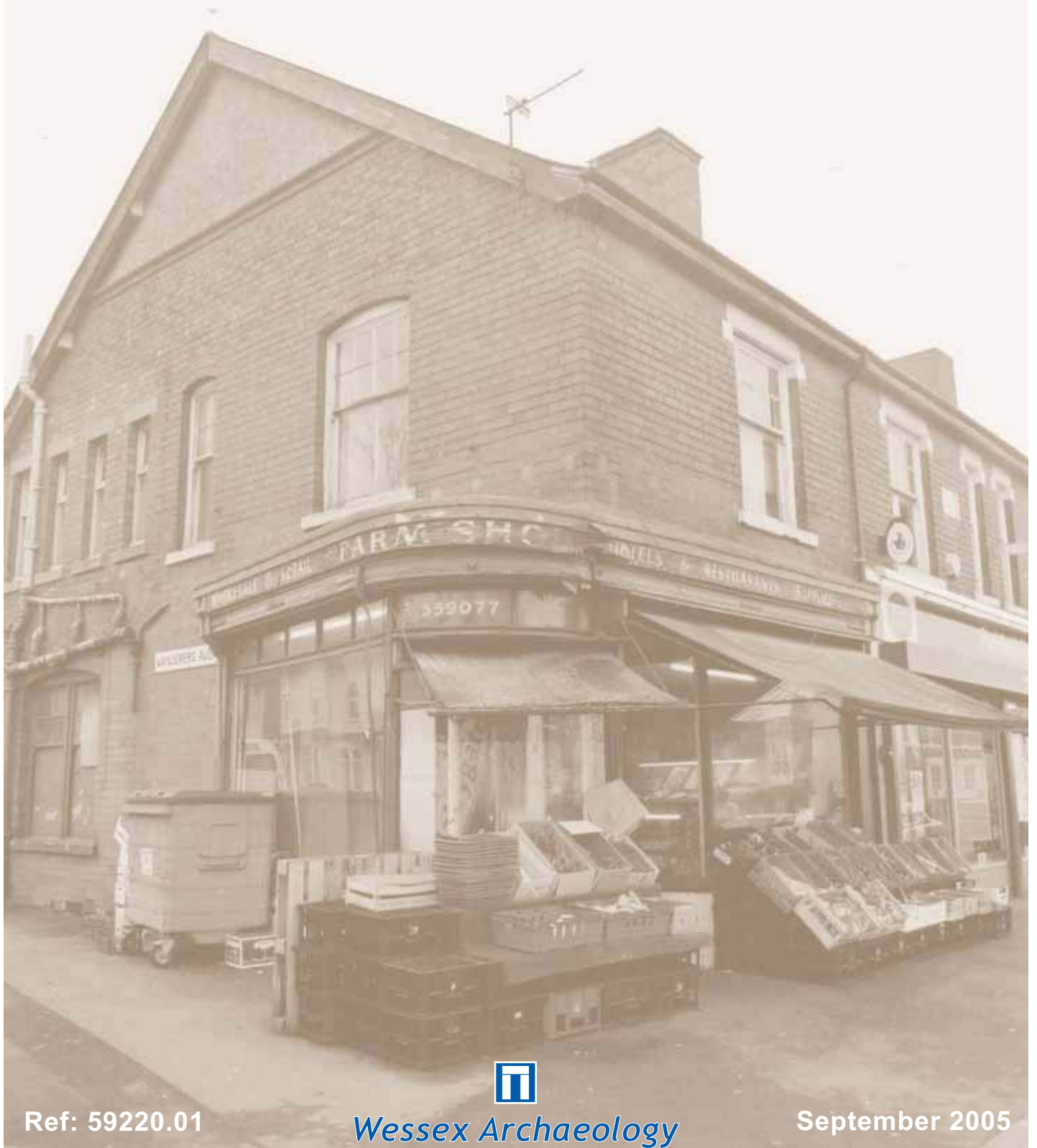


Conservation Management

All Saint's and Blakenhall Community Development Area Wolverhampton, West Midlands

Detailed Historic Landscape Characterisation



Ref: 59220.01



Wessex Archaeology

September 2005

**ALL SAINT'S AND BLAKENHALL COMMUNITY
DEVELOPMENT (ABCD) AREA**

WOLVERHAMPTON

WEST MIDLANDS

Detailed Historic Landscape Characterisation

Prepared on behalf of

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1.0 INTRODUCTION

1.1 Location and general form of the study area

- 1.1.1 The study area is situated to the south and east of Wolverhampton city centre and comprises an area of 293 hectares, representing approximately 4.4% of the area of the city (Figure 1).
- 1.1.2 The boundaries of the study area are defined primarily by main transport corridors. A stretch of the city centre ring-road and Horseley Fields define the northern boundary, while Penn Road and Goldthorn Road mark its western extent. The southern boundary is defined by Goldthorn Hill in the west, and Dixon Street in the east. A localised area extends southwards beyond the line of Goldthorn Hill to include Parkfield School and the housing to its north. The eastern boundary of the study area is defined by the Birmingham Canal.
- 1.1.3 The study area is largely situated on a shallow ridgeline above the 150m AOD contour line which extends to include the eastern half of the town centre and the land between Penn Road and Bilston Road. The land continues to rise to the south, up to Park Hill (185m AOD) to the south of the study area. The highest point of the study area is the western end of Goldthorn Hill (180m AOD), falling from the ridgeline to the west towards the Staffordshire and Worcestershire canal and to the east to Monmore Green. The Birmingham Canal in the east runs at 145m AOD forming the lowest part of the study area.

1.2 Background to the study

- 1.2.1 The present study area, which includes the neighbourhoods of All Saints, Blakenhall and Parkfields, has been identified as one of the most deprived neighbourhoods in the country, and as such, is eligible for New Deal for Communities (NDC) funding.
- 1.2.2 The All Saints and Blakenhall Community Development Partnership (ABCD) was set up in 2001 to manage the regeneration of the area using the NDC funding, in order to provide improved services and a better environment within which to live and work.
- 1.2.3 In order that the protection and enhancement of those aspects of the built environment which are considered to be of particular architectural, historic or townscape value is fully considered in the preparation of future development proposals for the area, the City Council have commissioned this study to provide an up-to-date assessment of the built and landscape heritage of the study area, in the form of a Detailed Historic Landscape Characterisation (DHLC).
- 1.2.4 A brief, prepared by officers in the Regeneration and Environment section of Wolverhampton City Council set out the Specific Objectives of the study which were to:
 - Undertake a base line audit of the historic environment of the ABCD area
 - Research and describe the historical development of the area
 - Describe the character and distinctiveness of the area
 - Assess the surviving built and landscape heritage, and make recommendations for the statutory list, the Council's local list, and potential conservation area designation or extension
 - Assess the buried archaeological potential of the area

- 1.2.5 The brief also required that the report on the results of the study should comment on the effectiveness of the methodology, and make recommendations, if appropriate, for its amendment in order that it could be applied in the future to the study of the wider area of Wolverhampton and the Black Country.
- 1.2.6 The Council is also working with the University of Wolverhampton (CITRUS project) to develop a Social Characterisation of the ABCD area, which will form the basis of community consultation with regard to the community's perception of the value of the built heritage of the study area. The results of these two complementary studies will be used by the Council in the formulation of proposals for the regeneration of the area.

1.3 Black Country Historic Landscape Characterisation

- 1.3.1 An Historic Landscape Characterisation (HLC) study of the entire Black Country is currently being undertaken with funding from English Heritage. This is a 'broad brush' characterisation which is intended to provide the framework, and act as a catalyst, for more detailed studies. The present study is the first of these more detailed studies to be undertaken.
- 1.3.2 The broad characterisation resulting from the HLC study is a desk-based exercise, based primarily on cartographic evidence, which divided the landscape into discrete areas based on landscape character type reflecting current and historic land-use. 171 discrete areas were identified within the ABCD study area, and these were identified as unique polygons on the Ordnance Survey base mapping.
- 1.3.3 The HLC is not intended to identify such physical issues as survival, condition, townscape value and contribution to the special character and distinctiveness of the area, or to identify the architectural or historic significance of specific elements of the built environment within their local or wider context. This can only be done by more detailed work such as the present study.

1.4 Scope and methodology of the current study

- 1.4.1 The present study seeks to build upon the information provided by the HLC, to provide a finer-grained analysis of the historic character of the area, and to provide information on those aspects of the built environment not covered by the extensive study, such as those identified in 1.3.3 above.
- 1.4.2 The documentary research included a detailed map regression study of the area, which was carried out to provide an understanding of the historical development of the area as a whole. General histories were also consulted to provide an overview of historic activity in the area.
- 1.4.3 The initial phase of documentary research was followed by an intensive programme of field survey carried out by an historic buildings specialist and a landscape architect, in order to identify 'on the ground' those surviving elements of the built environment and designed landscape which were considered to have architectural or historic interest, or which made a positive contribution to the special character of the area. Each identified element was given a unique 'asset' number, and identified as a polygon on the OS base.

- 1.4.4 Following the identification of these buildings, structures and landscape features, a further phase of documentary research was undertaken to identify the history and function of each asset, in order that its relative historic significance could be assessed.

1.5 Presentation of the results of the study

- 1.5.1 Field analysis of the study area identified that it could be broken down into fifteen discrete areas of differing character, which are shown on Figure 3. A general discussion of each of these ‘broad character zones’ is presented in this report under the headings:

- Townscape analysis
- Architectural and historic character
- Landscape features
- Negative factors and neutral areas
- Sensitivity to development impact

- 1.5.2 As required by the *Brief*, the results of the ‘audit’ of heritage assets have been entered into an Access database where the individual assets are cross-referenced with the ‘HLC character area’ within which they are located, and their SMR number where appropriate. The database includes, for each asset: a very brief history; a brief description of the current state of the feature; notes on its setting, townscape value and visual attributes; and a summary of the factors which contribute to its significance. Each asset has been assigned a ‘level of significance’ in accordance with the following definitions:

- | | |
|-----------|---|
| B1 | Buildings and structures of high intrinsic architectural or historic interest |
| B2 | Buildings and structures of moderate intrinsic architectural interest, but of significant historic interest or considerable townscape merit |
| B3 | Buildings and structures of moderate architectural or historic interest, moderate townscape merit or which are given greater significance by their being part of a group of buildings connected by date or function |
| B4 | Buildings and structures of little intrinsic architectural or historic interest, but which make a positive contribution to the special character of the ABCD area |
| B5 | Buildings and structures which are of some architectural or historic interest, but which currently fail to make a positive contribution to the character of the ABCD area |
| L1 | Landscape or townscape features of considerable historic interest or townscape value |
| L2 | Landscape or townscape features of moderate historic interest or townscape value |
| L3 | Landscape or townscape features of lesser historic interest but which make a positive contribution to the special character of the ABCD area |

- 1.5.3 The category B1 is reserved for those buildings which are of architectural interest as well as historic interest. It should not be inferred that they are necessarily of greater overall heritage value than buildings in the B2 category, as the latter may be of very considerable historic importance despite having little intrinsic architectural interest. Similarly, a qualitative difference is not necessarily implied by the attribution of the value B3 rather than B4; rather, their heritage value derives from different attributes or associations. Those buildings identified as B5 are also considered to be of heritage value, but issues such as their present condition, or physical context mean that their

potential to convey this value is currently compromised, and could be improved by changes in their circumstances.

- 1.5.4 The majority of the heritage assets identified in the database, regardless of their relative level of value, are considered to be of sufficient interest to justify a presumption in favour of their retention, and possible enhancement, in the event of proposals for future development which might affect them.
- 1.5.5 The location and physical extent of each asset are presented graphically in GIS format, where they are identified by their unique asset number. The relative values of the assets are indicated on Figures 5A & 5B by colour.
- 1.5.6 The historical development of the study area is presented graphically by means of Figure 2, which shows the increasing extent of built development shown on five consecutive historic maps from the 1842 tithe map to the 1937 OS edition.

2.0 HISTORICAL DEVELOPMENT

2.1 Origins and early development of Wolverhampton

- 2.1.1 Prehistoric Wolverhampton is not well documented, probably due to the later intensive redevelopment of the area (White 1997, 2). Only two prehistoric finds have been reported from the town itself; a residual flint (SMR 6456) and an axe 'from a cellar in Wolverhampton' (SMR 6930). In addition, the 'Ablow' (SMR 2505) a possible prehistoric barrow, lay in the north east corner of the ABCD area. It survived as an earthwork until the nineteenth century (White 1997, 2) but its precise site has not been located.
- 2.1.2 Evidence of Roman settlement in Wolverhampton is similarly limited, with just two finds from the period reported – these are both outside the ABCD area and consist of Roman pottery (SMR 2514) and a Roman ring (SMR 2513).
- 2.1.3 The earliest documentary evidence referring to Wolverhampton dates to 985AD, when the Saxon King Ethelred granted land in Heantun to Lady Wulfrun. The exact boundaries of the grant are given, and Barnsby (1985, 10) relates this on modern mapping, showing that much of the ABCD area was part of this original grant. The part of Wolverhampton that was surveyed for the Domesday Book in 1085 is recorded as having a population of 6 villeins, 14 serfs and 30 bordars.
- 2.1.4 It has been suggested that the development of the early town was focussed on the high ground around the church, and was probably defended by substantially earlier earthworks (White 1997, 3). The name 'Hampton' frequently indicates a settlement with administrative functions, often at the centre of a large rural estate (White 1997, 3). By the 11th century, estate holdings indicate there was a major ecclesiastical focus – a Minster church - in the Wolverhampton area (Hooke & Slater 1986, 41). It is noticeable that a substantial number of roads converged on Wolverhampton, demonstrating its early importance, and it is likely that an informal market began to develop around the church by the 11th century, despite the fact that it did not receive a formal grant to hold a weekly market, and an annual fair, until 1258.
- 2.1.5 In the 14th and 15th centuries, Wolverhampton was heavily involved in the wool trade. As a large market town close to the wool-producing countryside of Shropshire and Wales, many of the wealthy families of Wolverhampton made their fortunes in the trade. Taylor's map of 1750 shows 'tenters' (hooked supports for stretching cloth) still in use.
- 2.1.6 A study of 17th century hearth tax returns (Rowlands 1967) reveals a diverse and growing manufacturing industry in Wolverhampton, which included locksmiths, nailers, pin makers, leather workers, buckle makers, braziers and thread makers. Into the 18th century, Wolverhampton was an important centre for the distribution of raw material, especially iron. From 1700, hinge and screw making was a growing industry, while the introduction of the tinsplate and japanning trade (the enamelling of tinsplate products and their rich decoration) in the 1720s resulted in the town becoming the major producer of 'japanned' ware. All kinds of products were made including bread dishes, dish covers, pots, pans, kettles, spirit lamps, foot warmers and black enamel ware.
- 2.1.7 Historical mapping shows that beyond the core occupation area, linear development progressed along the main arterial routes. The principal historic routes serving Wolverhampton are shown on William Yates' map of 1775 to include Penn Road, Dudley Road, Goldthorn Hill and Bilston Road, all of which are included in part

within the study area. Isaac Taylor's more detailed, but less extensive map of 1750 includes a small part of the ABCD area, most of which is shown as fields. A large area is labelled 'Brickiln' [sic], indicating some industry occurring, and just south of this is 'Windmill Bank', although a windmill is not shown. There was a further windmill (SMR 2666) at Goldthorn Hill in the vicinity of Chetwynd Road, in the south west of the ABCD area. Taylor included details of the number of houses and occupants in each street, and it would appear from this that more heavily populated areas were beginning to develop on the outskirts of Wolverhampton. This expansion continued with the clearance and gentrification of the town centre in the later decades of the eighteenth century (White 1997, 4).

