

CONSERVATION AREA APPRAISAL



BROMFIELD

Designated 16TH DECEMBER 1993



PLANNING (LISTED BUILDINGS AND CONSERVATION AREA) ACT, 1990

BROMFIELD CONSERVATION AREA

STATEMENT

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1. PLAN OF THE CONSERVATION AREA

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT, 1990

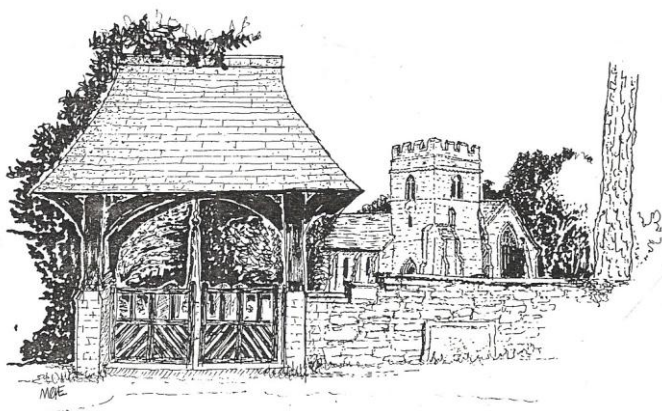
BROMFIELD CONSERVATION AREA

1.0 THE EXTENT OF BROMFIELD CONSERVATION AREA.

- 1.1 The Bromfield Conservation Area consists of all of the village of Bromfield in the parish of Bromfield and its immediate environs, as illustrated in the Bromfield Conservation Area Plan.

2.0 THE DESIGNATION OF BROMFIELD CONSERVATION AREA

- 2.1 Bromfield Conservation Area was designated as a conservation area by South Shropshire Council on 16th December 1993 in accordance with the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990.



3.0 THE HISTORY OF BROMFIELD

- 3.1 The village of Bromfield is located at the confluence of the river Teme and the River Onny. The village is situated to the north of Ludlow in the broad river valley, with the rich farmland of the Corvedale to the north and the upland area of Mortimer Forest to the south. It is one of several small rural settlements that are located in the river valleys of the Teme and Onny.
- 3.2 The name of the village is thought to be taken from “brom” or “broom” which is the yellow flowering shrub. Bromfield or “Broomfield” refers to the broom covered fields that, no doubt, were a characteristic of the area.
- 3.3 The remains of a Bronze Age settlement have been found in the area, and to the north of the village is located the remains of a Roman camp.
- 3.4 Before the Norman Conquest Bromfield church was a wealthy Minster of royal foundation, served by twelve canons, which had at one time held all twenty hides of the huge manor of Bromfield. About 1060 King Edward the Confessor issued a writ granting extensive liberties to the canons: sac and soc¹, infangenetheof²,

¹ The full right of administering justice in a manor or lordship

² Lit. >Thief taken within [the privileged area]=. *In* is an adverb. *fangen* is the past participle of *fon* meaning to take and *eof* means thief. It presumably means the right to hang ones own thieves and to forfeit their chattels

grithbreach³, hamsocn⁴, forsteall⁵, toll⁶ and team⁷, and certain fines; also some kind of exemption from the bishop's interference in the words 'and I will not suffer anyone to take anything therefrom, neither bishop nor any other person, save whomsoever they may themselves desire'.

