



CHARACTER APPRAISAL FOR CONSERVATION AREA NO.2 STOURPORT-ON-SEVERN

Revised January 2015



**CHARACTER APPRAISAL
FOR
CONSERVATION AREA No. 2,
STOURPORT-ON-SEVERN
REVISED JANUARY 2015**

Based on an Appraisal
Undertaken for
Wyre Forest District Council
by
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1.0 INTRODUCTION

This character appraisal relates to Conservation Area No. 2 in the town of Stourport-on-Severn, Worcestershire. The Conservation Area is 6.6 hectares in extent and comprises buildings, streets, a length of canal and associated environments that date primarily from the late eighteenth and nineteenth centuries, and form the central part of the historic core of the Town.

Some of the comments in this appraisal that relate to Enhancement Sites and Neutral Sites are intended as snapshots in time, whilst others relating to the overall character of the Area will have more enduring relevance.

Appendix 2 (Enclosure 1, back of document) shows the extent of the above Conservation Area, together with a number of features referred to in this document.

This document aims to set out the special architectural and historic characteristics of the Conservation Area. The character appraisal will be of interest (and use) to those involved with development and use of the area, and that adjoining it, to preserve and enhance the village character.

The Adopted Wyre Forest Site Allocations and Policies Local Plan and the Adopted Kidderminster Central Area Action Plan include policies linked to the Historic Environment. For Stourport-on-Severn No. 2 Conservation Area Policy SAL.UP6 of the Site Allocations and Policies Local Plan, which is called 'Safeguarding the Historic Environment', is particularly relevant. This Policy ensures that future development within, or adjacent to the Conservation Area, will need to protect, conserve and, where possible, enhance the Area.

2.0 UNIFICATION OF CONSERVATION AREAS

Four adjoining conservation areas have been designated within Stourport-on-Severn, as follows:

- a) Stourport-on-Severn No.1 (1970, reviewed 1991).
- b) Stourport-on-Severn No.2 (1970, reviewed 1991).
- c) Gilgal (1991).
- d) Staffordshire and Worcestershire Canal (part) (1976).

The above areas follow the chronological pattern of the development of Stourport-on-Severn up to the turn of the twentieth century. Each displays its own character and appearance but at the same time they merge to form a coherent whole.

The Gilgal Conservation Area (in the east) covers Lower Mitton which, prior to the 1760's was a small hamlet and the only settlement in the vicinity; being located at a historic crossing point of the River Stour. In the late 1760's the Staffordshire and Worcestershire Canal was constructed around the west of the hamlet in order to link the Rivers Trent (far to the north) and Severn (nearby to the south). Lower Mitton continued to be the favoured crossing

point of the Stour, but the canal and its terminus with the River Severn provided a climate of trade and commerce that instigated the foundation, laying out and construction of the town of Stourport-on-Severn.

Conservation Area No.2 (in the north) continues from the south-west end of the Gilgal and covers the central part of the Town. The buildings in the Area are primarily in the Georgian style, which forms a visually powerful expression that reflects the timing of the Town's foundation and early growth.

Conservation Area No.1 extends immediately to the south of Area No. 2, to include a complex of Georgian canal basins, environments and buildings; together with part of the River Severn.

The Staffordshire and Worcestershire Canal is a Conservation Area for its entire north-south course throughout the District. At its southern end, it curves west around the northern edge of the Gilgal Conservation Area before turning south into to connect with Conservation Area Nos.1 and 2, and its terminus with the River Severn.

3.0 LEGISLATIVE AND POLICY FRAMEWORK

The first Conservation Areas were designated under the Civic Amenities Act (1967). This Act was superseded by the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 69 of this later Act imposes a duty on Local Planning Authorities to identify areas that are of special architectural or historic interest, where it is desirable to preserve and enhance the character and appearance, and to designate them as Conservation Areas.

The National Planning Policy Framework (NPPF) has replaced previous Government guidance which was detailed in Planning Policy Statement 5: Planning for the Historic Environment. The NPPF does, however, maintain the importance placed on conserving and enhancing the Historic Environment as well as providing specific advice for Conservation Areas, most notably in Paragraphs 127, 137 and 138.

The General Permitted Development Order 1995 (GPDO) classes a Conservation Area as being "Article 1(5) land". Whilst planning permission is not required for many types of works outside such areas, control is given to Local Authorities for works being undertaken within Conservation Areas, including, but not exclusively, the enlargement of a dwelling-house, the rendering of such properties, and the installation of antennae and satellite dishes.

The Adopted Wyre Forest Site Allocations and Policies Local Plan and the Adopted Kidderminster Central Area Action Plan contain various policies describing the aims and objectives of the Local Authority in relation to the wider historic environment, and in particular to the preservation and enhancement of the conservation areas within the District. These policies are contained within Appendix 1 of this Appraisal.

It should be noted here that it is not only buildings that are protected when a Conservation Area is designated – trees are also given some protection.

4.0 ANALYSIS OF CHARACTER

4.1 Setting

There are several components to the setting of the Conservation Area, as follows:

- a) The conservation area is surrounded entirely by urban development and essentially forms the main part of the shopping centre of the town, with residential uses in its eastern portion. The predominant land use of the immediate setting to the west, north west and east is residential, with which it sits relatively comfortably;
- b) To the immediate north, along Vale Road, are petrol filling stations and other uses; whilst to the north-west in Lombard Street, are a large Coop supermarket, and a library/police station. None of these buildings provide harmonious transitions to the suburbs beyond;
- c) A short distance beyond the immediate housing to the east of the Area (along the eastern side of Severn Road) are carpet factories dating from the nineteenth and early twentieth centuries. These buildings represent a significant historic industry in the vicinity;
- d) The Staffordshire and Worcestershire Canal Conservation runs into the northern part of the Area, bringing a tranquil and green corridor into the vicinity and extending northwards;
- e) To the south of the area are the basins serving the southern terminus of the Staffordshire and Worcestershire Canal, the connection along York Street being harmonious;
- f) Buildings lining the north-west side of High Street have largely lost their rear garden plots (except for No. 40) to rear servicing and car parks, giving the edge of the Area in this vicinity a somewhat stark harsh feel; and
- g) Rear garden plots around the edges of the Area survive in Lion Hill and Mitton Street, creating a historically authentic pleasant green edge and backdrop in those vicinities.

4.2 Topography

The Conservation Area is situated over a expanse of land that has a very gradual, even but shallow rise from south to north. The highest point of this expanse is approximately 12 metres above the bank level of the River Severn; some 500 metres to the south west. A limb of the Area extends outwards from the northern east end along Mitton Street, and this limb falls away evenly but sharply by some 6 metres as far as the road junction with Severn Road.

The area contains a particularly important man made interruption to the natural topography in the form of the cut through which the canal passes, parallel to the western side of Lion Hill. This adopts a straight, deep passage (approximately 5 metres at its greatest), running from north to south. It enters the Area under the Lower Mitton Bridge (Mitton Street) and exits beneath the Wallfield Bridge (York Street) from where it joins the complex of basins in Area No.1. The canal is retained for almost the entire length of this cut by revetments either side, giving it a corridor-like feel. A stretch of bank on the west side (Parkes Quay) has been historically reduced to allow for the siting of loading facilities. This canal function has now been replaced by recent residential development.

