

Disclaimer to accompany the Salford Priors Conservation Area Review

This October 1997 report is the result of an independent survey and analysis of the buildings and landscape form of Salford Priors.

It identifies the architectural, historical and environmental qualities of the settlement and gives recommendations for the continuing preservation and enhancement of the Conservation Area. It was undertaken for and behalf of Stratford-on-Avon District Council. The report was used to inform boundary alterations to the conservation area that were approved by the District Council's Planning Committee on 12 November 1997.

The Committee also resolved that the contents of the report should form the basis of a fully published document, available for purchase from the District Council. Whilst the formal publication was never produced for purchase the contents of the draft report has been accepted as material consideration to inform planning decisions and appeals.

Conservation Area Review

October 1997

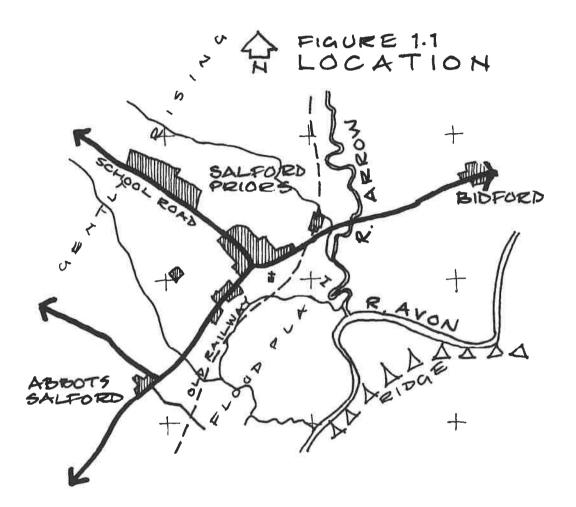
for Stratford on Avon District Council

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General Introduction

Standard text as other SoA DC CONSERVATION AREA reports

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1. Introduction

1.1 Location

Salford Priors is one of the larger parishes in south Warwickshire, at the extreme western side of the region, bordering Worcestershire. The population of the parish is nearly 1,400 but is made up of a number of small village centres which include, in addition to Salford Priors, Abbot's Salford, Dunnington, Rushford and the Bevingtons. Salford Priors itself is in two distinct parts, the area on the Evesham Road based around the old settlement, and a post-war 'Garden Suburb' built around the school on School Road to the north-west. The older half of the village comprises no more than 200 houses: but many of these are new houses in recent development off Ban Brook Road.

Salford Priors lies on the B439 road between Stratford-Upon-Avon and Evesham, some 2 km south-west of Bidford-on-Avon. The parish is also crossed by the A435 trunk route between Birmingham and Cheltenham. In 1995 a by-pass road was completed between Alcester and Evesham, relieving both these routes, and re-designated the A46. It roughly follows the alignment of the old Evesham-Alcester railway line, which used to have a station at Salford Priors on the main road on the north-east side of the village.

1.2 Topography

Salford Priors lies in the upper part of the Vale of Evesham, which extends in a broad arc north-west of the Cotswold Hills. The valley is formed by the river Avon as it meanders westwards to the Severn, and Salford Priors is close to one of its major confluences with the river Arrow. The sheltered climate afforded by the Vale is the basis for its fame for market gardens and orchards, and a 1:50,000 O.S. map show how these conditions extend north to Salford with orchards all along the Evesham Road.

Salford Priors owes its existence in part to the ford over the Arrow, which is now crossed by Salford Bridge. The village itself extends along the northwest edge of the flood plain of the Avon at a point where it is particularly wide. The river here runs hard against the opposite side of the valley, marked by the scarp of Cleeve Hill. This leaves a broad, flat area of water meadows, called Worcester Meadows, south of the village. The main aspect, then, is southwards across this land to Cleeve Hill, although the railway and the trees that have grownup along it have limited the outlook in many places. This

psychological barrier has been heightened by the construction of the new A46 by-pass road.

The river near Salford is between 25 and 27 metres above sea level, and the village along Evesham Road is at about 31 metres. To the northwest the land rises very gently, creating a flat and open character which has been emphasised by the removal of hedges and trees for agriculture.

1.3 Morphology

The morphology of a settlement is its form expressed in the alignment of its streets and the shape and size of its plots. This aspect often is a stronger determinant of the character of a place than its architecture.

At Salford Priors the most dominant influence has always been the alignment of the main road, and this itself is dictated by the topography of the edge of the river flood plain. The village has therefore evolved in a strongly linear form. School Road leads out of the village north-westwards to other parts of the parish, and its junction with Evesham Road creates a weak focal point within the village. The pressure historically for more building was evidently not sufficient to initiate any further development off the main street. Consequently no street pattern has evolved to mould the built form of the village.

Development along Evesham Road

Nevertheless, the older buildings do have a particular relationship to the street that it is important to understand. Before the 20th century, street frontage was considered an important asset. Buildings were almost always situated right on the roadside, to give the most convenient possible access to the public road, in times when maintenance of surfaces was difficult and the main mode of transport was on foot. The primary building uses, whether residential or commercial, would be at the front, with areas behind used for all secondary activities and

support, from stabling and workshops to agricultural smallholding.

At Salford Priors the competition for street frontage was not as great as in a more densely populated village, but most of the older homes and cottages are still built in rows and close to the The main street was well below full highway. development before the modern era, and the result has been a discontinuous character with large gaps between original building groups. More recent building has not generally continued the earlier development pattern, and is set back from the road often with utility areas, particularly yards, garaging and parking in front. The Bell Inn and the two recent bungalows opposite it are examples. Consequently new building has made a weak feature of the conservation area worse, without the mitigation of either preserving views outside the village or planting to help repair the continuity of the street frontage.

The larger scale impact of modern site planning is more completely seen in Ban Brook Road and School Lane. Here the openness of street space created by over-allowance for frontal vehicle access and garaging is bleak and characterless. In School Lane it is greatly mitigated by the retention of roadside hedges as front boundaries, which define the street space effectively. Similarly smaller groupings such as Ban Brook Close and Jack Thompson Croft create well defined, and in these cases intimate, public space. These are valuable assets in Salford Priors, where the dominance of the main road has hindered the creation of usable public space, such as a village green or square.

1.4 Building form and materials

In the case of Salford Priors, village morphology is not distinctive, and the quality of its conservation area depends primarily on the architectural character of its buildings. Indeed, there is a remarkable consistency to the black-and-white timber framed cottages that represent the majority of the listed buildings in the village. Salford Priors is fortunate, too, in that many of them still retain their thatched roofs.

A typical structure is 1 or 1½ storeys with attic rooms lit by gable windows or swept thatch dormers. Where thatched roofs have, in a minority of cases, been re-roofed in tiles, dormers have had to be re-built. The framing technique used is typical of the region, using an open square box frame infilled with masonry. The masonry provides rigidity with less requirement for diagonal braces and closer vertical members that are typical of other regions where lath

and plaster is used. Both brick and stone are used, lime-washed and sometimes plastered.

