

Additional papers 1



Overview and Scrutiny Committee

Thu 21 Oct
2021
6.30 pm

Council Chamber
Town Hall
Redditch

REDDITCH BOROUGH COUNCIL

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Overview and Scrutiny

Thursday, 21st October, 2021

6.30 pm

Council Chamber Town Hall

Agenda

Membership:

Cllrs:

Debbie Chance
(Chair)
Jennifer Wheeler
(Vice-Chair)
Salman Akbar
Karen Ashley
Joanne Beecham

Michael Chalk
Alex Fogg
Julian Grubb
Lucy Harrison

5. Church Green Conservation Area (Pages 1 - 98)

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REDDITCH BOROUGH COUNCIL**Executive Committee
2021****26th October****Adoption of revised Conservation Area Appraisal Boundaries, Appraisal and Management Plan for the Church Green Conservation Area**

Relevant Portfolio Holder	Councillor Matt Dormer
Portfolio Holder Consulted	Yes
Relevant Head of Service	Ruth Bamford
Report Author Mary Worsfold	Job Title: Principal Conservation Officer Contact Email: m.worsfold@bromsgroveandredditch.gov.uk Contact Tel: 01527881329
Wards Affected	All
Ward Councillor(s) consulted	
Relevant Strategic Purpose(s)	<ul style="list-style-type: none"> • Run and Grow a Successful Business • Finding somewhere to live • Aspiration, work and financial independence • Living independent, active and healthy lives • Communities which are Safe, Well Maintained and Green The Green Thread runs through the Council Plan
Non-Key Decision	
If you have any questions about this report, please contact the report author in advance of the meeting.	

1. RECOMMENDATIONS**The Executive Committee RESOLVE that:-**

- 1) It approves the Church Green Conservation Area Appraisal and Management Plan, and endorses its contents as a material consideration for planning purposes.
- 2) It approves the designation of the proposed extension to the Conservation Area to include 5 – 11 Alcester Street.

2. BACKGROUND

- 2.1 The Council has a statutory duty under s69(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 to designate any areas which they consider to be of special architectural or historic interest as Conservation Areas. The Council has a further duty under s71(1) to

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formulate and prepare proposals for the preservation and enhancement of its Conservation Areas.

- 2.2 A Conservation Area Appraisal has been prepared for the Church Green Conservation Area. The character appraisal identifies the factors and features which make the area special, based on an in-depth assessment of the area's buildings, spaces, evolution and sense of place. The Conservation Management Plan provides a strategy for the management of the conservation area in a way that will protect and enhance its character and appearance and support the wider regeneration of the town centre.
- 2.3 The conservation area appraisal identified the need for a small boundary change.
- 2.4 Having obtained the support of the Executive Committee for the draft boundary extensions, Appraisal and Management Plan, full consultation with local occupiers, owners and other interested parties between 8th February 2021 and 19th March 2021.
- 2.5 A broad range of views were expressed in respect of the Appraisal and Management Plan, these can be viewed at appendix 2. There were no objections to the proposed boundary extension.

3. FINANCIAL IMPLICATIONS

- 3.1 The cost of producing and consulting on the Conservation Area Appraisal and Management Plan has been met by the existing Strategic Planning Team budget.

4. LEGAL IMPLICATIONS

- 4.1 The Council has a statutory duty under s69(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 to designate any areas which they consider to be of special architectural or historic interest as Conservation Areas. The Council has a further duty under s71(1) to formulate and prepare proposals for the preservation and enhancement of its Conservation Areas.

5. STRATEGIC PURPOSES - IMPLICATIONS

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Relevant Strategic Purpose

- 5.1 The publication of the Church Green Conservation Area Appraisal and Management Plan (CAAMP) will help support the Strategic Purposes by supporting the ongoing regeneration of Redditch Town Centre.

Climate Change Implications

- 5.2 The publication of the CAAMP has no direct climate change implications.

6. OTHER IMPLICATIONS**Equalities and Diversity Implications**

- 6.1 The publication of the CAAMP has no equality or diversity implications.

Operational Implications

- 6.2 Guidance in relation to the designation, preservation and enhancement of conservation areas are contained in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (PPG) as outlined in the Character Appraisal and Management Plan.

The NPPF states that

191. When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

The PPG states that

Local planning authorities need to ensure that the area has sufficient special architectural or historic interest to justify its designation as a conservation area.

- 6.3 The architectural and historic significance of the area, including the additions and proposals for managing them, are set out in the Appraisal and Management Plan.
- 6.4 Designation of conservation areas have planning consequences, some of which are outlined in the Appraisal and Management Plan, which include controls over trees in the area, more restrictions on permitted development rights and advertisements rights, and the duty to pay

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attention to the historic and archaeological significance of the area when considering the grant of planning permission and the duty to formulate proposals to enhance and preserve the conservation areas

- 6.5 The Character Appraisal identifies the factors and features which make a conservation area special, based on an in-depth assessment of an area's buildings, spaces, evolution and sense of place. The Management Plan then provides a strategy for the management of the conservation area in a way that will protect and enhance its character and appearance, and support the wider regeneration of the Town Centre.
- 6.6 The CA has many positive features, which are noted in the Conservation Area Appraisal. It sits at the centre of the town with the Grade II Church as the focus, surrounded by green space. The historic buildings which surround the Green, both listed and locally listed, enhance the setting of the Church and this open space. Being predominantly pedestrianised it is a safe and attractive space for pedestrians. There are, however, some issues which potentially threaten the character of the CA. These include;
- Poor state of the public realm
 - Poor state of shop fronts
 - Parking around the church
 - Parking on the corner of Evesham Walk/Unicorn Hill
 - Vacant Units
- 6.7 It is also recommended that 5-11 Alcester Street are incorporated into the CA. It would seem to be anomalous that they have been left out especially as 5 and 7 are a continuation of 3, and 9 and 11 are the last historic buildings in this run and probably date to the late 18th century. All the buildings are sympathetic in terms of character with the existing buildings in the CA.
- 6.8 The attached Conservation Management Plan identifies strategies to protect and enhance the character and significance of the CA by addressing the issues identified in the appraisal. In terms of the issues noted above proposals include;
- Poor state of the public realm - Working with Highways at the County Council and NWEDR to finalise a uniform scheme of public realm works, probably following what has been introduced in Alcester Street. This is under way.

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- Poor state of shop fronts- encourage the reinstatement of historic detailing when opportunities arise through the development control process and Investigating the possibility of obtaining grant funding to finance a programme of upgrading shop fronts.
- Parking around the church - Approach the Church with the aim of discussing their parking requirements. Look at ways of accommodating their needs while at the same time improving the appearance of the space around the Church.
- Parking on the corner of Evesham Walk/Unicorn Hill- The Local Authority is in the process of issuing a Traffic Order to prevent parking in this area, but there will be a continual need to monitor the situation and liaise with Town Centre Management at RBC and NWEDR.
- Vacant Units- RBC with the assistance of NWEDR has submitted a Town Investment Plan as part of the Town Deal programme and has been offered a Town Deal of £15.6million. Phase 2 of the Town Deal programme is now progressing with Business Case Development for the projects. A Town Deal Board has been established, and the Board through consultation with the public and stakeholders will prioritise projects which will include work in the Town Centre. Work with partners at RBC and NWEDR to obtain funding to improve the appearance of the CA and in particular units within it to make the Town Centre a more attractive to prospective occupiers.

6.9 The proposed action points are in accordance with national policy guidance, local policies and follow on from the Conservation Area Appraisal. As noted above there have been discussions between NWEDR and the County Council regarding the upgrading of the Public Realm, and the intention is to continue working with NWEDR in respect of other elements of town centre regeneration.

6.10 Every year Historic England asks local authorities to assess whether listed buildings and conservations areas can be assessed as being 'At Risk' using their assessment criteria. Currently many town centre conservation areas are at risk, and the future is uncertain for large numbers of them, the impact of Covid 19 is only likely to make the situation worse in the short term. Church Green Conservation Area, for the reasons identified in the appraisal, and noted above, now meets the criteria for being 'At Risk'. If this is formally recognised, we will

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begin to look at what funding may be eligible from Historic England to address some of these issues.

- 6.11 The occupiers of the Conservation Area, as well as a number of other interested parties including The Victorian Society and Historic England were notified either by a hand delivered letter or email of the Consultation. Due to the Coronavirus Pandemic, it was not possible to hold any consultation events, but information was provided on the RBC website together with links to the relevant planning page and a press release resulted in coverage in the Redditch Standard.

- 6.12 Thirteen written responses were received.

From those who expressed an opinion there was support to extend the Conservation Area as proposed.

A number of consultees expressed concern about the poor state of the public realm, various parking issues in and around the CA, and the increasing number of vacant units within the Area. The Management Plan details proposals for tackling these issues; public realm improvement works are underway; there are plans to discuss ways of improving the parking in the vicinity of the Church with the Church Community; and when the CAAMP is adopted we will be looking in obtaining grant funding to improve the appearance of the shop fronts as well as working with the BID and NWEDR on wider regeneration in the area.

The comments together with a response from the Conservation Officer where appropriate, are tabulated in Appendix 2.

- 6.13 Two responses required amendments to the text of the CAAMP. The following has been added to the end of the first paragraph of section 4.3.1, 'Outside of the Church, to the south is an early 14th century vault springer, with moulded ribs and a ballflower decoration, from Bordesley Abbey'. While, 'Work with the Church and NWEDR to improve the appearance of the Churchyard which forms part of the public realm, and improve the integration of the Church into the CA.', has been added to 4.2.2 of the Management Plan

7. RISK MANAGEMENT

- 7.1 There are no associated risks with this report .

8. APPENDICES and BACKGROUND PAPERS

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APPENDICES

Appendix 1 – Church Green Conservation Area Appraisal and Conservation Management Plan

Appendix 2 – Church Green CAAMP Consultation Comments

BACKGROUND PAPERS

Executive Committee report December 2020
[Conservation Report - 8th December 2020](#)

Historic England Guidance
[Historic England Information](#)

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9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder		
Lead Director / Head of Service		
Financial Services		
Legal Services		
Policy Team (if equalities implications apply)		
Climate Change Officer (if climate change implications apply)		



Church Green Conservation Area Town Centre Redditch

Character Appraisal and
Conservation Management Plan

October 2021

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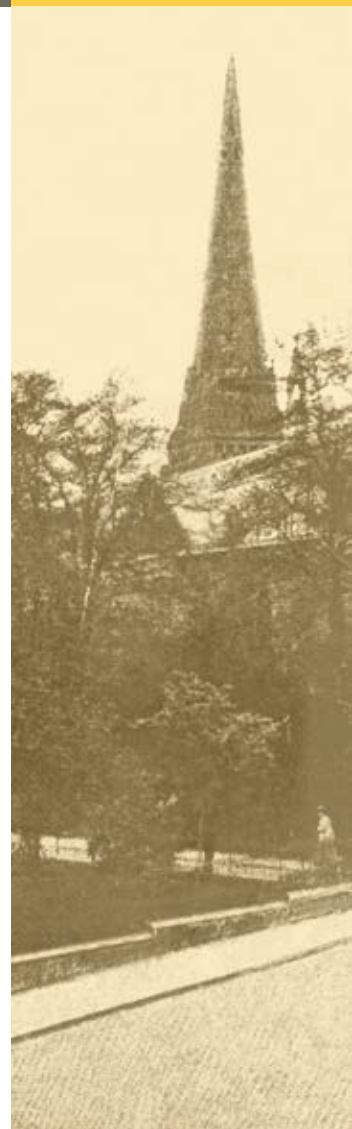
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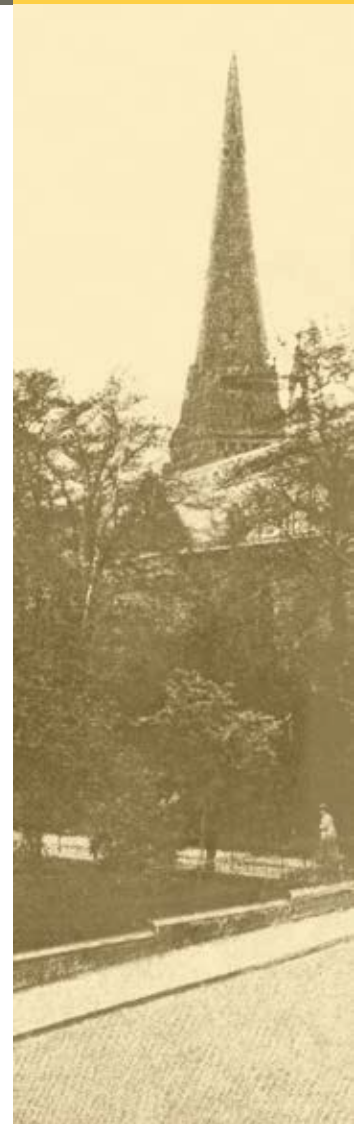
1.0 Introduction

1.1 The purpose of a conservation area character appraisal is to identify the factors and features which make an area special, based on an in-depth assessment of an area's buildings, spaces, evolution and sense of place. This is the first step in developing a management plan for the continued preservation and enhancement of a conservation area. An appraisal evaluates the positive, neutral and negative features of the area and suggests opportunities for improvement. It is not unusual for the boundary of a conservation area to fluctuate over time as the area evolves, and an assessment of the current and potential boundaries is normally part of the appraisal process.

1.2 The Church Green Conservation Area was designated on 6th August 1971 by Worcestershire County Council. It was then extended on 15th November 1978 by Redditch Borough Council and further extended in 2006, following the previous Conservation Area Appraisal also by the Borough Council.

1.3 The appraisal of the Church Green Conservation Area was carried out in accordance with the most recent guidance from Historic England, the Historic England Advice Note 1, Second Edition (HEAN1), Conservation Area Designation, Appraisal and Management (February 2019).

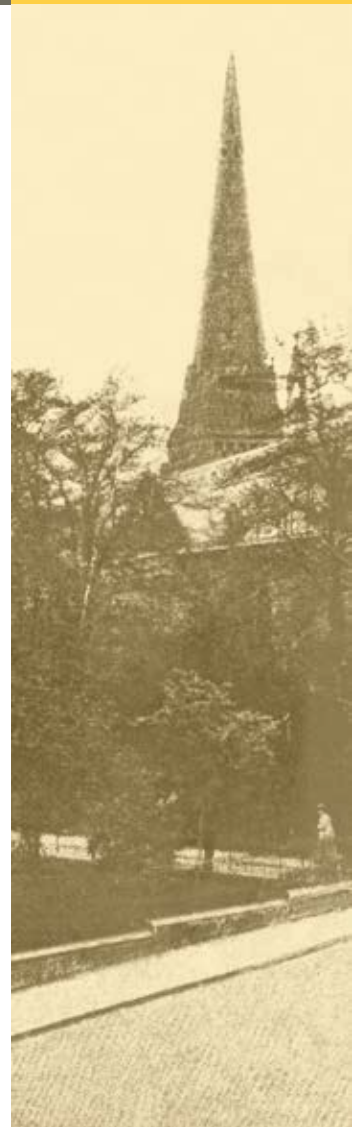
1.4 Public consultation was carried out between 8th February 2021 and 19th March 2021.



2.0 Planning Policy Framework

Conservation area designation introduces controls over the ways owners can alter or develop their properties. The controls in conservation areas include the following;

- The requirement in legislation and national planning policies to preserve and/or enhance - The current primary legislation governing Listed Buildings and Conservation Areas is the Planning (Listed Buildings and Conservation Areas) Act 1990. This legislation includes certain statutory duties which the Council, as Local Planning Authority, must uphold. s69(1) of the Act requires Local Planning Authorities to designate any areas which they consider to be of special architectural or historic interest as Conservation Areas, and under s69(2) to review such designations from time to time. The Council has a further duty under s71 (1) to formulate and prepare proposals for the preservation and enhancement of its Conservation Areas from time to time. When assessing applications for development within designated conservation areas, the Local Planning Authority must pay special regard to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s72(1) of the Act. This does not mean that development will necessarily be opposed, only that it should not be detrimental to the special interest of the wider Conservation Area. The National Planning Policy Framework (NPPF) revised in 2021, has replaced previous Government guidance, and is supported by further guidance in the National Planning Policy Guidance document (NPPG). The NPPF does, however maintain the importance placed on conserving and enhancing the Historic Environment as well as providing advice for conservation areas. Specific advice on the historic environment is found in Section 16, although references to the historic environment appear throughout the document.
- Local planning policies which pay special attention to the desirability of preserving or enhancing the character or appearance of the area - The Borough of Redditch Local Plan No 4 (adopted in January 2017) contains a series of specific policies relating to the historic environment (see Appendix 3). These policies help guide the Local Planning Authority when assessing planning applications, to ensure that new developments and alterations preserve or enhance the character or appearance of Conservation Areas.
- Control over demolition of unlisted buildings - Planning Permission is required for the total or substantial demolition of any building over 115m³ in size, the demolition of a boundary wall over 1m in height next to the highway or 2m elsewhere and the removal of any agricultural building constructed before 1914. There is a general presumption against the loss of buildings which make a positive contribution to the character or appearance of the Conservation Area.
- Control over works to trees. An owner must submit a formal notification of works to the Council six weeks before starting work. This gives the Council the opportunity to place a Tree Preservation Order (TPO) on the site protecting any notable trees from unsuitable works.
- Fewer types of advertisements which can be displayed with deemed consent.
- Restriction on the types of development which can be carried out without the need for planning permission (permitted development rights), these include the enlargement of a dwelling house, the rendering of properties, and the installation of antennae and satellite dishes.



3.0 Summary of Special Interest

The Church Green Conservation Area (CA) comprises the historic central core of the town of Redditch, centred on the church of St Stephen and the public open space, including the churchyard, which surrounds it. The space is enclosed predominantly by relatively modest late 18th century and 19th century buildings, on Church Green East, Church Green West and Market Place, although Church Green West has some larger 19th century public buildings. These buildings on Church Green West were added to the CA in 2006 along with the remaining historic buildings contiguous with this core on Evesham Walk, Church Road, William Street, Unicorn Hill and Bates Hill. The buildings on these latter streets are predominantly 19th century and also modest in character. The CA benefits from a number of the buildings having been identified as heritage assets in their own right, with 15 listed buildings and 17 buildings on the Local Heritage List. Much of the CA is pedestrianised, including Church Green East, Market Place, Evesham Walk and the top section of Alcester Street which falls within the CA, and this contributes to its sense of being a public open space.

4.0 Assessment of Special Interest

4.1 General Character, Location and uses

The CA is located within the central area of Redditch town centre, within the ring road system in the historic core of the town. Redditch is located 15 miles south of Birmingham, within Worcestershire but close to the border with Warwickshire.

There are two main topographical influences on the CA.

- a) the long ridge that runs north/south through the western half of Redditch Borough. This reaches from the Lickey Hills on the edge of the Birmingham plateau, through Foxlydiate, to Webheath, Headless Cross, Crabbs Cross and beyond Astwood Bank. Two spurs run eastwards from the ridge, at Mount Pleasant and Rough Hill Wood. The Mount Pleasant spur terminates in a small plateau on which the town centre is located, with the CA occupying the northern tip of this spur.
- b) the Arrow valley which follows a north/south course east of the main ridge. The land falls away quite steeply to the north and east of the CA towards the river valley.