4.3 Historic Evolution

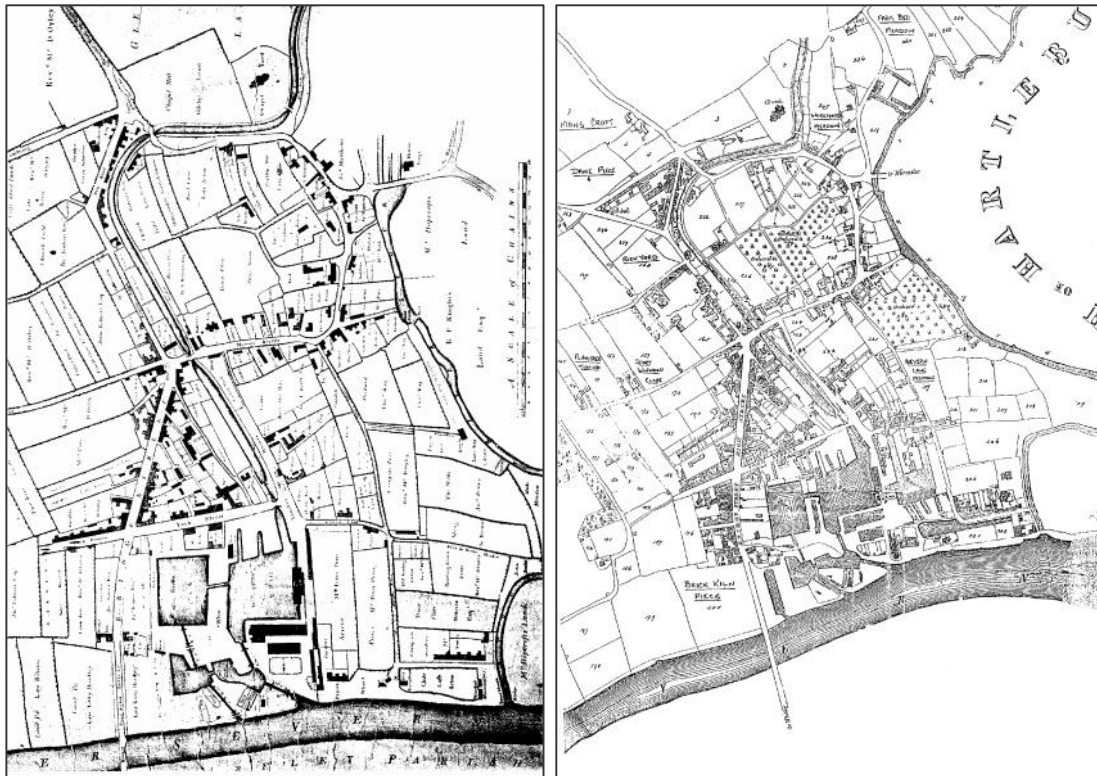
Stourport-on-Severn is by comparison with many other country towns, a relatively recent settlement. It owes its origin and development solely to the construction of the Staffordshire and Worcestershire Canal during the late eighteenth century, and in this respect claims to be unique, which adds to its importance. Prior to this event, the only settlement in the vicinity was the hamlet of Lower Mitton nearby to the north-east; which now forms the Gilgal Conservation Area. Lower Mitton was of importance in earlier times because it was the historic crossing place of the River Stour. Crossings of the River Severn historically took place at Redstone, about one kilometre further downstream.

During the late 1760's, the Staffordshire and Worcestershire Canal was constructed under the guidance of the engineer, James Brindley, to link the River Trent (far to the north) with the River Severn (immediately to the south) and the town of Stourport-on-Severn was founded at the southern terminus of this route. The canal itself became operational in 1770/1.

Much of the southern length of the Canal was constructed to follow the gentle valley contours of the River Stour, which runs south to converge with the River at what is now the south-east tip of Conservation Area No.1. Immediately to the north of Lower Mitton, the Canal was routed west away from the Stour,

and then south to take a direct course dropping to meet the Severn through a series of locks (manually operated) and basins. There was good reason for creating these intermediate levels, so as to avoid flooding from the Severn and the disruption to canal activities that any lower level of siting (for example, in the vicinity of the Stour-Severn convergence) would otherwise have brought.

Associated with the trade and activities of the canal terminus and its basins, the new town of Stourport-on-Severn was established immediately to the north and north-west. The core streets of the town were laid out during the late eighteenth century and infilled with buildings, principally between then and the mid. nineteenth century.



Maps of Stourport-on-Severn dated 1801 (left) and 1849 (right)

The success of trade associated with the canal is expressed through the richness and quality of the Town's architecture, particularly the Georgian influence of the earlier years.

4.4 Land Uses

The predominant land uses within the Area are as follows:

- a) Retail and commercial uses, located mainly along High Street, York Street, New Street, Lickhill Road and Lombard Street; and collectively occupying the entire Area to the west of the canal cut. It is not known whether these premises were originally constructed specifically for

retail and commercial use, dwellings, or mixed use (dwellings above shops). However, it is most probable the properties in New Street (particularly the western end) were primarily dwellings; whilst the properties in Lombard Street (western side) were small dwellings or “courts”; and

- b) Pockets of long-established residential use occur in Lion Hill (east side), Mitton Street and off Parkes Passage (where there is also two churches). Recent residential use has been added to the Area by way of a redevelopment of the former canal-side loading quay, known as Parkes Quay and conversion of other canal-side buildings in the vicinity.

4.5 Colours

Colours within the Area are provided by the following:

- a) Non traditional black tarmacadam, which has been used on several roads, rear car parks and footpaths. More sympathetic grey paving has been introduced in York Street (north side) and High Street, and more sympathetic block work has been introduced to the road surface in High Street;
- b) Building Materials are for the most part of late eighteenth century to early twentieth century origin. Most buildings are constructed in the rich red-orange brick associated with the region, which gives a feeling of uniformity and unity. Such buildings were, for the most part, originally unpainted and unrendered. Isolated contrasts capture the attention of the eye. These occur more frequently at the north end of the High Street, and consist of coloured brickwork, painted brick and stucco; for example, individual buildings painted white or cream; band coursings, the blue of footpath railings, and the red sandstone used in parts along the canal retaining walls.

Roofs are either grey Welsh slate or the reddish-brown natural plain clay tiles, both sitting harmoniously upon the walls beneath.

Windows and other wooden joinery are, in the majority of cases, entirely painted white, producing visual fluency and historic authenticity.

- b) Grass is a strong visual contributor in the north east corner of the Area, where it is part of residential curtilages and the primary colour source in the Villeneuve-le-Roi Gardens (western side of Lion Hill) and around the War Memorial (corner of Vale Road and Mitton Street).
- c) Roadside trees are not a traditional characteristic of the street frontages, however, there is tree cover in some public spaces and rear

gardens, which adds colour variations and interest throughout the seasonal cycles of the year.

- d) Outside the Area and to its west, north and east, the continuing urban surroundings follow the same colourings, ensuring that it is in harmony with its wider setting. To the south of the Area, the water basins and the colours of the moored boats introduce pockets of vibrant colour to the immediate setting of the Area.

