50 minutes. The daily service running between Shrewsbury, Market Drayton, Newcastle and Hanley is the only one which could be used as a work journey to any of these large centres.

The 1991 Census results indicate that Market Drayton has a relatively low skilled resident workforce, with a low rate of self-employed workers and high percentages of unskilled and semi-skilled manual workers. The 1995 New Earnings Survey confirms that Shropshire is a low waged area. The average male wage in Shropshire is 87% of the average in Great Britain and female wages are only 84% of the average, ranking the fourth lowest of all counties nationally. The fact that

Market Drayton has a high proportion of manual workers, over 50% and of part-time employees, over 19% of the total workforce, means that Shropshire's low pay problem is amplified in the town.

Traditionally, the economy of the area has centred around agriculture and related industries. Over the last 30 years, however, there has been a dramatic loss of jobs in agriculture which has necessitated a gradual diversification of the local economy. Even so, the proportion of jobs in agriculture and agriculture related industries is still 25% in North Shropshire.

In recent years Muller Dairy (UK) Limited has developed its British industries in Market Drayton and is currently expanding its base in the town. Palethorpes also has a large factory elsewhere in Market Drayton and this makes food processing the single most important employment sector. Despite these large employers, 42% of the working population commute out of the town to work, to Staffordshire in particular. The average distance travelled to work is approximately 12 km, which means that Drayton residents have some of the longest journeys of all residents in the County. This is a matter of concern to the District Council which is seeking to encourage greater self-sufficiency in employment, through measures such as the development of the Tern Valley business Park, an 8 hectare Business Park serviced and managed by a partnership of the District Council, County Council, and Rural Development Commission.

However, Market Drayton has now lost its Rural Development Area status and, therefore, is no longer within a statutory assisted area and does not qualify for any significant sources of Government or European aid.

Although there are a variety of shops and offices in the town centre and a thriving weekly street market which attracts shoppers from many miles around, the town has experienced increasing difficulty in competing with larger centres such as The Potteries, Telford and Shrewsbury which are able to offer a wider range of goods to shoppers. In 1995, there were 35 empty retail properties, out of a total of 187. Market Drayton has however, recently seen the opening of a new Safeway foodstore on the edge of the town centre.

The town centre has also benefited from the introduction of a package of environmental and traffic management works involving the District Council, Rural Development Commission, County Council and English Heritage. So far, works have included enhanced pedestrian areas around the Buttercross area, the introduction of pedestrian priority in Queen Street, incorporating new paving and an improved frontage to the car-park and Phase II of the Inner Relief Road. These measures have helped to remove some unnecessary through traffic from the town centre and allowed the improvement of the historic core of the town, though there remains scope for further enhancement works, much of which is dependent upon the completion of the next phase of the Inner Relief Road.

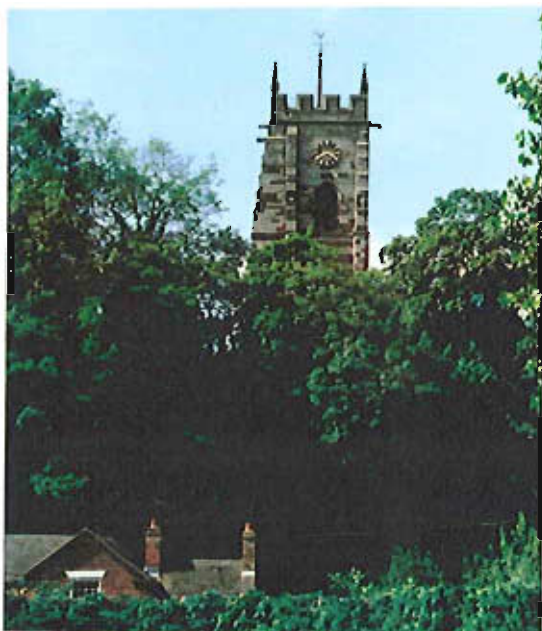
There is potential to further promote Market Drayton as a visitor

destination. One of the features for which it is most well-known is its weekly street market held on Wednesdays which attracts shoppers from many miles away and highlights the importance of maintaining and enhancing a lively shopping environment. The appeal of the area is mainly in its "undiscovered" qualities as a traditional market town set in pleasant countryside. Particular features include the Shropshire Union Canal, which runs through the town and attracts an estimated 60,000 boat users each year and the Tern valley, where a countryside project has been set up which has been successful in encouraging action to conserve and enhance the environmental interest and to provide facilities for informal recreation.

The town itself is linked with Clive of India and is promoted as 'The Home of Gingerbread', a traditional recipe being made and sold locally. There is a proposal to develop the disused railway line immediately to the north of the town as a steam railway visitor attraction which could provide a significant draw to tourists and would benefit the local economy, if the project came to fruition. More well-known local attractions at Shrewsbury, Ironbridge and the Potteries are within a reasonable distance and make it an ideal base for visitors touring the area.

Character Appraisal of Market Drayton

The approach to Market Drayton from the south west curves down to the River Tern through parkland landscape. St. Mary's Church tower stands above the tree lined horizon, described by Pevsner as a 'Stadtkrone', crowning the town from this aspect. Newtown follows around along the foot of the escarpment, with late C20 development along its western boundary and the open flood plain to the east.

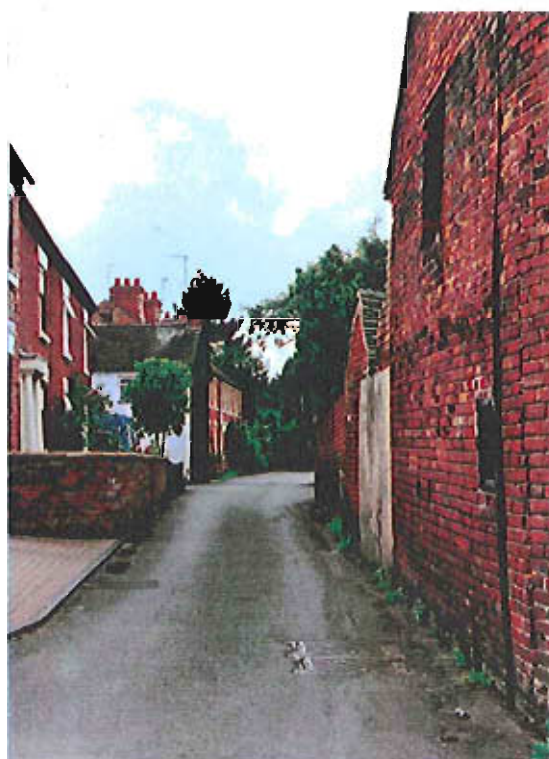


The land overlooked by the Mount at the head of Love Lane is included within the Conservation Area. The immediacy of the rural area is an important characteristic of the Market Drayton Conservation Area, as demonstrated by the drama of the combination of distant views and townscape around Love Lane and Mount Lane steps.

Love Lane footpath rises from Newtown Road to Mount Lane and is a tight hedgerow lined ascent with meadows to the left. The Mount is a Georgian villa at the head of the lane, where the extensive views give a strong sense of the height of the settlement above the river.



Kiln Bank Road has a tight streetscape of brick boundary garden walls, which generate tightly framed views along Mount Lane and glimpses of pedestrians through the entrance onto Shropshire Street.



The sense of enclosure is heightened by the tight building line of warehouse burgage plot developments behind Shropshire Street. The high brickwork walls along Mount Lane have great townscape value, and the garden boundaries to the Vicarage and others are of good Georgian brickwork with mature trees visible above.



The car park at Mount Lane is visually intrusive amongst a good group of buildings which include the 1778 Chapel and Nos. 20 and 22 Church Street. The single storey corrugated roofs, boundary mesh fences and concrete bollards which edge the parking area are visually poor.

The burgage plots to the rear of Shropshire Street visible from Church Street, contribute greatly to the character of this area. Good groupings of brick warehouses combine with cobbled yards and curved garden wall boundaries.



The rear of the King's Arms public house overlooks a picturesque view of burgage plot developments, which include land to the rear of Nos. 22 and 24 Church Street and the good quality brick coach houses to the rear of No. 47 Shropshire Street.

Built structures are an homogenous mix of warm red brick gables and Staffordshire blue plain clay tile roofs. Gardens form an important part of the character. The mix of yew trees, fruit trees and garden boundary walls contribute greatly to the character of this area.



The dense massing of rear buildings and mix of cast iron windows and re-used joinery also give this area its particular character.

At the eastern end of the Conservation Area, No. 82 Shropshire Street marks the boundary physically by its garden wall along Clive Road. The three storeyed house has aluminium replacement windows, but a good early C18 facade and original joinery to the Clive Road

elevation with a roof of Staffordshire blue clay tiles.