- 3.5 Spirtes the priest held ten of the twenty hides of church land until his banishment, when the king granted them to Robert Fitz Wimarch as to a canon. Robert transferred the land to his son-in-law and, though King Edward ordered an investigation at Christmas 1065, he died before the property could be restored to the church and so it remained in lay hands. The other ten hides, which covered a wide area in the valleys of the Teme and its tributaries just north of Ludford with outlying lands in Ashford Bowdler and Halford, continued to support twelve canons. In the early 12th Century however monks gradually replaced the canons.
- 3.6 There is almost no documentation of this phase of Bromfield's history. There are references to 'Osbert, Prior of Bromfield' c. 1115 and in 1132, and certainly both monks and canons were at Bromfield in 1155, when Henry II's charter definitely established a Benedictine priory there. The wording of the charter suggests the establishment of an independent Benedictine priory, and indeed all such grants by Henry II were addressed to the prior and monks of Bromfield, however it marked the beginning of the priory's subjection to St. Peter's Abbey, Gloucester. In the same year Gilbert Foliot, Bishop of Hereford, instituted the Gloucester monk Robert Haseley as Prior of Bromfield and in due course all the property of Bromfield church came to Gloucester Abbey and the priory remained a cell of Gloucester until the Dissolution.
- 3.7 During the 15th Century the priory was frequently exempted from contributing to subsidies on the grounds of poverty and disaster, in 1535 its gross income was put at nearly £79. There appears to have been a change in its financial relations with Gloucester Abbey after the late 13th Century; the prior had then owed a token sum of 40s and £6 8s 8d for tithe, but in 1535 all the revenues of Bromfield were included in the assessment of Gloucester Abbey. This may indicate a change in the status of the priory; up to 1325 at least it was fully conventual but by 1535 it may have become a small cell of two or three monks chiefly concerned with running the estates.
- 3.8 As a dependency of a wealthy abbey, Bromfield survived until the surrender of St. Peter's, Gloucester, in 1538. In 1541 it was leased, together with the rectory and all its lands, to Charles Foxe, who purchased the property in 1558. Foxe then set about converting the conventual part of the priory into a private house: the chancel, formerly the crossing of the early 12th Century church, was divided into two storeys, but the nave, north aisle, and northwest porch remained as the parish church. The

³ Means: breach of special peace= in the Danelaw. *Grith* is a Scandinavian loanword for the Kings special peace or protection, given to those specially favoured

⁴ Means: forcible entry or an assault on a house= in the Danelaw

⁵ Means: obstruction or waylaying

⁶ Toll [i.e. the right to a toll on the sale of cattle or other goods in an estate]

⁷ Team: vouching to warranty

house was burnt down in the 17th Century, when Foxe's descendants moved elsewhere and the chancel was restored to use as part of the church.

- 3.9 To the southwest of the village, adjoining Kingshead Farm is the site of a moated grange associated with the Priory. The first monastic granges appeared in the 12th Century and continued to be built and used until the dissolution. Only a relatively limited number of grange sites survive. Bromfield moated grange is important nationally. The moat is well preserved and contains evidence of the grange buildings in the interior. The village is nucleated in form, with a number of buildings dating from the 17th Century. To the south of the village is Oakly Park, which was once famous for its Druid Oaks. In the 18th Century the red brick hall was built and is now the home of the 14th Earl of Plymouth. The present Earl continues to own almost all of the dwellings in the village and is the largest single employer. In 1968 the improvements to the A49 were undertaken, which effectively divided the village in two.

4.0 THE CHARACTERISTICS OF THE BROMFIELD CONSERVATION AREA

Introduction

- 4.1 Bromfield is one of the main villages to the north of Ludlow and still contains a limited range of services. These include a church, post office, public house, theatre workshop (former school) and estate workshops. The Ludlow racecourse adjoins the village. It is an estate village mostly owned by the Earl of Plymouth. It contains many of the buildings that you would associate with an 18th Century village.
- 4.2 A character appraisal of the village has been carried out and the main findings are set out under the following headings: -

Setting
Archaeological Significance
Architectural and Historic Quality
Street Scene
Key Buildings
Materials
Natural Features

Setting

- 4.3 Much of the character of Bromfield derives from its position on both sides of the River Onny. The village is located at the confluence of the River Teme and the River Onny. The river divides the village into two and forms an attractive natural feature, which creates a number of interesting views. The river and the route of the A49 trunk road effectively split the village and to a large extent these appear as two distinct entities, north and south of the main road. To the north the grouping of the buildings and around Bromfield Farm and the open space immediately south of the Clive Arms public house is very attractive and part of the special character of the village.

