



*making  
a  
difference*



**Church Green  
Conservation Area,  
Town Centre,  
Redditch**

# **Management Plan and Boundary Extension**

If you need help communicating in English, please contact Ethnic Access Link: Tel. 01905 25121

Urdu اگر آپ کو انگریزی میں بات چیت کرنے میں مدد درکار ہے تو 'ایٹھنک ایکسیس لنک' کو اس نمبر پر فون کیجیے 01905 25121

Punjabi ਜੇ ਤੁਸੀਂ ਅੰਗਰੇਜ਼ੀ ਵਿੱਚ ਗੱਲ ਕਰਨ ਲਈ ਮੱਦਦ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਐਥਨਿਕ ਐਕਸੈੱਸ ਲਿੰਕ ਨੂੰ 01905 25121 ਨੰਬਰ ਉੱਤੇ ਫੋਨ ਕਰੋ।

Bengali ইংরেজীতে যোগাযোগ করতে সহায়তার প্রয়োজন হলে দয়া করে 'এথনিক এক্সেস লিঙ্ক' এর সঙ্গে 01905 25121 নম্বরে ফোনে যোগাযোগ করুন।

Copies of Council publications can be made available in large print, Braille or audio cassette on request. Call 01527 64252

# 1. Introduction

- 1.1 The Church Green Conservation Area is located in the Town Centre of Redditch in the County of Worcestershire. The Conservation Area was designated in 1971 and extended in 1978 and again in 2006. The area is currently approximately 2.77 ha. A detailed character appraisal of the Church Green Conservation Area was carried out by conservation consultants (December 2005<sup>1</sup>) and has been adopted by the Council. The character appraisal identifies the special character and appearance of the Conservation Area and highlights the issues that need to be addressed in order to preserve and enhance this special character and appearance.
- 1.2 This document has been prepared in response to the Church Green Conservation Area Character Appraisal (December 2005) and in accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 71 of the Act requires local authorities, from time to time to formulate and publish policies and proposals for the preservation and enhancement of Conservation Areas. In accordance with recent guidance from English Heritage (August 2005<sup>2</sup>) such policies and proposals should take the form of a mid to long-term management plan for the area. Section A of this document sets out the management plan for the Church Green Conservation Area. The management plan sets objectives for addressing the issues identified in sections 3.23 and 3.24 of the character appraisal, makes recommendations for action and identifies further work.
- 1.3 Under the Planning (Listed Buildings and Conservation Areas) Act 1990 the local authority also has a duty to determine from time to time whether any further parts of the Borough should be included within a Conservation Area (s.69). Section B of this document sets out the expansion of the Church Green Conservation Area boundary as recommended by section 3.25 of the character appraisal.
- 1.4 Where new policy is proposed to address particular issues identified in the Conservation Area, such documents will be incorporated in the Local Development Framework and a detailed programme for their development will be set.

---

<sup>1</sup> Redditch Borough Council and Nick Joyce Architects LLP - *'Character Appraisal for Church Green Conservation Area Redditch – December 2005.*

<sup>2</sup> English Heritage - *'Guidance on the Management of Conservation Areas - August 2005'.*