Large gable-end chimney stacks are strong features on a number of cottages, again built of stone or brick. Other secondary elements are kept simple: plain side-hung casements with few glazing bars, and plank doors. Where modern 'traditional' windows have been used as replacements, there is a tendency to use multi-paned casements which have too cluttered an appearance.

Brickwork is also used in many buildings from the 18th and 19th centuries. Traditional brickwork is of plain red and red-brown colours, not the yellows and brindled mixtures popular in modern brickwork. Larger format bricks than today's, with thinner limemortar joints also give a different textural quality. On some later nineteenth century building, blue bricks are used to create patterns and features in limited areas. Relatively little stone masonry is used in Salford Priors. The locally available material is lias, a kind of soft close-textured grey limestone, used in chimney stacks and also on the church: it does not weather well, particularly at joints.

The most distinctive materials in Salford Priors are not in common use in modern construction. However, there are many examples of older brickwork whose colours fit well with the natural tones of the village, and these can provide the palette for new work. It is very pleasing that thatch and simple detailing has been used in new housing at Jack Thompson Croft. In particular render has been used, but avoiding the temptation to paint it stark white. White is effective where it is relieved by timber framing, and not therefore in large single areas: in other locations expanses of white can be much too intrusive. At Jack Thompson Croft sand has been selected for the render that has an even grey-buff appearance: paint finishes of a similar muted colour would also do.

A further aspect of modern construction that jars with the old is the size and profile of roofs, which are able to span much further than the traditional 5-6 metres. The large floor plans possible result in very boxy shapes, and eaves' heights tend also to be set very high. The same floor area in older buildings are generally achieved by an assembly of smaller structural units producing smaller, steeper roof profiles and more intersection and variety. An example is the new houses at Meadow View, which are positioned close to the road in keeping with the general building line, but the size of the gable visible from Evesham Road on the southern approach to the village is very ungainly: both too low and too wide, with no elevational features to break up the mass.

2 History and development of the settlement

There are traces of Roman settlement at Arrow Banks, but the documented history of Salford Priors dates back to 708, when Bishop Æcqgwine of Worcester bestowed it to Evesham Abbey at the behest of Kendred, King of Mercia. The monks derived income from salt springs here, from which the name Salford derives. It was an important crossing point of the river Arrow, and the ford provides the second part of its name. The village lay on an important ancient route, the 'Salt Way; on which salt was carried from Droitwich to the south. There are the remains of a double moat, from a Saxon fortification built possibly to defend against the Danes.

Following the Norman Conquest, the King confirmed the monks' rights to hold Salford, and the Domesday Book records a mill worth 5 shillings, land for 10 ploughs, 12 acres of meadow and woodland measuring 2 x ½ furlong. Its value was put at £6. Ownership of Salford passed, after some dispute, to Kenilworth Priory in 1122, and the Prior erected a gallows on Dunnington Heath in 1237. The large church of St Matthew was built in the mid 12th century and during John's reign Feckenham Forest was extended to include several villages, one of which was Salford Priors. The parish still contains many small areas of woodland which date back to this period.

The end of the mediaeval era was marked by Enclosures, which began in 1517. As a result 40 people were made homeless. The period also coincided with the dissolution of the monasteries. Before 1547 the Bishop of Kennington held the manor court: the manor house was on the site of the present Park Hall on the road to Dunnington northwest of the village. The estate was later purchased by Simon Clarke, in 1610, naming it Clarke Hall and by 1633 parish enclosures were complete. Parker family bought the manor in 1780, renaming the manor house Park Hall, and absorbing Dunnington Heath, which had been common grazing land, into the estate parkland. In 1879 it was rebuilt following a fire.

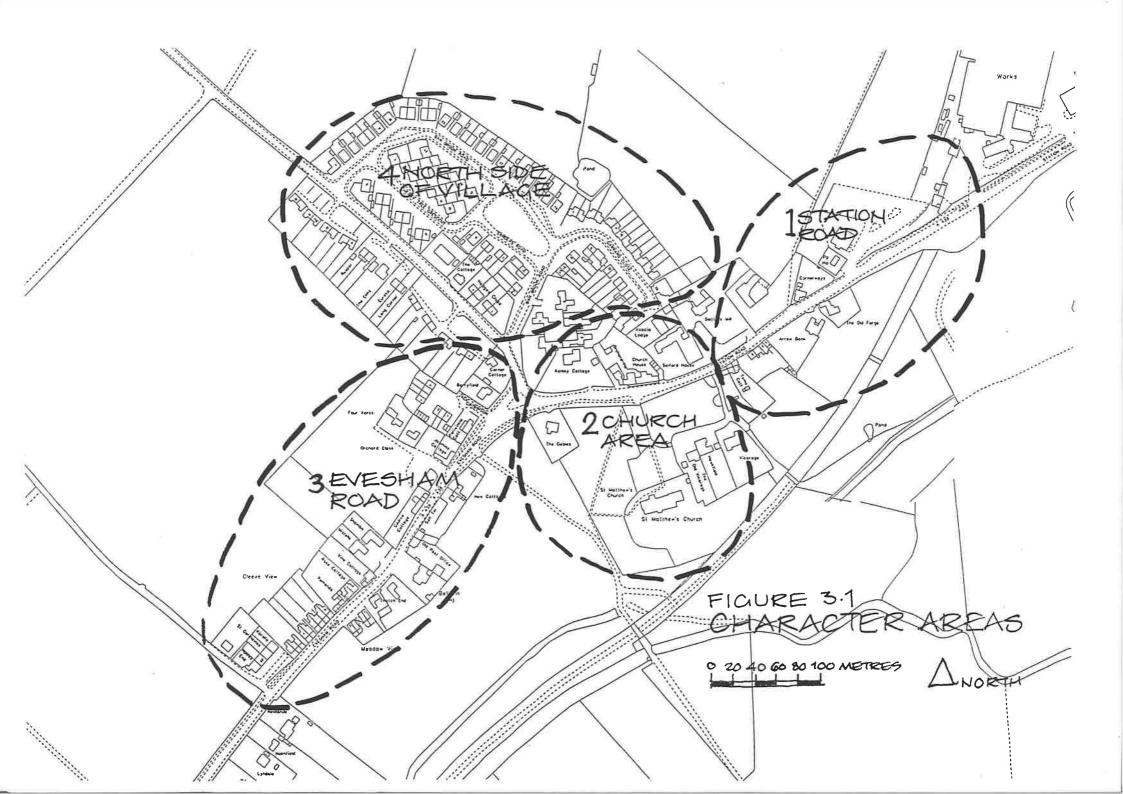
The large parish church of St Matthew was begun in the 12th century: the nave and tower are the earliest elements and a fine Romanesque doorway remains on the north side. It has many particularly fine features (it is Grade I listed), including an unusual turret on the south side which may have been a beacon to guide travellers using the fords across the Avon and Arrow rivers. The ford across the Arrow