The CA is focused around the Church of St Stephen and the surrounding amenity space. This area is enclosed by two pedestrianised streets and one roadway; Market Place, Church Green West and Church Green East, all remnants of an older street pattern. The buildings to the east of Church Green East are included from number 3 to 24 & 25, in addition 1 & 3 Alcester Street, which is a continuation of Church Green East. Along Church Green West the run of buildings on the west side from Red House as far as Unicorn Hill also fall into the CA, and it also extends partly along Church Road, William Street, Unicorn Hill and Bates Hill, which all extend westwards from Church Green West. Finally to the south of the Church the buildings to the south of Market Place from the corner with Evesham Walk as far as the library and the remnants of the historic buildings along Evesham Walk up to the entrance to the Kingfisher Centre, are also included.



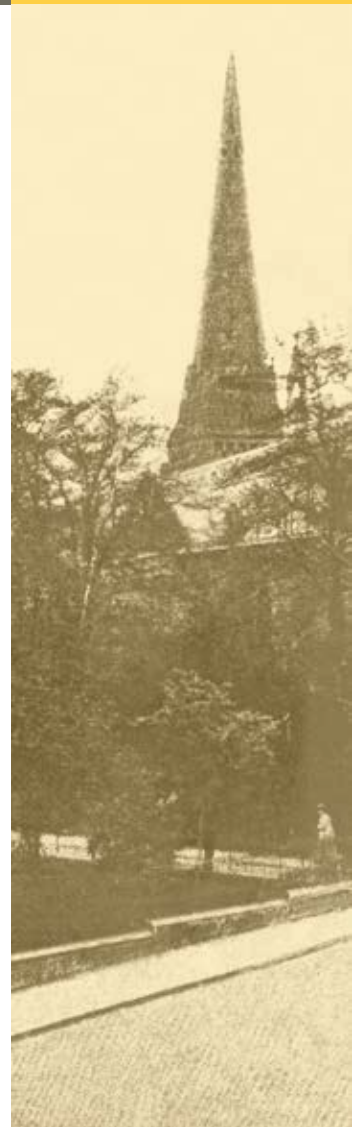
These buildings are predominantly in use as offices and retail, with public buildings, including a hospital and what was originally the Library and Scientific Institute on the west side of Church Green West. The buildings are predominantly 19th century, but there are earlier 18th century properties as well as some from the 20th century. The CA is largely pedestrianised, although Church Green West forms a prominent north south vehicular route through the centre, passing to the west of St Stephen's, and continuing onto Unicorn Hill, with a turn off on to Church Road. The area to the east is pedestrianised.

4.2 Historic Development and Archaeology

Redditch is renowned as the centre of the needle-making industry, but owes its origin to the Cistercian monks, who founded Bordesley Abbey in the 12th century. Prior to their arrival, the area was a marshy and uninhabited valley that lay between two ancient trade routes along the ridgeways to the east and west, although there were Saxon settlements at Beoley, Ipsley, Headless Cross, Studley and Tardebigge. The monks drained and cleared the land, built water and windmills to run forges and established a thriving community alongside the abbey to accommodate the ironworkers, stonemasons and other labourers and their families, which was known as Red Ditch or Rubeo Fossetto, after the iron oxide discolouration of the local stream.

At the Dissolution, the local economy suffered, but was sustained by the Sheldon family of Beoley and their tapestry-making enterprise. The needle trade was already established in the region by this time and, after the Civil War, many more needlemakers settled in the Arrow valley. Local industry was fostered by the Earls of Plymouth of Hewell Grange and, by the turn of the 18th century, there were over 2000 needlemakers in the district, and also a flourishing fish-hook business. The construction of the Birmingham-Worcester canal through Tardebigge gave new impetus to local industry and the arrival of the railway in 1859 soon secured the town as the international centre of the needle-making industry. This new prosperity was reflected in the rapid growth and development of the town centre from the late eighteenth century onwards. Grand new houses were built along the Bromsgrove Road and Prospect Hill, conveniently located adjacent to the new large needle and fish-hook mills, such as Forge Mills, Abbey Mills, British Mills and the Easemore Works. Most significantly, the area now known as Church Green was transformed to meet the needs of the expanding urban population.

Traditionally, the area now known as Church Green had provided a crossing point for several important roads through the area leading across the valley from the ridgeways, and it is probable that it has served as a market and meeting place since the medieval period. A few of the timber-framed buildings dating from the seventeenth century or even earlier that fronted onto the present Market Place can be seen in early illustrations of the area, and traces of probable seventeenth-century structures survive at the rear of Church Green East.



In 1808 the Earl of Plymouth gave a portion of land on the Green to the town on which to construct a chapel. This was then a roughly triangular parcel of flat, open ground, devoid of trees, but the new chapel, known as The Chapel on the Green, contributed to its transformation. From the late 18th century, the scattered buildings around its perimeter were steadily replaced by more substantial buildings, plots were infilled, and formal street frontages were established. Such was the expansion of the town that by 1853 the chapel was deemed inadequate and was replaced by a large new church that became a focal point and landmark at the heart of the town. Its construction was accompanied by a massive tree planting scheme on the Green, now Church Green, partly funded by public subscription, and the churchyard was enclosed by decorative iron railings. In 1883 the Bartleet fountain, cast at the Coalbrookdale Works, was erected on Church Green and set amidst formal gardens to commemorate the town's new fresh water supply and, ten years later, the Church was altered and extended by the addition of a new memorial chapel. Also at this time, Church Green was enclosed to the north-west by further development, including the Scientific and Literary Institute of 1885, and Smallwood Hospital of 1894, given to the town by the Smallwood brothers, local needle manufacturers. Church Green West was then known as 'The Parade', as its avenue of trees were sufficiently mature to create an elegant promenade. By the turn of the century the population had risen to almost 12,000 and three years later Redditch became an urban district. It enjoyed continued prosperity during the early decades of the twentieth century not only from the needle trade but from other new industry in the area such as the Enfield motorcycle company.

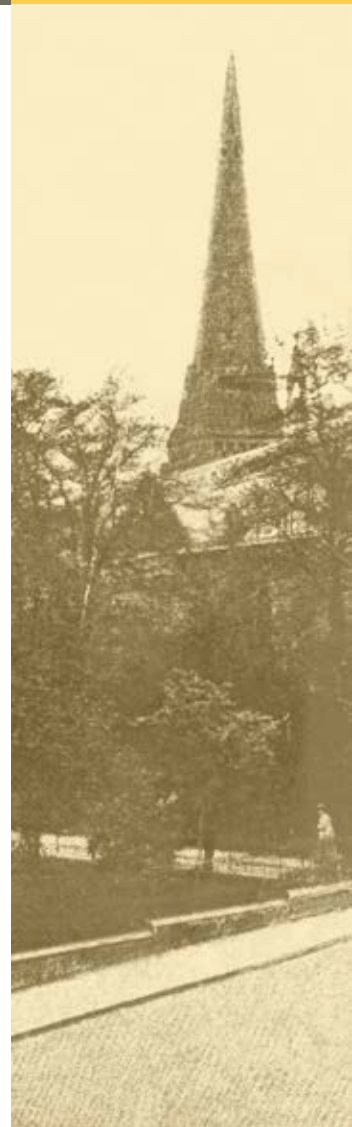
On 10 April 1964 Redditch was designated a New Town and until 1985 the Redditch Development Corporation was responsible for the redevelopment of its urban area to accommodate the needs of the consequent huge increase in population which doubled in size to over 70,000. This included the new shopping centre and offices in the town centre and the ring road which links it with the outlying residential and industrial districts.

4.3 Architectural Interest and Built Form

4.3.1 Styles of Buildings

The architectural style of the buildings in the CA largely relates to their type and date. The dominant feature of the CA is the Church of St Stephen (Grade II) located at the southern end of the open space. It is a Victorian Gothic church, built in the decorated style to designs by Henry Woodyer between 1854-5, and constructed in Tardebigge sandstone. There is a chunky North West tower with a tall broached spire, which is visible on several approaches to the town, and from some distance away. The east end was altered by Temple Moore in 1893-4. To the south west of the Church is a War Memorial Cross (Grade II). It comprises a Latin cross on a tall, tapering octagonal shaft with a substantial two-tiered square pedestal and single-stepped octagonal base, in Portland stone. On the south-west face of the pedestal is a carving of James Clark's 'The Great Sacrifice'. It was designed by the Bromsgrove Guild and erected in 1922. Outside of the Church, to the south is an early 14th century vault springer, with moulded ribs and a ballflower decoration, from Bordesley Abbey.

Church Green East contains the most cohesive run of buildings more domestic in scale some dating back to the late 18th century. These include Nos.7 - 8 and 23 (Church Green House), which are typical of late Georgian period in style; well-proportioned with moulded or dentilled cornices; sash windows with rubbed brick heads or rusticated voussoirs; and elegant door cases with traceried fanlights.





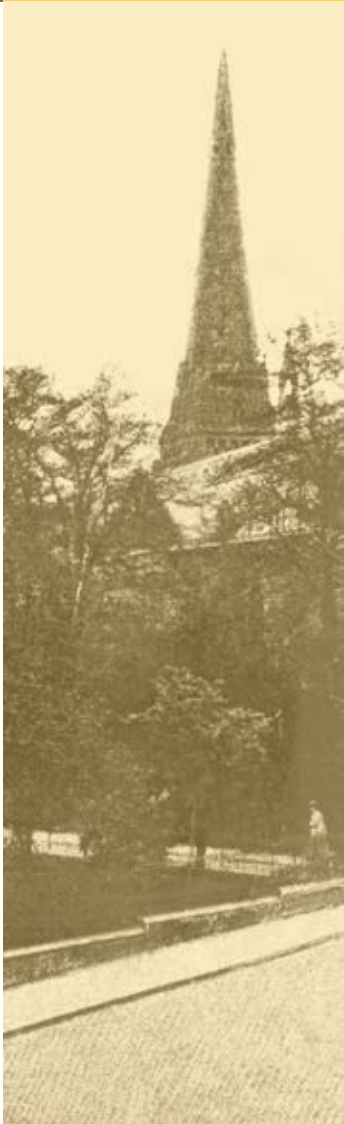
23 Church Green East



20 Church Green East



7 - 9 Church Green East



Some of the mid and late Victorian buildings and alterations are similarly proportioned but more ornate, some incorporating free but relatively high quality elements of Italianate classical detail including rusticated quoins, moulded flat canopies on consoles and moulded architraves to the windows, pilasters articulating the bays or flanking the windows, and some have classical porches with entablatures on Doric columns, for example, Beech House, Church Green East, and the Lloyds Bank at 19 Church Green East. Many however are of a more simple mid Victorian style with simple detailing including 3 to 7 Alcester Street, with just moulded window heads those to the first floors supported on consoles, and the later 19th century 14 - 18 Church Green East, with plain first floor bay windows and simple sash window openings to the top floor, which form a cohesive group with a unifying gable above the central unit. They comprise a purpose built parade with living accommodation above. There are also more modest late 18th buildings at 1 and 9 - 11 Alcester Street, which are low in comparison to their 19th century neighbours and humble in appearance to the other later 19th century buildings further to the north on Church Green West.



19 Church Green East



14 - 18 Church Green East



1 - 11 Alcester Street



In comparison Market Place and Evesham Walk are almost entirely Victorian. Buildings are generally simple in design, with the odd flourish; pilasters to 17 & 19 Evesham Walk; decorative lintels supported on consoles and plasterwork banding; and two storey stone bay windows to the upper floors of 10 Market Place. By contrast 7 Market Place dates to the 1950s, having been constructed for Woolworths and the building forms a far wider block to its neighbours as well as having the typical horizontal emphasis of buildings of that period, created by its wide façade and flat roof despite it being three storeys like its neighbours.



*Corner of Market Place
and Evesham Walk*



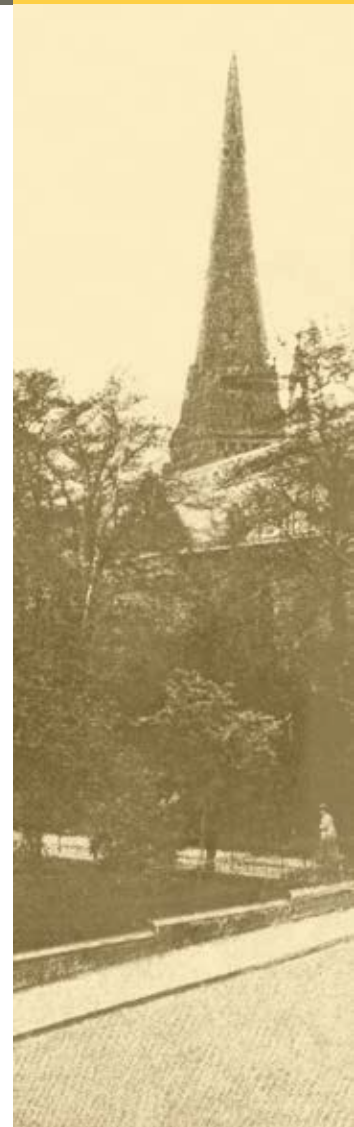
15 Evesham Walk



17 Evesham Walk



7 - 9 Market Place



Church Green West is the most architecturally varied of the principal streets in the CA. On the corner of Unicorn Hill and Church Green West is a late 19th Century parade of purpose built shops with three floors of living accommodation above. The units are broken up with pilasters and the top floor has a mix of simple dormers and ornate gables. A decorative top floor turret with a cupola provides an architectural flourish on the corner. Immediately to the north are the more typical mid to late Victorian relatively plain buildings seen on the other streets, however beyond this point are a number of buildings of considerably larger scale and varying architectural styles; the HSBC Bank of 1964, flat roofed, with a horizontal emphasis, and stone facings; County House on the corner of Church Street, again with a horizontal emphasis, but in brick with stone banding, beneath a pitched slate roof set back behind a parapet and stone mullioned and transomed windows, it dates from 1922; on the opposite corner is the Literary and Scientific Institute, Gothic in brick beneath a steeply pitched clay tiled roof. The decorative detailing includes stone traceried windows in addition to stone mullioned and transomed windows, a first floor stone bay windows and gables on both elevations. The front of the building was extended out to Church Green West in 1956 the location of the down pipe on the Church Street elevation roughly marking the line of the original front façade.

Beyond is the Smallwood Hospital (1894-5) by William Henman (also the architect of the Children's Hospital in Birmingham, originally the General Hospital and Selly Oak Hospital). Set back from the road behind a car park, the building is two storey, brick beneath pitched tiled roofs, plain with projecting gables, but with a Jacobethan porch with obelisk pinnacles and a weathervane to the first floor gable. The original fenestration comprises mullioned and transomed stone windows. The hospital was sympathetically extended to the north and south in the 1920s. The final two buildings are both three storey brick buildings, Prospect House is Victorian and Red House a listed Georgian building.



The HSBC Bank Building, Church Green West





Library and Scientific Institute, corner of Church Green West and Church Road



County House, corner of Church Green West and Church Road



2 - 10 Unicorn Hill



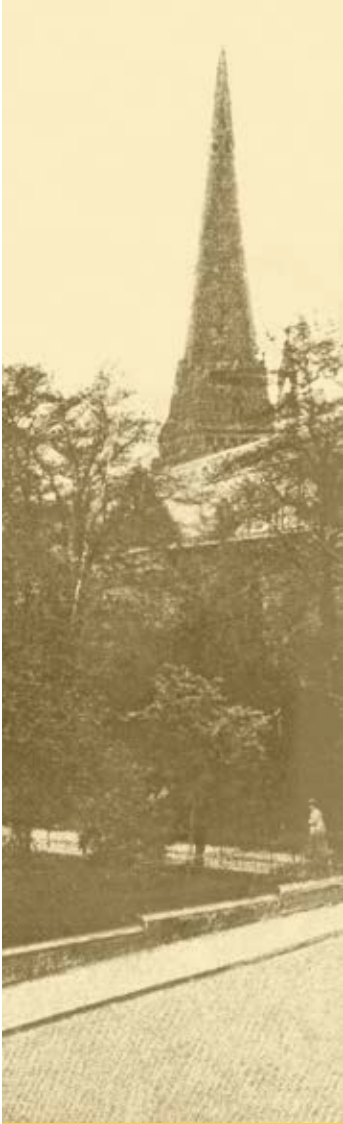
2 Unicorn Hill & 2 Church Green West



Red House, Church Green West



Smallwood Hospital, Church Green West



2 - 6 Bates Hill forms a continuation of Unicorn Hill. It has the appearance of originally having been two houses, however it is described on the 1884 OS as the Adelaide Works, a needle manufactory. Three storeys, in brick beneath pitched slate roofs. Apart from moulded window heads supported on consols the detailing is minimal. The ground floor of 2 - 4 has been lost to a modern shop front which with its oversized fascia, modern glazing and brick work detracts from the pair. Beyond the buildings is a substantial blue brick wall, which forms the boundary of the conservation area. It once enclosed a large Methodist chapel; the 1884 OS indicates that it accommodated a congregation of 900. It was demolished towards the end of the 20th century. The adjacent Manse remains. It is now offices and has been unsympathetically altered and extended, with the garden given over to parking. The original ornate cast iron gas light is still in place above the Bates Hill entrance to this building, one of the few historical features in the centre to remain.

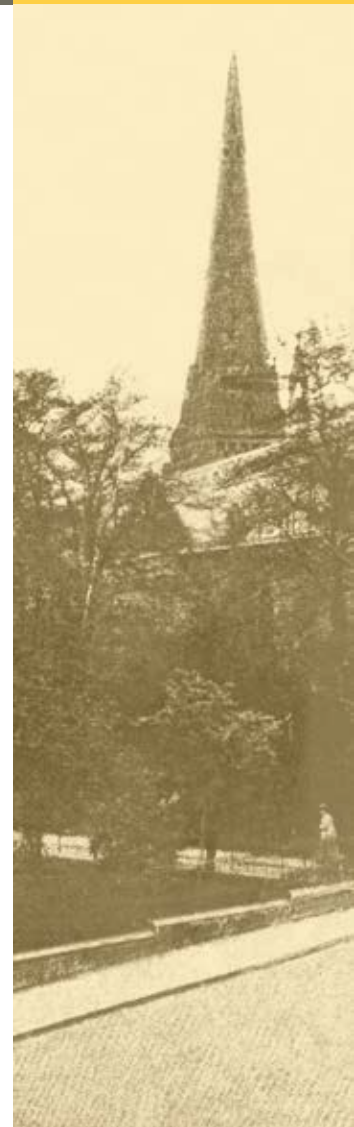
William Street has largely been redeveloped and pedestrianised. With the exception of the buildings at the east end, which form the return to buildings on Church Green West, there is little of interest and street value. There are views of the rear elevations of the buildings at the eastern end of Unicorn Hill/Bates Hill, noted above, across car parking. The much altered eastern and rear elevations of the Old Manse and an uninspiring health centre terminate the west end of the street.



2 - 6 Bates Hill



Cast iron light fitting above the entrance to the Methodist Chapel and Manse



In comparison Church Road, although also truncated by the ring road, is of more interest visually, with buildings of varying ages, although predominantly Victorian. The Old Library, in Victorian Gothic, is the most imposing building on the north side of the street, and similar architecture can be seen on the southern side in the County Court buildings and the Church Road Tattoo Parlour. The County Court Building was originally constructed as a post office in 1888, and converted to a County Court in 1990 to designs by Douglas Hickman of the John Madin Design Group. Between the Tattoo Parlour and the early 20th century Former Redditch Benefit Building Society Building, is one of the oldest buildings in the centre of Redditch. The predominantly mid - 18th century property at 7 - 11 Church Road is constructed in stuccoed brick beneath a hipped pitched tiled roof. This is a relatively simple building in comparison to its Victorian neighbours, although the windows have moulded architraves and key blocks, and there are rusticated quoins to the corners of the original building. The 19th century bay at the west end has no quoins. To the rear is a 1950s extension in brick, flat roofed with a more horizontal emphasis typical of the period. Further along the road, but outside the CA is the bus depot, a large brick built building beneath a pitched corrugated roof, typical of 1930s design. Beyond to the south is the finely detailed neo classical former employment exchange, constructed in 1930. Detailing includes a stone plinth and door surrounds.