- 2.1.8 From the mid-18th century, Wolverhampton began to expand more rapidly. The Wolverhampton extension of the Birmingham Canal Navigation opened in 1772 (Hadfield 1969, 68), and industries began to develop alongside it, to the east of the town centre. Brick making and iron production were dominant trades, along with coal extraction. A map of 1812 shows several collieries in the ABCD area, although the workings were small and not properly mapped. The collieries in this part of the Midlands were usually short shafts sunk down to the coal, which was then extracted around the base of the pit, and a horse gin used to haul it to the top. When it became unsafe to remove any more coal, the structure was dismantled and moved to a new spot (Mills & Williams 1996). The 1812 map, although basic, also shows a small amount of development along the Dudley Road, south of St Johns Church, and 'Rough Hills Furnaces' to the west of the Canal.

2.2 19th and 20th century development within the study area

- 2.2.1 The Wallis map of 1827 shows some development to the south of Wolverhampton beginning to emerge. Buildings are scattered along the principal roads, while Church Lane is shown with several buildings along it, as is Pountney Street and part of Bell Place. Bloomsbury Street is shown as an 'Intended Street', as are Wharf Street, York Street and Commercial Road.
- 2.2.2 The Tithe map of 1842 demonstrates the gradual spread of housing and industry away from the town centre, along the arterial routes, and later as infill or 'backland' development. Wharf Street, York Street and Commercial Road are built by the time of the Tithe map, as are various roads north of Walsall Street. Cleveland Road is shown for the first time, passing through an area of allotments with the Union Poor House (workhouse) at its east end, near the Canal. Just east of the workhouse is the Eagle Foundry. Several plots along Dudley Road and Pountney Street have buildings or complexes of buildings on them. Generally the Tithe map shows the land between Cleveland Road and Horsley Fields and between Penn Road and Dudley Road beginning to infill with housing, while that between Dudley Road and the Canal remains as open fields. Blakenhall is shown as a separate small hamlet with a Chapel.
- 2.2.3 Several large houses set in landscaped gardens are shown to either side of the northern part of the Penn Road, with Graiseley Villa set some distance to the south. This type of area, to the south-west of the city, where the prevailing wind protected one from the smoke and grime of industry, was a popular location for the houses of wealthy tradesmen and industrialists in the early part of the 19th century, when they increasingly chose to live away from their works.
- 2.2.4 Bridgen's 1850 map reiterates the earlier Tithe, showing that development was beginning to spread, but that infill had mostly occurred immediately to the east of the

town centre. South of the town centre, ribbon development had reached Pountney Street and Graisle Street (now Graisle Row).

- 2.2.5 Two years later, in 1852, a map was produced in connection with the Health of Towns Act. Although it only shows a small area of the ABCD area, it demonstrates the nature of housing and development occurring at the time, namely terraced houses with outhouses, and in some areas (such as Warwick Street and Duke Street) much 'backland' development. Parts of the ABCD area shown on this map have been demolished for modern road development.
- 2.2.6 The next map to show the ABCD area in full is the 1864 Peel & Cobbett map. Rather than plotting individual buildings, the map shows large areas blocked in, but is nevertheless a good indicator of the development of Wolverhampton to this point. Between Penn Road and Dudley Road, development has spread southwards to Drayton Street and Derry Street. The area north of Cleveland Road is similarly blocked in, and development is shown along Steelhouse Lane and Eagle Street. Blakenhall has become significantly larger, with schools, a church, and several new roads, although some of these appear not to have buildings along them at this stage. Many of the roads shown on the 1864 map in this area have since been obliterated by the 1960s Blakenhall Gardens development.
- 2.2.7 Twenty years later, in 1884, the first edition Ordnance Survey map of the area was produced. It shows in great detail the houses and buildings within the ABCD area at this time, and even details what each factory produced. The extent of development in the north of the area appears to have changed little, but several additional streets are visible, especially between Bloomsbury Street and Dudley Road (e.g. Stewart Street, Thomas Street). Blakenhall has expanded to the north (Nippon Works, Victoria Works) and south (Ranelagh, Knox and Shaw Roads). Along Penn Road, several large properties have sprung up, as have several terraces, although largely the area still appears to be a 'leafy suburb'. The area to the east of Green Lane (now Birmingham Road) is largely depicted as open fields, although several brick yards are noted, along with the Victoria Iron Works and several other works on the Canal side. In addition, Steelhouse Lane has begun to be developed, with a new school and church and several new areas of housing shown.
- 2.2.8 The various industries depicted on the map reflect Wolverhampton and Blakenhall's growing reputation for tinware manufacturing and japanning. Many factories were engaged in the trade, including the Phoenix Works (Dudley Road), Drayton Works (Graisle Row), Kangaroo Enamel Works (Frederick Street), and the Nippon Works (Lower Villiers Street). Several other industries are also noted on the map, however, such as brickworks, lock manufacturers, tank and boiler works, and agricultural tool manufacturers.
- 2.2.9 The skills acquired in tinplate production led naturally into bicycle manufacture, which took off in the latter half of the 19th century. Soon there were large numbers of manufacturers in Wolverhampton, which during its heyday was the third largest bicycle manufacturing town in the country. Many of the bicycle manufacturers later turned their attention to motorcycles and cars.
- 2.2.10 The 1902 Ordnance Survey map shows that Blakenhall continued to expand southwards, with Wanderers Avenue and Hawthorne Road appearing for the first time, along with Chetwynd and Argyle Roads off Upper Villiers Street. Several new terraces of houses are also shown on Park Street South, while extensive development has occurred along the east side of Dudley Road with the construction of Napier Road, Byrne Road and Curzon Street, amongst others. Widespread development has

also taken place between Green Lane (now Birmingham Road) and Steelhouse Lane, with new terraced housing extending as far south as All Saints Road. South of this new development the area bounded by Pond Lane on the west and Major Street on the east remains relatively open, with brick works and old coal workings dotted about, however the gradual encroachment of buildings into this part of the ABCD area is apparent. The land between Upper Villiers Street and Penn Road remains undeveloped at the time of this map.

- 2.2.11 The 1914 Ordnance Survey map shows little change in the ABCD area. Two schools have been built south of Graiseley Row, and Fellows Street has been constructed, heralding the forthcoming development of the area between Penn Road and Upper Villiers Street. Further house-building is also evident on Green Lane. Many of the brickworks have disappeared from the map, and several other manufacturing works (such as Green Lane Cooperage, Mitre Iron Works, and Eagle Tool Works) are labelled 'disused'.
- 2.2.12 The 1937 Ordnance Survey revision reveals the enormous expansion of suburbia typical of many towns and cities at the beginning of the 20th century. South of All Saints Road, a large estate of semi-detached houses has been constructed, a cul-de-sac of semi-detached houses has been built on the site of the Elm Farm brickworks, and Green Lane has been extended and upgraded, and is flanked by semi-detached properties.
- 2.2.13 The 1937 map shows that the area between Penn Road and Villiers Street has been transformed with the construction of large industrial works. Moorfield works, where Sunbeam motor vehicles were produced, was an extensive development on the south side of Sunbeam Street. The Villiers Engineering Company expanded their works after WWI along the newly constructed Marston Road; new buildings were put up and the production capacity of the factory considerably increased. The policy of the company was to make nearly every component themselves, in order to maintain the closest possible control over quality, as well as to increase their own profits. The post-war additions included a foundry producing castings in aluminium, bronze and gunmetal (www.localhistory.scit.wlv.ac.uk/home). A large swathe of housing was also built in the area, including Clayton Close, Stamford Road, Milford Road and Selwyn Close. Between Marston Road and Graisle Hill a second large industrial complex has been constructed, including a Baby Carriage Works.
- 2.2.14 The 1937 Ordnance Survey map clearly demonstrates the full urbanisation of the ABCD area, with only small pockets of land remaining open, along with a larger section between Major Street and the Birmingham Road.
- 2.2.15 During the twentieth century, Wolverhampton continued to grow in both size and population. Census returns show that the population nearly doubled between 1901 and 1951.
- 2.2.16 Manufacturing and industry continued in Wolverhampton, and particularly in the ABCD area throughout the twentieth century. The area was home to Sunbeam cars, Sunbeam motorcycles, AJS motorcycles, Star, Briton, Stuart and Starling cars, Clyno cars and motorcycles, Diamond, Orbit, Wulfruna and Wolf motorcycles, Turner cars and Villiers engines. In the early 20th century Wolverhampton, and in particular Blakenhall, was the national centre for motor car manufacture.
- 2.2.17 Bicycle manufacture was in decline by the 1920s; from a high of around 46 manufacturers in the 1880s, just 11 survived in 1927; the last bicycle factory closed in 1972 after 104 years of production (www.localhistory.scit.wlv.ac.uk/home).

- 2.2.18 The motorcycle industry was a big employer in the town until WWII. Only a handful of manufacturers survived the influx of cheap Japanese imports after the war, amongst which were Norton motorcycles, built at the Villiers works in the 1960s. The last motorcycle was built by DMW in the late 1970s.
- 2.2.19 Wolverhampton's commercial vehicle industry boomed with the demand for vehicles in WWI. One of the most successful manufacturers was Guy Motors, who became particularly famous for constructing buses. In 1928 they acquired the Star Engineering Company and in 1946 purchased Sunbeam. They produced commercial vehicles for 64 years, finally closing in 1978.
- 2.2.20 The Sunbeam company was a diverse engineering manufacturer, beginning with bicycles and expanding in to all markets, including the aircraft industry; in WWI they produced over 600 aircraft and large numbers of engines, alongside several other small companies which made individual aircraft components. After WWII the industry collapsed, and most manufacturers returned to making their pre-war products. The aircraft and components manufacturer Boulton & Paul came to Wolverhampton in 1934.
- 2.2.21 Later twentieth century maps show the gradual infilling of the remaining pockets of land with residential development, and the redevelopment of other areas. Streets which were part of the original expansion of Blakenhall hamlet (eg Cobden Street, Hall Street) were demolished to make way for the high rise Blakenhall Gardens housing development, in place by the 1968 Ordnance Survey map.
- 2.2.22 The construction of the town centre Ring Road in the 1960s necessitated the demolition of significant areas of building at the north end of the ABCD area, and the truncation of significant sections of the historic street pattern. Apart from at key access points, physical connection between the study area and the city centre was effectively cut off, with many former routes through the busy industrial area becoming no-through roads, serving only as access roads to the workshops along them.

3.0 ANALYSIS AND ASSESSMENT OF BROAD CHARACTER ZONES

3.1 Introduction

- 3.1.1 The area covered by the study area is characterised by a certain lack of homogeneity which gives it variety and interest at a detailed local level which is not readily perceived from the main roads or wider perspective. It is divided up into 171 Historic Landscape Character Areas (HLC) (see 1.3 above) which reflect the variations in historic land use patterns. However it is evident that the study area falls into a number of distinct unified character zones which reflect historic development and the surviving built and landscape form. Fifteen such character zones (Z1 to Z15) have been identified, as shown in Figure 3. These are described in some detail in this section.

3.2 Zone 1: North-western commercial area south of St John's Church (HLC areas 605-609; 622; 624; 626; 629-635; 658; 662-663)

3.2.1 Townscape analysis

The zone once had close links with the town centre and in particular St John's Square but is now severed physically and visually by the town-centre ring road. It now forms the north western extent of the ABCD area and an important part of the wider setting and approaches to the town, the most prominent historic feature being the Sunbeamland group of buildings. A belt of landscaping along the ring road screens and softens the impact of the road and its traffic but also serves to reinforce the severance of links.

The area is characterised by a roughly north-south/east-west complex of roads and streets which date back to the early 19th century which run off three radial roads, Penn Road, Dudley Road and Birmingham Road. The whole zone is densely developed with large commercial premises which generally immediately abut the pavements, with little open space other than yards and small plots where buildings have been demolished, as at Paul Street and Frederick Street, opposite the Star Works [5]. The general uniformity of built development has two principal exceptions in the modern developments of St John's retail park, which fronts the ring road and turns its back on Frederick St, and the modern commercial premises along the one way gyratory which includes Grove Street

Views within this zone are generally enclosed with a few long views up the main highways. Generally the views are of little note except the occasional views to St John's Church, Fellows Street and Graiseley Recreation Ground and its trees, with a few select views to Star Works [5].

3.2.2 Architectural and historic character

Although small pockets of development such as the Paul St/Bloomsbury St area in the north-west corner of the zone, and in the angle between the N end of Dudley Rd and the (now) Birmingham Road are shown on the 1842 tithe map, the majority of this zone was developed between 1840 and 1880. The southern boundary of the zone correlates very closely with the southern limit of town centre development shown on the 1884 OS map; the area to the south remaining as open fields.

At this time, the zone comprised a mix of industry and residential development. Small works were interspersed with areas of workers housing, much of it arranged in densely packed courts, with several larger works, including a brickworks, corrugated iron works and a safe works occupying much of the block between Stewart St,

Pountney St and the Dudley Road. The character of this zone has changed more significantly than most others within the study area, being now of an almost exclusively industrial or commercial nature, with very few survivals of its former residential mix. While there appears to have been an element of incremental change in the nature of new development between 1884 and 1937, particularly in the central northern area, the major redevelopment of sites from residential to commercial premises has taken place since WW2.

The architectural character of this zone is therefore one of isolated 19th century survivals within a largely early to mid 20th century area of commercial works, with the major exceptions of the St John's Retail park and the modern commercial premises on the gyratory system.

With the exception of the Sunbeamland works [1] (plate 3) and the Star Works [5] (plate 1) the earlier survivals are predominantly of a small scale, and of a traditional layout of narrow ranges of brick buildings around either linear or square central yards. There are few survivals to indicate the former residential mix in the zone or the public buildings which would have served the local community, though the Dudley Road Schools [12] (plate 4), the small hall at the south end of Thomas St [8] (plate 2) and two houses at the north end of Stewart Street are rare examples.

3.2.3 Landscape features

There is a general lack of interesting landscape features within the zone. There is no open space provision, either hard or soft, and tree cover is insignificant. As mentioned above the zone is fringed with tree and shrub cover to the ring road adjacent to which lie two derelict and tipped open areas of former car parking. A group of trees and shrubs also occupy the corner of Pool Street and Ablow Street on leftover land. Authentic hard landscape details are also very rare with no boundary features of merit and most surfacing laid to tarmac, with rare patches of exposed cobbles such as alongside Star Works and in Jeddo Street.

