



06 Local Character Guidance



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Town
Centre



Town Centre

The town centre has an ancient pedigree that dates back to the Middle Ages and beyond. Walsall was a Royal Manor under Edward the Confessor and this status continued after the conquest and long into Norman rule.

In 1220 a charter was granted the town so that it could hold a market, a market that still thrives today, and extends down the main central artery of the town from St Matthew's church to the area now known as 'The Bridge' where the street once crossed the brook.

As with many mediaeval English towns the settlement form followed that of a principle street that organically grew and consequently has no particular alignment.

St Matthew's church dates to the early 13th century and crowns the hill at the southern end of the high street. The hill also houses a host of dwellings and other buildings and was the extent of the town for many centuries.

Radical expansion took place during Georgian and Victorian industrialisation of the Black Country and the town centre grew into a prosperous retail centre with railway tracks and canals connecting it from the west and merchant housing being developed along fine new streets such as Bradford Street and Lichfield Street.

As civic pride grew ever greater by the close of the 19th century plans were prepared for a new town hall which were realised at the dawn of the 20th century along Lichfield Street, in the magnificent Edwardian Baroque edifices of the Council House.

The structure of the town very much radiates out from four points, three along the main retail artery (from Church Hill, the cross roads at 'The Bridge', and the hub around the art gallery) and finally the junction between Bridge Street and Lichfield Street, by the old court house. This network of transport corridors does not only consist of streets, but also canals and railways that link the town centre to the surrounding inner suburbs and the various historic communities of the town.

Topography is most evident in the town centre than any other part of the borough, other than Barr Beacon. It largely focuses on Church Hill, but extends across to Upper Bridge Street towards Highgate and Chuckery. The dimension of topography accentuates landmark buildings, but also allows for inter-visibility to exist between different quarters of the town.

As a civic, retail, cultural and commercial focus of the borough, building styles and materials are diverse and reflect the extensive transport network that has been long established, as well as the location of Walsall in the centre of the country. The use of a variety of stone (buff grit stone, local limestone, Bath stone, Portland and Staffordshire red sandstone), render, metal, brick (red and blue), and other ceramics including terracotta and faience are evident and create a diverse pallet of materials.

Walsall is a complex town centre in terms of its historical development, architecture, and the evolution of different and quite distinct quarters, as the town centre progresses into the 21st century the modern communities of the borough are more evident and playing an ever increasing role in the appearance and function of the town as an exciting, vibrant and diverse destination.

The challenges the town centre faces is the need to keep it relevant to changing consumer habits, shifting socio-economic demographics and the constraints of the various modes of travel that serve it. Keeping the retail area viable and the market vibrant and well connected to other functions is key and connecting to community aspirations will shape how this will be realised in the long term.

St Matthew's Hall



St Matthew's Quarter

The area around St Matthew's Church is the heart of the historic town which developed around a cruciform street pattern, the highest point of which is Church Hill.

The market has been held in High Street since around 1220 and consequently this quarter is rich in both architectural and social history, which is recognised through the designation of a Conservation Area focused on Church Hill. It has a vital role to play in delivering retail-led regeneration and creating a distinctive public realm that links it to other areas of the town centre.

Existing/emerging character:

Key landmarks include:

- Grade II* Listed St Matthew's Church (elevated above the town) and the classical proportions of the Guildhall overlooking the market;]
- A townscape of Georgian and Victorian buildings that have inherited the medieval street patterns and ancient plot widths;
- Areas of open attractive landscaping around the church and the walled Jellicoe Memorial Gardens; and
- Walsall market which extends down the high street and still operates in its original medieval location

Design Guidance:

- New development shall be guided by the Church Hill Conservation Area Appraisal;
- Opportunity to modernise the historic market and create an exciting 21st century offer;
- New retail development should reflect the rhythm and spacing of medieval plots widths and strengthen the organic shape of the street along Digbeth;
- Design should facilitate a sense of community and neighbourhood so that businesses interact and benefit from one another's trade;
- Sustainable residential development should cater for local needs;
- Development is expected to be complimentary in height to existing townscape character;
- There will be an emphasis on high quality public realm and creating a comfortable outdoor environment for pedestrians and shoppers;
- Important views of St Matthew's Church must be maintained by new development;



- Opportunities to include an artistic input in design briefs and masterplans will be encouraged; and
- St Matthew's Quarter is within Walsall Strategic Centre as defined in the BCCS "growth network" (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change, opportunities and emerging character of the area.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to St. Matthew's Quarter are:

- DW2: Safe and welcoming places;
- DW3: Character;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability; and
- DW9: High Quality Public Realm.

Market Tavern



Station Street

This important gateway to the town centre has long been established in association with the adjacent train station. Convenient access to the railway network during the Industrial Revolution saw the saddlery and leather goods industry develop in this area with the delivery of raw materials and export of finished goods.

The evolution from cottage industry to factory based industry is still evident in this district, with both small workshops in association with terraced housing along Station Street itself, and larger factory workshops behind.

Existing/emerging character:

- A range of industrial building types associated with the leather industries evolution;
- Use of robust brickwork in buildings and metal windows typical of local building materials and resources;
- Attractive 19th century housing with classical references;
- Continuous built frontage and high quality traditional architecture enclose the street scene; and
- Locally distinctive public realm.

Design Guidance:

- Aspirations to retain historic and locally distinctive buildings to reflect leatherworking heritage of the town;
- Opportunities for sensitively designed mixed use regeneration that continue to reflect Walsall's heritage within the built form;
- Aspirations for continuation of active street frontage punctuated by a rhythm of doors and windows to new buildings that reflect historic counterparts;
- Public realm enhancements should build on the attractive streetscape improvements already undertaken;
- Opportunities for new connections, improved legibility and visual signposts to link the area north, towards the canal and art gallery; and
- Station Street is within Walsall Strategic Centre as defined in the BCCS "growth network" (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change, opportunities and emerging character of the area

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Station Street are:

- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility



Station Street



Walsall Waterfront

Gigaport

Lying immediately north of the town centre, the Gigaport is an area that aims to grow innovation through the 21st century by harbouring education and business.

This truly entrepreneurial quarter is looking to re-shape Walsall's economy with the use of fibre-optic communications. Innovative architecture, excellent quality of public realm and artistic creativity will all contribute to forming a unique urban environment.

