



FULFORD
CONSERVATION AREA

The cover map of Staffordshire was first published by Hermann Moll in 1724. It gives special emphasis to the roads, rivers and parkland. The County boundary differs from the present one, as a result of successive boundary changes.

STAFFORDSHIRE COUNTY COUNCIL
STAFFORD BOROUGH COUNCIL

TOWN AND COUNTRY PLANNING ACT 1971

FULFORD

CONSERVATION AREA



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STAFFORDSHIRE COUNTY COUNCIL DESIGNATION No. 67

PURPOSE OF DESIGNATION

The pace and scale of modern development threatens many attractive and historic areas with destruction or despoliation. These areas, often unique in character, form an important part of the national heritage.

In the past, individual buildings of architectural or historic interest have been protected by legislation, whereas attractive groups of buildings, individually of little architectural merit, and areas of character, or historic importance have been mainly unprotected. The Town and Country Planning Act, 1971 empowers local planning authorities to designate as conservation areas those "areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance."

Conservation areas exist in many towns and villages, varying in size from complete centres to groups of buildings. Although often centred on historic buildings, they may include features of archaeological importance, historic street patterns, village greens or landscape parks. Staffordshire has a particularly rich and varied heritage ranging from country estates, picturesque villages, and market towns to sites of the Industrial Revolution. Many such areas and settlements still survive relatively unspoiled and have been, or will be considered for designation as Conservation Areas.

Designation of a Conservation Area does not by itself exclude new development, nor can its preservation be considered in isolation from natural growth and the future needs of people, commerce and industry. It does however ensure that claims for the preservation of the character of an area take their proper place when changes are proposed. Although designation of a Conservation Area will be followed in due course by detailed proposals for the enhancement of the area, ultimate success will depend on the active interest and support of the community.

FULFORD * CONSERVATION AREA

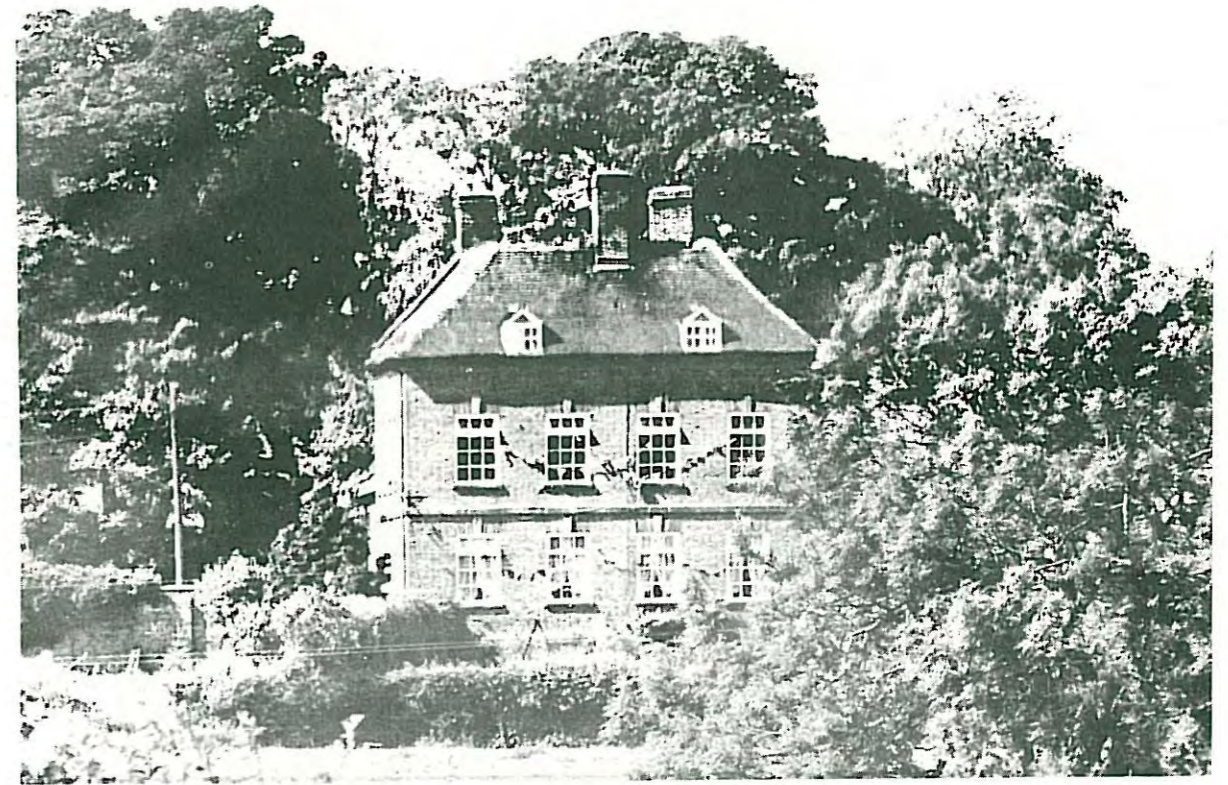
Fulford is a small village located about three miles south-east of the city boundary of Stoke-on-Trent, and five miles north-east of Stone.