3.2.4 Negative factors and neutral areas

The visual intrusion from the modern road network and ancillary highway signage and infrastructure is the principal negative townscape factor in this zone. Much of the zone is not attractive in appearance but has a strong character redolent of its history and manufacturing significance. Redevelopment of certain parts of the zone would, however, provide an opportunity to enhance the setting of the more significant historic buildings, such as the area to the south of the Jeddo works.

3.2.5 Sensitivity to development impact

Away from the main roads, zone 1 has changed little as a result of modern development but is at risk from redevelopment as a result of the poor quality of the environment of much of the area and the close proximity to the town centre. The greatest concern is the loss of the historic street pattern and the historic relationship between the identified heritage assets and their settings.



Plate 1: Star Works [5] with the spire of St John's church beyond



Plate 2: View northwards up St Thomas Street towards Star Works [5]



Plate 3: 'Sunbeamland' [1] at the corner of Paul St and Pool St



Plate 4: The Dudley Road Schools [12]

3.3 Zone 2: Vicarage Road housing area (HLC areas 610-617; 641; 809-810; 6304)

3.3.1 Townscape analysis

Zone 2 is a pocket of dense housing built at the turn of the 19th/20th centuries in close proximity to the commercial premises in zones 1, 3, 5 and 6. The zone is laid out on a rigid orthogonal grid which is very well preserved except at the eastern ends of Gordon Street and Granville Street where housing has been demolished. It has a strong local character where the small domestic scale contrasts strongly with the adjacent commercial zones 1, 3 and 6. Small back yards and narrow paved frontages with low walls characterise the terraced houses.

A significant townscape feature is the preservation of the designed open space at the eastern end of Maxwell Street and the All Saints Church which forms a landmark.

The zone is interesting in appearance with a sense of visual unity and place.

3.3.2 Architectural and historic character

Although three terraces of housing (those fronting Granville St and the former Dartmouth St to its N) were built prior to the general development of this zone, this housing has now all been demolished.

The street pattern was laid out by 1899, and the majority of the two-storied, brick terraced housing constructed by 1902. While some terraces are of uniform architectural detail along their lengths, others display a degree of hierarchy in the quality and detail of their design, such as those along the N frontage of Gordon St. The speculative development of small land parcels with short terraces, which was prevalent at the time, is seen most clearly on Raby Street.

Many of the houses have undergone some degree of external alteration. Where this has been carried out uniformly along an entire terrace, such as the replacement of windows to the E terrace on the N side of All Saints Road (plate 5), the impact has generally been much less severe than where alterations have been carried out to individual properties. However, some alterations, though uniform, such as the rendering, cladding at first floor, replacement windows and addition of porches to the formerly identical terrace to the north of the All Saints Road terrace (plate 6) has radically altered the character of the houses.

However, the zone retains a relatively uniform built character, with some terraces, such as those along both sides of Gordon St, surviving in largely authentic form (plate 8).

3.3.3 Landscape features

The historically most significant open space at the east end of Maxwell Street is hard paved and used for play facilities and has a strong link to the grassed open space and recreational facilities adjacent to Steelhouse Lane. With the demolition of housing an area of derelict open space characterises the centre of the zone, linking visually with the derelict open space at Sutherland Place (Zone 3). There are no boundary features or other hard landscape details of particular significance.

New tree planting has been introduced in the eastern part of the zone as part of the open space provision and street trees characterise Vicarage Road. These are a positive asset in an otherwise hard urban form.

3.3.4 Negative factors and neutral areas

The principal negative townscape factor is the derelict open land leftover after development, which detracts from the surviving historic attributes of Gordon Street and All Saints Road and the less historically correct but well maintained improvements to the local housing. The poorly maintained site of the former All Saints Vicarage [57] also currently detracts from the character of the Cleveland Road Conservation Area within which it is situated, and particularly from the setting of the listed Baker's Boot Manufactory [56] to its N.

3.3.5 Sensitivity to development impact

The historic tight townscape pattern is already eroded through demolition but that remaining is locally significant and deserves protection from inappropriate street layout and development mass. The terraces on both N and S sides of Gordon St survive in unusually authentic condition, and are therefore vulnerable to the same piecemeal alteration as has occurred to much of the housing in this locality.



Plate 5: Terraced housing on north side of All Saint's Road [66]



Plate 6: Formerly identical terrace parallel to and north of [66]



Plate 7: Housing on east end of All Saint's Road



Plate 8: Housing on Gordon Street [60]

3.4 Zone 3: Royal Hospital and Cleveland Road (HLC areas 791-793; 795-797)

3.4.1 Townscape analysis

This is a much degraded area of high historic significance. Prior to the construction of the ring road, the zone used to have a strong physical and visual link with the town centre via the broad designed route of Cleveland Road. With severance of the road and modern development west of the ring road the zone is now heavily influenced by highway infrastructure. It however retains good physical and visual links with Zone 2 (plate 9). The northern section of the zone is enclosed and dominated by large and significant buildings and retains some of its historic character. The south of the zone is degraded by sprawling development and derelict car parking, with little of its historic pattern remaining.

The historic buildings of Zone 3 are visually prominent features of the immediate area and make a significant positive visual contribution to the townscape. A broad panoramic view from the Sutherland Place car park takes in Gordon Street in Zone 2 round to the Dixons building. This view has no historic precedent but enables the historic assets to be enjoyed and their visual relationship to be appreciated.

3.4.2 Architectural and historic character

This zone contains a group of the most architecturally significant buildings within the study area, and almost exactly correlates with the boundary of the Cleveland Road Conservation Area. The scale and architectural character of the buildings is more 'monumental' than elsewhere in the study area, with the exception of the huge industrial buildings of zones 7 and 12.

The northern boundary of the zone, Bilston Road, was one of the very first parts of the study area to be developed, though none of the 18th century, or earlier buildings survive. The surviving buildings all date to the mid 19th century and later.

The architectural character of the zone is dominated by the original buildings of the Royal Hospital with the giant order of their classical frontage (plate 10). The scale and massing of other buildings of the extended hospital also contribute to the monumental character of the institution (plate 12). The Boot manufactory [56], the Newmarket Hotel [53] and adjacent Cleveland Club [54] make a good group in terms of scale, materials and architectural detail, which is dwarfed by the vast scale and lack of articulation of the bus depot and the commercial premises on the E side of Hospital St.

3.4.3 Landscape features

A large area of open space which was formerly part of the landscaped gardens to east of Cleveland House, and later given over to hospital car parking, is now of little merit but has considerable potential for improvement. A small surviving remnant of the garden to Cleveland House makes a local but positive contribution to the townscape. The car park is enclosed by typical soft landscaping but includes some trees of local merit, which are subject to a Tree Preservation Order (TPO). The remnant garden also has a number of TPOs and other trees which significantly add to the benefits of this area. There are no boundary features or other hard landscape details of particular significance.

3.4.4 Negative factors and neutral areas

This zone contains some of the most historically interesting buildings in the study area, but the townscape setting is a significant detracting factor. The principal negative factors include the car park, the ancillary hospital buildings, and visual intrusion from the highway infrastructure.

Although the (now blind) Bilston Road elevation of the former tramway depot is of architectural and townscape significance, the main body of the building detracts from the setting of both the Royal Hospital [58] and the Baker's Boot Manufactory [56], both of which are statutorily listed

3.4.5 Sensitivity to development impact

The zone has been subject to innumerable changes since Cleveland Road was first laid out but few have enhanced the main historical assets of the zone. It is important that the setting of these assets is properly respected and the consideration given to reinstating the best townscape form from historical precedent.



Plate 9: View down northern end of Vicarage Road



Plate 10: View southwards down Hospital Street towards hospital frontage [58]



Plate 11: 1930's hospital ward block with carpark on former Cleveland House grounds



Plate 12: Later hospital buildings

3.5 Zone 4: Duke Street residential area (HLC areas 801-803)

3.5.1 Townscape analysis

This small area of housing is locked between Bilston Road and the ring road highway infrastructure and the commercial areas of zones 5 and 6. It has a strong local sense of place and a feeling of isolation. The Regency period workers housing has been demolished but the area largely retains its historic street pattern into which 1930s semi-detached housing has been inserted. The street alignments are partly broken up by modern landscape features to block through routes. The western edge of zone 4 is poorly defined. Former terraced housing has been removed to enable construction of the roundabout on the ring road and widen Bilston road, leaving a slice of land next to the road which is currently used for parking.

The zone is not visually prominent but contrasts significantly with the surrounding large scale built form. The interior of the zone is intimate with views down the street pattern. The western edge is visually exposed.

3.5.2 Architectural and historic character

This zone is one of the earliest in the study area to have been developed, predominantly in the early 19th century. The early development comprised mainly workers housing arranged in courts, though this was subject to wholesale clearance in the early 1930's. The predominant character of this zone is now provided by the later 1930's housing. Using a uniform palette of architectural detail, the housing comprises groups of two, four and six units. These houses represent some of the earliest council housing in Wolverhampton, and were illustrated in the Book of Wolverhampton 1936. A single Regency house [41] (plate 13) survives at the corner of Warwick St and Bath St, as does a later 19th century pub [40] (plate 14) in the NE of the zone.

3.5.3 Landscape features

With the exception of the part landscaped car park on Warwick Street/Oxford Street there is no open space in the zone. The car park is functional but does not contribute to the townscape of the zone or open space needs of the local residents. The zone benefits from front gardens with trees that contribute to the street scene.

A distinctive feature of the zone are the low ashlar stone walls with chiselled face and long and short stone copings (plate 15). Garden gate piers of similar construction have been slightly modified in places with the removal of one course and new concrete cappings.

3.5.4 Negative factors and neutral areas

The area is well maintained. Negative factors include the treatment to the main roads which lacks the robustness needed to protect this housing area from the adjacent busy thoroughfares. The parking area detracts from the domestic townscape character and reinforces the dominance of the highway infrastructure.

3.5.5 Sensitivity to development impact

The housing of this area is not considered to be of heritage significance and therefore is not considered to be particularly sensitive to development impact.



Plate 13: Regency house at the corner of Warwick St and Wharf St [41]



Plate 14: Former Bradford Arms PH, Commercial Road [40]



Plate 15: Typical walling to front of gardens



Plate 16: Wall to former tramway depot [52] beyond ring road

3.6 Zone 5: North-eastern commercial area at Commercial Road/Walsall Street (HLC areas 800; 805-807; 811)

3.6.1 Townscape analysis

Zone 5 has good townscape links with the development north of Horseley Fields and east of the canal outside of the study area and is orientated in this direction. However the buildings in Commercial road turn their backs on the canal and the rear yards are under-used and in a poor condition. Little of the extensive canal basins survive but their remains are still in evidence (plate 18). Together with a number of locally significant historical assets, the canal makes a positive but not fully exploited contribution to the local townscape character. The zone is dominated by very large commercial buildings which front directly onto the pavements, with the exception of the raised frontage to the Generating Station (plate 21). Of particular interest is Minerva Lane which is narrow and twisting, bridging a former canal basin (plate 19).

The zone is not visually attractive or distinctive but there are a number of visually interesting buildings which form focal points in local views. Minerva Lane is enclosed, leading the viewer through the built form (plate 19). The view from the canal is open but degraded and the zone does little to enhance the setting of the canal (plate 17).

3.6.2 Architectural and historic character

The NW portion of this zone was historically an extension of the court housing of zone 4 to the S, with occasional industrial and commercial buildings interspersed. When the extensive clearance of this housing took place in the 1930's it was largely replaced, in zone 5, with further industrial premises, giving the zone a character more in keeping with the historic industrial area of those parts of zone 5 adjacent to the canal.

The architectural character of the zone is now primarily of medium and large scale industrial premises, mostly of early 20th century date, of a common palette of red brick, often with blue brick detail and an elevated level of detail on the road frontages.

3.6.3 Landscape features

The zone has no open space and is devoid of trees. The canal bank is partly overgrown with rank grassland and some scrub. Hard landscape details are also scarce but the Generating Station has a low brick wall surround to its raised frontage. Remnants of the detailing to the canal basins and their junctions with the canal are visible from the canal. Minerva Lane is mainly tarmac but over the canal basin bridge remnants of the cobbled street are exposed.

3.6.4 Negative factors and neutral areas

The canal frontage in zone 5 is currently in a very poor condition and detracts from the townscape of the canal corridor.

3.6.5 Sensitivity to development impact

Although in a poor condition, the zone is sensitive to further adverse development which would further erode the potential qualities of the canal corridor. The canal and

its basins and its wharfage are a locally distinctive asset that should contribute to the potential enhancement of the character of the local townscape.



Plate 17: Birmingham Canal looking north [90]



Plate 18: Canal basin [89]


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Plate 19: Minerva Lane [46]



Plate 20: Generating station [43] from the canal



Plate 21: Frontage of generating station offices [43]



Plate 22: Former Minerva iron works site [45]

3.7 Zone 6: Bilston Road Commercial area (HLC areas 794; 798; 804; 640)

3.7.1 Townscape analysis

Zone 6 has close links with zones 5 and 7. It is dominated by a large modern retail warehouse complex and its parking frontage to Bilston Road. The remainder of the zone is characterised by medium sized much older commercial buildings which frame Steelhouse Lane and Bilston Road. The zone lacks distinction and is severed by the width and level of traffic on Bilston Road. It has a very poor relationship with the adjoining zone 3 and Conservation Area.

Of local interest is the retention of an open area in front of the warehouses, which reflects the site of the open gardens to the Victorian workhouse at Monmore.

Visually the townscape is unassuming but a good view of the glass rear façade of the Murray International Works is found from Bilston Road across the zone.

3.7.2 Architectural and historic character

Although historically this was one of the more interesting zones within the study area, very little of that former historic character now survives, with the exception of the former iron works on the S side of Jenner St [61] (plate 23). One of the first industries to locate adjacent to the Birmingham canal, the Eagle Foundry, was located in the SE corner of the zone, and in the second half of the 19th century, the zone was dominated by the cruciform-plan complex of buildings of the Wolverhampton Union Workhouse, demolished in the early 20th century. The built character of the area now generally comprises a range of modern commercial building styles.

3.7.3 Landscape features

The only open space is that occupied by the car parks of the retail warehouse complex. Landscaping to this car park also provides the only vegetation locally. There are no boundary features or other hard landscape details of particular significance.

3.7.4 Negative factors and neutral areas


The most significant negative factor is the lack of a clear townscape character on this important approach to Wolverhampton. The warehouse sits on a site which historically also contained large scale development but the design of the warehouse is neutral and bears little relationship to the townscape pattern within zones 3 and 4 which also frame the approach.

3.7.5 Sensitivity to development impact

There is little of the townscape that is particularly sensitive but the location of the zone on a main approach and immediately south of the Cleveland Conservation Area makes it highly sensitive to inappropriate development.



Plate 23: Jenner Street Works [61]

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3.8 Zone 7: Cable Street industrial area (HLC areas 639-640)

3.8.1 Townscape analysis

Zone 7 has its strongest links with zone 6 and the industrial landscape east of the canal and the study area. It is dominated by large scale industrial buildings and a large area of derelict former yards. The canal runs along its eastern boundary but the zone has a poor relationship with the canal. Cable Street forms the spine and focal point of the zone and has buildings and boundary features of interest, which are lacking elsewhere. The Murray International Works dominate the western portion of the zone.