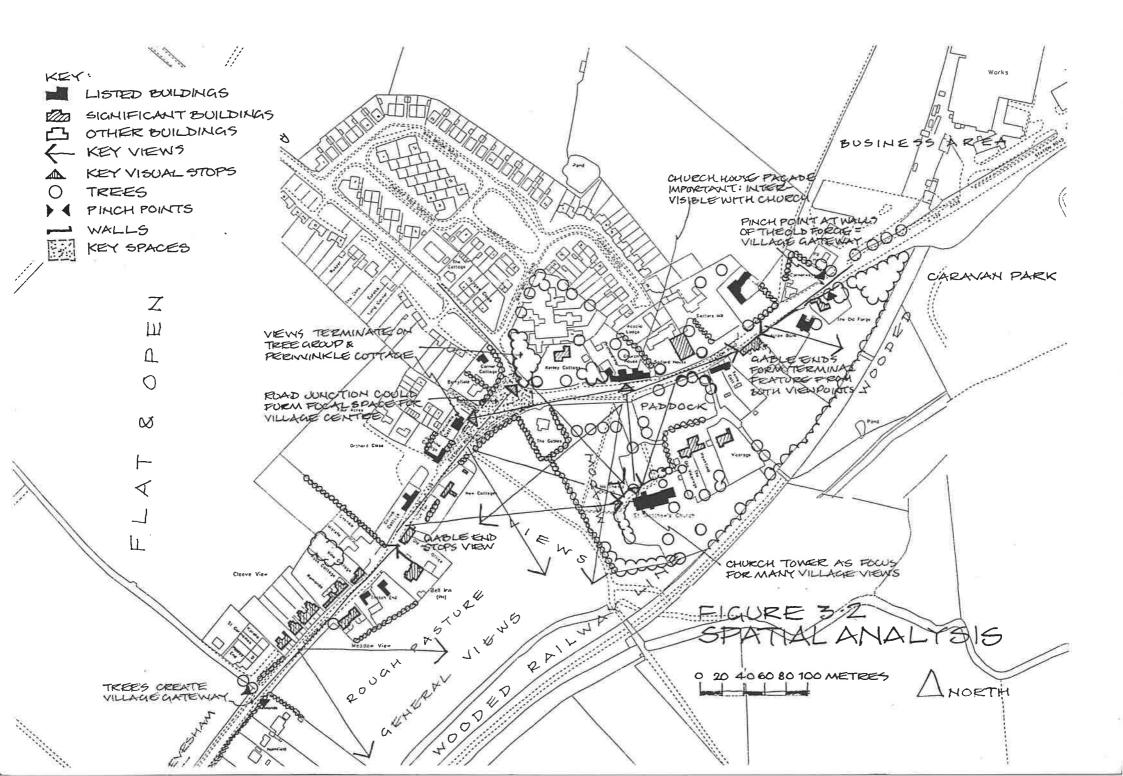
remained until the construction of Salford Bridge in 1806.

The development of Salford Priors following the enclosures is unremarkable. About a dozen black and white timber-framed cottages remain, lining the Evesham Road, dating from the 16th century or earlier. It is recorded that there was an influx of poor Welsh migrants in the late 16th century, presumably to do agricultural work. In the late 18th century unsuccessful attempts were made to mine coal in the east of the Parish, and in the 19th century, a strong cottage industry developed in glove-making for Worcester, but otherwise the economy of the village remained overwhelmingly agricultural. construction of the railway, with a station at the north end of the village in Station Road, had little impact on the development of the village. An engineering works opened in nearby Pitchill at the time of World War II, and the old station site came to be used for light industry following closure of the railway line in the 1960s.

Ancient Monument - enclosures north of village

Although the parish of Salford Priors is large, the village itself is small. Only in the late 20th century did its population become sizeable, with two separate areas of housing development along School Road. Ban Brook Road adjoins the conservation area close to the village centre. Earlier council housing development on School Avenue lies outside the village, effectively as a separate settlement with a shop and school. Both housing areas underline the change of circumstances at Salford Priors from a quiet roadside agricultural community to a dormitory village to the towns of Stratford, Alcester and Evesham. Their suburban character disappointing reflection on this change, but there is some encouragement in the recent traditional housing built behind Godiva Cottage on Evesham Road (see 1.4 and 3.2).





3 Character of the Conservation Area

As the introductory sections on morphology and building materials suggested, the character of Salford Priors is created more by the individual charms of its cottages and other buildings, than by its overall form. It is dominated by the main road, and it lacks any strong village space or focal point. The strongest built elements lie along the north side of Evesham Road and Station Road, with views to the open southern side. Around St Matthew's Church the open setting has a special park-like quality, but along Evesham Road it is very ordinary, even scruffy, consisting of paddocks and under-used land.

The main approaches are good. From the north-east they are dominated by neat employment areas and the road is in the tidy, if bland, style of a business park. From the south the approach runs through farmland bounded by trim field hedges. Trees are important in marking the entrance into the village area from both ends, although the main street in itself lacks them.

Salford Priors has large housing areas outside the village centre. These fail, as previously noted, to make any positive visual contribution to the village, although the hedgerows along School Lane contribute to a relatively mature character. The housing area around School Avenue is fair, in the garden suburb style, but lacks a focus. The following paragraphs summarise in more detail the main character areas of the village, and are indicated on figure 3.1.

3.1 Station Road

The main approach to Salford Priors is now from the new A46 by-pass road from a roundabout just to the east of the engineering works. It is a very tidy approach, with broad mown verges and mature tree planting. Large cypresses and other screening species hide the engineering works and pump-house from the road on its northern side. The road still has the character of a fast through route, with urban features like lighted bollards on a central refuge, and an over-wide carriageway.

The originally designated conservation area starts at The Old Forge on the south side of Station Road. This development incorporates a number of outbuildings to Arrow Bank. In particular is a range of brick buildings and a boundary wall immediately east of the entrance to Arrow Bank which define Station Road very strongly, marking the village entrance. A two-storey frontage has been added, using detailing from the original buildings (dentil courses, plain tiling), but in an ungainly overall form.

View west from Station Road

Trees and strong boundary treatment make it an important site nevertheless.

At this point the view to the thatched gable end of nos. 2 - 5 Station Road comes into view, leading the eye around the curve with the backdrop of impressive, tall lime trees opposite Salford House. The Teme Cottage group maintains the strong enclosure of the south side of Station Road, until the view opens out between trees to the paddock in front of the Vicarage, and the St Matthew's Church.

