



CONSERVATION AREA CHARACTER APPRAISAL FOR CHURCH STREET

Revised January 2015



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1. INTRODUCTION

Church Street Conservation Area (the Area) was designated by Wyre Forest District Council in 1993. It is 1.6 hectares in extent and is located within Kidderminster Town Centre, in the County of Worcestershire.

The Conservation Area encompasses a group of eighteenth and nineteenth century buildings. These buildings may have been constructed as a mixture of houses and businesses but are now in business or commercial use.

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 street 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 Church Street 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. 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This Act was superseded by the Planning (Listed Buildings and Conservation Areas) Act 1990.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 guidance 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.

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.

3.1 Setting and topography

St. Mary's and All Saints Parish Church

The Ring Road

Church Street

Church Street Conservation Area

Vicar Street and Exchange Street Conservation Area

The Staffordshire and Worcestershire Canal

The River Stour

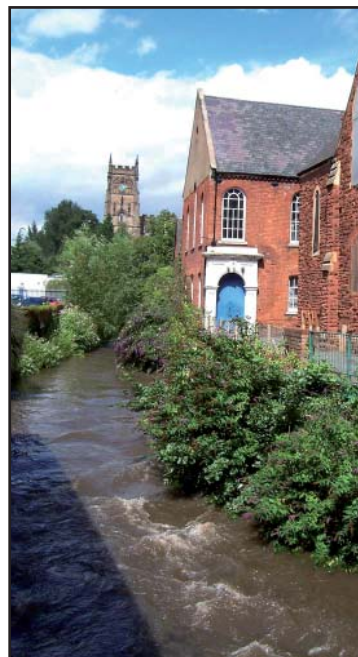
The Bull Ring

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Church Street Conservation Area: Character Appraisal January 2015

Important aspects of the setting include the Area's proximity to, and links with, the following:

- The Church of St Mary's and All Saints Parish Church. The Church sits on top of a sandstone cliff overlooking the Conservation Area.
- The Ring Road. Located across the north of the Conservation Area, its construction resulted in the demolition of part of Church Street and broke the street's connection with St. Mary's.
- The River Stour, which flows north-south through the Town. The Area adjoins the east side of the River
- The Staffordshire and Worcestershire Canal Conservation Area located to the west of Church Street Conservation Area. The canal was constructed in 1772 and runs north south through the Town
- Elements of the surviving medieval street pattern, particularly in the Bull Ring, Church Street, Worcester Street, Oxford Street, Lower Mill Street, Blackwell Street and Coventry Street,
- Vicar Street and Exchange Street Conservation Area located approximately 60m to the south of the Area,



The River Stour, overlooked by the tower of Church of St. Mary and All Saints

3.2 Historic Evolution

Kidderminster grew-up at a crossing point to the River Stour. Archaeological evidence, such as the Bronze Age stone axe found during the construction of the Church Street carpet works in the 19th century, and the roman coins discovered beneath the floor of St Mary's Church, indicate early settlement in the Area. A Minster was founded somewhere in the vicinity during the eighth century and Kidderminster was of sufficient importance to be mentioned in the Domesday Book of 1086.

The medieval town was centred around the market with streets, including Church Street, radiating from the market. The Bull Ring may well have formed an extension for the expanding market during the later medieval or post-medieval period.

A church, probably on the site of the current St Mary's, is first mentioned in 1175. Church Street linked the church and manor house (believed to have been located to the north west of Church Street) to the town and is medieval in date.

The industrial potential of the River Stour, led to the growth of a textile industry in Kidderminster during the medieval period. The industry of carpet manufacture emerged during the eighteenth century. The opening of the Staffordshire and Worcestershire Canal in 1772 brought more traffic and trade and by the nineteenth century carpet production became the major industry of the town and resulted in a growth in population and redevelopment of the town. The historic core of the town has been extensively redeveloped. In the 1960s the town centre was separated from the suburbs by the construction of the Ring Road.