No. 84 Shropshire Street has a decorative tile banded roof and arch headed sashes. The rear of properties on the north of the street at this point are of interest, as are the brick boundary walls.



The varying heights and orientations of the roof forms of Nos. 80, 82, 84 and 86 form a good architectural group with handmade Staffordshire blue clay tile roofs and warm red brown brick.



The Jehovah's Witnesses Kingdom Hall has C18 brick boundary walls and buildings behind a C19 facade of polychromatic brickwork. The poor shopfront insertion detracts from the good architectural form of this part of the Conservation Area. The recreation of an entrance door with display windows on either side and upper floor access would enhance the building.



The built form continues to follow the back of pavement, with a terrace of two storey C18 brick buildings rising centrally to the three storey Coach and Horses public house. There are good dentil eaves details and blue clay tile roofs; visual distractions include the concrete rooftiles

and replacement windows to No. 68, the replacement shop windows at No. 76 and the missing chimney pots. The Coach and Horses, No. 70 Shropshire Street is Listed Grade II and has good early C19 intact joinery.

The view west out of the Conservation Area at this point is closed by No. 3 Shrewsbury Road, an early C19 former Sunday School.



Nos. 52 to 62 Shropshire Street have important group value and contribute to the townscape. This is threatened by the poor new access driveway with ugly new gates to No. 62, which is unlisted but has good C19 joinery details. The modern brick infill development has good massing but a grim brick colour - a warmer brick would have been a better material.

The open aspect between Warren Court and No. 40 Shropshire Street, Poynton House (Listed Grade II), is detrimental to the Conservation Area. Sensitive boundary treatment, paving and tree planting would repair the damage to the street scene.



Nos. 67 to 75 Shropshire Street form an homogenous group of unlisted buildings which include a former bakehouse and C18 Chapel with early cast iron windows. The continuity of roofscape and quality of joinery detail is marred by later joinery alterations to dormer and ground floor windows.

Glimpses up Kilnbank between Nos. 65 and 67 provide visual interest and earlier building forms begin to be more apparent at the corner of Kilnbank.

Although there have been unsympathetic alterations to the glazing of Nos. 61 and 65, Nos. 59, 61 and 65 form a good group, sympathetically designed in relation to adjoining C16 architecture. A poor brick shopfront and balloon blinds detract from the overall quality.

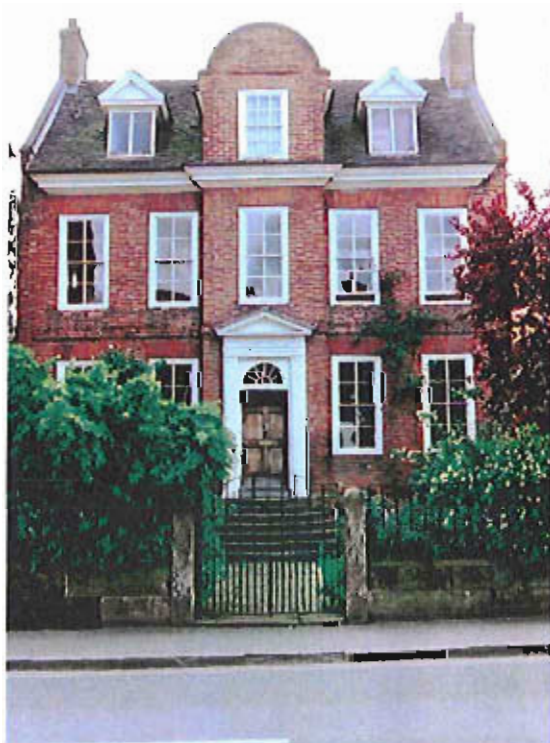


There are glimpses from the street of gardens to the rear of Cotton's House, No. 57 Shropshire Street, Listed Grade II*. This early C17 house combines with the adjacent C17 and C18 Listed buildings, Nos. 49 to 55 Shropshire Street, to form a collage of steep timber framed dormers, gables and sinuous

timber framed patterns mixed with C18 and C19 brickwork and chimney pots.



Dense two and three storey C18 and C19 warehouse development on the burgage plots to the rear are visible through the timber-framed entranceway of No. 53.



No. 41 Shropshire Street, The Old House, Listed Grade II*, forms a small urban 'square' between No. 39 and the Georgian facades beyond, and the return wall of Nos. 43 and 45.

No. 29 Shropshire Street, The Red House, is described by Pevsner as 'the most ambitious Georgian house in the town', with seven bays, a three bay pediment and brick quoins. The building has lost its distinctive parapet ball finials.



No. 27 Shropshire Street, The Abbot's House, stands isolated between later C18 developments. The building's close studded timberframing provides strong visual interest and in contrast to the adjacent later developments which spread across them, Abbot's House delineates physically the line of its burgage plot. A fine medieval stone chimney piece internally indicates the previous high status of this building.

Looking west, the main features of the view are the pedimented elevations of Warren Court and No. 30 Shropshire Street, interspersed with medieval gable fronted buildings. The gentle S-shape curve of the road adds spatial interest to the built form, which is emphasised by the positioning of most buildings tight to the building line.

Nos. 9, 11 and 13 Shropshire Street form an interesting and eccentric combination

of later alterations between two medieval core jettied elevations, the right hand side of which is now brick clad. No. 11 has a Queen Anne style dormer in a realigned mansard pitch, a first floor bay window and faience kneelers and elevation, with bracketed paired columns to the shopfront at ground floor level.



There is a good Georgian Street Improvements Act pattern shopfront to No. 9, and a Victorian paired sash shopfront to No. 13.



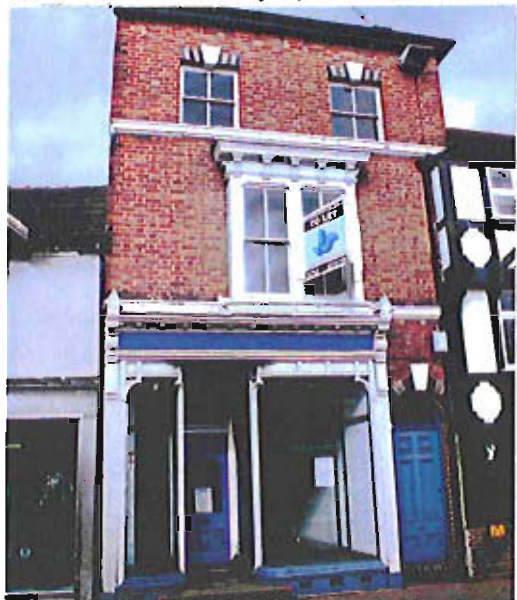
Nos. 3, 5 and 7 Shropshire Street provide a strong eavesline towards High Street; their regular C18 fenestration pattern has been altered at No. 3 by the insertion of two C19 bays. The later shopfront of No. 5 is of poor visual quality.



The road narrows considerably at this point and the view is closed by the buildings of High Street. These are Nos. 5, 6 and 7 High Street whose overdeep shopfront fascias and abrupt termination at parapet level, a consequence of the removal of a previous dormered second floor roofpitch, mar a potentially strong urban form.



The buildings which make up Nos. 1 to 22 Shropshire Street achieve an overall uniformity of design and interest through a common vertical emphasis, which is achieved individually by various means.



These include gables with finials which mark and emphasise bays below, a regular rhythm of 18C sashes with painted lintels, each with keystones acting as vertical markers and the strong punctuation marks formed by the three storey brickwork of Nos. 8 and 14. Each has good shopfronts with the exception of No. 14, which has also lost its first floor bay windows.

The Clive and Coffyn public house returns the emphasis to the horizontal with its curious 19C/early C20 timberframing and brick infilled ground floor elevation. Early photographs of the building illustrate a Georgian brick facade with bay windows at ground floor and sashes at higher level. The core of the building is in fact C17.



St. Mary's Street provides the only view of St. Mary's Church from Shropshire Street. The picturesque view is however blighted by the buildings at the corner of St. Mary's Street, Nos. 17, 19 and 21 Shropshire Street - single storey shop units of common brickwork and plate glass with crude fascia treatments. Nos. 4 and 6 have been undercut.