7 - 11 Church Road



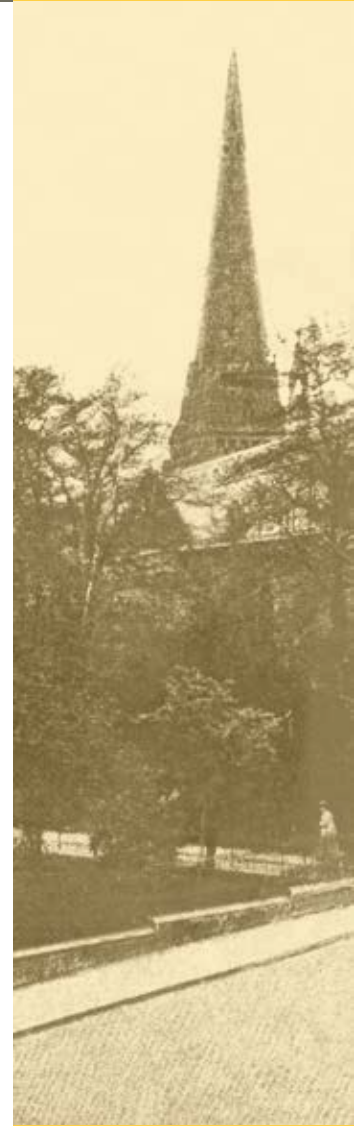
County Court Buildings, Church Road



In addition to the dominant 18th and 19th century architectural styles, there are various other subsidiary elements of nineteenth-century architecture found within the Area worthy of note; The industrial vernacular common elsewhere in the town, occurs in the multi-paned metal windows with segmental-arched heads and blue brick sills in Peakman Street and the Sportsman's Arms with its partly glazed brick façade. This tall, narrow building with its distinctive detailing and tiled façade is of architectural interest in its own right and is also of considerable townscape value. Its roof profile is clearly visible from the open space to the east of Peakman Street and as the only survivor of the buildings along the southern side of the street it provides an important sense of enclosure, framing the view into and out of the town centre.



Sportman's Arms, Peakman Street



4.3.2 Spatial Analysis

The CA forms a compact area within the wider settlement with the buildings grouped around the Church which forms a focal point at the top of a ridge. Surrounding roads within the wider central area, although truncated by the ring road, lead up to this central point. The focus of the CA is the Church of St. Stephen. This is the largest and tallest building in the CA, although its impact has been diminished by the scale of new development in the vicinity. It is aligned east/west and has a similarly traditional plan form with a 5-bay aisled nave, a 3-bay chancel with south chapel and north vestry and a north-west tower with an elegant octagonal spire. It is positioned in a triangular area of largely green open space at the centre of the CA.



St Stephen's Church

The pattern of building within the CA is clearly defined and reflects the historic layout of the triangular area of green open space around the nineteenth-century church. Apart from the church, this consists primarily of the buildings that front onto Church Green East, Church Green West and Market Place. Evesham Walk, William Street, Church Street and Unicorn Hill all lead off.



The plots along Church Green East are in general quite narrow and deep, and are aligned perpendicular to the street. The building pattern is in general back of pavement. Although the façades are not in continuous alignment, the general flow of the street is maintained rather than being overtly staggered to produce a strong continuity and rhythm. It is possible that any irregularities reflect or overlies an earlier pattern of burgage plots, which were particularly common near market places. These were typically held by skilled craftsmen and traders and the houses would have included an integral workshop and a rear garden. The plots along Church Green East have been infilled and were more densely developed from the nineteenth century, but it is notable that some archways and alleyways have been retained that lead to the rear of these plots, several of which are still in use. The buildings at the northern end of the street are set well back from the main street frontage and include a much larger plot than average.

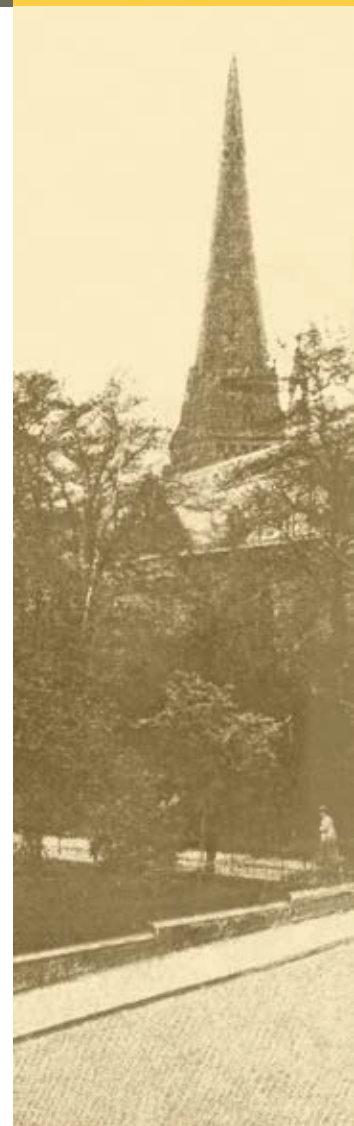


Rear of the entrance way which emerges onto Church Green between 10 and 12 Church Green East



Market Place follows a similar pattern; back of pavement, with narrow plots notably at the west end of the street. The wider plots at the eastern end of this street are partly historic, although still back of pavement, numbers 10 to 12, and partly 20th century, number 7. The façades are in alignment. Evesham Walk similarly has narrow plots, all back of pavement, predominantly three storey but with a varied roofline due to a mix of pitched roofs and gables facing the street, although similar in terms of height.

There is a continuity of the building line on Church Green West from the junction with Unicorn Hill up to the Old Library. Although due to the wider pavement, there is a feeling of the buildings being ‘set back’. This follows the historic pattern from around 1904. Smallwood Hospital is set back behind a car park, but on a similar line with Red House and Prospect House, and the historic building line of the 1880s. The back of pavement street pattern is also mirrored in Church Road, Unicorn Hill and Bates Hill, where the substantial blue brick wall to the now demolished Methodist Church continues the building line.



Church Green West and Church Street never appear to have had the tight grain of Market Place and Church Green East, and by the beginning of the 20th century most of the historic plots had been lost. The area of Bates Hill/Unicorn Hill, have in the sections which fall within the CA, retained the late 19th century grain.

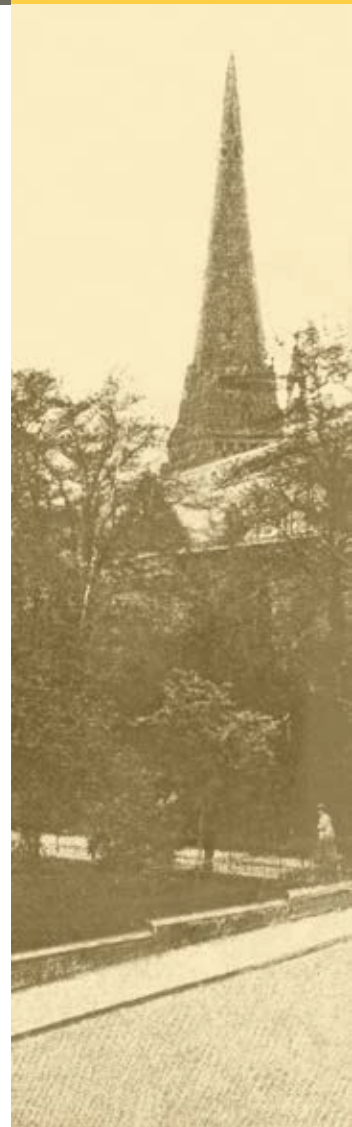
The size and plan of buildings in the CA has been dictated by their historic uses and plot divisions. Most of the buildings in Church Green East, Market Place, Evesham Walk and some buildings in Church Green West share similar characteristics in that they are predominantly; domestic in scale; three storeys; well proportioned; of similar height; and plot frontages are of relatively regular width that reflects their former domestic use.

There are variations in the massing of the buildings along the street but this, for the most part, is subtle so that the roofline appears mainly uniform, although the exceptions to this are the 18th century buildings on Alcester Street.

Profiles of some buildings are visible at roof level which adds visual interest and also reveals the depth of the floor plans. Windows and doors are distributed regularly within the elevations to create a strong vertical rhythm within the streetscape that is reinforced by the quoins, chimneys, and downpipes and also subtly counterbalanced by the horizontal line of the eaves, roof ridges, string courses and plinths and of the overall alignment of the buildings.

Notable exceptions to this include some of the 20th Century buildings; the old Woolworths building on Market Place; HSBC Bank and The County building (No 9) on Church Green West. They are similar in terms of height; generally three storeys but have wider plots, giving them a horizontal emphasis rather than vertical.

Other exceptions include the late 19th century Gothic design of the former Scientific Institute and the long, low profile and Jacobean inspired detail of Smallwood Hospital which also differ markedly from the overall appearance, scale and character established in Church Green East due to their different date and specific function, but in a very positive way.



4.3.3 Building Materials

Roofs

Roofs are mainly covered with natural grey Welsh slate, although a few buildings are covered with small plain clay tiles or concrete tiles. The natural slate and clay tiles have historic merit and are in sympathy with the style and character of the buildings and the CA in general.

The buildings have mainly gabled roofs of either a single or double pitch, and a ridge line that runs parallel to the street. Rear wings have pitched roofs with ridges set at right angles to the street. The roof pitches vary from around 40 to 30 degrees, a few have gable end parapets, and there is a notable absence of dormers or rooflights. A few of the higher quality buildings have hipped roofs and any modern infill buildings have flat roofs set behind parapets.

Chimneys are either ridge-mounted or set within the roof pitch and built into the wall thickness rather than being externally exposed. They are brick-built, multi-flued, rectangular in plan and generally of tall, narrow proportions to give a strong vertical emphasis. Many have oversailing courses but their simple detail does not diminish the significant level of interest they add to the roofscape.

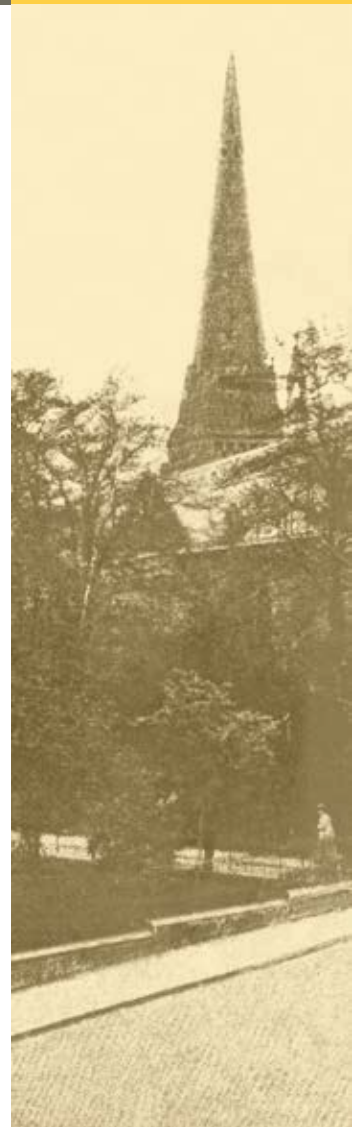
At eaves level there are often courses of dentilled brick or other simple moulded detail, the chief exceptions to this being Beech House, which has a modillion eaves cornice, and No.19 (Lloyd's Bank) and 20, Webb House, where the lower edge of the roof is completely concealed behind a projecting moulded cornice, the former of which is enriched with modillions and other decoration.

At gable ends, the roof covering is terminated close or flush to the wall and sealed to it with a mortar fillet. Flashings at abutments are of lead and in most cases stepped into the brick courses where required.

Rainwater goods are a mix of UPVC and cast iron. Original downpipes on the higher quality buildings are rectangular in cross-section.

Walls

Walls are built of local brick that has an attractive soft, warm reddish-orange to reddish-brown colour lending a subtle tonal variety to the buildings. Bricks are laid in Flemish bond with narrow joints and lime mortar. Some of the buildings have stone dressings and some have been partly or wholly stuccoed and painted in light pastel colours, but this is unlikely to be an original characteristic and detracts from the appearance of the buildings. In some cases, quoins, string courses, and other decorative detail have been painted to add additional emphasis. No. 20 Church Green East has banded rustication on the ground floor which is continued across the pilasters of the shop front, whilst No.19 Church Green East (Lloyds Bank) is entirely rendered, its prominent rusticated quoins and rock-faced rustication on the ground floor intended to achieve a fortified palazzo feel popular with provincial banks rather than relate to the local building characteristics. The Library and Scientific Institute and Smallwood Hospital on Church Green West, like other buildings are predominantly brick but with some stone detailing to windows and door cases.





8 - 12 Church Green East

The notable exceptions to this are St Stephen's and some of the 20th century buildings. St Stephen's is constructed of dressed and coursed local Tardebigge sandstone rubble that varies in colour from soft pink to buff and brownish grey. It has ashlar dressings and slate roofs with gable end parapets, the chancel roofs being set behind high parapets.

The 20th Century buildings include the HSBC Bank which is largely stone clad between extensive fenestration; 9 Church Green West, although brick has horizontal painted stone banding detail to the parapet, cornice, and between the windows on the upper floors, and to the ground floor on the Church Road elevation; The old Woolworths (7&9 Market Place), although brick, it is more of a buff colour, typical of the period rather than the reddish brown.



Doors and Windows

Doors and windows are rectangular with a strong vertical emphasis that plays a key role in the rhythm and proportions of the streetscape in general.

Doors are of panelled wood, traditionally painted rather than stained. They have painted timber surrounds with plain fanlights and simple flat canopies above. Higher quality buildings have semi-circular arched heads, traceried fanlights, panelled reveals, stone steps, and classically-inspired surrounds with flanking pilasters or attached Doric columns and broken pediments, as at Church Green House and Red House and also the massive rusticated Doric pilasters that flank the entrance to No. 20, Webb House, Church Green East. Beech House and No.19 Church Green East, also have imposing classical porches.

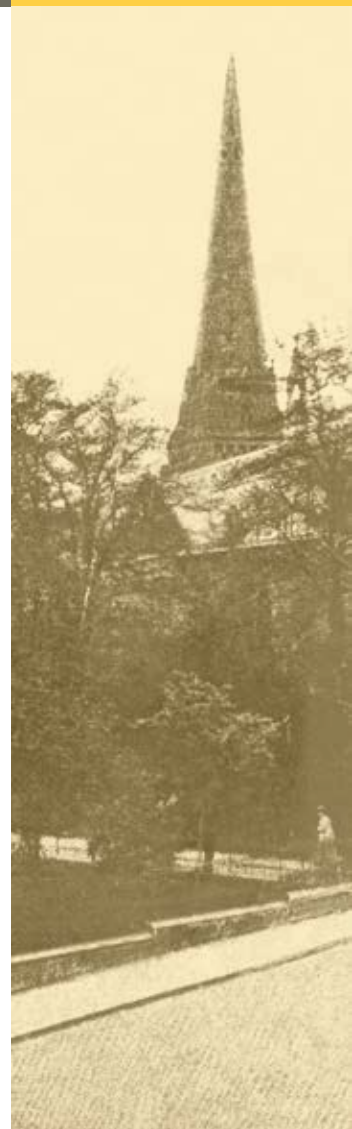
Windows are usually slightly recessed from the wall surface. They have mainly flat heads of either rubbed brick or with rusticated stone voussoirs, either stepped or with prominent key blocks, and also projecting stone sills. Some later Victorian examples incorporate semi-circular arched heads, moulded architraves and flat canopies on console brackets.

The window mechanism is generally the vertically-sliding sash, divided into several vertically arranged panes held with narrow glazing bars. The height of the top floor windows is often less than that of those on the lower floors and the decorative treatment of the windows also varies with each floor. Tripartite sashes are also found within the CA. Like the doors, the windows are traditionally painted rather than stained to provide a bold contrast with the brickwork and emphasise their proportions within the façade.

The only notable exception to this general rule within the area is as follows:

- The late 19th century canted bay windows that run along the 5-bay façade of Nos 14 - 18 Church Green East
- The oriel windows on the first floor of The Sportsman's Arms in Peakman Street, which contain some leaded glass
- The rear wing of No. 20, Church Green East, which has segmental-arched multi-paned metal windows with blue brick sills common to many industrial buildings elsewhere in the town
- The stone windows to The Old Library and Scientific Institute which includes tracery windows and stone roundels to Church Green West and Church Road, and a stone oriel window above the entrance on Church Road. In addition there are elaborate stone arcades to each entrance.

Few historic shop fronts remain, although some properties have retained elements of their original shop fronts, notably the parade, 14 - 18 Church Green East, and 2 - 10 Unicorn Hill. Both 19th century purpose built parades of shops with living accommodation, still have pilasters and corbel details, although the actual shop fronts are long gone. 19 Evesham Walk has also retained some original fabric. Many retail ground floors are dominated by late 20th century/early 21st century shop fronts, in aluminium or upvc, with oversized fascias, which detract from the overall appearance of the building.





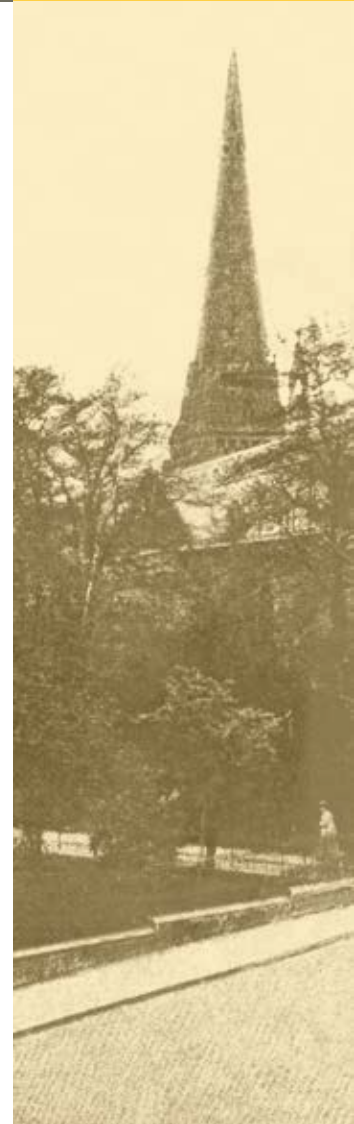
14 - 18 Church Green East



17 Evesham Walk



The oversized fascia to the Vodafone Shop in Evesham Walk



4.4 Setting and Views

Church Green Conservation Area is located at the centre of Redditch and forms an area of green open space that is almost entirely surrounded by built development dating primarily from the late eighteenth, nineteenth and twentieth centuries. These buildings define the boundaries of the space and provide a pleasing backdrop to the Church of St Stephen, which forms a focal point upon the Green. Notable features of the current setting include:

- Its close relationship with the surviving historic street pattern, in particular with the streets now known as Church Green East, Church Green West and Market Place, which enclose the Green.
- The Redditch Ringway, which encircles the town centre to the north, west and south, and is visible from the CA where it bridges the main roads into the town centre from the north and west.
- The redevelopment of the land within the ring road to the south and east of the CA during the second half of the twentieth century. Although the nineteenth century street frontage was retained along Market Place, behind this frontage almost half of the town centre is dominated by the Kingfisher Centre and its associated multi-storey car parks to the south and by new civic and office buildings to the east and south-east along Alcester Street and Grove Street with any vacant land in use as car parks.
- The large site east of the area which is occupied by North East Worcestershire (NEW) College. The nineteenth and twentieth century buildings which had been on this site have been replaced by entirely new structures with associated landscaping and car parking provision.
- The large twentieth-century office buildings and beyond the late nineteenth century buildings that include Redditch Baptist Church and Masonic Hall located to the north-east of the CA.
- The more fragmentary redevelopment immediately north-west of the CA. Although there has been some demolition and new community buildings erected adjacent to the ring road, the nineteenth-century street frontages along Church Green West, Bates Hill and Church Road, remain largely intact.