Existing/emerging character:

- Aspects of the areas history remain, including listed buildings such as the Leather Museum, Wisemore House and Queen Mary's High School;
- Emerging hi-tech hub with fibre-optic supported office-led regeneration alongside the new college;
- The open spaces of the Arboretum located to the east
- The Georgian and Victorian premises at the end of the Lichfield Street Conservation Area, providing an attractive link into the town centre and the civic quarter; and
- The traditional rows of retail premises along Stafford St linking the area to the leisure activities of the waterfront.

Design Guidance:

- Key pedestrian connections to the town centre to create strong links across Littleton Street West;
- Visual connections to the Arboretum to encourage further use;

- The scale of new development should reflect the areas aspirations to be a destination and deliver a visual counterpart to the Civic Quarter;
- Strong focus required on the quality of the public realm, which due to the scale of new development must be mindful of delivering a good microclimate;
- Linking in currently isolated and disconnected buildings such as Wisemore House and other heritage assets so as to place them centrally within the development and sustain new uses;
- A confident scale of development delivered along Littleton Street West so as to enclose and define this principal artery through the town;
- Designs for sites within the Gigaport must be permeable to encourage the Birchills and Reedswood communities lying to the north to move through it to the town centre;
- Traditional form of development in Stafford Street should be retained and refurbished as this may form a key vista into any future development of Gallery Square; and

- Gigaport is within Walsall Strategic Centre as defined in the BCCS “growth network” (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change, opportunities and emerging character of the area.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Gigaport are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm; and
- DW10: Well Designed Sustainable Buildings.



Lichfield Street, Upper Bridge Street and Ablewell Street

The Lichfield Street/Bridge Street/Ablewell Street area has a rich built heritage. The interwoven examples of Georgian, Victorian and Edwardian architecture, together with some well preserved 20th century buildings, are recognised through the designation of three conservation areas that cover area.

The area takes in part of the mediaeval town as well as later Georgian development of new areas of the town, as Lichfield Street was laid out as a fashionable district in the 19th and 19th centuries. Historically and today it forms a key commercial gateway into Walsall town centre from the north and south.

Existing/emerging character:

- The elegant villas and housing lining the Lichfield Street Conservation Area;
- The mix of building types, typically aligned along burgage plots in these sections of the Bridge Street and Church Hill Conservation Areas;
- The steep topography that affects the interplay between sites along Ablewell Street and Bridge Street;
- New shop fronts and general improvements delivered through the Bridge Street/Ablewell Street Townscape Heritage Initiative;
- Variety of buildings dating back to 18th century;
- Continuous street frontages along long stretches of street at back of pavement that enclose the public realm;

- Mainly commercial uses with potential for other uses above ground floor;
- Fine urban grain reflected in width of shop fronts;
- Typically 3 storey development (with focal buildings at prominent corner locations) and forming a diverse skyline of gables, turrets, copulas, parapets and pediments; and
- Use of a wide range of architecture, which is finished in many different materials;

Design Guidance

- New development shall guided by the Lichfield Street, Bridge Street and Church Hill Conservation Area Appraisal;
- Replacement and reflection of architectural features, particular brickwork and detail to shop fronts;
- Reinstatement of appropriate uses above ground floor level will be encouraged;
- New development must respect the height, massing and materials that give the area its character;



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- New development must respect and reflect the continuity and enclosure of the street through its building line;
- New development through its appearance and use must add to the overall ambience and character of the street; and
- The area is within Walsall Strategic Centre as defined in the BCCS "growth network" (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change, opportunities and emerging character of the area

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Lichfield Street, Upper Bridge Street and Ablewell Street are:

- DW3: Character;
- DW4: Continuity;
- DW6: Legibility; and
- DW9: High Quality Public Realm.

Rich architectural detail on Lichfield Street



Bradford Place, Bridge Street and Park Street

This area comprises the main stretch of commercial and retail activity in the town centre. It is centred on the town's medieval cruciform street pattern, but has been redeveloped heavily throughout the 19th and 20th centuries to form a more modern landscape, although in plan form the mediaeval burgrave plots can still be detected. Important connections exist between this area and St Matthew's Quarter with the Waterfront.

This is hub of activity for residents and tourists alike with aspirations for a high quality public realm to strengthen the town centre's character and identity. Walsall's most famous inhabitants are associated with this area, including Sister Dora (1832 – 1864, a nationally recognised pioneering nurse.

Existing/emerging character:

- The fine Victorian commercial buildings and chambers of the Bridge Street Conservation Area;
- Important landmark structures such as the Walsall Institute of Art, war memorial and Sister Dora statue;
- A range of large and small shopping units, including the listed Victorian Arcade;
- Key transport interchange within the town centre and main commercial centre;
- Modest scale 2-3 storey built development adopting a diverse mix of architecture, from high gothic and Italianate buildings, through to Edwardian Baroque and 20th century art deco; and
- The Bridge presents an adaptable, lively and diverse public space within the town centre and comprises arguable the very heart of the town (located over the mediaeval river crossing, now converted). It offers diversity as a meeting space, a market space and a performance space.
- The area is within Walsall Strategic Centre as defined in the BCCS "growth network" (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change, opportunities and emerging character of the area.

Design Guidance:

- New development shall guided by the Bridge Street Conservation Area Appraisal;
- Development shall strengthen Bradford Place as the focal point to the end of a key gateway into the town centre, from Bradford Street;
- Opportunities to regenerate Bradford Place as a key public space with improved enclosure along its western side;
- Aspirations to improve Bradford Place's efficiency as a key transport interchange and allow for improvements to pedestrians and traffic interface to be safer and more pleasant;
- Improvements to the public realm must be high quality and coherent, connecting with other town wide public realm initiatives;
- Great opportunities for public art exist in this part of Walsall town centre; and

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Bradford Place, Bridge Street and Park Street are:

- DW2: Safe and welcoming places;
- DW3: Character;
- DW5: Ease of Movement;
- DW6: Legibility;
- DW8: Adaptability; and
- DW9: High Quality Public Realm.



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Bradford St

The land running down either side of Bradford Street was formerly owned by the Earl of Bradford and is evident now by the stretch of Regency style terraces and Victorian villas that line the street. One famous inhabitant of Walsall, the author Jerome K Jerome (1859 – 1927, English writer and humorist) was born here in Belsize House.

Bradford Street forms an important gateway into the heart of Walsall town centre from the south, from where townscape views of important buildings such as the New Art Gallery are clearly visible.

Existing/emerging character:

- Strategically important approach to Bradford Place and heart of town centre from the south west;
- Fine middle class residences and businesses along the Bradford Street Conservation Area;
- The mix of 19th century architecture comprising both stucco rendered terraces and brick villas;
- Formal building lines; and
- Listed buildings include Belsize House, Sister Dora Hospital and Henry Boys Almshouses.