The village is located astride the valley of a small tributary of the River Blythe, and topographically is divided into two parts. The Church and Hall complex is on the northern bank of the tributary and the main part of the village on the southern slope. From the higher points of the village there are impressive views of the surrounding countryside, particularly to the east.

The boundary of Fulford Conservation Area has been drawn to include the building group around St. Nicholas' Church, and the cluster of buildings at the crossroads by the "Shoulder of Mutton" public house, together with the shallow valley separating them.

At the northern end of the Conservation Area, the Church, Fulford Hall, and cottages stand on elevated ground set amongst trees. The Church of St. Nicholas, a small brick building, consecrated in 1825, with embattled tower at the west end, peers from behind its sombre churchyard evergreens, while on the opposite side of the approach drive, Fulford Hall, by way of contrast, presents a commanding presence with a dignified open facade to the south.

Fulford Hall is an 18th Century brick country house of classical proportions, with a four window south elevation and attic dormers in the hipped tiled roof. It is enlivened with stone details including plinth, plat band, eaves cornice and keystones. Distinction and interest is added by a mature brick wall linking the Hall to an attractive brick gazebo, or summer house, embellished with stone quoins, plinth and eaves course and surmounted by a pyramidal roof. The Hall and Garden House are listed buildings, both being Grade II. The Church is also listed.



Fulford Hall



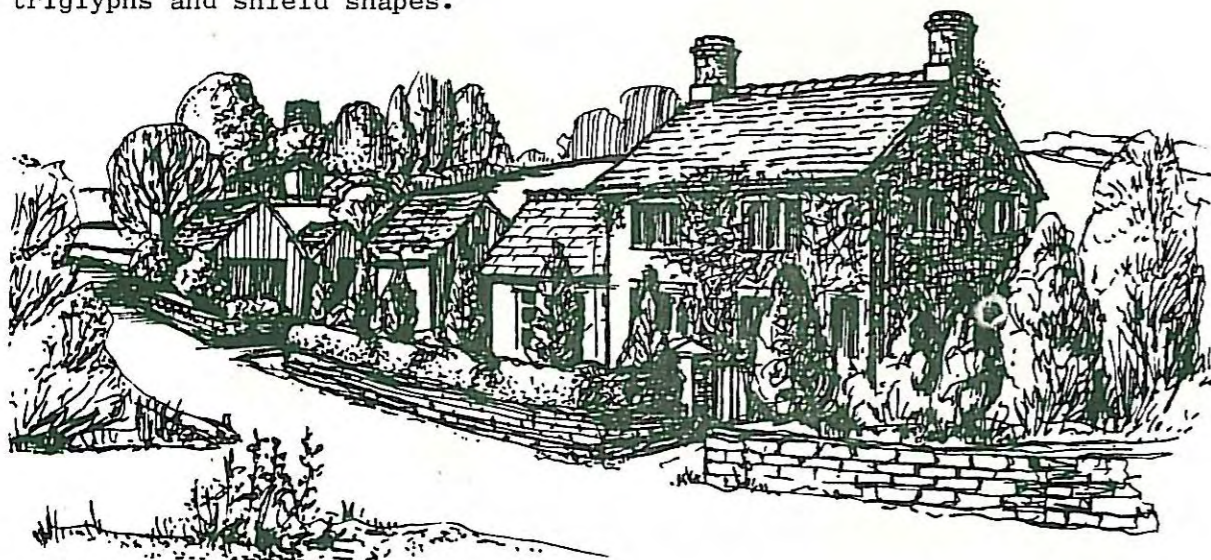
This northern group of buildings is completed by the pleasant brick-built Church Cottage terminating the view northwards at the junction, and by the Fulford Manor farm buildings indicating the village limits to the west.

