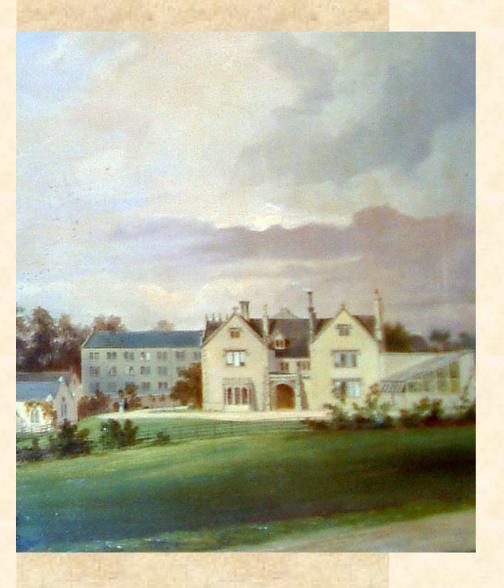
- CONSERVATION AREA STATEMENT -

THE INDUSTRIAL HERITAGE CONSERVATION AREA

VOLUME 2: CHARACTER PARTS



VOLUME 2 of the Industrial Heritage Conservation Area review comprises a series of information sheets, which describe the key characteristics of the study area's individual "character parts".

Across the rich and varied IHCA study area (which stretches from Framilode in the west to Daneway in the east, and down the Nailsworth Valley to Longfords Mill), there are distinct pockets which have strongly identifiable differences in character. Together, these sub-areas contribute to the distinctive character and the special architectural and historic interest of the study area as a whole, which Volume 1 summarises and puts into context.

In addition to the Industrial Heritage Conservation Area, seven other conservation areas lie within the Industrial Heritage Study Area:

- ♦ No.21 Dunkirk and Watledge
- ♦ No.22 Ebley Mills
- ♦ No.24 Lodgemore and Fromehall
- ♦ No.25 Longford Mills
- ♦ No.26 Stanley Mill
- No.27 St Mary's and Belvedere
- ♦ No.28 Stroud Station
- No.29 Industrial Heritage (IHCA)



ADOPTED NOVEMBER 2008

- THE IHCA REVIEW -

This document forms a crucial part of the Industrial Heritage Conservation Area (IHCA) review. Eight conservation areas have been appraised during this review, and a Conservation Area Statement (CAS) has been produced, which will apply to all eight. In its entirety, the Conservation Area Statement consists of four separate documents:

- ♦ Conservation Area Statement VOLUME 1: Summary and Character Overview
- ♦ Conservation Area Statement **VOLUME 2: Character Parts**
- ♦ The Industrial Heritage Conservation Area Management Proposals SPD
- ♦ The Industrial Heritage Conservation Area Design Guide

The first two volumes of the Conservation Area Statement consist of an appraisal of the eight conservation areas' character and appearance and an explanation of their special architectural and historical interest, together with a review of the conservation area boundaries and an assessment of issues or pressures which are affecting its special interest.

The Supplementary Planning Document (SPD) contains Management Proposals and policy and design guidance, aimed at ensuring the preservation or enhancement of the character or appearance of those eight conservation areas.

The Design Guide provides complementary guidance, sitting below the SPD, and showing how the policy and design guidance contained in the SPD may be practically applied.

Informative

This Conservation Area Statement applies to the following conservation areas:

- ♦ Conservation area No.21 Dunkirk and Watledge
- ♦ Conservation area No.22 Ebley Mills
- ♦ Conservation area No.24 Lodgemore and Fromehall
- ♦ Conservation area No.25 Longfords Mills
- ♦ Conservation area No.26 Stanley Mill
- ♦ Conservation area No.27 St Mary's and Belvedere
- ♦ Conservation area No.28 Stroud Station
- ♦ Conservation area No.29 Industrial Heritage (IHCA)

Unless otherwise stated, the terms "the conservation area", "conservation area(s)" and "the Industrial Heritage Conservation Area" (or "IHCA") shall hereafter be taken to refer collectively to the eight conservation areas covered by the IHCA review.

