

- CONSERVATION AREA STATEMENT -

THE INDUSTRIAL HERITAGE CONSERVATION AREA

VOLUME 1: SUMMARY & CHARACTER OVERVIEW



This document is **VOLUME 1** of the Industrial Heritage Conservation Area review. It summarises the findings of the **boundary review** and **character appraisal** for the IHCA study area, which stretches from Framilode in the west to Daneway in the east, and down the Nailsworth Valley to Longfords Mill.

This volume presents a broad overview of the features that characterise the study area, outlining what makes it **historically** and **architecturally important** and what gives it its **distinctive character**. Volume 2 provides more specific character analysis of the various 'Character Parts' in the study area.

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)

- 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 that are affecting the area's 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.

Visit www.stroud.gov.uk/ihca

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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- SECTION I: INTRODUCTION -

- ◆ *What is a Conservation Area Statement and how will this document be used?*
- ◆ *The background to the designation of the Industrial Heritage Conservation Area*
- ◆ *The Study Area for this review*

- SECTION I: INTRODUCTION -



WHAT IS A CONSERVATION AREA?

- 1.0 The legal definition of a Conservation Area is set out in Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (herein after called 'the Act'), as being:

“an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”.

Conservation Areas are primarily concerned with the built environment. They are not appropriate as a means of protecting landscape features, except where they form an integral part of the historic built environment.