Church Street is a highly important asset as it has retained a visible trace of the historic

town when many other historic parts have been lost due to redevelopment. As such there may be substantial medieval deposits remaining along Church Street. Potential for archaeology should therefore always be considered when any developments or works are being carried out in the Area.

3.3 Land-uses

- Religious: The name of the street implies that the original purpose of the street was to link the Church to the Town. Historic maps show that the street did continue up to the Church until the development of the Ring Road in the 1960s. As such Church Street would have been an important thoroughfare for the Town's population.

Church Street and the Bull Ring are also important places for the history of non-conformism in Kidderminster. The first non conformist meeting house was founded on Mill Street c1672 but in 1694 a site on the Bull Ring was purchased and a meeting house, referred to as the Old Meeting House was erected. In 1782 a breakaway group set up at the New Meeting House on Church Street. The current Baxter Church, built in 1884/5 is the fourth church building on that site.



Left to right: St. Mary's and All Saints, Baxter Church, New Meeting House

- One of the earliest maps we have for Kidderminster dated 1753 shows the location of a Pound towards the north end of Church Street and the Area nearest the Bull Ring is described as Coblers Corner.
- Industry: The Area's close proximity to the River Stour and direct access to the canal wharf would have made this a prime Area for the location of industrial works. Cartographical evidence shows that by the late nineteenth century the Area was dominated by industry, with carpet works, chemical works, dye works, and a brass foundry all being located within the Area.
- Commercial/business: The first edition 1884 Ordnance Survey Map shows along with the industrial works the presence of a Bank and Post Office. The site of the Bank, No 31 Church Street, has remained in continual use as a bank although the Post Office has been demolished and has been relocated to the Bull Ring. With the decline of industry in the Area came the emergence of the buildings being used for

commercial premises. For example a large proportion of the west side of Church Street was used as Tomkinsons Head Quarters. Currently the majority of buildings are used as offices by the medical and legal profession.

- Education: Schools and Sunday Schools existed within the Area.
- Charity: Witnell's Almshouses on Church Street were founded by the will of Sir Ralph Clare in 1670 and demolished in the 1960s for the construction of the Ring Road.
- Residential: Originally many of the proprietors of the businesses would have lived on site. But now the buildings are entirely given over to office space.

3.4 Colours

Colour within the Area is provided by the built environment. The principal colour within the Area is a rich red-orange as the majority of buildings are constructed in red brick or red stone.

White is another prominent colour as it has been used extensively for window frames, glazing bars, door frames and decorative features such as keystones. Black has been used for railings, drainpipes and doors and is therefore also another notable colour within the Area.



Colour in the Area is provided by the built environment

Buildings are generally unpainted and unrendered, as such No 27 Church Street captures the attention of the eye, because with its white and blue rendered finish, it is an isolated contrast to the rest of the street.

3.5 Green Spaces

Green spaces are not a general characteristic of the Area. One exception is the landscaped area in front of the New Meeting House. Trees and shrubs are present at the north end of Church Street and in the car park. The banks of the River Stour provides an element of greenery along the west side of the Area and has been designated as a Special Wildlife Site. When viewed



A small amount of greenery is present at the northern end of the Area

from a higher vantage point the Area appears more green with trees located in the rear yards located of properties on the east side of Church Street.

3.6 Historic pattern and movement



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Historic evolution of the Area. Left, 1st Edition Ordnance Survey 1886, right, the current layout of the Area

Church Street, the Bull Ring and Arch Hill are shown on one of the oldest surviving maps of Kidderminster dated 1753 but are thought to be medieval in origin. Historic pattern and movement would have been created by:

- The Parish Church of St. Mary's. Until the 1960s Church Street provided direct access from the Town to the Church. Not only would it have been used as a thoroughfare for worship but the location of the war memorials on Church Street and outside the Church gates also meant that the street was the scene for many remembrance processions during the twentieth century. By the eighteenth century the presence of two non-conformist churches, would also have contributed to movement within the Area.
- The River Stour and later the Staffordshire and Worcestershire Canal. The Canal would have been a major influence on the pattern of development and movement within the Area. It was Church Street, the Bull Ring and Mill Street where the most important clothiers lived and carried out their trade.
- Town Bridge. The location of the Town Bridge, although just outside the Area, would have played an important part in creating movement into and out of the Bull Ring.

