



Cannock Chase Historic Impact Assessment

Cannock Chase District Council

December 2024

Quality information

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1. Methodology

AECOM was commissioned in 2020 by Cannock Chase District Council to prepare a Heritage Impact Assessment (HIA) for sites identified within the Council's 2018 and 2020 Strategic Housing Land Availability Assessment (SHLAA) and Employment Land Availability Assessment (ELAA). This assessed 453 potential development sites assessed during the two-stage process (AECOM 2020).

Following the Draft Cannock Chase District Local Plan Preferred Options (February 2021) consultation, comments received from Historic England (dated 21st April 2021) identified the need for further Stage 2 assessments of selected sites. These comments were resubmitted following the Regulation 19 consultation in a further representation from Historic England (dated 18th March 2024). The methodology for the original assessment stated, for sites located within a conservation area or within the setting of a conservation area, but with no other heritage constraints, the requirements for new development set out in the relevant Conservation Area Management Plan Supplementary Planning Document should be brought to bear for all applications. These sites were therefore not included within the previous set of Stage 2 HIAs. Historic England's response expressed concern at this reliance on the Conservation Area Management Plan documents and instead requested that the additional selected sites be added to the Stage 2 assessment as they did not have sufficient information to determine the impact on heritage assets.

AECOM have been commissioned to provide this additional assessment in the form of Stage 2 HIAs. The additional sites that have been selected for assessment comprise those identified by Historic England, and those which were added to the SHLAA following the original HIA and selected for allocation. The current work consists of ten additional sites selected for Stage 2 HIAs.

In line with the guidance set out in Historic England Advice Note 3 (Historic England 2015), the aim of the exercise was to identify those sites on which development would have the potential to harm the significance of designated and non-designated heritage assets with a view to avoiding that harm. A further aim was to identify opportunities to better reveal the significance of heritage assets through sensitive development. The objectives of the exercise were:

To identify the heritage assets present:

- To assess the significance of those assets, their setting and the contribution of their setting to significance;
- To assess to what extent the site contributes to the significance of the asset;
- To describe the potential impact of development on the site on the asset; and
- To identify opportunities for development to maximise enhancement and minimise harm

A proforma was produced to facilitate this assessment. The site is identified at the top of each proforma by its name, type and planning reference. The proforma continues with five sections to be completed as follows:

- Identification of heritage assets;
- Significance and contribution of setting to significance;
- Potential impact of allocation on significance;
- Maximising enhancement and mitigating harm; and
- Conclusions and recommendations.

In the first section designated and non-designated heritage assets within and in proximity to the site are identified. In the case of designated heritage assets their designation and National Heritage List for England (NHLE) number is given. In the case of non-designated assets identified from HER data references their HER UID is given.

In the second section each asset is described, its significance and setting are assessed and the contribution the site makes to that significance discussed. The definitions of significance and setting used were taken from the National Planning Policy Framework (2024) and are reproduced here in full:

Significance (for heritage policy): The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.

Setting of a heritage asset: The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

Assessment of significance was carried out in accordance with Historic England's Historic Environment Good Practice Advice in Planning Note 2 - Managing Significance in Decision-Taking (2015). Assessment of setting was carried out in accordance with Historic England's Historic Environment Good Practice Advice in Planning Note 3 (Second Edition) - The Setting of Heritage Assets (2017).

In the third section the potential impact of the site allocation on the significance of each asset is assessed and described. In most cases the potential impact is given a rating of major, moderate or minor. These ratings are defined as follows:

- Major - considerable change to the asset or its setting resulting in a loss of significance;
- Moderate – noticeable change to the asset or its setting affecting significance; and
- Minor – slight change to the asset or its setting resulting in some change to significance.

In the fourth section recommendations for the enhancement of heritage assets and mitigation of harm to them are given. Recommendations for enhancement may include the retention and/or enhancement of existing buildings; retention of existing landscape features; introduction of new landscape features; use of appropriate architectural styles and materials; and interpretation. Recommendations for mitigation may include restriction of height and massing; application of building lines; use of appropriate architectural styles and materials; screening; and historic building recording.

The final section summarises the assessment and its recommendations.

2. H37: Police Station Car Park Cannock

SITE NAME: Police Station Car Park Cannock

SITE TYPE: SHLAA 2023

PLANNING REF: H37

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	Parish Church of St Luke, Grade II*, 1295000 Wayside Cross in St Luke's Churchyard, Grade II, 1060216 Railings and gates at south side of St Luke's Churchyard, Grade II, 1295002 Manse immediately south of Congregational Chapel, Grade II, 1248967 Council House, Grade II*, 1060217 Gates, railings and gate piers of Council House, Grade II*, 1180287 Conduit head, Grade II, 1344626 71, 71a, 73 and 75 High Green, Grade II, 1060218 77 High Green, Grade II, 1180307 79 High Green, Grade II, 1060219
Scheduled Monument	
Conservation Area	Cannock Conservation Area
Non-designated	

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Cannock Town Centre Conservation Area	<p>The Cannock Town Centre Conservation Area covers the historic core of the town centred on Market Place. The area contains eleven listed buildings and two scheduled monuments including the grade II* Church of St Luke, and the White House (formerly the Council House) and its gates, railings and gate piers. Cannock was at the meeting place of several routes and a large marketplace was established at the intersection. Market Place, together with the bowling green it encloses, forms one of the three open spaces that characterise the conservation area, the others being the former grounds of the White House and the churchyard of St Luke's church.</p> <p>The conservation area is fringed by development, much of it modern, and is effectively cut off from the hinterland to the north and east by the Ringway, a modern dual carriageway road. Once inside the Ringway the historic</p>	<p>The site is adjacent to the conservation area at one point, though it does not share a boundary. The north west corner of the site touches the boundary next to the police station.</p> <p>Modern development surrounds the three sides of the site, dividing the site from the conservation area.</p> <p>The introduction of the intervening modern development results in the site making no contribution to the setting of the conservation area.</p>

	<p>character of the town is shown by the open spaces and the designated and non-designated built heritage assets that surround them. The large areas of pedestrianised space and large numbers of significant trees provide a positive setting to the built heritage assets.</p>	
Church of St Luke	<p>The Church of St Luke is a 14th and 15th century Parish church extended at its east end to a design by the Stafford architect Nicholas Joyce. A chapel was added in 1949 and a porch in 1957. The building is mainly in Perpendicular style and built of dressed and coursed local sandstone with slate roofs. The plan form is of an aisled nave with west tower and a chancel with a north-east vestry and a south-east chapel. The aisles and tower and embattled and the tower and north aisle incorporate pinnacles.</p> <p>The church has historic and architectural interest for the large amount of surviving medieval fabric. Its setting is its large churchyard extending to surrounding parts of the town including the rest of the Cannock Town Centre Conservation Area to the east. The setting also extends to the north and east, but the church has been cut off from these areas to an extent by modern road schemes including the Ringway and the modern development that followed.</p> <p>The Wayside Cross, which is separately listed, is a small fragment on a graduated base, probably 14th century.</p>	<p>The site is approximately 240m from the church, which is screened from it by intervening built form. The site is not visible from within the church's setting.</p> <p>The site plays no part in the setting of the church.</p>
Railings and gates at south side of St Luke's Churchyard	<p>A pair of late 18th or early 19th century wrought iron gates with a single gate either side. The gates are interspersed by four openwork posts with domes fluted caps with urn finials. The gates have aesthetic interest and historic interest as part of the development of the churchyard. The gate's setting is the Church of St Luke and its churchyard.</p>	<p>The site is approximately 230m from the church. There is no intervisibility between the site and listed railings and gates. The site plays no role in their setting, the overriding relationship being that between the gates and the churchyard and church</p>
Manse immediately south of Congregational Chapel, Grade II, 1248967	<p>The manse is a red brick structure of 1824, the same date as the chapel to the north. It has three bays to its eastern elevation with a central entrance with a moulded doorcase and a rectangular overlight. The entrance is</p>	<p>The site is approximately 250m from the Manse. There is no intervisibility between the site and the Manse. The site plays no part in its setting, which is</p>