THE PURPOSE OF A CONSERVATION AREA STATEMENT

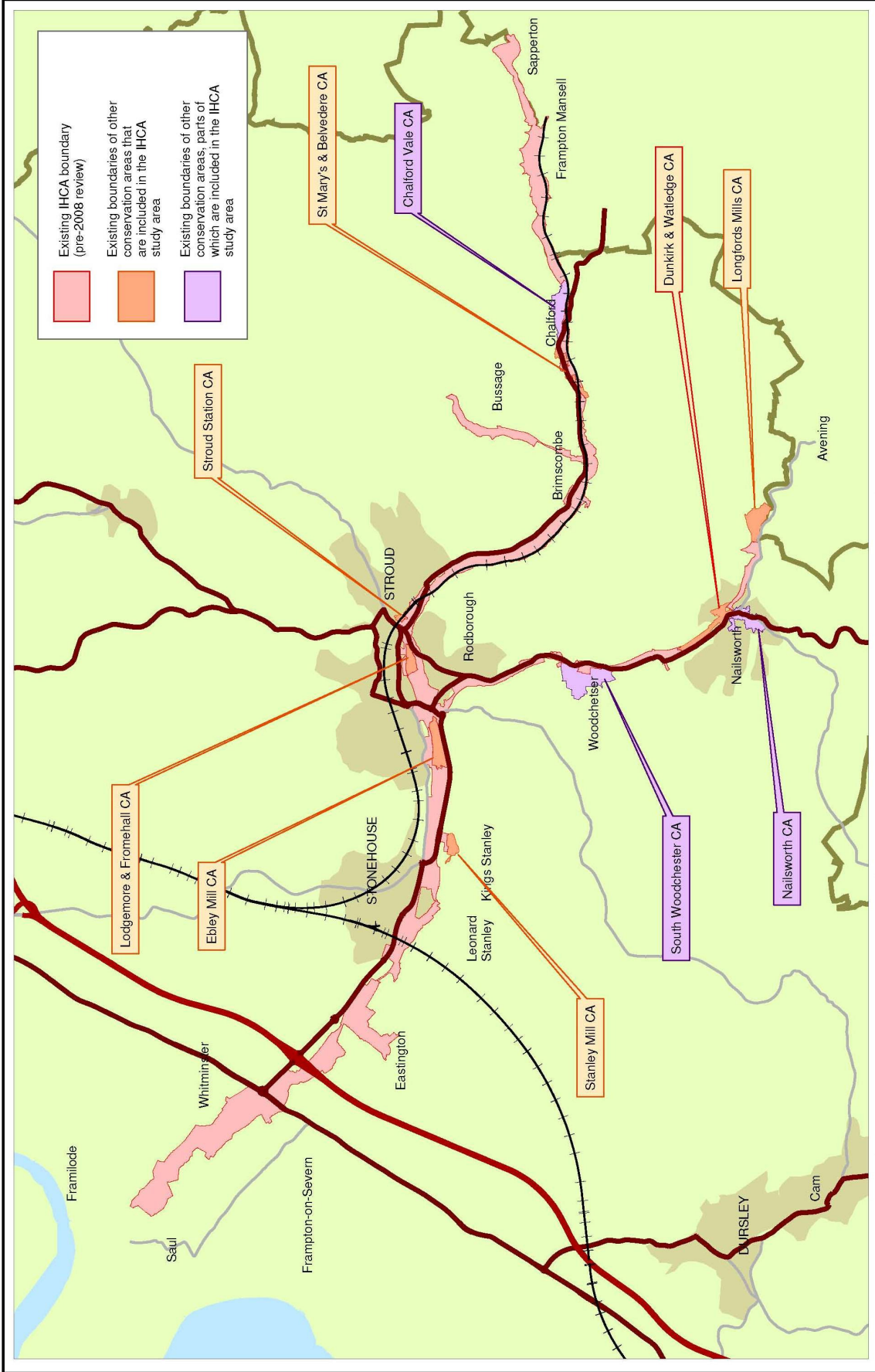
- 1.1 The Act requires Planning Authorities to review their Conservation Areas from time to time. This is the main function of this document. Within Stroud District, there are 42 Conservation Areas, some of which were first designated over 30 years ago, and the approach to designation has changed greatly in this time.
- ◆ Firstly, Planning Authorities are now required, in carrying out their planning functions, to “pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area” (Section 72 of the Act).
 - ◆ Secondly, Planning Authorities should publish proposals for the preservation and enhancement of their Conservation Areas (Section 71 of the Act).
- 1.2 The Conservation Area review aims to identify what makes up the “special interest” of the Conservation Area and to analyse and define its “character and appearance”. This provides a firm basis for planning decisions within the Conservation Area, based on Development Plan policies. The character appraisal contained in Volumes 1 and 2 of this Conservation Area Statement (CAS) will be adopted by the Council as **Supplementary Planning Advice** (SPA) and will be used to help inform the interpretation and application of planning policy.
- 1.3 The designation of a conservation area is not intended to prevent all changes. Change can be a positive force, especially where it would enhance the character of the area. The Conservation Area review and character appraisal contained in this document provide the groundwork for the preparation of policies and proposals intended for the preservation or enhancement of the area. These policies may be aimed at specific sites, or more general guidance relevant to the whole Conservation Area, such as the use of appropriate materials.
- 1.4 Policies and design guidance are contained within the MANAGEMENT PROPOSALS volume of the Conservation Area Statement - a **Supplementary Planning Document** (SPD) for Stroud District Council, which forms part of the District’s Local Development Framework. As such, it will be used by the Council in conjunction with other Planning Policy and Guidance documents.
- 1.5 Further policy information on the historic built environment can be found in:
- ◆ **PPG15 (Planning Policy Guidance):** Planning and the Historic Environment
 - ◆ **Stroud District Local Plan** (Adopted November 2005)
- 1.6 In due course, the adopted Stroud District Local Plan will be superseded by the Local Development Framework (LDF). For further information on the LDF, please contact the Council’s Planning Strategy team, or visit www.stroud.gov.uk and view the Planning Strategy web pages.
- 1.7 At the end of this document you will find information about further sources of reference and other planning documents which may be useful.

Preceding page:

A row of cottages, of varied dates, tucked away at Ryeford. The Stroudwater canal played a huge role in forming the character of the conservation area: spreading new building materials, such as slate and brick; enabling the expansion of the mills which were scattered along or near its route; populating settlements and the countryside with distinctive bridges and locks and making a striking physical impact on the landscape through which it sliced.