Church Street still sees a high activity of movement. The type of businesses located along the street attracts visiting clients which creates movement. It is also used as a pedestrian access route into the town centre for those working in Churchfields industrial estate.

3.7 *Illumination and night-time appearance*

There are a number of street lights within the Area of differing design. The streetlamps are mounted on unsympathetic concrete standards. The design of the columns are neither attractive or sensitive to the character and appearance of the Area and it would be desirable for these to be replaced with a more sensitive design. At night the Area is dominated by light from the adjacent ring road.

3.8 *Views*

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

a) Into the Area

On the whole, the urban nature of the surroundings to the Area prevent inward views from distant vantage points. The principle views into the Area are therefore from the roads that run adjacent to it, the Bull Ring and St. Mary's Ringway. St Mary's Ringway offers views across the car park and to the rear of the buildings on the west side of Church Street. From the Bull Ring and Vicar Street views can be gained of the southern end of Church Street although the curve of the road limits how far reaching the views go.

The foreground of St Mary's Church also provides views down Church Street which particularly highlights the curving nature of the road. Unfortunately the views are visually intruded upon by the presence of the Ring Road.

Views of the roofscape of the Area can be gained from the Swan Centre car park.



Example of views into the Area from the Ringway and the foreground of St. Mary's Church

b) Out of the Area

Views out of the Area are generally confined due to the surrounding urban environment. The Swan Centre dominates the end of the view line of the southern aspect of Church Street. However, as the curve of Church Street is traversed a view of Vicar Street can be gained.

At the north end of Church Street, St. Mary's Church provides closure to the view line out of the Area. Historically Church Street led up to St. Mary's. In 1913 The Victoria County History describes the tower of St. Mary's "being particularly prominent when approached by the wide street leading up to the fine, wrought-iron gates of the churchyard". This linkage was severed in the 1960s by the construction of the Town's inner ring road. However, there is still a view line retaining some attractiveness along the northern end of Church Street towards the Church.

Other brief views out of the Area can be gained through some of the passageways that run alongside the buildings on the west side of Church Street.



Example of views out of the Area to the north, the south and west

c) Views within the Area

The curving nature of Church Street, coupled with the back of pavement pattern of development and the height of the buildings, guides and leads the eye along the street. The overall effect is one of a corridor-like line of sight and enclosure.



Example of view within the Area

3.9 *Style of buildings*

The Area is generally characterised by a Georgian and polite neo-Georgian style as Church Street is lined mainly by mid to late Georgian brick houses. Several of the houses, whilst built separately, seem to have been built to the same general design and around the same time. This would indicate a fairly comprehensive redevelopment of the street during the late eighteenth and early nineteenth century. An important example of the earlier style of buildings that would have been present within the Area prior to the redevelopment is No 12 Church Street, an early seventeenth century timber framed house. The quality of No 12 would indicate that Church Street was a 'fashionable' street even before the Georgian redevelopment.



No 12 Church Street

Other styles of building include the Victorian Italianate style (No 31 HSBC) and the Early decorated Gothic style (Baxter Church). There are also some insensitively styled 20th century infilling, particularly on the Bull Ring.

3.10 *Size of buildings*

The buildings along Church Street are predominantly three storeys in height. Their similar height helps to create an appearance of unity along the street. They have been built to the pattern of the road layout, which emphasises the gentle curve of Church Street.

