



# BROMSGROVE TOWN CENTRE CONSERVATION AREA

## KEY

-  Conservation Area Boundary
-  Listed Buildings
-  Pedestrianised Area

## GRANTS

The Council can make grants available for the repairs of buildings of historic importance. Subject to funding, eligible work would include conservation repairs to the external structure, including the reinstatement of authentic architectural details. The Council also has provision to make grants available for conservation area enhancement schemes.

## FURTHER INFORMATION

Advice can be obtained from the Planning and Environmental Services Department of Bromsgrove District Council and Worcestershire County Council.

**Conservation Officer** - Tel: (01527) 881326 Conservation Area consent, planning, listed building matters and historic building grants.

**Tree Officers** - Tel: (01527) 881321/1320 Tree matters including tree protection, consent and tree preservation orders.

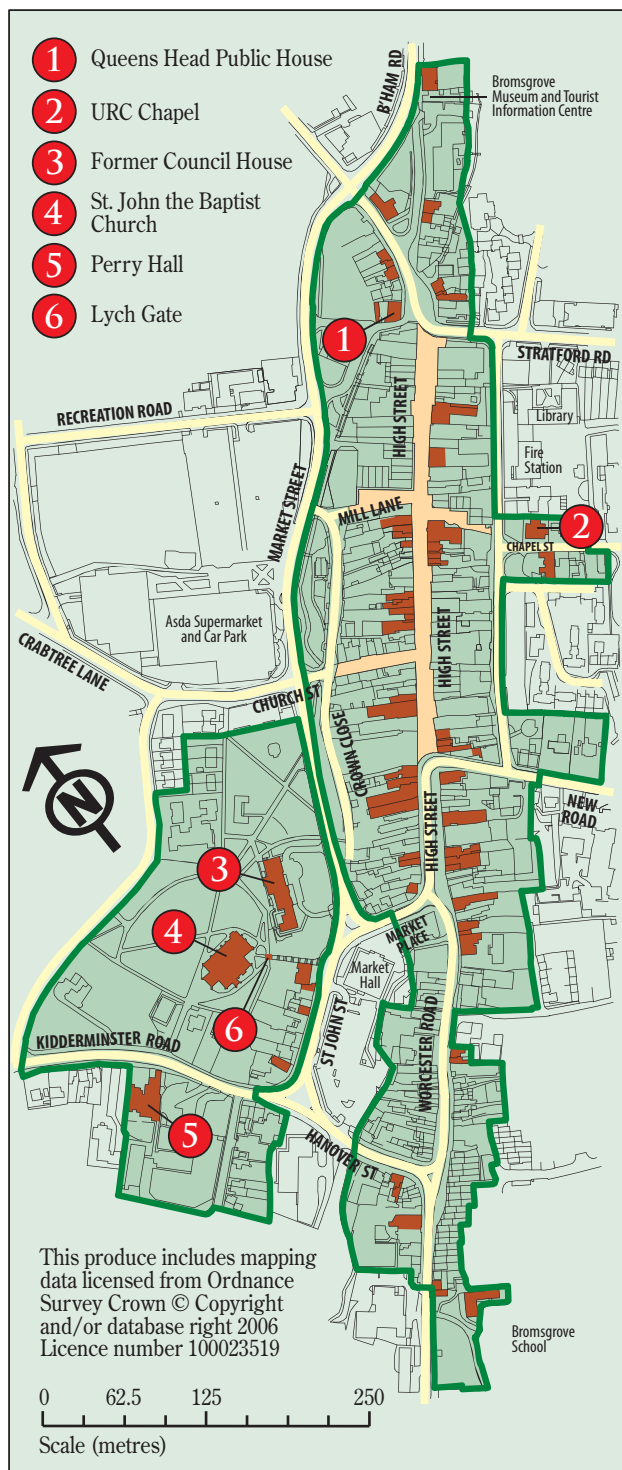
**Archaeology Officer** - Tel: (01905) 855454 Archaeology protection/recording.