Archaeological Significance

- 4.4 The importance of Bromfield from an archaeological point of view is illustrated by the remains of a Roman camp just to the north of the village; the remains of the 12th Century Benedictine Priory and the moated grange to the south of the village.
- 4.5 The following are classed as monuments in the Bromfield Conservation Area: -

- Church of St Mary the Virgin (Grade I Listing)
(Medieval to Early 20th Century (pre WW1) - 1066 AD to 1913 AD
Benedictine Priory church, now Parish Church
In September 2004 a watching brief was carried out on remedial drainage works. While no features or deposits relating to an earlier church or the monastic complex were uncovered, the foundation of a buttress was encountered, as well as two lined brick burial vaults. Numerous skeletons were excavated as expected, but there was an unusual find of a pewter chalice indicating a priest's burial, which would be more normally found on the south side of a church)
- Priory Gatehouse and attached rubble wall (Site Grade II* Listed)
(A wall of post-medieval date, a Benedictine monastery of medieval date, a priory of medieval date, a gatehouse of probable medieval to post-medieval date.
Gatehouse: Medieval to Early 20th Century (pre WW1) - 1300 AD? to 1913 AD
Priory: Medieval - 1066 AD to 1499 AD
Benedictine Monastery: Medieval - 1066 AD to 1499 AD)
- Bromfield Churchyard
(A findspot of early Saxon date
Migration - 410 AD to 799 AD
A Saxon iron spearhead from Bromfield Churchyard found sometime in the 19th Century on display in Ludlow Museum)
- Estate Office, Workshops and Dwellings at Oakly Park (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
Estate Offices, No. 12, dwellings and workshops of the early 19th Century with later additions. Brick construction with the rear of coursed stone rubble, plain tile roof with copied gable parapets and brick ridge stacks)
- Bromfield Manor (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913
Formerly the Rectory, now a house and shop, this 2-storey plus attic and cellar building was constructed in the later 19th Century in dressed stone with ashlar detailing; it has a plain tile roof with gables to the front and rear and 4 brick stacks with multiple shafts and ornamented bases and caps)
- No 1 (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A single-storey plus attic house built in the 17th Century of timber-frame and brick with coursed rubble to the plinth and gable ends and a plain tile roof. 2 ridge stacks: rubble stack bases with spurred brick stacks. All the gables have scalloped and pierced barge- boards and mutilated spike-finials)
- No's 2 and 3
(Two single-storey plus attic houses of the 17th Century with later additions in timber-frame and brick construction with a plain tile roof with the gable to the left, a brick ridge and end and rear stacks)
- No 4 (Grade II Listing)

(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A single-storey plus attic house of the mid 19th Century, constructed in coursed rubble, with a plain tile roof and octagonal paired brick stacks to the end and rear)

- No's 7-10 (consecutive) (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A single-storey plus attic cottage range of the 17th Century constructed in brick, rubble, timber-frame and plaster with a plain tile roof with old tiles to the rear, a brick ridge and end and front stacks)
- No 11 (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A single-storey plus attic house of c. 1848, constructed in coursed rubble it has a plain tile roof with gables to the front and 2 brick composite stacks with spurs, bands and decorated caps. The date 1848 in stone lettering is on the on gable. This was probably the former schoolhouse)



- No 15 (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A 2-storey house of timber-frame and plaster construction with a thatched roof and a massive rubble stack to the west gable. The west front (to road) has two 19th Century 2-light metal lattice casements, either side of the stepped stack base. To the left is an outshut, to the right a simple porch, both with a stone tiled roof)
- No's 16 and 17 (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
Single-storey plus attic cottages and smithy of probably the 17th Century with 19th Century alterations. They are of timber-frame with brick infill and rubble construction with a 19th Century plain tile roof, brick end stacks and stacks to the rear)
- Warwick House (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
Cottages, now a 2-storey house, of the late 17th Century with 19th Century alterations, of timber frame with brick infill construction, a hipped Welsh slate roof, a brick ridge and end stacks)