Most are positioned at the back of the pavement and their plots are of varying length. Some retain long narrow plot shapes, including rear gardens and yards that add to their character. The New Meeting House and Hall are noticeable for being set back from the road. It was a condition of the 'Act of Toleration' in 1689 that non-conformist churches be discreetly set back from the road. Originally there were shops in front of the New Meeting Hall but these were demolished in the 1920s.

3.11 *Materials and construction*

a) Walls and construction methods

The primary building material within the Area is red brick which ranges from warm orange red, to dark plum red. The principal brick bond used in the Area is Flemish bond and its variations. The facing material is left untreated except for No. 27 Church Street which has been rough rendered. Creamy white lime mortar can be found but there are also examples of poor quality re-pointing in inappropriate cement based mortar often over-sailing the original joints which detracts from the appearance of the buildings.

Red stone has been used for the religious buildings of the New Meeting House and Baxter Church. The use of a different material to brick highlights the different role and status that these buildings had compared to the others in the Area.

Church Street also includes one of Kidderminster's few surviving timber framed buildings and the only one where the timber frame has been left exposed. The building is important for providing an example of the type of building that would have been present before the redevelopment of the Area in the eighteenth and nineteenth century.

b) Windows

Windows provide a highly important contribution to the character and appearance of the Area. The contribution is not down to a specific type of window as there are a variety of types including hung sashes with and without glazing bars, plain transomed-mullioned casements, arched windows, gabled dormers. Instead the fenestration is important for providing a particular rhythm and sense of proportion to the overall street scene which is highly important to the aesthetic appearance of the Area. Where this pattern is broken, such as No 26 Church Street, it jars against the street scene.

Window dressings vary and include brick voussoirs and keystones. These dressings provide elements of interest to the building and assist in denoting the buildings as being of a high quality design. There is a lack of Upvc used in the Area which assists in retaining the overall historic character.



Example of types of windows and their details that can be found in the Area

c) Doors

The doors and their surrounds are an important feature of the Area. The doors are predominantly unglazed with wooden panelled doors the norm. There is a mixture of both recessed and raised panels. The number of panels per door vary although there are a number of examples of the classic Early Georgian arrangement of 6 panels, with the top two far smaller than the middle two, which are themselves slightly taller than the bottom two elevation.

A characteristic is the presence of plain and simple fanlights over both the main doors and the entrances to the side passages. The doorcases along Church Street tend to be that of a typical Palladian doorcase with the arrangement of columns, pilasters or implied pilasters on either side of the door supporting a simple pediment or lintel entablature.

Again, the detail provided by the doors and their surrounds endow the Area with a sense of quality and visual interest.



Example of types of doors and their surrounds found within the Area

d) Roofs

From within the Area it is difficult to see the roofs of the buildings. Some roof are hidden behind parapets. From other vantage points however views across the roofscape can be gained and these reveal that the roofing materials vary between tile and slate. Colours range from grey to a reddish brown.

Most of the roofs are gabled, the pitch of which are generally steep, varying between 40 and 45 degrees. There are also examples of hipped roofs. Flat roofs are also present covered in a grey roofing felt. Whilst such roofs are in the minority they do detract from the character of the historic roofscape.

Verges have been kept close to the gable wall face and there are no timber barge boards of fascias. Detail and decoration is instead provided on many of the buildings by the use of brick dentil eaves cornices.



Views of the roofscape of the Area

e) Rainwater goods

Water goods are cast iron and traditionally painted black.

f) Boundary walls, copings and railings

Railings are a feature of the Area that add significantly to its character and appearance. These range from the traditional, such as those outside Nos 29 and 30 Church Street, to modern replacements such as those outside Nos 22-25 Church Street. Historic photographs show the railings that were present in the early part of the twentieth century.

There are several reasons for the presence of railings in the Area. They have been used to define boundaries, to cover basement areas, as window guards and for safety in places where handrails are necessary.