Church Cottage

From this attractive hilltop cluster the lane descends to cross the damp valley bottom and the sweep of open fields with the gaunt 19th Century brick Vicarage lying to the west, attractively backed by trees on rising ground. Beyond, Baulk Lane climbs gradually between tall hedgerows towards the village school.

The southern group of buildings includes the main body of the village encompassing a relatively large expanse of new housing some of which is within the boundary of the Conservation Area. This cluster is contained in a shallow hollow between spurs of rising ground extending towards Stallington Heath.

Framing the central green at the staggered crossroads, a row of semi-detached local authority houses are sufficiently discreet as to be relatively inconspicuous. At the northern end of this range of buildings is the charmingly exuberant but now regrettably empty and derelict cottage, Ivy House Farm, which features flamboyant crenellated chimneys, elaborate stone lintels, and sills with pendant motifs including triglyphs and shield shapes.



Ivy House Farm

It is regrettable that at the other end of this range of buildings modern additions to the "Shoulder of Mutton" public house do not contribute similarly to the charm of the village centre.



Olde House Farm

Focally sited to the west of the crossroads, and at present uncluttered by contiguous buildings, is one of the most important buildings in Fulford, Olde House Farm. This fine timber-framed building has a jettied first floor, decorative studwork and tiled roof with oversailing verges supported on elaborate projecting purlins fashioned as brackets. The attractiveness and age of the building casts its influence over the central village area enhancing its interest.

At the steeply rising southern margin of the hollow, the lane to Townend cuts into sandstone outcrops upon which stands the pleasant stone cottage, "The Rocks". Here too the brick outline of Fulford Farm (now called Rocklands) seals the view outwards to the south. Townend itself comprises a modest group of 19th Century cottages around the crossroads; and the long low range of Fulford House Farm, the rendered house itself having imitation classical mouldings to the doorcases.

5. 0 OTHER CONTROLS

The Local Planning Authority is giving consideration to and may make at a later stage (subject to confirmation by the Secretary of State) the following Directions or Orders:-

(i) under Regulation 26 of the Town and Country

Planning (Control of Advertisements) Regula-

tions, 1969 define an area of 'special

control' of advertisements;

(ii) under Regulation 16 of the Town and Country

Planning (Control of Advertisements) Regula-

tions, 1969, require the discontinuance of

the display of advertisements displayed with

deemed consent;

(iii) under Article 4 of the Town and Country

General Development Order, 1973, if it becomes

necessary to bring any class of 'permitted'

development under control issue a Direction

to this effect for the whole or any part of

the Area or for any particular development.

6. 0 FINANCIAL ASPECTS

Grants may be available from the Stafford Borough Council

and or the Staffordshire County Council for the mainten-

ance or repair of a building in appropriate cases.

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Available from County Planning Officer

Martin Street, Stafford.

31st January, 1978

A clump of sycamore trees surmounts the sandstone quarry opposite, and there are a number of fine mature trees in this part of the village. The buildings in the Conservation Area are of a variety of ages and styles ranging from the 18th Century Fulford Hall to modern development recently completed.



The Green

There is much dramatic potential in the crossroads setting with its diversity of buildings, and the narrow winding alignment of the lanes entering the area in cuttings or between steep hedgerow banks.