- Kingshead Farmhouse (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A 2-storey plus attic house of the mid 18th Century, it is of coursed rubble construction with a plain tile roof and rubble end stacks with brick chimneys)
- Onny Cottage (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A 2-storey house of the mid 19th Century built in painted brick with a plain tile roof and various brick stacks. Included for group value)
- Post Office (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A single-storey plus attic house of the mid 19th Century of brick construction with a plain tile roof and brick end stacks. The 2-window range has 3 light mullion windows with metal lattice glazed casements under segmental arches. The flanking timber framed porch has a gabled roof and contains a battened plank door. There are 2 gable dormers over with 2 light mullion windows. The annexe to the left (Post Office) has a 19th Century half glazed door, with twin cross windows under small gables to the west side and a brick end stack)
- Clive House (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A 3-storey house of the early 19th Century of painted brick construction with a plain tile roof and brick end stacks. The 3-window range has tripartite mullion and transom windows with metal glazing bars and central casements, flanking a cross-window; all under segmental arches with mullion windows over. The central 6-panel door has a moulded architrave and overlight with glazing bars and is set in a rustic porch with ornamental frame, bargeboards and pendant. The single storey wing to the right rear has a plank door and overlight under a segmental arch with a 20th Century metal window under the concrete lintel, and a brick end stack)
- Clive Arms Public House (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A 3-storey house, which is now an inn, of the early 19th Century with a brick front, coursed rubble to the sides, a hipped Welsh slate roof and a brick stack to the rear. The 3-window range has 6/6 sashes under gauged brick flat arches with 3/3 sashes over. The central entrance has a 20th Century half-glazed door, glazed screens and a large fanlight under a wide segmental arch; 8/8 sashes under gauged brick segmental arches flank it)
- K6 Telephone Kiosk, 60m northwest of Clive Arms Public House (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A telephone kiosk of type K6 that was designed in 1935 by Sir Giles Gilbert Scott. Made of case iron, the square kiosk has a domed roof and unperforated crowns to the top panels and margin glazing to the windows and door)
- The Poplars (Grade II Listing)
(16th Century to Early 20th Century (pre WW1) - 1500 AD to 1913 AD
A single-storey house of the mid 19th Century of rubble construction with a plain tile roof and 3 stone stacks with brick twin chimneys. The 2-window

range has 3-light and 2-light windows with moulded yellow brick mullions and reveals under moulded ashlar lintels and drip courses. The central dressed stone gable porch has a 3 centred arch and shouldered drip course over, a spike finial and a panelled plank door. Included for group value)

Architectural and Historic Quality

- 4.6 A mixture of building styles and materials add considerably to the special interest of the group of buildings such as the simple 17th Century thatched timber framed cottage known as No. 15 Bromfield, to the more stylish 18th Century painted brick three storey building known as Clive House. The 17th Century Forge Cottages built of timber frame and brick infill contribute a great deal to the attractiveness of the grouping.
- 4.7 There are a number of key buildings, which make an outstanding contribution to the street scene. St. Mary's Church dominates the village, this grade I listed building was formerly the Benedictine Priory Church built in the 12th Century. On its east side there is a blocked Norman chancel arch. To the east of the church is the restored Priory Gatehouse. The gatehouse of the former Benedictine Priory is an outstanding stone and timber frame building. The detail of the central canted oriel window with mullion and transom metal lattice lights is, in particular, very striking. Kingshead Farmhouse adjoining the A4113 to the south of the village stands out as a major building within the street scene. This large building dates from the mid 18th Century and is very visible.

Street Scene

- 4.8 To the north of the A49 the range of vernacular buildings and the blend of traditional materials combine together to form a distinctive group. The open character of the River Onny and the meadowland between the river and the bypass offsets the close compact grouping of buildings, the built-up character of the buildings contrasts well with the natural setting of the river and the natural landscaping features. To the south the buildings form a less cohesive group and are loosely scattered along the main road (A4113), which passes through the village. The groupings of the buildings, however, do form a "sense of place" and create a distinctive street scene. Many of the buildings in this part of the village are listed as being of special architectural or historic interest but the general impression is of a series of black and white timber framed cottages set amid traditional cottage gardens. Looking along the main street, the curve of the road adds to the sense of enclosure and creates a sequence of different views. In this part of Bromfield there are several buildings that are not listed but which add interest and character to the street scene. These include the Old School, the barn south of Onny Cottage and No's 5 and 6 Bromfield.