The north side of Station Road is dominated by the mature gardens of Salford House, Slatter's Mill and The Barns. Salford House is an impressive brick Victorian villa, now a nursing home, which closes views on the approach from the east: the very dense garden planting, which includes a large weeping willow, obscures views of the front, but its hip-roofed flank is imposing above a steep, retained grass bank.

3.2 The Church Area

View to the Church

Although it is quite separated from the rest of the village, Salford Priors' fine church of St Matthew is its most dominant feature. It stands in a relatively open site almost 100 metres back from the road. In front, a large rough car park is enclosed by iron hurdle fencing, before a set of splendid wrought iron gates. On the west side cattle graze in the meadow,

Church gates

under silver birch and beech trees. The scene is almost idyllic, except for small details that mar it, such as the intrusion of Leylandii hedges surrounding a large 1930's house, The Gables, on an isolated plot at the roadside. The surface of the car-park and the field hedge around the meadow are a little untidy, but care should be taken not to lose the informality of the area in making improvements.

Immediately east of the church are three large houses, which include the vicarage, in generous and mature grounds. The churchyard is large and extends behind these houses to the old railway line. There are many large trees in the churchyard and gardens, obscuring the houses from view and providing a fine backdrop to the church itself, from many viewpoints in the village.

Opposite the church is a row of early brick houses, which are unusual for Salford Priors, but which provide an important element in the overall setting. They include Church House, a fine late 18th century three-storey red brick building and Orchard House to its left side, which is $2\frac{1}{2}$ storeys with attic dormers. Their height is important as a balance to the large space created by the paddocks and meadow north of the church, and they are well framed by a group of large trees in the grounds of Kenley Cottage to the left.

View east along Station Road

Kenley Cottage itself is a pleasant 1930's house set well back in its gardens. The conservation

area was designated to include a large area of gardens behind it, which has now been developed as Ban Brook Close, an intimate group of 5 large houses. The dense boundary planting on the western side abutting School Lane has been retained, and is important in closing views from Evesham Road, where there is no building to do the job otherwise. Boundary fencing materials are a little substandard for such a prominent position - close boarded fencing for the close, and a broken picket fence to Kenley Cottage.

3.3 Evesham Road

Like Station Road, Evesham Road suffers from its use as a fast through route. Particularly at its junction with School Road, it is over-wide, and kerb-lines follow unnecessarily large radii. This is a pity, because the form of the roads at this point suggest that the junction could have developed as a small green, but instead it is little more than a grassed traffic island. Possibly now that the new A46 by-pass has taken away through traffic, its evolution could be assisted! Certainly schemes to improve the appearance of the road could help slow traffic to appropriate speeds for a village centre (see 5..2).

View to Periwinkle Cottage

Periwinkle Cottage is a key building in focusing the eye and drawing it around the curve into Evesham Road. It is one of the village's classic black-and-white cottages, with a neatly thatched roof and flowering borders alongside the pavement. The theme then continues with Jasmine Cottage and Godiva Cottage, along the north-west side of the road.

Behind Periwinkle Cottage is a new development of small cottages, Jack Thompson's Croft, built in two short rows, with simple rendered façades and thatched roofs. It is remarkable that such high quality materials and details should be used on small terraced houses. In fact their small plan size helps achieve a good elevational scale, and the separation of garages into another block saves the

problem of handing the large element of garage doors in the same elevation as simple cottage windows and doors. The quality of materials and details extends to the design of external areas, with brick paved surfaces and well selected planting.

Jack Thompson's Croft

Evesham Road continues south-westwards with a slight bend flanked by buildings close to both sides of the road. Thatch End and The Cottage are listed buildings in the same tradition as Periwinkle Cottage, but other plainer houses have their part to play in the street-scene: Vine Cottage and the Old Post Office both provide important focuses on slight curves in the road viewed from the south-west.

Other elements here, however, let the street down. New Cottages, opposite Godiva Cottage are simple brick labourers' cottages circa 1900, but their boundaries are very tatty, and garages and outhouses on the north-east side of no 1 are very visible from the centre of the village. Opposite the Bell Inn 'Mistelle' and 'Shambra' are two bungalows that have been built since the designation of the conservation area, and they are a most inappropriate addition (see 1.3 and 5.3). The Bell itself is a pleasant building but does itself no justice by being set so far back from the road for the sake of a car-park: its hanging signpost is an important and attractive feature at the roadside.

The south-west end of the village is developed in rows of brick terraced cottages, also circa 1900.

Cleeve View

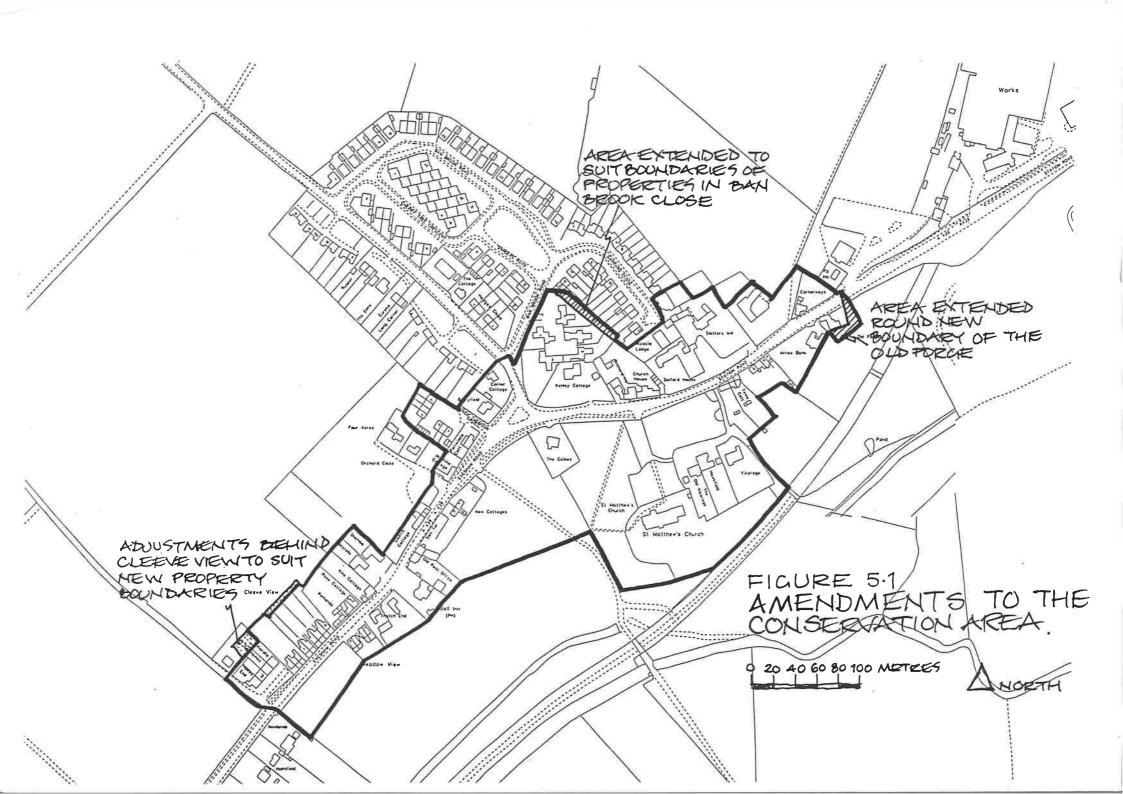
they are an oddly urban addition to the village, particularly in contrast to the rural archetype of thatched black-and-white cottages elsewhere. However, they form a consistent group and address the road in an effective way to create a clear entrance to the village from the Evesham direction. They contain elements, too, that bridge between the oldest buildings and newer development which to some extent Meadow View, opposite, picks up on. The vocabulary of mellow red brickwork, slate and tiles, simple proportions and observation of strong building lines is all well used and valid for new development in the village.