## Section A

### 2. Church Green Conservation Area Management Plan

- 2.1 The 'Character Appraisal for the Church Green Conservation Area' (December 2005) identifies the special character and appearance of the conservation area and the setting of the Conservation Area. It also goes on to identify alien features that detract from this special character and appearance under section 3.23 and recommends sites that would benefit from enhancement under section 3.24. Thirty one individual issues are identified by the character appraisal. These can be summarised under the following sub-headings: Buildings; Minor Alterations; Shop Fronts; Street Clutter; Planting and Hard Landscaping; Church Road; Unicorn Hill/Bates Hill; and Car Park – Herbert Street.
- 2.2 The purpose of this management plan is to set out how the issues raised by the character appraisal will be addressed and how the special character and appearance of the Conservation Area will be preserved and enhanced. Guidance from English Heritage (*Guidance on the Management of Conservation Areas, August 2005*), has recently been published to provide local authorities with key aspects of good practice that should be taken into account in the management of Conservation Areas. Although the English Heritage publication is offered as a consultative document, due regard has been given to the guidance in the drafting of this management plan. Under each sub-heading are objectives, recommendations for action and indications of further work. Where further work is recommended the key players expected to be involved in such work and a realistic timeframe for the completion of the tasks is given. The use of Article 4 Directions to control development by removing permitted development rights under the General Permitted Development Order (GDPO) is discussed and the relevant monitoring procedures are set out.
- 2.3 Situated at the heart of the Town Centre, the management of the Church Green Conservation Area is complex. The Town Centre fulfils a wide range of different functions, not least as the commercial, social and civic core of the Borough. It is imperative therefore to ensure that the preservation and enhancement of the Conservation Area is in balance with the appropriate needs of commercial, social and civic functions. To ensure a balanced approach, further work as identified by the management plan will be progressed as far as possible through the Redditch Town Centre Partnership. The Town Centre Partnership represents a wide range of interests in the Town Centre and is actively involved in Town Centre projects. The Partnership is already involved as part of the Steering Group for a major town centre landscape improvement scheme, for which the Borough Council is currently

working up an application for a substantial grant from the Heritage Lottery Fund. The town centre landscape improvement scheme is currently in its infancy, but already proposes wide ranging hard and soft landscape improvements to the Conservation Area and the setting of the Conservation Area.

[\*Note: DC = Development Control, DP = Development Plans, UD = Urban Design]

## Buildings

2.4 A small number of infill developments and extensions to existing buildings detract from the special character and appearance of the Conservation Area. It is essential to ensure that new development does not further detract from the special character and appearance of the Conservation Area. All new development, including new buildings and alterations and extensions to existing buildings within the Conservation Area or affecting the setting of the Conservation Area, should preserve or enhance the character or appearance of the Conservation Area in accordance with Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

### 2.5 *Recommendations for Action*

- Ensure high standards in the design of any new buildings and in the design of alterations and extensions to existing buildings through the implementation of Policies B(BE).1, B(BE).6, B(BE).7, B(BE).8, B(BE).9 and B(BE).10 of Local Plan No.3.
- Where buildings are identified as being of particular local interest and are contained on the Borough Council's 'Schedule of Building of Local Interest', their retention, repair and renovation will be sought as far as possible and applications for works to such buildings will be subject to particular scrutiny in accordance with Policy B(BE).11.

### 2.6 *Further Work*

<b>Work</b>	<b>Who</b>	<b>When</b>
Implement relevant policies in the determination of applications for development within the Conservation Area or likely to affect its setting.	DC, Conservation Advisor	On going
Seek professional conservation advice in the determination of applications for development within the Conservation Area or likely to affect its setting.	DC, Conservation Advisor	On going

## Minor Alterations

2.7 The cumulative impact of minor alterations to buildings including fixtures and fittings, alarms, bracket signs, opening times and other excessive signage have a negative impact on the character and appearance of the area. All minor alterations and signage should be sympathetic to the architectural style of the building and the character and appearance of the Conservation Area.

2.8 Many minor alterations can usually be carried out without the need to apply for planning permission under 'permitted development rights' or under advertisement regulations. It is therefore the responsibility of the owners and tenants of buildings in the Conservation Area or likely to affect its setting, to ensure minor alterations and the use of signage is sympathetic to the architectural style of the building and the character and appearance of the Conservation Area. The Borough Council can work with the owners and tenants of buildings in the area to encourage such sympathetic works and to provide guidance and advice. However, in certain circumstances the Borough Council has powers to apply for the removal of permitted development rights from individual properties by way of an Article 4 Direction (Article 4 Directions are discussed in more detail in under Para's 2.29 – 2.31). Such powers can be implemented where the character or appearance of the Conservation Area is under threat.