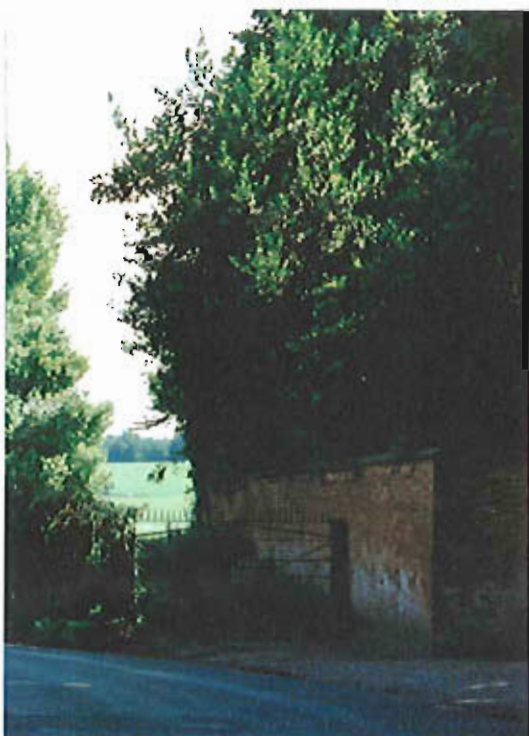
The eastern elevation of St. Mary's Street has good C18 encased medieval buildings with a homogeneity of materials - clay roof tiles, brick dentil eaves and Georgian shopfronts to Nos. 1 and 3.

The variety of eaves height gives a pleasing rising scale towards the view closed by the Church tower, enhanced by particularly good stone gateposts. No. 7, Drayton House, dominates the character of the street and is a double fronted Georgian townhouse with intact joinery.

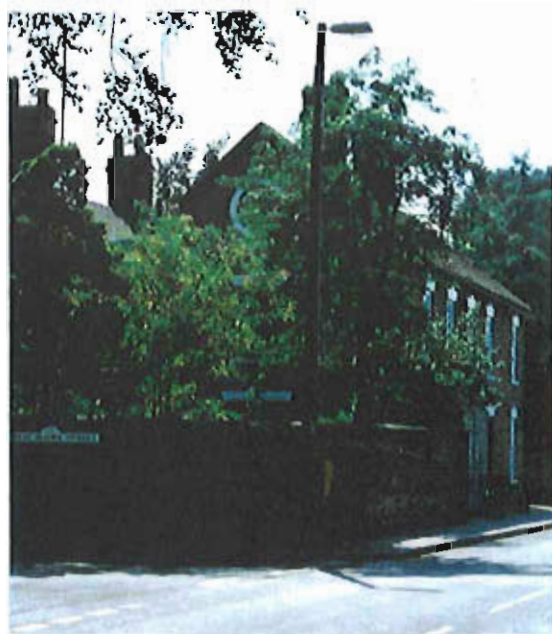
Nos. 23 and 25 Shropshire Street (Nowill & Tomkiss) form a long plain brick elevation with simple C18 sashes, one of which has been replaced with a C19 bay window.

The shopfront is continuous across the face of the building and, although the building is currently empty and boarded up, it is worthy of repair and contributes to the character of the Conservation Area as a working market town.

The Eastern side of the Conservation Area has a strong rural character. There are mature specimen trees on both sides of Berrisford Road particularly along the boundary of The Fields, which has high soft red brick walls with sandstone copings and views to the south over open parkland. The Fields is a good early C19 house with tall sliding sashes; St. Mary's Church tower is visible beyond large lime trees at the entrance to the house.



The boundary brick wall follows the narrow road around. The picturesque view across Great Hales Street from Berrisford Road is framed by the tall red brick and sandstone boundary wall at the end and terminated by the white Arts and Crafts style house 'Three Ways'.



The high brick wall of 'The Fields' continues tight to the boundary forming a very strong visual feature which continues west along Great Hales Street.



Looking towards the polychromatic gable of St. Thomas Aquinas' church, the dominant feature of this part of the Conservation Area is still mature trees along a tightly curving boundary wall. A good beech hedge and low sandstone wall abuts soft red brickwork stable buildings.

Looking back up Great Hales Street the right hand boundary is a high red sandstone wall which continues along past the Grove School. There are good quality C20 detached houses, each with good wall and hedge boundaries. The large trees within the schoolgrounds make a strong contribution towards the setting of this part of the Conservation Area.

The rear of Brooklyn House, with its clay tile roofed outbuildings and ruinous glasshouse with vine, are visible above the boundary wall which continues tight to the building line.

Brooklyn House, listed Grade II, is a good early Georgian house with a later extension and forms an important part of the setting of this area. The strong rural character of the area begins to dissipate looking across to Stafford Street.



The frontage of Brooklyn House is tight to the back of pavement and the boundary walls continue beyond the right hand side of the house, emphasising the importance of continuity of boundary as part of the built form.

Barrowstyles Lane has a strong rural character. The entrance to the lane is framed by a copper beech to the left and the concrete pantiles to the roofs of C20 developments to the right. The sandstone wall at the entrance to the lane has been reduced on the right and replaced by a concrete block wall with fencing above.

A hawthorn hedge continues along the boundary and frames the view of The Old Coach House. The view to the north at this point, is closed by No. 37 Longlands Lane, a good quality C19 villa.

Looking back out of the Conservation Area at this point, the sand stone wall boundaries amid very large trees continue beyond the boundary of the school. The

overall character is weakened at this point by the design of Raven Court, and the design and location of the concrete bus shelter.



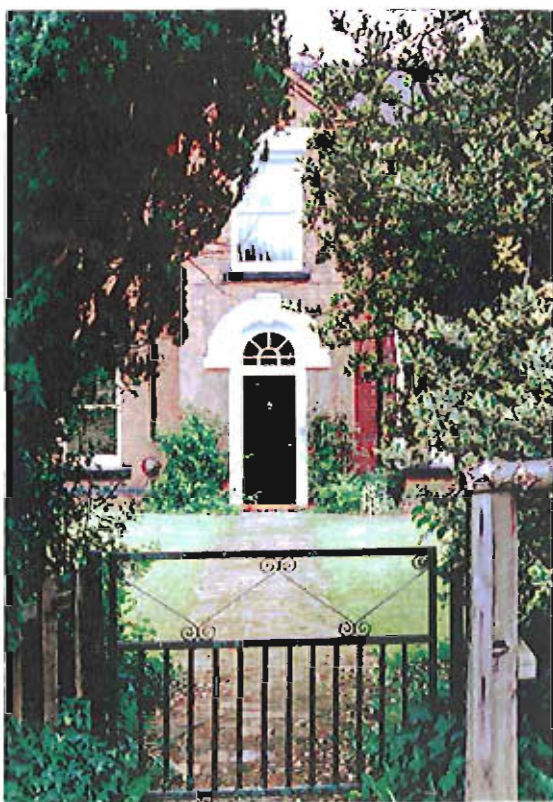
Nos. 69, 71 and 73 Stafford Street have great visual interest with early glazing in need of repair. Brick boundary walls continue in C18 and C19 brickwork. No. 71 has particularly good joinery in urgent need of repair and contributes, along with Nos. 69 and 73, greatly to the setting of the area.



Opposite Raven Court, Collyton House, has good C19 detailing. Looking back out of Stafford Street at this point, the side elevation of No. 71 forms a picturesque view closed by the curve of the wall at Great Hales Street and the front elevation and boundary wall of Brooklyn House, with mature trees beyond.

Beyond Collyton House, Nos. 54 to 64 form a continuous terrace which has had many alterations to the fenestration. No. 64 still has an early doorcase but many replacement windows, mock Georgian doors, the balloon blinds and overlarge sign, detract from the character of the Conservation Area.

The terrace terminates in the blank brick gable of No. 52, whose return elevation addresses the town. No. 52 has a central two storey projecting brick bay, large sashes, decorative ridge tiles and finial.



The property boundary wall has been broken into to form an access to the rear of the long plot, which has extensive rear

single and two-storey stables and warehouses, now converted, and a new house, The Hollies.



The boundary walls have been kept intact around the site and remain important to the character of this area, along with the remaining fruit trees. Looking out from the rear of No. 52, there is great visual interest in the steeply pitched gables and chimneys of Nos. 40 to 50 Stafford Street.



No. 51 Stafford Street has good quality Flemish bond brickwork and onion-shaped stone gate finials. The character of the area is spoilt by the tarmac

entrances between Nos. 46 and 50 which strip away the setting of the houses.



The character of this part of Stafford Street is that of an outer Victorian suburb of the town. The terrace formed by Nos. 40 to 46 has decorative bargeboards, finials, large sashes and bay windows, brick specials and ogee cast iron gutters. No.47 and Shibden are a pair of Victorian villas with decorative bargeboards and finials, and form an important aspect towards the town centre.



The view towards the High Street is marred at this point by the garage forecourt adjacent to No. 38 Stafford Street, an C18 three storey brick building with a carriageway entrance to the right of the elevation, now filled in, to the detriment of the area, with a shopfront. Looking along Stafford Street towards the town centre, the road rises steeply to the left.