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Contents page 2

FORMAT OF THE CONSERVATION AREA STATEMENT: HOW TO USE THIS DOCUMENT

o.1.1 The Conservation Area Statement (CAS) is split into two parts, Character Appraisal and Conservation Area Management Proposals/policy guidance, and contained within four distinct volumes. You will find that information on different aspects of the conservation area review are contained within each volume:

PART I: CHARACTER APPRAISAL

0.1.2 Volume 1: Conservation Area Statement Summary and Character Overview

Volume 1 contains information about the designation and background to the conservation area review, together with a Character Summary and an introduction to the Character Parts in the IHCA Study Area. This volume includes general analysis of the whole study area, explaining how influences such as local historical events and figures, as well as the physical form of the landscape, have contributed to the development and evolution of the area's historic built environment. It also looks at typical building materials and styles across the Study Area. It highlights the broad themes of the Study Area's special architectural and historic interest and its key characteristics. It also summarises the findings of the conservation area review: identifying key issues and pressures that are affecting the Study Area, and setting out proposed conservation area boundary changes.

O.1.3 Volume 1 functions as a 'broad brush'
Conservation Area Statement in itself,
providing the main bulk of the character
analysis. It is intended as an overview of the
character of the whole Study Area and should
be sufficient for many users. However, it
should also point you in the right direction to
find further, more specific information in
other volumes of the CAS.

0.1.4 Volume 2: Character Parts

This volume comprises a series of information sheets, describing the characteristics of the study area's individual "Character Parts". Across the Industrial Heritage study area, there are distinct 'pockets' which have strongly identifiable differences in character – perhaps due to the density of buildings, the types of materials that predominate and the current or historic uses of the buildings. These are identified as "character parts": the component sub-areas of the Study Area which, together, make up its character as a whole.

0.1.5 This Volume aims to identify the various characteristics and features of interest that unite diverse parts of the conservation area, or which render them guite unique and distinctive pockets. This volume also looks at issues and pressures facing particular character parts, and how these affect their character or appearance. It also identifies appropriate conservation area boundary modifications and 'neutral areas' or buildings/sites which cause harm to the Study Area's character and which might benefit from enhancement. These sheets act as supplementary information, providing a bit more detail about specific sites and where they 'sit' within the conservation area in terms of their context, significance, character and appearance.

PART II: MANAGEMENT PROPOSALS AND POLICY GUIDANCE

0.1.6 Industrial Heritage Conservation Area Management Proposals SPD

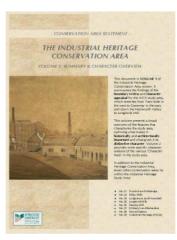
The second aspect of the Conservation Area Statement is the 'policy' section. The Supplementary Planning Document contains management proposals for the preservation or enhancement of the eight conservation areas covered by this Review. It looks at the key issues and pressures facing the Study Area, and how these affect its character or appearance. In response, policies and design guidance are set out. This document sets out how the Local Planning Authority will interpret and apply broader development plan policies and national planning policy and advice, taking specific account of the character and "special interest" of the eight conservation areas, as identified in the Character Appraisal volumes of the CAS.

The four volumes that make up the complete IHCA Conservation Area

Statement

0.1.7 Industrial Heritage Conservation Area Design Guide

In support of the SPD, detailed and practical design guidance has been developed for the IHCA and associated conservation areas. The IHCA Design Guide focuses on ways to approach local distinctiveness in new design and acts as a practical supplement to the policy and design guidance contained in the IHCA Conservation Area Management Proposals SPD.