Key Buildings

- 4.9 The **Church of St Mary the Virgin** was a Benedictine Priory church that is now the Parish Church. Built in 1155, it has 13th and 16th Century additions and was restored in 1890 by C Hodgson-Fowler. It is of rubble and ashlar sandstone construction with a plain tile roof. A blocked Norman chancel arch forms the east end with a large round arch to the north. The tower forming the porch to the northwest is probably of the late 13th Century. A house built by Charles Foxe after the Dissolution replaced the south transept in the 16th Century, but it was destroyed by fire in the late 17th Century and is now fragmentary with mullion and transom windows. The church has a painted plaster ceiling of c.1672 by Thomas Francis with Angels with scrolls, the Symbol of the Trinity and clouds. The c1700 communion rail of c. 1700 has heavy twisted balusters and there is glass by Kempe in the west window and north aisle with 16th Century Flemish roundels in the vestry. A Dendrochronology

survey was carried out in 2000 to ascertain the date of construction of the nave roof. Ten samples were taken in total, of which nine had sufficient rings to merit measurement. The roof dates to the later 16th and/or the early 17th Century and was built in what could be considered an archaic style, as collar arch-braced roofs were more commonly 14th Century in date. A building recording was carried out as part of repair and consolidation works on the Foxe house and a photographic record of the chancel roof was produced. The chancel trusses were of high quality and were clearly associated with the return of the church use of the former chapel after a century of use as a domestic residence. A 2001 watching brief found significant medieval remains, including walls and foundations presumably associated with the medieval chancel.

- 4.10 The **Priory Gatehouse** probably dates from the 14th Century and is constructed in red sandstone rubble with a timber framed top storey that seems to be contemporary with the work carried out by Charles Foxe who built a house adjoining the church after the Dissolution. The timber framing is fairly remarkable for its date because of the oddities of its construction, the lack of comprehensive pegging and the most unusual form of its roof trusses. The very fact that the construction is so unusual is enough to add doubt to any suggested date of the fabric, as it simply does not seem to have any regional precedent. Only a scientific analysis of the fabric such as dendrochronology would remove doubts about the validity of the dating. In the late 18th or early 19th Century the south end of the gatehouse was converted into a three-storey cottage and in the 19th Century the gatehouse was extensively restored. It has a 20th Century plain tile roof and a brick composite ridge stack. The 3-window range has a central canted oriel with mullion and transom metal lattice lights under a small gable with a simple finial, and two 2-light mullions with metal lattice glazing flank it. 2 plain buttresses flank a deep central arch with a drip course over. At the rear is a pair of 2-light oak mullion windows with metal lattice glazing over a central opening and flanked by similar lights, the one to the left is without glazing. The central opening under the oak lintel has wide buttresses on either side that in turn are flanked by restored oak and sandstone mullions under a shouldered drip course. To the right is an early 20th Century plank door with a wide lattice light. The central passage has a plastered ceiling and plank doors with strap hinges. The left returned side has a 2-light mullion window with metal lattice glazing at the ground floor. The 1st floor on the right returned side has lath and plaster infill and three 2-light mullions, one with a simple hood on consoles. The bargeboards and spike finials are of the 20th Century. The partially surviving stone floor surface to the ground floor room on the south side of the gatehouse has been shown to pre-date the late 18th Century and could possibly date to the original construction of the gatehouse. The existence of two well-preserved road surfaces was demonstrated as leading from the central gateway at both its front and rear. Although there is no dating evidence for these road surfaces, they should nevertheless be regarded as an integral part of the gatehouse.
- 4.11 **Kingshead Farmhouse** is a 2-storey plus attic house of the mid 18th Century built in coursed rubble with a plain tile roof and rubble end stacks with brick chimneys. The 3-window range consists of tripartite windows with metal lattice glazing under stone drip courses; there are 3 gable dormers with 2-light metal lattice glazed windows and stone coped gable parapets with corbelled stone kneelers. The central stone porch has a moulded arch and gable with kneelers over, the 4-panel door a moulded case and architrave. To the right is a 2-storey brick and rubble wing, a projecting single-storey rubble wing with a central brick ridge stack, lattice glazed windows under drip courses and 20th Century plank doors. There are 3 gable dormers to the rear.