	<p>flanked by two 16-pane sash windows with three windows to the first floor beneath the hipped slate roof. The west elevation is similar, but has a simpler doorway.</p> <p>The asset has historical interest for its association with the Congregational Chapel which also forms its setting.</p>	<p>principally defined by its relationship with the chapel.</p>
Council House	<p>The Council House was built before 1734 as The White House by Dr William Birch (or Byrch) and after being leased for a period to Sir Robert Fisher was lived in by the Birch family. The two-storey, stuccoed house is of five bays with a moulded cornice and tiled roof above. There is a one-bay addition to the left hand side and a west wing set back. The house was formerly used as Cannock's Council House.</p> <p>The Council House has architectural interest as an early 18th century domestic house and historic interest as the largest originally private house in the centre of Cannock. The House has lost part of its original garden to the west to car parking but retains much of its original setting in the form of part of its garden to the east (The Green) together with the Bowling Green and the historic buildings surrounding it on its south side.</p>	<p>The site is approximately 170m from the Council House. There is no intervisibility between the site and Council House. The site plays no part in its setting, which is principally defined by its relationship with the Market Place listed buildings.</p>
Gates, Railings and Gate Piers of Council House	<p>Ornate 19th century wrought iron gates with railings either side set on dwarf brick walls with rusticated stone pillars at each end. The ensemble has aesthetic interest and historical interest for their part in the development of the White House. The asset's setting is the White House and its gardens and the Bowling Green to the south-east.</p>	<p>There is no intervisibility between the site and the railings and gates of the Council House. The site plays no role in their setting, the overriding relationship being that between the gates and the Council House and Conduit Head.</p>
Conduit Head	<p>The conduit head is a mid-18th century structure from which water piped from Leacroft to the south-east of the town was piped to pumps around the town. The hexagonal structure is constructed from sandstone ashlar with a stone-flagged pyramidal roof surmounted by a ball finial. The asset has historical interest as part of the town's 18th century infrastructure and for its association with Dr William Birch and Sir Robert Fisher both of whom endowed the project and both of whom were residents of the adjacent White House. The asset's setting is the</p>	<p>The site is approximately 140m from the Conduit head. There is no intervisibility between the site and Conduit Head. The site plays no part in its setting, which is principally defined by its relationship with the Market Place listed buildings, including the Council House.</p>

	centre of Cannock characterised by the Bowling Green and the historic buildings surrounding it.	
71, 71A, 73 and 75 High Green	A row of early 19 th century and later houses. 71 and 71a are in stucco, the remainder in brick. No. 71 has a central doorcase with glazed side panels and cornice hood. Sash windows apart from No. 75 which has casements and also has a carriage arch to the left hand side. Tiled roofs and brick stacks over all. The houses have historic interest as part of Cannock's 19 th century development. Their setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.	The site is approximately 130m from the High Green group of listed assets. There is no intervisibility between the site and the High Green assets. The site plays no part in their settings, which is principally defined by their relationship with each other, and with the rest of the Market Place.
77 High Green	77 High Green is a mid-19 th century two storey building in red brick. Modern doorway and shopfront to the left hand side, painted stone Ionic pilaster doorcase to the right. Four sash windows with stone console brackets to the first floor, stone eaves with console brackets above. Tiled roof with brick stacks. The building has historic interest as part of Cannock's 19 th century development. Its setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.	The site is approximately 130m from the High Green group of listed assets. There is no intervisibility between the site and the High Green assets. The site plays no part in their settings, which is principally defined by their relationship with each other, and with the rest of the Market Place.
79 High Green	79 High Green is a timber framed building with a later brick front. The central entrance section has a gabled wing either side. Tiled roof and projecting stone chimney to the right hand return. The shopfronts, windows and scalloped bargeboards are modern. The house has historic and architectural interest as a building of probably 16 th century date. The asset's setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.	The site is approximately 130m from the High Green group of listed assets. There is no intervisibility between the site and the High Green assets. The site plays no part in their settings, which is principally defined by their relationship with each other, and with the rest of the Market Place.

POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
Cannock Town Centre Conservation Area	Although the site in its present state (a car park) does not make a contribution to how the conservation area is experienced, development of the site still has the potential to impact the conservation area.

	Development that oversails the surrounding buildings could be seen from High Green Court, part of which lies within the conservation area. However, development at a scale and massing that respects the buildings to the north of High Green Court, and to the west of Newhall Street, would result in only a minor impact.
Church of St Luke	The site plays no role in the setting of the church and development on the site will have no impact.
Railings and gates at south side of St Luke's Churchyard	The site plays no role in the setting of the listed railings and gates and development on the site no impact.
Manse immediately south of Congregational Chapel, Grade II, 1248967	The site plays no role in the setting of the manse and development on the site will have only no impact.
Council House	The site plays no role in the setting of the Council House and development on the site will have no impact.
Gates, Railings and Gate Piers of Council House	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
Conduit Head	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
71, 71A, 73 and 75 High Green	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
77 High Green	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
79 High Green	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.

MAXIMISING ENHANCEMENT AND MITIGATING HARM

Maximising Enhancement

The houses on the south side of Queen Street are pleasant examples of Victorian homes, with some attractive details: dentil cornices and string courses in polychrome brick and carved stone lintels of various designs. The moulded brick cornice details and swag-like arch springer stones of number 50 Newhall Street are particularly attractive.

These are potential non-designated heritage assets, in accordance with Cannock Chase District Council's Local Listing selection criteria² states nominations should be "of architectural or landscape interest including innovative design, decoration, craftsmanship or plan form". The detailing meets the criteria for decoration and craftsmanship. It also states such buildings should make "positive contribution to the local distinctiveness, character and appearance of the District, including the interest of any group of buildings of which it forms part, landmark value or contribution to local identity". Again, these buildings make a positive contribution through the distinctive and characterful use of polychrome brick and the use of brick with original stone detailing.

To the north, the modern High Green Court development has also used polychrome brick and wrought iron canopies to create an attractive, traditional street scene in keeping with its link to the conservation area.

A development that respected, or took inspiration from, the character of these buildings, has the potential to create a smoother transition to the conservation area, providing a more attractive setting for the conservation area.

Mitigating Harm

The proximity of the conservation area means buildings taller than the south side of High Green Court (three storeys) has a potential for moderate negative impact.

² Cannock Chase Council, 2016. Design Supplementary Planning Document

CONCLUSIONS AND RECOMMENDATIONS

The site is just outside Cannock Town Centre Conservation Area and the group of listed buildings associated with the Market Place. However, they are sufficiently separated by intervening development, in particular the three-storey, new-build block to the immediate north of the site, that development that respects the massing and height of surrounding development will not negatively impact the listed assets.

The High Green Court development is a good example of a development that respects traditional architecture, and a residential development that takes inspiration from the attractive small homes to the south of the site would continue this sense of high-quality, traditional street scenes, creating a cohesive district.

The council may wish to consider locally listing some of the more attractive residential dwellings, in particular 50 Newhall Street and 7 to 11 Queen Street.

3. H60: 41 Mill Street, Cannock

SITE NAME: 41 Mill Street, Cannock, WS11 0DZ

SITE TYPE: SHLAA 2023

PLANNING REF: H60

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	Parish Church of St Luke, Grade II*, 1295000 and Wayside Cross in St Luke's Churchyard, Grade II, 1060216 Railings and gates at south side of St Luke's Churchyard, Grade II, 1295002. 8 and 8a Mill Street, Grade II, 1060221 10 Mill Street, Grade II, 1344629
Scheduled Monument	
Conservation Area	Cannock Conservation Area
Non-designated	Electric Picture Palace Nos. 6-10 even and 14-22 even Walsall Road

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Cannock Town Centre Conservation Area	<p>The Cannock Town Centre Conservation Area covers the historic core of the town centred on Market Place. The area contains eleven listed buildings and two scheduled monuments including the grade II* Church of St Luke, and the White House (formerly the Council House) and its gates, railings and gate piers. Cannock was at the meeting place of several routes and a large marketplace was established at the intersection. Market Place, together with the bowling green it encloses, forms one of the three open spaces that characterise the conservation area, the others being the former grounds of the White House and the churchyard of St Luke's church.</p> <p>The conservation area is fringed by development, much of it modern, and is effectively cut off from the hinterland to the north and east by the Ringway, a modern dual carriageway road. Once inside the Ringway the historic character of the town is shown by the open spaces and the designated and non-designated built heritage assets that surround them. The large areas of pedestrianised space and large</p>	<p>The site lies just outside the conservation area, about 70m to the east, separated from it by the A4601 and intervening modern development.</p> <p>The south boundary of the site, onto Mill Street, is visible from the conservation area. Mill Street does not play an important part of the setting of the conservation area, as it consists mostly of 20th century development to the north and a supermarket car park to the south.</p>