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

a) Into the Area

The topography of the CA and the height and scale of the new development on its fringes only allows very restricted views into it from distant vantage points, but there are several places from its edge, where there are interesting views into the CA;

- From the top of Prospect Hill
- From the junction of Bates Hill/Unicorn Hill Looking east into the CA
- Looking up Alcester Street towards the north east
- Looking south west along Peakman Street, from the NEW College site, where the view is framed by The Sportsman Pub
- There are also various long views of the Spire of St Stephen's including from the A441, approaching Redditch from the north.





From the junction of Bates Hill/Unicorn Hill looking east into the CA



Looking up Alcester Street towards the Church, Church Green to the north east



Looking south west along Peakman Street, towards the southerly area of Church Green



View of the Spire of St Stephen's from the car park to the west of Herbert Street



b) Out of the Area

The topography of the CA offers far-reaching outward views to the north, east and west towards the fields and wooded hillsides that surround the town. However, as the CA is largely enclosed by tall buildings there is limited opportunity to gain full benefit from these and the ring road has also detracted from these potential views. Again the height and scale of the new development south of the CA restricts all views in this direction.

The most notable outward views are;

- From the northern end of the CA at the junction of Church Green West and Church Green East looking north
- From the junction of Market Place and Church Green West looking west down Bates Hill and Unicorn Hill
- Down Peakman Street towards the NEW College building looking east
- From the western end of Alcester Street looking south east towards the Palace Theatre and beyond



Prospect Hill looking north from, northern end of Church Green West



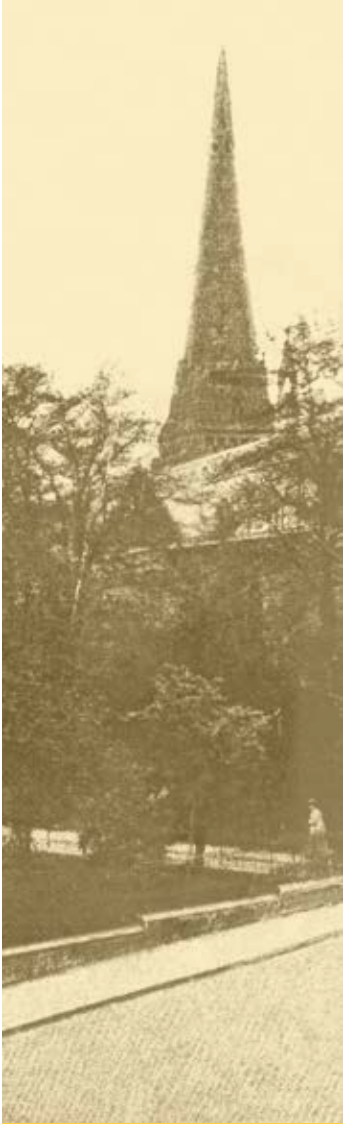
From the junction of Market Place and Church Green West looking west down Bates Hill and Unicorn Hill



Peakman Street towards the NEW College building looking east



From the western end of Alcester Street looking south east towards the Palace Theatre and beyond



c) Within the Area

Most of the pedestrian routes within the CA have viewing points from which other parts of the CA create interest. This is particularly true upon and immediately adjacent to Church Green itself and also north of the church where the Green has been landscaped and planted to form a small park. The following viewing points are of interest;

- The view south from the northern end of Church Green looking towards the fountain, bandstand and church
- The view both north and south along Church Green East, which includes numerous listed buildings that date from the eighteenth and nineteenth centuries
- The view north-west across the Green towards the group of buildings that includes the former Scientific and Literary Institute, Smallwood Hospital and Red House
- From William Street where the west elevation of the church is framed by the street frontages
- From the top of Unicorn Hill/Evesham Walk looking east/north east towards the Church
- From the junction of Evesham Walk/Market Place towards the top of Unicorn Hill



View south from the northern end of Church Green looking towards the fountain, bandstand and church



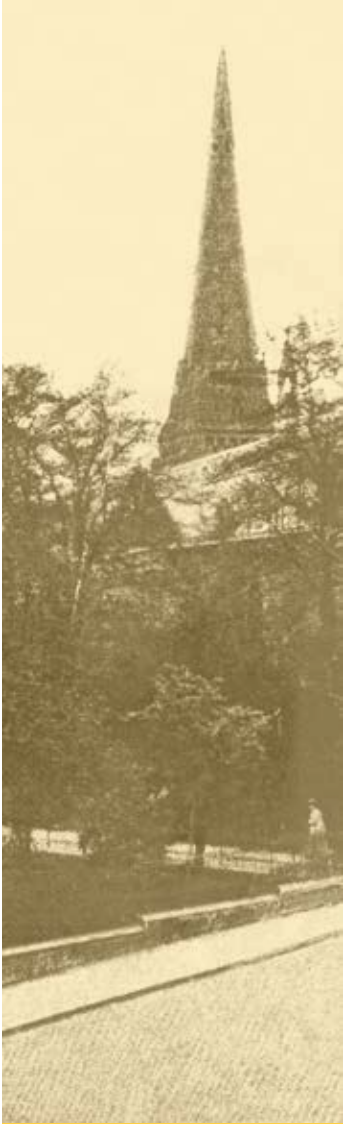
The view north-west across the Green towards the group of buildings that includes the former Scientific and Literary Institute, Smallwood Hospital and Red House



From William Street where the west elevation of the church is framed by the street frontages



From the top of Unicorn Hill/Evesham Walk looking east/north east towards the Church



4.5 Open Spaces and trees

The CA forms the most important area of open space within Redditch town centre. The abundance of vegetation and the restricted access to through traffic enhances its character considerably and it creates a sympathetic and attractive setting for the church and other historic buildings within the CA and around its perimeter. The exclusion of vehicles from Church Green East and Market Place has increased the value of the area as a public space.



Flower beds Church Green East



Flower beds Church Green East

Church Green itself combines a variety of uses as a churchyard, car park, a small public park and, in Unicorn Place, around the war memorial, a low-walled enclosure serves as a tiny civic square, in addition to a market space around the junction of Market Place and Church Green East. The space to the north is enhanced by the bandstand and the fountain. The Bartleet fountain is constructed of painted cast iron and stands at the centre of a shallow octagonal sandstone basin. The substantial shaped plinth supports a two tiered design. On the uppermost tier stands the figure of a woman, said to represent Temperence, who pours a stream of water from an urn. The lower tier has a number of large birds, cranes or herons, grouped around the main column and standing upon very naturalistic waterlily leaves. Pevsner describes the composition as ‘funny but engaging’¹. The octagonal bandstand, which is built of painted timber on a brick base with open balustraded sides.



War Memorial and Unicorn Square

1. *Buildings of England; Worcestershire* Nikolaus Pevsner Yale University Press 1968





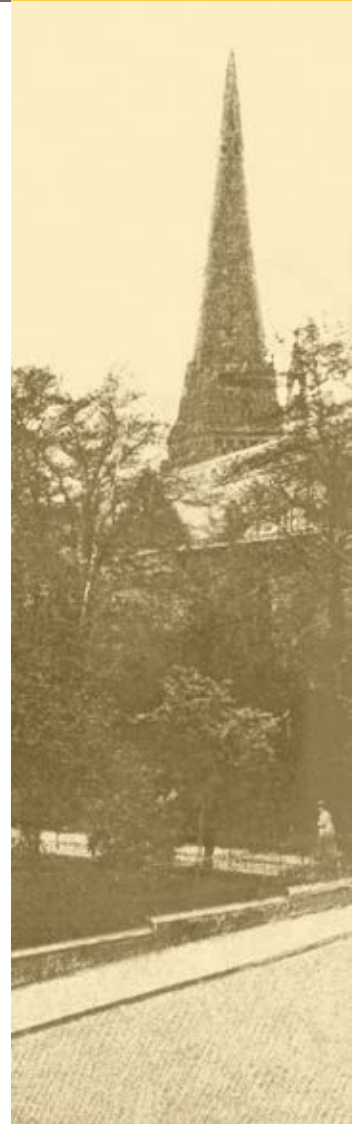
The Fountain



The Fountain



The Bandstand



The variety of uses leaves the area lacking coherence, and detracts from the quality of the historic space. The boundary especially to Market Place and at the junction of Market Place and Church Green East lacks definition. The area at the south eastern end of the Green, the junction of Market Place and Church Green East, has always included an 'extension' separated from the main green area by the path which runs from Market Place to Peakman Street, but this leaves the triangle of grass at the southern tip detached from the rest of the green space, which in turn is further broken up with the tree which would have been at the point of the triangle sitting on its own in a little roundabout.

The Churchyard merges into the 'square' and then into the street, bollards partially defining the space in front of the south door of the Church. The remainder of the space around the church forms a fairly informal arrangement of grassed areas, tarmac paths and parking areas, trees and shrubs that survive from the former churchyard. What was historically a path around the Church has been widened to allow parking to the south, north and east sides. The tarmaced path is in a poor state, with failed patch repairs further detracting from its appearance. The various parked cars also devalue the area.



South eastern end of Church Green



South eastern end of Church Green



*South eastern end of Church Green East,
junction with Market place*

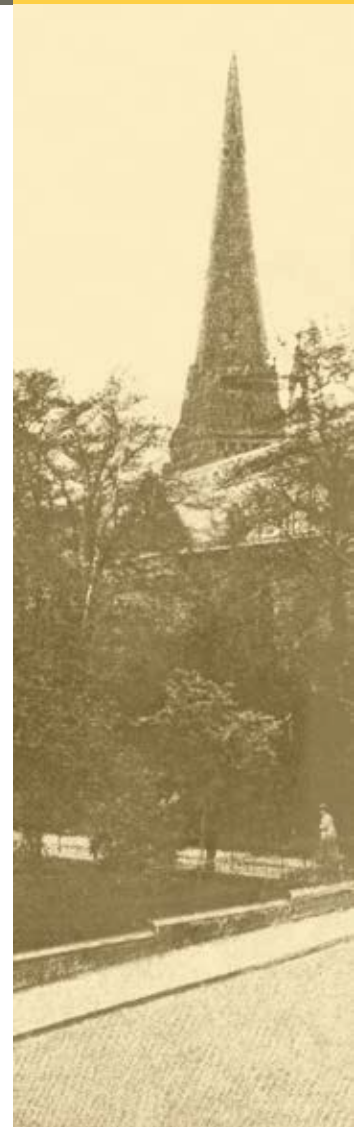


Immediately north of the church and overshadowed by its massive form, three chest tombs remain set beside the yew hedging and here the CA retains a sense of solemnity and peace, a sense of detachment from the noise and activity of the town centre.

There is uniform edging to the Green, possibly granite to the south and stone to the east and west sides, all with the same chamfered profile, which does provide definition. Unfortunately the railings which originally enclosed the green are long gone. The low-level yew hedging, however, survives and separates this area from the northern end of the Green. Here the fountain and bandstand are surrounded by pathways that form part of a more precise, geometric and formal sequence of flower beds surrounded by stone kerbs and grassed areas. There are additional large flower beds set between the pergolas along the western side of Church Green East.



Chest tombs in the churchyard



The numerous trees, both mature and those planted more recently, and also the vegetation in general, are a very important characteristic of the CA and of the streets in the immediate vicinity and contribute much to its appeal. The trees on and adjacent to Church Green are mainly deciduous and have now grown to a substantial size. They provide interest and colour throughout the seasonal cycles and an attractive backdrop to the church. Unfortunately some have been pollarded and have acquired an awkward and stumpy profile in the winter months. This was noted in the last appraisal in 2006 and has not improved over the intervening period. Many of the trees on Church Green West have been removed from what historically was a tree lined avenue, to the detriment of the appearance and feel of the space.

Yew hedging is another significant feature of the CA and is kept to a height of around one metre which maintains good visibility and a sense of open space. As noted above it delineates the churchyard north and east of the church and subdivides it from the planted space around the fountain and bandstand. Hedging is also present in the form of three-sided enclosures that surround seating along the broad pavement of Church Green West. Although an interesting feature, they subdivide the former broad promenade and could be adapted into a more sympathetic scheme of improvement.

Shrubs survive along the nave walls of the church and also new shrubs have been planted as part of an earlier landscaping scheme in and around the northern end of Church Green.

The large rectangular flower beds on Church Green East and those surrounding the fountain on the Green provide an important source of colour during spring and summer. Although the beds feel like an expansion of the original Green, rather than an integral part of it.



Fountain and Band Stand to the rear



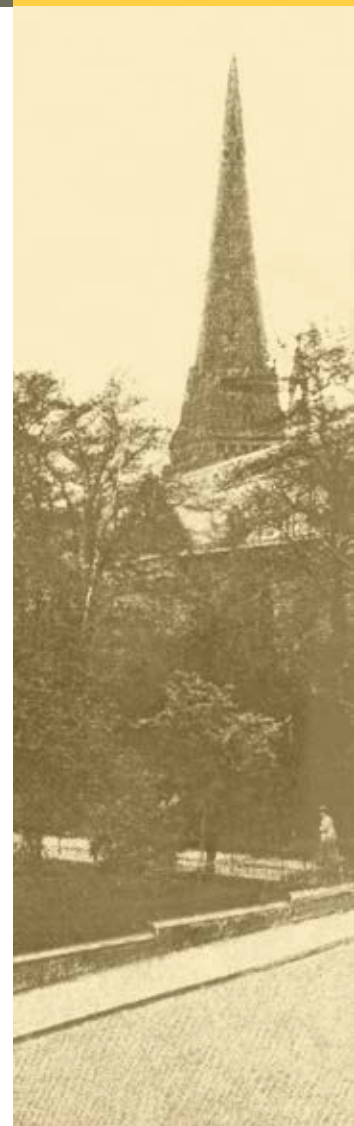
Pollarded trees close to the Band Stand



Hedges around seating on Church Green West



Flower beds at the northern end of Church Green East



4.6 Public Realm

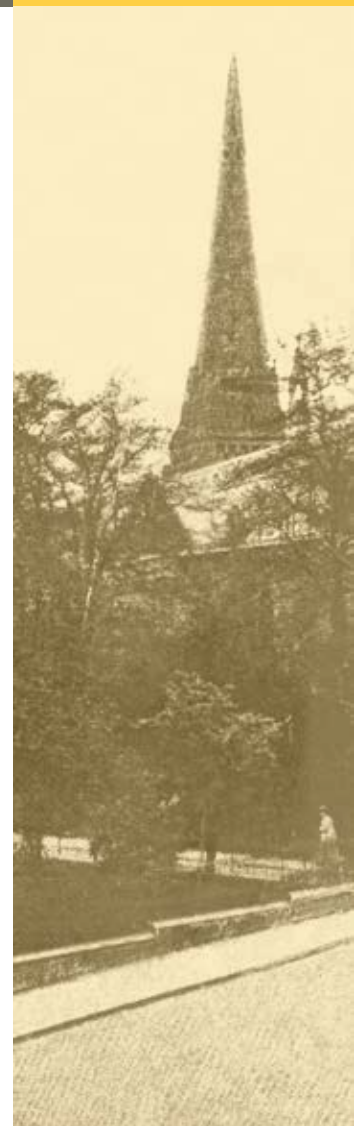
There are a large number of ground surfaces in the CA which would seem to have originated from various different public realm schemes. There are block pavers of various colours most in a poor condition either because surfaces have become uneven through wear and tear, or areas have been replaced in non-matching materials due to work carried out by the public utilities. The poorest areas in terms of surfaces are in Market Place and around the junction of Evesham Walk/Market Place/Unicorn Hill. Some areas have a better appearance than others notably the grey stone pavers to the south and east of the War Memorial and some elements of the public realm scheme which covers Alcester Street and stretching up into the south eastern corner of the CA, notably the delineated tarmaced areas to the south east of the Green. The multi coloured pavers and light tarmac are not the best colours for a historic conservation area, but this remodelled area has the benefit of being neat and tidy in appearance. The overall result is a lack of cohesiveness throughout the CA in terms of ground surfaces.



Expanse of block paving on Market Place



Patched block paving on Market Place

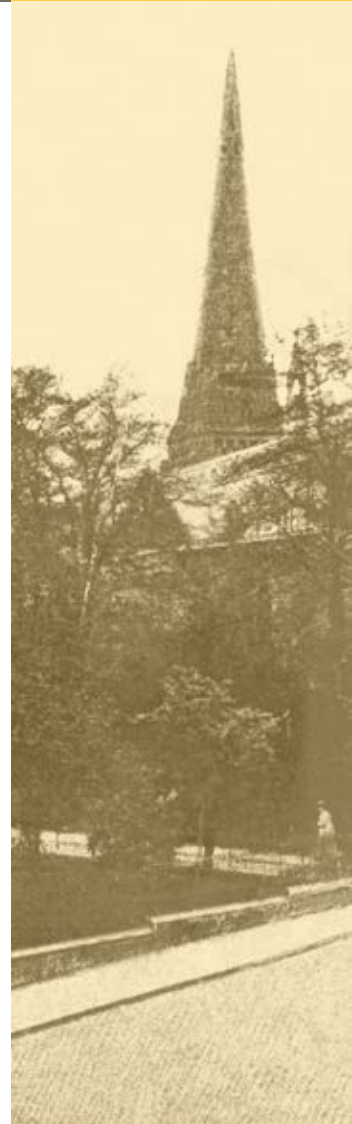




Stone paving at Unicorn Square



Part of the new public realm scheme at the junction of Church Green West and Peakman Street





New public realm southern part of Church Green East

The recent Phase I of public realm works involved the replacement of bins, benches and lighting so there is uniformity in terms of this street furniture. There is an older, although not unattractive, phase of lighting columns further west around the Church, Church Green West and the northern end of Church Green East, with the newer lighting at the southern end of Church Green East, Alcester street and part of Market Place.



Old style lighting on Church Green





New street furniture to the east side of the Church

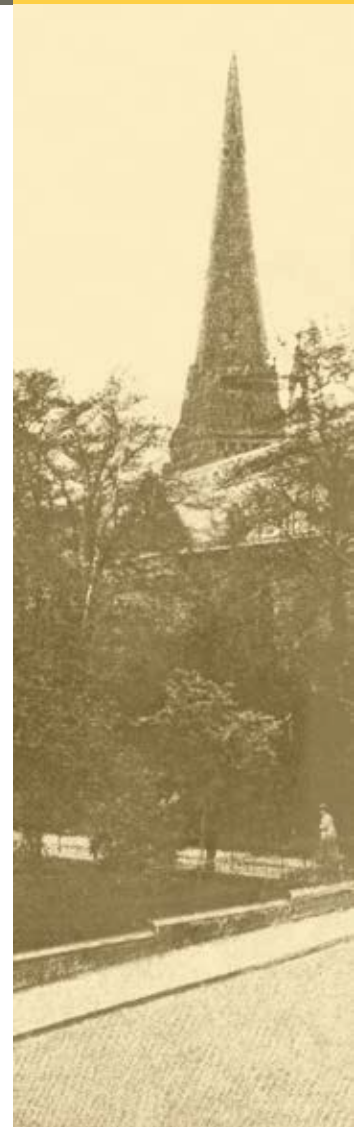


Trees in planters on Church Green West

There is a great deal of clutter in other areas, notably around the junction of Market Place, Evesham Walk and Unicorn Hill where there is a proliferation of phone boxes, post boxes and other metal boxes. Cars are also parked here despite the fact that it is a parking free zone. The recently listed War Memorial is also surrounded by tatty and empty flower boxes. Further to the south west are a memorial to John Bonham from Led Zeppelin and a poorly maintained Holocaust Memorial. At the south eastern end of the CA inlaid in the road are a set of needles with an explanatory plaque, designed by Eric Klein Velderman in 2006, a reminder that at one time Redditch provided the world with ninety percent of its needles. They are currently in need of repair.