4.6 Climate

Climate exerts a number of influences, in the Area, as follows:

- a) The sloping, rather than flat, roofs to buildings (typically about 40 degrees) shed rainwater; as does semicircular coping to free standing walls, which also reduces the potential impact of frost. Pediments, and simple pointed or flat canopies, to some front doorways serve to deflect rainwater and as decoration.
- b) Even though on an elevated position and exposed to wind, the Area shows no evidence of influence by it, i.e. the deflection of the trees by wind pressure or by the buildings having been built with blank elevations facing the prevailing direction.
- c) There appear to be very few instances of individual buildings being orientated towards the sunlight, they instead face the axis of their street; although along the northern sides of New Street, York Street and Lichfield Street this axis allows the fronts of the properties to face south-west.

4.7 Trees

Roadside trees are not a traditional characteristic of the street frontages, however, there are trees in the following locations:

- a) Villeneuve-le-Roi Gardens (Lion Hill).
- b) War Memorial Garden (corner of Vale road and Mitton Street).
- c) Garden to the east of the Church at the western end of Mitton Street, and garden to the north of the Church in Parkes Passage.
- d) Front and rear gardens to houses in Mitton Street (north side).
- e) Car park adjoining the Territorial Army Centre (corner of Lion Hill and Mitton Street).
- f) Gardens to the rear of houses in Lion Hill (East side).
- g) Gardens to No. 17 York Street; 9 & 10 Parkes Passage; and 40 High Street.
- h) Area between the northern end of Parkes Passage and the Canal. These trees are protected with a Tree Preservation Order.



*Trees between the northern end
of Parkes Passage and the Canal*

The above trees add colour variations and interest to the Area throughout the seasonal cycles of the year. The trees are generally of native deciduous varieties.

4.8 Historic Street Pattern and Movement

The core streets of the Area were laid out by the late eighteenth century and are still in use today following their historic routes, as the main vehicular and pedestrian corridors of the central part of the Town. In this respect, the historic streets of Area Nos. 1 and 2, and Gilgal, interlock. They are currently named as follows:

- Bridge Street.
- Raven Street.
- New Street.
- York Street.
- High Street.
- Lombard Street.
- Lickhill Road.
- Foundry Street.
- Lion Hill.
- Bell Row.
- Lichfield Street.
- Mart Lane.
- Severn Side.
- Severn Road.
- Cheapside.

In addition, Mitton Street (relating to the former hamlet of Mitton) and possibly Gilgal, are older.

Important narrow routes laid out during the late eighteenth century that are still in use in the Area, include the following:

- Parkes Passage (linking York Street with High Street).
- Footpath running between Nos. 14 & 15 High Street and Parkes Passage, via the garden to the north of the Wesleyan Chapel.
- Sion Gardens (to the west of High Street).
- Swan Passage (to the west of High Street).
- The Canal towpath.

Most of the streets (with the exception of the older Mitton Street and Gilgal) are roughly straight in course and intersect at crossroads or “T” junctions. Traffic islands and central divisions are not a characteristic of the area.

Within the town centre, High Street, Lion Hill and York Street form a triangle, with York Street running parallel to the River Severn and Lion Hill skirting the eastern bank of the canal cutting. New Street and Bridge Street extend to the west and south west respectively (the latter leading to the River crossing and bordering the western side of the basins), whilst Lichfield Street, and Mart Lane and Severn Road extend to the south east and south west, respectively; again also enclosing basins. Cheapside runs off Severn Road, connecting with former River quays and enclosing a former basin. Lombard Street (and inturn, Foundry Street) and Lickhill Road extend to the north and north west respectively, the former following the western bank of the canal. Mitton Street joins the northern end of Lion Hill, leading from the old hamlet of lower Mitton in the east.

There is a high level of town centre activity all year round, which is swelled by the influx of tourists during the summer months. For these reasons, the movement of people and vehicles is one of the most dominant visual features of the area, as follows:

a) Vehicular:

- Mitton Street, Lion Hill, York Street and High Street are busy through-routes for vehicles and subsequently carry high volumes of traffic. Lickhill Road and Lombard Street are also busy, although to a lesser degree. During the late twentieth century, a one way traffic system was introduced by the County Council into this network to help manage the flow but it is still never-the-less quite busy at most times of the day. In High Street, traffic calming measures linked to general enhancement of the floorscape was undertaken by the County Council during the 1990's and has alleviated a small component of the impact of traffic. However, the volume of vehicular traffic in these streets still detracts from their character.

b) Pedestrian:

- There is a continuous and high level of pedestrian activity taking place in the western part of the area, which includes the town's retailing and

commercial activities. This is centred on the same streets as much of the through traffic.

- Focal point destinations outside this conservation area generate considerable pedestrian activity; including Council's offices and car parks in New Street, and in summer periods, the tourist attractions of the riverside and canal basins off Bridge Street.
- The east of the Area, including Lion Hill and Mitton Street has, by contrast to the western part, a lower pedestrian flow. In Mitton Street, the relative narrowness of pavements and the volume of traffic can make this a particularly dangerous place for pedestrians.

c) Waterborne:

The canal is an important recreational feature, especially in attracting water borne holiday traffic. Not only does this mean steady activity along the canal through the Area, but also there is the opportunity to moor boats on both sides of the towpath off Lion Hill. This kind of activity is always a source of interest to members of the public and in some ways continues the historic use of the waterways, helping to contribute to the understanding and enjoyment of the history of the town.

4.9 Illumination and Night-time Appearance

The conservation area has street lighting due to being within an urban area, and this creates a different component of character to the familiar daylight scenes.

This different component of character is brought about by subtle rather than brash or garish means. The overall shape of the Area follows the circulatory and triangular layout of the streets. In the west of the Area, a spine of street lamps continues from Bridge Street into High Street. The lamps are attached to the buildings and are spaced at regular intervals on one side of the street only. They provide a somewhat surreal and traditionally uncharacteristic orange light, which gives an even spread of illumination at pavement level and illuminates the facades of the buildings on both sides of the street. This is an important factor because it means that fascia signs are legible without the need for individual illumination.

To the benefit of the character of the Area, the majority of the shops and other premises do not have their own exterior lighting. This leaves the Area lit in a subdued and relaxed manner where it feels comfortable to be without being oppressed by glare. The Swan Hotel at the north end of the High Street has its own illumination which, along with the street lighting illuminating the adjacent corner shops, creates landmarks from the High Street and from the direction of Mitton Street. Premises that are closed after normal business hours often maintain a low level of illumination for security reasons and this often causes minor spillage of light out onto the pavements. This spillage

however is subtle and not powerful enough to disrupt or compete with the wider spread of light from the street lamps. Where individual lighting occurs, it is on premises operating after normal business hours and whose trading activities attract sufficient attention to themselves (by movements of customers and spillage from their shop windows) that ironically, individual illumination is unnecessary.

Street lighting in Mitton Street and Lion Hill is carried on modern lamp standards at regular intervals, to give an even spread of light. At the lower end of Lion Hill, The Bell public house has its own illumination. This is visible from outside the Area and when illuminated becomes a night-time landmark. Several old unused cast iron Stourbridge-made lampposts of interest survive along the western side of Lion Hill, and could be brought back into use or provide a model for the reintroduction of traditional style lampposts in the vicinity.



Traditional but unused lamppost in Lion Hill

Historically and at present, the cut of the canal adjoining Lion Hill has no lighting along the towpath. This is lit solely by private lamps under the porches of dwellings on the former quayside (now Parkes Quay), light from dwellings in converted buildings on the eastern side of the towpath, and light spilling from street lamps in Lion Hill.