	numbers of significant trees provide a positive setting to the built heritage assets.	
Church of St Luke and Wayside Cross	<p>The Church of St Luke is a 14th and 15th century Parish church extended at its east end to a design by the Stafford architect Nicholas Joyce. A chapel was added in 1949 and a porch in 1957. The building is mainly in Perpendicular style and built of dressed and coursed local sandstone with slate roofs. The plan form is of an aisled nave with west tower and a chancel with a north-east vestry and a south-east chapel. The aisles and tower and embattled and the tower and north aisle incorporate pinnacles.</p> <p>The church has historic and architectural interest for the large amount of surviving medieval fabric. Its setting is its large churchyard extending to surrounding parts of the town including the rest of the Cannock Town Centre Conservation Area to the east. The setting also extends to the north and east, but the church has been cut off from these areas to an extent by modern road schemes including the Ringway and the modern development that followed.</p> <p>The Wayside Cross, which is separately listed, is a small fragment on a graduated base, probably 14th century.</p>	<p>The site is approximately 150m from the church, but is it is largely screened from it by intervening development. From the site, only the tower is visible.</p> <p>The site is visible from within the church yard, looking along Mill Street, but it plays a minor role compared to those areas closer in on account of its location on the far side of the ring road.</p>
Railings and gates at south side of St Luke's Churchyard	A pair of late 18 th or early 19 th century wrought iron gates with a single gate either side. The gates are interspersed by four openwork posts with domes fluted caps with urn finials. The gates have aesthetic interest and historic interest as part of the development of the churchyard. The gate's setting is the Church of St Luke and its churchyard.	There is no intervisibility between the site and the railings and gates at the south side of St Luke's Churchyard. The site plays no role in their setting, the overriding relationship being that between the gates and the churchyard and church.
8 & 8a Mill Street	The building is of late 16 th century origin in roughcast with two storeys and an attic with a tiled roof. The shop front first floor windows and attic dormers are all modern. The house has historic interest as one of the oldest in Cannock. Its setting is Mill Street, the start of the medieval route to Lichfield, the historic buildings on the east side and the churchyard and site on the west side.	<p>The site is approximately 110m from the rear of 8 and 8a Mill Street.</p> <p>Although the rear of 8 Mill Street is visible from the site, this has been considerably altered with recent extensions. The principal interest in 8 Mill Street is the front elevation to the A4601.</p>

		<p>The setting plays little part in the significance of this asset, as it has already been greatly altered by the supermarket car park and other recent development.</p> <p>Therefore, the site plays a very minor role in the setting of 8 Mill Street.</p>
10 Mill Street	<p>10 Mill Street is a late 18th century two-storey house in roughcast with two hipped dormers and a tiles roof. The door, shopfront, windows and dormer are all modern. The house has historic interest. Its setting is Mill Street, the start of the medieval route to Lichfield, the historic buildings on the east side and the churchyard and site on the west side.</p>	<p>The site is approximately 120m from the rear of 10 Mill Street. Although the rear of 10 Mill Street is visible from the site, this has been considerably altered with recent extensions. The principal interest in 10 Mill Street is the front elevation to the A4601.</p> <p>The setting plays little part in the significance of this asset, as it has already been greatly altered by the supermarket car park and other recent development. Therefore, the site plays a very minor role in the setting of 10 Mill Street.</p>
Electric Palace Picture House	<p>The Electric Palace Picture House opened in April 1914 as the Picture Palace and is shown on the 1915 25in Ordnance Survey map (published 1918) as Picture Theatre. The cinema was designed by the Wednesbury architect C.W.D. Joynson and is constructed of red brick. It has historic interest as an early 20th century picture house that has been in operation almost continuously for over 100 years. The asset is recognised by the Cannock Town Centre Conservation Area Management Plan SPD as significant buildings of positive impact. The modern extension to the rear of the building is of no interest.</p> <p>The asset's setting is the junction of Walsall Road, Avon Road, Church Street and Mill Street which is characterised by retail outlets.</p>	<p>The site is approximately 160m from the Picture Palace. There is no intervisibility between the site and the Picture Palace due to intervening development. The site plays no role in its setting.</p>
Nos. 6-10 even and 14-22 even Walsall Road	<p>Nos. 6-10 and 14-22 are two rows of late 19th or early 20th century houses with shopfronts. All are of brick construction and either rendered or clad to the street elevation apart from Nos. 8 and 10 which are in brick. The assets have historic interest as part of the late 19th-early 20th century development of the town and are</p>	<p>There is no intervisibility between the site and the Walsall Road shops due to intervening development. The site plays no role in their setting.</p>

	recognised by the Cannock Town Centre Conservation Area Management Plan SPD as significant buildings of positive impact. Their setting is the junction of Walsall Road, Avon Road, Church Street and Mill Street which is characterised by retail outlets.	
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POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
Cannock Town Centre Conservation Area	Although the site is located close to the conservation area, the separation of Mill Street/Avon Road means that it does not make an important contribution to the setting of the conservation area. Development of the site could therefore be accommodated with little to no impact on the conservation area .
Church of St Luke and Wayside Cross	The site has a negligible role in the setting of the church and development on the site at a height and massing that respects the surroundings will have no impact.
Railings and gates at south side of St Luke's Churchyard	Development of the site will have no impact on the setting of the asset.
8 & 8a Mill Street	Development of the site will have a potential for minor impact on the setting of the asset.
10 Mill Street	Development of the site will have a potential for minor impact on the setting of the asset.
Electric Palace Picture House	Development of the site will have no impact on the setting of the asset.
Nos. 6-10 even and 14-22 even Walsall Road	Development of the site will have no impact on the setting of the asset.

MAXIMISING ENHANCEMENT AND MITIGATING HARM

Maximising Enhancement

The southern boundary of the site currently consists of a disused nightclub, which makes a negative contribution to the streetscene. Development of the site could be an improvement to the area. The nearby buildings, 49 Mill Street (The Arcade), 47 (Shabab) and 45 (Cannock Kebab House), have some attractive architectural features, albeit in varying states of repair. These include terracotta ridge tiles, wrought iron window boxes (Shabab), stone lintels with carved detailing (first floor of Cannock Kebab and ground floor of the Arcade), dentil cornice detailing at eaves level (Cannock Kebab), pilaster type door surrounds to gateway (Cannock Kebab) and wrought iron security grilles and gateways (Shabab and the Arcade). Including some similar architectural detailing to the Mill Street facades of any development could result in an attractive and cohesive streetscape. For example, the dentil cornice has been used at the modern development to the west of the proposed site. The residential dwellings to the east of Price Street are also attractive examples of traditional Victorian homes.

Mitigating Harm

Development that respects the height and massing of the surrounding developments would minimise impact on the nearby conservation area .

CONCLUSIONS AND RECOMMENDATIONS

The site is just outside Cannock Town Centre Conservation Area, but due to the intervening road, it makes no contribution to the setting of the conservation area or the listed assets within it. Nor does it have impact on the setting of the listed assets beyond the conservation areas. However, the buildings immediately surrounding the site, on the east side of Price Street, and to the east of the site on Mill Street, are attractive traditional buildings with some interesting design features. Although the Kebab House is less well cared for, the Arcade does show how this street could appear. The new build to the west on Mill Street also has traditional features and attractive fenestration and is a positive addition to the street scene. There is the opportunity here to create a positive development which will enhance, rather than detract from, this entrance to the town. Attention should be paid to scale and materials, and in particular to the fenestration and detailing of the façade to Mill Street.

4. H69: 272 Hednesford Road, Norton Canes

SITE NAME: Site ref H69, 272 Hednesford Road, Norton Canes

SITE TYPE: SHLAA 2023

PLANNING REF: SHLAA 6-15 Site: N67b

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	None
Scheduled Monument	None
Conservation Area	None
Non-designated	None

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
N/A		

POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
N/A	

MAXIMISING ENHANCEMENT AND MITIGATING HARM
Maximising Enhancement
It may be beneficial to take account of the height and massing of surrounding buildings, in particular those fronting Hednesford Road, when planning future development.
Mitigating Harm
Development that is out of scale with the surrounding buildings is likely to be more intrusive in this semi-rural area.

CONCLUSIONS AND RECOMMENDATIONS

The site is not close to any heritage listed assets. However, the semi-rural area should be respected with development that reflects the scale, massing and materials of existing development.