The urban grain of this zone is unusual within the study area, similar only to the Moorfields works site of zone 12. Elsewhere in the study area, industrial buildings are individually related to the street pattern, whereas in zone 7 they are grouped in extensive works premises which generally have a single major access point.

Visually the zone is often open, punctuated by the large buildings. The Murray International Works are a key focal point of the area.

3.8.2 Architectural and historic character

The general architectural character of the zone is created by the brick industrial sheds of the southern half, and NE quadrant of the zone. Although varying considerably in scale, massing and level of architectural detail, these buildings create a harmonious group due to their robust and functional qualities. The non-industrial buildings along the Cable St frontages [72] & [73] (plates 24 & 25), though of a more domestic scale and style, utilise the same palette of materials and are therefore also in harmony with the group. The principal exception to this general architectural character is provided by the huge Murray International building [62] (plate 27). The style and construction of this building is unique within the study area, presenting vast glazed curtain walls enclosing a massive steel-framed structure.

3.8.3 Landscape features

Zone 7 has no open space, except for the derelict yards. Vegetation is very sparse, except for some scrub and rank grassland to the canal sides and reed beds to the edge of the canal watercourse. Generally there are no boundary features or other hard landscape details of particular significance, with the significant exception of the boundary treatment and gates to the works off Cable Street.

3.8.4 Negative factors and neutral areas

The current air of underuse and dereliction in the zone is a significant negative factor and detracts from the townscape qualities of the canal corridor.

3.8.5 Sensitivity to development impact

Although in a poor condition, the zone is sensitive to further adverse development which would further erode the potential qualities of the canal corridor. The scale and openness of the area is a distinctive feature which contrasts positively with the adjacent housing but any new large scale development would need to be carefully handled to avoid a negative impact on zone 8 or the housing to the south of the study area.



Plate 24: Offices of Bayliss, Jones and Bayliss, on north side Cable Street [73]



Plate 25: Offices of Bayliss, Jones and Bayliss, on south side Cable Street [72]



Plate 26: Heavy engineering sheds to south of Cable Street [71]



Plate 27: Curtain wall of Murray International works, Steelhouse Lane [62]

3.9 Zone 8: Pond Lane and Parkfield residential areas

(HLC areas 617; 619-621; 638; 642-646; 656; 660-661; 664-670; 672-674; 691-692; 696-697; 706; 761-763; 765-775)

3.9.1 Townscape analysis

Zone 8 is a large area which includes an extensive area of 1930s and post war housing with schools, and large open areas. It has a strong sense of uniformity and although lacking in historic distinction weaves into the more historically interesting zones 1, 2 and 9. Parts of the road system date back to Victorian street alignments and tracks which ran up to or crossed the brickyards and collieries south of Derry Street/Caledonia Road. No evidence was found as to why certain parts of the former brickyards and colliers were developed and not others (probably for safety reasons) but a legacy of large open spaces distinguishes the zone.

Visually the zone is unremarkable.

3.9.2 Architectural and historic character

Being the most recent large-scale part of the study area to be developed, this zone has little historic character. Much of the study area comprises early 1930's and later semi-detached housing.

3.9.3 Landscape features

As shown above the open spaces are a key feature of this zone. These are mainly grassed with incidental tree and shrub planting. The best of these is the park and allotment area south of Pond Lane which has a good sense of place. The Parkfield and Caledonian school grounds are well maintained with some tree planting and both are an asset. The recreation ground at Kent Road and Phoenix Park are the least interesting but have significant potential to serve both the local community and the study area. The area is characterised by small front gardens and garden trees with street groups in the corner of the Kent Road playing field, Parkfield grounds and elsewhere. There are no boundary features or other hard landscape details of particular significance.

3.9.4 Negative factors and neutral areas

This zone as a whole can be described as neutral.

3.9.5 Sensitivity to development impact

The zone is not historically sensitive but the loss of open space which has the potential to not only serve the immediate communities but also the wider study area, where public open space is in short supply, would be detrimental to the study area as a whole.

3.10 Zone 9: Blakenhall residential area

(HLC areas 650-651; 656-678; 683; 693-695; 698-701; 720; 722; 726-727; 729731; 733736; 738-740; 751; 756-757; 759; 1061-1062)

3.10.1 Townscape analysis

Zone 9 is an area of dense residential development laid out from the late 19th century onwards, characterised by mainly terraced housing with a little commercial development in the north expanded from the older settlement of Blakenhall which forms zone 11, largely redeveloped post war.

This is an enclosed uniform area of interconnected streets. Visually it has a strong pattern but there are no focal points or landmark features.

3.10.2 Architectural and historic character

The architectural character of the housing within this essentially residential area varies. The late 19th century housing is predominantly terraced, though some detached and semi-detached houses of this date exist on Park St South and Upper Villiers St. Many sections of vacant street frontage between these terraces was infilled with semi-detached houses in the early 1930's, with further housing infill in the later 20th century. Piecemeal alterations to some of the earlier terraced houses, such as those on Strode Rd, have had a serious detrimental impact, though other terraces, retain more of their original character. The naming of houses on Wanderers Ave with the names of the Wolverhampton Wanderers FC players who were in the team victorious in the FA cup final in the 1890's adds particularly to their historic interest.

3.10.3 Landscape features

Only one significant area of open space, south of Haggard Street, sits within this extensive area of housing. This small space is formed from a piece of open land that was left undeveloped and accessed from Strode Road and demolished when Blakenhall Gardens estate zone 11 was developed. A few small triangle of open land at the end of Chetwynd Road marks the site of a windmill. Most of the dwellings have short front gardens or yards with street trees rare except in the leafier western area and where zone 9 abuts the more affluent zone 10. Generally there are few boundary features or other hard landscape details of particular significance but of particular note are the boundary walls to the terraces on Wanderers Avenue.

3.10.4 Negative factors and neutral areas

There are no significant detracting features in this zone and its townscape is neutral but of local historic interest.

3.10.5 Sensitivity to development impact

Any major redevelopment in this zone could risk undermining the historical and townscape continuity of the zone, in the way that is found in zone 11.



Plate 28: Pair of Edwardian houses on Goldthorn Hill



Plate 29: Edwardian boundary walls on Goldthorn Hill [103]



Plate 30: Clinker built retaining wall to Ivy Cliff [30]



Plate 31: Street name plate in clinker wall [30]

3.12 Zone 11: Blakenhall Gardens estate (HLC areas 653; 655; 684-688)

3.12.1 Townscape analysis

Zone 11 is unique in the study area, dominated by a group of tower blocks on a street plan that no longer reflects historic precedent. It replaces the heart of the Victorian settlement at Blakenhall leaving key buildings such as St Luke's Church and the Niphon Works on the perimeter. An open landscape sweeps around the blocks highlighting the prominence and dominance of the buildings in contrast to the surrounding terraced housing in zones 9 and 14. The area north of Bromley Street retains the former street pattern.

The height of the tower blocks surrounded on three sides by two storey housing creates a significant focal point in the townscape which is unfortunately, as is often the case with this type of development, totally at odds with the visual character of the surrounding townscape (plates 32 & 33). The open space allows open views not found in the surrounding zones but these are generally limited extent. The spire of St Luke's Church, although of less bulk, is a significant landmark feature in views within zone 11 but also from views within zones 9, 12 and 14. The Niphon Works are prominent in views from Milford Road and there is intervisibility between the works and the church.

3.12.2 Architectural and historic character

Historically, this zone lay at the heart of the original Blakenhall settlement, which was well established by 1842, and included St Luke's church and associated schools by 1884. Following late 20th century redevelopment of the heart of the early hamlet, the architectural character of the zone now comprises predominantly high rise tower blocks and ancillary modern buildings. The zone contains two buildings of architectural and historic interest on its periphery, the grade II* listed St Luke's Church [23] (plate 32), and the Niphon Works [16] & [17] (plate 34), though the setting of both buildings has been severely compromised by the redevelopment of adjacent areas.

3.12.3 Landscape features

The surrounding open space is mainly amenity grassland with some tree planting of very local significance. An open area west of Baggott Street, created from an area of demolished housing, is well planted with trees and is now a significant feature of zone 11, contributing positively to views of the Niphon works and St Luke's Church. Adjacent trees to the north of Sedgley Street are protected by a TPO. The church has lost the perimeter trees which can be seen on the 1884 and 1902 OS maps but retains a garden space with shrubs and mown grass. The church also retains its distinctive low front boundary walls, although the main piers have been altered. Elsewhere there are few boundary features or other hard landscape details of particular significance.

3.12.4 Negative factors and neutral areas

The layout of the tower blocks has eroded the local historic street pattern and created a series of open spaces with little form or character.

3.12.5 Sensitivity to development impact

The historic townscape setting to both the St Luke's Church and the Niphon Works are very vulnerable to further erosion. Development between the two may also undermine their inter-visibility.



Plate 32: Tower block viewed from west beyond St Luke's church



Plate 33: Tower block viewed from Moorfields Business Park in Zone 12



Plate 34: Nippon works [16] viewed from west along Milford Road

3.11 Zone 10: Goldthorn Hill residential area (HLC areas 732; 737; 752; 754-755; 778-779; 1060; 1062-1063)

3.11.1 Townscape analysis

This single depth frontage to Goldthorn Hill is of particular townscape interest on an important cross town route. The properties enjoy deeper and wider plots than found within zone 9 but are still of a relatively modest scale, compared to the villas of zone 13. The zone has largely escaped redevelopment of either individual or combinations of plots, with the exception of the five semi-detached pairs at the western end.

3.11.2 Architectural and historic character

Due to the piecemeal development of the frontage of Goldthorn Hill, with individual properties or very short terraces, the architectural character of this zone is varied, and quite unusual within the study area. The zone is predominantly residential, and the earlier houses are of a more generous size than found generally in the study area, and sit within relatively large plots. Some retain small stable blocks and other outbuildings to the rear, another unusual feature within the study area. They are generally Victorian or Edwardian in date, though include a single 16th/17th century cottage, and some later redevelopment of plots behind pre-existing boundary walls. A number of the Edwardian houses are flamboyant in their architectural detail, with much use of moulded terracotta on both elevations and boundary walls (plates 28 & 29). The Arts and Crafts style of the Baron's Court Hotel is attractive and unusual within the study area.

3.11.3 Landscape features

In this narrow zone there is no open space provision but it benefits from more generous and better landscaped gardens and tree planting to plot boundaries. A number of trees make a significant contribution to the street scene and are subject to TPOs. The most distinguishing feature of this zone is the variety of front boundary walls along Goldthorn Hill, in stone, brick and rendered. The most significant boundary feature is that defining the original extent of the house plot at the corner of Goldthorn Hill and Goldthorn Road [30] (plates 30 & 31). It is a high retaining wall built of a mix of stone rubble and clinker, a waste product from the nearby industry, and a feature once typical of the Birmingham Canal Corridor. It contains the glazed tile street name plate authentic to the area (plate 31), examples of which are found elsewhere in the study area.

3.11.4 Negative factors and neutral areas

There are no negative townscape features.

3.11.5 Sensitivity to development impact

The existing pattern of individual dwellings or short unified terraces would be significantly compromised by higher density development and the disruption of plot size.

3.13 Zone 12: Moorfields industrial estate (HLC 680; 689; 724)

3.13.1 Townscape analysis

Zone 12 is characterised by its uniform scale and mass and sense of enclosure, in marked contrast to the adjoining zones 13 and 14. The bulk of the zone is dominated by large commercial premises with a small group of lesser buildings in the south east corner of the zone. The most easterly end has a close relationship with the adjoining St Luke's Church in zone 11.

Visually the area is very enclosed by high walls with narrow views into the estate and rarely outwards, except at the east end. From a cleared area north of Cross Street a good view opens up to the east end of zone 12 with the spire of St Luke's rising above. Despite the size of the buildings they are not conspicuous in the wider townscape.

3.13.2 Architectural and historic character

Architecturally, this is one of the more harmonious zones within the study area, comprising, as it predominantly does, the large manufacturing sheds and ancillary workshops of a single, purpose-built factory complex [27], with smaller-scale workshops and office ranges to the east of Upper Villiers St [24], [25] & [28] (plates 38 & 39). The large brick buildings are generally functional in their design, with the exception of the two office ranges fronting Upper Villiers St, and the single storey sheds fronting Sunbeam St and the access road to its south, in which the brickwork of the elevations is well-articulated (plate 36). The scale and massing of the extensive buildings varies from single-storey to three-storey, mostly with north-light roofs. Later buildings are similarly of brick, and of a similar large scale.

3.13.3 Landscape features

Apart from a small area of cleared ground, there is no open space in the zone. The tree cover which contributes to zone 12 is mainly planted in the adjoining streets. The majority of boundary features and other hard landscape details are of no particular significance, with the notable exception of the highly ornate, former Tong Castle Gates on Marston Road [29] (plate 40), though their setting and current part-demolished condition is unfortunate.

3.13.4 Negative factors and neutral areas

The demolition of the buildings formerly to the south of Automotive House has left the blank south wall of the works to its rear [25] exposed, and the open land is now generally unkempt.

3.13.5 Sensitivity to development impact

The majority of buildings in this zone are very robust, and of a scale unlikely to be adversely affected by adjacent development. However, the potential piecemeal demolition of individual buildings would reduce the significant group value of the complex which currently represents almost the entire collection of buildings present by 1924. Redevelopment of the vacant plot to the south of [24] will need to take account of the setting of the adjacent listed buildings.