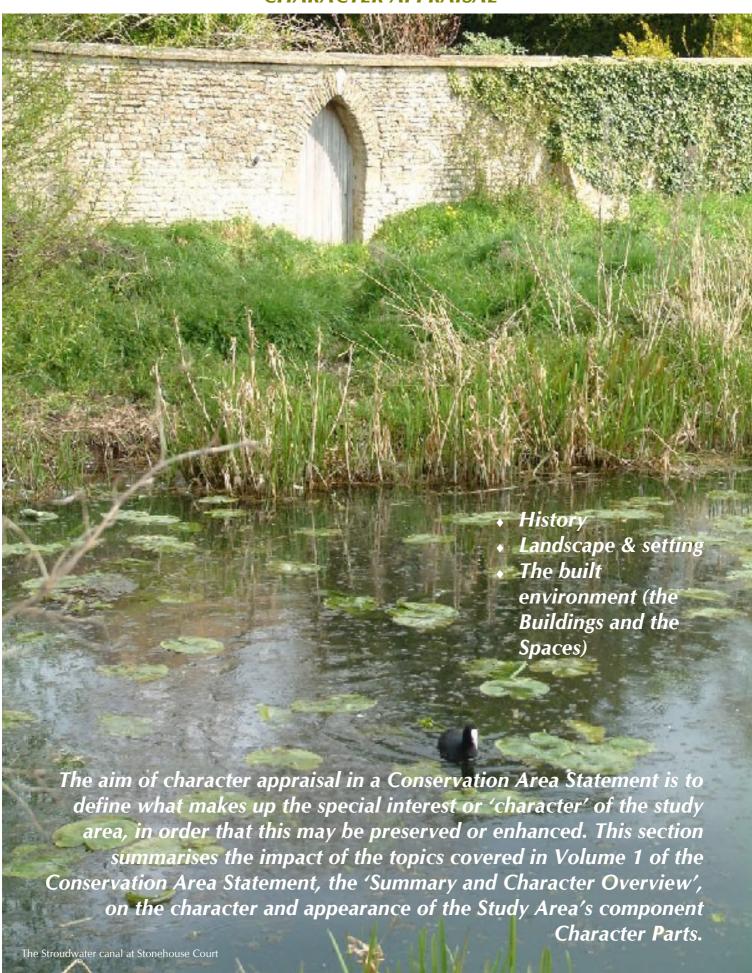




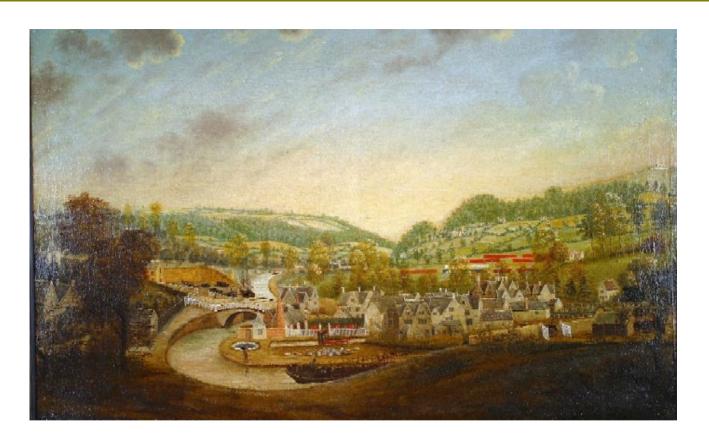


CONSERVATION AREA STATEMENT – THE INDUSTRIAL HERITAGE CONSERVATION AREA: VOLUME 2

- CHARACTER APPRAISAL -



- CHARACTER APPRAISAL -



THE ANALYSIS OF CHARACTER

- o.2.0 The aim of the 'Character Appraisal' section of a Conservation Area Statement is to define what makes up the special interest or *character* of the study area, in order that this may be preserved or enhanced. Although the character of an area may be very obvious in visual terms, it is about much more than just appearance. History, geography, use and appearance are usually intricately and inextricably linked in the evolution of any settlement, and in the creation of its character.
 - ♦ The origins of a settlement and what has happened to it in the past are often still evident in its current state. Its **history** can tell us more than simply the date of its buildings: The changing economic fortunes of an area, important historical events and individual patrons or developers may have played a role in shaping tastes and styles, as well as influencing the extent of expansion.
 - Current or former uses often have implications for the shapes, sizes and types of buildings that are created, and their massing and relationships to each other. Uses can also create distinctive sounds or smells, adding 'life' to the built form.
 - ♦ The origins and evolution of a settlement may frequently be dependent on its **setting and location**: these may have suggested a particular industrial, defensive or cultural role, for example. Furthermore, the location almost always dictates the types of materials and building traditions that prevail.
 - ◆ The **visual appearance** of an area is often the cumulative effect of many influences. The appearance is frequently the aspect that most people relate to in terms of defining what is of special interest and worth preserving or enhancing. The appearance may be made up of locally typical buildings, or structures of great architectural importance.