The lack of brash illumination of shop fascias works well to give the buildings respect and to highlight their architectural qualities in a subtle manner. However, a small number of premises are lit with swan-neck and other extended-arm lamps. These bear no relevance to the architectural style of the buildings they are attached to and consequently are harmful to the character and appearance of the Area by day and night.

4.10 Views

Important views into, out of and within the Area, are as follows:

a) Into the Area:

- Long distance views into the Area are restricted due to the surrounding urban areas. However, because of its elevation it is possible to see the skyline silhouette of the central roofscape from the bridge over the River Severn.
- At closer vantage points, views are confined to narrow vistas from the roads and streets entering the town centre. However, they reveal quite vividly the scale, historic layout and architectural qualities to be found in the town. Much of that quality has survived and gives the town a sense of place and welcome.

b) Out of the Area:

Most of the views out of the area are through vistas created by the streets, leading into the surrounding urban fabric of the town, as follows:

- Views to the south of York Street, High Street and Lion Hill, harmoniously link to features in the adjoining Conservation Area No. 1.
- The view from the junction of Lion Hill and Mitton Street, looking north along Vale Road, is cluttered with incongruous buildings in Vale Road and the almost constant activity of vehicular traffic.
- The view looking north along Lombard Street is marred by the excessively large, poorly detailed and otherwise incongruous CoOp store on the west side; and by prefabricated single storey shops and other two storey buildings, on the east side.

There is a harmoniously linked view from Lower Mitton Bridge looking north along the southern limit of the Staffordshire and Worcestershire Canal Conservation Area, which appears as a green corridor.

c) Within the Area:

Views within the Area are largely restricted to vistas along streets. As with the views in, these inner vistas reveal a great deal of the character of the area, including the street pattern, architecture and the colours of building materials.

Views of particular importance are as follows:

- Into and along narrow gaps in the street frontages, which give access to footpaths (including Parkes Passage, Swan Passage and Sion Gardens) and service passageways.

- The openings of Parkes Passage and Swan Passage onto the High Street, to which adjoining buildings have responded with interesting end profiles.



*End profiles of buildings
adjoining Parkes Passage (left) and Swan Passage (right)*

- Views looking south along the canal cut from Lower Mitton Bridge and from the Wallfield Bridge looking north along the canal cut.



View looking south along the canal cut from Lower Mitton Bridge

- From the Canal and towpath north of the York Street lock, there are glimpses of some of the larger buildings in Lion Hill, and the entire eastern side of the adjoining canalside residential development in Parkes Quay; adding to the sense of arrival (for water borne traffic) in the town.
- Views looking west across Lion Hill and from the Villeneuve-le-Roi gardens, to the backs and sides of buildings in Parkes Passage, the northern end of York Street (Nos. 1 to 9) and over the former canal maintenance buildings.
- Important terminating features in views include the Swan Hotel, seen from the east; and Nos.1 to 2a Mitton Street, in the viewline north-east along High Street. The view looking east along York Street is terminated by three

flat roofed dwellings that date from the late twentieth century and comprise a partial redevelopment of earlier buildings. The roofline and design of the front elevation is particularly incongruous.



*View looking east along York Street
towards unsympathetic flat roofed houses in Lion Hill*

4.11 Pattern and Density of Building

The pattern and density of building within the Area responds to different influences, as follows:

- a) Across the west side of the Area (i.e. in High Street, York Street, Lickhill Road and Lombard Street) the buildings respond to face the street, and are positioned adjoining the back of the pavement in straight terraces.



Terraced buildings in High Street

- b) Exceptions to the above (set back from the pavement) and which cause a degree of harm to the character of the area, are the Post Office (High Street) and the building on the corner of Lickhill Road and Lombard Street (former Co-Op Supermarket);

- c) On the east side of Lion Hill, the buildings are set away from the back of the pavement, by approximately 1.5 metres. Buildings in Mitton Street, which has footings in an older phase of development, are also set back from the pavement but by varying distances; those on the north side having front gardens almost as deep as the plan of the houses; and
- d) Exceptions to both of the above patterns occur in Parkes Passage and the recently redeveloped Parkes Quay. Neither of these instances appear however to harm the character of the Area because of their isolated locations.

There is a distinct contrast of density between the western and eastern parts of the area. In the western part (High Street, York Street and Lombard Street) the density is intense both along the street frontage and within rear plots, where extending wings and outbuildings occur in profusion. In the eastern part (Lion Hill and Mitton Street) the density is lower. Buildings here are detached, semi-detached or in short terrace form; with small areas of space to the front and sides.

Many of the buildings in the area were constructed with garden plots (generally rear gardens) or at least, rear yards. Important garden plots and boundary walls survive in Lion Hill (part), Mitton Street and Parkes Passage. Along the north west side of High Street, all but one rear garden plot (rear of No. 40, High Street) has been lost; mainly to rear servicing, car parks and large late twentieth century extensions. This detracts from the character of the area, giving the rear edge a harsh stark feel. Many of the rear garden plots, yards and walls in the area between High Street, York Street and Parkes Passage, have been lost or fragmented; again, for rear servicing, car parks and large late twentieth century extensions. This is to the detriment of the character of the area.

4.12 Type of Buildings

The predominant types of building to be found in the area are as follows:

- a) High Street:
Many buildings probably constructed as shops with living space over, and dwellings.
- b) York Street:
Many buildings probably constructed as shops with living space over, and dwellings.
- c) Lion Hill and Mitton Street:
Many buildings probably originally constructed as dwellings, but with other specialised buildings including an early twentieth century army Drill Hall (Lion Hill), late nineteenth century church (corner of Mitton

Street and Vale Road), and various agricultural buildings (Mitton Street).

- d) **Parkes Passage:**
A mixture of religious and residential buildings (mainly dating from the nineteenth century) with a specialised lockkeeper's cottage adjoining the Wallfield Bridge lock at the southern end on the canal level; together with Nos. 9 and 10, which are dwellings once owned by the Staffordshire and Worcestershire Canal Company. Also at canal level is a former canal maintenance yard and workshop, now converted and redeveloped for residential use (Parkes Quay).
- e) Many of the buildings retain old outbuildings of interest. These include brew houses to the rear of the Wheatsheaf Public House (39, High Street) and the Black Star Public House; and privies, wash houses and other buildings elsewhere. Some surviving buildings and wings to the rear of High Street and York Street may have contained workshops. There is an old barn connected to the rear of No. 5 Mitton Street, and one to the west of No. 57, Mitton Street (later used as a fire station). The latter buildings comprise important records of the transition of part of the Town (Lower Mitton) from an agricultural settlement into the greater body of Stourport-on-Severn.

4.13 Style of Buildings

There are two principle architectural styles in the area, as follows:

- a) High Street, York Street, Raven Street and the southern end of Lion Hill, display a polite Georgian style, which typifies and dominates the town. Most of these examples belong to the latter half of that period and there can be little doubt that the construction of the canal in 1770/1 created the catalyst. Many later buildings sympathetically echo this style.



*Twentieth century building in Bridge Street
echoing the Georgian style*

- b) The prosperity generated by the canal continued into the nineteenth century. Along the east side of Lion Hill (north of its junction with Lodge Road) and in Parkes Passage, are Victorian buildings. Although few in number, they are of good quality. They not only show the change in architectural style (for example canted bay windows) but also advances in the living standards of the day; many of which were being introduced as a response to improving health through new requirements of the Public Health Acts.