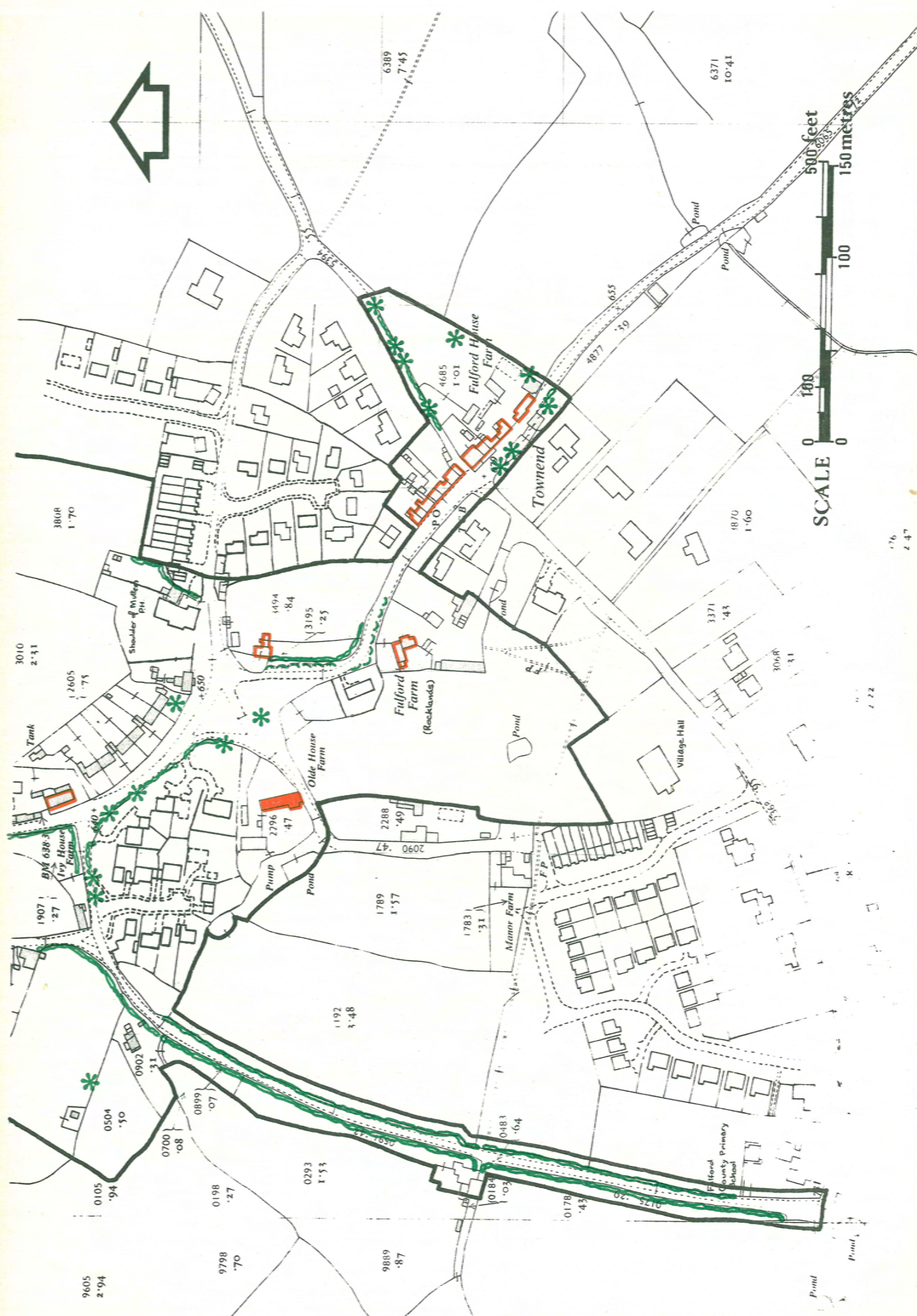
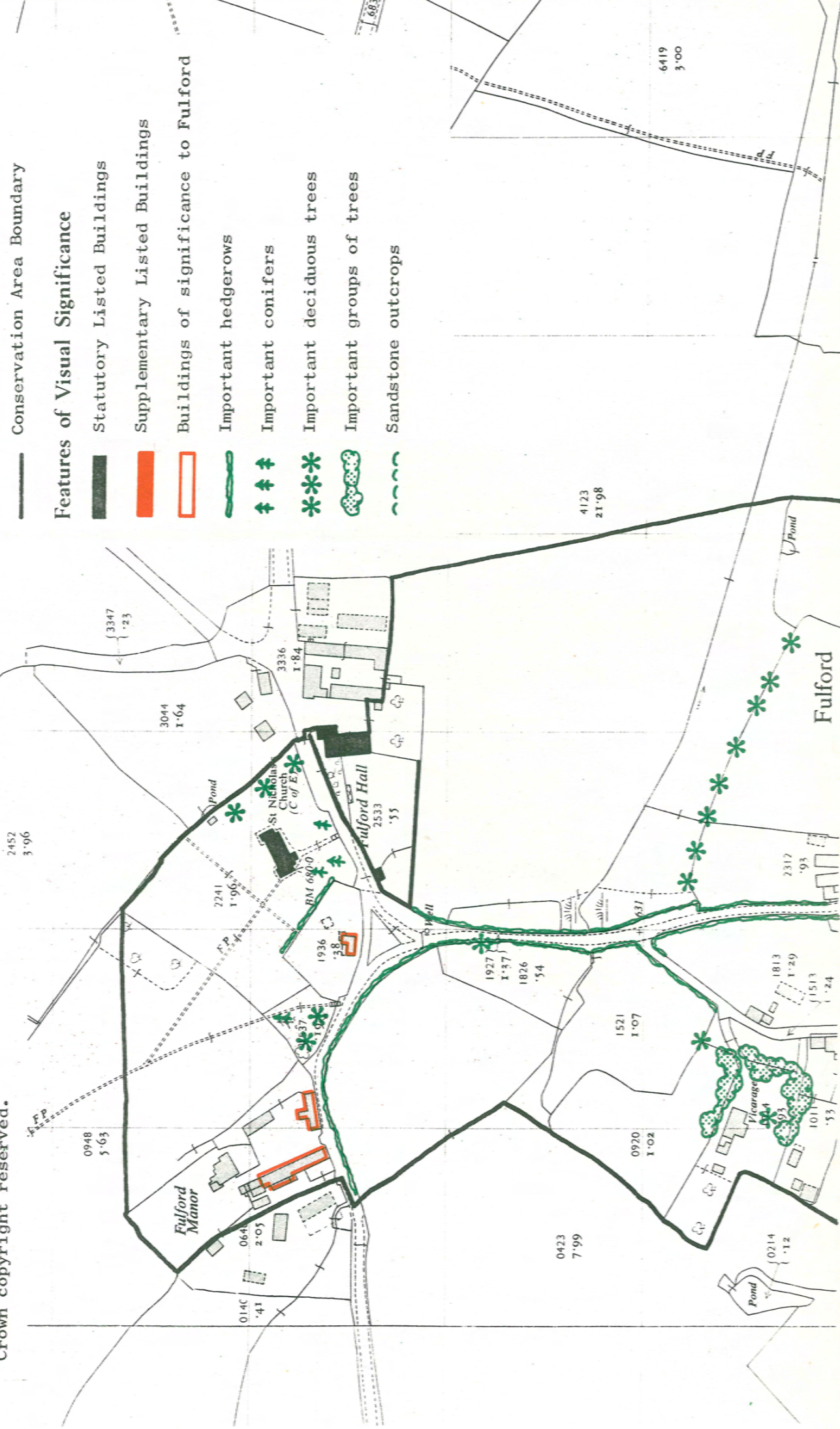
Variation of mood between enclosure and openness and the generally unspoiled rural setting of Fulford are great assets to be conserved.