Examples of some of the types of railings present in the Area. Those on the left are traditional in character; those on the right are modern replacements or additions and do not enhance the overall appearance of the Area

3.12 Survival of architectural features

The area has retained many architectural features. This is partly due to the high number of listed buildings, the controls over which have regulated indiscriminate losses, together with care and attention to detail by property owners.

Important surviving features include the following:

- Railings
- Traditional steps (due to many of the buildings being constructed higher than the principal road)
- Traditional street name signage
- Traditional shop frontages
- Decorative elements such as the emblem over HSBC, door surrounds and window dressings

3.13 Landmarks, focal points and special features

a) Landmarks

Landmarks are buildings, structures, or other features that are important because of their size, design or position makes them particularly noticeable. Landmarks in the Area include the following:

- Baxter Church: It forms a particularly imposing feature both because of its design and because of its spire which is an important visual feature that can be seen from various vantage points within the Town.



The spire of Baxter Church is a landmark within and outside the Area

- No 12 Church Street: No 12 is noticeable because it is timber framed and therefore stands out to the rest of the street scene. It is also the first building that can be directly seen on approach into the Area from Arch 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. Focal points include the following:

- No 13 Bull Ring and No 31 Church Street: Their positioning in the street scene means that these buildings serve almost as a gateway into or out of the Area
- St. Mary's Church. Although the Church is outside the Conservation Area its historical association with Church Street and its position in view lines out of the Area results in St. Mary's being an important focal point for the Area.
- The New Meeting House . The use of the Meeting House not only as a place of worship but also as meeting place for various societies makes this a centre of well frequented public activity.



*Left: No. 13 Bull Ring and No. 31 Church St. are focal points at one of the entrances to the Area.
Right: St. Mary's Church is an important focal point due to its position in view lines from within the Area*

c) Special Features

Church Street has the highest concentration of listed buildings in Kidderminster. They are all Grade II making them of special interest, warranting every effort to preserve them.

Other special features of the Area include:

- The historic street pattern
- The group value of the buildings provided by the street scene
- The strong emphasis on the principle of proportion in the design of the buildings for example the proportion of wall space to window space

- Land usage
- The use of brass plaques as name plates by the majority of businesses along the street, which helps to minimise intrusive signage

3.14 Ground Surfaces

The majority of the ground surfaces within the Conservation Area are covered in a standard black-top tarmacadam, used both for the roads (Bull Ring and Church Street)



and the majority of the pavements. “Black top” has also been used for the car park at the north end of Church Street, and in part for the drive ways of the New Meeting House and in front of the Baxter Sunday School. This is a non-traditional material and does not contribute to the character and appearance of the conservation area. Repairs to the tarmac have left it looking untidy and it detracts from the historic street scene.

Elements of traditional paving do exist in the Area. For example, moulded blue clay paviors are present on the pavement outside Nos 22-25



Church Street and on Arch Hill. Wire cut paviors are present on the driveway to the New Meeting House. Some of the buildings have passageways giving access to the rear of the properties, and some of these retain old paving setts of interest. Ornate metal grilles can also be found in the pavement.

Examples of ground surfaces in the Area

3.15 Hard landscaping/street furniture

There are elements of street furniture within the area and these include:

- Road name plates of a traditional design
- Signage relating to parking restrictions
- Highway Signage
- Bike racks outside 10-12 Bull Ring



Examples of street furniture found within the Area

3.16 *Tranquil areas and active areas*

The location of the Area within the Town Centre, adjacent to the River Stour, and close to the Town Bridge and later on the canal, means that historically the Area would have been an active area. Despite the requirement of the River and Canal for industrial purposes has now declined the Area's activity continues. The types of businesses within the Area now encourage a high level of activity both vehicular and pedestrian. The activity levels do now decrease after business hours as the properties are no longer used on a residential basis.

3.17 *Paths*

Historic maps show that Arch Hill used to link Church Street through to Orchard Street. A modern development has however now cut off that direct access.