CHARACTER AND 'SPECIAL INTEREST'

- 0.2.1 The Industrial Heritage Conservation Area review is based upon analysis of the Study Area's character and appearance, and an appraisal of its special architectural and historic interest. This appraisal work is presented in VOLUMES 1 and 2, which make up Part 1 of the Conservation Area Statement (see Introduction, paragraphs 0.1.1 0.1.5).
- The character appraisal is intended to provide owners and developers with the tools to assess what it is that gives their building or site its particular character, and how it contributes to the wider interest of the Conservation Area. The summary in volume 1 identifies broad themes in the IHCA's special interest; but while this may be sufficient for many users, further research will inevitably be required in support of contentious proposals, proposals on sites which are sensitive or where major development is proposed. This document, which is **VOLUME 2** (Character Parts), provides a greater level of site-specific detail, but there is a great deal of easily accessible information available (see further reference section at the end of **VOLUME 1**).
- O.2.3 Part 2 of the Conservation Area Statement (The IHCA MANAGEMENT PROPOSALS SPD, supported by the IHCA DESIGN GUIDE), contains the policy tools to ensure the preservation or enhancement of the conservation area's character or appearance, as defined in the character appraisal.

- 0.2.4 The IHCA Study Area ranges in character from sparsely populated, idyllic, rural extremities to functional, unpretentious industrial areas - with an enormous amount of juxtaposition and variety in between. Over all, the canal itself has a distinctly rural character – even when passing adjacent to intensely built-up areas. Due to the diversity and richness of the built environment, a 'one-size-fits-all' approach to design policy and guidance is not appropriate. The policy guidelines and the Design Guide, like the character appraisal, will operate on the basis of identifying and recognising the distinct characteristics of different parts of the IHCA and canal corridor. Approaches to development and particular design solutions can then be tailored to suit the particular context and circumstances.
- o.2.5 It is always worth bearing in mind that the conservation area's special architectural and historic interest is something much deeper than just its appearance. Even a grotty looking, run-down building can be significant. Try to approach each proposal for development with one question in your mind: how is this building/ site/ structure/ space significant? In other words, how does it contribute to the conservation area and to our understanding of our built and cultural heritage? And then think how can I preserve or enhance this contribution?

Preceding page:

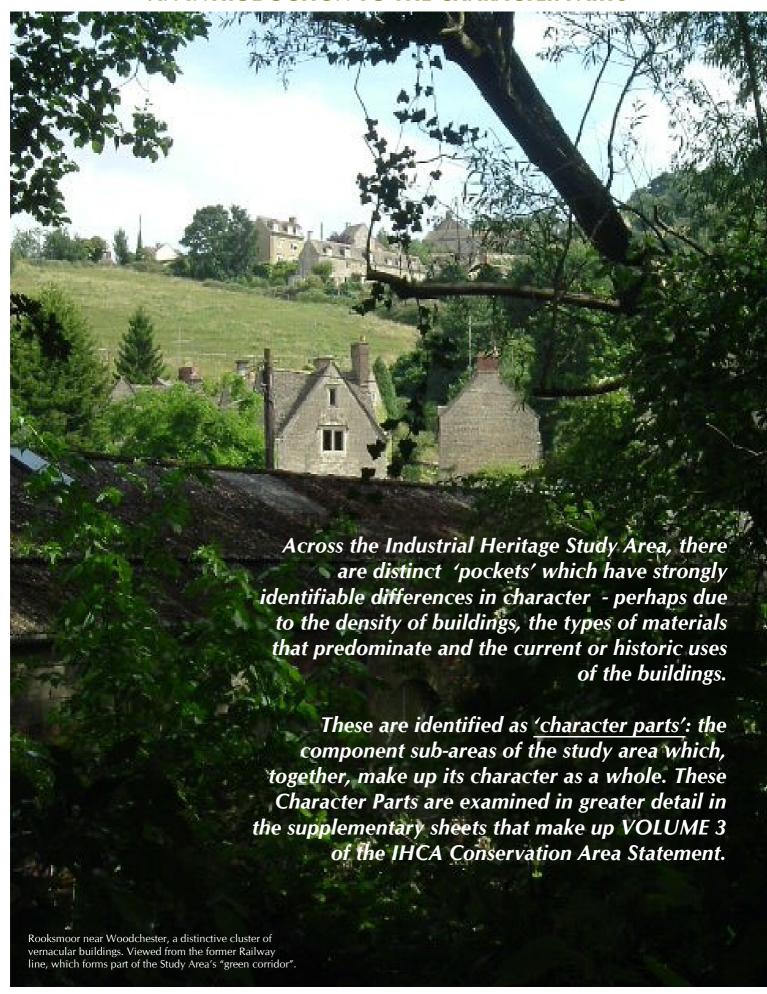
A painting housed in Stroud's Museum in the Park shows Wallbridge in 1785. Note the 'Stroudwater Reds', a type of cloth for which the locality was renowned, spread out to dry on the slopes of Rodborough. Black-wrapped bales of cloth sit on the Wharf at Upper Lock, waiting to be loaded onto the canal trows.