Finally, passing out of the village towards Abbots Salford, there are a number of large detached houses on the south side. They are all well screened by mature garden planting and large roadside hedges. On the approach from the Evesham direction, this planting, and significant trees on the opposite side of the road create a gateway to the village which is visible from a considerable distance.

The Bell Inn

3.4 North of the village

Immediately north of the village centre, outside the conservation area along School Road, is the bulk of the housing in modern Salford Priors. Along School Lane it is well established (pre World War II), and hedgerows and boundary planting have matured to give the road a semi-rural character. Planting at the boundary of Ban Brook Close provides a strong focus on the approach from the north-west. The housing area on Ban Brook Road is the standard speculative fare, but has little impact on the visual quality of the conservation area. Further north again is the School Avenue area, mentioned above. Again it has no direct impact on the character of the conservation area.



4 Landscape

In view of the charm of many individual cottages in Salford Priors, the landscape setting is disappointing. This is particularly the case where the discontinuous nature of the older building groups has left gaps, which strong planting could have helped to bridge. In general there are too many over-large Leylandii (and equivalent) hedges, used to provide quick growing screening and privacy. Their bulk, density, and dark colour combine to make them very obtrusive. There are some pleasant vistas to the church tower, but no exceptionally attractive views either within the village or into the surrounding landscape.

Figure 4.1 identifies the main trees and hedges in the conservation area, amplified by the following note on the character areas shown in figure 3.1.

4.1 Station Road

The first approach from the A46 has, as noted in 3.1, a 'business park' kind of character, with neat grass areas and tree planting. There are, however, some very dominant cypress type trees, including Leylandii in the hedges around The Barns. Field hedges around Cornerways have become overtaken by dead elm suckers.

A very fine specimen of Wellingtonia stands at the entrance to Salford House, marking the entrance to the village itself. On the south side of the approach areas behind Teme Cottages and alongside the old railway line are well treed, but with few outstanding specimens. There are many self-sown trees such as sycamore. In front of the Old Forge is an important group of sycamore and ash.

4.2 Church area

The area around the church has more landscape interest than elsewhere. The contrast of grazed meadows with mature tree planting creates some pleasing vistas. The intrusion of Leylandii hedges around The Gables and the scrappy field hedge to the meadow have been mentioned, but there are some good stands of yew, holly, box and cedar around the western edge of the churchyard, and of willow along its south side. The churchyard itself has a similar range of trees, although problems with rabbit damage and elm suckers are noted. Similar dense mixed evergreen species surround the Old Vicarage and adjacent houses, providing a very effective screen from view. Specimens of deciduous trees add to the overall mass of the area: ash, beech and lime are the most numerous

Trees around the Church area

Opposite the church, trees in the grounds of Kenley Cottage are important to provide continuity with the buildings along the north side of Station Road opposite the open space around the church, and in providing mass to close views at the centre of the village at the School Road junction. Next to Orchard House is an important group including large specimens of oak, beech, sycamore and pine. Within the grounds is an important cedar, and the west side contains ash, poplar, Scots pine, cedar and willow, forming the eastern visual stop to views along Evesham Road. Ash trees have been retained around the boundary to the Ban Brook Close development, which add to the overall skyline backdrop in this part of the village.

4.3 Evesham Road

Entering the village from the Evesham direction, the way is marked by two large conifers on the corner of the lane to The Orchards: a Scots pine and an Austrian pine. These two stand as a landmark from some distance. There is little in the street to remark upon for most of its length thereafter. A clipped hawthorn hedge lines the north side as far as Cleeve View, and a poplar partly covers the gable of Meadow View, but the overall setting is only fair, with Leylandii hedges behind many of the properties backing onto poorly maintained pasture. Similar observations apply nearer to the School Road junction where again Leylandii hedges dominate property boundaries.

4.4 North of the village

School Road runs out of the village northwestwards between high dense hedges. Holly and other evergreens maintain a screen to the front gardens of houses on both sides. The lane rises gently until beyond Ban Brook Road it takes on a very open character, where boundary hedges have been removed for agriculture. The prospect is open and relatively featureless: occasional isolated trees stand out starkly, such as a lone pine on the corner of the track to the orchards.

5 The Future of the Conservation Area

5.1 Amendments

The Salford Priors' conservation area was preliminarily designated following the Civic Amenities Act, 1967, and was reviewed in 1987. That review made some minor extensions to include garden areas behind Kenley Cottage and Slatter's Mill, which are important in maintaining the backdrop of tall trees that are important to the setting of this part of the village.

Since then the garden behind Kenley Cottage has been developed with a court of five houses, and other small developments have occurred next to Cleeve View, Periwinkle Cottage and opposite The Bell Inn, all on the north side of Evesham Road. This has led to some minor changes to property boundaries that mark the conservation area, but nothing alters the general criteria that influence designation.

New development

Any need for development at Salford Priors can largely be satisfied close to the recent estate developments outside the conservation area. A site for approximately 35 new dwellings is allocated in the District Local Plan at School Avenue north of the However, gaps between established developments are a characteristic of the conservation area, and they can be perceived as development In some instances these gaps are opportunities. untidy and might beneficially be infilled; in others they are important to maintain views and village character. The quality of infill has been very variable at Salford Priors (see 5.3), and it is important that the Conservation Area provides both sufficient protection for gaps that remain where they are important, and sufficient guidance for any further buildings that are erected.

The main elements that the conservation area should protect are the areas of mature trees on the

The Old Forge

east side, particularly around the church and north of Station Road; meadows and paddocks which give the village its open southerly aspect between the church and the Old Post Office; and to ensure that any other development on the Evesham Road retains a strong frontage and sympathetic design character. These features are shown on figure 3.2. The following minor changes are proposed to the boundary, and are noted in figure 5.1:

Ban Brook Close:

To align the boundary with property boundaries, following new development. This will make implementation of the provisions of the conservation area easier to administrate.

The Old Forge, Station Road:

To align the boundary with new property boundaries, for the same reasons as above.