Designation of Fulford as a Conservation Area offers the opportunity both for enhancement of the existing scene, and for careful monitoring of new development to ensure high standards that complement and enhance rather than detract from the existing beauty of the area.

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Fulford Conservation Area

- Conservation Area Boundary
- Features of Visual Significance**
- Statutory Listed Buildings
- Supplementary Listed Buildings
- Buildings of significance to Fulford
- Important hedgerows
- Important conifers
- Important deciduous trees
- Important groups of trees
- Sandstone outcrops



FUTURE ACTION

The Conservation Area has been carefully considered by the County Borough and Parish Councils in consultation with local people and amenity bodies.

A specific responsibility is placed upon Local Planning Authorities to take account of the character of Conservation Areas when exercising their planning duties and grant-giving powers. Development proposals affecting such areas must be advertised and account taken of representations received from local and national interests in determining each case.

Designation of a Conservation Area is only a prelude to action for preserving and enhancing its character and appearance. The present document is concerned with the reasons for designation. It analyses and defines the basic qualities of the particular features and groups of buildings which are considered to make a significant contribution to the character of the area. In due course further reports will be prepared setting out advice and guidelines for any future development in the area.

Detailed plans may be required showing the design of new buildings when applications for outline planning permissions are being made; there will also be special liaison with the Highway Authority and with the Post Office and Electricity Boards over their own development. Conservation Area status involves specific statutory obligations to obtain listed building consent for the demolition of virtually any building in such an area, to notify the planning authority of intention to cut-down, uproot, top or lop trees, and to comply with special regulations which may be made to control advertisements.

Improvement and enhancement of Conservation Areas is not dependent only upon long-term proposals. Much can be achieved in the immediate future by local initiative in such matters as the continued maintenance of buildings and open spaces, and planting of trees. Public participation, interest and voluntary action by local bodies in restoring and improving the attractive parts of the environment is essential following the Local Planning Authorities initiative in designating the area.

In order to assist in the positive enhancement and improvement of the area, the Stafford Borough Council (the Local Planning Authority to whom all planning applications are to be submitted) have prepared "Guidelines for Development" which are set out opposite.

GUIDELINES FOR DEVELOPMENT

1. 0 INTRODUCTION

1. (i) These guidelines are the principles by which planning applications will be considered and to which development permitted by the General Development Order, 1973 should seek to conform (see paragraphs 5.(iii) and 1.(iv)). Applications not in accordance with these guidelines may prove to be acceptable; it is expected that this will only be the case in the most exceptional circumstances.

1. (ii) The value of engaging an architect or designer who is experienced and creative in his approach to design in a Conservation Area cannot be emphasised too strongly.

1. (iii) The Local Planning Authority (Stafford Borough Council), in view of the need for particularly careful control, will not consider planning applications in outline; details of the siting and design of a proposed building, including elevations which show the proposal in the context of its surroundings, should be submitted.

1. (iv) It will be to the advantage of both the applicant and the Local Planning Authority (Stafford Borough Council) that the proposed development is discussed prior to the submission of an application for development.

2. 0 THE GUIDELINES

2. (i) In terms of general principles of development and site layout, new development and house extensions should be designed to reflect the character of the area by:-

(a) drawing from the local character in terms of scale, density of development and informality;

- (b) utilising materials, forms and details typical of the area;
- (c) exploiting existing features by providing or emphasising views;
- (d) extensions to existing buildings should be in character with the original.

2. (ii) On any specific site:-

- (a) the intensity of development should be related to the amount of tree and shrub coverage on the site;
- (b) where appropriate development should be designed around and feature existing trees;
- (c) slope should be exploited to provide a sense of enclosure, or to provide views out.

2. (iii) New buildings and extensions shall be well designed in themselves, and be of a type and form in keeping with and positively contributing to the character of the area. This may be achieved by the buildings:-

- (a) being designed to suit the context of the surrounding buildings and spaces, attention in particular being paid to ensure that:-

1. they are human in scale with visually distinct spaces between the buildings;
2. they have a satisfactory visual relationship with both the scale of adjacent buildings and spaces;
3. the spaces between them shall be varied and contrasting in shape,

size and visual interest (by for instance the use of partial or complete visual enclosure, curves, varied building lines and by changes of levels).