THE INDUSTRIAL HERITAGE CONSERVATION AREA

- 1.8 **The Industrial Heritage Conservation Area** (No. 29) was designated in September 1987, partially in response to a report produced by URBED (Urban and Economic Development Ltd) in 1986, which outlined the unique heritage of the Stroud Valleys and suggested ways in which it could be protected and might help in regenerating the area.
- 1.9 In November 1986, eight conservation areas were designated in Stroud District, centring on some of the most striking built elements of the Valleys' industrial legacy. These were at:
- ◆ Chalford Vale
 - ◆ Dunkirk Mills and Watledge
 - ◆ Ebley Mills
 - ◆ Lodgemore and Fromehall
 - ◆ Longfords Mills
 - ◆ Stanley Mill
 - ◆ St Mary's and Belvedere
 - ◆ Stroud Station
- 1.10 URBED claimed that, in 1986, nowhere else in the country were there so many examples of mills from such an early period, surviving in a relatively complete condition. The eight designations in 1986 went some way to protecting this. But, in 1987, the concept emerged of a conservation area which would link these individual sites together, giving protection to a variety of further components and recognising the unique value of the industrial nature of the locality as a whole.
- 1.11 The Industrial Heritage Conservation Area (IHCA) was conceived as a linear conservation area, following the valleys of the River Frome and the Nailsworth Stream, extending to the east, west and south of Stroud. In addition to these watercourses, the course of the IHCA follows the various transport infrastructures, which developed over the 18th and 19th centuries. These were the 'arteries' of the locality and represented a new era in the industrial basis of the Stroud Valleys.
- 1.12 The linear conservation area does serve as a link between the various outstanding mill complexes, and has been termed a 'string of pearls'. Yet the IHCA was designed to preserve not only the 'set pieces', but also the infrastructure and the context of Stroud's industrial legacy.
- 1.13 The form, the patterns of development and settlement and the transport infrastructure are the context, which embodies the social, economic and cultural history of the Valleys. The IHCA represents the preservation of more than just the buildings.
- 1.14 The Industrial Heritage Conservation Area was groundbreaking in its time, in several respects. It was at the forefront of a growing recognition in Britain of the importance of industry in shaping the character and appearance of places. Industrial heritage has become increasingly accepted as a valid form of built heritage, even an asset, worthy of conservation.
- 1.15 The IHCA was unusual in its size, too. In its entirety, from east to west, the Industrial Heritage Conservation Area stretches almost 14½ miles (approx. 23km) from Chalford to Saul. At Stroud, a branch extends south along the Nailsworth Valley to Longfords for almost 4½ miles (over 7km). Yet the conservation area is extremely narrow in places and has an area of approximately 2.4 square miles or 6.3 square kilometres.
- 1.16 Since the original designation in 1987, the IHCA has been extended at several points:
- ◆ Eastington January 1989
 - ◆ Dudbridge Mill June 1989
 - ◆ Fromebridge Mill November 1990
 - ◆ Daneway March 1992
 - ◆ Toadsmoor March 1993
 - ◆ Inchbrook February 2002



**Inset map 1:
Conservation Area boundaries existing
prior to the 2008 Review**

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**IHCA CONSERVATION
AREA STATEMENT 2008**
Scale: 1:58,000



THE STROUD INDUSTRIAL HERITAGE STUDY AREA

- 1.17 In this review, we have looked at the whole of the existing Industrial Heritage Conservation Area and the land immediately adjacent to it, to see if it is appropriate to amend the boundaries of the Conservation Area.
- 1.18 The Study Area for this review therefore extends beyond the boundaries of the Stroud Industrial Heritage Conservation Area. It includes parts of seven other existing Conservation Areas, which, together with the IHCA, form the swathe of protected land associated with this historic industrial environment. These are:
- ◆ **Dunkirk and Watledge Conservation Area** (No. 21), designated November 1986
 - ◆ **Ebley Mills Conservation Area** (No.22), designated November 1986
 - ◆ **Lodgemore and Fromehall Conservation Area** (No. 24), designated November 1986
 - ◆ **Longford Mills Conservation Area** (No.25), designated November 1986
 - ◆ **Stanley Mill Conservation Area** (No. 26), designated November 1986
 - ◆ **St Mary’s and Belvedere Conservation Area** (No.27), designated November 1986
 - ◆ **Stroud Station Conservation Area** (No. 28), designated November 1986