From Howles End to Cleeve View, Evesham Road:

To align the boundary with new property boundaries, for the same reasons as above.

5.2 Improvements

The overall environmental quality of Salford Priors is only fair. This is due in great part to the dominance of the Evesham-Alcester Roads and the earlier conservation area description makes it clear what a detrimental influence it was. The opening of the by-pass road creates an excellent opportunity to recover position with environmental the improvements. Evesham Road and Station Road still retain the scale and engineering characteristics of a fast through road, and there are many opportunities along it to introduce changes that could both slow down traffic and enhance village spaces to make more usable public areas. These and other

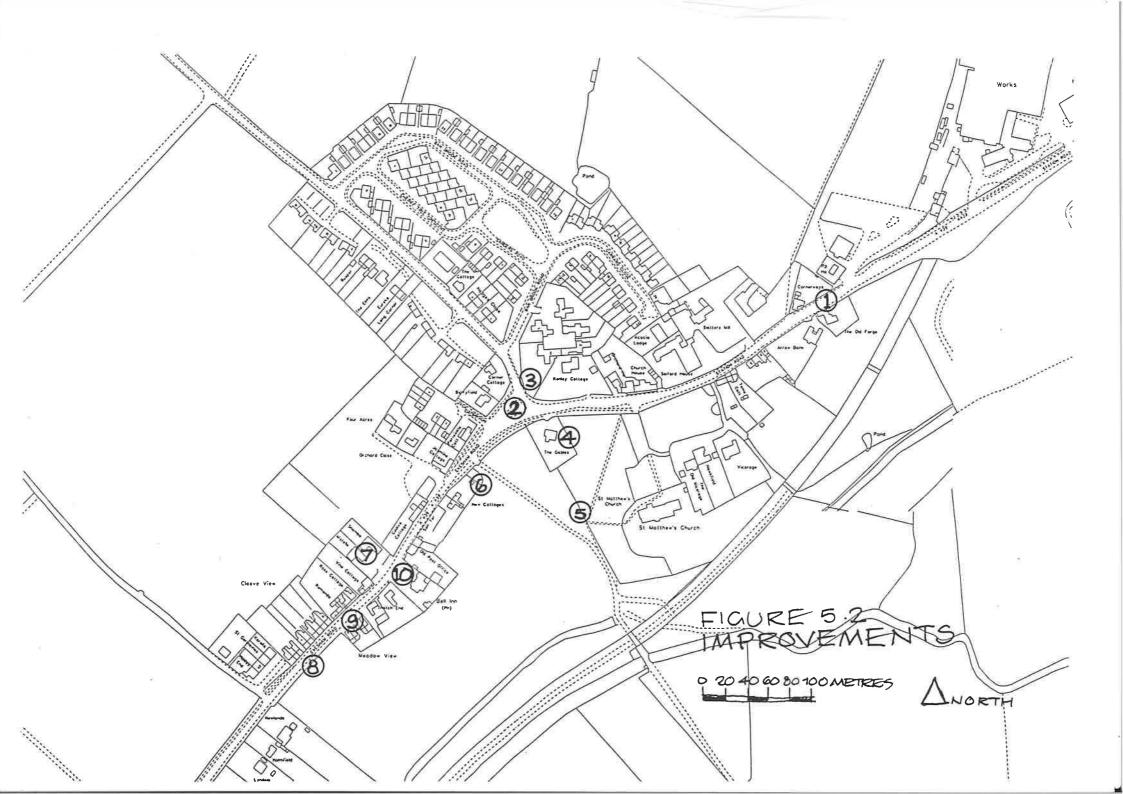


Figure 5.2 - Improvements

improvement opportunities are listed below and keyed onto figure 5.2.

- Station Road: narrow carriageway to introduce a clear 'gateway' feature encouraging motorists to slow below 30 mph. A comprehensive traffic calming scheme could be provided throughout the village to ensure that vehicle speeds are kept down, and to create more generous and usable grass verges and footways.
- 2. Station/Evesham/School Road junction: carriageway widths could be narrowed, and the Evesham Road School Road lane closed to create a more focal 'village green'. The location has the potential to be the village centre with an appropriate scheme.

5.3 Control

Developments within the Conservation Area since its previous review in 1987 demonstrate both excellent and poor results from the planning process. Generally alterations and improvements to listed and other significant buildings have been carried out carefully and sensitively - this is borne out in the preservation of so many timber framed and thatched cottages.

- 3. School Lane: improvement of boundary fences.
- **4.** The Gables: screen gardens with native species rather than Leylandii.
- 5. Church area: strengthen meadow hedgerows.
- 6. New Cottages: screen / remove / rebuild tatty sheds and garages.
- 7. New bungalows: screen frontages with improved materials / planting.
- 8. Evesham Road: broken barbed wire fence remove / plant hedgerow.
- 9. Meadow View: tarmac lay-by improve, possibly as part of traffic calming scheme.
- 10.The Bell Inn: featureless car-park encourage provision of planting and sitting areas.

Regarding new work, the cottages at Jack Thompson's Croft are outstanding. They retain the scale, materials and detail of older buildings in the village (although their modern storey heights create slightly higher elevations than the older buildings). Ban Brook Close is also a neat development that fits into its surroundings with little visible impact on the the conservation area. The worst example of new

Traditional building forms

development is the two bungalows opposite the Bell Inn. They fail because of their alien form, their avoidance of street frontage, the dominance of parking areas and garaging, and overall a suburban approach to site planning. They are not, however, very recent, and it is to be hoped that greater sensitivity will be expected and delivered in future developments.

It has been pointed out (1.4, above) that most of Salford Prior's older buildings are constructed using materials and techniques that are not in common use today. Care should be taken to avoid inappropriately aping the traditional character - such as sham black-and-white façades. Later buildings, from the nineteenth century, use red brickwork and simple detailing which are still practical to achieve, and come from a colour range that has proved to blend comfortably into the village.

More attention could be paid to the structural form of buildings. Steeper roofs, lower eaves heights, shorter spans for roofs and openings would all modify the standard speculative modern house to a more sensitive shape. The 1987 review suggested these kinds of standards, but the criteria have not always been put into effect.

5.4 Conclusion

The charm of Salford Priors lies primarily in the number and quality of its early half-timbered thatched cottages. Its overall environment does not match this quality, chiefly because of the impact of the main road running through the village. It has dominated the form and development of the village, leaving it without a strong morphology. In other villages more might be said about preserving and enhancing the overall village form and structure. At Salford Priors the opportunity now perhaps exists, with the opening of the A46 by-pass road, to try to make more of its public areas through enhancements and improvements of the main street.