5. M3: Beecroft Road Car Park, Cannock

SITE NAME: Site ref M3 Beecroft Road Car Park, Cannock

SITE TYPE: SHLAA 2023

PLANNING REF: SHLAA 6-15 Site C506

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	Parish Church of St Luke, Grade II*, 1295000 Wayside Cross in St Luke's Churchyard, Grade II, 1060216 Congregational Chapel, Grade II, 1248947 Manse immediately south of Congregational Chapel, Grade II, 1248967 Council House, Grade II*, 1060217 Gates, railings and gate piers of Council House, Grade II*, 1180287 Conduit head, Grade II, 1344626 71, 71a, 73 and 75 High Green, Grade II, 1060218 77 High Green, Grade II, 1180307 79 High Green, Grade II, 1060219
Scheduled Monument	
Conservation Area	Cannock Conservation Area
Non-designated	

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Cannock Town Centre Conservation Area	<p>The Cannock Town Centre Conservation Area covers the historic core of the town centred on Market Place. The area contains eleven listed buildings and two scheduled monuments including the grade II* Church of St Luke, and the White House (formerly the Council House) and its gates, railings and gate piers. Cannock was at the meeting place of several routes and a large marketplace was established at the intersection. Market Place, together with the bowling green it encloses, forms one of the three open spaces that characterise the conservation area, the others being the former grounds of the White House and the churchyard of St Luke's church.</p> <p>The conservation area is fringed by development, much of it modern, and is effectively cut off from the hinterland to the north and east by the Ringway, a modern dual carriageway road. Once inside the Ringway the historic</p>	<p>The site is 140m from the conservation area but is effectively separated from it by the Ringway and the Cannock Shopping Centre.</p> <p>The site makes no contribution to the setting of the conservation area.</p>

	<p>character of the town is shown by the open spaces and the designated and non-designated built heritage assets that surround them. The large areas of pedestrianised space and large numbers of significant trees provide a positive setting to the built heritage assets.</p>	
Church of St Luke	<p>The Church of St Luke is a 14th and 15th century Parish church extended at its east end to a design by the Stafford architect Nicholas Joyce. A chapel was added in 1949 and a porch in 1957. The building is mainly in Perpendicular style and built of dressed and coursed local sandstone with slate roofs. The plan form is of an aisled nave with west tower and a chancel with a north-east vestry and a south-east chapel. The aisles and tower and embattled and the tower and north aisle incorporate pinnacles.</p> <p>The church has historic and architectural interest for the large amount of surviving medieval fabric. Its setting is its large churchyard extending to surrounding parts of the town including the rest of the Cannock Town Centre Conservation Area to the east. The setting also extends to the north and east, but the church has been cut off from these areas to an extent by modern road schemes including the Ringway and the modern development that followed.</p> <p>The Wayside Cross, which is separately listed, is a small fragment on a graduated base, probably 14th century.</p>	<p>The site is 200m from the church but is effectively separated from it by the Ringway and modern development. There is no intervisibility between the site and the church.</p> <p>The site makes no contribution to the setting of the church.</p>
Congregational Chapel	<p>The chapel was built in 1824 in red brick with a slate roof and pointed-arch windows in its east gable end and north and south elevations. A brick lean-to was erected against the east end in the 19th century.</p> <p>The chapel has historic interest as the earliest surviving chapel in Cannock. The asset's setting has been greatly changed by modern development and its most important relationship is with the contemporary manse immediately to the south.</p>	<p>The site is 190m from the chapel but is effectively separated from it by the Ringway modern development. There is no intervisibility between the site and the church.</p> <p>The site has no impact on the setting of the church.</p>

<p>Manse Immediately South of Congregational Chapel</p>	<p>The manse is a red brick structure of 1824, the same date as the chapel to the north. It has three bays to its eastern elevation with a central entrance with a moulded doorcase and a rectangular overlight. The entrance is flanked by two 16-pane sash windows with three windows to the first floor beneath the hipped slate roof. The west elevation is similar but has a simpler doorway.</p> <p>The asset has historical interest for its association with the Congregational Chapel which also forms its setting.</p>	<p>The site is 190m from the chapel and is separated from it by the Ringway and the Cannock College. There is no intervisibility between the site and the manse.</p> <p>The site makes no contribution to the setting of the manse, which is principally defined by its relationship with the chapel.</p>
<p>Council House</p>	<p>The Council House was built before 1734 as The White House by Dr William Birch (or Byrch) and after being leased for a period to Sir Robert Fisher was lived in by the Birch family. The two-storey, stuccoed house is of five bays with a moulded cornice and tiled roof above. There is a one-bay addition to the left-hand side and a west wing set back. The house was formerly used as Cannock's Council House.</p> <p>The Council House has architectural interest as an early 18th century domestic house and historic interest as the largest originally private house in the centre of Cannock. The House has lost part of its original garden to the west to car parking but retains much of its original setting in the form of part of its garden to the east (The Green) together with the Bowling Green and the historic buildings surrounding it on its south side.</p>	<p>The site is 180m from the Council House and is separated from it by the Ringway and the Cannock Shopping Centre. There is no intervisibility between the site and the Council House.</p> <p>The site makes no contribution to the setting of the Council House.</p>
<p>Gates, Railings and Gate Piers of Council House</p>	<p>Ornate 19th century wrought iron gates with railings either side set on dwarf brick walls with rusticated stone pillars at each end. The ensemble has aesthetic interest and historical interest for their part in the development of the White House. The asset's setting is the White House and its gardens and the Bowling Green to the south-east.</p>	<p>The site is 180m from the gates and railings of the Council House and is separated from it by the Ringway and the Cannock Shopping Centre. There is no intervisibility between the site and the railings and gates.</p> <p>The site makes no contribution to the setting of the gates and railings, which is principally defined by the relationship with the Council House and the Market Place listed assets.</p>
<p>Conduit Head</p>	<p>The conduit head is a mid-18th century structure from which water piped from Leacroft to the south-east of the town was piped to pumps around the town.</p>	<p>The site is 200m from the Conduit Head and is separated from it by the Ringway and the Cannock Shopping Centre.</p>

	<p>The hexagonal structure is constructed from sandstone ashlar with a stone-flagged pyramidal roof surmounted by a ball finial. The asset has historical interest as part of the town's 18th century infrastructure and for its association with Dr William Birch and Sir Robert Fisher both of whom endowed the project and both of whom were residents of the adjacent White House. The asset's setting is the centre of Cannock characterised by the Bowling Green and the historic buildings surrounding it.</p>	<p>There is no intervisibility between the site and the Conduit Head.</p> <p>The site makes no contribution to the setting of the Conduit Head, which is principally defined by its relationship with the Market Place listed assets.</p>
71, 71A, 73 and 75 High Green	<p>A row of early 19th century and later houses. 71 and 71a are in stucco, the remainder in brick. No. 71 has a central doorcase with glazed side panels and cornice hood. Sash windows apart from No. 75 which has casements and also has a carriage arch to the left-hand side. Tiled roofs and brick stacks overall. The houses have historic interest as part of Cannock's 19th century development. Their setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.</p>	<p>The site is 230m from the High Green buildings and is separated from it by the Ringway and the Cannock Shopping Centre. There is no intervisibility between the site and the High Green buildings.</p> <p>The site makes no contribution to the setting of the High Green buildings, which is principally defined by its relationship with the other Market Place listed assets.</p>
77 High Green	<p>77 High Green is a mid-19th century two storey building in red brick. Modern doorway and shopfront to the left-hand side, painted stone Ionic pilaster doorcase to the right. Four sash windows with stone console brackets to the first floor, stone eaves with console brackets above. Tiled roof with brick stacks. The building has historic interest as part of Cannock's 19th century development. Its setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.</p>	<p>The site is 230m from the High Green buildings and is separated from it by the Ringway and the Cannock Shopping Centre. There is no intervisibility between the site and the High Green buildings.</p> <p>The site makes no contribution to the setting of the High Green buildings, which is principally defined by its relationship with the other Market Place listed assets.</p>
79 High Green	<p>79 High Green is a timber framed building with a later brick front. The central entrance section has a gabled wing either side. Tiled roof and projecting stone chimney to the right-hand return. The shopfronts, windows and scalloped bargeboards are modern. The house has historic and architectural interest as a building of probably 16th century date. The asset's setting is the historic core of Cannock including the Bowling Green, Conduit</p>	<p>The site is 230m from the High Green buildings and is separated from it by the Ringway and the Cannock Shopping Centre. There is no intervisibility between the site and the High Green buildings.</p> <p>The site makes no contribution to the setting of the High Green buildings, which is principally defined by its relationship with</p>

	Head, Council House and further historic buildings on the south side of Market Place.	the other Market Place listed assets.
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POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
Cannock Town Centre Conservation Area	The site is largely screened from the conservation area by the modern Cannock Shopping Centre. However, it is visible across the A34 and bus station from the Cannock College, which is mentioned as a positive building in the Cannock Town Centre Conservation Area Appraisal. The setting of the conservation area has already been affected by the construction of the bus station and the shopping centre. The development of the site has the potential for minor impact.
Church of St Luke	The site plays no role in the setting of the church and development on the site will have no impact.
Congregational Chapel	The site plays no role in the setting of the chapel and development on the site will have no impact.
Manse Immediately South of Congregational Chapel	The site plays no role in the setting of the manse and development on the site will have no impact.
Council House	The site plays no role in the setting of the Council House and development on the site will have no impact.
Gates, Railings and Gate Piers of Council House	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
Conduit Head	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
71, 71A, 73 and 75 High Green	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
77 High Green	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.
79 High Green	The site plays no role in the setting of the listed railings and gates and development on the site will have no impact.