Late nineteenth century dwellings in Lion Hill

4.14 Size of Buildings

The size of buildings varies as follows:

- a) The primarily Georgian west side of the Area, comprising York Street and High Street, has been developed with buildings rising three storeys in height and with plots of a roughly uniform frontage width. The buildings take up the full frontage of the plot and the visual effects of this arrangement are referred to later in this analysis. Because of this they appear, as individuals, as being rather narrow, however, their depth into the plot belies this outward impression; and
- b) The subsequent Victorian period of building in the east of the Area, comprising the northern end of Lion Hill, has been developed with buildings rising two storeys and represents domestic architecture on a medium size, mostly giving three bedroom accommodation. Non-residential buildings in this part, for example, the Drill Hall and church, are considerably larger and assert themselves over, but without oppressing their neighbours.
- c) In Mitton Street, the buildings are of two storeys. The dwellings on either side of the road stand on ground that is higher than the road itself, giving them a sense of vantage over the public domain. The front

gardens are retained with revetments of red sandstone or brick, which are of interest.

4.15 Morphology of Buildings

The morphology of buildings reflect the Georgian and Victorian phases of development; the Georgian phase dominating the Area, particularly the western and southern portions, as follows:

a) Georgian phase:

- Buildings are predominantly of three storeys with only a small number being of two storeys.
- Streets are generally equal in width to the height of the buildings, making the cross section of the street appear square.



Near square cross section of York Street

- Plot frontages are of roughly regular widths. Occasionally adjoining buildings have been united unsympathetically into wider shop fronts.
- There are variations in the massing of individual buildings along the streets but for the most part these are only subtle. As a result, the streets present an overall image of roofline uniformity.

(The foregoing features make the Area compatible and comfortable to the human scale).

- Facades are in continuous alignment, and even though there are occasional breaks between some of the buildings, they flow around the curves in the streets rather than negotiate them by being staggered. This produces a strong feel of continuity and rhythm.
- Facades of individual buildings (particularly those with “double fronts”) are often symmetrical.

- Profiles of buildings are visible at roof level by virtue of the subtle changes in massing along the streets. From these can be seen the plan depth of the buildings which, like the plot widths, take on a similar regularity.
- Almost all the roofs carry their ridges parallel with the street and are pitched.
- Windows and doors are distributed regularly within elevations, creating a strong sense of rhythm in the street scene and adding to that already created by the alignment of the buildings. Many buildings have shopfronts at ground floor level.
- A number of buildings have been carefully designed to sit at the intersections of streets and alleyways, and these produce extremely interesting punctuation to the fluency of the wider street scene.

b) Victorian phase:

The Victorian buildings are located on the eastern side of Lion Hill (northern end) and in Parkes Passage (although this route precedes the Victorian period).

- Domestic buildings of this phase are two storeys in height.
- Their height is less than the width of the streets they front.
- They are detached or semi-detached in juxtaposition.
- They are set back approximately 1.5 metres from the back of the pavement.
- Their plots are of a near regular width and they take up almost the entire plot width.
- The massing they present in the street scene is very uniform as is their alignment along it.

(The above factors create a scale of development in which people can feel compatible and at ease).

- Window and door openings have a vertical emphasis.
- Symmetrical elevations give fluency to the street scene.
- Siting of buildings on their plots, make it possible to see the profile of their plan form and the angle of roof pitches.

- Roofs are pitched and gable ended, and they carry their ridges parallel with the street.

4.16 Materials and Construction

The majority of building materials and construction in the area date from the late eighteenth and nineteenth centuries, and are characterised as follows:

a) Georgian phase:

- Plan:

Ground floor plans to buildings are essentially a medium depth rectangle, with additional floor area being accommodated in rear wings. Some very small dwellings have a near square plan.

- Roofs:

Roofing materials are either locally made small plain clay tiles or imported natural grey Welsh slate. These materials both hold historic value in the evolutionary progress of the Area and sit upon their buildings with comfortable harmony.

The principal rectangle of the building floor plan is covered by a simple single or double pitched roof, having a ridge line running parallel with the street. Rear wings have pitched roofs with ridges at right angles to the principal roof. The roof pitches follow a roughly consistent angle of approximately 40 degrees. Where plots are on sloping ground, the roofline is stepped with the gradient, for example, in Mitton Street.



*Roof pitches and stepped roofline in Mitton Street.
Note the building on the left dates from the 1990's.*

The roofs to some of the Victorian buildings in Parkes Passage have a steeper “Gothic” pitch than above, which to some extent has been echoed in

the steeper roof pitches to new dwellings nearby in Parkes Quay; but these are not more widely characteristic of the Area.



*Steep roof pitches to nineteenth century buildings in Parkes Passage (background)
echoed in the roof pitches of late twentieth century buildings
in Parkes Quay (foreground, left)*

Chimneys are ridge-mounted into the wall thickness rather than being externally exposed. They are multi-flued, rectangular in plan, of well balanced vertical proportions, and in brick; giving a strong, stout appearance. There is little in the way of detailing to the stacks but this does not diminish the significant level of interest they add to the roofscape of the Area, especially when seen in the few available distant viewpoints of the Area.

At eaves level, there is occasional but simple brick dentilling, and no timber fascia. Occasionally parapets have been used along eaves but not at gables.

Rainwater goods are traditionally metal and guttering is fixed directly to brickwork.

At gable ends, the roof covering is terminated flush or very close to the wall face, and sealed to it with a mortar fillet. There are no barge boards or overhangs.

Flashing at abutments is made of lead and stepped into the brick courses where they need to rise, as opposed to the inappropriate modern trend of insertion parallel to the pitch by a disc cutter.

- Walls:

Buildings and free-standing walls are almost entirely built in soft, locally made brick that has a rich and warm reddish-orange to reddish-brown colour. Bricks are laid mostly in Flemish bond with narrow joints and lime mortar. The better buildings and elevations have tuck pointing in white lime putty mortar, to a flush finish. The bricks have an open texture which although giving individuality and relief to each one, combine when in larger surfaces to give an image of subtle irregularity while maintaining uniformity.



Brick-work with a traditional Flemish bond

Free-standing brick walls are traditionally capped with semi-circular blue coping bricks or semi-circular sandstone. In Mitton Street, dwellings on either side of the road stand on ground that is higher than the road itself and some of the front gardens (north side) are retained with revetments of local red sandstone.



Walls with traditional semi-circular blue coping (left) and sandstone coping (right)

A small number of buildings have had their brick walls painted in pastel colours, but this is unlikely to be an original characteristic of the area and does not do justice to the quality of the material.

- Doors and windows:

Door and window openings are rectangular, with a strong vertical emphasis.

Doors to dwellings are panelled; and are generally surrounded with a wooden door case (painted white); topped with a broken pediment, flat or pointed canopy, and fanlight or box light. Some doorways have classical columns to either side, and most have at least one step. Many shop doors now incorporate glass windows.