Plate 35: View northwards through former Moorfield car works [27]



Plate 36: Frontage of fitting shops at Moorfield car works [27]

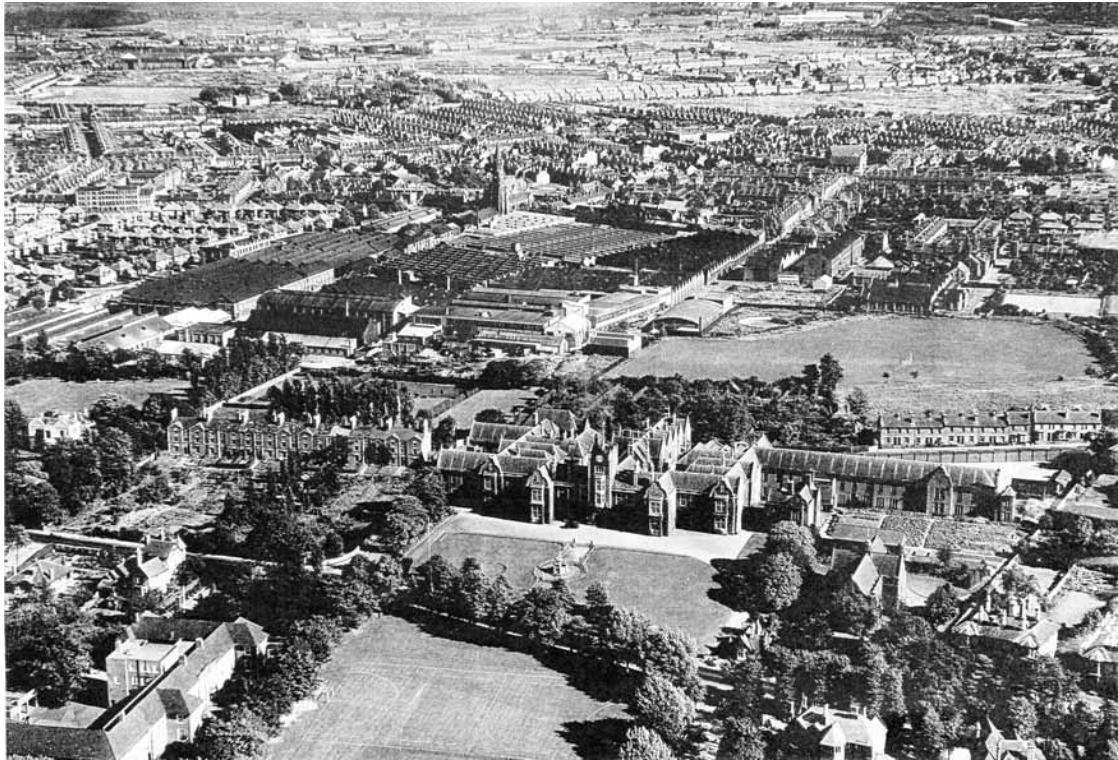


Plate 37: Aerial view of the Sunbeam Motor Co.'s Moorfield Car Works



Plate 38: Automotive House [24] on Upper Villiers Street, with St Luke's church beyond



Plate 39: View into linear works yard on Upper Villiers Street [28]



Plate 40: Former Tong Castle Gates on Marston Road [29]

3.14 Zone 13: Penn Road, Goldthorn Terrace and Royal School playing fields (HLC areas 681-682; 1036; 1038)

3.14.1 Townscape analysis

Zone 13 covers that part of the Penn Road Conservation Area which lies within the study area together with an open area to the south and a group of buildings to the north. Zone 13 is again unique to the study area and includes the remnants of a spacious Victorian villa development along Penn Road which included the land on the east side of Penn Road down to Graiseley Hill. This area forms a significant part of the Penn road Conservation Area, much of which is open space. The townscape pattern is in fact little altered, except for the introduction of one or two new buildings. The frontage to Penn Road has altered in its detail but remains substantially as it was designed. It is separated from zone 12 by a belt of trees around the playing field, which disguise the mass of this latter area.

Visually Penn Road is attractive at this point with strong visual links with the remainder of the Conservation Area up Penn Road. It forms an attractive approach to Wolverhampton. No single feature forms a particular focal point but the various historic assets present a series of visually interesting features, best seen at close quarters.

3.14.2 Architectural and historic character

Historically, this zone, together with zone 15 to its north, and the west side of zone 1, was of a completely different character to the majority of the study area. The Penn Road frontage was originally lined predominantly with large detached early to mid-Victorian villas set in extensive landscaped gardens, with open fields and allotments to their east. Whilst many of these have been lost, a single example, Goldthorn Villa [20] survives within this zone. Goldthorn Terrace, a tall, ornately detailed terrace of high status houses is also unique within the study area (plate 41).

3.14.3 Landscape features

The zone is characterised by the high level of open space. Most of this is now used by the Royal Wolverhampton School as playing fields, but a significant area of open gardens surround property on Penn Road. The most attractive open space is the park square in front of Goldthorn Terrace which is now covered in trees with a central open space, having once been open to allow views up to the terrace. This park is an important feature of the approach to Wolverhampton as well as the Conservation Area. Tree cover is significant in the area with an important belt of historic significance around the boundary to the playing fields and many trees on the park. Trees are also retained as boundary features in the property along Penn Road.

A significant hard landscape feature are the high stone walls along Penn Road.

3.14.4 Negative factors and neutral areas

There are no significant adverse townscape factors in this zone.

3.14.5 Sensitivity to development impact

Within the Conservation Area, development within one part of the area would affect the whole area, eroding the extant historic pattern of land use. Outside of the Conservation Area care is needed to prevent intrusive and inappropriate development,

particularly on the open land to the south. The openness of this zone is an important setting to the historic built assets and should not be eroded. The setting of the listed former Orphan Asylum, now Wolverhampton School, which lies immediately outside the study area, is also particularly sensitive to development impact.



Plate 41: Front elevation of Goldthorn Terrace [21]



Plate 42: House attached to former Goldthorn Terrace Nursery [22]

3.15 Zone 14: Graiseley School & residential area (HLC areas 627-628; 636; 647-648; 650)

3.15.1 Townscape analysis

Zone 14 is a largely isolated residential area, dominated by low rise housing started in 1913 and mainly completed in the 1930s with some recent redevelopment east of Lower Villiers Street. It is surrounded by large scale commercial and retail development, except to the east where it has strong townscape links with the most northerly end of zone 9. It contains the Fellows Street (Blakenhall) Conservation Area which includes Fellows Street and Graiseley Recreation Ground, and the Graiseley School, all of which were built around 1913. Historic evidence shows that a footpath link was laid out between the recreation ground and the school which has now been closed off. In 1913 the recreation ground was enclosed by terraced housing on three sides which only survives on Fellows Street.

The zone is visually interesting with good views from the zone to historic assets such as the Nippon Works, Blakenhall Community Centre, St Luke's Church, Blakenhall Industrial Estate, St John's Church to the north. Internally the open spaces enable good views of the school and Fellows Street. The recreation ground itself is secluded but the trees are a prominent feature of the townscape and are very important in the densely built up vistas across zone 1. There are also good views of the school from zone 15 (plate 44).

3.15.2 Architectural and historic character

By the end of the 19th century, this zone remained an area of open fields to the south of the extended town centre development, bounded to west and east by the linear development along Penn Road and Dudley Road respectively. Only a single terrace of houses survive of the three which once bounded the recreation ground, though these survive in good authentic condition, and indicate the provision of houses of slightly differing status within a single terrace (plate 46). The main area of semi-detached housing to the south of Fellows St is of little interest.

The Graiseley schools are of a typical early 20th century design, well detailed and survive well, and contribute significantly to the architectural and historic character of the zone (plate 45).

3.15.3 Landscape features

The Graiseley recreation ground is an important piece of planned open space, examples of which are rare in the study area. It is conserved as designed with amendments to the footpath alignments and perimeter treatment which sought to emphasise the original entrances into the park. There are gaps in the boundary tree line which would benefit from replanting without compromising the openness of the park.

As mentioned above the trees around the recreation ground are an important townscape asset serving a wider area than zone 14. There is some additional tree cover in front gardens and around the modern development off Drayton Street all of which contribute to a more leafy feel to this area.

There are few boundary features or other hard landscape details of particular significance, with the exception of the low boundary walls and rear garden fences to Fellows Street which make a positive contribution to the Conservation Area.

3.15.4 Negative factors and neutral areas

The townscape context to the recreation ground and Fellows Street has been lost through the redevelopment of Drayton Street, part of Lower Villiers Street and Cook Street. The commercial buildings north of the recreation ground detract from the quality of this open space and the eastern setting of the school (plate 43).

3.15.5 Sensitivity to development impact

The relationship, both physically and visually, between the school, the recreation ground and Fellows Street is important historically and is greatly at risk from inappropriate redevelopment off Stafford Road/Pond Street. The character of the recreation ground would also be eroded through overplanting or introduction of intensive recreational provision. The surrounding tree lined boundary (plate 46) should not be put at risk.



Plate 43: Commercial premises along Drayton Street facing recreation ground [88]



Plate 44: View of Graiseley Schools [15] across Waitrose car park



Plate 45: Playground between classroom ranges at Graiseley Schools [15]



Plate 46: Fellow's Street terraced housing [19] facing recreation ground [88]

3.16 Zone 15: Penn Road and Marston Road retail area (HLC areas 637; 649; 1036-1037)

3.16.1 Townscape analysis

Zone 15 is an area which has lost its historic form which included the large house and grounds at Graiseley Villa in the 19th century and more latterly industrial works similar to zone 1. Unfortunately the new development has resulted in the loss of a strong frontage to Penn Road, although new tree planting to the supermarket will eventually restore a more leafy aspect.

The current openness of the zone, to allow for car parking, does restore views of part of the front of Graiseley School in zone 14. There are also views from the zone down Marston Road to St Luke's Church spire and to the trees around the playing fields of zone 13 and the Penn Road Conservation Area.

3.16.2 Architectural and historic character

This zone is one of the most significantly altered zones in the study area. Originally developed with the large Regency and early Victorian villas which lined the Penn Road, this zone was redeveloped by the AJS motorcycle company for their purpose-built works complex, akin to the Moorfields works of the nearby Zone 12. Following the demise of these motorcycle manufacturing works, the main area of the zone was developed with a retail superstore and ancillary services. All buildings within the zone are now of modern construction, though they vary in scale and function.

3.16.3 Landscape features

Open space in the zone is used for car parking with ancillary landscaping to the built form. This planting is limited but helps to soften the hard landscape treatment. There is little in the way of remnant historic hard landscape details with the exception of the brick wall along Graiseley Hill.

3.16.4 Negative factors and neutral areas

The character of the development within zone 15 is completely at odds with the surrounding townscape within zones 1, 12, 13, and 14 and the character of the remaining frontage to Penn Road. There is an abrupt change of level in the zone which is contrast with the more subtle adaptation to the local topography found in the older development pattern and form..

3.16.5 Sensitivity to development impact

The zone has little intrinsic sensitivity but the existing view to the Graiseley School is a particular asset of the area which should not be compromised in the future, or disturbed by the introduction of further modern street clutter.

4.0 AUDIT OF HERITAGE ASSETS

4.1 Introduction

- 4.1.1 An earlier survey, carried out to identify buildings for inclusion on the *Local List of Buildings, Parks, Gardens and Archaeological Sites of Special Historical Interest* had already identified the majority of the buildings within the study area considered to be of particular heritage significance. Information about these buildings is provided by the exemplary Wolverhampton History and Heritage Society website, and this has formed the basis of their entries in the 'audit', supplemented with additional information where necessary.
- 4.1.2 The detailed results of the audit are presented in access database format, and only a very brief summary of the results are therefore presented here.

4.2 Existing Designations

- 4.2.1 The study area includes the Fellows Street (Blakenhall) Conservation Area, the Cleveland Road Conservation Area, and part of the Penn Road (Graisley) Conservation Area.
- 4.2.2 The Fellows Street designation includes the early 20th century terrace of houses fronting Fellows Street, Fellows Street itself, and the recreation ground to its north (Figure 6A). A detailed appraisal of the conservation area is provided by the officer's report at the time of designation.
- 4.2.3 The Cleveland Road Conservation Area is more extensive (Figure 6A) and includes the Royal Hospital site, Cleveland House to its south, Bakers' Boot Manufactory, the former and present All Saints vicarages, and the two street blocks between Cleveland Road and Bilston Road, which include the bus depot and the listed Dixon's building.
- 4.2.4 The study area also includes the 5 zones at the NE corner of the Penn Road (Graiseley) Conservation Area, which include Goldthorn Terrace [21] and the listed Claremont House [20]. The conservation area is focussed on the buildings and grounds of the Royal Wolverhampton School and includes part of the surrounding high status residential area.
- 4.2.5 The study area includes ten buildings, groups of buildings, or other structures considered to be of national importance and therefore included on the statutory *List of Buildings of Special Architectural or Historic Interest*. These are:
- Star Motor Works, Frederick Street [5]
 - Claremont House, Penn Road [20]
 - St Luke's Church, Upper Villiers Street[23]
 - Automotive House, Upper Villiers Street [24]
 - Sunbeam Cars Moorfield Works, Upper Villiers Street [27]
 - Tong Castle Gates, Marston Road [29]
 - 152, Goldthorn Hill [31]
 - Bakers Boot and Shoe Manufactory, Cleveland Road [56]
 - Royal Hospital, Cleveland Road [58]
 - Sewer ventilation pipe, Birmingham Road [108]
- 4.2.6 The study area also includes a further nine buildings, groups of buildings, or other structures considered to be of considerable local importance and included on the Council's *Local List of Buildings, Parks, Gardens and Archaeological Sites of Special Historical Interest*. These are:

‘Sunbeamland’, Jeddo Street [1]
 Graislely Hill Schools [15]
 Niphon Works, Lower Villiers Street [16]
 Re-pumping station, Goldthorn Hill [32]
 Baron’s Court Hotel, Goldthorn Hill [33]
 Former Power Station, Commercial Road [43]
 Former Newmarket Hotel and Cleveland W M Club, Cleveland Rd [53 & 54]
 Dixon’s Building, Cleveland Road [55]
 milestone, Penn Road [75]

4.3 Audit of heritage assets

- 4.3.1 The audit of the historic environment within the study area identified 111 assets which were considered to have archaeological potential; architectural, historic, landscape or townscape value; or to make a positive contribution to the character of the area. Of these assets, 66 are buildings or groups of buildings, 26 are other structures, and 11 are landscape features and other significant elements of the townscape.
- 4.3.2 Each of the identified assets was attributed a ‘heritage value’ in accordance with the definitions set out at 1.5.2 above, together with an explanatory note in 1.5.3. Only 8 of the buildings or groups of buildings, and 7 of the landscape features were identified as being of the highest level of heritage significance within the study area. The relative values of the identified assets are presented graphically on Figures 5A & 5B.

4.4 Areas of Buried Archaeological Potential

- 4.4.1 There have been no programmes of physical investigation of the buried archaeological resource within the study area to date, with the result that no detailed information is available on the archaeological potential of the area.
- 4.4.2 The study area lies outside the historic core of the medieval and earlier city, and is therefore considered to have little potential for containing evidence of early settlement.
- 4.4.3 The earliest detailed cartographic evidence of development within the study area is provided by Isaac Taylor’s map of 1750, which indicates buildings along stretches of both sides of Bilston Road. Unfortunately, this important transport corridor has undergone significant widening in recent years which, together with the comprehensive re-development of many of the sites adjacent to it, is considered likely to have destroyed, or significantly impacted upon the evidence of early buildings which may previously have survived on these sites.
- 4.4.4 Earlier development on the (now) open car park area to the east of the Dixon’s building [55] appears to have been small-scale, and it is considered that this site offers the best potential for the survival of early built development along this major historic route.
- 4.4.5 The sites of many of the earliest industries situated within the study area, such as the Eagle Foundry adjacent to the canal in the south of zone 6, have been re-developed, in some cases more than once, and are considered unlikely to retain evidence sufficiently comprehensive to allow a clear understanding to be gained of the detailed layout and function of their various parts, which would add to our understanding of the processes of the industry.