The little industrial hamlet is depicted prior to the building of the Cainscross Road (1825) or the arrival of the Midland Railway branch, whose goods yard came to occupy the land opposite the wharf at Upper Lock and whose viaduct now slices through the Wallbridge Mill site. Here, Merrywalks is no more than a path alongside the Slad Brook (sometimes known as Badbrook), just visible at the bottom left of the painting.

- 0.2.6 Amongst the key themes of the IHCA's special interest are the following; these are explored further throughout the two Character Appraisal volumes of the Conservation Area Statement:
 - ◆ The harnessing of waterpower and the exploitation of local natural resources from wool for cloth production, to building materials for houses and mills. These local resources have influenced the siting of buildings, what they were used for, and what they look like; the steep valley sides have been colonised with terraces of dry stone, and water has been manipulated, with mill ponds and leets which changed the shape of the landscape.
 - ◆ The way that evolving transport infrastructure has influenced the distribution of buildings, their orientation, date and appearance; the expansion of settlements or mill groups; and how the various phases of infrastructure have layered over each other – pack horse tracks, river navigation, canals, turnpike roads, railways...
 - The differences in character between the western 'leg' of the Study Area ("the Vale") and the eastern and southern legs ("the Valleys") – notably in terms of the appearance of buildings, typical materials and the shape of the landscape.

- The juxtaposition of industry with agriculture and the natural environment, which has resulted in a very attractive and richly varied character in this part of the District
- ◆ The historic diversification of industry: although the cloth industry has a long history, mills were continually changing ownership and adapting to other uses, from low key flour milling to high-tech iron manufacture and engineering; these often left physical legacies by way of new buildings or alterations.
- Evolving industrial processes from cottage industry, to the factory system – and how each development has impacted on our built environment: providing new structures, altering old ones or even abandoning them to other uses.

- AN INTRODUCTION TO THE CHARACTER PARTS -



AN INTRODUCTION TO THE STUDY AREA'S CHARACTER PARTS:

- 0.3.1 Due to the size and complexity of the Industrial Heritage Study Area, there are many distinct 'pockets' which have strongly identifiable differences or similarities in character. Character differences can be due to a whole range of things, for example the density and grouping of buildings, the types of materials that predominate, the amount of green space or tree cover, or the current or historic uses of the buildings.
- 0.3.2 These areas of differing character are identified as 'Character Parts', and they act as component 'sub-areas' of the Study Area. Together, they make up the character of the Study Area as a whole. Individual pockets or Character Parts can often be grouped together with others of a similar Character Type.
- o.3.3 The information sheets that make up the bulk of this document set out the respective characteristics and key features of each Character Type. They provide a more detailed level of information about specific sites and how they fit into the character of the Study Area as a whole, as defined in the Character Summary and the Character Overview in VOLUME 1.

- o.3.4 The Character Parts sheets also identify 'neutral areas' and sites or buildings which actually cause harm to (or are at odds with) the prevailing character or appearance of the Study Area. These may provide potential to enhance the defined character and special interest of the IHCA Study Area. The development potential and sensitivities of certain key sites are examined as part of the Character Parts exercise.
- O.3.5 The Character Parts sit within the Study Area, rather than being strictly limited by the conservation area boundaries. Thus the edges of the Character Parts often extend beyond or cross between the existing boundaries of the eight individual conservation areas covered by this Review.
- 0.3.6 The Character Parts are covered in detail in the individual Character Parts sheets, and are colour-coded on the fold-out Character Parts Maps:

Map A: Western study area (Framilode

to Eastington

Map B: Western study area (Newtown

to Dudbridge)

Map C: Eastern and Southern study area

(Dudbridge to Longfords Mill and Dudbridge to Brimscombe, including part of Toadsmoor

Valley)

Map D: Eastern study area Toadsmoor

Valley to Daneway

CHARACTER PARTS IN THE STUDY AREA: Locations where this character Map **Character Type** Colour type occurs in the Study Area: West: Stroudwater Settlement 1. Framilode 1.1 Newtown & Chipmans Platt 1.2 Vale Core Rural Settlement West: 2. Whitminster House/Wheatenhurst 2.1 2.2 Churchend & Millend at Eastington 2.3 Stonehouse Court & Beards Mill

3. Saul Junction



West:

West:

3.0 Saul Junction



The Green Corridor:

4.