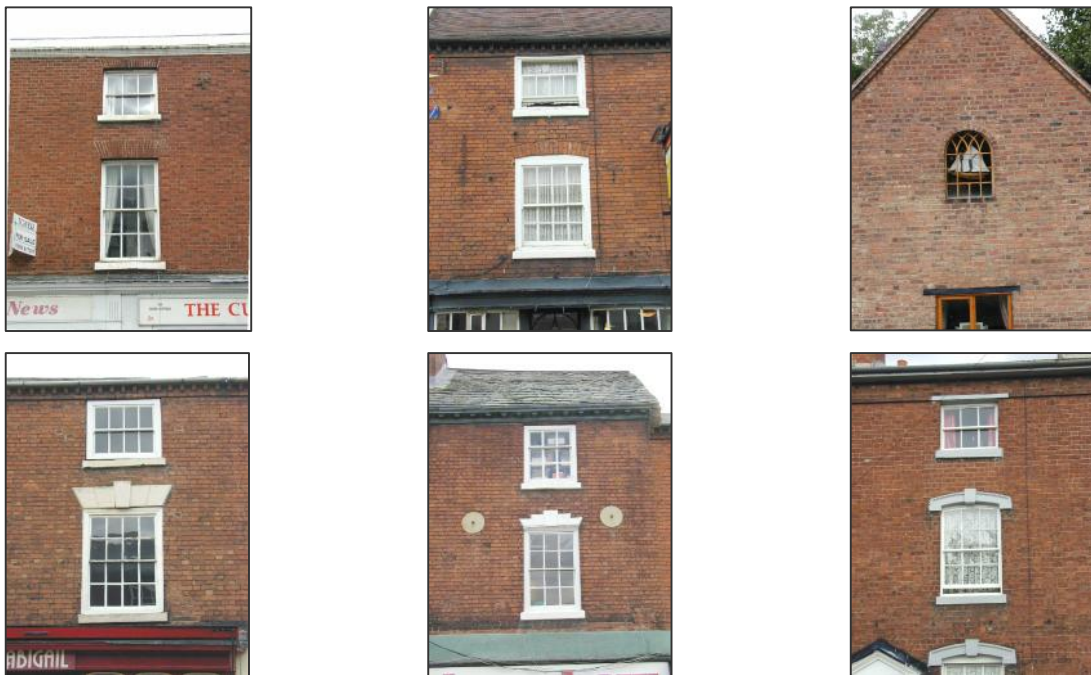
A selection of Georgian and early nineteenth century doorways found within the Area

Most windows are slightly recessed into the face of the wall to give a shallow reveal. The rectangular shape to upper floor windows tends to be slightly more compressed or squared than window openings to the ground or first floors (although they maintain the same widths).

Window headers are either flat or cambered. Flat heads have rubbed brickwork voussoirs or embellished stone (e.g. with rustication and keystones), the latter painted white. Cambered heads are either formed with two courses of brickwork arranged alternately two headers and one stretcher, or embellished with stone painted white.

The window mechanism is generally the vertically sliding sash, divided into several vertically arranged panes held with narrow glazing bars, and being without horns. The few traditional casement windows in the Area have horizontal glazing bars.

The traditional material for door and window joinery is wood, painted white rather than being stained.



A selection of Georgian windows found within the Area

b) Victorian phase:

- Roofs:

The principal roofing material is natural grey Welsh slate. This includes hipped coverings to canted ground floor bay windows.

Roof construction is a simple double or single pitch, with pitches at approximately 37 to 40 degrees, and principal ridges running parallel to the street. Rear wings have pitched roofs with ridges at right angles to the principal roof.

At eaves level there is dentilling of the brickwork, but no projecting soffits.

The gable ends without overhangs or parapets, and the roof covering is terminated against the wall face and sealed with a mortar fillet.

Chimneys are brick, multi-flued, ridge mounted over the gable ends, are rectangular in plan, and of well balanced upright proportions. Most have corbelled capping and retain their pots.

Flashing at abutments is made of lead and stepped into the brick courses.

Water goods are cast iron and traditionally painted black.

- Walls:

Red-orange brick laid in Flemish bond with a lime mortar continued to be the predominant walling material for buildings in the Victorian phase, but the bricks are machine made and the wall faces take on a more regular and smoother appearance.

Free-standing brick walls are traditionally capped with semi-circular coping bricks.

- Doors and windows:

Door and window openings are rectangular, with a strong vertical emphasis. Doors to dwellings are panelled; and often topped with a fanlight or box light. They tend to echo the polite classical influences of the Georgian phase. Most have a front step.



*A selection of mid. to late nineteenth century doorways found within the Area.
Note the door to the left (with large window) is a modern replacement,
and the doorway in the centre may be a Victorian remodelling of an older building*

Most windows are slightly recessed into the face of the wall to give a shallow reveal. On the ground floors, the fronts to buildings often have canted bay windows with hipped roofs beneath the first floor cills.

Window headers are either flat or cambered. Flat heads have rubbed brickwork or embellished stone (e.g. with rustication), the latter painted white. Cambered heads are formed with brickwork identical to the walls and are occasionally embellished with stone painted white.

The window mechanism is generally the vertically sliding sash, divided with glazing bars, and having horns. Casement windows tend to have horizontal glazing bars.

Window cills are almost entirely in stone (painted white) and some incorporate embellishment.

The traditional material for joinery is wood, painted rather than being stained.

Dormer windows and rooflights are not traditional features of the Area.



*A selection of late nineteenth century windows found within the Area.
Note the ornate metal-work to the balcony (bottom left)
and horizontal glazing bars to the casement window (bottom right)*

c) Shopfronts:

Shopfronts take a variety of traditional forms and are the subject of separate design guidance.



A selection of traditional shop fronts found within the Area

N.B.

The appearance of a Flemish bond on the outside of a modern cavity wall may be easily replicated by using stretchers and half/third “snap” bricks, the latter in place of a fully cross jointed brick arranged header outwards.

4.17 Survival of Architectural Features

Many architectural features have survived within the Area, including the following:

- a) Traditional roof coverings, uninterrupted with rooflights.
- b) Brickwork has not been rendered or painted to a dominant degree.
- c) Original timber windows and doors.
- d) White painted woodwork, with almost no use of stains.
- e) Original pointing, including white lime mortar.
- f) Cast iron guttering, painted black.
- g) Lead flashing stepped with the jointing to brickwork.
- h) Semi-circular coping to walls.
- i) Old (unused) lampposts in Lion Hill (west side).
- j) Traditional shop fronts and joinery.
- k) Sandstone walls in Mitton Street.



Sandstone walls in Mitton Street

The survival of these features adds considerably to the architectural and historic value of this Area and their loss would cause significant harm to the purpose of its designation.

4.18 Landmarks, Focal Points and Special Features

- a) Landmarks:

Landmarks are buildings, structures or other features, that are important because their size, design or position makes them particularly noticeable. Special care is needed in the treatment of landmarks.

Landmarks in the Area are as follows:

- Nos. 1, 2 & 2A ,and 56 (Swan Hotel) High Street. These are prominent landmarks at the northern end of High Street.

- Church at the corner of Vale Road and Mitton Street. This is a landmark by virtue of its large size, design (with spire), detached nature and closeness to a busy corner.



Church at the corner of Vale Road and Mitton Street

- Army Drill Hall (Lion Hill) dated 1911. This is a landmark by virtue of its relatively large size, design (which differs from other buildings in the vicinity) and location close to the pavement and corner with Mitton Street.



Former Army drill hall in Lion Hill

- Nos. 8, 9 to 14, and 16, Lion Hill. These are large individual buildings or terraces, separated by gaps which attenuate their individual landmark value. They are highly visible both in Lion Hill and from the southern end of the canal cut, in the vicinity of Wallfield Bridge lock.