### 2.9 ***Recommendations for Action***

- Prepare an advisory note for the owners and tenants of land and buildings within the Conservation Area and those affecting the setting of the Conservation Area, of their role in preserving or enhancing the character and appearance of the Conservation Area.
- Provide informal guidance and advice to the owners and tenants of land and buildings within the Conservation Area and those affecting the setting of the Conservation Area, as requested, in relation to sympathetic minor alterations and signage.
- Consider the use of powers under Article 4 of the General Permitted Development Order to remove permitted development rights from properties, where a threat to the character or appearance of the Conservation Area is clearly evident.

2.10 **Further Work**

<b>Work</b>	<b>Who</b>	<b>When</b>
Publish an advisory note for the owners and tenants of land and buildings within the Conservation Area and those affecting the setting of the Conservation Area of their role in preserving or enhancing the character and appearance of the Conservation Area. Provide contact details for relevant Officers at the Borough Council.	DP, Conservation Advisor	Publish Spring 2007
Respond to requests for informal guidance and advice from the owners and tenants of land and buildings within the Conservation Area and those affecting the setting of the Conservation Area, in relation to minor alterations and signage.	DP, DC, Conservation Advisor	As requested
Implement powers under Article 4 of the General Permitted Development Order to apply for or impose the removal of permitted development rights from properties, where a specific threat to the character or appearance of the Conservation Area is clearly evident.	DP, DC, Conservation Advisor	As appropriate

## Shop Fronts

2.11 Modern shop fronts, particularly along Market Place, detract from the special character and appearance of the Conservation Area. It is identified that some existing shop fronts along Market Place and Church Green West would benefit from enhancement. It is essential to ensure that new and replacement shop fronts and alterations to existing shop fronts do not detract further from the character and appearance of the Conservation Area. Traditional shop fronts in the area should be protected as far as possible and new shop fronts should be high quality, sympathetic to the building and not detract from the character or appearance of the street as a whole.

### 2.12 *Recommendations for Action*

- Ensure high standards in the design of new shop fronts and in the design of alterations to existing shop fronts through the implementation of Policies B(BE).16 and B(BE).17 in the determination of applications for development.
- Prepare and publish a Supplementary Planning Document on ‘Shop front Design’ to guide applicants in the design of new or replacement shop fronts. Incorporate a specific section within this SPD relating to the design of shop fronts within the Conservation Area.

### 2.13 *Further Work*

<b>Work</b>	<b>Who</b>	<b>When</b>
Implement relevant policies in the determination of applications for shop fronts.	DC, Conservation Advisor, UD Advisor	On going
Publish a Supplementary Planning Document on ‘Shop front Design’.	DP, Conservation Advisor, UD Advisor	In accordance with subsequent revisions of Local Development Scheme (LDS)



## Street Clutter

2.14 The cumulative impact of street furniture including road signs, directional signs, traffic barriers, safety railings, phones boxes, service installations, litter bins, bus shelters, advertisements and road markings create a cluttered appearance in some parts of the Conservation Area. This has a significant detrimental effect on the character and appearance of the area. It is important to understand the impact of street furniture on the street-scene and to ensure that this does not further detract from the character and appearance of the area. Street furniture should be introduced only where necessary and in a co-ordinated manner which is sympathetic to the area and is high quality in design.