3.18 *Alien features*

Whilst the Area is predominantly “traditional” in character, there are elements that detract from the appearance of the Area. These include:

- The setting. Although the following are not within the Area their close proximity has had an impact on the setting of the Area;

The Ring Road – has had a serious detrimental impact on the Area. It has severed Church Street from St Mary's Church. The traffic, the presence of the safety railings and the inaccessibility of accessing St Mary's from street level – an underpass has to be used – all serve to emphasis this division. Any opportunities that arise for attempting to reconnect Church St with St Mary's should be taken full advantage of.



View of the Ring Road cutting across the north end of Church Street

The late 1960s early 1970s development of the Bull Ring. The statue of Richard Baxter that is currently situated on St. Mary's Ring Road used to stand at the Bull Ring but it was removed in the late 1960s. A new island was created in the Bull Ring but this development now looks very dated and does little to enhance the setting and prime entrance into the Conservation Area.

- Inappropriate modern development within the Area. For example;

The twentieth century shop frontages of 8 and 9 and 10-12 Bull Ring are inappropriate in terms of design, style and materials and detract from the Area's character.

No 26 Church Street. While some attempts have been made with regard to height, the lack of fenestration, particularly at pavement level provides no visual interest and is in marked contrast to the other buildings on the street. As such its design detracts from the character and appearance of the Area.



Shop frontages found at 8-9 and 10-12 Bull Ring

- Addition of small unsympathetic fixtures and fittings, variously including alarms and signage. While it is understood that these are a modern requirement, it is important that these are kept to a minimum and remain as discreet and visually unobtrusive as possible.

3.19 Areas that would benefit from enhancement

The general treatment of the public realm and urban fabric including highway signs, lampposts and railings, and the road and pavement surfaces are, on the whole, considerably dated, and are unsympathetic to the character and appearance of the Area. It is desirable that these are replaced, as and when funding is available with styles and materials more suiting to the character of the Area which in turn would help to enhance the overall appearance of the Area.

3.20 Neutral areas

A neutral area is defined as a small part of an area whose character does not conform with that of its immediate surroundings. These sites do not necessarily detract from an area but, should development proposals be forthcoming, then they should improve the site, in terms of visual and/or social impact on the Area. The development should relate well to the surroundings.

The car park at the north west of the Area is considered to be a neutral area. The site covers a considerable area and much of the site is covered in tarmacadam. Historic maps

show the presence of buildings on this site so redevelopment would not be adverse to the historic land usage. However, this part of the Conservation Area is visible from outside it and any development would need to be carefully considered to ensure that it preserved and enhanced the Conservation Area.



The car park is a neutral area but occupies a visible position. Therefore any development would need to be carefully considered to ensure a positive contribution is made the character and appearance of the Conservation Area

4.0 CONCLUDING STATEMENT

Kidderminster has been continuously occupied since at least the early thirteenth century and developed from the nucleus of a medieval rural settlement of which Church Street and the Bull Ring formed part. Its period of greatest prosperity and expansion was in the later eighteenth and nineteenth centuries and this is reflected in the redevelopment of Church Street.

The extensive redevelopment of Kidderminster during the twentieth century has removed many traces of the earlier town and consequently Church Street, which on the whole has retained its Georgian buildings, is extremely valuable for our understanding of the development and prosperity of the Town.

The overall street scene has considerable architectural interest and provides a clear lead for the design and layout of further development. There are however elements that do detract from the character and appearance of the Area and where possible these alien features should be removed or their impact negated as much as possible.

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.