Parked cars and other street clutter at the top of Unicorn Hill at the junction with Evesham Walk

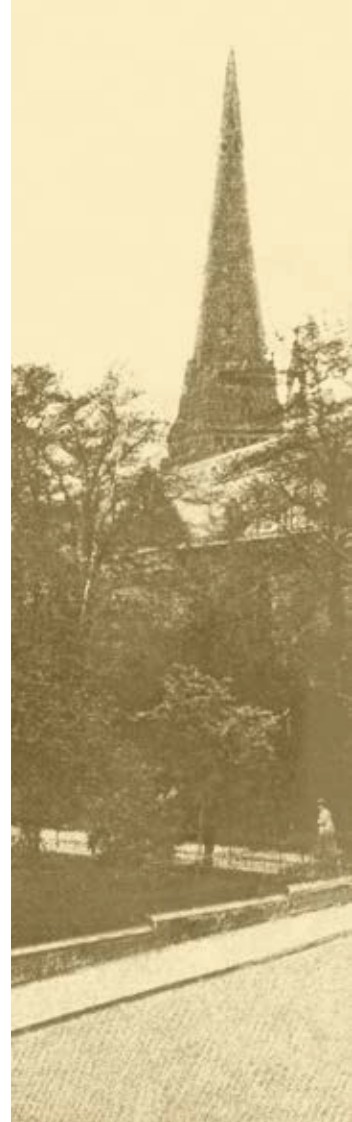




The Holocaust Memorial



The Needles by Eric Klein Velderman



4.7 Assessment of Condition

4.7.1 Positive Features

- A green centre in the heart of the town
- A fine collection of 18th and 19th century buildings which provide a setting to the listed church of St Stephen
- Significant number of listed and locally listed buildings
- The run of Victorian Shops in Evesham Walk
- The purpose built parades on the corner of Unicorn Hill and Church Green East
- The alleyways to the east of Church Green East illustrating the historic layout of the town
- The collection of predominantly Victorian public buildings and structures, which formed part of the original civic centre
- Survival of some architectural features
- Traditional roof coverings, uninterrupted with rooflights or dormers
- Fine brickwork that has not been rendered or painted
- Original pointing
- Original joinery
- White painted woodwork
- Stone kerbstones
- Chamfered stone blocks to the planting on the Churchyard boundary

4.7.2 Negative Features

■ Poor state of the public realm

This is described in some detail above. Briefly there are block pavers of various colours, mostly in a poor condition due to wear and tear or repair work in non-matching materials. The south east corner of the CA has been incorporated into a new scheme along Alcester Street, which although does not utilise the best materials for a CA it does reinstate ‘pavements’ and has a neat and tidy appearance. This scheme is likely to move up into Market Place in the near future.

In some areas, notably at the top of Unicorn Hill at the junction with Evesham Walk, there is a proliferation of phone boxes, bollards and other street furniture.

■ Poor state of shop fronts

No original shop fronts have survived, although there are some surviving original details such as corbels and pilasters.



The majority of shop fronts are modern and fail to respect the quality of the historic building to which they are attached. Fascias are of an incorrect scale, and there is a lack of detailing or interest.



Oversized fascia

UPVC windows

A number of upper floor windows have been replaced with upvc windows. This combined with inappropriate designs detracts from the appearance of the building and the character of the CA.



Oversized fascias and upvc windows to upper floors



■ **Parking around the Church**

There is extensive parking at times around the Church and this has led to an increase in the size of the path around the building to accommodate parking. This clutters the immediate setting of the Church, and detracts not only from the appearance of the Church but also the green space which is at the heart of the CA.

■ **Parking on the corner of Evesham Walk/Unicorn Hill**

Vehicles are regularly parked outside the unit which occupies this corner. Again this detracts from the pedestrianised area.



Parking around the church

■ **Vacant Units**

A survey in June 2020 indicated that there was a vacancy rate of approximately 20% in respect of retail units.



Vacant units



Vacant units

■ **Setting to the Conservation Area**

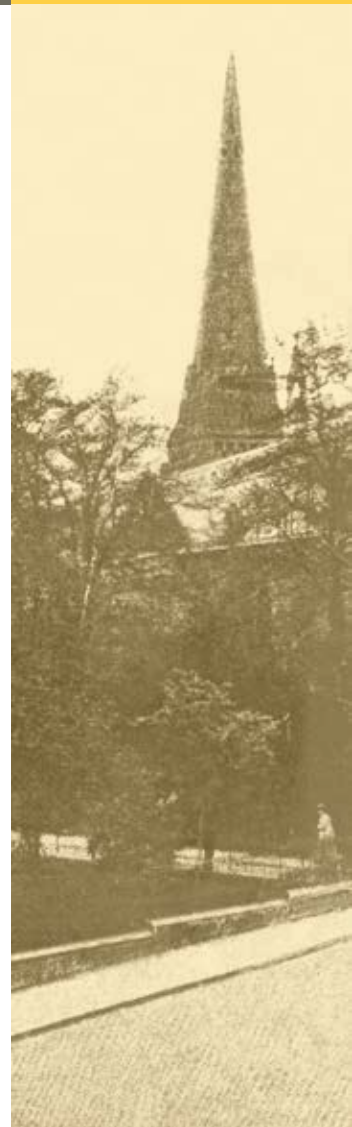
The historic setting of the CA has long been lost. Immediately to the south lies the extensive Kingfisher Shopping Centre; to the south east the Town Hall and Threadneedle House both large scale 3 to 4 storey buildings; and to the east the large blocks of the recently redeveloped NEW College together with its associated car parks. These buildings present a significant contrast to the buildings in the CA being considerably larger in terms of scale and have obliterated the grain of the historic town. The ring road is also visible to the north and west, and presents another modern intrusion.



Part of the Kingfisher Centre to the south of the Conservation Area



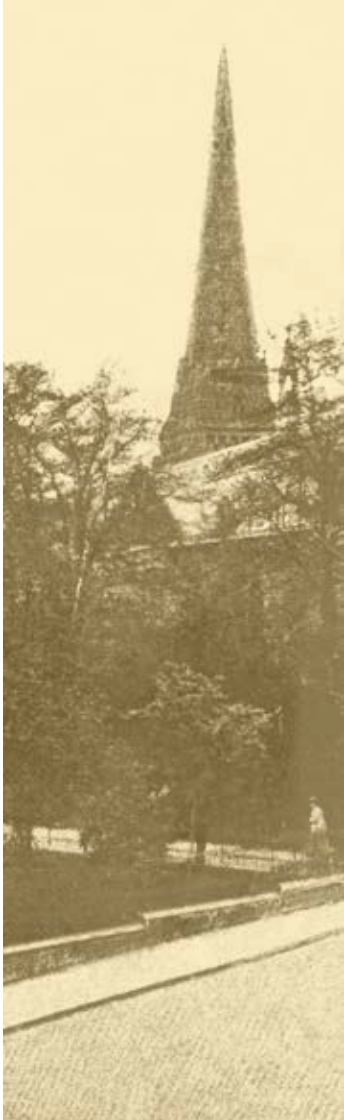
Entrance to the Kingfisher Centre to the south of Evesham Walk



- **Unsympathetic Modern extensions to the rear of Church Green East**
Extensions take a variety of forms but many have been designed without much thought to scale, design or materials of the original buildings.



Poor rear extensions to properties on Church Green East



5.0 Extension to the Conservation Area

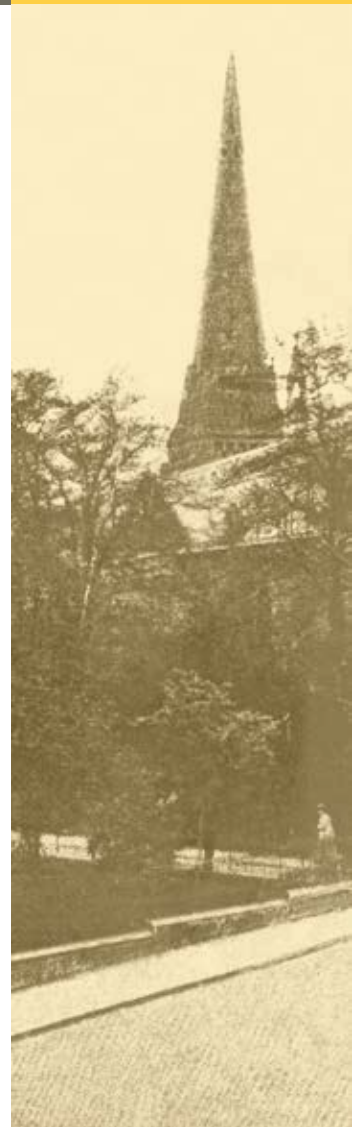
It is suggested that 5 - 11 Alcester Street are incorporated into the CA. It would seem to be anomalous that they have been left out especially as 5 and 7 are a continuation of 3, and 9 and 11 are the last historic buildings in this run and probably date to the late 18th century. All the buildings are sympathetic in terms of character with the existing buildings in the CA.

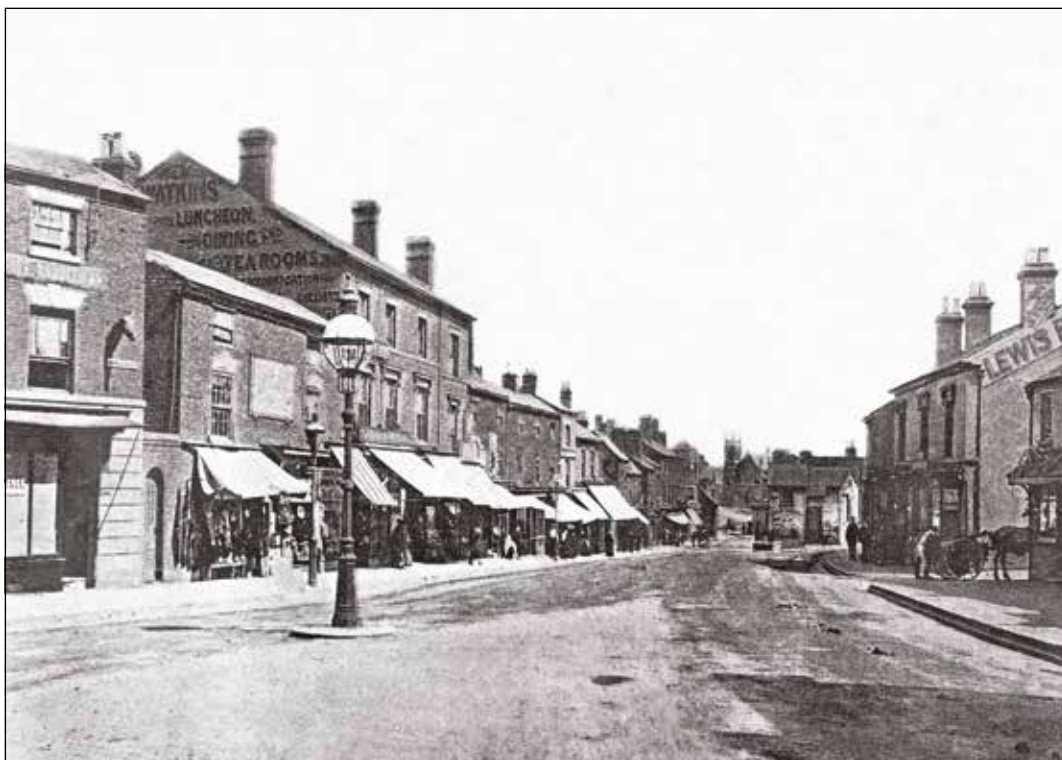


1 - 11 Alcester Street

6.0 Public Consultation

Public consultation was carried out between 8th February 2021 and 19th March 2021.





Conservation Management Plan

1.0 Introduction

1.1 Purpose

1.1.1 The purpose of this Conservation Management Plan is to provide a clear strategy for the management of the Church Green Conservation Area in a way that will protect and enhance its character and appearance. It should be read in conjunction with the Church Green Conservation Area Appraisal (November 2020) in which the character and special interest of the Conservation Area was identified, along with the features and other issues that currently compromise or detract from its character and appearance.

1.1.2 Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires Local Planning Authorities to draw up and publish proposals for the preservation and enhancement of its conservation areas. The Conservation Management Plan is intended to provide guidance to those involved in dealing with development and change not only within the Conservation Area but also in respect of its setting. The Plan sets out policies to maintain and reinforce the character of the Conservation Area but also to guide and manage change and in particular to respond to the threats to the character which have been defined in the appraisal. It also outlines the resources required for implementation and provides for monitoring and review. The Conservation Management Plan has been prepared in accordance with national policy contained in the NPPF, The NPPG, and the most recent guidance from Historic England, 'Conservation Area Designation, Appraisal and Management', Advice Note 1 (2019).

1.2 Public Consultation

Public consultation was carried out between 8th February 2021 and 19th March 2021.

1.3 Status of the Conservation Management plan

The Conservation Management Plan will be used as a technical document to provide guidance for owners in the Conservation Area. It will inform and guide the development control process and policy formation it is intended that following a period of public consultation it will be formally adopted by Redditch Borough Council.

2.0 Planning Policy Context

2.1 The Conservation Management Plan lies within a framework of local and national planning policy for the historic environment. General planning policies and proposals for the control of development and use of land within conservation areas can be found in the Redditch Local Plan 4 (Adopted in January 2017). The historic environment policies are detailed in Appendix 3.

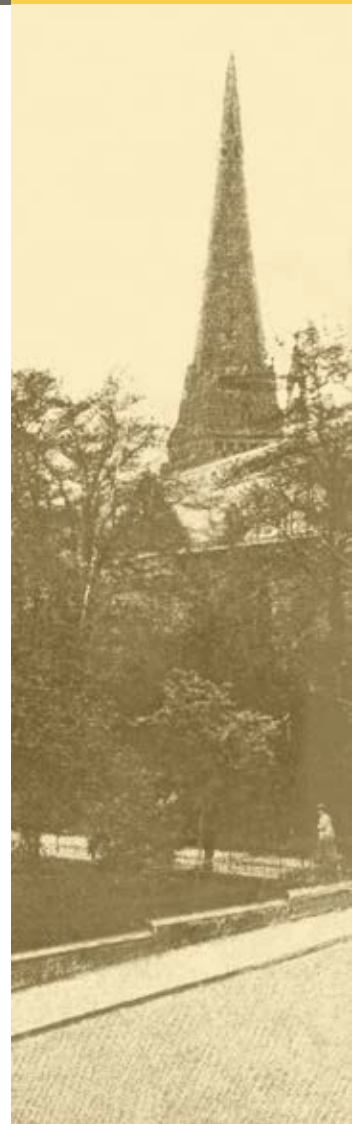
2.2 This policy framework, along with national policy guidance contained in the National Planning Policy Framework (NPPF) 2021 and National Planning Policy Guidance (NPPG) will be used to further the preservation and enhancement of the character of the Conservation Area.

3.0 Summary of Special Interest, Issues and Opportunities

3.1 Special Interest

The special interest of a Conservation Area is defined by more than its appearance and includes the atmosphere, texture, sense of place and setting as well as more obvious qualities such as groups of historic buildings. Notable buildings and the spaces between buildings set an overall context for an area, but a designated Conservation Area should be more than just a collection of attractive buildings.

The Church Green Conservation Area (CA) comprises the historic central core of the town of Redditch, centred on the church of St Stephen and the public open space, including the churchyard which surrounds it. The space is enclosed predominantly by relatively modest late 18th century and 19th century buildings, on Church Green East, Church Green West and Market Place, although Church Green West has some larger 19th century public buildings. These buildings on Church Green West were added to the CA in 2006 along with the remaining historic buildings contiguous with this core on Evesham Walk, Church Road, William Street, Unicorn Hill and Bates Hill. The buildings on these latter streets are predominantly 19th century and also modest in character. The CA benefits from a number of the buildings having been identified as heritage assets in their own right, with 15 listed buildings and 17 buildings on the Local Heritage List.



Much of the CA is pedestrianised, including Church Green East, Market Place, Evesham Walk and the top section of Alcester Street which falls within the CA, and this contributes to its sense of being a public open space.

3.2 Summary of Issues

The appraisal has highlighted the following problems and pressures in the Church Green Conservation Area;

- Poor state of the public realm
- Poor state of shop fronts
- Upvc windows
- Parking around the church
- Parking on the corner of Evesham Walk/Unicorn Hill
- Vacant Units
- Setting to the Conservation Area
- Unsympathetic modern extensions to the rear of Church Green East

Despite the above issues the CA has a number of positive features as detailed in the Conservation Area Appraisal. It sits at the centre of the town with the Grade II Church as the main focus, surrounded by green space. The historic buildings which surround the Green, both listed and locally listed, enhance the setting of the Church and this open space. Being predominantly pedestrianised it is a safe and attractive space for pedestrians. Addressing the negatives would further enhance the area, and could help with regeneration of the town.

4.0 Conservation Management Proposals

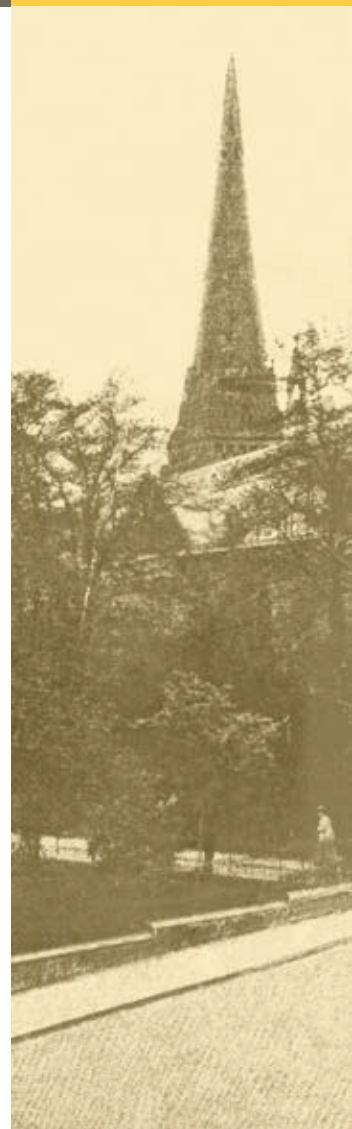
4.1 Introduction

The following strategies have been identified as ways in which to protect and enhance the character and significance of the CA, by addressing the negative features identified above. The proposed action points are in accordance with national policy guidance and local policies, and follow on from the Conservation Area Appraisal.

4.2 Poor state of the public realm

4.2.1 Issues

The existing public realm comprises block pavers of various colours, mostly in a poor condition due to wear and tear or repair work in non-matching materials. The south east corner of the CA has been incorporated into a new scheme along Alcester Street, which although it does not utilise the best materials for a CA it does reinstate 'pavements' and has a neat and tidy appearance. This scheme is likely to move up into Market Place in the near future. In some areas, notably at the top of Unicorn Hill, at the junction with Evesham Walk, there is a proliferation of phone boxes, bollards and other street furniture.