- (b) having suitable external materials used in a visually appropriate way. Acceptable materials are listed below; materials other than these will be considered in exceptional circumstances:-

1. rough cast walls rendered white or cream; alternative colourings may be acceptable and the advice of the Local Planning Authority is recommended for the selection of one that is appropriate;
2. red brick;
3. blue-black tiles, plain and/or decorated, darker in tone than the walling material;
4. slates;
5. the use of second-hand bricks and tiles should be considered in order to integrate extensions and new buildings with the existing;
6. arbitrary changes of materials unrelated to structural change are to be avoided;
7. the number of different materials should be minimised to avoid visual confusion;
8. site boundaries should be defined with red brick walls or low walls of local sandstone surmounted by hedges and shrubs.

(c) the disposition and massing of new buildings and extensions shall be designed to relate satisfactorily as a harmonious whole within the context of the surroundings:-

1. extensions should be designed to avoid unbalancing a building's proportions; this may be achieved by making them visually distinct by means of setting back and a change of roof line, whilst utilising similar shapes and forms;
2. new buildings may be of an irregular plan form but should nonetheless form a harmonious whole.

(d) windows should be well proportioned in relation to the elevation and the adjacent buildings:-

1. window openings are generally best arranged in patterns of vertical and horizontal lines, with a minimal number of window types;
2. the openings should be subdivided symmetrically;
3. wall area should predominate;
4. large windows close to the edges of elevations are to be avoided.

(e) architectural detailing should be used to reinforce good points of the design and the character of the area:-

1. detailing which detracts from the elevation by unbalancing its proportions should be avoided:

2. detailing should not emphasise weak points of a design;

3. detailing should be used to improve the appearance of the building in its context; examples from the area worth consideration include:-

(i) windows should be small in proportion to wall;

(ii) garages, porches and individual dormers should have pitched roofs;

(iii) tall chimney stacks and chimney pots;

(iv) string courses eaves and verge details around a building.

4. detailing should be of an appropriate scale for the feature being emphasised.

2. (iv) Landscaping, surface treatment and street furniture:-

(a) the area is well stocked with trees and shrubs. New development will need to be accompanied by landscaping treatment including the planting of trees and shrubs to reinforce this character;

- (b) a considerable number of trees and shrubs in the area are protected by Tree Preservation Orders, and any development must pay special regard to trees and shrubs so protected and any others which are similarly protected by the provision of Section 8 of the Town and Country Amenities Act, 1974 which in effect protects any other trees and shrubs;
- (c) in development where the provision of paved areas for footpaths and vehicular access is required, these areas shall be surfaced with materials appropriate to the character of the area. Consideration in particular will be given to materials such as brick, cobbles, setts and gravel;
- (d) the Staffordshire County Council has a nursery of trees some of which may be made available for enhancing the appearance of the Conservation Area;
- (e) the County Surveyor has been requested to consider carefully resurfacing and kerbing of highways in the Conservation Area, and to discuss these with the Local Planning Authority;
- (f) street furniture such as electrical power and G.P.O. distribution poles and wires, road signs, telephone and post boxes, junction boxes, electrical sub-stations, lamp posts and fittings and the like shall be sited so as to minimise any adverse visual impact

and where appropriate, existing installations shall, by agreement with the relevant bodies, be removed, replaced or relocated.

3. DEMOLITION OF BUILDINGS

Under the provisions of the Town and Country Amenities Act, 1974, in conjunction with the Town and Country Planning Act, 1971 where there is a proposal to demolish in whole or in part a building whether statutorily Listed or otherwise, unless there is a statutory requirement to demolish, prior application must be made to the Local Planning Authority (The Stafford Borough Council).

Consent will not normally be granted unless the Local Planning Authority is satisfied that the building concerned is not of individual or of group merit, and where it is, that it is incapable of being used for any suitable purpose and its importance would not merit any costs involved in its preservation. Furthermore in any event consent will not be granted prior to the approval of firm, detailed and acceptable plans for redevelopment.

4. ROADS IN THE CONSERVATION AREA

The County Surveyor has a number of Improvement Lines which affect the Area. However upon designation the emphasis of the policy is changed to ensure that the special environmental and architectural qualities are not impaired by inappropriate traffic volumes or road works. As part of this policy road improvements will be undertaken on only the most essential safety grounds and will be designed to minimise damage to buildings of architectural or historic interest, groups of buildings forming a composite picture and trees, natural features or local details.