4.1 Pool Fields to Saul Junction Wheatenhurst to Fromebridge 4.2 Fromebridge 4.3 Fromebridge to Chipman's Platt 4.4 Newtown to Bond's Mill 4.5 4.6 Bond's Mill to Bridgend Bridgend to Ryeford 4.7 Ryeford to Dudbridge 4.8

Map **Locations where this character Character Type** Colour type occurs in the Study Area: 5. The Green Corridor: West: 5.1 Bristol Road by Wycliffe Central Belt 5.2 Marling lower fields and Railway cutting 5.3 Lodgemore & Fromehall East: 5.4 Frome Corridor, south of Dr Newton's Way Capel Mill to Bowbridge 5.5 Bowbridge to Brimscombe hub 5.6 Brimscombe Rec. 5.7 Wimberley & Dark Mills 5.8 5.9 Chalford Vale South: 5.10 Lightpill South Woodchester 5.11 5.12 Inchbrook and Dunkirk 5.13 Nailsworth to Holcombe East: The Green Corridor: 6. Bourne Mill to Illes Mill 6.1 Secluded Valleys 6.2 Upper Frome Valley (Old Valley Inn to Daneway) 6.3 Toadsmoor Valley South: 6.4 Friggs Mill to Rooksmoor 6.5 Woodchester and Frogmarsh Inchbook 6.6 Holcombe House and Longfords 6.7 West: 7. Meadow Mill 7.1 Meadow Mill, Eastington

Map
ColourCharacter TypeLocations where this character
type occurs in the Study Area:

8. Stonehouse Mills



West:

- 8.1 Bonds Mill
- 8.2 Bridgend Upper and Lower Mills

9. Super Mills



West:

- 9.1 Stanley Mill9.2 Ebley Mill
- South:
- 9.3 Dunkirk Mills

10. Lodgemore & Fromehall



West:

10.1 Lodgemore & Fromehall

11. Longfords Mill



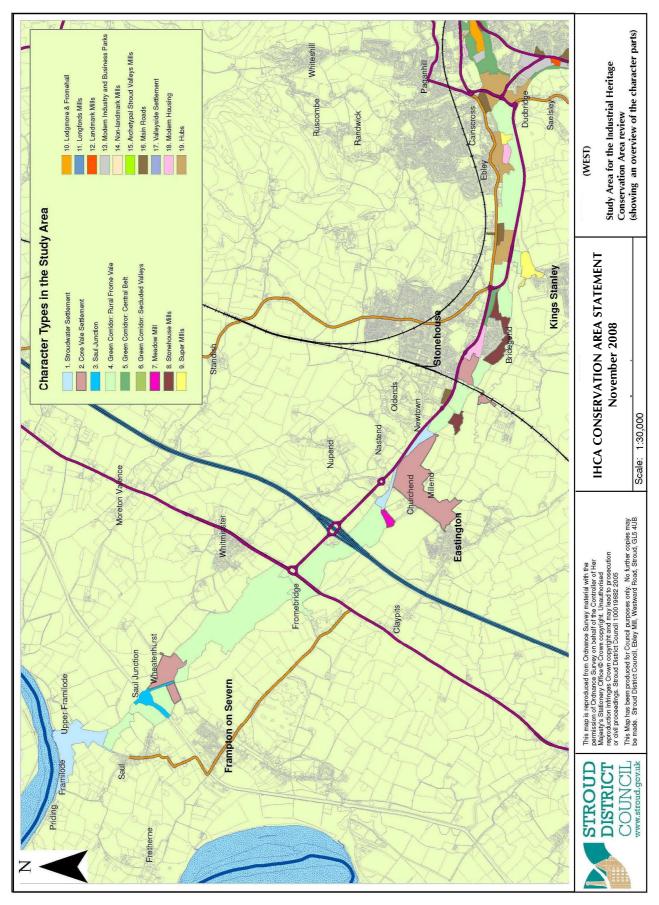
South:

11.1 Longfords Mill

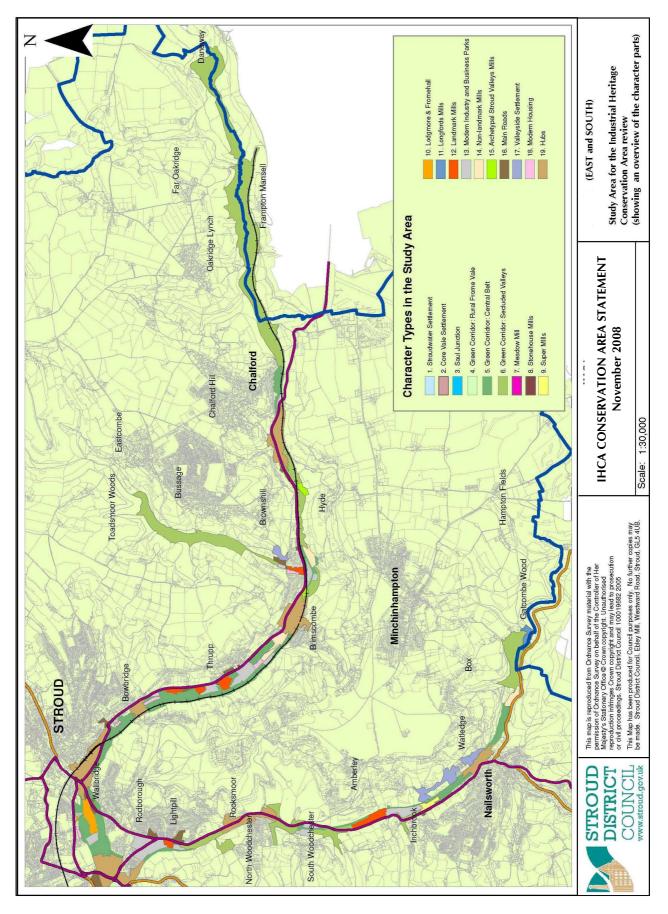
| Map Colou | r | Character Type | | Locations where this character type occurs in the Study Area: |
|--------------|-----|-------------------------------------|---|--|
| | 12. | Landmark Mills: | East: 12.1 12.2 12.3 12.4 South: 12.5 12.6 | Stafford Mill Griffin & Dyers Mills Ham Mill Lewiston Mill Lightpill Mill Merretts Mill |
| | 13. | Modern Industry & Business Parks | West: 13.1 13.2 East: 13.3 | Old Station Yard, Stonehouse Chestnut Lane |
| | | | 13.4 13.5 13.6 13.7 13.8 South: | Phoenix Works & Phoenix Trading Estate The old shipyard at Hope Mill (Canal iron works) Toadsmoor Olympic Varnish, Knapp Lane Dark Mills, Knapp Lane |
| | | | 13.9 13.10 13.11 13.12 13.13 | Lightpill Trading Estate Daniels Industrial Estate, Dudbridge Stroud Enterprise Centre, Bath Road Station Road, Woodchester Renishaws, Inchbrook |
| | 14. | Non-landmark Mills | East: 14.1 14.2 14.3 South: 14.4 | Hope Mill Brimscombe Mill Wimberley Mill Holcombe Mill (Spring Mill industrial estate) |
| | 15. | Archetypal Stroud Valleys Mills | East: 15.1 15.2 | Bourne Mill St Mary's Mill |

Locations where this character Map **Character Type** Colour type occurs in the Study Area: West: Main Roads 16. 16.1 Avenue Terrace, Stonehouse Ryeford Arms and Westward Road 16.2 Cainscross and Dudbridge 16.3 16.4 Bath Road, Stroud East: 16.5 **Dorrington Terraces** 16.6 London Road between Stafford Mill & Griffin Mill 16.7 Ham Mill Lane and London Road by The Wagon & Horses 16.8 Toadsmoor The King & Castle, London Road 16.9 16.10 London Road, Chalford South: 16.11 Fleece Inn, Lightpill (The Kites Nest) Bath Road & Ash Road, Lightpill 16.12 Bath Road, Dunkirk 16.13 17. Valleyside Settlement South: 17.1 Watledge 17.2 **Dunkirk House** East: 17.3 **Blackness** 18. Modern Housing West: 18.1 Boakes Drive & Stonehouse Wharf Ebley Wharf, Riverside 18.2 18.3 **Strachans Close** East: 18.4 Arundell Mill Close 18.5 **Bowbridge Lock** 18.6 Hope Mill caravan park Youngs Orchard 18.7 Old Station Close, Chalford 18.8

| Map Colour | | Character Type | | Locations where this character type occurs in the Study Area: |
|---------------|-----|--|--|--|
| | 19. | Hubs These are large, complex areas, mostly centred on key crossing points over the conservation area's watercourses. From the earliest settlement, centuries of evolving development has resulted in layers of history and infrastructure in each of these 'hubs'. Hubs comprise fragmented examples of many of the other identified character types, often directly juxtaposed with each other. | West: 19.1 19.2 19.3 East 19.4 19.5 19.6 19.7 South: 19.8 19.9 | Ryeford Ebley Dudbridge Wallbridge, Cheapside & Fromeside Bowbridge Brimscombe Chalford Rooksmoor & Woodchester Nailsworth |