MAXIMISING ENHANCEMENT AND MITIGATING HARM

Maximising Enhancement

The villas of Allport Road, which border the site to the east, although not recorded as non-designated heritage assets, are attractive examples of Victorian and Edwardian villas. They have many interesting design features including unusual fenestration at number 52, a semi-circular doorset at number 54, original stained glass and wood porch at number 66, and Victorian canted bays with carved details at 76 and 78. The site will share a boundary with the rear elevations of these properties, which are of less interest and have modern extensions. However, it may be beneficial to consider taking inspiration from some of the design or materials of Allport Road when considering design.

These villas and the council offices to the west of the site are principally brick, and using similar materials in any new development would produce a cohesive landscape.

Mitigating Harm

Development that is significantly taller than the villas of Allport Road, and which are visible above the villas from Allport Road, would have the effect of dwarfing and intruding into an attractive residential area.

CONCLUSIONS AND RECOMMENDATIONS

The site is just outside Cannock Town Centre Conservation Area but is effectively separated from it by the dual carriageway, shopping centre and bus station. Development here will have little or no impact on the conservation area, as the setting has already been changed by the bus station and shopping centre.

However, the villas of Allport Road are of sufficient quality to warrant consideration as a possible small conservation area covering this road. Development to the rear should not visually obtrude into this road by oversailing the villas on the west of Allport Road.

6. M4: Backcrofts Car Park Cannock

SITE NAME: Backcrofts Car Park Cannock

SITE TYPE: SHLAA 2023

PLANNING REF: M4

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	Parish Church of St Luke, Grade II*, 1295000 Wayside Cross in St Luke's Churchyard, Grade II, 1060216 Railings and gates at south side of St Luke's Churchyard, Grade II, 1295002 Council House, Grade II*, 1060217 Gates, railings and gate piers of Council House, Grade II*, 1180287 Conduit head, Grade II, 1344626 71, 71a, 73 and 75 High Green, Grade II, 1060218 77 High Green, Grade II, 1180307 79 High Green, Grade II, 1060219 Manse immediately south of Congregational Chapel, Grade II, 1248967.
Scheduled Monument	
Conservation Area	Cannock Conservation Area
Non-designated	Electric Picture Palace Nos. 6-10 even and 14-22 even Walsall Road

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Cannock Town Centre Conservation Area	The Cannock Town Centre Conservation Area covers the historic core of the town centred on Market Place. The area contains eleven listed buildings and two scheduled monuments including the grade II* Church of St Luke, and the White House (formerly the Council House) and its gates, railings and gate piers. Cannock was at the meeting place of several routes and a large marketplace was established at the intersection. Market Place, together with the bowling green it encloses, forms one of the	The site is immediately adjacent to the conservation area boundary, which wraps around the west and north of the site, enclosing the buildings of Market Place and Wolverhampton Road. However, the main architectural interest of these buildings is their principal facades to Market Place and Wolverhampton Road, not their rear elevations to the car park, which is the site

	<p>three open spaces that characterise the conservation area, the others being the former grounds of the White House and the churchyard of St Luke's church.</p> <p>The conservation area is fringed by development, much of it modern, and is effectively cut off from the hinterland to the north and east by the Ringway, a modern dual carriageway road. Once inside the Ringway the historic character of the town is shown by the open spaces and the designated and non-designated built heritage assets that surround them. The large areas of pedestrianised space and large numbers of significant trees provide a positive setting to the built heritage assets.</p>	<p>of the proposed development. The rear elevations of the CA buildings have been subject to many more recent extensions, producing a very cluttered, uneven appearance. This is not one of the principal views of the conservation area, nor is it a significant view into the conservation area.</p> <p>The site makes only a minor contribution to the setting of the CA.</p>
Church of St Luke and Wayside Cross.	<p>The Church of St Luke is a 14th and 15th century Parish church extended at its east end to a design by the Stafford architect Nicholas Joyce. A chapel was added in 1949 and a porch in 1957. The building is mainly in Perpendicular style and built of dressed and coursed local sandstone with slate roofs. The plan form is of an aisled nave with west tower and a chancel with a north-east vestry and a south-east chapel. The aisles and tower and embattled and the tower and north aisle incorporate pinnacles.</p> <p>The church has historic and architectural interest for the large amount of surviving medieval fabric. Its setting is its large churchyard extending to surrounding parts of the town including the rest of the Cannock Town Centre Conservation Area to the east. The setting also extends to the north and east, but the church has been cut off from these areas to an extent by modern road schemes including the Ringway and the modern development that followed.</p> <p>The Wayside Cross, which is separately listed, is a small fragment on a graduated base, probably 14th century.</p>	<p>Although the site is only approximately 100m from the church it is largely screened from it by intervening built form. Only the tower is visible from the site. The site is not visible from within the church's setting.</p> <p>The site plays no part in the setting of the church.</p>
Railings and gates at south side of St Luke's Churchyard	<p>A pair of late 18th or early 19th century wrought iron gates with a single gate either side. The gates are interspersed by four openwork posts with domes</p>	<p>There is no intervisibility between the site and the railings and gates at the south side of St Luke's Churchyard. The site</p>

	<p>fluted caps with urn finials. The gates have aesthetic interest and historic interest as part of the development of the churchyard. The gate's setting is the Church of St Luke and its churchyard.</p>	<p>plays no role in their setting, the overriding relationship being that between the gates and the churchyard and church.</p>
Council House	<p>The Council House was built before 1734 as The White House by Dr William Birch (or Byrch) and after being leased for a period to Sir Robert Fisher was lived in by the Birch family. The two-storey, stuccoed house is of five bays with a moulded cornice and tiled roof above. There is a one-bay addition to the left-hand side and a west wing set back. The house was formerly used as Cannock's Council House.</p> <p>The Council House has architectural interest as an early 18th century domestic house and historic interest as the largest originally private house in the centre of Cannock. The House has lost part of its original garden to the west to car parking but retains much of its original setting in the form of part of its garden to the east (The Green) together with the Bowling Green and the historic buildings surrounding it on its south side.</p>	<p>The site is approximately 190m from the Council House. There is no intervisibility between the site and Council House. The site plays no part in its setting, which is principally defined by its relationship with the Market Place listed buildings.</p>
Gates, Railings and Gate Piers of Council House	<p>Ornate 19th century wrought iron gates with railings either side set on dwarf brick walls with rusticated stone pillars at each end. The ensemble has aesthetic interest and historical interest for their part in the development of the White House. The asset's setting is the White House and its gardens and the Bowling Green to the south-east.</p>	<p>There is no intervisibility between the site and the railings and gates of the Council House. The site plays no role in their setting, the overriding relationship being that between the gates and the Council House and Conduit Head.</p>
Conduit Head	<p>The conduit head is a mid-18th century structure from which water piped from Leacroft to the south-east of the town was piped to pumps around the town. The hexagonal structure is constructed from sandstone ashlar with a stone-flagged pyramidal roof surmounted by a ball finial. The asset has historical interest as part of the town's 18th century infrastructure and for its association with Dr William Birch and Sir Robert Fisher both of whom endowed the project and both of whom were residents of the adjacent White House. The asset's setting is the centre of Cannock characterised by the Bowling Green and the historic buildings surrounding it.</p>	<p>The site is approximately 150m from the Conduit head. There is no intervisibility between the site and Conduit Head. The site plays no part in its setting, which is principally defined by its relationship with the Market Place listed buildings, including the Council House.</p>