This Conservation Area Review seeks to provide an analysis of the village's character expressed in its limited structure and public realm. It also comments on building form and details that are harmonious in the village, recognising that the oldest timber framed and thatched buildings are not patterns that can be directly adopted in modern construction. In particular it stresses the materials and scale of older buildings, and their positioning relative to the street, that new development can realistically follow. Design which respects these parameters will, with guidance, make a positive contribution and enhancement to Salford Priors.

Appendix A - Listed Buildings

There are 12 listings of buildings of historic interest within the conservation area at Salford Priors. Others are sited Close by (Orchard Farm for example), and there are enclosures 800 metres north of the village which are a registered Ancient Monument.

The following listed buildings and building groups are in the Conservation Area:

Nos. 1-3 (consecutive) Evesham Road (Godiva Cottage) (Ref. 5/101 - grade II)

List Description: Row of cottages, now one. C16 or earlier with C17 additions, and C19 and C20 alterations and additions. On left timber framed with plastered infill and hipped thatched roof; on right part timber framed, part rendered, probably over rebuilding in brick, with tile roof. C20 addition breaks back but continues roof line. Brick internal stack to left, external stack to right. originally 2-unit plan with single storey added on left, and much extended on right. One storey and attic, 3window range: one swept and 2 full dormers. Entrance in right end with C20 door. Mostly C20 casements. Exposed framing to left end and rear. Interior: Thatched range opened up into single room open almost to apex of roof. Former end wall on left has open fireplace and crucks. Massively framed wall and roof truss with infill removed.

Cottage approx. 15 metres south of Periwinkle Cottage

Evesham Road (Ref. 5/102 - grade II)

List Description: Cottage. C17. Timber framed with lath and plaster and whitewashed brick infill on lias base. Thatched roof, big lias external stack and bread oven, with brick shaft, to left end. 3-unit plan. One storey and attic with 2 eyebrow dormers. Entrance in left end with C19 plank door. C19 casements, 4 to ground floor; 2 on left set close together at different levels. Small low single-storey whitewashed stone and brick wing set back on left. Interior not inspected. C20 addition to rear.

Periwinkle Cottage

Evesham Road

(Ref. 5/103 - grade II)

List Description: Cottage. C17 with alterations and additions. Timber framing with plastered and whitewashed brick infill. Section on left

and left end rebuilt in whitewashed brick with painted imitation timber framing. Thatched roof and brick internal stack. 2-unit plan. One storey and attic, 2 mid C20 casements to ground floor only. C20 door and thatched porch on left, disused. Interior not inspected. Single storey mid C20 addition on right: Sham timber framing and concrete tile roof. Large flat roof single storey addition to rear.

Thatch End

Evesham Road

(Ref. 5/104 - grade II)

List Description: Cottage. C17/early C18. Timber-framed with plastered infill. Thatched roof. 2 unit plan. One storey and attic, 2 windows to ground floor only. C20 door and C19 thatched trellis porch in left end. Late C20 metal casements and small thatched oriel. Exposed framing to left end and rear. Interior not inspected. Taller mid/late C20 addition on right, rendered with tile roof.

The Cottage

Evesham Road

(Ref. 5/105 - grade II)

List Description: Cottage. C17/early C18. Timber-framed, mostly thin framing, with rendered and some whitewashed brick infill. Thatched half-hipped roof, later external brick stack to right end with late C20 shaft. 2-unit baffle entry plan. One storey and attic, one window to ground floor only. C20 door, C19 and C20 casements. Left end wall rendered. Interior: stone bread oven at foot of central internal stack to rear. Exposed framing and winder stairs. Late C20 single storey additions to rear.

Corner Cottage

School Road

(Ref. 5/110 - grade II)

List Description: Cottage. C17/early C18. Timber-framed with plaster and whitewashed brick infill. Thatched roof and stone external stack with brick shaft to right end. 2-unit plan. One storey and attic; 2-windows to ground floor only. C20 door in C20 thatched open porch. C20 casements with leaded lights. Interior not inspected. Late C20 conservatory on left. C19 wing to rear has painted imitation framing.

Church House Station Road (Ref. 5/111 - grade II)

List Description: House, semi-detached. Late C18/early C19. Red brick with moulded stucco eaves comice. Slate roof and brick end stacks. 2-unit double depth plan. 3 storeys, 2-window range. Entrance on left: 6-panelled door and fanlight with decorative glazing in door-case with flat-panelled sides and intrados, fluted Ionic half-columns, entablature blocks and broken pediment. Tripartite sash windows, narrower above door, under scored stucco flat arches. Lower early/mid C19 wing on right with brick dentil comice and one 1st floor window. Interior not inspected.

Orchard House Station Road (Ref. 5/136 - grade II)

List Description: House, C17 and early C18, re-fronted and extended late C18/early C19 and extended mid Cl9. Red brick and timber-framed with plain-tile roof and brick ridge and rear stacks. 2 storeys and attic; 3-window range of 3-light casements under cambered brick arches. Door in single-storey extension to far left which has Welsh slate roof. The section next left is mid Cl9 and has square bay window on ground floor. To centre of front a canted bay window and, to right, a 3-light casement under cambered brick arch which belongs to a room forming part of Church House (q.v.). Dentilled brick eaves. Two 2-light dormers. To rear are a 2-storey wing probably early C18, and later extensions. Two 3-light leaded casements with wrought-iron latches. Small section of timber framing visible. Interior: square-panel framing and stone plinth visible of rear wall of original house to which a 2-storey passage extension was added late C18. Framed partition walls. Stop-chamfered spine beams. Open fireplace (partly blocked) with bressummer and hood in kitchen in rear wing. Winder stair from 1st floor to attic. 2-bay tie-beam truss roof with central tie-beam cut for doorway.

The Barns Station Road (Ref. 5/112 - grade II)

List Description: Barn, now house. C17. Timber-framed with diagonal braces and whitewashed brick infill on lias plinth. Tile roof. Exposed framing to ends, with jowled posts, and to rear. Late C20 chimney, porch, door, dormers, and irregular fenestration.

Church of St. Matthew.