Nos. 43 and 45 are good quality Edwardian villas, with Tuscan columned doorcases and tall keystones. No. 41 Stafford Street is an interesting early Victorian villa with good joinery detailing and sandstone capped gate piers.



This part of the Conservation Area has a mix of industrial and residential properties, typical of a working market town. The flat roofs and profiled metal clad warehouses are however detrimental visually to the character of the historic buildings. Moving down Stafford Street, the warehouses back onto the bowling green, their metal and asbestos sheet roofs contrasting with the clay tiled roofs beyond.





The industrialised character of this area is reflected by the use of No. 35 Stafford Street as the dairy's office building. Listed Grade II, the building has a pedimented central bay and entrance porch with Tuscan columns and cast iron railings. The central stack has unfortunately been lost. The former depot entrance opposite is derelict and is an opportunity for redevelopment and enhancement.



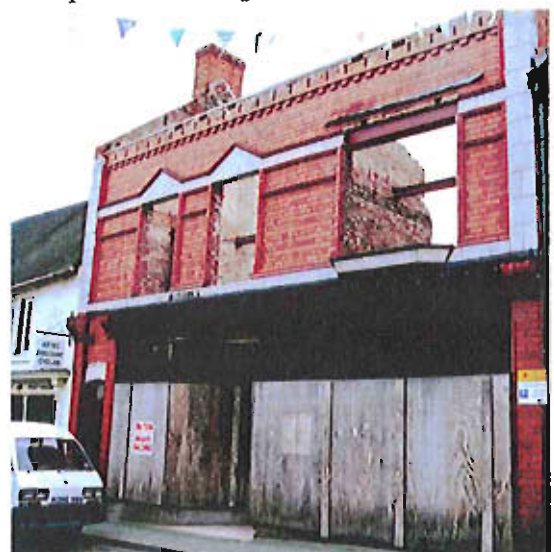
No. 21, The Star Hotel, is a C17 timber framed public house, Listed Grade II, with a two-storey gabled porch and is of great importance to the character and setting of the area.

The development to the rear of Stafford Street which includes residential and commercial uses, marks the burgage plot

development and is of important visual and historic interest.



The street rises more steeply at this point and narrows, framing views of the High Street beyond. The Edwardian brick facade, which fronts an empty shell and further derelict buildings on Cross Street, is at present a dangerous structure.



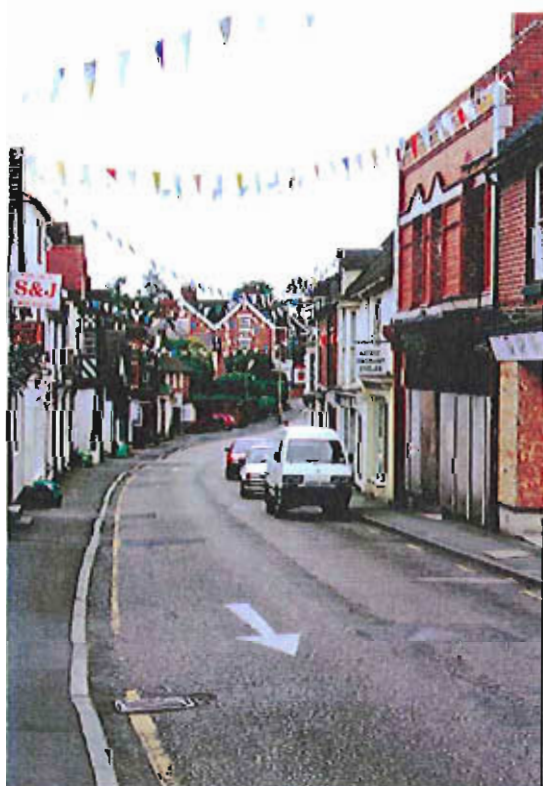
The group is worthy of repair which would reverse the negative impact on Stafford Street and continue the regeneration of Cross Street.





There are well designed shopfronts at the Western, commercial end of Stafford Street. Although unlisted, Nos. 6 and 8 have very good shopfronts.

The open area of pavement at the junction of High Street and Stafford Street provides a good opportunity for enhancement works.

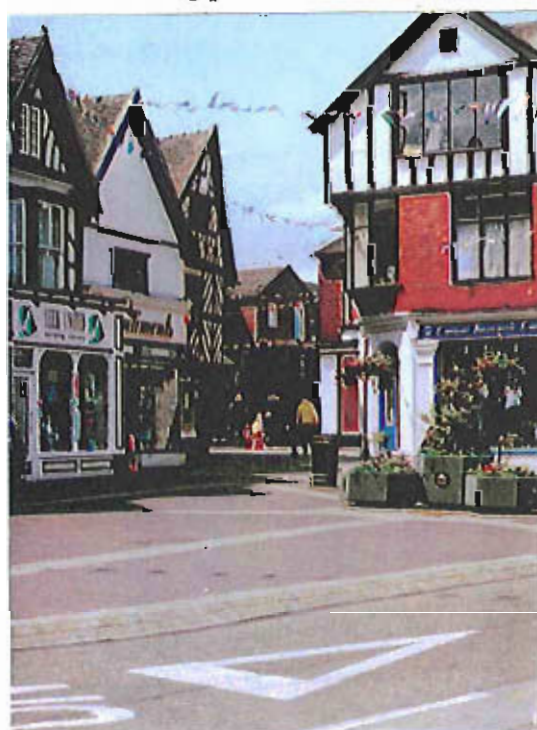


The view back down Stafford Street from High Street is of great interest with a variety of roof forms and building heights combining to provide good townscape as the street level falls away. The dramatic rise of the buildings up from Stafford Street terminates at the Crown public

house, No.1 Stafford Street. This has good close studded framing with bracketed corbels on the corner and is Listed grade II.



The wide space of the square formed by High Street narrows down towards St. Mary's Buildings, with No. 1 closing the view to the Southeast. The form of High Street generates a strong atmosphere of a central meeting place of the town.



Nos. 27, 28 and 29 are disappointing overall in townscape terms, with poor joinery detail at first floor level. No. 27 however turns the corner well into Cheshire Street with the device of a splayed corner and an oriel window above which draws the eye around to the view of the Buttermarket.

The shopfronts to Nos. 28 and 29 are later replacements. The original sandstone pilasters remain however and an opportunity exists to enhance the Conservation Area by reinstating the original shopfront design.



Nos. 21 to 23 High Street form a good early C20 three storey block with well designed, high quality original shopfront remaining at No. 23. Again, reinstatement of poor later shopfront replacements to this building would greatly enhance the commercial core of the Conservation Area.

Particularly when viewed from High Street, the area known as The Shambles does not enhance the Conservation Area and is an opportunity for enhancement.

The top of St. Mary's Church tower is visible from the head of Church street, next to the Puginesque roofline of the former Bank buildings, Nos. 15 and 16 High Street, which rise cliff like from this aspect and form a significant part of the setting of the Conservation Area. No. 15 is Listed Grade II.

The poor joinery replacement at the ground floor level of No. 16 High Street and the shopfront at No. 15 are detrimental to both the otherwise good quality buildings and to this part of the Conservation Area



Great visual interest is provided by No. 8 High Street, the Corbet Arms, Listed Grade II, with granite columns and a Tuscan porch with portico and railings above. The building has lost its cast iron railings previously fixed along the street boundary. Looking through the hotel's carriageway, distant views of woodland beyond the Victorian villas on Stafford Street illustrate the elevated aspect of this area.



At the corner of Church Street and High Street, No. 14 High Street, Listed Grade II, is a good early C18 building, incorporating a C17 core. No. 10 High Street has original C18 joinery at second floor level; the first and second floor window replacements have a seriously detrimental effect on the setting at present but appear to be under repair.

There is great visual drama as Great Hales Street falls away and Church Street rises with a glimpse of St. Mary's Church tower between the narrow gap at the High Street and Church Street junction.



The curving street frontage form follows around to Phoenix Bank and Great Hales Street, marked by the buildings' changes of scale which gives visual variety of form as the land falls away.



The Stag's Head Inn provides potentially interesting townscape blighted currently by poor repair; Nos. 11 and 11A are encased C17 buildings blighted by poor C20 brick built shopfront insertions.

The character and atmosphere of the Conservation Area change when entering Church Street from High Street. The north-eastern end of Church street and the Churchyard of St. Mary's Church have a tranquil atmosphere.

Entering Church Street, the road level is down below Churchyard level and a high sandstone wall abuts the Churchyard with C18 building frontages encasing earlier structures on the left-hand side.

Good C18 joinery, metal lights, Victorian sashes and a finely detailed late C18 shopfront bay ensure that the area is of interest and value.