Design Guidance:

- Carefully considered infill development must reflect the scale and massing of neighbouring development and reflect the topography of the street;
- Attention to architectural detailing, particularly at ground floor level to enhance the richness of the street as experienced by pedestrians; and
- Bradford Street is within Walsall Strategic Centre as defined in the BCCS “growth network” (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change, opportunities and emerging character of the area

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Bradford Street are:

- DW2: Safe and welcoming places;
- DW6: Legibility; and
- DW9: High Quality Public Realm.




31-34 Bradford Street





Lichfield Street, Walsall



Central Suburbs

Central Suburbs

The town of Walsall expanded radically during the 19th century, forming a series of neighbourhoods in close proximity to the centre, where people could easily walk into town from. The locations of these remain sustainable, with their excellent links to the services offered in the town centre, including the train station, retail provision and leisure destinations.

The topography of this belt around the town centre relates to the town centre itself, with a hilly area around the south eastern areas of Highgate round to Chuckery in the east. The land rises gently through the northern suburbs and evens out to the west.

The individual character areas cluster between historic radial routes that extend out from the town, but are also informed by modern major barriers such as Littleton Street West along the northern limits of the town centre.

Historic stretches of canal are also found in this area in conjunction with a series of locks and associated road bridges, creating a secondary network of connections into the town, below the main street level, acting as recreational and wildlife routes.

Generally speaking, the central suburbs are built at a high density and with modest gardens; these however were compensated by the civic construction of large parks, such as the Arboretum.

The central suburbs are predominantly Victorian, however there are areas of Edwardian development and sizable areas of 20th century intervention too.

Each of these suburbs has its origins in different social and cultural spheres and as such their development ranges greatly from that of grid-iron streets of workers housing to large detached Arts and Crafts villas.

Each suburb maintains a real sense of identity and is found in the pattern of development, through not only the organisation of streets, but also the architectural language employed.

Aldridge Road



Mellish Road

This attractive residential street forms one entrance to Walsall from the north along the strategic A454 route. Mellish Road is rich in architectural and environmental quality featuring mainly mid-Victorian era villa-style properties which collectively produce a sense of visual unity. Overlooking the Grade II listed Arboretum, Mellish Road is framed by mature tree planting which extends and reflects the proximity of the Arboretum.

Existing character:

- The open landscaped parkland of the Arboretum Conservation Area;
- The strategic junction of the A454 and A461 corridors that offers clear legibility through the area;
- Wide tree-lined boulevard-style street with intermittent views into the Arboretum;
- Large detached Victorian villas set back from the road in spacious plots characterised by mature and plentiful landscaping;
- Boundary treatments to plot frontages are typically of high quality and add character to the streetscene; and
- Large and spacious plots

Design Guidance:

- New development shall be guided by the Arboretum Conservation Area Appraisal;
- Development opportunity on the site of the former Mellish Road Church for a high quality development befitting of its prominent location at the meeting of two strategic corridors;
- New development must respect the pattern of plots widths, building line and sense of landscaped spaciousness;
- High quality streetscene should be preserved and maintained as part of any new development; and
- Use of architectural detailing and features to add interest and variety to the richness and quality of the streetscene.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Mellish Road are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.



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Victorian villa-style houses on Mellish Road



Chuckery

Chuckery developed in response to the rapid growth in Walsall during the Industrial Revolution. A denser level of smaller housing is found here than in other suburbs of Walsall due to its later development during the later 19th century and the need to accommodate more workers who were predominantly employed in the town's leather industry. This has resulted in an intimate sense of enclosure when walking through the area.

Existing character:

- Terraced housing defining continuous street frontages and urban grain;
- Modest scale 2 to 2.5 storey development;
- Identifiable sense of community;
- Back of pavement housing form creates intimate urban form;
- Mixed industrial and residential uses in a defined area; and
- Examples of Victorian architectural detailing on houses.

Design Guidance:

- Family housing to reflect existing pattern of development;
- New development should reflect the character of massing and scale that contributes to Chuckery's identity;
- Residential schemes in particular should reflect the architectural character and details of existing buildings; and
- The continuity of street frontage and sense of enclosure within the street should be maintained with new development unless otherwise successfully justified.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Chuckery are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.



Terraced properties enclose the streetscene



Caldmore

Originally a separate rural settlement, the area of Caldmore was absorbed into the 19th century industrial expansion of Walsall during the 1880s. The saddlery industry was particularly prominent in this area

Today it forms the hub of a multicultural community with a vibrant atmosphere that has the potential to play a greater role in the life of the town, whilst still maintaining the charm of its village like centre which is designated as a conservation area and focuses on the former White Heart public house.

Existing character:

- A healthy and diverse multicultural community expressed, in the vibrant mix uses and healthy sense of community spirit;
- Successful programme of community arts;
- Tight knit urban grain of the Caldmore Green Conservation Area
- Fine late 17th century former public house, the Grade II Listed White Hart, a particularly early surviving building in the borough; and
- Locally distinctive street furniture.

Design Guidance:

- New development shall guided by the Caldmore Conservation Area Appraisal;
- New development must reflect the built form of Caldmore in terms of its scale and massing;

- Opportunities for building on the strong community spirit should be explored where possible through the arts;
- Solutions to traffic management should be explored through design and not limited to hard engineering; and
- Residential developments that can accommodate families and extended families in particular would benefit the creation of a sustainable neighbourhood in Caldmore.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Caldmore are:

- DW3: Character;
- DW6: Legibility;
- DW7: Diversity; and
- DW8: Adaptability.



White Hart Public House

Palfrey

Palfrey's diverse multicultural population is reflected in its rich character. Palfrey Park provides a valuable community asset in this suburb which was originally designated in the Victorian era. It was shortly following this that Palfrey became integrated with the town of Walsall as it grew in response to the demands of industrialisation and the town's world famous leather industry.

Existing character:

- Primarily residential with some industry;
- Open space for recreation at Palfrey Park;
- Community arts projects in Palfrey Park;
- Vibrant multicultural population expressed in architecture and land uses; and
- Streets are enclosed by buildings give definition to the built form

Design Guidance:

- New development must reflect Palfrey's character through its sense of scale and massing;
- New housing must provide a high quality living environment both internally and externally;
- Public spaces and streets must benefit from good surveillance and feel safe; and
- Connectivity to Palfrey Park should be optimised with all new developments

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Palfrey are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.