Abutting the IHCA, and also partly covered by the Study Area for this review, are

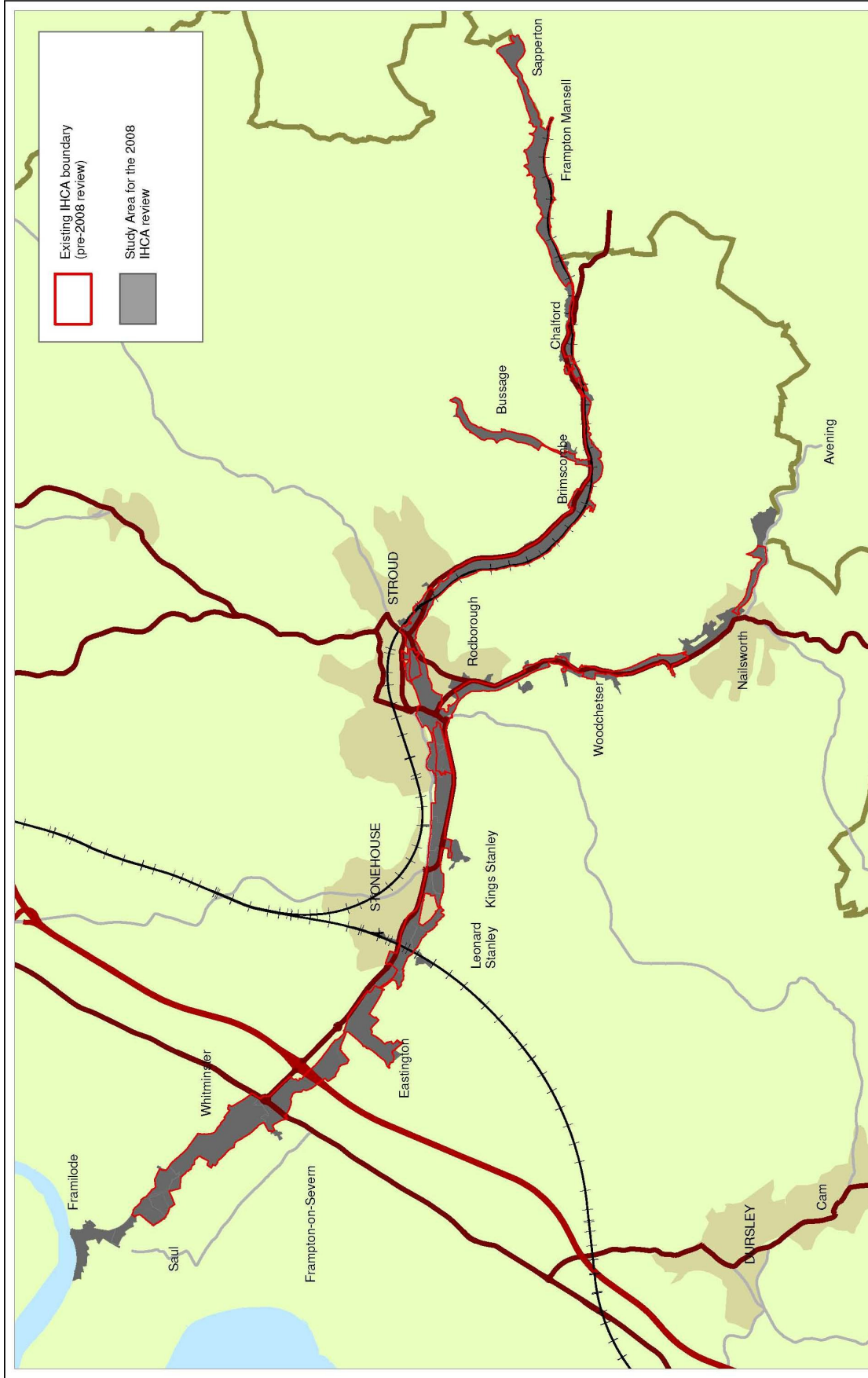
- ◆ **South Woodchester Conservation Area** (No.10), designated October 1977
- ◆ **Chalford Vale Conservation Area** (No. 20), designated November 1986
- ◆ **Nailsworth Conservation Area** (No.31), designated March 1989

- 1.19 Part of this study area also crosses the District boundary into **Cotswold District**. The Daneway extension to the IHCA continues across the boundary, along the south side of the River Frome. Part of the Longford Mill complex also lies within Cotswold District. Both of these are relatively narrow slivers of land.