71, 71A, 73 and 75 High Green	A row of early 19 th century and later houses. 71 and 71a are in stucco, the remainder in brick. No. 71 has a central doorcase with glazed side panels and cornice hood. Sash windows apart from No. 75 which has casements and also has a carriage arch to the left-hand side. Tiled roofs and brick stacks overall. The houses have historic interest as part of Cannock's 19 th century development. Their setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.	The site is approximately 200m from the High Green group of listed assets. There is no intervisibility between the site and the High Green assets. The site plays no part in their settings, which is principally defined by their relationship with each other, and with the rest of the Market Place.
77 High Green	77 High Green is a mid-19 th century two storey building in red brick. Modern doorway and shopfront to the left-hand side, painted stone Ionic pilaster doorcase to the right. Four sash windows with stone console brackets to the first floor, stone eaves with console brackets above. Tiled roof with brick stacks. The building has historic interest as part of Cannock's 19 th century development. Its setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.	The site is approximately 200m from the High Green group of listed assets. There is no intervisibility between the site and the High Green assets. The site plays no part in their settings, which is principally defined by their relationship with each other, and with the rest of the Market Place.
79 High Green	79 High Green is a timber framed building with a later brick front. The central entrance section has a gabled wing either side. Tiled roof and projecting stone chimney to the right-hand return. The shopfronts, windows and scalloped bargeboards are modern. The house has historic and architectural interest as a building of probably 16 th century date. The asset's setting is the historic core of Cannock including the Bowling Green, Conduit Head, Council House and further historic buildings on the south side of Market Place.	The site is approximately 200m from the High Green group of listed assets. There is no intervisibility between the site and the High Green assets. The site plays no part in their settings, which is principally defined by their relationship with each other, and with the rest of the Market Place.
Manse immediately south of Congregational Chapel, Grade II, 1248967	The manse is a red brick structure of 1824, the same date as the chapel to the north. It has three bays to its eastern elevation with a central entrance with a moulded doorcase and a rectangular overlight. The entrance is flanked by two 16-pane sash windows with three windows to the first floor beneath the hipped slate roof. The west elevation is similar but has a simpler doorway.	There is no intervisibility between the site and the manse due to intervening development. The site plays no role in its setting.

	The asset has historical interest for its association with the Congregational Chapel which also forms its setting.	
Electric Palace Picture House	<p>The Electric Palace Picture House opened in April 1914 as the Picture Palace and is shown on the 1915 25in Ordnance Survey map (published 1918) as Picture Theatre. The cinema was designed by the Wednesbury architect C.W.D. Joynson and is constructed of red brick. It has historic interest as an early 20th century picture house that has been in operation almost continuously for over 100 years. The asset is recognised by the Cannock Town Centre Conservation Area Management Plan SPD as significant buildings of positive impact. The modern extension to the rear of the building is of no interest.</p> <p>The asset's setting is the junction of Walsall Road, Avon Road, Church Street and Mill Street which is characterised by retail outlets.</p>	There is no intervisibility between the site and the Picture Palace due to intervening development. The site plays no role in its setting.
Nos. 6-10 even and 14-22 even Walsall Road	Nos. 6-10 and 14-22 are two rows of late 19 th or early 20 th century houses with shopfronts. All are of brick construction and either rendered or clad to the street elevation apart from Nos. 8 and 10 which are in brick. The assets have historic interest as part of the late 19 th -early 20 th century development of the town and are recognised by the Cannock Town Centre Conservation Area Management Plan SPD as significant buildings of positive impact. Their setting is the junction of Walsall Road, Avon Road, Church Street and Mill Street which is characterised by retail outlets.	There is no intervisibility between the site and the Walsall Road shops due to intervening development. The site plays no role in their setting.

POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
Cannock Town Centre Conservation Area	Although the site in its present state (a car park) makes no contribution to how the conservation area is experienced, development of the site still has the potential to impact the conservation area. Development that oversails the surrounding buildings could be seen from the Market Place, which is one of the prime open spaces of the town and a centre for street markets and events. However, development at a scale and massing that respects the surrounding buildings of Market Place and Wolverhampton Road (predominantly two and three storey) would result in only a minor impact.

Church of St Luke and Wayside Cross.	The site plays no role in the setting of the church and development on the site at a height and massing that respects the surrounding buildings will have no impact. However, taller buildings have the potential for a minor impact on the setting of the church.
Railings and gates at south side of St Luke's Churchyard	The site plays no role in the setting of the listed railings and gates and development on the site at a height and massing that respects the surroundings will have no impact.
Council House	The site plays no role in the setting of the Council House and development on the site at a height and massing that respects the surroundings will have no impact.
Gates, Railings and Gate Piers of Council House	The site plays no role in the setting of the listed railings and gates and development on the site at a height and massing that respects the surroundings will have no impact.
Conduit Head	The site plays no role in the setting of the listed railings and gates and development on the site at a height and massing that respects the surroundings will have no impact.
71, 71A, 73 and 75 High Green	The site plays no role in the setting of the listed railings and gates and development on the site at a height and massing that respects the surroundings will have no impact.
77 High Green	The site plays no role in the setting of the listed railings and gates and development on the site at a height and massing that respects the surroundings will have no impact.
79 High Green	The site plays no role in the setting of the listed railings and gates and development on the site at a height and massing that respects the surroundings will have no impact.
Manse immediately south of Congregational Chapel, Grade II, 1248967	The site plays no role in the setting of the manse and development on the site will have no impact.
Electric Palace Picture House	The site plays no role in the setting of the cinema and development on the site will have no impact.
Nos. 6-10 even and 14-22 even Walsall Road	The site plays no role in the setting of the listed railings and gates and development on the site will have only no impact.

MAXIMISING ENHANCEMENT AND MITIGATING HARM

Maximising Enhancement

Backcrofts provides one of the routes into the conservation area. At present the south side of Backcrofts is the attractive Backcrofts Park, while the north side is a mixture of a car parks (including the site under consideration) and the blank rear wall of Poundland. A development that respected, or took inspiration from, the character of the Conservation Area as described in the council's character appraisal and management plan, has the potential to create a smoother transition to the conservation area, bridging the gap to the park and providing a more attractive setting for the conservation area.

Mitigating Harm

The proximity of the Market Place means taller buildings would have a significant negative impact. Although some of the buildings on Market Place are three storeys, these are little taller than the two storey buildings nearby. Any three storey buildings within the site should be constructed with regard to sight lines from the north side of Market Place and the churchyard.

CONCLUSIONS AND RECOMMENDATIONS

The site is just outside Cannock Town Centre Conservation Area and the group of listed buildings associated with the Church of St Luke and Market Place. The open area outside the church gates is one of the key sites of the conservation area, providing attractive views into the church yard and west to the Council House. The benches and open space provide an attractive place to experience the town's key assets. It is important that any development at Backcrofts Car Park does not obtrude into this space, by oversailing the buildings to the south of Market Place.

7. R18: Land at the Mossley, off Armitage Road

SITE NAME: Land at the Mossley, off Armitage Road

SITE TYPE: SHLAA 2023

PLANNING REF: R18

POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Type of Asset	Name and Designation of Asset
Listed Building	
Scheduled Monument	
Conservation Area	Trent and Mersey Canal Conservation Area
Non-designated	Ridge and Furrow, North of Armitage Road, Rugeley (MST23736)

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Trent and Mersey Canal Conservation Area	<p>The Trent and Mersey Canal Conservation Area follows the line of the canal built in 1777.</p> <p>The former Mossley wharf was located to the west of the Site and was a transit point between the wagons and the mines. A row of 19th century workers cottages and the Mossley Tavern were built on Armitage Road (MST20675) and are situated within the conservation area. These buildings are locally listed.</p> <p>Mossley Bridge is also located within the conservation area, a canal bridge, thought to be dated to the 1760 (MST2872) carrying the road over the canal.</p>	<p>The Site is located directly to the north-east of the conservation area. The land within the Site is mostly undeveloped and forms part of the setting of the canal.</p>
Ridge and Furrow, North of Armitage Road, Rugeley (MST23736)	<p>The earthwork remains of post-medieval ridge and furrow identified on aerial photography north of Armitage Road, Rugeley. The earthworks have been levelled.</p>	<p>The ridge and furrow is recorded within the Site boundary. The ridge and furrow is located across the centre of the Site within an area of trees. The ridge and furrow has been levelled and is no longer visible on aerial photographs. The location of the ridge and furrow is recorded in the image below.</p>

POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
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Trent and Mersey Canal Conservation Area	The setting of the conservation area may be affected by development on the Site, as it would be developing a previous undeveloped area of land. This would have a minor impact on the conservation area.
Ridge and Furrow, North of Armitage Road, Rugeley (MST23736)	The ridge and furrow has been levelled but there is potential for buried remains to survive below ground. These would be physically impacted during construction of the Proposed Development, which would have a major impact on any surviving remains.