Buildings in Lion Hill viewed from Wallfield Bridge lock

- Former canal building (now dwellings) built into the east side of the canal cut and the west side of Lion Hill. This is a landmark from the canal and towpath, where its full height is revealed to be much greater than the elevation backing onto Lion Hill.

b) Focal points:

Focal points are buildings, structures or areas, that are important because of their position in view lines; or because they are the centre of well-frequented public activity. Special care is needed in the treatment of focal points because they are particularly noticeable to the public.

The entire Area may be viewed as a focal point because of its function as the town centre, but it contains individual focal points as follows:

- Nos. 1, 2 & 2A, 5 & 6, and 56 (Swan Hotel) High Street, which are period buildings located on the corners of the busy junction of High Street, Mitton Street, Lombard Street, and Lickhill Road; and which therefore comprise focal points from various directions.



Swan Hotel in High Street, closing the view looking west along Mitton Street

- Group of buildings facing down High Street (Nos. 1, 2 & 2A) when viewed from the south along the busy length of High Street.

- North-east end to No. 11 High Street (Lloyds Bank) which is a focal point adjoining the entrance to Parks Passage, when viewed from the north.
- North-east end to No. 55, High Street: which is a focal point adjoining the entrance to Swan Passage, when viewed from the north.
- Villeneuve-le-Roi gardens (Lion Hill), where there are benches and a short pergola walk.
- War Memorial and associated garden at the corner of Vale Road and Mitton Street.
- Church at the corner of Vale road and Mitton Street. This is a large eye catching building with a spire located in a prominent corner position.
- No. 54, Mitton Street; which closes the view when looking south-west out of the footpath (Mitton Walk) opposite.



Holly Bush Public House, viewed from Mitton Walk

- Nos. 20 & 21, Lion Hill, which close the view looking south-east along York Street. These appear to be period buildings with unsympathetically remodelled facades and flattened roofs.

c) Special features:

The Area contains twenty-five Statutory List Entries which relate to approximately forty statutorily listed buildings; together with several other buildings and structures of interest, primarily dating from the late eighteenth to early twentieth century. Some of the latter have been subject to unsympathetic alterations (such as replacement of windows) but none are beyond restoration, which should be considered in preference to redevelopment. Generally, every effort should be made to retain built fabric in the Area dating from the late eighteenth and nineteenth centuries in particular.



Late eighteenth and early nineteenth century buildings in Lombard Street, which are not statutorily Listed but still of interest

Particularly special features in the Area include the following:

- The canal, including the Wallfield Bridge lock, overflow and adjoining lock keepers cottage, towpath, adjoining revetments and Lower Mitton Bridge.
- Former canal maintenance yard workshop and remains of a canal-side crane in Parkes Quay, and a canal building on the east side of the canal cut; both now converted into dwellings.
- War Memorial and Garden (Vale Road).
- Wesleyan Chapel and Manse, and Methodist Church and Sunday school (Parkes Passage).
- Wedged or rounded corners of buildings, where paths and roads meet.
- Nos. 9 & 10, Parkes Passage, which were originally properties of the Staffordshire and Worcestershire Canal Company.
- Narrow pedestrian nature of Parkes Passage.

4.19 Open Spaces

For the purposes of this analysis, an open space is defined as a parcel of land upon which there are no buildings or only small buildings. There are a number of important open spaces within the area, as follows:

- a) Land immediately to the east of the Church (corner of Vale Road and Mitton Street) and to the west of Mitton Gardens.
- b) Area immediately to the north of the Wesleyan Chapel and Manse (Parkes Passage) which forms part of the setting to the Church.
- c) The cut of the canal adjoining Lion Hill, which provides a swathe of openness through the centre of the Area.

- d) The Villeneuve-le-Roi Gardens, at the corner of Lion Hill and Mitton Street.



Villeneuve-le-Roi Gardens in Lion Hill

- e) The War Memorial Garden, at the corner of Vale Road and Mitton Street.



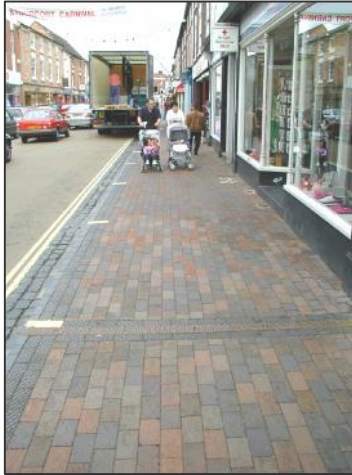
War Memorial Garden at the corner of Vale Road and Mitton Street

The bustling activity and the nature of their surroundings makes these relatively small pockets of land even more valuable to the character and appearance of the Area and so, worthy of the strongest efforts of protection.

4.20 Ground Surfaces

The principal ground surfaces in the Area are as follows:

- a) Modern but sympathetic paving setts, kerbs and slabs, and coloured tarmacadam in High Street. These surfaces were introduced by the County Council during the late 1990's.



*Modern but sympathetic paving setts
and kerbing in High Street*

- b) Traditional grey stone setts surviving at the northern entrance to Parkes Passage.



*Traditional paving setts
at the northern end of Parkes Passage*

- c) Non-traditional tarmacadam on road surfaces and pavements in Lickhill Road, Lombard Street, Mitton Street, Lion Hill, Lodge Road, part of York Street, and Parkes Passage.
- d) Grass in the Villeneuve-le-Roi gardens, at the War Memorial, and adjoining the Wesleyan Chapel, which are welcome expanses of relief to the otherwise extensive use of tarmacadam.
- e) Ornate white edging stonework to the War Memorial gardens, at the corner of Mitton Street and Vale Road, which is thought to have originated from a nearby country house (Witley Court) after it was damaged by fire. Complementary but less ornate edging stonework has been used for the nearby Villeneuve-le-Roi gardens.



Edging stonework to the Memorial Gardens (left) and Villeneuve-le-Roi Gardens (right)

- f) Sympathetic hooped railings have been installed to the fore of the Drill Hall in Lion Hill, and adjoining the canal-side wall of the Villeneuve-le-Roi Gardens.



Hooped railings to the Drill Hall (left) and Villeneuve-le-Roi Gardens (right)

- g) Water in the Canal.

4.21 Tranquil and Active Areas

Tranquil and active areas are as follows:

- a) Tranquil areas:

It would be surprising to find areas of complete peace and solitude in a town of such compactness and activity, however tranquil areas exist as follows:

- Parkes Passage and environment, including the small parcel of open space immediately to the north of the Wesleyan Chapel.
- Canal and towpath, which has some protection from vehicular traffic in Lion Hill and Mitton Street by virtue of being in a cutting topped by walls along its eastern side, and a bridge topped with a solid wall in Mitton Street.

The identified areas of tranquillity are extremely valuable assets to the town's overall character and are worthy of every effort for their protection.

b) Active areas:

Substantial volumes of vehicular traffic circulate through High Street, York Street, Lion Hill, Mitton Street, Lombard Street and Vale Road, where one way systems have been introduced. Even after normal trading hours the streets are busy with passing vehicles. To some extent the volume of traffic along these routes detracts from the character of the Area.