- 4.4.6 Some of the more historically important industries within the study area – such as bicycle manufacture and car assembly - are also of a type unlikely to have left significant remains or evidence within the buried context, and the archaeological potential of their sites is therefore considered to be low.
- 4.4.7 One exception to this is considered to be the former site of the early 19th century Banyard's tannery [108] at the junction of Ablow St and Pool St. The footprint of buildings on this site appears to have remained largely unchanged until the demolition of a number of them, thought to have taken place relatively recently. The large-scale 1871 mapping shows enough detail of the site to identify the location of at least two tan pits, and the presence of a long open sided shed along the northern side of the tanyard, which may have covered additional tan pits. This site is therefore considered to have the potential to retain evidence both of the early 19th century tanning industry, and the developments of that industry over time.
- 4.4.8 The site of the former tower mill on Goldthorn Hill is well known from cartographic sources. Unfortunately, no archaeological record was made of this feature prior to its demolition to make way for the development of houses on Grange Road, although old photos are held in the Archives and Local Studies Library. The sites of the former buildings associated with the mill have been redeveloped with housing, but it would appear that the site of the mill itself may survive in the triangle of open ground at the east end of the development. Although no trace of the former structure is now extant, elements of the fabric of the mill may survive in a buried context.

4.5 Summary of significance

- 4.5.1 The assessment of the built heritage identified that, apart from a few notable exceptions, relatively few of the buildings within the study area were of particular intrinsic architectural interest. It concluded that the majority derived their heritage value either from their association with a historically important industry; as good or rare survivals of once locally significant building types; through their townscape value or through the contribution which they make to the special character of the study area.
- 4.5.2 Although in the past, the study area appears to have contained a relatively typical mix of 19th century commercial enterprises, it became particularly noted for several specialised and associated industries. Firstly a concentration of firms involved in the tin-plating, enamelling and japanning industries congregated in this area, generating a highly specialised local workforce, and attracting other ancillary industries.
- 4.5.3 The labour skills and industrial processes associated with these early industries made it a prime location for the development of the early bicycle industry, which led in turn to the motorcycle and car industries. These became the historically most significant industries of this area of Wolverhampton, and were hardly rivalled nationally.
- 4.5.4 Although individually many of the early 20th century buildings associated with these industries are not of particular architectural or historic interest, surviving groups of buildings take on a level of significance greater than that of the buildings of other industries. Many of the large manufacturing works, such as the former AJS motorcycle works on Penn Road, have already suffered the pressures of redevelopment, leaving those surviving as increasingly rare examples of their type.

- 4.5.5 The study also identified a typical building type of the former small-scale manufacturing premises once common within the study area; that is of narrow ranges of building around either a long, narrow yard, or a more square yard. Although numerous on early mapping, these building types are relatively rare now, and examples surviving in relatively authentic form are therefore of increased significance.
- 4.5.6 Significant individual industrial buildings of unrelated industries are relatively rare, though buildings such as the power generating station are notable not only for their slightly elevated architectural design, but also their important role in the history of Wolverhampton.
- 4.5.7 Areas of housing within the study area vary greatly. Large early Victorian villas set in extensive landscaped grounds once lined the Penn Road, but are now represented by only one within the study area. The large and medium Victorian and Edwardian villas and semi-detached houses of Goldthorn Hill, and the streets leading off it to the north survive better, but large houses were generally uncommon within the study area, with exceptions including a Regency House to the north of Bilston Road [41], Cleveland House [59], and Goldthorn Villa [36]. With the exception of [41] these higher status properties have generally been well-maintained, although some have undergone radical alteration.
- 4.5.8 The more densely packed terraced workers housing has generally survived less well, with piecemeal alteration greatly impacting upon the heritage value of the once stylistically unified terraces, though there is potential for their townscape value to be enhanced through programmed improvements which would restore some unity to the street scene. Where rare examples of relatively unaltered groups of houses do survive, their significance within the local context is greatly enhanced.
- 4.5.9 Another aspect of the built environment which is considered to be significant is the survival in good authentic form of several schools within the study area which together demonstrate the chronological development of school building in response to changes in educational theory and provision. Fortunately, two of the main schools are locally listed, and it is hoped that efforts will be made to retain the remaining examples of the small-scale, denominational school which were once common throughout the residential areas.
- 4.5.10 There appeared to be no significant elements of historic street furniture which were uniform throughout the area, and therefore contributed to its special character, though a number of ceramic street name plates survive at various locations within the study area, including the S end of Goldthorn Road (plate 31) and the east end of East St. These contribute to local identity, and it is considered desirable that these are retained wherever possible.

5.0 CONSERVATION STRATEGY

5.1 Assessment and evaluation of the buried archaeological resource

- 5.1.1 Only two sites were identified within the study area where it is considered appropriate that evaluation of the buried archaeological potential of the site be carried out prior to the determination of any applications for redevelopment. One is along the south frontage of Bilston Road, where there is some potential for the survival of evidence of early buildings fronting that road [110]. The second is the site of the former Bannister's tanyard at the junction of Ablow St/Pool St [108].
- 5.1.2 The evaluation of these sites should be carried out in accordance with a detailed project specification submitted to, and approved by the Black Country Archaeologist at Wolverhampton City Council.
- 5.1.3 Should proposals ever be drawn up for the development of the site of Goldthorn mill, this too should be investigated to ensure that further industrial archaeological evidence is not destroyed.

5.2 Detailed assessment of standing buildings

- 5.2.1 Although more detailed than the HLC study, the present survey still represents a relatively superficial level of analysis and assessment of individual elements of the built heritage. Six groups of buildings have therefore been identified where it is considered appropriate that a further stage of detailed assessment be carried out of the surviving buildings, prior to the determination of any proposals for their redevelopment.
- 5.2.2 This assessment should seek to provide a more detailed analysis of the historical development of the building complex; the location of various processes which were located therein; a detailed analysis of the surviving built fabric, indicating later alterations; an identification of all surviving fixtures relating to the building's original function; an assessment of the relative architectural or historic significance of the various buildings, or parts thereof, comprising the complex; and recommendations with regard to which buildings, or parts thereof, should be retained and re-used in the redevelopment of the site.
- 5.2.3 This level of assessment is considered necessary to ensure both that informed planning decisions can be made with regard to appropriate redevelopment of the sites, and in order that proposals for an appropriate level of standing building recording can be identified to be carried out in advance of the commencement of any redevelopment works.
- 5.2.4 The groups of buildings for which this level of assessment is considered appropriate are:
 - Sunbeamland [1]
 - Nippon Works [16] & [17]
 - Automotive House and works to rear [24] & [25]
 - Sunbeam Cars Moorfield Works [27]
 - Generating Station [43]
 - Royal Hospital [58]

5.3 Recommendations for standing building recording

- 5.3.1 It is also recommended that other buildings and groups of buildings within the study area are archaeologically recorded in advance of any alteration or site redevelopment, in order that information of architectural, historic or industrial archaeological significance is not lost as a result of those redevelopment works.
- 5.3.2 Two levels of recording have been identified – detailed record and low level record – and assigned to buildings according to their relative significance and the potential degree of survival of features relating to their original function. The level of record considered appropriate for individual buildings is identified in the audit database.

5.4 Recommendations regarding designations

Conservation Areas

- 5.4.1 As discussed in 4.1 above, the existing statutory and local designations are generally considered to be appropriate, and to include the most significant elements of the surviving built and landscape heritage within the study area. However, the results of the study suggest certain limited amendments and additions to the existing designations would be appropriate.
- 5.4.2 Due to the loss of some of the earliest terraced housing in the area, consideration was given to the identification of a well-preserved area of surviving terraced housing with a view to a recommendation being made for it to be given conservation area status to avoid further attrition, and to preserve the historic street pattern. Fieldwork indicated, however, that very few terraces survived in anything like their authentic condition, and that no area of any size would satisfy the criteria for designation.
- 5.4.3 Two terraces which do survive in relatively authentic condition were identified at the west end of Gordon Street. While the housing to their south is considered too extensively altered to be given conservation area status, it is considered important that additional controls are put in place to safeguard the surviving houses from damaging piecemeal alteration. It is therefore recommended that, despite their being at variance with the majority of other buildings within the designated area, both in terms of function and scale, the terraces in question are included within the boundary of the adjacent Cleveland Road Conservation Area.
- 5.4.4 Research has identified both the close historic association and former physical link between the Graiseley Schools and the Fellows St recreation ground and housing (see 3.15.1 above). While the schools are afforded some protection by their local listing, it is felt that the association would be best protected by the inclusion of the school site within the Fellows Street Conservation Area.
- 5.4.5 It is also recommended that consideration be given to the designation as a conservation area of the entire area of the former Sunbeam Car Works on Upper Villiers Street. Any decision to proceed with such a designation would need to be based on a detailed assessment of the buildings and their sites, but it is currently considered appropriate that the boundary of the designated area would include the Moorfields car works [27], Automotive House [24], and the first machine shop to its rear [25]. Consideration could also be given to the inclusion within the designated area of the small frontage building of the J Roper works [26].
- 5.4.6 The higher status housing of zone 10 was also considered to survive in largely authentic form and layout, with the low density of the urban grain retained in the

most part. The well-preserved Edwardian villas are also present at the southern end of the streets running northwards from Goldthorn Hill, and extend the area of late Victorian/Edwardian historic and architectural character. It is considered desirable that this area is protected from potential adverse impact of unsympathetic development, as is beginning to occur on the southern side of Goldthorn Hill, outside the study area.

- 5.4.7 However, the special character of the area which it is considered desirable to preserve extends beyond the confines of the present study area, both to the south of Goldthorn Hill, westwards to Penn Road and beyond, and northwards into the south end of zone 9. It will therefore be necessary for a separated detailed analysis to be carried out of this area in order to identify appropriate boundaries for potential designation. For this reason it has not been considered appropriate to represent this area on Figure 6B.
- 5.4.8 Consideration might also wish to be given to the creation of a canal-focused conservation area. However, the special character of the stretch of canal corridor immediately adjacent to the study area has deteriorated over the years, with disuse of the canal itself, the closure of adjacent industrial works and lack of maintenance of the waterway. It also contains relatively few significant canal structures compared with other stretches of the canal corridor, and these would have added to its special industrial archaeological interest. It is recommended that an assessment be made of the canal corridor as a whole in order to assess which stretches meet the criteria for designation as conservation areas.

Listed and locally listed buildings

- 5.4.9 The current local listing of the Nippon Works [16] makes it slightly unclear whether the extension of the works to the east [17] are included within the boundary of the listed building. If not, then it is considered appropriate that the boundary be changed to include the buildings identified as heritage asset [17].
- 5.4.10 Other buildings which it is recommended be considered for inclusion of the local list include the:
- former Talbot Tin and Iron Plate Works on Stewart Street [3]*
 - Goldthorn Terrace on Penn Road [21]
 - Former Malthouse on Ward Street [37]
 - former office range of the Crown Nail Co. on Commercial Road [42]**
 - Jenner Street Iron foundry [61]
 - Shopfront on corner of Wanderer's Avenue and Dudley Road [74]
 - Jews Burial Ground [106]

The significance of these buildings is briefly set out in the database, though a more detailed assessment will need to be carried out of each of them in order to make a credible argument that they satisfy the council's criteria for inclusion on the local list.

* It is understood that since the preparation of the draft report on the study, alteration works have taken place to the buildings of the former Talbot Tin and Iron Plate Works/Mansell and Tanner works on Stewart St. It would appear that the alterations have been of a comprehensive nature to the rear of the frontage, and it is possible that the former authentic layout of the works has been destroyed. Further investigation will be needed to identify the level of survival of authentic character.

** Since the completion of the draft report, this building has been included on the Local List.

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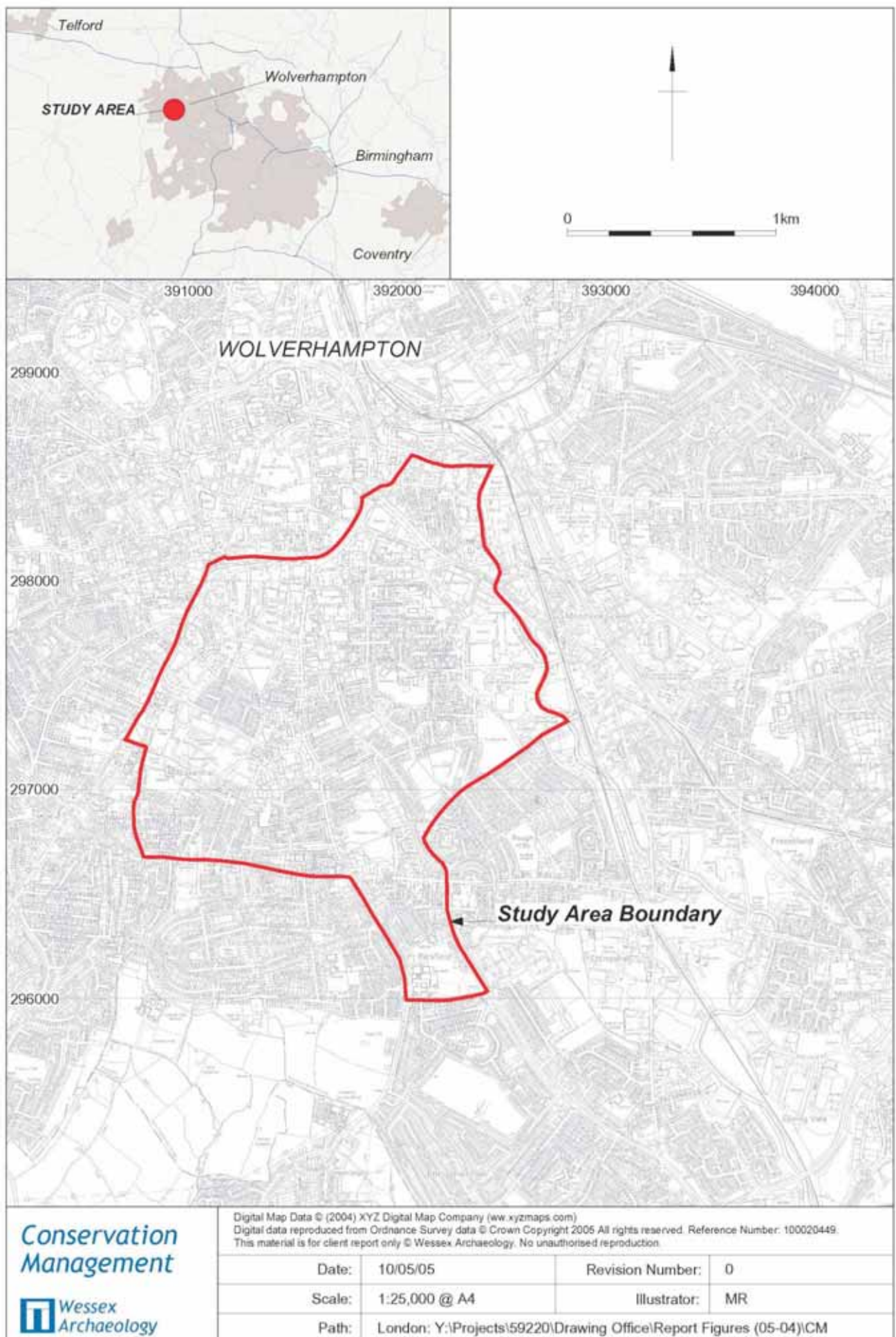
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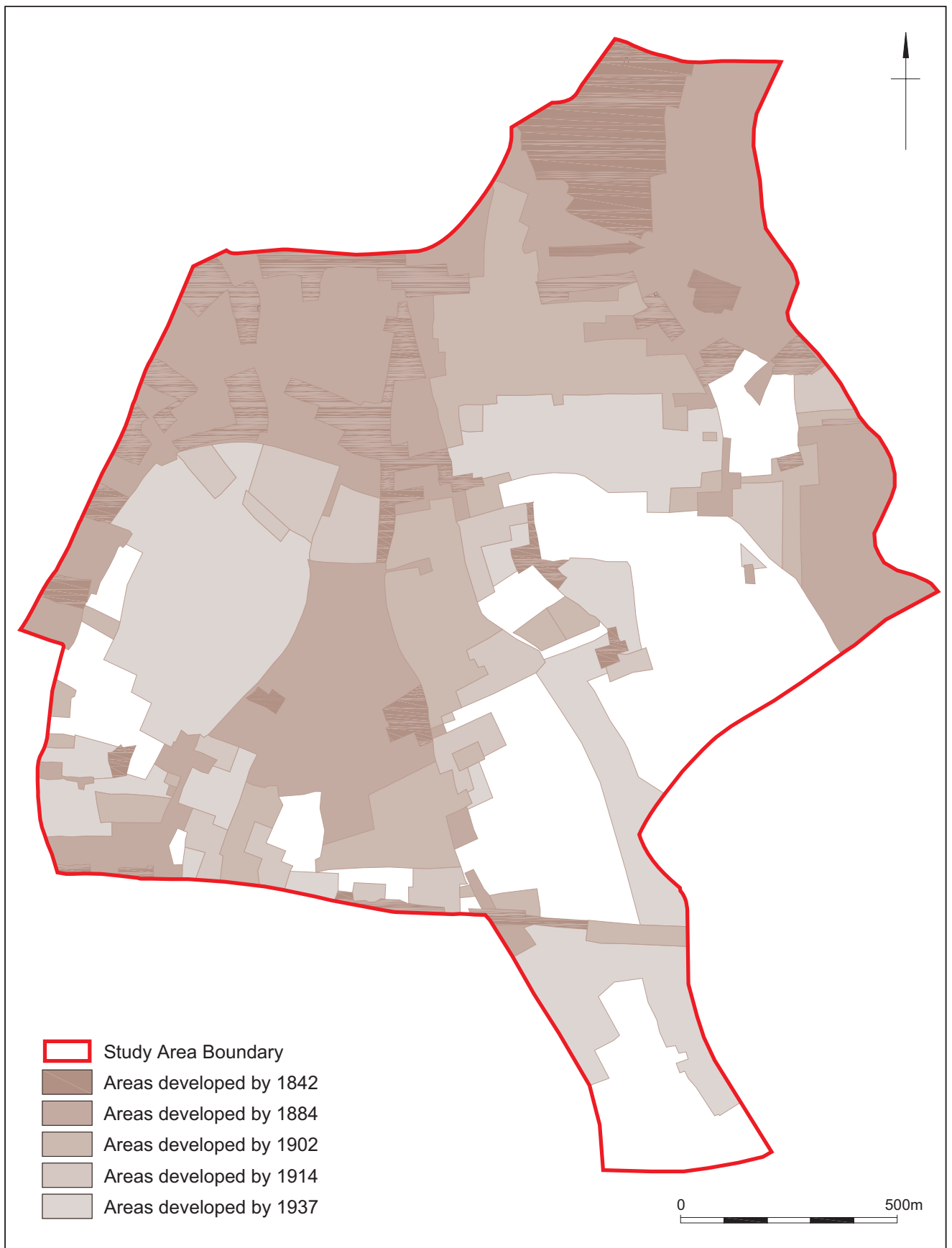
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Study Area Location