MAXIMISING ENHANCEMENT AND MITIGATING HARM
Maximising Enhancement
Understanding of the heritage of the area could be enhanced through information boards about the canal.
Mitigating Harm
Potential archaeological investigation could be undertaken prior to construction to identify potential surviving archaeological remains within the Site. New buildings should use appropriate materials and styles to remain in keeping with the area. This would include heights of two storeys with brick or render facing, similar to houses on Armitage Road Some screening from vegetation between the new development and the canal would reduce the change in setting to the conservation area.

CONCLUSIONS AND RECOMMENDATIONS

The site is located to the north of the Trent and Mersey Canal Conservation Area in an area mostly consisting of woodland with warehouses to the northern side. It contains one non-designated asset, an area of levelled ridge and furrow. There is potential for the development to physically impact on buried archaeological remains associated with the ridge and furrow. There is also potential for development on the Site to alter the setting of the conservation area due to the addition of modern infrastructure into the undeveloped wooded area along the canal. It is recommended that archaeological investigation be undertaken prior to development to identify any surviving buried archaeological remains. It is also recommended that any new buildings use appropriate materials and styles to remain in keeping with the character of the area and potentially include some screening from vegetation between the development and canal to minimise setting changes to the conservation area.



Aerial map image showing the red line boundary of the Site and the area of the ridge and furrow within (light green rectangle).

8. R22: Gregory Works, Armitage Road, Brereton

SITE NAME: Gregory Works, Armitage Road, Brereton

SITE TYPE: SHLAA 2023

PLANNING REF: R22

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	
Scheduled Monument	
Conservation Area	Trent and Mersey Canal Conservation Area
Non-designated	Old Canal Basin, Trent and Mersey Canal (MST20681)

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Trent and Mersey Canal Conservation Area	The Trent and Mersey Canal Conservation Area follows the line of the canal built in 1777. Within the conservation area is the non-designated Old Brewery Cottages, Armitage Road are located (MST20683). The cottages comprise a two storey terrace of painted brick and gabled slate roof. The windows are all two light casements with glazing bars.	The Site lies close to the south-west of the conservation area. A modern warehouse is currently on the Site which does not have heritage significance and does not contribute to the significance of the conservation area.
Old Canal Basin, Trent and Mersey Canal (MST20681)	The remains of a former canal basin which operated from the early 18th to the early 19th century, providing a link between the Trent and Mersey Canal and Brereton Colliery via The Ginnies Line Plateway. It survives as a dry, vegetation filled hollow.	The former canal basin lies to the south-east of the Site in an area of woodland. A modern warehouse is currently on the Site, and it does not contribute to the setting and significance of the canal basin.

POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
Trent and Mersey Canal Conservation Area	The Site does not currently contribute to the setting of the conservation area, however, change to the site and the buildings present upon it could still have the potential to impact on the conservation area through change to its setting.
Old Canal Basin, Trent and Mersey Canal (MST20681)	There is not expected to be any impact on the former canal basin from the Proposed Development in the Site.

MAXIMISING ENHANCEMENT AND MITIGATING HARM

Maximising Enhancement

No opportunities from maximising enhancement of the assets have been identified.

Mitigating Harm

New buildings should use appropriate materials and styles to remain in keeping with the area in order to minimise changes to the setting of the conservation area. Most of the surrounding houses are two storey and of red brick construction. If such design details are followed in the proposed development, then no impact upon the setting and significance of the conservation area and canal basin would occur.

CONCLUSIONS AND RECOMMENDATIONS

The Site is located along Armitage Road and there are no heritage assets located within the Site. The Trent and Mersey Canal Conservation Area is located to the north-east of the Site and a non-designated former canal basin to the east. The Site does not contribute to the significance of these assets. It is recommended that any development use appropriate materials and styles to remain in keeping with the area in order to minimise setting changes to the conservation area. It is also recommended that the height of the development not exceed the height of the trees lining the conservation area, to further minimise setting changes to the conservation area.

9. R189: Land off Lichfield Street, Rugeley

SITE NAME: Land off Lichfield Street, Rugeley

SITE TYPE: SHLAA 2023

PLANNING REF: R189

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	Roman Catholic Church of St Joseph and St Etheldreda (NHLE 1248261) Grade II
Scheduled Monument	
Conservation Area	Talbot Street and Lichfield Street Conservation Area
Non-designated	Outbuilding to the rear of 26 Talbot Street, Rugeley (MST17409)

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Church of St Joseph and St Etheldreda	<p>The church was built in 1849-50 of sandstone ashlar in Decorated Gothic style and consists of a 6-bay nave with north and south aisles, chancel, vestry, north and south porches and west tower.</p> <p>The church has architectural and historic interest as an example of 19th century Gothic religious architecture.</p> <p>The setting of the church comprises its associated churchyard to the north and its urban position within Rugeley.</p> <p>There are iron railings with create detail bearing the leets 'SJE', denoting the church, around the churchyard, the car park, (comprising the Site) and the vicarage.</p>	<p>The Site is located directly to the east of the church. The land within the Site consists of an early 20th century community centre, vicarage and a car park enclosed by railings.</p> <p>The former vicarage and community centre in the northern section of the Site both form part of the setting of the church and contribute to its interest. The wall and railings enclosing the site are an associated feature of the church's setting and make a positive contribution.</p> <p>The car park at the southern end of the Site does not currently make a contribution to the church's setting.</p>
Talbot Street and Lichfield Street Conservation Area	<p>The conservation area covers the 19th and early 20th century historic development of the area. Buildings within the conservation area include the Grade II listed Church of St Joseph and St Etheldreda (NHLE 1248261) and 32 Talbot Street (NHLE 1344623), a 19th century, three storey house with a stucco frontage. Non-designated buildings include 19th and early 20th century houses and outbuildings along Talbot Street and Lichfield Street.</p>	<p>Within the Site, the early 20th century community centre contributes positively to the conservation area, and the vicarage makes a neutral contribution.</p> <p>The single storey 20th century shed buildings along the eastern side of the Site detract from the conservation area.</p>
Outbuilding to the rear of 26 Talbot Street, Rugeley	<p>This non-designated building is a possible coach house dating to the early 19th century. The outbuilding is</p>	<p>The building is located approximately 3m south-east of the Site. The modern</p>

	situated within the Talbot Street and Lichfield Street Conservation Area.	development of the Site as a carpark does not contribute to the setting of the building. The outbuilding makes a positive contribution to the conservation area.
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POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
Church of St Joseph and St Etheldreda	There is potential to alter the setting of the church due to the removal of the vicarage and community centre to the north-east and east of the church. This would have a minor adverse impact on the asset.
Talbot Street and Lichfield Street Conservation Area	There would be intervisibility with other non-designated buildings in the conservation area including 26 - 44 Talbot Street (MST17406; MST17427; MST17425; MST17426). The shed buildings on the eastern side of the Site have been demolished by November 2024. These were a negative contribution to the conservation area and their replacement with buildings of similar height and massing to those on Talbot Street may have a moderate beneficial impact on the streetscape of the conservation area. The demolition of the community centre building would have a moderate adverse impact on the conservation area through the removal of a positive aspect of the area.
Outbuilding to the rear of 26 Talbot Street, Rugeley	Development to the rear of the building in the form of the removal of the shed buildings on the eastern side of the Site and replacement with buildings of similar height and massing as those along Talbot Street would have a low impact on the asset, and potentially have a minor beneficial impact on the setting of the outbuilding within the streetscape of the conservation area.

MAXIMISING ENHANCEMENT AND MITIGATING HARM

Maximising Enhancement

There is potential for a beneficial impact on the streetscape of the conservation area from the removal of the shed buildings at the eastern side of the Site. Replacement buildings of similar height and massing to those within the conservation area would enhance the character of the conservation area.

Mitigating Harm

As the Site is located within the Talbot Street and Lichfield Street Conservation Area, it is recommended that new buildings use appropriate materials and styles to remain in keeping with the conservation area. This would include heights of two storeys with red brick frontages, similar to those within the conservation area.

The community centre building makes a positive contribution in the conservation area and should be retained where possible to avoid harm. The community centre and vicarage also contribute to the setting of the church and should be retained where possible. The churchyard is bordered by a brick wall with iron railings bearing a crest of the church, retaining this feature would reduce the changes on the setting of the church.