4.22 Noise

The most noticeable and also the most dominant noise discernible in the Area is that of vehicular traffic, which has a detrimental impact upon the character of the Area. Without this audible intrusion, the tranquil areas especially would reveal other sounds such as those of human conversation and a variety of birdsong, both of which are more humanly acceptable and appropriate to the uses taking place in the Area.

4.23 Smells

The principal smells in the Area are fumes from vehicular traffic in the main streets, which has a detrimental effect on the character of the Area.

4.24 Alien Features

Alien features in the Area include the following:

- a) Lampposts of unsympathetic style and materials.
- b) Traffic signage at junctions.
- c) Tarmacadam pavements and roads, and yellow road markings.
- d) Replacement shop fronts, windows and window openings, particularly in York Street.



Replacement shop fronts and windows in York Street

- e) Poor treatment of rear elevations, particularly in High Street.



Unsympathetic rear elevations to buildings in High Street

4.25 Areas that would benefit from Enhancement

In conservation terms, the word "*enhance*" means to reinforce the existing characteristics of an area and not necessarily to make attractive.

The character of the Area generally (excluding High Street) would benefit from having various tarmacadam surfaces and concrete kerbs replaced with more sympathetic materials; together with installation of more sympathetic lampposts. Many of the buildings would benefit from the installation of more sympathetic windows and shop fronts, particularly in York Street.

4.26 Neutral Areas

A neutral site is defined as a small part of an area whose character does not conform with that of its immediate surroundings. The remedy for such incongruous sites is usually to ensure that if the use on it is to continue, then any proposals for its further development should be either:

- a) Confined to parts within the site which are not visible to the public gaze;
or
- b) Designed to sensitively introduce discreet and subtle elements of the surrounding and predominant characteristic features.

Ideally in neutral sites it would be the more appropriate course of action to remove the offending feature or features altogether and replace them with structures of appropriate scale, design and appearance.

Neutral sites include the following:

- a) The Post Office (High Street), which is a particularly unsympathetically designed building.



Unsympathetic Post office in High Street

- b) Indoor market (former Co-Op supermarket) at the corner of Lombard Street and Lickhill Road.



Former buildings at the corner of Lombard Street and Lickhill Road, circa. 1907 (left), and at present (right)

- c) Nos. 1 & 2, Parkes Passage (north end).



Nos. 1 & 2, Parkes Passage

- d) Nos. 20 & 22, Lion Hill, which are period buildings with unsympathetically remodelled facades and flattened roofs.
- e) Incongruous rear extensions to various buildings, particularly to the rear of High Street.

The above features cause disruption to the wider street scene, and/or their setting, by way of their architectural style, morphology and materials.

5.0 CONCLUDING STATEMENT

Stourport-on-Severn Conservation Area No. 2 covers part of a town that was established and developed as a result of the construction of the Staffordshire and Worcestershire Canal, and is the only town in England to hold this distinction. This part of the town thus has immense historic value and because of the relationship between town and canal, the character of the Conservation Area is of high importance.

The laying out and construction of the town during the Georgian period has stamped an unmistakable character and appearance on the urban fabric, which provides a clear lead for further development.

Adopted Wyre Forest Local Plan Policies

Policy SAL.UP6

Safeguarding the Historic Environment

1. Heritage Assets

Any development proposal affecting the District's heritage assets, including their setting, should demonstrate how these assets will be protected, conserved and, where appropriate, enhanced. The District's heritage assets include:

- Conservation Areas, Listed Buildings and Scheduled Monuments.
- Building and Structures on the Local Heritage List.
- Landscape features including ancient woodlands and veteran trees, field patterns, watercourses, and hedgerows of visual, historic or nature conservation value.
- Archaeological remains and non-designated historic structures recorded on the County Historic Environment Record.
- Historic parks and gardens.

Developments that relate to a Heritage Asset should be accompanied by a Heritage Statement. Where proposals are likely to affect the significance of a heritage asset, including its setting, the Heritage Statement should demonstrate an understanding of such significance and in sufficient detail to assess any potential impacts. This should be informed by currently available evidence.

When considering a development proposal which may affect a Heritage Asset, or when preparing a Heritage Statement, applicants should have regard to the following points:

- i. To ensure that proposals would not have a detrimental impact on the significance of a Heritage Asset or its setting and to identify how proposals make a positive contribution to the character and local distinctiveness of the area.
- ii. Any harm or loss of significance will require clear and convincing justification.
- iii. The re-use of heritage assets will be encouraged where this is consistent with the conservation of the specific heritage asset.
- iv. Proposals which secure the long-term future of a heritage asset at risk will specifically be encouraged.
- v. That repairs, alterations, extensions and conversions of heritage assets take into account the materials, styles and techniques to be used and the period in which the asset was built.
- vi. The installations of fixtures and fittings should not have a detrimental impact on a heritage asset, should be inconspicuously sited and proportioned and be designed sympathetically.
- vii. In considering new development that may affect a heritage asset, proposals will need to identify how the scale, height and massing of new development in relation to the particular feature, and the materials and design utilised, does not detrimentally affect the asset or its setting.

Development proposals that would have an adverse impact on a heritage asset and/or its setting, or which will result in a reduction or loss of significance, will not be permitted, unless it is clearly demonstrated the following criteria are met:

- a. There are no reasonable alternative means of meeting the need for development appropriate to the level of significance of the Heritage Asset.
- b. The reasons for the development outweigh the individual significance of the Heritage Asset, its importance as part of a group and to the local scene, and the need to safeguard the wider stock of such Heritage Assets.
- c. In the case of demolitions, that the substantial public benefits of the development outweigh the loss of the building or structure; or the nature of the asset prevents all reasonable uses of the site; or the loss of the heritage asset is outweighed by the benefits of bringing the site back into use. Redevelopment proposals should provide design which mitigates appropriately against the loss of the heritage asset in proportion to its significance at a national or local level.

Where material change to a heritage asset has been agreed, recording and interpretation should be undertaken to document and understand the asset's archaeological, architectural, artistic or historic significance. The scope of the recording should be proportionate to the asset's significance and the impact of the development on the asset. The information and understanding gained should be made publicly available, as a minimum, through the relevant Historic Environment Record.

2. Conservation Areas

When development is proposed in, or adjacent to, a Conservation Area, proposals should accord with the existing (or draft) Conservation Area Character Appraisal and seek to enhance or better reveal the significance of the area. Development should not adversely affect views into, within, or out of the Conservation Area.

Proposals for the demolition of a building or structure in a Conservation Area will only be permitted where it has been clearly demonstrated that:

- i. It has no significance in itself or by association, and no value to the significance of the Conservation Area.
- ii. Its demolition or replacement would benefit the character or appearance of the Conservation Area.
- iii. Proposals include detailed and appropriate proposals for redevelopment, together with clear evidence redevelopment will proceed.

Proposals that affect shop fronts within a Conservation Area should have regard to the Council's Shop Front Design Guidance.

CHARACTER APPRAISAL FOR CONSERVATION AREA No.2 STOURPORT ON SEVERN

- Boundary of Conservation Area
- ▨ Listed Building or Structure
- ▨ Other Building or Structure of Interest
- Landmark Building
- Focal Point
- Important Space
- Neutral Site
- Important Pedestrian Route
- Trees (Indicative)

NB: This map does not identify all outillage buildings or structures
That may be listed or of other interest

Sept 2001

Scale:1:2500

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