4.2.2 Proposed Action

- Work with Highways at the County Council and NWEDR to finalise a uniform scheme of public realm works probably following what has been introduced in Alcester Street to bring a sense of uniformity to the Conservation Area.
- Work with County Council and NWEDR to rationalise the street furniture and other clutter at the top of Unicorn Hill/Evesham Walk.
- Work with the Church and NWEDR to improve the appearance of the Churchyard which forms part of the public realm, and improve the integration of the Church into the CA.

4.3 Poor state of shop fronts

4.3.1 Issues

No original shop fronts have survived, although there are some surviving original details such as corbels and pilasters. The majority of shop fronts are modern and fail to respect the quality of the historic building to which they are attached. Fascias are incorrectly scaled, and there is a lack of detailing or interest.

4.3.2 Proposed Action

- The reinstatement of historic detailing will be encouraged where opportunities arise through development proposals.
- Where applications are made to alter shopfronts and signage they should be determined in accordance with Redditch Local Plan 4 Policies; policies in the NPPF; guidance in the NPPG; guidance produced by Historic England; and the High Quality Design SPD (2019)
- Investigate the possibility of obtaining grant funding to finance a programme of upgrading shop fronts

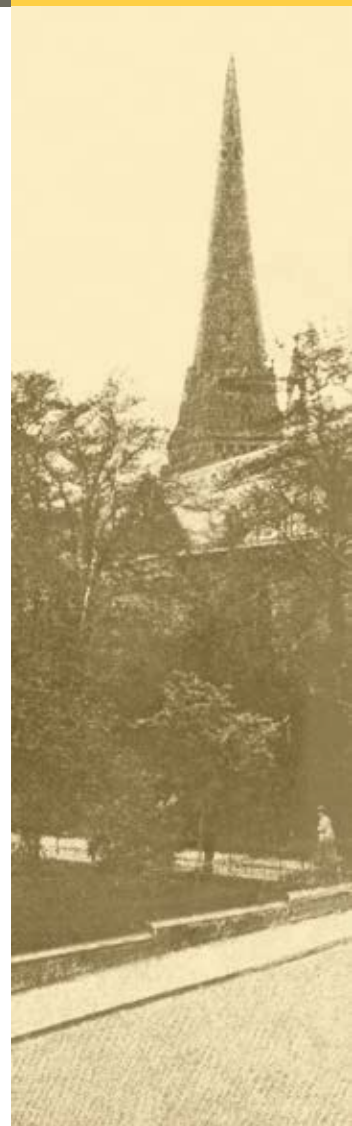
4.4 UPVC windows

4.4.1 Issues

A number of upper floor windows have been replaced with upvc windows. This combined with inappropriate designs detracts from the appearance of the building and the character of the CA.

4.4.2 Proposed Action

- The reinstatement of historic detailing will be encouraged where opportunities arise through development proposals
- Undertake a photographic survey of all the properties in the CA from the road and other public vantage points. This will provide a record of the condition and appearance of each property, which would be useful in any future enforcement situations.
- Investigate the possibility of introducing an Article 4 direction to control alterations to windows and doors, on historic buildings only.



4.5 Parking around the Church

4.5.1 Issues

There is extensive parking at times around the Church and this has led to an increase in the size of the path around the building to accommodate parking. This clutters the immediate setting of the Church, and detracts not only from the appearance of the Church but also the green space which is at the heart of the CA.

4.5.2 Proposed Action

- Approach the Church with the aim of discussing their parking requirements. Look at ways of accommodating their needs while at the same time improving the appearance of the space around the Church.
- Consider whether parking for the Church could be accommodated in a nearby car park, with a minimum number of spaces being located immediately adjacent to the building.

4.6 Parking on the corner of Evesham Walk/Unicorn Hill

4.6.1 Issues

Vehicles are regularly parked outside the unit which occupies this corner. Again this detracts from the pedestrianised area.

4.6.2 Proposed Action

- The Local Authority is in the process of issuing a Traffic Order to prevent parking in this area. Continue to monitor the situation and liaise with Town Centre Management at RBC and NWEDR.

4.7 Vacant Units

4.7.1 Issues

There are now a significant number of vacant ground floor units within the CA, as well as empty upper floors which are more difficult to identify. A survey in July 2020 put the vacancy rate in terms of shop units at 20%.



4.7.2 Proposed Action

- RBC, with the assistance of NWEDR is in the process of submitting a Town Investment Plan as part of the Town Deal Program to secure £25m. Funds would not just be for the Town Centre but for projects throughout the Borough. A Town Deal Board has been established, which includes private sector partners. The Board through consultation with the public and stakeholders will prioritise projects which will include work in the Town Centre but there is a need to work on several regeneration sites and infrastructure projects. RBC has £1m to spend as part of an Accelerated Fund, and some of this may be spent on the Public Realm in the vicinity of the Church.
- Work with partners at RBC and NWEDR to obtain funding to improve the appearance of the CA and in particular units within it to make the Town Centre more attractive to prospective occupiers.
- Formally designate the CA as ‘At Risk’ (see section 5 below) and discuss with Historic England the possibility of some funding to improve historic buildings within the CA.

4.8 Setting to the Conservation Area

4.8.1 Issues

The historic setting of the CA has long been lost. Immediately to the south lies the extensive Kingfisher Shopping Centre; to the south east the Town Hall and Threadneedle House both large scale 3 to 4 storey buildings; and to the east the large blocks of the recently redeveloped NEW College together with its associated car parks. These buildings present a significant contrast to the buildings in the CA being considerably larger in terms of scale and have obliterated the grain of the historic town. The ring road is also visible to the north and west, and presents another modern intrusion.

4.8.2 Proposed Action

- The impact of potential development on the significance of the Conservation Area should be fully considered when planning applications are assessed. New development on sites in close proximity to the CA can have a negative impact on the setting of the Area. When such sites come forward consideration should be given to the setting of the CA, appropriateness of the location and siting of the new development, as well as materials and scale.
- The potential impact on the setting of the CA should be assessed by carrying out a full setting assessment following the Historic England guidance in The Setting of Heritage Assets Historic Environment Good Practice Advice in Planning: 3 (2nd Edition). Schemes should look to minimise the harm to the CA through appropriate design modifications, as well as maximising the enhancement.
- New proposals should be determined in accordance with Redditch Local Plan 4 policies; policies in the NPPF; guidance in the NPPG; and guidance produced by Historic England.
- The location of development should be carefully considered to protect important views and the setting of listed buildings within the CA.



4.9 Unsympathetic Modern extensions to the rear of Church Green East

4.9.1 Issues

Extensions take a variety of forms but many have been designed without much thought to scale, design or materials of the original buildings.

4.9.2 Proposed Action

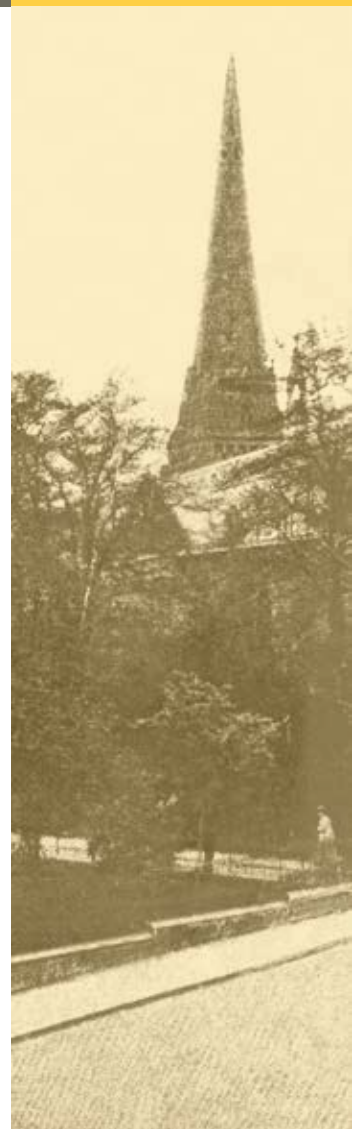
- The impact of potential development on the significance of the CA should be fully considered.
- The potential impact on the setting of the CA should be assessed by carrying out a full setting assessment following the Historic England guidance in The Setting of Heritage Assets Historic Environment Good Practice Advice in Planning: 3 (2nd Edition).
- New proposals should be determined in accordance with Redditch Local Plan 4 policies; policies in the NPPF; guidance in the NPPG; guidance produced by Historic England; and guidance in SPD.
- In designing extensions consideration must be given to ensuring the subservience of the extension to the host building, as well as the scale, design and materials.

5.0 Conservation Area at Risk

Like other elements of our environment, conservation areas change over time, in both positive and negative ways. The reasons why conservation areas become at risk are complex and varied, depending on their situation.

Every year Historic England asks local authorities to assess whether listed buildings and conservations areas can be assessed as being 'At Risk' using their assessment criteria. Historic England separately assess listed churches, parks and gardens and scheduled ancient monuments. They then work with various stakeholders to try and address the issues that lead to the heritage asset being at risk. Currently many town centre conservation areas are at risk, and the future is uncertain for almost all of them. It remains unclear how the nation's economy will be affected following the decision to leave the European Union, and the impact of Covid 19 is only likely to make the situation worse in the short term.

Church Green Conservation Area, for the reasons identified above, now meets the criteria for being at risk. If this is formally recognised, the Conservation Area may become eligible for funding from Historic England to address some of these issues.



6.0 Monitoring

The monitoring of the condition of the CA over the lifetime of the Management Plan and beyond will be essential to establishing the success of the plan.

The following are proposed;

Redditch Borough Council will work actively with building owners and occupiers in pre planning application discussions to achieve the best design solutions.

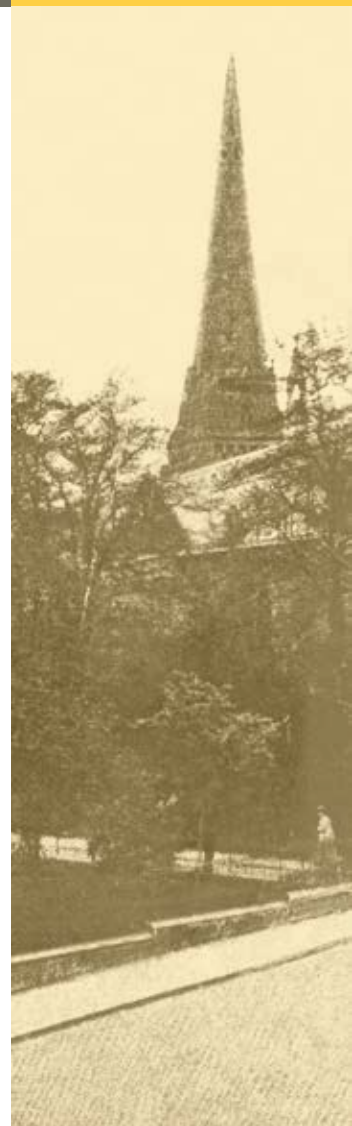
Redditch Borough Council will carry out a photographic Survey of all the buildings in the Conservation Area to aid monitoring, and in particular to aid enforcement action. The photographs will be taken from the road or other public vantage points.

Redditch Borough Council will ensure that appropriate enforcement action is taken, to preserve the character of the Conservation Area. Defined timescales will be pursued.

Subject to available resources, the Conservation Area will be reviewed on a four yearly basis and the Conservation Area Appraisal and Management Plan will be updated where necessary.

The successful management of the Conservation Area will depend not only on the commitment of the local planning authority, but also other stakeholders especially those who work and live in the area.

General advice on all matters related to the historic environment, including Conservation areas and listed buildings can be obtained from the Conservation Officer.



Appendices

Appendix 1

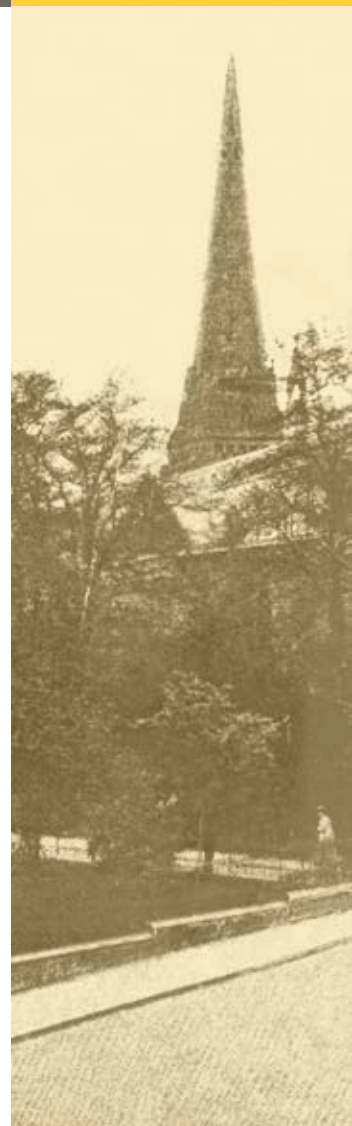
List of properties in the Conservation Area

1 Evesham Walk
2 Evesham Walk
3 Evesham Walk
4 Evesham Walk
5 Evesham Walk
6 Evesham Walk
7 Evesham Walk
8 Evesham Walk
9 Evesham Walk
10 Evesham Walk
11 Evesham Walk
1-2 Market Place
3 Market Place
4 Market Place
5 Market Place
6 Market Place
7-9 Market Place
10 Market Place
11 Market Place
12 Market Place
2 Unicorn Hill
4-6 Unicorn Hill
8-10 Unicorn Hill
2-4 Bates Hill
6 Bates Hill
2 Church Green West
Unit 1 3-4 Church Green West
Unit 2 3-4 Church Green West
5 Church Green West
6 Church Green West
7 Church Green West
7 A Church Green West
HSBC Church Green West
9 Church Green West
County Buildings Church Green West
The Old Library Church Green West
Smallwood Hospital Church Green West

Prospect House 7 Prospect Hill
Red House Prospect Hill
9 Prospect Hill
7 Church Road
11 Church Road
13-15 Church Road
3 Church Green East
4 Church Green East
5 Church Green East
Beech House Church Green East
6 Church Green East
7 Church Green East
8 Church Green East
8a Church Green East
9 Church Green East
9a and 10 Church Green East
10a Church Green East
12 Church Green East
13 Church Green East
14-15 Church Green East
16 Church Green East
17 Church Green East
18 Church Green East
19 Church Green East
20 a and b Church Green East
21-22 Church Green East
23 Church Green East
24- 25 Church Green East
1 Peakman Street
1A Alcester Street
1 Alcester Street
3 Alcester Street
5 Alcester Street

Outside the Conservation Area but proposed for inclusion

7 Alcester Street
9 Alcester Street
11 Alcester Street



Appendix 2

Listed and Locally listed Buildings

Listed Buildings

St Stephen War Memorial Grade II

Church of St Stephen Grade II

Williams Memorial about 32 metres north west of the Church of St Stephen Grade II

Fountain about 73 metres north of the Church of St Stephen Grade II

The Red House, Church Green West Grade II

7 and 8, Church Green Grade II

9, 10, 11, and 12, Church Green Grade II

13, Church Green Grade II

20, Church Green Grade II

National Westminster Bank, Church Green East Grade II

Kerwood and Company, Church Road Grade II

Locally Important buildings

The following buildings have been identified as being of local importance on the Local Heritage List compiled in 2009.

The Bandstand, Church Green

Nos. 3-5 Church Green East

No 6 (Beech House) Church Green

Nos. 14-15 Church Green East (see above check numbers)

No 19 (Lloyds TSB) Church Green East

No 2 Church Green West & Nos. 2-6 Unicorn Hill

Former Literacy & Scientific Institute Church Green West

Smallwood Hospital Church Green West

The County Court Building Church Road

Nos. 10-12 Market Place

The Sportsman's Arms No. 1 Peakman Street



Appendix 3

Heritage Environment Policies in the Redditch Local Plan 4

Policy 36

36.2 Designated heritage assets including listed buildings, structures and their settings; conservation areas; and scheduled monuments, will be given the highest level of protection and should be conserved and enhanced. Non-designated heritage assets, nationally important archaeological remains and locally listed heritage assets, and their settings will also need to be conserved and enhanced in a manner appropriate to their significance and contribution to the historic environment.

36.3 Heritage assets are an irreplaceable resource and those at risk should be protected. The sensitive adaptive reuse of buildings at risk will be encouraged where they may secure the future of a heritage asset. Proposals that will lead to substantial harm to or loss of significant heritage assets will not be permitted. Where there is to be a loss of a heritage asset that has been agreed, developers are required to record, archive and make information about the asset publicly accessible.

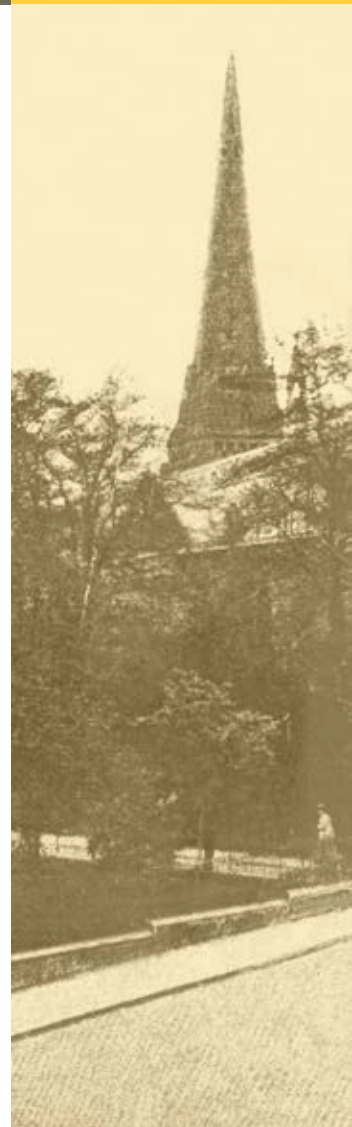
36.4 Heritage-led regeneration will be encouraged, particularly when related to the Town Centre Strategic Site, but also at any other site of historic value. Proposals which aim to realise the leisure and tourism potential of the historic environment will also be encouraged where these will result in enhancements to heritage assets and/or enhancement of the wider historic environment.

36.5 Applications for development affecting any heritage asset or its setting must be accompanied by a heritage statement. The level of detail should be proportionate to the significance of the heritage asset and the likely level of impact. Where a development site includes or has the potential to include heritage assets with archaeological interest, developers must submit an appropriate desk-based assessment and, where necessary, a field evaluation. Where appropriate, development proposals will be expected to have regard to the Historic Environment Assessment for Redditch Borough.

Policy 37

37.2 Built heritage is key to preserving the distinct local identity of the Borough and all historic buildings and structures should be conserved and enhanced in a manner appropriate to their significance. The Borough Council will conserve and enhance its historic buildings and structures by:

- i. supporting applications for development that conserve and enhance a building/structure, its setting and any features of special architectural or historic interest;
- ii. supporting heritage-led regeneration in the Town Centre that enhances the existing historic environment through high quality development that is sensitive to its context;
- iii. recognising the international significance of Redditch's metal-based industries, particularly needle making and its contribution to the development of the Borough. Buildings and structures associated with the Borough's industrial heritage have been given the highest level of protection and where there are opportunities to better reveal their significance, proposals will be expected to do so;



- iv. encouraging use of the Worcestershire Farmsteads Guidance where proposals relate to a Historic Farmstead;
- v. working with owners of historic buildings and structures to increase understanding of the heritage asset and where appropriate provide support in developing proposals that are sensitive to the historic building or structure; and
- vi. maintaining a Schedule of Locally Listed Heritage Assets (the Local List), and encouraging local communities to identify local features, buildings or structures of historic interest that may be included on the Local List.