The strong spatial impression created by the low street level increases the anticipation of the ascent into the Churchyard through the sandstone ashlar gate piers.

There are good views of Church Street and St. Mary's Street, particularly the gable end of Drayton House with the view beyond closed by the Clive and Coffyn public house.



The townscape viewed from the Churchyard is very lively and varied, with interest from roof forms and materials and changes of level.



Passing the cruciform mullioned and transomed windows of St. Mary's Hall, a steep descent down Clive Steps onto Great Hales Street provides further spatial and townscape interest. No. 10 St. Mary's Buildings curves around the corner up to Clive Steps.



Looking over the steep escarpment to the right of the Grammar School gives distant views of parkland and the river beyond, emphasising the location of the town in the landscape, with glimpses of the backs of houses down Phoenix Bank.



The escarpment viewed from below forms a cliff face of brick and sandstone; looking up to the Church tower the outstanding townscape creates a strong sense of height, scale and vertical emphasis. The mature trees coming down Phoenix Bank on the right contribute greatly to the setting of the buildings.





The garage at the corner of Great Hales Street and Phoenix Bank detracts from the quality of the area and is inappropriate in form and materials. The concrete wall and bus shelter adjacent to the Red Lion public house are also seriously detrimental to the character of the Conservation Area.

Looking down Great Hales Street, the curved street frontages create a strong sense of enclosure. No. 14, Rylands House has a good curved pedimented door hood.



The view down the street at this point is closed by Townsend House which has

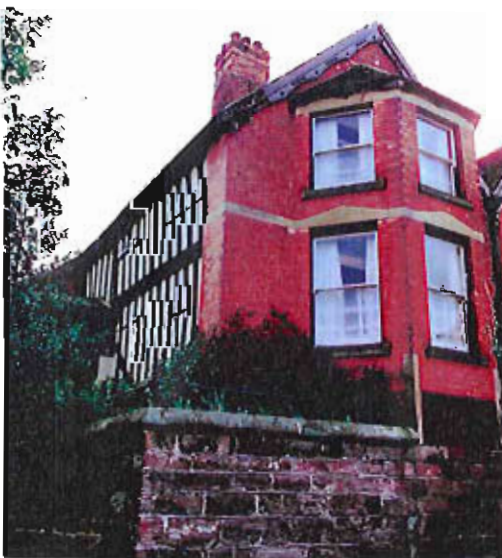
good soft red brickwork and gable details. There are stone steps up to many of the houses and good detailing, including cruciform metal lighted windows.

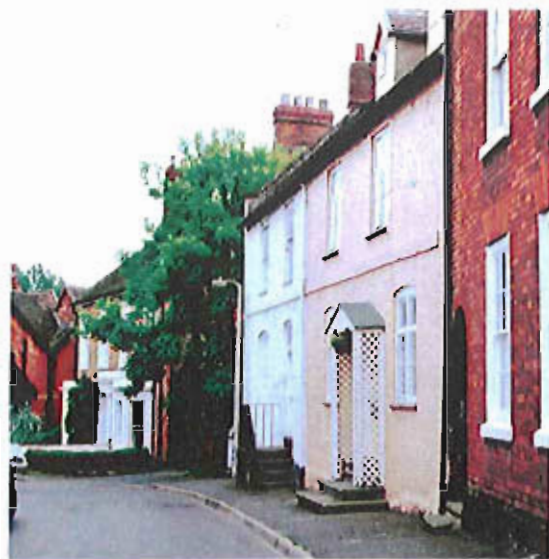
The view opens up as Great Hales Street falls away to the west. Nos. 29, 31 and 32 are well detailed villas and Nos. 29 and 31 have interesting narrow fluted column doorcases in the Regency style.

The view back up Great Hales Street towards the town is very picturesque, with colourwashed C17 and C18 buildings. Nos. 24 and 26 have good bay window details.



Viewed from the lane, the close studded framing to the side of the Victorian facade of No. 32 is a surprise and indicates an encapsulated C15 building.





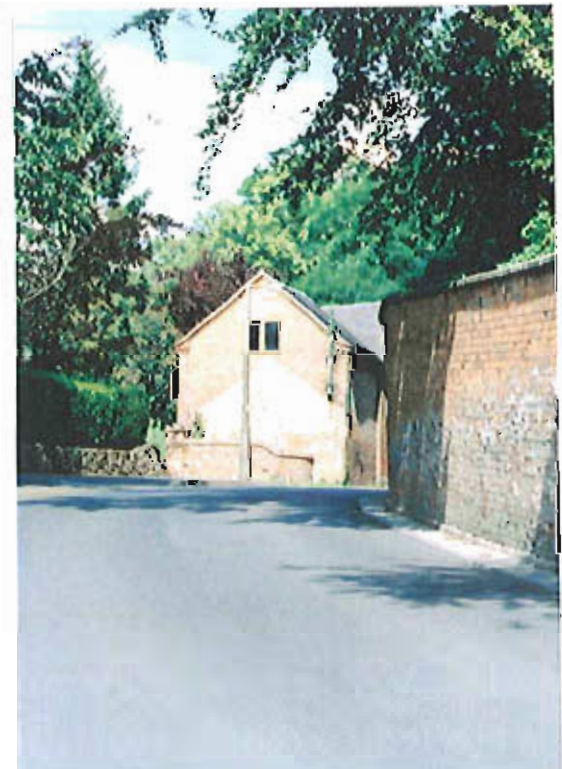
The lane falls away to the south-west and there are distant views to the tree-lined horizon. The good brickwork garden wall boundaries contribute to the semi-rural character of Great Hales Street.



The road rises again back up Great Hales Street at this point. Nos. 46 to 54 have suffered badly from window replacement, which detracts from the overall quality of the street. Looking back up Great Hales Street, the tall specimen trees around Mayfield, a well detailed C19 villa on the left, and the Church of St. Thomas Aquinas, set back on the left with the Vicarage beyond, form an important part of the near rural setting of the area.



The 1906 frontage of Townsend House forms a good piece of townscape with the left hand bay growing up out of the sandstone wall. The adjacent concrete post fence is detrimental to the character of the Conservation Area.



The Northern entrance to the Conservation Area is at the junction of Cheshire Street and Queen Street.

Whilst the corner of the new Beth Johnson Housing Association scheme has improved the approach by the use of good planting, red brickwork, Staffordshire blue copings to the walls and well designed seating, the entrance to the Conservation Area is marred by the commercial buildings to the left.

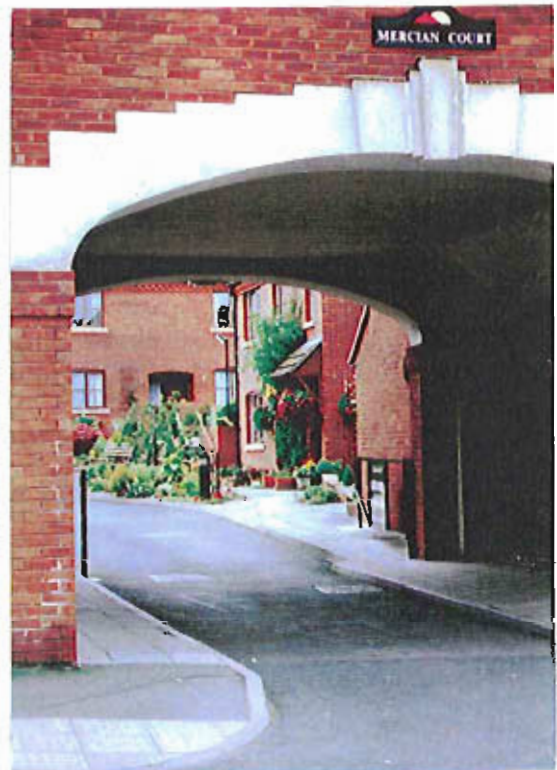
Profiled metal sheet cladding, chaotic graphics, and poorly designed parking areas determine that whilst these buildings are not within the Conservation Area boundary, they blight the entrance to it.



The red brick screen wall behind the War Memorial and a haphazard planting scheme diminish the townscape impact of the Memorial.



The Railway Hotel and No. 81 Cheshire Street combine to form a good group, the best characteristics of which are reproduced in the massing and materials of the recently developed shops fronting Mercian Court.



From this entrance point to the Conservation Area, the long vista towards High Street is marred by the profiled metal cladding of A&G Harris on Cheshire Street and the jarring logo and yellow masonry paint of the Post Office on the left of Queen Street.



Whilst outside the boundary of the Conservation Area, a more muted colour on the Post Office building, with a less intrusive design would improve the setting.