### 2.15 *Recommendations for Action*

- Undertake a comprehensive audit of 'street furniture' in the Conservation Area and within the setting of the Conservation Area.
- Work with the Town Centre Partnership and Steering Group for the Town Centre Landscape Improvement Scheme to progress the rationalisation of street furniture in the Conservation Area and within the setting of the Conservation Area

### 2.16 *Further Work*

<b>Work</b>	<b>Who</b>	<b>When</b>
Undertake an audit of street furniture in the Conservation Area and within the setting of the Conservation Area.	DP, UD Advisor	June 2006
Represent conservation interests on the Steering Group for the Town Centre Landscape Improvement Scheme	Steering Group, Landscape and Countryside, DP, Conservation Advisor, UD Advisor	Ongoing

## Planting and Hard Landscaping

2.17 Hard landscaping in the area is identified as in need of replacement, particularly within Church Green, along Church Green West and around Unicorn Place. Some areas of soft landscaping are also identified as in need of enhancement and in some cases replacement. The provision of hard and soft landscaping should seek to preserve or enhance the character or appearance of the Conservation Area.

### 2.18 *Recommendations for Action*

- Work with the Town Centre Partnership and Steering Group for the Town Centre Landscape Improvement Scheme to progress a strategy for improvements to hard and soft landscaping in the Conservation Area and within the setting of the Conservation Area.

### 2.19 *Further Work*

<b>Work</b>	<b>Who</b>	<b>When</b>
Represent conservation interests on the Steering Group for the Town Centre Landscape Improvement Scheme	Steering Group, Landscape and Countryside, DP, Conservation Advisor, UD Advisor	Ongoing

## Church Road

2.20 The Conservation Area appraisal identifies a number of large modern buildings along Church Road which detract from views into and out of the Conservation Area. The area is also identified as an unexploited area including some of the most interesting historic buildings in the Town Centre. A large part of this area also falls within the extension to the Conservation Area boundary. It is imperative that the condition of this area is improved and that historic buildings of merit in the area are preserved and enhanced. The replacement of inappropriate modern buildings with high quality new development will be encouraged where this serves to preserve or enhance the character or appearance of the Conservation Area.

### 2.21 *Recommendations for Action*

- Work up a development brief for the area, in consultation with a wide range of stakeholders and the general public to create a vision for the enhancement of the area and to provide detailed guidance to influence development and to market the site as an area of opportunity.

### 2.22 *Further Work*

<b>Work</b>	<b>Who</b>	<b>When</b>
Publish a development brief for the Church Road - Town Centre site.	DP, UD Advisor, Conservation Advisor	In accordance with LDS

## Unicorn Hill/ Bates Hill

2.23 Unicorn Hill and Bates Hill are outside the current boundary of the Conservation Area, but have an important role in framing views into and out of the Conservation Area. Inappropriate modern development and the neglect of properties fronting these roads has a detrimental impact on the setting of the Conservation Area. It would enhance views into and out of the Conservation Area if the appearance of this area and the area of common land is improved and that existing buildings are properly maintained. The replacement of inappropriate modern buildings with high quality new development will be encouraged where this serves to preserve or enhance the character or appearance of the Conservation Area.

### 2.24 *Recommendations for Action*

- Consider the extension of the proposed Church Road Development Brief to incorporate areas within this site. Work up a development brief for the area in consultation with a wide range of stakeholders and the general public, to create a vision for the enhancement of the area and to provide detailed guidance to influence development and to market the site as an area of opportunity.
- Encourage the maintenance and enhancement of existing properties in the area.

### 2.25 *Further Work*

<b>Work</b>	<b>Who</b>	<b>When</b>
Consider the extension of the Church Road Development Brief to incorporate areas within this site. Publish a development brief for the Church Road - Town Centre site.	DP, UD Advisor, Conservation Advisor	In accordance with LDS
Encourage maintenance and enhancement of existing properties in the area	DP, DC, UD Advisor Conservation Advisor	On going

## Car Park – Herbert Street

2.26 The car parking that adjoins the eastern boundary of the Conservation Area along Herbert Street and Wellington Street is identified as in need of substantial planted screening. The boundary of the site along Herbert Street and Wellington Street should serve to preserve or enhance the character or appearance of the Conservation Area.

### 2.27 *Recommendations for Action*

- Negotiate with the landowners and occupiers of car park sites along Herbert Road and Wellington Road to encourage boundary enhancement.