Materials

- 4.12 While a variety of traditional building materials have been used in Bromfield, the use of timber framing and painted brick plaster stands out. Old clay tiles are the predominant roofing material. Several of the buildings, especially the major townscape buildings are built of the local stone. To a much lesser extent, red brick is used on a number of buildings.
- 4.13 The use of local stone is an important feature in the boundary walls of Bromfield Manor and in particular the flanking walls to the Priory Gatehouse and St. Mary's Church. The stone walls adjoining the Clive Arms and the Old School and schoolhouse are also important features in the village scene.

Natural Features

- 4.14 The River Onny provides a very picturesque and important natural setting to the village. In addition to the interest that the course of the river creates, the adjoining meadowland and woodland areas are very attractive and part of the character of the village. The view, for instance, across the River Onny from No. 15 Bromfield is dominated by a mass of willow, which completely mask the A49. The mature trees in the adjoining churchyard to the east are particularly important.
- 4.15 One of the most striking features of the village is the impact of the delightful cottage style gardens to many of the properties and the well maintained hedges fronting the A4113. There are a number of large mature trees along the roadside, which add greatly to the appearance of the village. The best examples of which are sited alongside No.1 Bromfield, Onny Cottage and Bromfield Manor.

Negative Factors

- 4.16 The construction of the improvement to the A49 may be considered to have had an adverse impact on the village, but this has to be balanced against the beneficial effect of removing much of the through traffic from part of the village.
- 4.17 The area in the village that requires enhancement is to the west where some modern farm buildings have been built amid the more traditional buildings. These detract from the appearance of the village that for the most part is largely unspoilt by development.



5.0 THE LEGAL FRAMEWORK

- 5.1 Conservation areas are defined by section 69 of the Listed Buildings and Conservation Areas Act 1990 as "...areas of special architectural or historic interest

the character or appearance of which it is desirable to preserve or enhance”. This is a strictly applied definition and should not be confused with Areas of Outstanding Natural Beauty or other designated areas.

- 5.2 Conservation areas are designated by Local Planning Authorities, usually after public consultation, although this is not a legal requirement.

The Effect of Conservation Area Status

The consequences of designation as a conservation area are as follows:

- 5.3 The Local Planning Authority is under a duty “from time to time” to publish and consult on proposals to preserve and enhance conservation areas.
- 5.4 In dealing with planning applications in conservation areas, the Local Planning Authority is required to “pay special attention” to the desirability of preserving or enhancing the character or appearance of the area. This means that there is a higher standard of design required in conservation areas than elsewhere.
- 5.5 Outline planning applications will not normally be entertained.
- 5.6 Planning applications in conservation areas must be advertised as prescribed by Regulations.
- 5.7 It is an **offence** to demolish a building or structure in a conservation area without the consent of the Local Planning Authority. There are some exceptions – please ask before taking action.
- 5.8 English Heritage has the power to make grants or loans for preservation or enhancement, although none are currently available.
- 5.9 It is an **offence** to cut down, top, lop, uproot, wilfully damage or destroy a tree in a conservation area without having given 6 weeks notice to the Local Planning Authority. There are some exceptions – please ask before taking action.
- 5.10 Permitted development and the right to display advertisements are more limited than elsewhere.
- 5.11 Telecommunications operators have more onerous obligations placed on them.

6.0 PLANNING POLICY STATEMENT 5

PPS5 is the current policy guidance on protection and enhancement of the historic environment.

Development proposals in conservation areas will need to take into account the requirements of PPS5 and in particular the extracts below.