Palfrey Horse

Highgate

Highgate is an attractive residential suburb south of Walsall town centre now designated as a conservation area and focused on the Grade II Listed Highgate Brewery at its heart. This area contains most of its 19th century layout, buildings and services and connects directly to the Church Hill Conservation Area.

Existing/emerging character:

- The retained Victorian hierarchy of housing grouped into terraces and villas that form the majority of the Highgate Conservation Area;
- Mixed family housing between 2 and 3 storeys in height, mostly set back from the street behind small front gardens;
- Steep topography creating further juxtaposition between some properties and adding to the diverse character of the building types;
- Residential streets often lined with mature trees;
- Listed buildings of particular note include Grade II Listed Highgate Brewery and Grade II Listed windmill tower at No 75 Highgate Road; and
- Use of stucco render and polychrome brickwork to decorate buildings which cover a range of architectural styles

Design Guidance:

- New development shall be guided by the Highgate Conservation Area Appraisal;
- New development shall be mindful of the Article 4 directive in place (which limits some permitted development rights);
- New development should respect the pattern of plots widths and building line;
- High quality streetscene should be preserved and maintained as part of any new development;
- New development should reflect existing architectural detailing and add interest and variety to streetscene; and
- The setting and views of listed buildings must be taken into careful consideration

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Highgate are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.



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Highgate Brewery

Pleck

Running south from the town centre on the strategic A461 corridor, Pleck is an area that has undergone massive regeneration with a variety of residential, commercial and health schemes, most notably the new Manor Hospital on Pleck Road. Close collaboration with the community has been at the heart of this programme of transformational projects.

Existing/emerging character:

- Traditionally characterised by industry;
- Formed on strategic A461 transport corridor ;
- Grade II Listed former Board of Guardians on Pleck Road;
- Community-led public realm regeneration schemes; and
- New Manor Hospital development

Design Guidance:

- Good connections to town centre for access to amenities and local transport;
- High quality sustainable homes to meet the needs and aspirations of the local community for mixed tenure housing;
- Environmental and public realm improvements;
- Opportunities for public art projects to engage the community and promote civic pride;
- Impact of development upon strategic view southwards from junction of Pleck Road with Wolverhampton Road must be considered with new development; and
- Pleck is within Regeneration Corridor 7 of the BCCS “growth network” (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Pleck are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.



Manor Hospital



Bescot

The out-of-town location of Bescot is reflected in its zoned land use pattern including more land extensive uses such as retail parks, a football stadium and community colleges. Its key transport connections include access to the Walsall Canal, Junction 9 of the M6, strategic A461 corridor and Bescot train station.

Existing/emerging character:

- A mix of industrial, commercial, recreational and residential land use zones;
- All built form dates from the mid to late 20th century;
- Route of the canal runs from north to south mirroring the route of the railway;
- Railway station connecting directly to Walsall and Birmingham New Street; and
- M6 motorway lies to the south

Design Guidance:

- New housing development must take into account the close relationship with the M6 and motorway and design high quality living environments accordingly;
- Commercial and industrial developments must demonstrate that they have taken into account any potential impact upon the skyline or views along the M6 which provides a gateway into Walsall;
- Opportunities to improve the quality of the environment along the canal and its usability as a connecting route should be explored; and
- Bescot is within Regeneration Corridor 7 of the BCCS “growth network” (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Bescot are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.



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Joseph Leckie Academy Campus



Birchills and Reedswood

To the north west of Walsall town centre, Birchills and Reedswood form two communities that initially developed as residential suburbs during the Industrial Revolution. Today these areas contain a variety of modern housing alongside traditional terraces and a range of retail amenities, all of which are a short walk from the town centre alongside canal towpath.

Regeneration opportunities here are expected to maximise the connections to the surrounding green spaces and canal network to create a high quality, connected place to live.

Existing character:

- Multicultural population with community spirit;
- Areas of tight knit urban grain with grid pattern street layout and also new housing;
- Terraced housing forms continuous back of pavement frontages;
- Close proximity to public open green space;
- Close proximity to the Walsall Canal, Wyrley and Essington Canal and The Locks Conservation Area containing Grade II Listed locks; and
- Grade II Listed Birchills Canal Museum and former Boatmen's Rest on west side of canal at northern edge of The Locks Conservation Area

Design Guidance:

- Assets provided by the canal and green open space should be maximised through legible, safe and easy access for all users;
- New residential developments must design in local distinctiveness drawing on inspiration from the nearby canal and green open space;
- Houses should accommodate families with spaces to play and rest that are safe and well maintained;
- New developments will seek to create a sense of place, using modern design to create distinctive environments;
- New open spaces will be functional, well maintained and overlooked;
- All new developments must be designed within the context of Birchills' strategic regeneration framework; and
- Birchills and Reedswood are within Regeneration Corridor 7 of the BCCS "growth network" (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area



All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Birchills and Reedswood are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.

Birchills Canal Museum



The Butts

The Butts became a suburb of Walsall town centre as the town grew during the Industrial Revolution. It has a compact and intimate quality within its streets created by the scale of housing and enclosed streets. The Victorian influence is still clearly evident in the built form and the materials and details dating from this time give the streetscape a lively and attractive quality that future development in this area should be sensitive to.

The Butts is closely located to the Arboretum, part of it being covered by the Conservation Area of the same name.

Existing character:

- Views towards the parkland environment of the Arboretum Conservation Area;
- Tight knit late Victorian terraced housing north of Butts Road;
- Small front garden define private space within the streetscene; and
- Architectural details on houses add richness to the streetscape

Design Guidance:

- New development shall guided by the Arboretum Conservation Area Appraisal;
- Houses should be of a commensurate scale to their existing neighbours and accommodate households of a variety of sizes;
- Traffic calming should be achieved through design rather than over-engineered solutions;
- Sensitive high quality design on the former Mellish Road Church site; and
- Architectural details to add variety and richness to the streetscape should be designed in to new development.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to The Butts are:

- DW3: Character;
- DW4: Continuity; and
- DW6: Legibility.



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Continuous terraced housing

Delves

Previously the area now known as Delves was a medieval settlement, including its own manor house, the traces of which can still be detected around the area of common land that survives today as Delves Green surrounded by housing, a school and religious community buildings.

Lying to the south of Walsall town centre and sandwiched between The Broadway ring road and M6 Motorway, this residential community has access to some attractive green spaces including the route of Full Brook.