Looking along the right hand side of Queen Street from the north, the rooflines are of interest, with a strong focal point formed by the warehouse dormers of 19 Queen Street, complimented by a large Copper Beech tree.

Views out from the Conservation Area from the north of Queen Street across the roundabout demonstrate good continuity of roofline with interesting architectural detail, including the decorative bargeboards of the Victorian terrace to the left of Cheshire Street and the chimneys of the terraces beyond, which although outside the boundary form an important setting this part of the Conservation Area.

At the entrance to the pedestrianised section of Queen Street, the space closes

in again and a mini roundabout has, overall, been well detailed. Strong visual details include black stone gate posts, stone wall and hedge above.



On the left hand side of Queen Street, travelling towards High Street, the space opens out across a car park with a view beyond of open back land. Whilst there is interest in the peripheral views of varied roofscape, tree lined rear boundaries, the impact of the expanse of cars with no visual break, is negative.



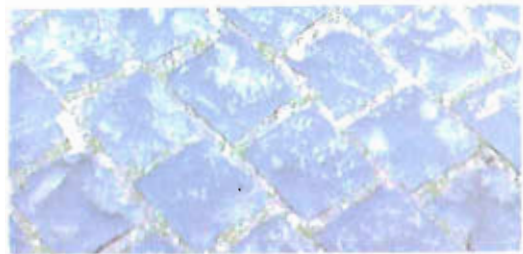
The burgage plot infills to the rear of Stafford Street are visible - black matt painted corrugated iron workshops and boundary fences and walls contribute pleasantly to the aspect of the working town. The seating area at the entrance to the car park adjacent to the pedestrianised area of Queen Street has good tree planting, but the seating layout is poor visually.



The walled boundary at the rear of No. 44 Cheshire Street, the National Westminster Bank, terminates on Queen Street at an early C20 Neo-classical pavilion.

This is satisfying visually, with its soft brown brick and pyramidal tiled roof. This is marred by the pink metal and glass British Telecom boxes and insubstantial bench and railings adjacent to it.

The view back along Queen Street from this point is terminated with great effect by the Corn Mill roof at the far end of Cheshire Street, completing the architecturally interesting vista along the left hand side of Queen Street.



The alley adjacent to the National Westminster Bank has a tight urban form with good granite setts and a strong sense of enclosure.



The wide gateposts on the Queen Street end, the architectural detail of the Bank side entrance porch, the end elevation of the Bank and the Portuguese Laurel on the Cheshire Street corner produce satisfying townscape.



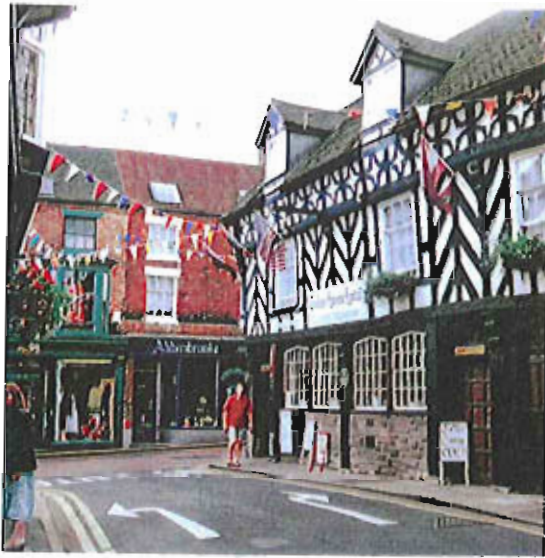


Approaching High Street, there are good shopfronts with distinctive architectural detailing.



Passing through the alley, the view of the new arcaded development on Cheshire Street is uninspiring. The view up and down Cheshire Street, however, provides good townscape qualities with varied interest provided chiefly by the elevation of the Railway Inn, good commercial Victorian brick and stone detailing at No. 44 Cheshire Street, the National Westminster Bank, and the Georgian shop fronts, with the Buttermarket as the conclusion.

In the centre of Cheshire Street, the Library and County Courts building forms a bleak vista. Poor seating around the trees and a wide expanse of concrete paving provide an opportunity for enhancement.



To the right, the western side of Cheshire Street rises, the building's elevations forming a strong enclosure. A variety of gables, the sinuous curves of hogsback ridge tiles, the gable finials of No. 1 Cheshire Street and a collage of timber framing, Georgian and Victorian fenestration patterns, form a dense intricate townscape.



Good architectural details of the National Westminster Bank are visible looking through the walkway beneath the Courtroom from the Frogmore Road car park side.

Nos. 18 and 20 Cheshire Street have good C17 framing with earlier close studded framing indicating a lost hall, above indifferent shopfronts. The range creates a good visual stop looking along towards the south of the Buttermarket.



The location of the Buttermarket emphasises the splayed rectangle of Cheshire Street. The plate glass shopfront, with overdeep fascia, of No. 14 Cheshire Street detracts from the building's elevation which has a red brick gable, red sandstone first floor window mullions and cream sandstone copings.



The buildings around the Buttermarket are of many different styles, which include timberframing, red brick, stucco and Victorian black and white but combine to produce a strong sense of enclosure on three sides.

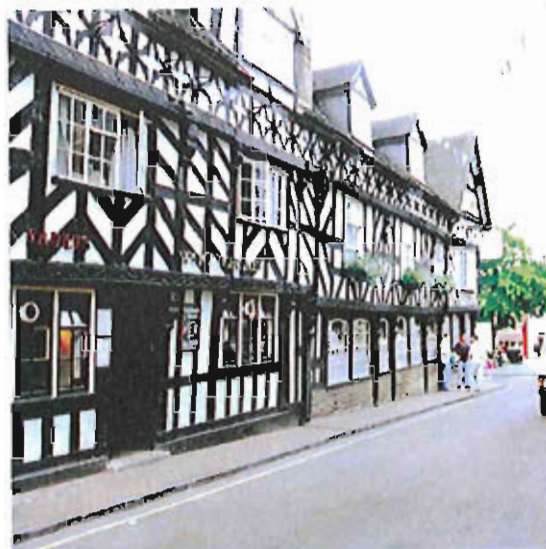
A series of tightly enclosed spaces are clustered around the island block between High Street and Cheshire Street. These serve to emphasise, by contrast, the effect of entering the open space to the north of High Street.



The long elevation to No. 16 Cheshire Street is well designed with a strongly defined hooded entrance porch. From this part of the Conservation Area, a strong rhythm of gable forms is visible, some in brickwork, some with deep overhanging tiled roof eaves, and some at dormer level.

1-3 Cheshire Street has good quality decorative timber framing and bracing above the first floor level; the elevations at ground floor level, which until the

early C20 were a mix of Georgian shopfronts and primary oriel windows, have been replaced in a poor pastiche Tudor style which is detrimental to the character of the Listed building and the conservation area.



Visual closure to this space is provided by the elevations of Nos. 3, 5 and 7 Shropshire Street. The first floor bay windows of No. 3 are currently used for mannequin displays which provide added interest and draw the eye to the upper floor level.

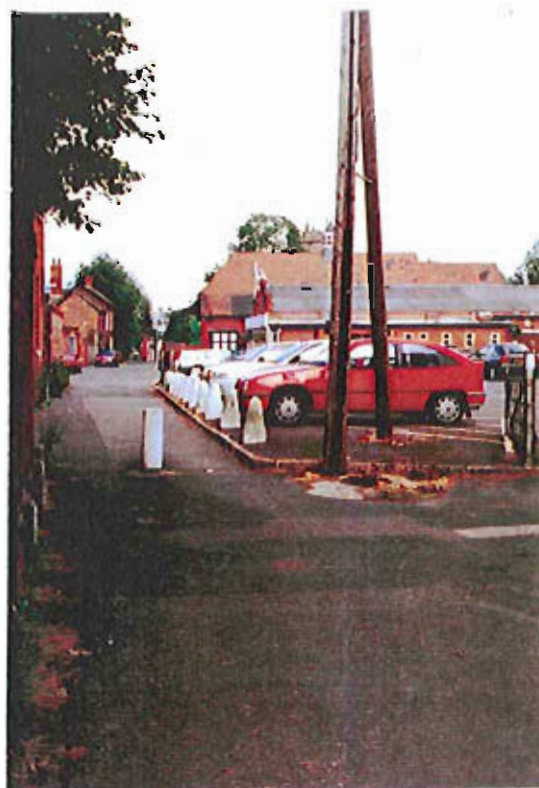


Nos. 5 and 7 Cheshire Street are designed as one elevation whose two-storey height bays provide a strong vertical emphasis. The loss of the shopfronts detracts from the character of the area.