### 2.28 *Further Work*

<b>Work</b>	<b>Who</b>	<b>When</b>
Contact land landowners and occupiers of car park sites along Herbert Road and Wellington Road to encourage boundary enhancement.	DP, Conservation Advisor	On going

## Article 4 Directions

- 2.29 Article 4(1) and 4(2) of the General Permitted Development Order (GPDO) enables local planning authorities to make certain directions to withdraw permitted development rights given under the order. Article 4(2) Directions are most commonly used in relation to Conservation Areas and apply only to parts of dwelling houses and associated buildings and structures that front onto highways, waterways, or open spaces. Article 4(1) directions can be used to withdraw permitted development rights on any type of land or building, whether or not fronting onto highways, waterways or open spaces, but they need to be approved by the First Secretary of State.
- 2.30 As there are currently no standalone dwelling houses within the Church Green Conservation Area, Article 4(2) is not applicable. Article 4(1) Directions remain an option for the Borough Council but these must be approved by the First Secretary of State. Government Guidance on the use of Article 4 Directions is set out in DoE Circular 9/95. It states that permitted development rights should only be withdrawn where there is firm evidence to suggest that permitted development which could damage the character or appearance of the conservation area is taking place or is likely to take place.
- 2.31 At present the appraisal does not identify any specific threat to the character or appearance of the area to warrant the need to apply for an Article 4(1) Direction. The Borough Council will endeavour to work informally with the owners and tenants of land and buildings within the Conservation Area and within the setting of the Conservation Area to encourage the preservation and enhancement of the area. Should the need arise however in the future, the Borough Council will implement its powers under Article 4 of the GPDO to preserve or enhance the character or appearance of the Conservation Area.

## Monitoring

2.32 The guidance from English Heritage in relation to the management of Conservation Areas (August 2005) recommends that arrangements for the monitoring of Conservation Areas should be considered. Local Planning Authorities are required to publish an Annual Monitoring Report (AMR). One of the criteria of the Borough Council's AMR (2004-2005) is to monitor any adverse impacts on heritage and historic assets (including Conservation Areas) and any adverse impact on character and local distinctiveness. The annual monitoring of the Conservation Area will be used to inform the revision of the Conservation Area and Management Plan which will otherwise be updated usually every five years.

## Section B

### 3. Expansion of the Church Green Conservation Area

3.1 The Character Appraisal for the Church Green Conservation Area (December 2005) identified in section 3.25 and Fig 59 a number of sites that would benefit from inclusion within the boundary of the Conservation Area.

3.2 In line with the recommendation of the character appraisal and under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the Council has extended the Conservation Area. The expansion incorporates a number of buildings from the fringe of the Conservation Area which have been identified as being of particular local interest and are contained on the Local List. In line with the recommendation of the character appraisal, the boundary of the Church Green Conservation Area has been extended as depicted in Appendix A of this document to include the additional sites as listed below. The expansion has increased the area of the Conservation Area by 1.36 ha to 4.13 Ha.