Figure 1

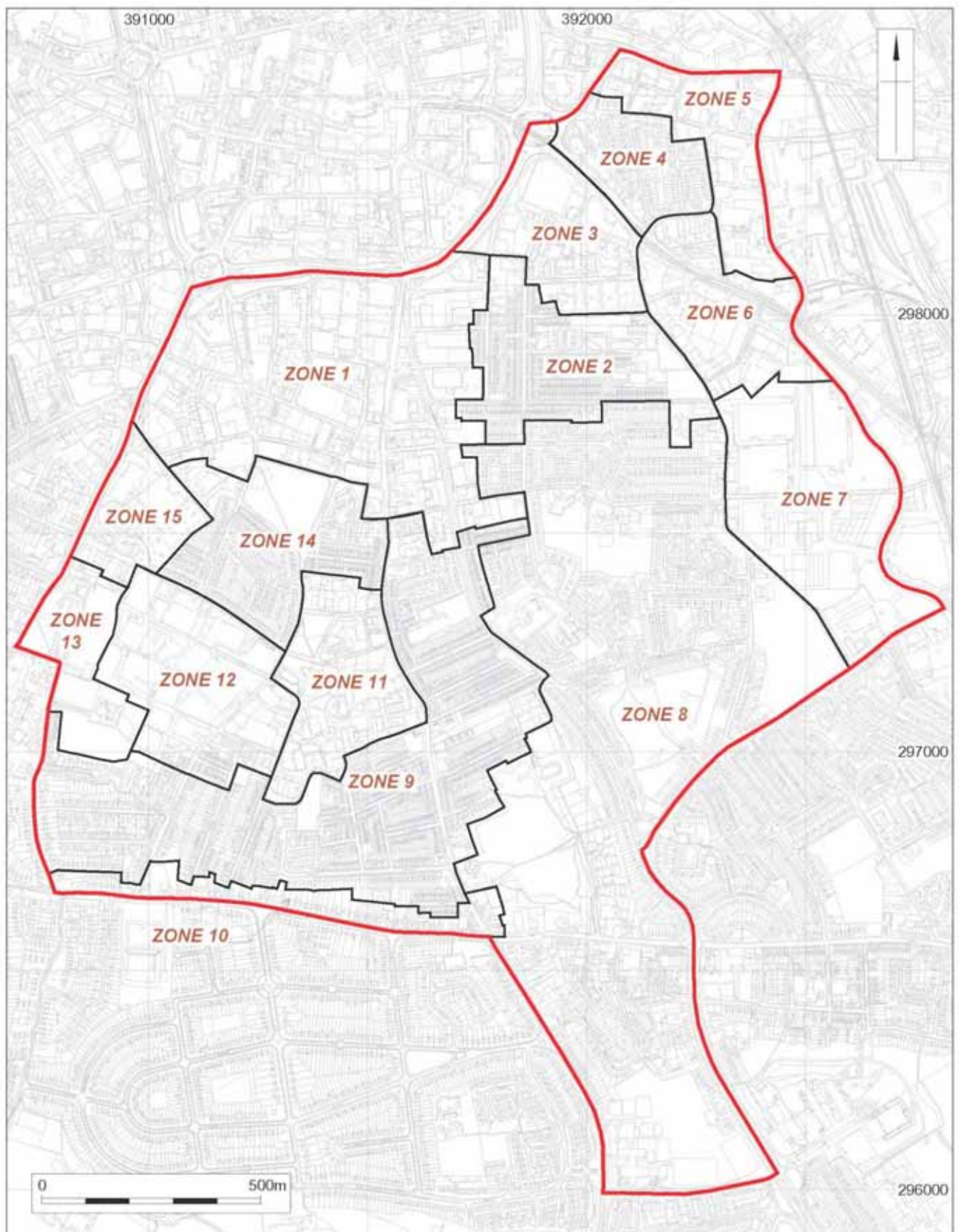


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Broad Character Zones

Figure 3

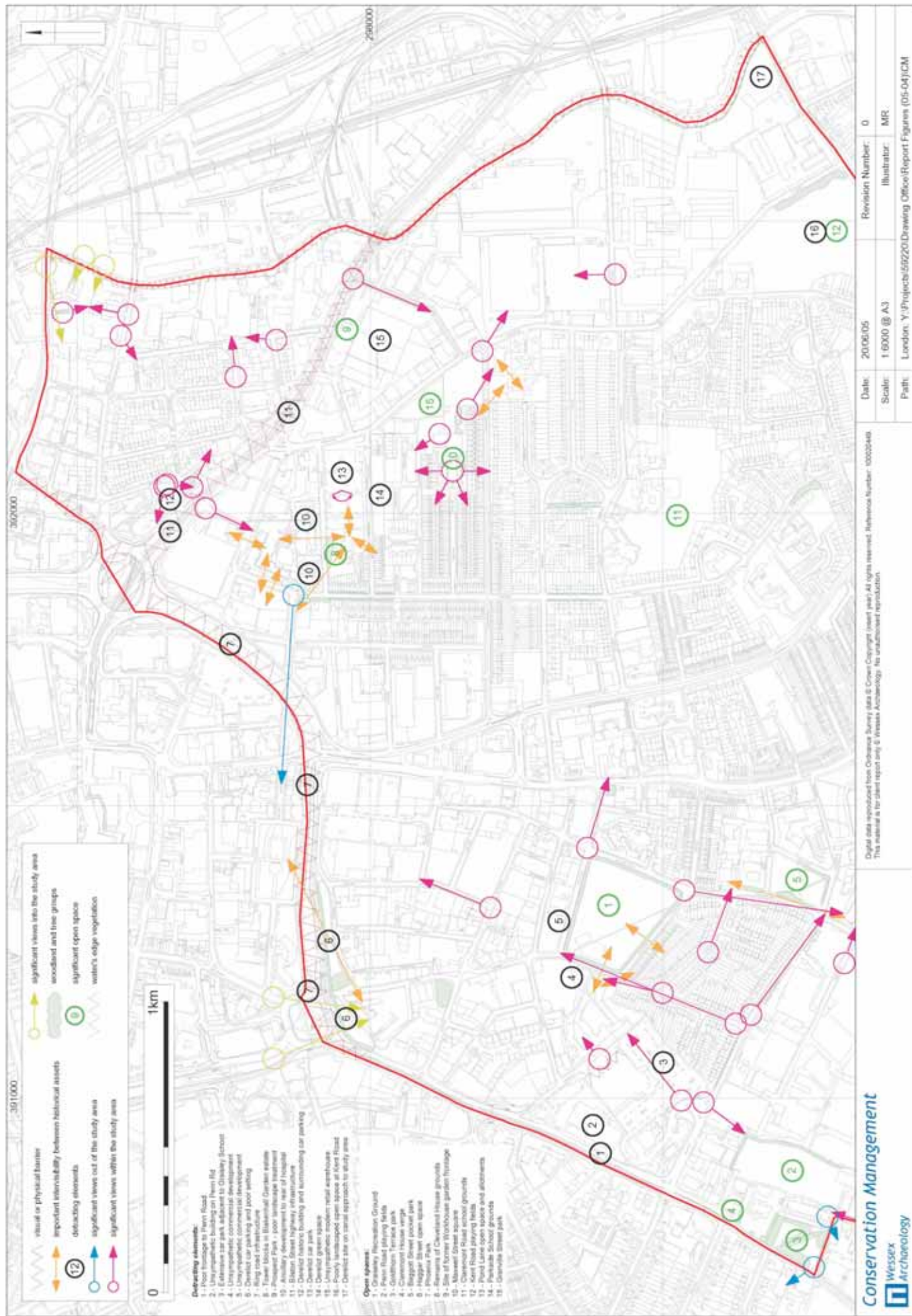
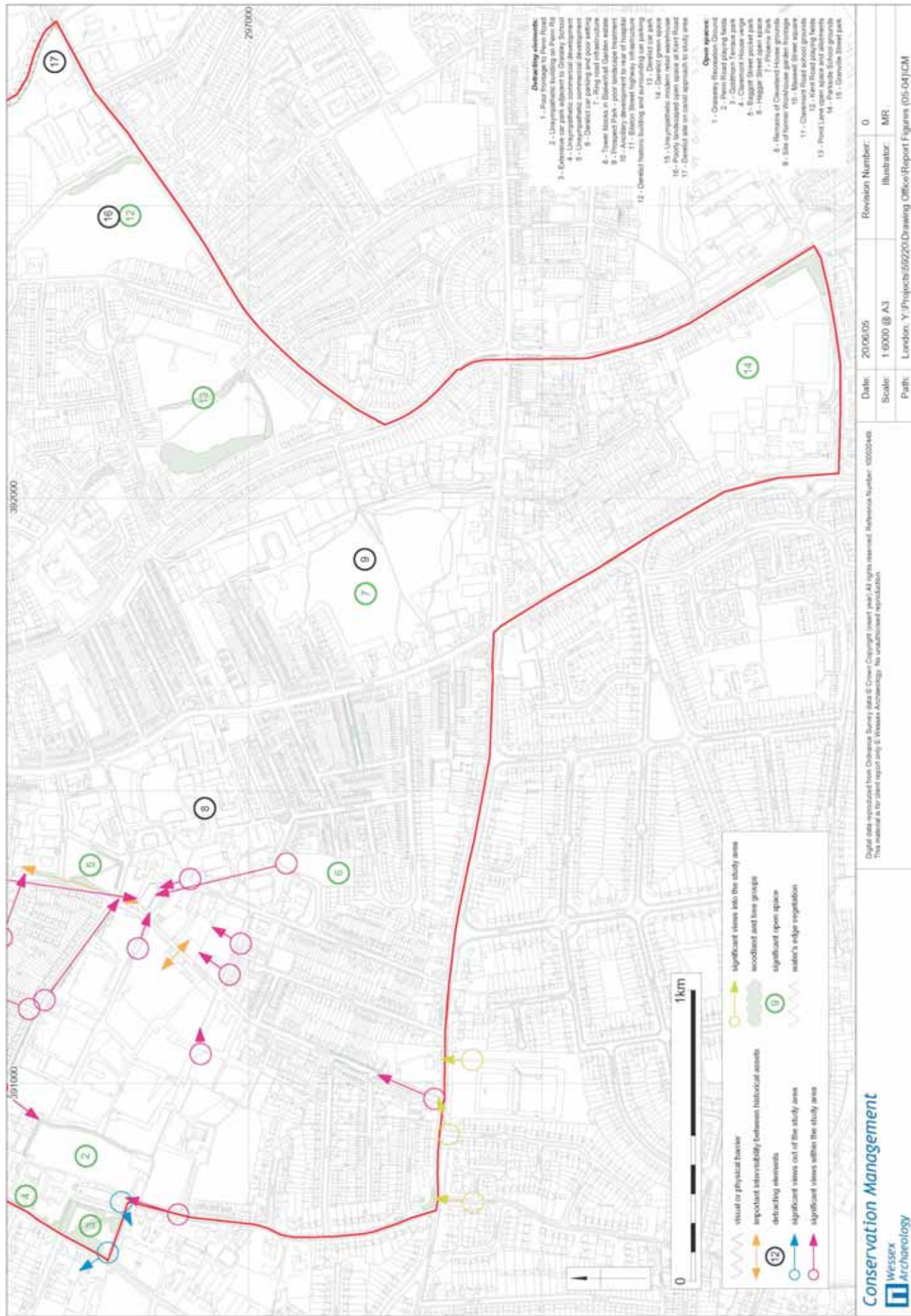
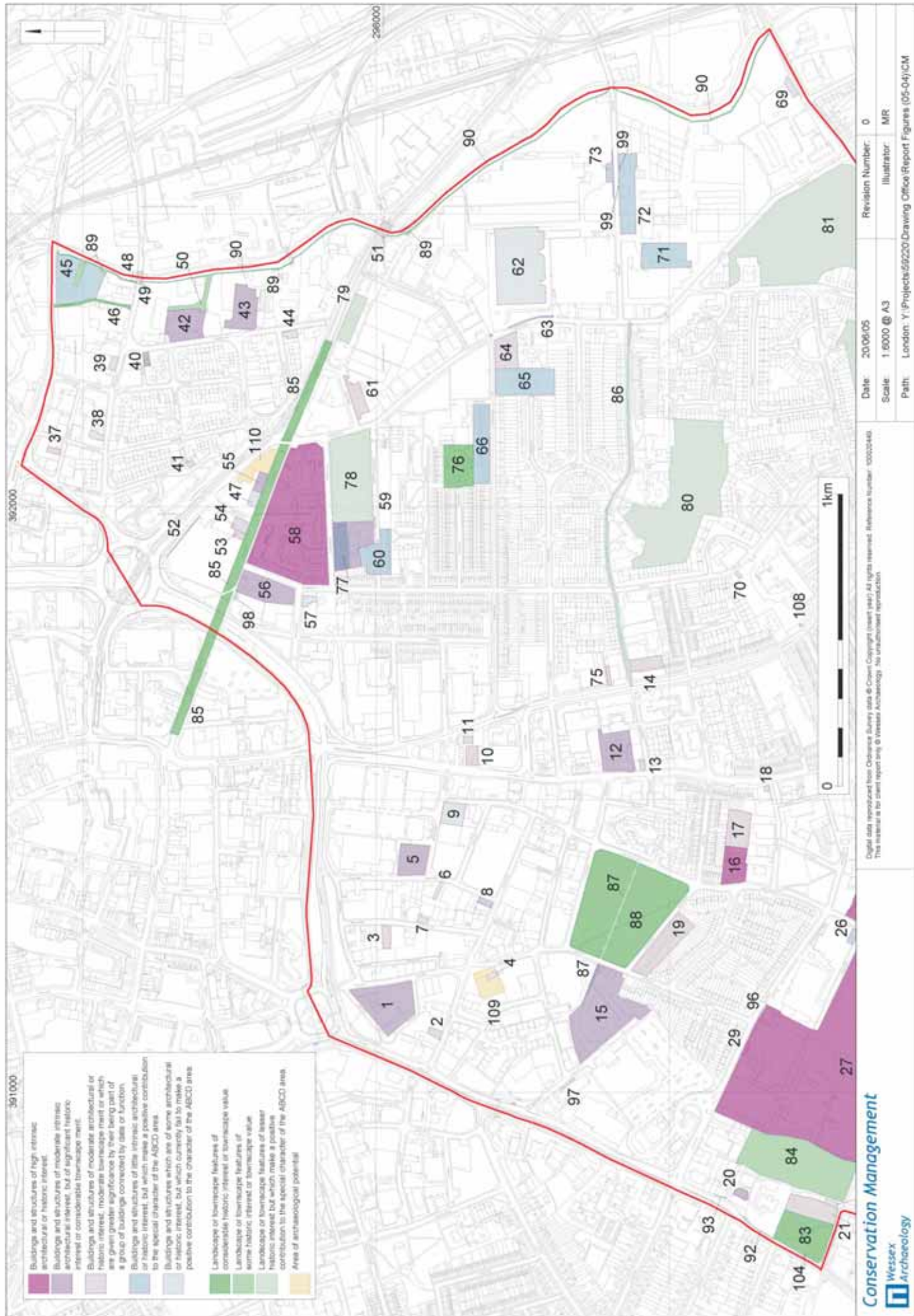