## REFERENCES AND PUBLICATIONS

- Bromsgrove District Local Plan
  - Worcestershire Structure Plan 1966 - 2011
  - West Midlands Regional Spatial Strategy 2001 - 2021
  - The Emerging Bromsgrove District Local Development Framework
  - Planning Policy Guidance No 15 - Planning and the Historic Environment
  - Planning Policy Guidance No 16 - Planning and Archaeology
  - The Planning (Listed Buildings and Conservation Areas) Act 1990
  - Guide to the Principles of the Conservation of Historic Buildings. BS 1793
- A Town Trail has also been produced by Bromsgrove District Council



**BROMSGROVE DISTRICT COUNCIL**  
 HEAD OF PLANNING AND ENVIRONMENT SERVICES  
 THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE B60 1AA



# BROMSGROVE TOWN CENTRE CONSERVATION AREA

DESIGNATED 1968  
 AMALGAMATED & EXTENDED 1983  
 EXTENDED 1989



**BROMSGROVE DISTRICT COUNCIL**

## HISTORICAL CONTEXT



The Market Place is the ancient centre of the town and has been the focus of trade for centuries. Many of the buildings date from the 16th, 17th and 18th Centuries and contribute to the areas character despite later additions. During the 20th Century most of the nail makers' courts, leading off the High Street, have been cleared away since the decline of the industry which they served. The principal buildings which front the High Street and which make up its general character have largely remained. In the 1960's significant retail redevelopment took place, much of which detracts from the historic character of the town centre. Two adjacent areas were designated in 1968, the High Street/Worcester Road and St Johns separated by Market Street. Together they comprise 'Bromsgrove Town Centre Conservation Area'. They have since been reviewed and extended. The High Street was the route of a Roman Road, the most direct route between Gloucester and York. This was a branch of Ryknild Street. The original line has since been encroached on giving it a distinct curve between The Strand at the northern end and Market Place where it opens out. At one time the street focused on the Town Hall, now the site of a modern office building. Several groups and individual buildings located at strategic points along the High Street are noteworthy such as Lloyds Bank, Rainscourt and 89 High Street at the junction with Mill Lane and Chapel Street. Local red brick facades of Georgian proportion predominate, though many structures are older, with several fine examples of 17th Century timber-framed buildings. Pedestrianisation has helped to protect the street pattern giving a safe environment to explore the old courtyards and alleys where a few sandstone cottages can be seen. More recent buildings and shopfronts in the modern idiom are firmly contained within the overall appearance.

The area to the west of Market Street has a distinct character which contrasts with the centre. It is dominated by the sandstone church of St John the Baptist. The former Council House, which previously was the vicarage, stands to the east of the church, overlooking Crown Close and the Market Place. Mature lime trees line the paths around these buildings adding to the peaceful atmosphere away from the hustle and bustle of the High Street.



## WHAT IS A CONSERVATION AREA



Conservation areas are designated by the District Council as areas of special architectural or historic interest, the character and appearance of which the Council considers desirable to preserve or enhance. Designation gives additional planning controls, but the success of measures to protect and enhance an area depends on there being community support, particularly from property occupiers. It is the special quality and interest of the area, rather than the merit of individual buildings that is the prime consideration in identifying conservation areas. It may be the group value of listed buildings, their relationship to each other, property boundaries, archaeology, spaces and landscape between the buildings and their materials and craftsmanship that are important. The interest often extends beyond the physical character since the social and economic history is usually instrumental in how the area still appears today.

## COUNCIL CONSERVATION AREA RESPONSIBILITIES

The Council has other duties in respect of conservation areas. These include the preparation of character appraisals, which say what is historically and architecturally special about the area and what detracts from it. These are necessary before proceeding to the preparation of policies and proposal for preserving and enhancing the conservation area, which are a statutory requirement. These measures require public support and consultation is implicit. Where the character of an area is threatened by development that is normally permitted, such as replacement of original windows with UPVC ones, the Council can instigate additional controls requiring planning permission for such changes.

## CONSERVATION PLANNING POLICY

Planning policies effecting how the Council will deal with development proposals will be included within The Local Development Framework. Any policies affecting conservation areas will be produced in consultation with the public.

## WHAT DOES DESIGNATION MEAN



The Council is required to pay special attention to the desirability of preserving or enhancing the character and appearance of conservation areas and their settings when determining planning applications.

The applications have to be advertised and the Council must take account of material objections in their decision.

Conservation area consent is required for the demolition or substantial demolition of buildings and complete boundary walls and gates.

Additional planning controls apply in conservation areas, which would normally be permitted in other areas. These relate to the size of extensions, the type of external cladding permitted, inserting dormer windows and satellite dishes.

## TREES

Trees can make a significant contribution to the character of Conservation Areas. You must give the Council six weeks' notice in writing if you want to carry out work on trees, which are more than 7.5 centimetres in diameter (measured 1.5 metres above the ground).

Non-compliance with this provision is an offence under the Town and Country Planning Act 1990.



These provisions are only a summary and full details of the exact legal wording can be obtained from the Council.