Inset Map 1: Overview of character parts in the western half of the Study Area



Inset Map 2: Overview of character parts in the eastern and southern legs of the Study Area

- CONSERVATION AREA STATEMENT -

THE PRODUCTION PROCESS FOR THE IHCA CONSERVATION AREA STATEMENT

Evidence gathering

Ongoing to autumn 2006

Field work, character appraisal, initial assessment of issues and pressures affecting the character and appearance of the conservation areas.

Early stakeholder and community engagement

September 2006 to April 2007

An opportunity for members of the public and stakeholders to get involved in identifying issues and pressures that are affecting the character or appearance of the conservation area. A formal community engagement exercise was carried out during Autumn 2006. This exercise helped to shape the policies and proposals which will manage these pressures and ensure the preservation or enhancement of the conservation area's character and special interest. During this period, some of the initial work done on character appraisal was available to view online in an early draft form, as an aid to thinking about the issues and pressures. An understanding of what is special and distinctive about a conservation area makes the identification of issues, pressures and potential harm much more meaningful

Drafting of SPD

April 2007 to January 2008

Preparation of a draft of the IHCA Conservation Area Management Proposals SPD and the supporting Character Appraisal, taking account of the issues and options arising out of early stakeholder and community engagement. A Sustainability Appraisal was also undertaken.

Cabinet approval of draft SPD for Public Consultation

January 2008

The draft SPD and Character Appraisal was approved for the purposes of public consultation at the Cabinet meeting of 31st January 2008.

Public Participation: consultation draft SPD and consultation draft Character Appraisal

7th May – 23rd June 2008

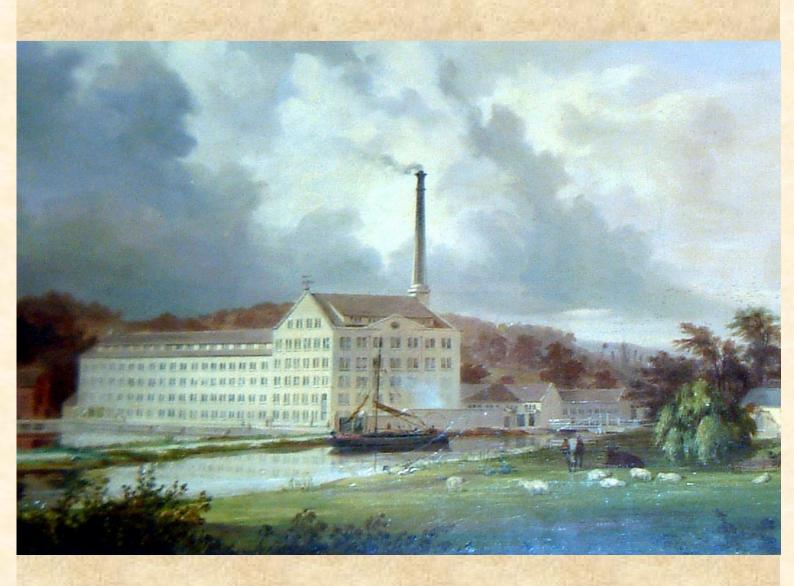
Analysis of representations from public participation and final drafting of documents.

May - August 2008

Any necessary amendments to the consultation drafts (both the SPD and the Character Appraisal) were made and the documents were finalised for adoption and publication.

Adoption of the SPD and Supplementary Planning Advice: 6th November 2008

The final draft of the Conservation Area Statement (Conservation Area Management Proposals SPD, Design Guide SPA and two volumes of Character Appraisal SPA) will be considered for adoption by Cabinet on 2nd October and finally by Council on 6th November.



Cover illustration: Ebley Cloth Mills, oil painting, attributed to Daniel Newland Smith, around 1840-1860. © Stroud District (Cowle) Museum Trustees, Museum in the Park, Stroud.