Existing character:

- One of Walsall's residential suburbs containing 20th century housing built during the inter and post war periods
- M6 skirts the south of Delves along which is located a strip of industrial land and premises
- Close proximity to Full Brook and Rushall Canal
- Good connections to Walsall town centre

Design Guidance:

- New housing development must take into account the close relationship with the M6 and motorway and design high quality living environments accordingly
- Housing developments should reflect the pattern of development for spacious family housing with useable garden spaces for occupants
- Commercial and industrial developments must demonstrate that they have taken into account any potential impact upon the skyline or views along the M6 which provides a gateway into Walsall

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to The Delves are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Traditional family housing



East



Moot House, Aldridge

East

The east of the borough can be described as a series of individual settlements separated by swaths of open spaces, largely protected as greenbelt. Most of these settlements have historic cores, some with ancient origins such as Aldridge.

Many of the districts/local centres have commons at their heart, including some with industrial mining origins, but today these areas of common land add to the open semi-rural character of these settlements.

Density of development is lowest towards this side of the borough and housing is generally larger and more spacious, geared towards family living. Extensive areas were constructed during the early part of the 20th century and capture the essence of the Garden City Movement, such as in areas of Streetly and Rushall, where there is a clear link aesthetically with Mellish Road in the Central Suburbs.

The open countryside plays a significant role in how the design of these areas have emerged, with stretched of open rural canals and views up towards the woods around Bar Beacon. This countryside has crept into the settlements, with well planted gardens and tree lines streets being particularly prominent.

Streetly



Bloxwich

Developed on a plateau 500ft above sea level, Bloxwich is the highest point in Walsall Borough. Referred to as ‘Blocheswich’ meaning ‘Bloc’s Village’ in the Domesday Book reflecting the prevalence of the Bloc family in the agricultural community, the town expanded in the 18th century when coal mines were opened leading to cottage industries making awls, nails, needles and saddle blades.

Further expansion was encouraged in the 19th century when the canals were opened. Famous inhabitants of Bloxwich include Pat Collins, ‘King of Showmen’, who held the Bloxwich Wakes here every August. The area has a high provision of valuable open spaces and parks including King George V Memorial Playing Fields, Promenade Gardens and Bloxwich Park

Existing character:

- The joined designations of Bloxwich Park, Elmore Green and Bloxwich High Street Conservation Areas that run north to south down the town centre;
- A linear town centre terminated either end by parks and open spaces, containing the landmark buildings of All Saint’s Church, Elmore Green and Bloxwich Hall;
- A vibrant market located adjacent to High Street;

- Surrounding residential areas include a full range of housing styles from Victorian to inter-war and post-war estates. Large areas of social and former social housing in adjoining Mossley, Dudley Field and Blakenall
- Previous Townscape Heritage Initiative in 2002 has raised quality of the streetscene

Design Guidance:

- New development shall guided by the Bloxwich Park, Elmore Green and Bloxwich High Street Conservation Area Appraisal;
- Future development must boost the character of the high street;
- Attention to the detail on shop fronts and commercial properties along High Street in line with Conservation Area status;
- Coherent improvements to the public realm and environmental quality to make it an enjoyable place to be for pedestrians;
- Housing schemes must provide high quality environments for families with usable private amenity space; and

- Future development proposals should refer to the Bloxwich Strategic Regeneration Framework
- Bloxwich is within Regeneration Corridor 7 of the BCCS “growth network” (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Bloxwich are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings

Elmore Green



Goscote Lane Corridor

The Goscote Lane Corridor is approximately 1.5 miles north of Walsall town centre. Goscote Lane forms the spine of the route linking via Livingstone Road to Lichfield Road to the north and to Harden Road and Station Road to the south.

Swannies Field is a significant piece of open space in the south of the Corridor which is connected to the Goscote Valley by the Wyrley and Essington canal. Together these form a substantial network of open space that is a distinctive feature and asset of the area. Communities designed to provide social, economic and environmental sustainability should be at the heart of future development.

With superb links to green open spaces and good connections to Walsall and Bloxwich town centres, the Goscote Lane Corridor has the opportunity to create a great place to live.

Existing/emerging character

- Predominantly a residential area which is the subject of an ambitious housing-led regeneration scheme;
- Goscote Valley provides opportunity for intimate relationship between green landscape and housing area;
- Large semi-detached properties set around spacious gardens and curved estate roads; and
- Mixed tenure community built to achieve high quality design and a safe environment.

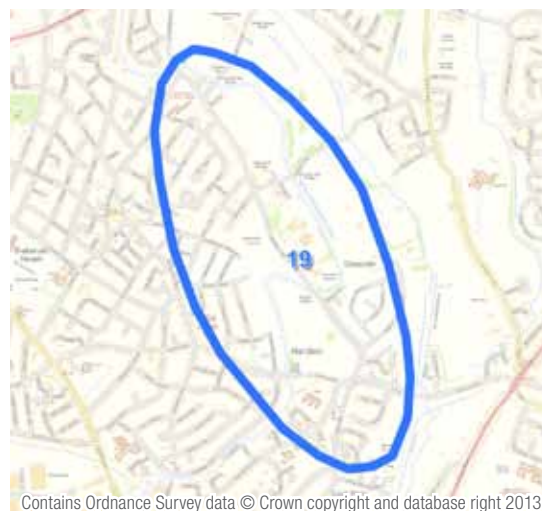
Design Guidance:

- The design of new residential development must be designed within the context of the Goscote Lane Masterplan Design Guide;
- Improvement of relationships, connectivity and quality of pedestrian links to the canal and community/leisure facilities;
- Quality residential schemes to add character areas to the estate;
- Interesting and innovative architecture to add vibrancy to the built environment;
- Opportunities for community uses and open spaces;
- Bonding the community through public art and environmental projects;
- Thoughtful use of landscaping and planting throughout development schemes;
- Housing-led developments must provide an appropriate variety of residential units to cater for all members of the community and contribute towards a safe, high quality living environment;

- Improvements to the public realm must contribute to a positive image to encourage community pride; and
- Creative parking solutions and traffic management to avoid the evolution of a vehicle-heavy environment.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Goscote Lane Corridor are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



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Surestart building, Blakenall Village Centre



Brownhills and Walsall Wood

This area developed as a trading post throughout the Industrial Revolution, first with the opening of the Wyrley and Essington Canal in 1797 in Brownhills and the Daw End Branch Canal in Walsall Wood during the 19th century.

Raw materials found locally such as limestone and coal could be transported to towns across the Black Country and trades in nail making, chain making, brick making and boat building established. Coal mining remained the main industry in this area until the 1950s and this is commemorated in the public art piece, The Brownhills Miner, found at the northern end of Brownhills High Street.