6.1 Planning Policy Statement 5 Planning for the Historic Environment

HE10.1 Special regard should be given to such matters as scale, height, form, massing, respect for the traditional pattern of frontages, vertical or horizontal emphasis, and detailed design (e.g. the scale and spacing of window openings, and the nature and quality of materials)

HE10.2 Whilst the character and appearance of conservation areas should always be given full weight in planning decisions, the objective of preservation can be achieved either by development, which makes a positive contribution to an areas character or appearance, or by development which leaves character and appearance unharmed.

- 6.2 In determining applications for proposals to which this policy guidance applies, the Council will have regard to:

Any conservation area statement or village design statement;

The quality of the design and the appropriateness of the proposed use;

The appropriateness of materials and building techniques

Reasons

- a) To ensure new development in a conservation area preserves or enhances its character and appearance and conserves its distinctive qualities;
- b) To ensure that the character or appearance of a conservation area is not adversely affected by the demolition of buildings;
- c) To conform to Policy QE5 of the West Midlands Regional Spatial Strategy;
- d) To conform to PPS5

7.0 Guidance on the policy criteria

7.1 **Special regard given to the scale, design and materials** means that new developments must blend in with the character of the area, not that individuals building styles must be copied.

- 7.2 The requirement for **demolition of buildings in conservation areas** to be part of the scheme of redevelopment is to avoid unsightly gaps occurring in street frontages.

- 7.3 There is specific **Supplementary Planning Guidance**:

- Conservation Area statements for most conservation areas
- A variety of Town and Village Design Statements

- 7.4 **Quality and appropriateness of design, materials and use** is required for all proposals in conservation areas. In considering applications for new development in Conservation Areas, the Council will generally have regard to the following criteria:

- The siting of the development must conform to the general pattern of development in the area and not dominate existing buildings or occupy part of their curtilages.
- The scale of the proposal must be in conformity with the scale of existing buildings within that part of the Conservation Area.
- The use should be one, which is appropriate to the area and will give rise to development of an appropriate scale.
- The proportions of the building and its fenestration must be in keeping with the characteristics of existing buildings in the area.
- The alignment of the proposal along its highway frontage must conform to the pattern of development in the area.
- The proposal must maintain the characteristics of the roofline of the street as regards height, shape and pitch of roof and is not be of a height, which would intrude onto the skyline from any viewpoint.
- The proposal should conform to the existing pattern of door and window openings and their detailing prevailing within the area.

- The proposal should be constructed in materials traditionally used in the Conservation Area matching exactly the colour and texture of that material.
- The proposal should retain, restore or add traditional boundary walls in stone or brick in accordance with the tradition in the Conservation Area.
- The proposal should retain existing trees and provide for the planting of new specimen trees where possible.
- The proposal should retain, and take account of traditional burgage plot layouts or other historic plot and layout forms and ancillary buildings and boundary treatments.

8.0 OTHER CRITERIA

- 8.1 As far as possible the Council aims to conserve **traditional shopfronts** by preventing their removal and discouraging unsuitable alterations. Proposals for **new shopfronts and fascias** within conservation areas will be permitted provided: -
- they complement both the architectural character and detail of the building onto which they are to be fitted.
 - they do not result in the removal of any existing separate access to upper storeys or preclude the restoration of such an access if already removed.
- 8.2 Where appropriate the Council, in consultation with the Highway Authority, will seek to introduce schemes to **rationalise traffic and pedestrian signs and other street furniture** in conservation areas in the interests of the amenity. It is recognised that obstructive traffic signs and other street furniture can create ‘clutter’ and form a visual intrusion that detracts from the appearance and character of the District’s conservation areas. The intention of this guidance is to minimise such impacts.
- 8.3 Through the control of new development and Enhancement Schemes carried out in conjunction with the Highway Authority, the Council will ensure that **traditional paved areas** are conserved and maintained. Considerable investment has been made on many listed and non listed buildings in the conservation areas throughout the County. The purpose of this advice is to ensure that similar attention is paid to the space between the buildings in particular the traditional paved areas.

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Updated 2012



Sources: Shropshire Council Sites and Monument Records
'Houses of Benedictine monks: Priory of Bromfield', A History of the County of
Shropshire: Volume 2 (1973), pp. 27-29