The Talbot Street and Lichfield Street Conservation Area Management Plan notes there is a high potential for below ground archaeological remains to survive within the conservation area. As such archaeological evaluation may be required prior to development of the Site.

CONCLUSIONS AND RECOMMENDATIONS

The Site is located within the Talbot Street and Lichfield Street Conservation Area. Within the Site is a non-designated early 20th century community centre which makes a positive contribution to the conservation area, as well as modern shed buildings which make a negative contribution to the conservation area. The vicarage makes a neutral contribution to the conservation area (Cannock Chase Council, Talbot Street/Lichfield Street Conservation Area Management Plan, 2019) There is potential for a moderate adverse impact on the conservation area from the demolition of the community centre, and a moderate beneficial impact from the demolition of the sheds. It is recommended that the community centre building be retained as well as the vicarage and church boundary walls/ railings, and that new buildings use appropriate materials and styles to remain in keeping with the conservation area.

10. R227: Land at Pendlebury Garage and Petrol Station, 5 Wolseley Road, Rugeley

SITE NAME: Land at Pendlebury Garage and Petrol Station, 5 Wolseley Road, Rugeley

SITE TYPE: SHLAA 2023

PLANNING REF: R227

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	9 Wolseley Road (NHLE 1060214), Grade II
Scheduled Monument	
Conservation Area	Rugeley - Church Street Conservation Area, Trent and Mersey Canal Conservation Area
Non-designated	

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
9 Wolseley Road	9 Wolseley Road is a late 18 th century, three storey red brick house. The principal elevation is to the north-west facing Wolseley Road and comprises a symmetrical five bay front, with a central doorway with curved voluted pediment and pilasters, flanked by 6 over 6 sash windows and to the first floor. 3 over 3 sash windows to the second floor. Between the storeys are stringcourses, and a parapet above.	<p>The Site is located approximately 13m to the south-east of the house and forms part of the streetscape of the house forming part of the building's setting.</p> <p>The Site is in use as a petrol station and does not contribute to its significance. The current use of the Site detracts from the setting of the building.</p>
Rugeley - Church Street Conservation Area	The conservation area is situated along the historic thoroughfare of Church Street, and includes a series of 19 th century houses. The houses include terraces to the south and larger detached and semi-detached houses to the north. It also includes two Grade II listed buildings 2 and 4 Church Street (NHLE 1178126) and the Vicarage (NHLE 1060245), both 19 th century red brick houses.	<p>The conservation area is located directly to the north-west and south-west of the Site. The Site forms part of the setting as part of the historic streetscape.</p> <p>The Site is in use as a petrol station and does not contribute to its significance. The current use of the Site detracts from the character of the conservation area.</p>
Trent and Mersey Canal Conservation Area	The conservation area follows the line of the Trent and Mersey Canal, built in 1777. Within the conservation area is the 19 th century Grade II* listed Church of St Augustine (NHLE 1178139) and the Grade II listed remains of the former medieval church (NHLE 1178170). To the south of the church is the churchyard,	The conservation area is located approximately 30m east of the Site. There is intervisibility with the Site from the southern end of the churchyard within the conservation area and the Site forms part of this setting as part of the historic streetscape of Wolseley Road.

	surrounded by Grade II listed walls (NHLE 1344602).	
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POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
9 Wolseley Road	The current use of the Site as a petrol station does not have a positive influence on the setting of the building and detracts from the setting of the building. There is no intervisibility between the house and the Site and does not contribute to its significance.
Rugeley - Church Street Conservation Area	There is intervisibility with the Site and the conservation area to the north around Chancel Primary School. There is also intervisibility with the Site from the upper storeys of the houses at the northern end of Church Street. The current use of the Site as a petrol station does not have a positive influence on the setting of the conservation area and detracts from the setting of the buildings in the conservation area. The redevelopment of the Site may have a minor beneficial impact on conservation area.
Trent and Mersey Canal Conservation Area	There is intervisibility from the southern end of the churchyard and the Site. The current use of the Site as a petrol station does not have a positive influence on the setting of the conservation area and detracts from the setting of the buildings in the conservation area. The redevelopment of the Site may have a minor beneficial impact on conservation area.

MAXIMISING ENHANCEMENT AND MITIGATING HARM

Maximising Enhancement

The removal of the petrol station may have a positive impact on the historic streetscape. Replacement of the petrol station with buildings of similar height and massing to those within the Church Street conservation area would enhance the character of the area.

Mitigating Harm

The replacement of the Site with buildings of similar height and massing to those in the Church Street Conservation Area would minimise the impact on the setting of the historic buildings.

CONCLUSIONS AND RECOMMENDATIONS

The Site is located along Wolseley Road and is currently used as a petrol station. There are no heritage assets within the Site although the Rugeley Church Street Conservation Area is located directly to the north-west and south-west of the Site and the Grade II listed 9, Wolseley Road is to the north-west. There is potential for a positive impact on the historic streetscape of the conservation area and Wolseley Road from the removal of the petrol station. It is recommended that the new development buildings should have a similar height and massing to those in the Church Street Conservation Area to minimise impacts and maximise the benefits of redevelopment.

11. RE29: Land at the Academy Early Years (Former Talbot Public House), Main Road, Brereton

SITE NAME: Land at the Academy Early Years (Former Talbot Public House), Main Road, Brereton

SITE TYPE: SHLAA 2023

PLANNING REF: RE29

IDENTIFICATION OF HERITAGE ASSETS

Type of Asset	Name and Designation of Asset
Listed Building	
Scheduled Monument	
Conservation Area	Main Road, Brereton Conservation Area
Non-designated	Talbot Inn (MST20666), Red Lion Public House (MST20664)

SIGNIFICANCE AND CONTRIBUTION OF SETTING TO SIGNIFICANCE

Name of asset	Significance (heritage value) of the asset and setting (the surroundings in which the asset is experienced)	Contribution of the site to the significance of the asset
Main Road, Brereton Conservation Area	<p>Brereton was a small settlement which has been absorbed into the urban area of Rugeley. Coal mining in the late 18th and 19th centuries led to increased prosperity and population in the settlement.</p> <p>Listed buildings within the conservation area include the Grade II* listed Brereton Hall (NHLE 1344624) and Grade II listed houses (NHLE 1060211; 1295135) barn (NHLE 1248256), war memorial (NHLE 1479398) and walls (NHLE 1178266) all located to the north-west of the Site.</p>	The Talbot Inn that formerly occupied the Site made a positive contribution to the character of the conservation area. However, with its demolition the Site no longer contributes to the significance of the conservation area in its current form.
The Talbot Inn	The building was built in early 19 th century or earlier, consisting of two storeys of local brick. The former inn was demolished sometime before August 2020.	The former Talbot Inn lies entirely within the Site which has the potential to host any buried remains of the building which survive
Red Lion Public House	The Red Lion Public House is an extant, non-designated building of 18 th or 19 th century date. The building is two storeys of painted brick, with a mix of sash and casement windows.	The public house is located to the south-east of the Site. The setting of the public house is formed by its roadside position at the edge of the settlement. The Site and the former Talbot Inn formed part of its setting, contributing to its significance.

POTENTIAL IMPACT OF ALLOCATION ON SIGNIFICANCE

Name of asset	Description of impact
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Main Road, Brereton Conservation Area	The Site is located within the Conservation Area and there is potential for a minor impact from the construction of modern buildings within the area. The impact on the conservation area can be minimised through the use of appropriate building materials and massing.
Red Lion Public House	There is potential for a minor impact due to changes to the setting of the non-designated public house. The introduction of modern infrastructure into the semi-rural setting of the public house, could affect views north into the conservation area.
The Talbot Inn	The Talbot Inn has been demolished and there would be no impact to building.

MAXIMISING ENHANCEMENT AND MITIGATING HARM	
Maximising Enhancement	
No opportunities for maximising enhancement of the assets have been identified.	
Mitigating Harm	
New development on the Site should ensure buildings use appropriate materials and styles to remain in keeping with the conservation area to minimise impact to its character. Appropriate heights would be two or three storeys and materials would include brick frontages.	

CONCLUSIONS AND RECOMMENDATIONS

The Site is located along Main Road Brereton, on the site of the former Talbot Inn. The Site is also situated within the Main Road Brereton Conservation Area. There is potential for minor impacts to the conservation area and the setting of the non-designated Red Lion Public House. It is recommended that any new development on the Site use appropriate materials and styles to remain in keeping with the conservation area to minimise impact to character of the heritage settlement. Appropriate heights would be two or three storeys and materials would include brick frontages.

12. References

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