- 1.20 Although this review includes these areas as part of the study area, anything outside the Stroud District will of course be subject to separate Planning policies and controls, specific to Cotswold District Council. Hence, the Strategy section of this document should be disregarded in their respect. Instead, please contact:

The Conservation and Design Service
Directorate of Development and Heritage
Cotswold District Council
Trinity Road
Cirencester
GL7 1PX

Tel: 01285 623000
email: conservation@cotswold.gov.uk



**Inset map 2:
Overview of the Study Area for the
2008 IHCA Review**

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

- 1.21 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

- 1.22 **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.

- 1.23 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.

- 1.24 **Volume 2: Character Parts**

This 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.

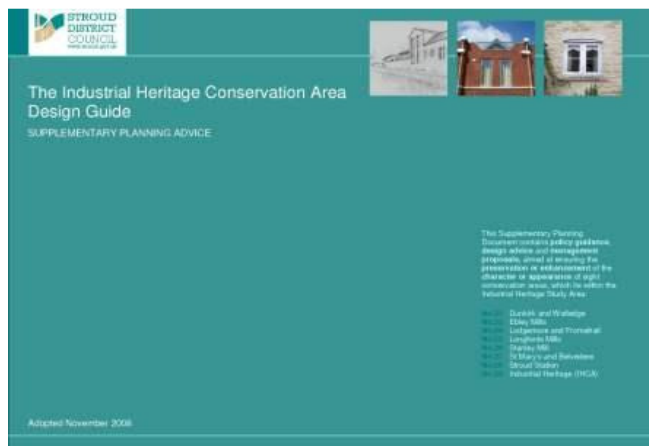
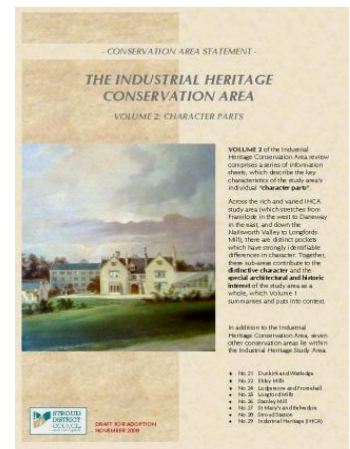
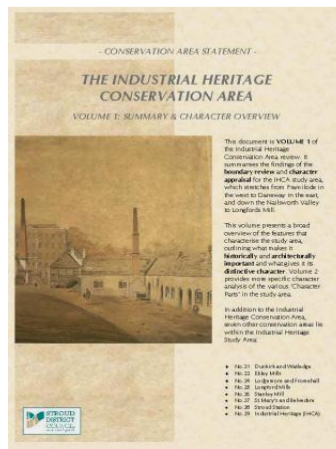
- 1.25 Volume 2 aims to identify the various characteristics and features of interest that unite diverse parts of the conservation area, or which render them quite unique and distinctive pockets. This volume also looks at issues and pressures facing particular character parts, and how these affect their 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

1.26 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



1.27 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.

1.28

Aims of the IHCA Conservation Area Review

The Industrial Heritage Conservation Area review will ensure that the conservation area, including the canal corridor, is developed and conserved in a way that reflects its heritage value and preserves or enhances its character and appearance. It aims to:

1. feed into strategic decision making, in terms of the emerging LDF, by ensuring that the special interest, character and appearance of the conservation area is understood and taken account of when developing a strategic vision and sites allocations for the District;
2. provide practical policy guidance and design advice, to ensure a targeted approach to Development Control decisions, by informing the application and interpretation of broader Development Plan policies within the conservation area and on sites affecting its setting;
3. promote and inspire design excellence and the preservation of the buildings and structures which make this area distinctive, to ensure that a high quality built environment plays a key role in the regeneration of the industrial Stroud valleys.