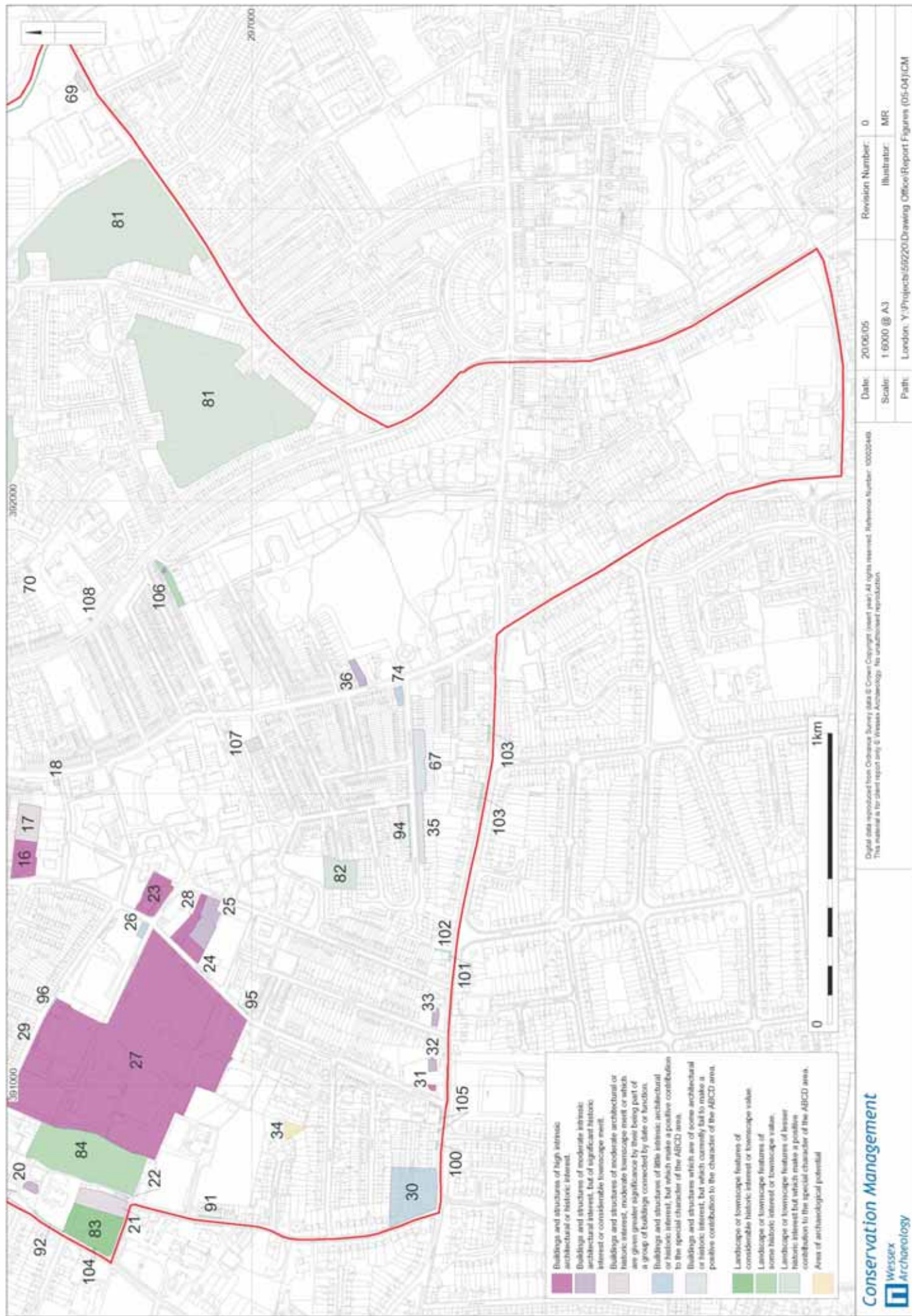
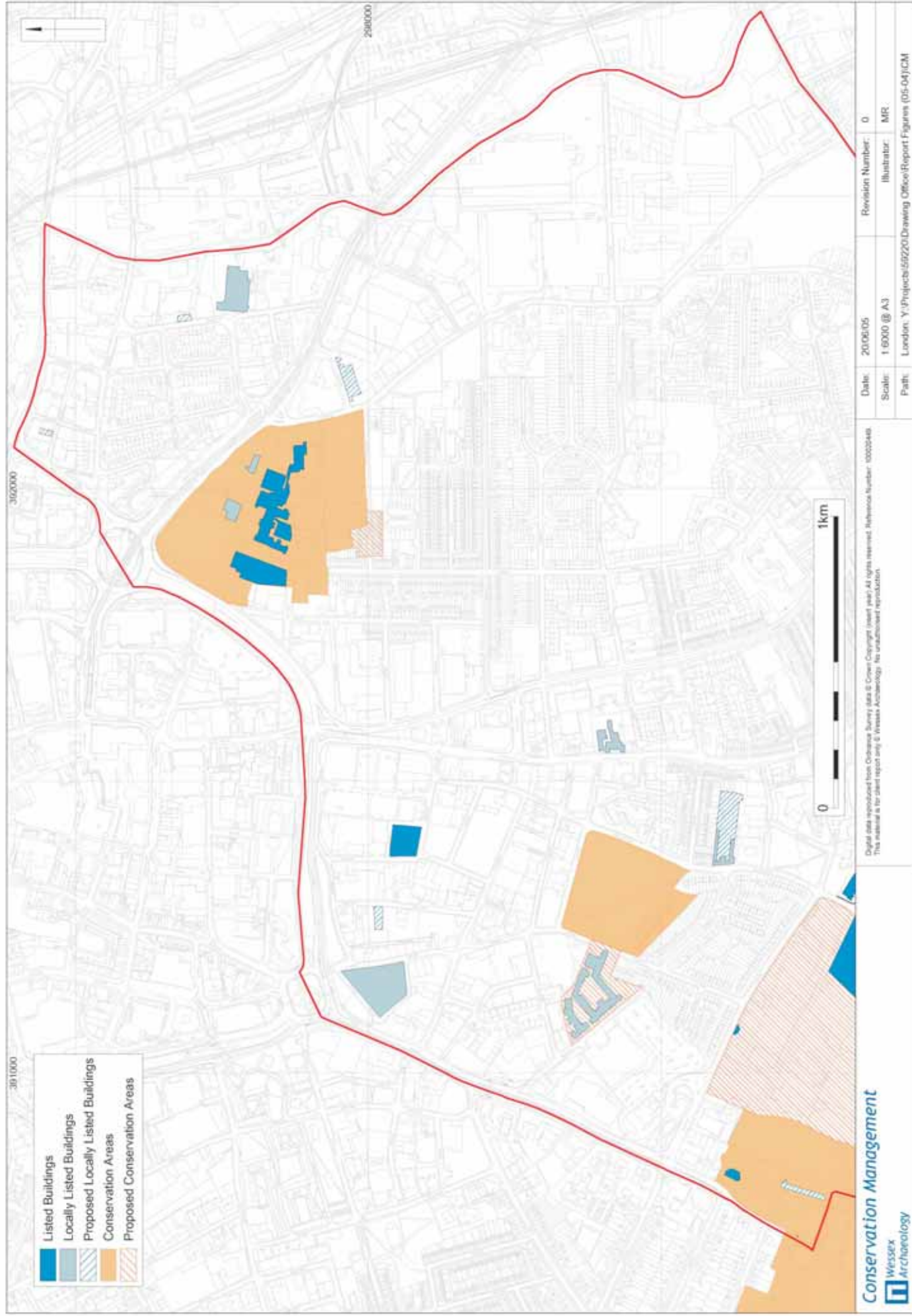


Figure 4A



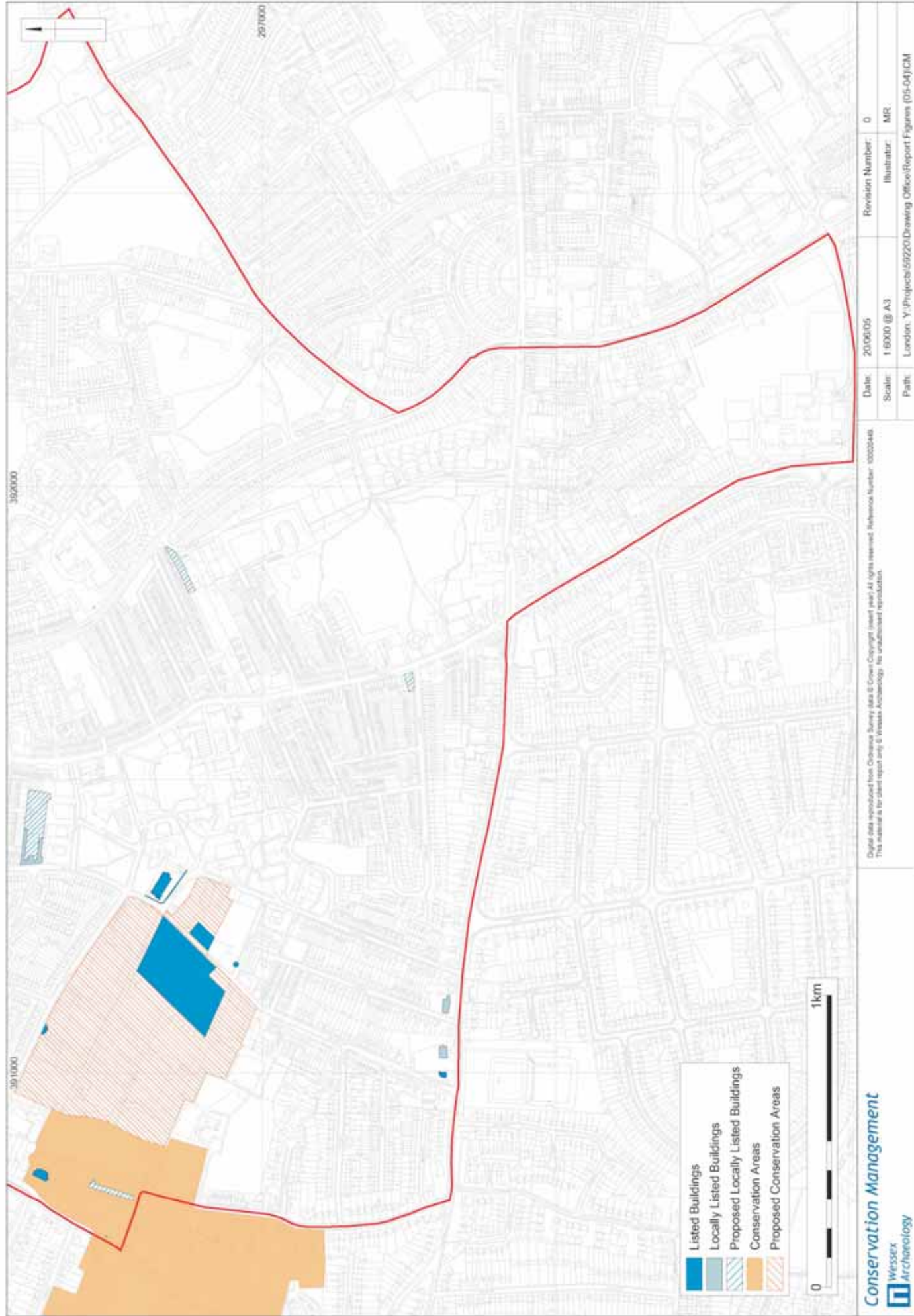






Existing and Proposed Designations

Figure 6A





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