37.3 The Borough Council will implement strict controls over the use, extension or alteration of a historic building, structure or its setting. The sensitive adaptive reuse of buildings or structures at risk will be encouraged, particularly where they may secure the future of a heritage asset.

37.4 Applications for development that will harm or result in the loss of a historic building or structure will not be permitted unless there is a clear and convincing justification demonstrating that the harm or loss is necessary to deliver substantial public benefits that cannot be achieved through an alternative design or location or that all of the criteria in paragraph 133 of the National Planning Policy Framework have been met.

Policy 38

A. Conservation Areas

38.2 Proposals for development within Conservation Areas will be required to conserve and enhance the character or appearance of the area. All development proposals, including extensions and alterations to existing buildings and structures will be expected to:

- i. demonstrate a creative design solution, specific to the site in question and the use to be accommodated;
- ii. ensure the siting of any development respects the pattern of buildings, historic layout, existing open spaces, trees and boundary treatments;
- iii. demonstrate attention to the proportion, form, massing and scale of the development and buildings that surround it;
- iv. demonstrate attention to the quality, sourcing and application of materials, finishes and detail, reflecting but not necessarily copying the elements of existing buildings within the area; and
- v. ensure that views into or out of a Conservation Area are protected and enhanced.

38.3 Proposals which ensure the sensitive adaptive reuse of vacant buildings or encourage investment into the area, particularly in the Church Green Conservation Area will be looked at more favourably.

38.4 Where trees contribute to the character or appearance of Conservation Areas then their preservation and protection will be sought. The Borough Council will not allow the loss of trees of high amenity value or the felling or other works to a tree which would detract from its contribution to the character or appearance of the area.



38.5 Loss of a building (or other element) which makes a positive contribution to the significance of a Conservation Area will not be permitted. Where a loss of a heritage asset has been agreed, developers are required to record, archive and make information about the asset publicly accessible.

B. Church Green Conservation Area

38.6 The Borough Council will conserve and enhance Church Green Conservation Area by:

- i. recognising the importance of Church Green as focal point for the Town and as
- ii. protecting views in, out and within the area, particularly that of St Stephen's Church and its spire;
- iii. supporting high quality schemes on sites that currently detract from or make a negative contribution to the area;
- iv. supporting heritage-led regeneration in line with Policy 31 Regeneration for the Town Centre and the Redditch Town Centre Strategy;
- v. continuing with improvements to the public realm through new signage, lighting and street furniture;
- vi. protecting the open space around St Stephen's Church and seeking opportunities to strengthen its links with the Borough's Green Infrastructure Network; and
- vii. supporting applications for shopfronts, signage and other advertisements which are of a sympathetic design that is complementary to the shopfront, building and its historic context.

38.7 Development proposals should have regard to the Church Green Character Appraisal, Management Plan and the Redditch Town Centre Strategy.

C. Feckenham Conservation Area

38.8 The Borough Council will conserve and enhance the Feckenham Conservation Area by supporting proposals which complement and improve the existing character and appearance of the area.

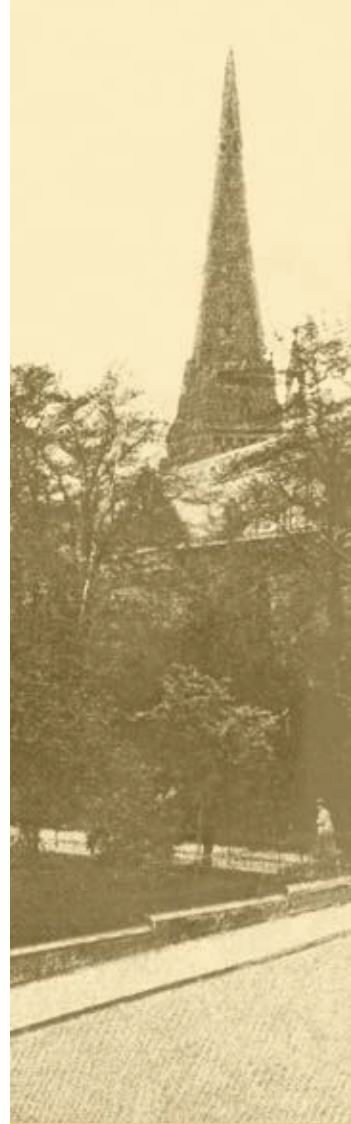
38.9 Development proposals should have regard to the Feckenham Conservation Area Character Appraisal and Management Plan.



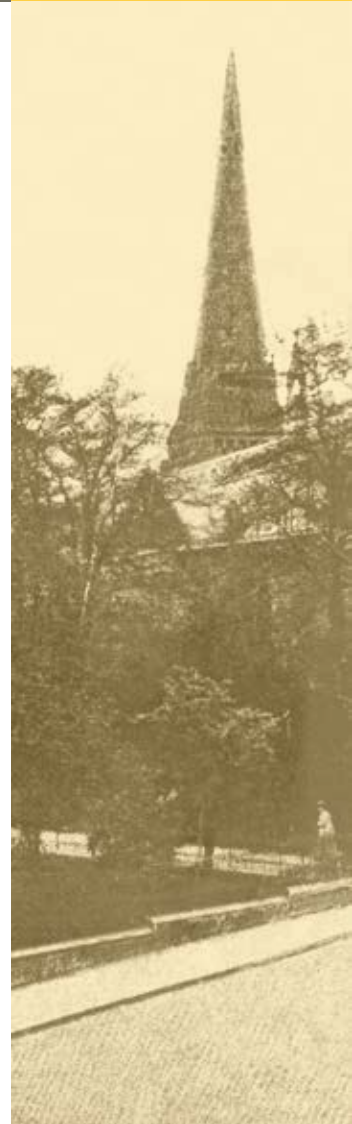
Appendix 4

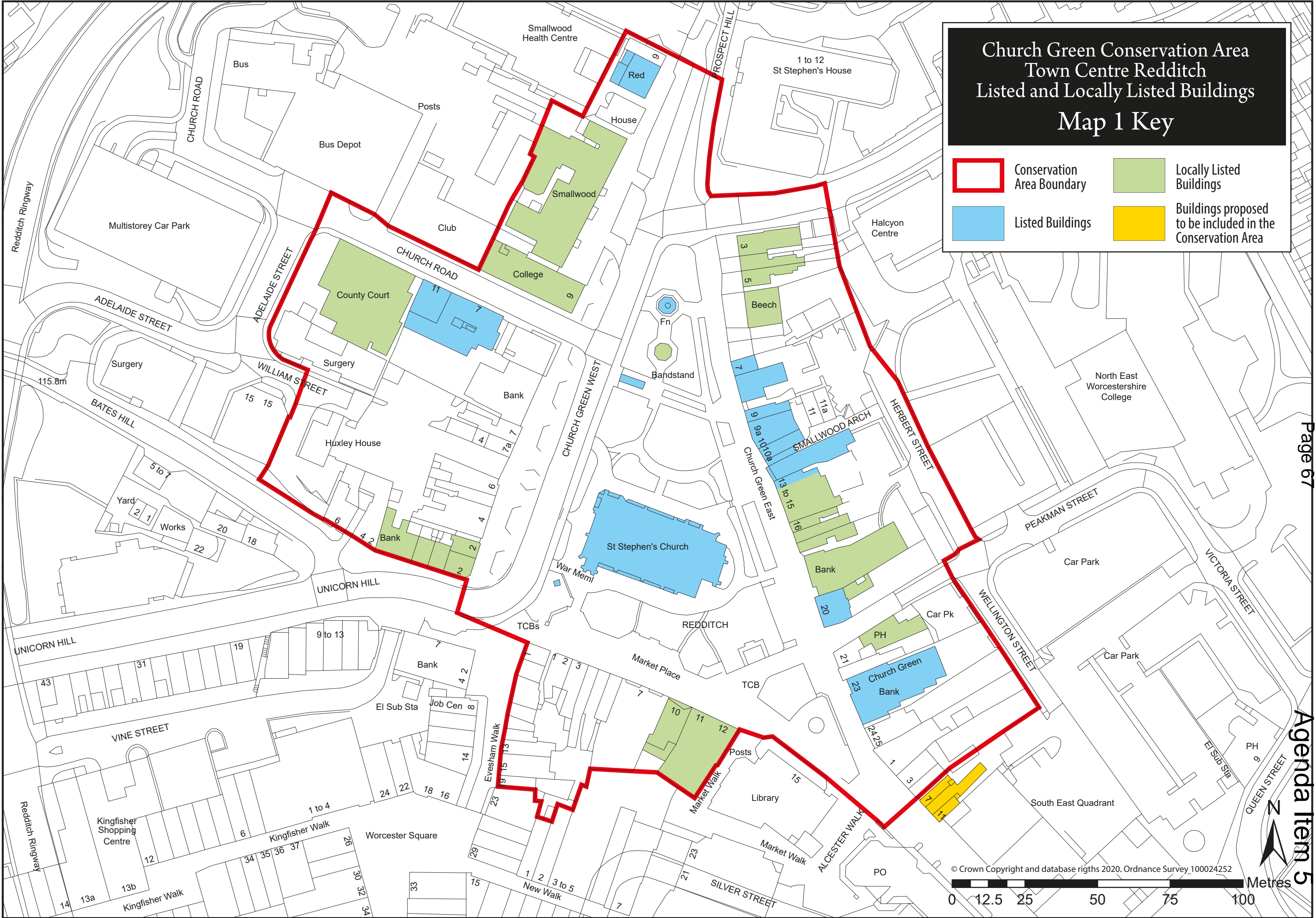
Glossary of Architectural Terms

Listed Building	A building of special architectural or historic interest included on a national register. Historic England is responsible for adding new entries to the statutory list.
Conservation Area	An area of special architectural or historic interest, the character or appearance of which, it is desirable to preserve or enhance. Local authorities are responsible for designating new Conservation Areas.
Bargeboards	An angled decorative timber board at eaves level.
Burgage plot	A medieval term describing a long strip of land, with the narrowest section facing the street.
Camber headed	A slightly curved window head.
Classical	An architectural style from ancient Rome and Greece, revived in the Georgian period. Detailing is simple and refined with columns, moulded doorcases and sash windows.
Consoles	Bracket of curved outline.
Cornice	Projecting moulding often found at eaves level, or as part of a pediment.
Diaper pattern	Repetitive decorative arrangement of bricks, often in diamond shapes or squares.
Doorcase	A moulded case or frame lining a doorway.
Doric columns	The plainest of the three types of columns found in classical architecture, with simple vertical flutes and an unornamented capital. (The three types are Doric, Ionic and Corinthian).
Dormer	A window projecting from the roof (see 33-37 Worcester Road).
Edwardian	Dates from 1901-1910.
Fleur-de-lis	A stylised lily with three pointed leaves.
Georgian	Dates from 1714-1830.



Gothic	An architectural style from 12th to 16th centuries but revived in the late Victorian period. Typical details include elaborate tracery, heavily mullioned windows and pointed arches.
Jettied gable	Projecting upper storey overhanging the lower floors, often a feature of timber framed buildings.
Keystones	A wedge shaped block found at the centre of an arch.
Medieval	Dates from 950-1547.
Modillions	Small consoles along the underside of an eaves cornice.
Mullioned windows	Vertical posts separating the sections of a window, usually in stone or timber.
Pediment	Low pitched moulded triangle often found over door ways or windows and at roof level.
Palazzo	Palace.
Polychromatic brickwork	A feature of Victorian Gothic architecture, using a variety of alternating colours of brickwork.
Portico	A feature of classical architecture, moulded projecting hood on supporting columns to form an open sided porch.
Quatrefoil	A tracery detail in the shape of a flower with four lobes separated by cusps. A trefoil has three lobes.
Quoins	Angular often slightly raised stones added to the corner of a building.
Regency	Dates from 1810-1820.
Rusticated	Roughened texture added to stonework with sunken joints.
Stucco	An external plaster finish, often finely textured.
Victorian	Dates from 1837-1901.
Voussoirs	Wedge-shaped stones or bricks forming an arch.
Wattle and daub	Sticks and twigs interwoven to form a panel packed with plaster and then limewashed. Commonly found in timber framed or thatched buildings.

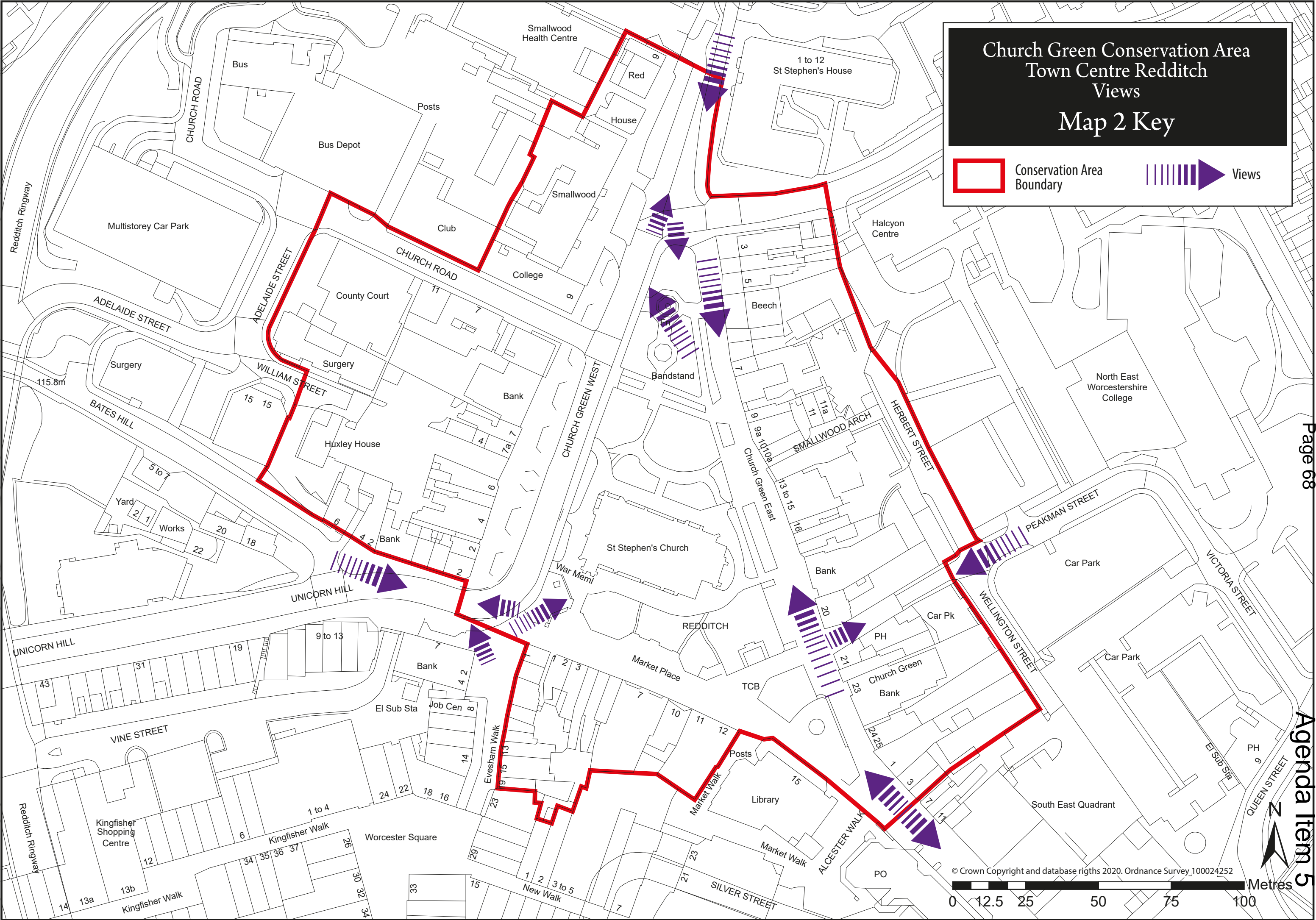




Church Green Conservation Area
Town Centre Redditch
Views
Map 2 Key



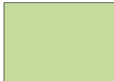



Conservation Area Boundary

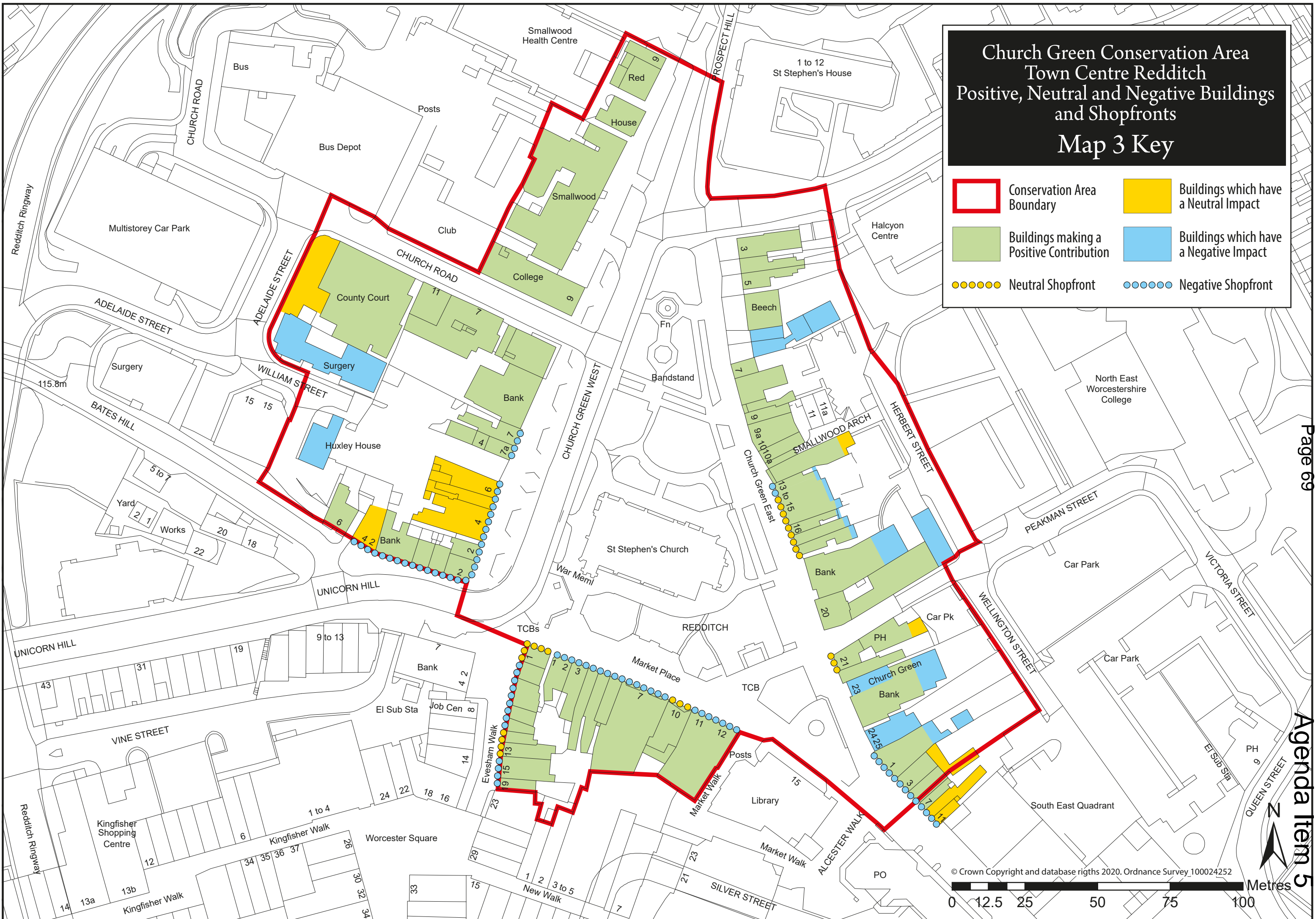
Views



Church Green Conservation Area Town Centre Redditch Positive, Neutral and Negative Buildings and Shopfronts

Map 3 Key

	Conservation Area Boundary		Buildings which have a Neutral Impact
	Buildings making a Positive Contribution		Buildings which have a Negative Impact
	Neutral Shopfront		Negative Shopfront





If you need this information in another language or format, please contact us to discuss how we can best meet your needs.