Existing character:

- Mining, canal and railway heritage;
- Wyrley and Essington Canal provides key local focus for social and recreation activities;
- Residential suburbs display delicate local vernacular and Victorian architecture;
- Fine traditional plot pattern along the linear Brownhills High Street;
- Mainly modest scale development throughout at 2-3 storeys;
- Significant areas of open space including the 100 acre green space of Brownhills Common (formerly part of the Cannock Chase Forest), Birch Coppice (a large area of predominantly oak and birch woodland) and the Clayhanger Common to the south (one of the best wetland sites in the county); and

- Walsall Wood is located on the strategic A461 corridor

Design Guidance:

- New development adjacent to the Wyrley and Essington Canal must address the canal in a positive and creative way;
- Architecture should be attractive, visually pleasing and sensitive to the scale of its neighbours;
- New development must contribute to improving the public realm and providing high quality streets and spaces that feel safe, secure and welcoming;
- Houses and apartments should provide well designed and useable private amenity space for future occupants;
- New development must understand and build on opportunities for improving the connections between Brownhills High Street and the canal;
- Development in and around the A461 corridor must have careful regard for strategic views towards the town centre from this point due to the rising topography; and
- Brownhills is within Regeneration Corridor 15 of the BCCS “growth network” (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Brownhills and Walsall Wood are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Aldridge

Aldridge is first mentioned in the Domesday Book in 1086 as 'Alrewic', a Saxon word meaning 'Alder village' suggesting that by Saxon times people had formed a settlement here in a grove of alder trees.

St Mary's Church dates back to c.1250 and is thought to have been founded by Nicholoas de Alrewych.

Aldridge was transformed from a medieval agricultural village into an industrial settlement when the canals and railways were opened during the 19th century to serve several local coal mines. Aldridge is surrounded by Green Belt and open landscape and contains a number of parks and green spaces within its urban boundary.

Existing character:

- Located on strategic A454 corridor which dissects the settlement
- Aldridge Conservation Area lies to the east of the centre containing attractive older property, a central common area and some new development to the south
- Original settlement evolved in medieval times around St Anne's church with attractive older property defining the historic core
- Identifiable Art Deco-style properties in the town centre
- The tightly constrained 1960s shopping centre provides significant opportunities for refurbishment and high quality design

- Important open spaces close to the centre provide valuable opportunities for recreation and creating linkages to public amenity spaces

Design Guidance:

- New development shall guided by the Aldridge Conservation Area Appraisal;
- New development should seek to revitalise Aldridge's local distinctiveness through high quality design;
- Lighting schemes should be considered and designed-in for prominent and high quality new developments along the A454 as part of the strategic corridors urban design framework ;
- Connections across the A454 to improve linkages within the community should be explored;
- Improvements to the pedestrian environment and attention to detail at human scale, particularly along the A454, must be demonstrated as part of new development proposals; and

- Links and connections to surrounding green landscape and canal networks should be maximised through new development opportunities.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Aldridge are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



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Traditional vernacular cottage, Aldridge



Streetly

Streetly takes its name from Ryknield Street, a Roman road whose route can still be followed through Sutton Park and the earliest written record of Streetly is found in an Anglo-Saxon Charter dated 959.

Like Aldridge, the character and population size of Streetly was transformed from a forested medieval village by the opening of a railway station in 1879 on the corner of Foley Road and Thornhill Road. This station has subsequently closed but opportunities exist for it to be opened in the future and provide an additional railway route into Walsall town centre. Streetly possess a sense of affluence and its green, open character is a quality that draws many people to aspire to live within its environment.

Existing character:

- Close to relationship to Sutton Park provides a green and spacious sense of place which is echoed throughout the streets through mature tree planting and large plots;
- Contains streets of fine early 20th century housing in spacious plots within the Streetly Area of Special Townscape Character;
- Spacing and rhythm between houses allows for glimpsed views of Sutton Park and mature landscaped rear gardens between properties which contributes significantly to the character with rear and side garden boundaries being typically soft;

- Primary routes through the area are Chester Road and Foley Road; and
- A high quality living environment that maximises its proximity to Sutton Park

Design Guidance:

- New development shall guided by the Streetly Area of Special Townscape Character;
- All new development must respect the green and spacious character of Streetly. Proposals to develop domestic rear gardens and subdivide plots in a manner that does not reflect this character will not be acceptable;
- All new residential units must make provision for useable private amenity space that can add to the benefit offered by Sutton Park's proximity not be replaced by it;
- New development should seek to reflect the most positive aspects of Streetly's character such as individual houses with architectural detailing that add variety and vibrancy to the visual qualities of the streetscene; and

- Opportunities for new development should consider the possibilities for connecting to the railway line that runs through Streetly from Sutton towards Walsall and through to Willenhall

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Streetly are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



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Arts and Crafts Housing, Streetly



Pelsall

Pelsall was first mentioned in a charter in 994 as ‘Peolshalh’ meaning ‘a nook’ or ‘land between two streams belonging to Peol’ when it was amongst lands given to the monastery at Heantune (Wolverhampton) by Wulfrun, a Mercian noblewoman. The Domesday entry of 1086 describes it as waste land, most likely because this part of the Midlands was devastated by King William’s forces when dealing with the uprising following the Norman Conquest.

The cutting of the canal around 1794 opened up the area for industrialisation with the mineral and coal deposits being quickly exploited. Nail making and ironworking began as cottage industries but eventually an ironworking factory was established on the North Common in the 19th century. Despite this Pelsall has managed to maintain a rural quality and the presence of Pelsall Common provides a valued and important local landmark.

Existing character:

- Heritage of mining and iron working;
- The open aspects across Pelsall Common Conservation Area and the Old Pelsall Conservation Area;
- Protected open green space of Pelsall Common;
- Tree lined streets

- Vestiges of railway and railway architecture found in terraced cottages in Station Road;
- Housing is a variety of detached and terraced; and
- Recognised by the community as having a strong local distinctiveness, identity and a high quality environment.

Design Guidance:

- New development shall guided by the Pelsall Common and Old Pelsall Conservation Area Appraisals;
- Careful reflection of existing patterns of residential development, scale and massing;
- New residential schemes overlooking Pelsall Common must maximise the benefit of this relationship for the benefit of future occupiers;
- Opportunities to build on and enhance local distinctiveness must be explored and embraced; and
- Appropriate planting of native species where landscaping is required

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Pelsall are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Pelsall finger post



Rushall and Shelfield

Rushall's history dates back to Saxon times when a settlement was formed to the north of Rushall Hall. Limestone of high quality lies near the surface at Rushall and this was exploited for both building and agricultural purposes by the Romans. The use of limestone as flux for smelting iron caused great expansion during the Industrial Revolution.