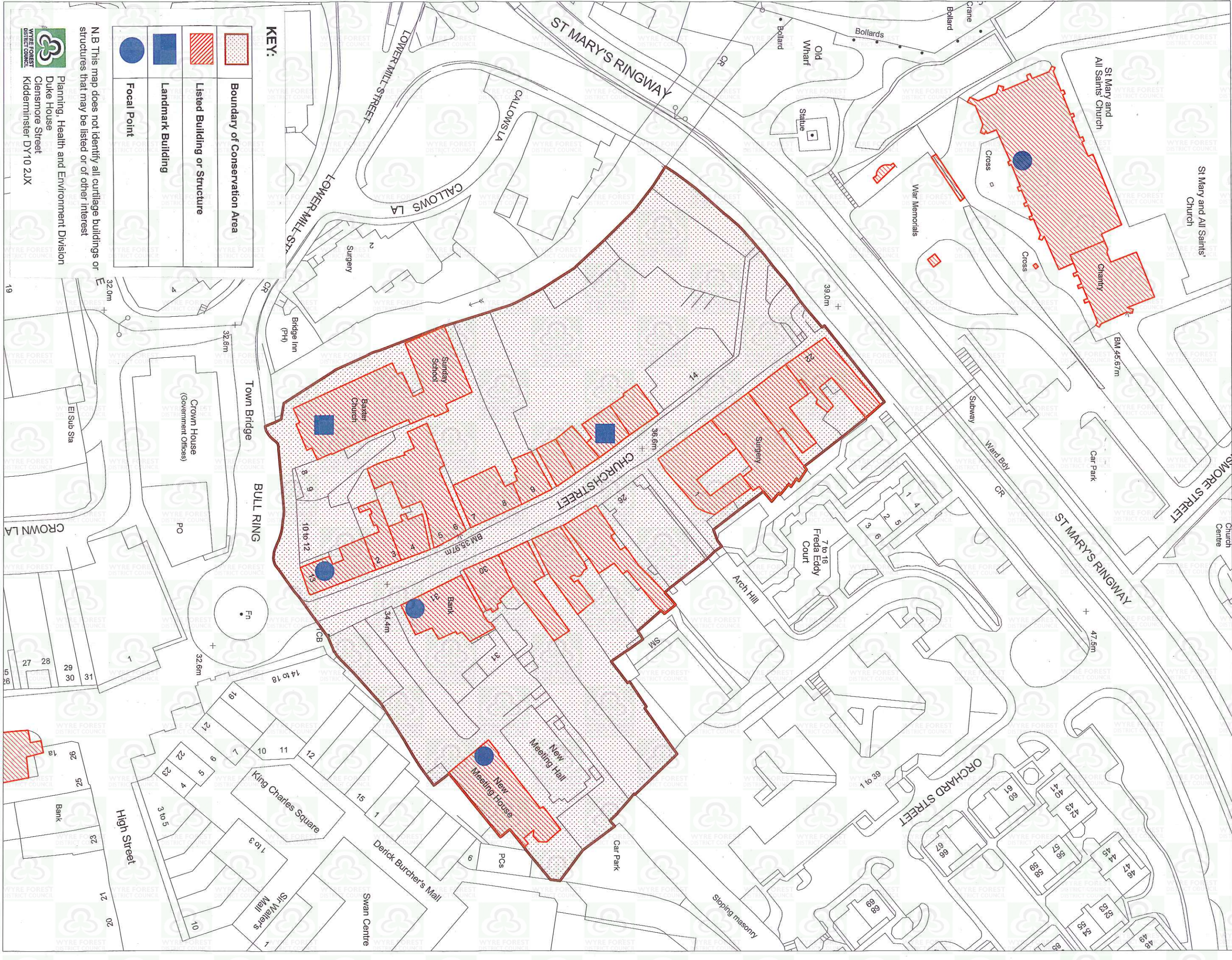
2. Conservation Areas

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.



	Boundary of Conservation Area
	Listed Building or Structure
	Landmark Building
	Focal Point

N.B This map does not identify all outillage buildings or structures that may be listed or of other interest

Planning, Health and Environment Division
Duke House
Clensmore Street
Kidderminster DY10 2JX

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Wyre Forest
District Council

Appendix 2: Boundary of Church Street Conservation Area

Scale : 1:900
Produced on : 30/09/2008