Station Road (Ref. 5/113 - grade I)

List Description: Church. Nave and tower C12. Chancel and addition to nave C13. South aisle enlarged c.1340. Tower heightened and enlarged either in C15, or C17: dated 1633 on south wall. Nave north wall rebuilt, porch added and restoration c.1874. Organ chamber 1894. Lias with some limestone and limestone dressings. Chancel and aisle coursed rubble, tower regular coursed with ashlar buttresses, nave north wall rough ashlar with quoins. Tile roofs. Nave, chancel, south aisle and west tower. Mid C12 Romanesque north doorway: decorated shafts, left capital of ribbed bands, right of 2 decorated scallops. Chevron arch and tympanum with bands of stars, scales and rosettes. C19 door, Porch with coped gable, buttresses and hood mould. Nave has re-set windows. Three C13 lancets, and fine 3light Decorated window with flowing tracery. Lower, wider chancel also has Early English lancets: one to south, 3 to north, with small rectangular low side window below westernmost. String course below windows, inside also, carried over 2-centred arched door as hood mould. East wall has 3-stopped individual lancets, with irregular relieving arch of thin voussoirs. South aisle has Decorated doorway of 2-orders and hood mould with carved heads. Three 2light Decorated windows, the westernmost square headed with pierced spandrels, and C19 door below. Parapet on moulded cornice, and 3 fine original carved gargovles. Projecting octagonal turret rising above roof: niche on south side has canopied head with trefoiled ogee arch and ribbed soffit; C19 statue brought from elsewhere. Aisle west wall has tall 2light straight-headed Decorated blank windows with recesses behind, possibly reset. Tower in 2 stages. First stage with clasping buttresses, Romanesque west window with chevron arch, and 2 small C12 windows high up on north and west. 2nd stage has 2light Perpendicular bell openings, with string courses at sill and springing of arches. Embattled parapet and pinnacles. Interior: plastered walls. Rere arches to all lancets. Chancel east lancets have detached shafts with rings. Chancel has C19 panelled wagon roof with carved angels below. Late C19 reredos and encaustic tile paving. Fine C17 wall monuments of the Clarke coats of arms and small figure. Margaret Clarke c.1640: kneeling figure in niche. Lady Dorothea c.1669: coloured semi-reclining figure, steep pediment and black columns, 3 other C17 wall monuments in nave, and aisle, stone coffin lid of Sir Simon Clarke, died 1637. Early English chancel arch. Nave has wagon roof and clerestory of 4 cusped

curvilinear triangles. 4-bay arcade. 3-bays later C12: narrow 2-centred arches with heads at apex, wide stretches of wall between, and responds of multiscalloped capitals. Easternmost C13 arch wider. Aisle has lean-to roof, panelled with moulded beams on corbels. Some fragments of carved woodwork from pulpit. Turret is noted as having newel staircase with C14 moulded capital at top and extra shaft above. Fittings: nave and aisle have west screens of c.1874, originally open, but with panels of good C19 stained glass re-used and fixed behind the openings, and others set into a glazed screen in the tower arch. C19 and C20 stained glass in many windows. The south turret may have been a beacon to guide travellers using the ford across the Avon. (Buildings of England). The north window is said to be 'one of the major Decorated windows of Warwickshire'. (Buildings of England). (Buildings of England: Warwickshire: pp 392-393; VCH: Warwickshire: Vol. III, pp 161-4; Kelly's Directory of Birmingham, Staffordshire, Warwickshire and Worcestershire: 1884, p851)

Nos. 1, 2 (Teme Cottage) and 3 (Church Cottages) Station Road

(Ref. 5/114 - grade II)

List Description: Row of 3 cottages, originally four. C17. Timber-framed with plastered and whitewashed brick infill. Thatched roof gabled to left, hipped to right; brick ridge and internal stacks. Each originally one-unit plan. One storey and attic with 2 eyebrow dormers, 4-window range. Plank doors, C19 and C20 casements, mostly with leaded lights. Left end has exposed framing. Right end has later timber-framed outshut. To rear external brick stack and exposed framing. Interior of No 13: exposed framing and winder stairs. Late C20 additions to rear of Nos. 1 and 2.

Arrow Bank

Station Road

(Ref. 5/116 - grade II)

List Description: House. Dated 1796 on quoins. Red brick with brick dentil cornice and stone quoins. Tile roof with brick ridge chimneys. Central staircase plan. 3 storeys, 3-window range. Central glazed 6-panelled door and wooden door-case of Tuscan half-columns with entablature blocks and triglyphs, top missing, inside late C20 wood and glass porch. 16-pane sashes under stone flat arches with key-blocks. 2 storey wings with casements to rear. Interior not inspected.

Appendix B - Non-listed buildings of significance

The Old Forge, Station Road

Mostly new two storey brick house with tiled hipped roof, constructed using outbuildings northeast of Arrow Bank. Includes brick boundary walls. Provides important closure of street space, creating "gateway" to north-east end of village.

2 - 5 Station Road

Row of cottages, one previously listed grade II but now de-listed (reason not stated). Described as late C17/early C18. Timber framed with plastered infill, some whitewashed brick infill. One storey with attic and eyebrow dormer, thatched roof. Partly rebuilt. Gable ends are important in focusing views along Station Road from both directions.

Salford House, Station Road

Squarely built brick Victorian villa, with shallow slated roof and lead-roll hips. Main frontage originally facing Station Road, with stone pedimented central entrance porch and stone cornice and parapet to elevation. Symmetrical façade with two bays either side of entrance with timber sash windows and rusticated stone flat arches. Side elevation with large bay window, and modern glass conservatory. Now in use as a nursing home. Imposing landmark on approach from A46.

Old Vicarage and Hawkfield

Originally one large 2 storey C19 house. West end appears to be the original early C19 building with Flemish bonded brick façade facing south. Shallow hipped slate roof with deep concave plastered eaves projection. Later substantial extensions probably early C20 in "Tudorbethan" style. Forms a significant bulk with its surrounding trees as a backdrop to St. Matthew's Church.

Kenley Cottage, Station Road

Neat 1930s detached brick house set well back in extensive grounds. Trees in grounds important to closure of views and definition of main road space in this part of the village.

New Cottages, Evesham Road

Pair of late C19/early C20 dark red brick labourers' cottages. Significant in street scene.

Old Post Office and San Ter, Evesham Road

2 cottages, partly timber framed with brick infill and partly brickwork, all painted. 2 storeys with tiled roof. Gable ends are important focus to views from both directions along Evesham Road. Position on roadside is very strong.

The Bell Inn, Evesham Road

Significant building use in the village, but set back too far from road to have commensurate visual impact. Mid C20 "roadhouse" style public house, white painted render with sham half timbering. Attractive hanging sign on post at roadside, which is a landmark in the street scene.

Vine Cottage, Evesham Road

Simple brick house positioned right on roadside. Two storey symmetrical elevation with 1½ storey garage and room above to right hand side. All white painted, shallow slate roof with vertical slate hanging on exposed gable to main building above garage. Very strong position on roadside and important in framing views into village from southwest.

Rose Cottage to Remanda, Evesham Road

Originally row of 4 two storey red-brick terraces, late C19. New tiled roof. Broad segmental arch window openings with blue brick header decoration, ground floor bay windows. All now modernised. Very strong position on roadside and important in framing views into village from southwest: good palette for colour and detail of new building in the village.

Cleeve View, Evesham Road

Row of 6 cottages in a group of 4 and a group of 2. Red brick with slate roof and gable detail. Date-stone 1900. Set back further than Rose Cottage Remanda with small front yards. Important in closure of road scene

Meadow View, Evesham Road

Row of 4 1990 houses, with vehicle entrance for rear servicing and parking. Important position close to roadside framing views into village from south-west approach.