The quarries in Rushall Hall's park flooded to become Park Lime Pits which is today a nature reserve.

The Arboretum lakes, then also in Rushall, were similarly formed by quarrying. The strategic importance of Rushall and Shelfield is evident from its location along the strategic A461 corridor linking Walsall town centre to Lichfield in the north.

Existing character:

- This area is characterised by housing from different periods although mainly 20th century residential estates remain today;
- Historically development has occurred along the strategic transport routes of the A461 and Rushall canal;
- Originally the area consisted of four settlements: Daw End, Rushall, Shelfield and High Heath with Shelfield being mentioned in the Domesday Book in 1086;

- An ancient area now designated as a conservation area focused on and Rushall Hall and St. Michael's church; and
- Character consists mainly of inter war housing estates containing small semi-detached properties providing rhythm and continuity within the streetscene and a sense of low density development.

Design Guidance:

- New development along the canal and strategic road network must promote a positive image of Walsall being important access routes into the town centre;
- High quality design along important frontages and at corner locations for all types of development will be sought;
- Connections between public amenities such as shops and schools must be safe, well lit and benefit from good surveillance; and
- Close relationship to existing green space surrounding the housing areas should be understood and improved where possible

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Rushall and Shelfield are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



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Lime Pits Nature Reserve



Gillity Village, Park Hall and Pheasey

These residential suburbs lie in the east of Walsall borough and display a local vernacular of medium to large sized semi-detached and detached housing mainly dating from the inter war and post war periods. Rushall Canal sweeps through Park Hall providing an attractive environment in parts. Proposals for new development should reflect the quiet residential character of these areas and their communities in their design.

Existing character:

- Distinctive oval and rounded street patterns reflecting the planned communities typical of the inter war and post war periods
- Housing consists of small semi-detached, detached and terraced houses with a confined element of apartments in the centre. The character of the Pheasey in particular relates closely to the built form of suburbs south of the border in Birmingham
- Well served by public services including schools, a university and sports ground,
- A34 Birmingham Road has a distinctive character typical of architecture from the early 20th century

Design Guidance:

- Future development should respect the spacious and low density form of development
- Housing developments must cater for families and provide suitable garden sizes that reflect the character of the area
- Connections to public services must be safe, well lit and benefit from good surveillance

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Gillity Village, Park Hall and Pheasey are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Rushall Canal



West



Willenhall Clock Tower

West

The west of the borough is defined by those areas west of the M6 as it slices its way through Walsall from north to south. These western neighbourhoods are positioned more centrally in the Black Country and bear the characteristics of this historic region.

Whilst each of these areas is a destination in its own right, the western area of the borough is far more densely developed, than that to the east, and one town/suburb links into the next with very little space to define each geographically.

The expansion of major industries, such as the manufacturing of locks in Willenhall, caused this area, of what were formerly individual and ancient settlements, to link together in a relatively short period of Victorian growth.

These districts contain tight-knit streets of industrial housing, which can be compared, to some extent, with the growth of Walsall's central suburbs. Its individual character is translated across the wider area in the use of a simple pallet or red and blue engineering brick and Welsh slate roofing.

Mid 20th century housing development has utilised areas of remaining open space leaving pockets of open space which are highly valued by residents.

The central location of this area within the wider Black Country has resulted in a network of canals, railways and roads criss crossing the area in all directions, linking it back to Walsall, across to Wolverhampton and down to Birmingham.

The west of the borough is a very diverse area of Walsall and enjoys a wide variety of communities and this is expressed in the new generation of civic and religious buildings that form new landmarks in the borough.

The Swan Inn, Darlaston



Darlaston

Darlaston developed rapidly in the 18th and 19th centuries from an agricultural village to a town noted for mining and metal working. The historic urban form remains, however, as the main streets of today's town were also medieval thoroughfares – King Street was, and is, the principal shopping street but it also contained attractive houses where some of Darlaston's wealthier citizens lived.

Many street names are reminders of the centuries when Darlaston was a rural village. The Green is the location of the old village green and Pinfold Street was the site of the pound where stray animals were kept until their owners collected them and paid a fine. Nearby is the Leys, once a field where animals were grazed.

Existing character:

- Historic core covered by Darlaston Conservation Area containing civic buildings such as Town Hall, Police Station and Post Office
- Intimate tight knit feel of historic medieval street layout
- Listed buildings include Grade II Listed Church of St Lawrence built 1872
- Opportunity to refurbish and strengthen character of King Street
- Modern shopping premises form the retail core
- Located on the strategic A454 corridor

Design Guidance:

- New development shall be guided by the Darlaston Conservation Area Appraisal;
- New development within the Conservation Area must preserve and enhance the built heritage and architectural detailing that contribute to Darlaston's character;
- Improvements to the public realm and environmental quality along King Street are needed;
- Opportunities exist to raise the quality and promote the use of the canal network;
- All new developments must be designed within the context of Darlaston's strategic regeneration framework; and
- Darlaston is within Regeneration Corridor 6 of the BCCS "growth network" (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Darlaston are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Darlaston Conservation Area



Moxley

Lying to the west of Walsall town centre and located on boundary of Sandwell and Wolves is the local centre of Moxley. Its strategically important location gives it the opportunity to be an excellent gateway to the borough through high quality design.

There are great opportunities to regenerate Moxley into an attractive, sustainable urban centre and to maximise its locally distinctive assets such as the canal network, good transport connections and provision of green open spaces.

Existing/emerging character

- Good connections to the M6 and A454 and the only metro station in the borough at Bradley Lane
- Major gateway to Walsall borough
- Rich industrial heritage which has evolved from mining and metal working
- Dominated by residential land uses dating particularly from the inter war and post war periods
- Poor permeability and prevalence of cul-de-sacs
- Walsall Canal provides a break between residential urban form and the larger grain of industrial uses in the Bull Lane area to the east
- Moorcroft Nature Reserve is both a SSSI and SLINC and with the Great Bridge Road playing fields provides an important green space for the area
- The High Street, which divides the two housing areas, lacks clear identity

- The public realm strategy will connect the open spaces together and provide a linear park for the area structured around Walsall Canal

Design Guidance:

- Moxley's location as a major gateway into Walsall requires a positive design approach to make highly positive statement;
- All new developments must be designed within the context of Moxley's strategic regeneration framework. Large and small sites should be used to knit the urban fabric together into a cohesive whole;
- Establishment of an enhanced 'heart' for the local centre at the intersection of High Street and Burns Road to reinforce High Street as a mixed use spine, establish a sense of place for Moxley and serve as a gateway to and from Walsall;
- Pedestrian and vehicle movements must be legible, well connected and with a sense of hierarchy and must maximise links with Moorcroft Nature reserve, Walsall Canal and the Metro station; and

- Moxley is within Regeneration Corridor 5 of the BCCS "growth network" (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area.