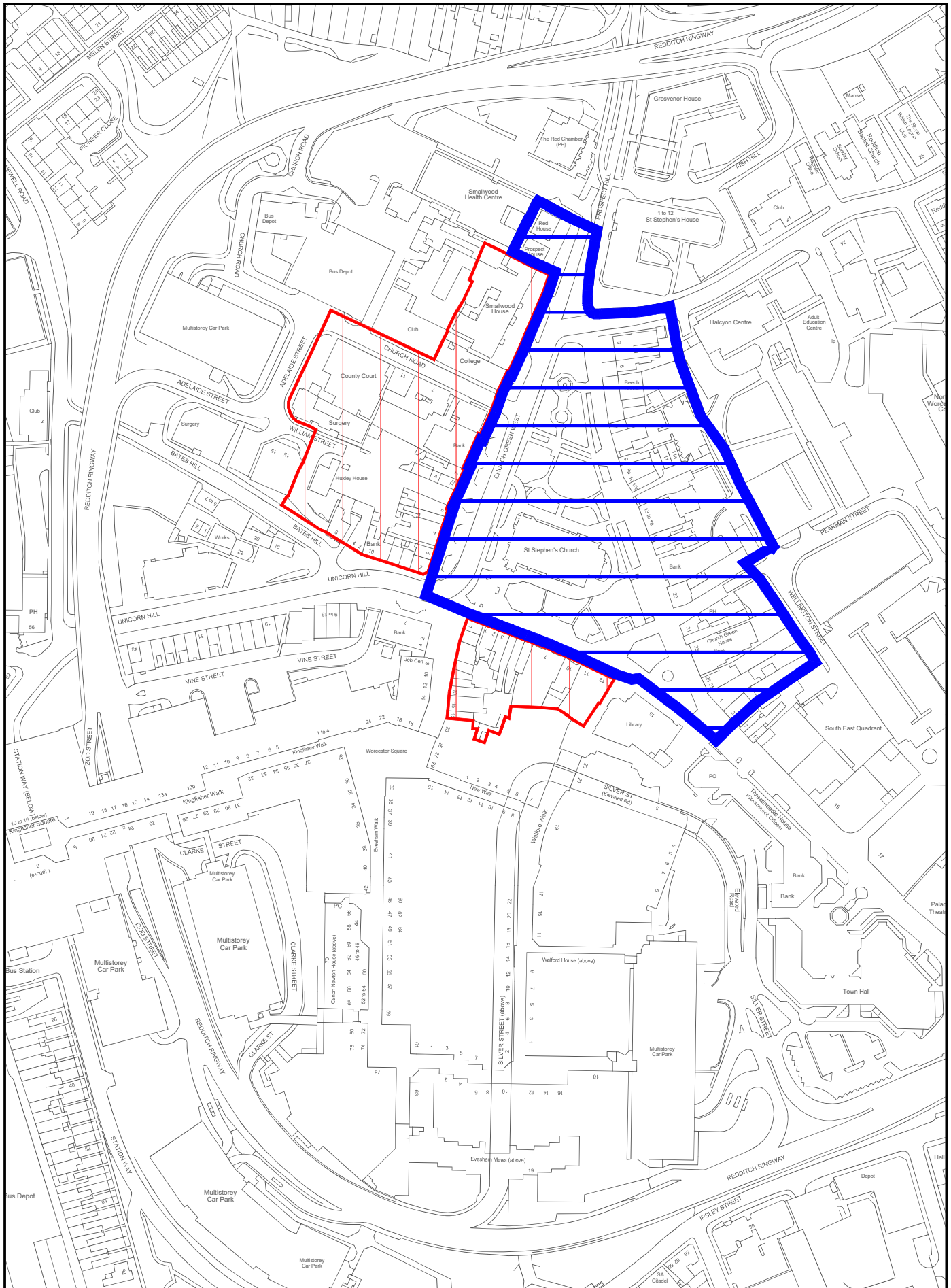
- **Church Green West** (No.2 – Smallwood House)
- **Church Road** (No. 7 - County Court Building)
- **William Street** (No. 4 – Surgery, Huxley House)
- **Bates Hill** (No. 2 – 6)/ **Unicorn Hill** (No. 2 - 10)
- **Evesham Walk** (No.1 – 19)
- **Market Place** (1 – 12)

3.3 In line with Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the expansion has been advertised in the local press and London Gazette.



## **Appendix A**

### **Extension to the Boundary of the Church Green Conservation Area, Town Centre, Redditch**



- Revision of boundary
- Conservation Area boundary before extension
- Extension to Conservation Area boundary

Reproduced from the Ordnance Survey Mapping with the permission of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.  
 Redditch Borough Council LA100018382 2006