Environmental enhancement

Mount Lane Car Park

The character of the Conservation Area around Mount Lane and Church Street is generally that of warm red brick buildings and high sandstone and red brick walls. The narrow lane pattern, confined spatially by high boundary walls is broken by the area of open space to the rear of the Royal British Legion Club. The area is tarmaced over, used as a car park and has a boundary of concrete bollards and concrete post and wire mesh fencing. The aspect across the area would be enhanced by the construction of brick boundary walls. Tree screening to the single storey extension of the Club and the construction of brick boundary walls would enhance the aspect of this part of the Conservation Area.

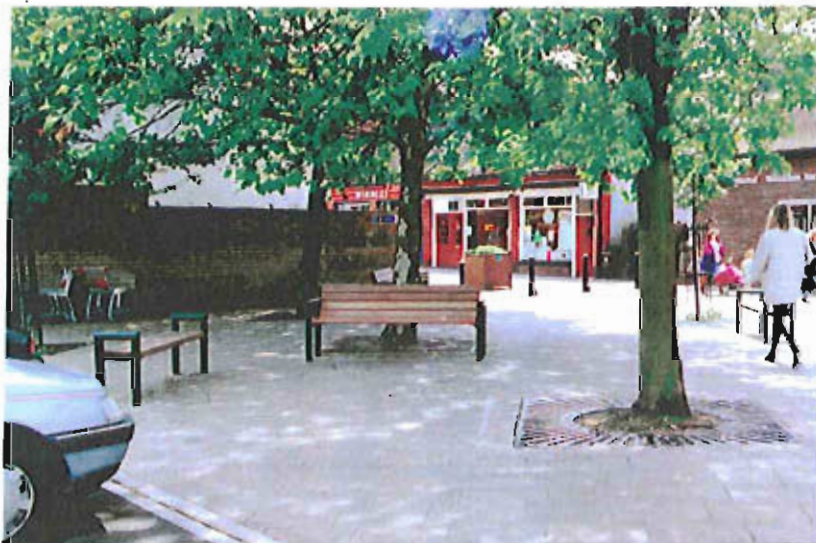


Environmental enhancement

Queen Street Car Park

The new paving at the entrance to the pedestrianised area of Queen Street and the adjacent car park is well designed and detailed. The street furniture is however, visually chaotic. The designs and locations of the roundabout guard-rails, seating, bins and adjacent planters and bollards are uncoordinated and detrimental to the character of the Conservation Area.

Redesign seating and co-ordinate remaining street furniture.



Environmental enhancement

High Street/Stafford Street junction

Evidence for the demolition post 1960's of the building at the corner of Stafford Street and High Street can be seen in the newly built gable wall with shopfront and sashes at the head of Stafford Street. The space remaining after demolition now has a Birch tree too large for the site, a tree seat fixed on a stone plinth, strange amoeba planters and assorted street furniture, with tarmac surface treatment.

It is proposed that a more formal planting and paving scheme be implemented, using the existing doorcase and shopfront as reference points for the new layout. The return gable wall at the head of Stafford Street should be painted in a darker tone, perhaps terracotta or ochre. The existing tree should be removed and more suitable species planted.



Environmental enhancement

Warren Court

The area between Poynton House and Warren Court, Shropshire Street is blighted by the lack of a well designed building line boundary or entrance definition. The concrete bollards and steel entrance posts to the Housing Association development do not enhance, and are detrimental to, this part of the Conservation Area. The planting is haphazard and does not screen the ugly gap in the built form. The view beyond the street frontage is marred by new properties built in a haphazard jumble of materials, including concrete roof tiles and inappropriate brick colours, timber fencing and large areas of tarmacadamed car park.

The tightening of the entrance opening and the construction of a boundary wall, possibly in brick with a stone coping and gateposts, and the provision of good quality iron gates would repair and enhance the frontage.

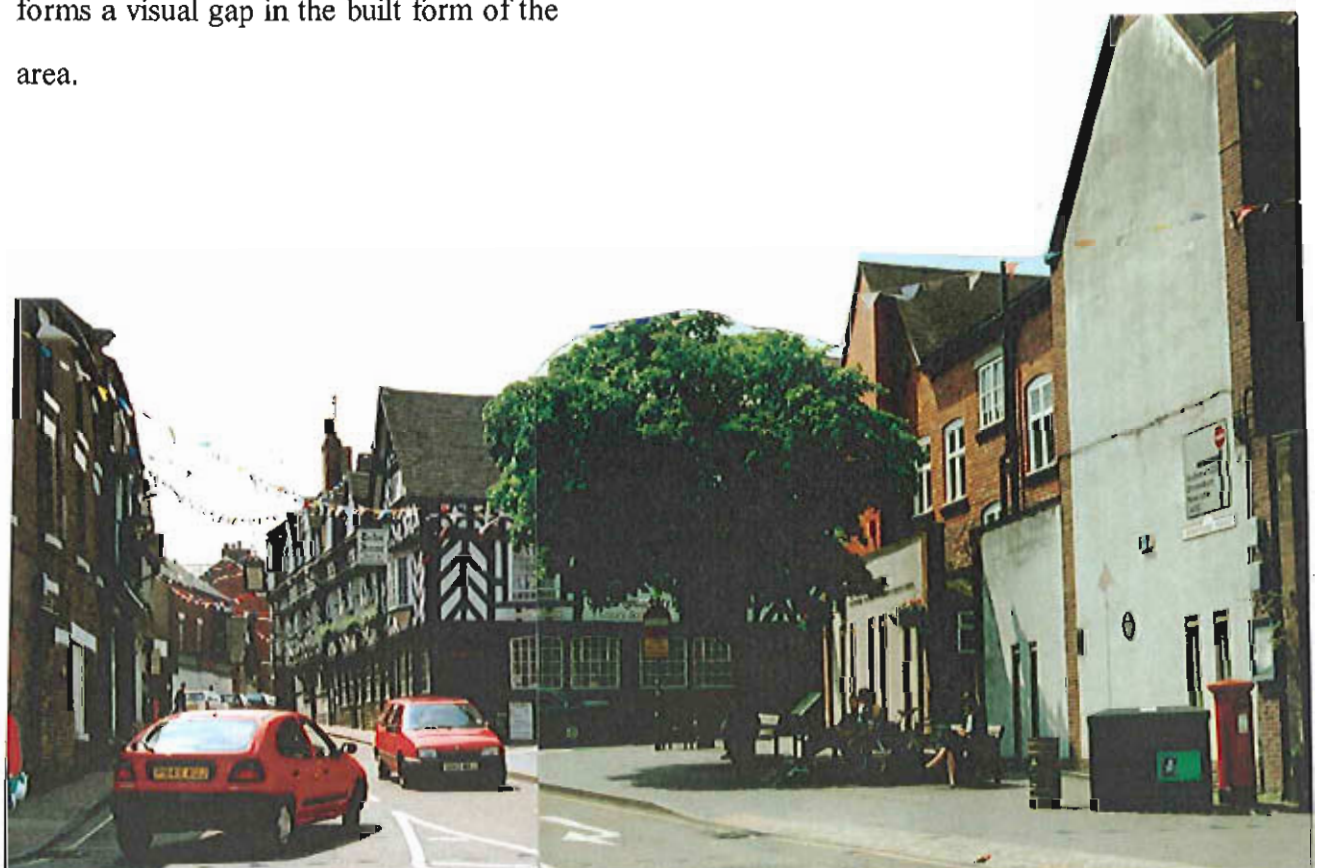


Environmental enhancement

The Shambles

The area known as the Shambles is a wide area of paving in front of the three storey rendered gable end of No. 12 High Street and the two adjacent single storey rendered abutments. The windows in the flank walls of No. 2 Cheshire Street and No. 12 High Street overlook the space at first floor level. The junction of Shropshire Street and High Street, when viewed from both streets, is blighted by the area; the large expanse of grey render and the truncated building forms result in an abrupt loss of building line which forms a visual gap in the built form of the area.

In the short term, the repaving of the area in natural materials, and the rationalisation of street clutter would enhance the street scene. In the longer term, the problem of the built form must be addressed. This may be by the development of a built screen or single storey building, which if designed with care, could repair an incomplete element of the townscape. An alternate option would be to create a new shopfront in the return elevation of No. 12 High Street.



Environmental enhancement

Mercian Court

Mercian Court encompasses housing at first floor level and individual shops and the Market Hall at Ground floor level. Whilst the building's design addresses some of the site's requirements in terms of massing and density, the overall impact on the Conservation Area is one of unrelieved expanses of dull brown brickwork. The covered arcades are a practical and potentially enhancing part of the townscape; their current appearance is however dismal. The block could be enhanced by a variety of measures. These could include the rendering of the two gabled bays, the provision of improved lighting and additional seating beneath the arcades, (as suggested in Gillespies' 1991 Town Centre Study) and well crafted hanging signs and associated decorative metalwork. The latter should link in some way visually with that proposed for the County Court enhancement at little further along Cheshire Street.