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Moxley are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Moorcroft Nature Reserve



Willenhall

The first record of the small settlement of Willenhall is from the 8th century; it remained a modest market town until the growth of industry in the 18th century when coal and iron began to be fully exploited.

Market Place and Stafford Street with many tiny streets and urban lanes crammed with houses, workshops and pubs. Willenhall is famous for its lock making industry which began in Elizabethan times and there is evidence of this throughout the urban environment. The town’s charm should be protected and enhanced as an integral part of any future development.

Existing character:

- The tight knit urban form of the Willenhall Conservation Area focused on its ancient Market Place surrounded by a variety of commercial listed buildings;
- Heritage of lock and key making industry reflected throughout the town centre and used in the art to map out the town trail;
- Willenhall market continues to take place in the medieval market place and provides a focus for the town centre and its community;
- Built form is diverse, but largely retains the form of the mediaeval burgrave plots around the market place. It contains small brick vernacular premises as well as grander Georgian premises, typical Victorian parades of shops and much later 20th century factory buildings towards the edge of the town.
- Buildings are largely at back-of-pavement and assist in enclosing streets;
- Very strong identity amongst the wider community;

- The Townscape Heritage Initiative programme has provided enhancements and refurbishments to historic buildings within the town centre core;
- Located on the strategic A454 corridor, and connected by New Road, the 19th century toll road;
- Surrounding areas include post war housing, limited Victorian terraced housing and large areas of 1950s industrial building such as Ashmore Lake and Willenhall Trading Estate; and
- Memorial Park opened in 1924 to the west of the town centre and provides a focus for many social and recreational activities

Design Guidance:

- New development shall guided by the Willenhall Conservation Area Appraisal;
- Retention of historic shop fronts and continued reinstatement of historic shop fronts and other architectural details will be supported;
- Redevelopment opportunities that connect Stafford Street and the food superstore to the east side of the town centre will be supported;
- All new developments must be designed within the context of Willenhall’s strategic regeneration framework and not in isolation;
- New development must understand and reflect the built character evident in the historic street patterns, massing, architecture and continuity;
- Housing-led regeneration schemes should focus on providing family housing with quality private amenity areas that can contribute to establishing long term sustainable communities and a sense of neighbourhood;

- Opportunities to strengthen the connections between Willenhall’s collection of green spaces, such as parks and cemeteries, as well as raising the quality of green routes, such as the culverted canal, must be explored; and
- Willenhall is within Regeneration Corridor 6 of the BCCS “growth network” (see BCCS main Key Diagram and Policy CSP1) which provides indicative proposals for the scale of change and emerging character of the area

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Willenhall are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Bentley

Through an exciting regeneration framework and unfolding new investment the aspiration is for Bentley to become a more desirable and attractive place for all members of the community to live in with a thriving local centre at its heart, offering a range of well designed, good quality facilities; set within a distinctive and well cared for environment of streets and spaces.

Existing/emerging character:

- Established housing area, mainly post-war, with a strong sense of community;
- Well connected and permeable street layout;
- Pervading sense of spaciousness throughout the area provided by wide streets with houses set back from the road, long gardens and 'greenness' – assets which are highly valued by the community;
- Important archaeological remains on the site of Bentley Cairn dating back to the Jacobean and Victorian eras;
- Well used shopping parade with established long-term traders serving the community with potential to become more even more vibrant; and
- Improvements to the shopping parade and its immediate surroundings have enhanced its vibrancy and make the

area more secure and attractive to shoppers, including improvements to the public realm, traffic management to address difficulties with access and parking.

Design Guidance:

- An innovative community library for the 21st century must set the highest standard of quality for the regeneration Bentley in terms of design, facilities and resources; and creates a landmark building that the people of Bentley can be proud of;
- Improvements to the local environment and public realm with careful attention to cleanliness and maintenance of streets and spaces;
- New development should be focussed on sites that are either derelict or contain underused or long term vacant buildings;
- Improvements to valued green open spaces must make provision for thoughtfully designed play and recreation areas that are easy to manage and maintain and add a greater

range of activities to suit a variety of age groups within the community; and

- New housing must meet the needs of local people and allow the community to grow in a sustainable way that enhancements Bentley's sense of neighbourhood and community

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to Bentley are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
- DW6: Legibility
- DW7: Diversity;
- DW8: Adaptability;
- DW9: High Quality Public Realm;
- DW10: Well Designed Sustainable Buildings



Parsons House, whg development



New Invention

This primarily residential area lies north of Bentley and Willenhall and west of Bloxwich. Sitting close to the boundary with Wolverhampton and Wednesfield people from New Invention often affirm their identity as being part of Willenhall as workers in the lock industry often lived here.

New developments in this area should connect into the distinctive local assets such as the canal network and green parks in the area to enhance the area's quality as a place to live.

Existing/emerging character

- Wyrley and Essington Canal winds its way through the area
- Primarily a residential suburb containing mainly inter war and post war houses
- Shopping centre in need of refurbishment and environmental improvements
- Close to Rough Wood Country Park and Sneyd Reservoir
- Recent residential developments embodying higher design qualities

Design Guidance:

- Maximisation of canal in terms of connections, ecological value and high quality of waterside development
- Connections to surrounding landscape assets such as parks and reservoirs, especially for cyclists and pedestrians, will be encouraged
- All new development must contribute to promoting a positive image and identity of New Invention
- Innovative design solutions for residential schemes will be encouraged
- Housing developments should cater for families in terms of private amenity and accommodation size

All policies in Chapter 5 apply throughout the borough in all areas, but of particular relevance to New Invention are:

- DW1: Sustainability;
- DW2: Safe and welcoming places;
- DW3: Character;
- DW4: Continuity;
- DW5: Ease of Movement;
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- DW7: Diversity;
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Wyrley and Essington canal





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M.P. BUTLER

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BUTCHERS