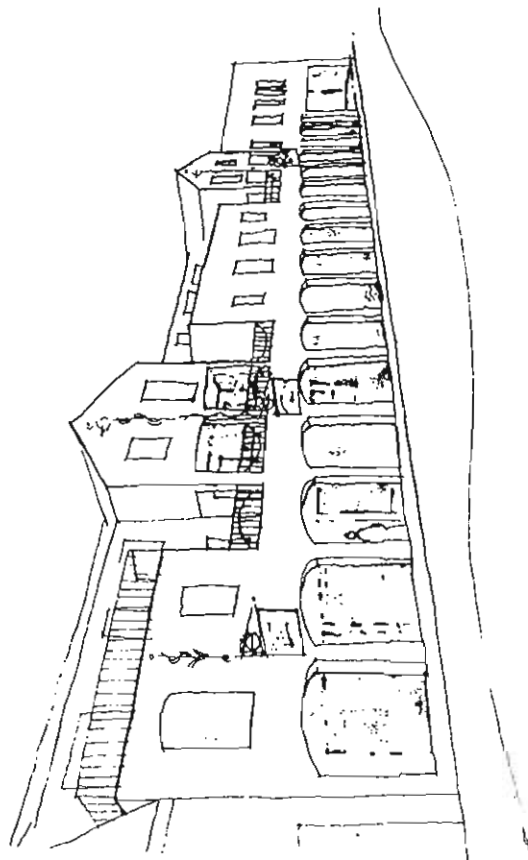
Environmental enhancement

County Court and Library, Cheshire Street

The County Court and Library building impacts greatly upon the setting of the Market Drayton Conservation Area. The building has a red brick ground floor storey and a pale grey concrete panel clad first floor storey. The building has a strong horizontal emphasis with a regular pattern of vertical windows at first floor, and large panels of floor to ceiling height system glazing at ground floor level. There is a walkway through the building beneath the first floor courtroom block. The large expanses of stained concrete panels, the bleakness of the underpass and the severity of the large areas of concrete paving around the building are detrimental to the character of the Conservation Area.

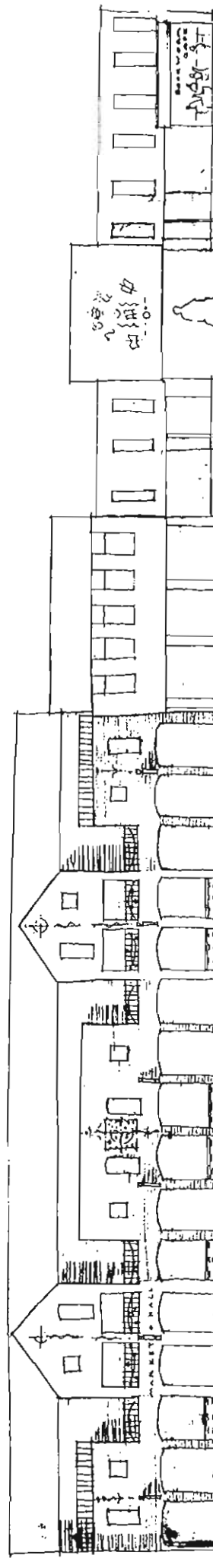
It is proposed that the Cheshire Street elevation and paved forecourt be enhanced by a combination of measures. The Library has very low visibility at present - the extension of the building into the forecourt to provide a cafe and/or shop would highlight its presence and

allow greater engagement between the community and visitors and the Library, and regenerate an underused public space. The commissioning of decorative panels to the central blank first floor elevation, and a sculpture in front of the Court block would enhance the elevation and provide a focal point for a new seating, planting and paving layout. It is essential that the design of the sculpture should be of high quality and have a tactile quality. The most successful public sculptures - Central Park's Alice in Wonderland or Hans Christian Anderson, or even Crystal Palace's Guy the Gorilla - are attractive to children, eminently climbable and resistant to vandalism. The decorative panel could include motifs that refer to the Crown Court, the Library and the Health Centre, or to an aspect of Market Drayton's history. The paving should be of natural materials and could include one or more commissioned artworks, perhaps mosaic panels or metal work which is integral to planting and paving.



possible enhancements include
rendering gables, improved lighting,
additional seating and
good quality hanging signs
and decorative metalwork

co-ordinate scheme with
decorative panel to County Court,
commissioned sculpture and
enhancements to
Library



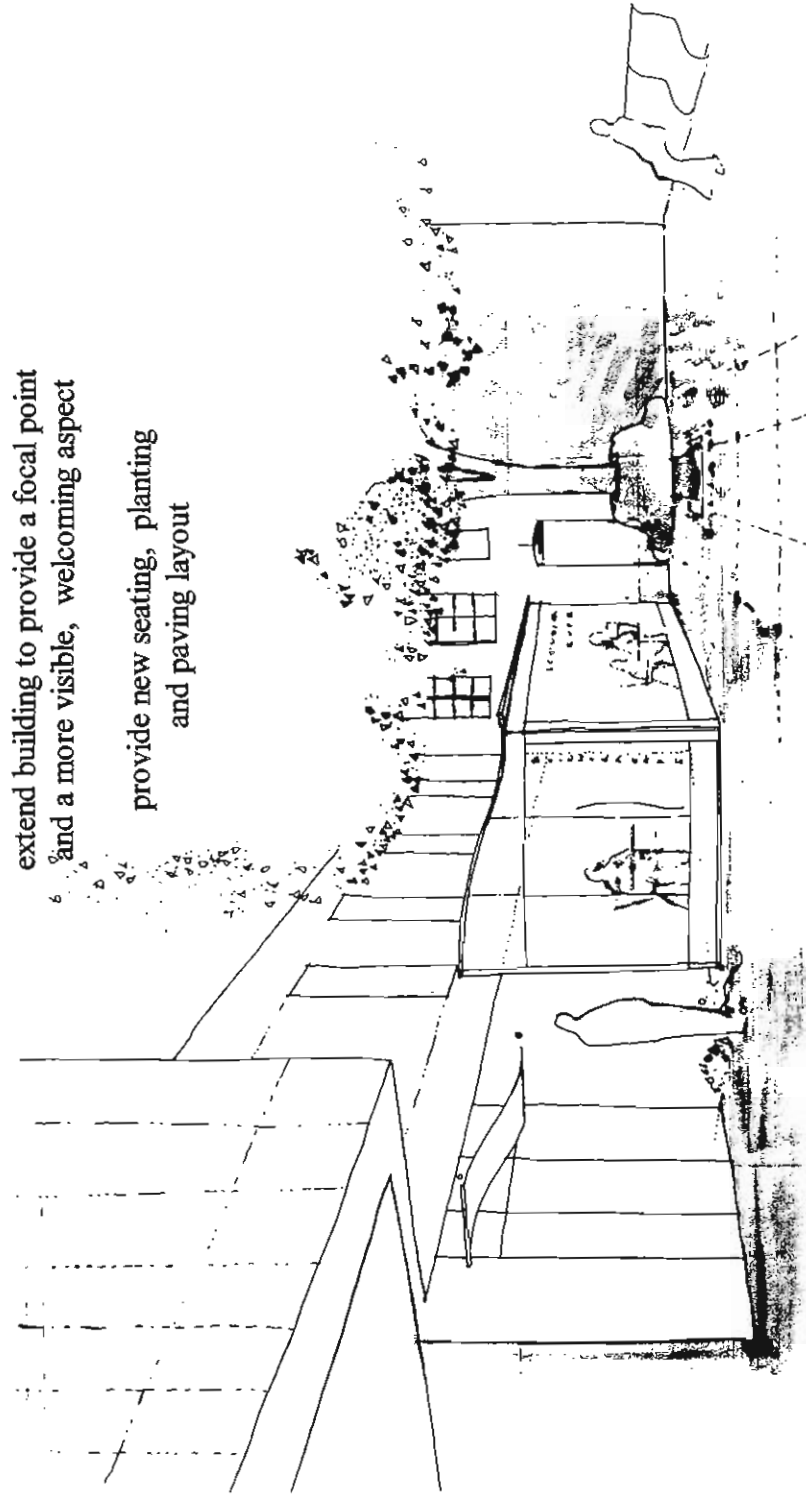
Environmental enhancement **Mercian Court, County Court and Library** **Proposed**



Environmental enhancement

County Court and Library, Cheshire Street

Existing



extend building to provide a focal point
and a more visible, welcoming aspect

provide new seating, planting
and paving layout