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APPENDIX 2
Church Green CAAMP Consultation Comments

Reference No	Question	Response/Comment	Officer response
1	1 Do you have a view on the proposed extension to the Conservation Area?	Yes, I do have comments, these include: (i) how much has it cost to produce this latest version of a report which was approved in April 2006? (ii) why has only two extra properties been included (shown on map 1)? (iii) the purpose-built and specially designed public library [which sadly now has a vastly reduced space inside], must be included in the extension of the CA. It does NOT need to be demolished! (iv) in appendix 2 imperial units are used. In this type of local government report it is a requirement that metric units are used. Replace the yards with metres.	(i) the report was produced by council officers within approved budgets (ii) 7-11 Alcester Street continue the run of historic properties, and hence their proposed inclusion in the CA (iii) The library was not included as it is set slightly away from the existing CA, which covers the predominantly historic core of the centre of Redditch. It was considered that it did not reflect the overall character of the area, being part of the 19060s/1970s redevelopment of the centre. (iv) This has been amended.
2	2 Do you have any comments in respect of the proposals to address the state of the public realm?	No comment at this time. This question (No.2) should be made clearer. Much easier to understand!	Noted
3	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	Does the current leader of the Council (Matt Dormer) think he will be able to get even more national Government money in the form of grants ('free money') to enable shop/premises owners/businesses to replace existing shop fronts with something new and approved?	The Council will explore the possibility of obtaining some grant funding to assist in financing a programme of upgrading shop fronts.

4	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	Does the current leader of the Council (Matt Dormer) think he will be able to get even more national Government money in the form of grants ('free money') to enable shop/premises owners/businesses to replace existing WINDOWS with something new and approved? What happens if a particular existing business simply refuses to change their windows (and shop front)?	See response to 3 above. Participating in any future scheme to improve shop fronts would be voluntary
5	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	The fault lies solely with the wrong policy of [REDACTED] manager of the Kingfisher Shopping Centre. These KSC car parks for many years have many empty levels even on the busiest retail days of the year e.g. Xmas. It is time that the KSC abolished all car parking charges. Sadly, RBC is unable to get the KSC management to agree to this. Except for car park No. 7 the KSC car parks only help footfall into the shopping centre not to the Church Green and Alcester St. area. If plenty of signage to FREE parking on the HoW College site it would help.	The Appraisal is only addressing the issue of carparking within the CA. The Kingfisher Centre and its car parks are outside the CA This comment does not require the inclusion of the manager's name and so it has been redacted
6	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Don't blame Charity Shops! If the rents and rates for these vacant units was significantly lower than good businesses including charities would be interested. The British Heart Foundation moved out because the rent being charged was too high.	The appraisal made no claim that the charity shops were responsible for the vacancy rates. The Local Authority do not determine rental levels, which are set by market conditions.
7	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	No comments now. In my opinion, this question should be made clearer. Reword it 'address the setting of the CA' make it simpler easier to understand!	

8	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	Who is to blame? RBC's planning etc. for approving these extensions – which might have been done before the creation of the CA. So will Matt Dormer [The Leader of the Council] be able in the future to: (i) arrange for national government money to pay for demolishing these structures? and (ii) pay the businesses substantial compensation for all the total inconvenience etc. caused? Afterwards , will there be an idea to 're-wild' this area of the CA? <u>It probably would be an asset</u> for more urban foxes, more pigeons, more unwanted vermin!	It is possible that these extensions were constructed prior to the creation of the CA, or before these areas were included in the CA. The LA is not in a position to demolish these additions but has made proposals in the Management Plan to guide future decision making to ensure future extensions including replacements are more sympathetic to the character of the CA
9	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	Don't waste any more of local council tax money on 'blue sky thinking'. Finally, to repeat a major point, include the Public Library located in the Market Place in the Conservation Area. This would help stop the absolutely crazy plan to demolish this building. I, together with many colleagues sincerely hope these and all other submissions to this consultation are made public.	As explained in Section 2 on page 4 of the Appraisal, the Planning (Listed Buildings and Conservation Areas) Act 1990 requires local authorities to review existing conservation areas and formulate proposals for their preservation and enhancement, and hence the preparation of this document. As regards the library, please see the response to point 1
10	Any other Comments?		
11	1 Do you have a view on the proposed extension to the Conservation Area?	I am in favour of extending the conservation area as I believe this will encourage the continuity of the town centre's feel.	Noted and welcomed
12	2 Do you have any comments in respect of the proposals to address the state of the public realm?	Much of the town centre looks dilapidated & unloved, any improvement would be welcomed by most in my opinion.	Noted
13	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	Shop fronts definitely need attention. I feel it would be much better if the shop frontage Matched the architecture of the building.	Noted
14	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	I believe the windows should be replaced to match the architecture of the building	Noted

15	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	I strongly believe vehicles should be removed from the conservation area, this will drastically improve the image & feel to the town centre.	Policies have been proposed to curtail the illegal parking, and it has also been proposed to discuss the parking requirements of the Church. Some disabled parking will have to be maintained. These proposals should improve the parking situation in the CA
16	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Ideally small businesses would be perfect for the vacant units. Eateries & independent music/craft beer venues would certainly encourage myself & many others to make use of the night time economy	Noted
17	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?		
18	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	I don't feel this is a priority, the extensions are unsightly, but are not visible from the conservation area.	Noted. Although these areas are not viewed from Church Green, they still form part of the CA and could be improved as proposed in the Management Plan.
19	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	The conservation area could potentially be a well used area by many Redditch residents & visitors. I would love to see it being used for various music & entertainment events. The bandstand being used on a Summer Sunday afternoon for brass bands would be great. With the right approach, the town centre could potentially return to a thriving & pleasant place to be.	It is understood that previously events were held at the bandstand. It is hoped that these events will resume post covid. The use of the area for other events could be explored by the Council. The bandstand is available for booking via the Leisure and Events Team
20	Any other Comments?		
21	1 Do you have a view on the proposed extension to the Conservation Area?	I think it makes sense to include 5-11 Alcester Street into the area	Noted

22	2 Do you have any comments in respect of the proposals to address the state of the public realm?	<p>I agree that we should not have a mish mash of paving, and it is appalling that utilities have been allowed to repair their damage inappropriately. We should ensure that this cannot happen in the future.</p> <p>Currently there are many trip hazards and uneven surfaces. Any plans to improve the appearance must also deal with the accessibility issues that have arisen. To make Redditch accessible to those using wheelchairs, pushchairs or mobility aids we must strive to keep our pedestrianised areas flat, without camber, and without steps. A uniform paving scheme will assist in that.</p> <p>This also relates to street furniture – care must be taken to ensure that bins, benches, lamp posts etc do not create unnecessary obstacles. I'd like to see more seating around the holocaust and John Bonham memorials. This is not a pleasant place to sit currently, especially on market days.</p>	Noted The public realm proposals which are underway should achieve this
23	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	<p>I welcome the enforcement of more sympathetic shop fronts, and one must consider the type of business we are allowing to occupy these historic buildings – the branding of companies like cash converters, betting shops and takeaway outlets is not conducive to a more traditional shop front look.</p> <p>Potential grants to improve this is worth investigating, especially in order to attract small local businesses to the town centre. Large chains should have the resources to fund this themselves.</p>	Noted
24	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	<p>I have never noticed the windows as I walked through the area. It is not an urgent concern, but I agree that future changes should be sympathetic to the age of the buildings.</p>	Noted

25	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	<p>The cars parked on the corner at the top of unicorn hill should not be there for any reason. There should be parking fines for using this area. They often represent a hazard, especially for partially sighted visitors. It's a pedestrianised area, not a car park.</p> <p>The church should have a number of designated spaces only, as those with access issues may need to park there rather than one of the multi storey car parks.</p>	These issues are covered by Proposals in the Management Plan
26	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	<p>1 Many of the units are not suitable for businesses because the building is not accessible. It is well recognised that non inclusive premises are bad for business. If there are steps or narrow doorways this discourages the disabled shopper, or those pushing children in prams. Bad design is bad for business. To ensure these properties are suitable to let they must be fit for the future as well as sympathetic to the past. This is an ethical issue as well as economic – we must not exclude anyone from enjoying our town centre. 1 in 5 people in the UK is disabled. Redditch was once renowned for its shopmobility scheme, but sadly accessibility seems to have fallen down the agenda.</p> <p>2 Business rates in the town centre are very expensive. New businesses which would fit the ethos of the area should be able to access financial support to have town centre premises.</p> <p>3 I also find the proliferation of people trying to stop me on the street to tell me about electricity / a certain charity etc very off putting. Their presence makes me rush through this area so that they do not disturb me.</p>	<p>1 Re-designed shop fronts should incorporate adequate access for people with disabilities</p> <p>2 Business rates and reliefs are set by central government and administered locally. Small business rates relief is available in certain circumstances. More information is available on the RBC website https://www.redditchbc.gov.uk/business/tax,-funding,-finance/business-rates-reductions/small-business-rate-relief.aspx</p> <p>3 We will ascertain if this is still a problem post Covid, and should it remain an issue investigate whether or not numbers can be reduced.</p>

27	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	<p>I don't feel that any of the current buildings obstruct any views. We should be mindful of future developments but I quite like the contrast between modern parts of the centre alongside the traditional buildings – for example the palace theatre extension and the Hughes electrical building complement the old part of the theatre.</p> <p>The ugliest building in my opinion is the town hall with its uninspiring office façade of brown brick and small windows. (The library is a similar colour but the large windows invite you in.) The town hall is also not good from an access point of view. The car park has a difficult camber and the ramps and corridors are narrow with awkward turning points.</p>	<p>Noted</p> <p>The Town Hall and car park do not fall within the CA so are not covered by the CAAMP</p>
28	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	<p>The backs are not important as the fronts. We should not allow any further unsympathetic extensions.</p>	Noted
29	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	<p>1 You have failed to mention any improvement to the bandstand and fountain area. This has been an excellent location for public events and more should be done to improve on that.</p> <p>2 Lately the standard of the flower beds has fallen. When they are unloved and full of weeds the town centre looks scruffy and unloved.</p> <p>3 I think the conservation area should support the concept of a local history museum in the town centre, so residents and visitors know more about the buildings we are trying to preserve. It would be good to put up some informative signage so people can learn about historic Redditch.</p>	<p>1 Events have been held at the bandstand in the past and there is no reason why these should not take place again post covid.</p> <p>2 We will liaise with the team at RBC who maintain the flower beds with a view to improving maintenance.</p> <p>3 If it is possible to obtain funding for improved shop fronts, there is likely to be a requirement to carry out some public engagement connected with the history and development of the town. Interpretation boards could also be installed.</p>
30	Any other Comments?		

31	1 Do you have a view on the proposed extension to the Conservation Area?	I would also like to see it extended to include the Library site and all the north side of Church Road	The library was not included as it is set slightly away from the existing CA, which covers the predominantly historic core of the centre of Redditch. It was considered that it did not reflect the overall character of the area, being part of the 19060s/1970s redevelopment of the centre.
32	2 Do you have any comments in respect of the proposals to address the state of the public realm?	I think all the proposals to improve the area need to be carried out	Noted
33	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	I agree that the shop fronts, particularly their signage, distract from the look of the area. I would like to see them reduced to a minimum consistent level and this policy rigorously enforced.	Noted
34	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	Again, it would be nice to have provided grants were available to replace them. I don't think that current tenants should bear the cost.	Grants, if they become available, are not likely to cover the cost completely and landlords are likely to have to be involved in the process
35	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	1 I think parking around the church is abused by congregation members etc and should be stopped. Similarly parking on pavement should also be stopped. 2 I think that Church Green West and Unicorn Hill should be pedestrianised, possible with only buses allowed access. Again parking along Church Green West should be prevented and deterred by fines for those parking there, even for short periods line stopping to go to the bank.	1 The Management Plan details proposals for tackling the parking at the Church and on pavements at the top of Unicorn Hill. 2 Should proposals come forward to pedestrianise Church Green West and Unicorn Hill then RBC would work with WCC to achieve a high quality public realm.
36	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	The lease cost of these properties, and the business rate, are a major deterrent to new start up and the viability of shops in the CV. Subsidies should be available.	Market forces should be determining rents for properties which are not owned by the Council. It is hoped by making the area more attractive combined with wider regeneration policies will encourage more people to visit and over time will result in more interest in the vacant shop units. As regards Business Rates see the response to 26 above.

37	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	Current plans to “Regenerate Redditch” based upon the funding applied for under the Towns Fund grant must be used to protect what we have now and improve the area. Knocking down the Library and new building it that area, which is directly adjacent to the CA, I do think protect the CA. Similarly, My understanding is that the current inter-war building on the North West of Church Road are to be demolished and a Supermarket built there. Again not sympathetic to the CA. Lastly conversion of Smallwood Hospital to residential properties I feel in also inappropriate	These areas do not fall within the CA, but are clearly within the setting of the CA. The Management Plan highlights that policies in the Local Plan and the NPPF require the impact of new development on the setting of the CA must be fully considered when planning applications are assessed. If Smallwood Hospital ceases to be used as a hospital, then a new use will have to be found for the property. Again, proposals to alter the property will have to be determined in accordance with the Redditch Local Plan and the NPPF.
38	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	It is difficult to reverse years of lax control of developments such as this and the removal of extension could make properties unsuitable or unattractive to their tenants or prospective new tenants. The only proposals I can see apply to preventing it happening the future. What actions do you propose for the extensions and developments which are already there.	It is not possible to make owners remove poor extensions to their properties, but over time further changes will be proposed and they will need to be rigorously assessed in accordance with Local plan policies and the NPPF, and this is confirmed by the Management Proposals.
39	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	I think it is very important that every effort be made to promote and exploit the history and heritage of the town. Focuses such as this contribute to such efforts. More should be made of the historic assets of the town such as enforcing protection of site on the list of sites of historic interest.	Noted If the Appraisal and Management Plan are adopted, it will become a material consideration in the planning process in addition to Local Plan policies and the NPPF.
40	Any other Comments?		
41	1 Do you have a view on the proposed extension to the Conservation Area?	Yes	

42	2 Do you have any comments in respect of the proposals to address the state of the public realm?	<p>The library building is fine. All we need is an in character brick wall or a historical mural painted on the blank wall facing the post office. A centrally located library is a draw in attraction, It also hides the horrible square facade of the Kingfisher centre which has no character links to the CA. I see no reason to move the Town Hall – what a waste of money that would be. If the building is too big, then just convert the top on or two floors to residential. This applies also to the police station. The town centre is a sensible location as strangers to the town can easily find it for help and town centres are often the focus of crime. Accessing the fire station site is difficult for elderly non-drivers – it is too far to walk from buses. How about rebuilding on the site and adding housing units above the police station – just one room studios as affordable housing? All housing in the town hall means not enough parking spaces. If you must move the town hall, then have a daytime use on the ground floors.</p>	<p>The Town Hall, library and police station fall outside of the CA, so their futures are outside the remit of the CAAMP</p>
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43	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	<p>1 Pleased someone has noticed we have a history to be proud of. Forget the pavement. We want people looking up and around them. Let's clean all the brickwork and replace bricks and mortar WITH THE RIGHT TYPE OF BRICKS. Let's put up boards that say who built what and who lived where and what they achieved and put in discrete tour markers, like a treasure hunt, for people to follow a history tour from place to place. Put up photos of the Earl of Plymouth, the Bartletts, the Smallwoods etc.</p> <p>2 Yes, change the shop fronts, and use that dark and horrible old market place for a museum with a spiralling ramp accessible from the town hall subway and the path through by the post office with glass walls above and level with the surrounding roadway. Build it high enough to have VIEWS, and have an easy access to the passage into the Kingfisher Centre (opening out the passage, now Debenhams and M&S have gone to encourage people in)</p>	<p>1 If it is possible to obtain funding for improved shop fronts there is likely to be a requirement to carry out some public engagement connected with the history and development of the town. Interpretation boards could also be installed.</p> <p>2 The old Market place is outside of the CA and so its future is outside of the remit of the CAAMP</p>
44	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	The windows are fascinating. Don't mind new materials but get the dimensions right	Noted
45	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	Put the parking underground where possible, but remember old people can't walk far and many volunteer at the church. I don't drive but don't find cars detract from my view of the history provided they are not an obstruction to pedestrian access. Also not driving up the main streets is good	Noted, although underground parking is not a viable option for the CA, especially when there are numerous car parks within a short walk.

46	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	If you can attract people to the museum because it is fun, and likewise to the history tour and move the market to go right down the middle of Alcester street where there is room to browse, (or pedestrianise Unicorn Hill and put it there) you can increase the lengths people will walk and so use adjoining shops. Themed market days also work to draw people in – ie medieaval market or victorian market etc (You could alternatively take down the gloomy shutters in the old market square roof and raise the floor level to improve light levels and put the market back there – access would be from the library/ post office side but make the pavement slope gradually up. This would give you space underneath for perhaps an ice rink accessible from the town hall subway. If you must do the floor, do it last because al development involves dirt and heavy machinery.	Not all these proposals are relevant to the CA, but we will work with other parties including the Business Improvement District (BID) and NWEDR on wider regeneration of Redditch.
47	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	Just make the most of our amazing history. History works for Worcester, York, Stratford, Chester. Why are we not using ours?	Noted. The CAAMP sets are proposals for managing the long term future of the CA
48	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	Plant trees around the edge of the carpark, put the car park underground with a park on top and no one will look that way. Maybe we could even add some more buildings to create a medieval street museum like (ie state that it is a replica) but put in real traders to match the era – baker, butcher, tailor, apothecary etc	Noted. There are proposals in the Management Plan to improve the public realm.

49	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	<p>Pleased we are moving forwards but please, no need to move the town hall, and keep the police station central. The real way to get people in, though is to have new things to do and to look at which change often – you need different themed markets and a museum with “How to build a watermill, a coracle, weave a tapestry.....days. These people will then eat and buy other products while they are here. The existing market space is too cramped and in the way of people just trying to get from a to b so will never draw large numbers – people like to amble in a market.</p> <p>The bus station is a disaster – dark cold and smelly. I like the idea of converting this to a food hall and having the buses next to the trains (again, cars park underneath). Use the old subway access to the new food hall and replace those stupid steep stairs with a fun to go up slope or an escalator – or, go mad and build right over Unicorn Hill with an escalator by the railway station</p>	The Town Hall, Police Station and Bus station are outside the CA so are beyond the remit of the CAAMP, but will be considered as part of wider regeneration policies in the Town, along with the Market.
50	Any other Comments?		
51	1 Do you have a view on the proposed extension to the Conservation Area?	<p>Firstly, how much has this document cost to have assembled?</p> <p>Secondly, how has the CA got into such a state over such a long period, this can only be down to the council not following their own instructions for tenants</p> <p>Thirdly, this should not in any way incur any costs on council tax payers and should come from government funds and tenants only.</p>	<p>The report was produced by council officers within approved budgets</p> <p>Town centres have suffered nationally due to the change in shopping patterns and a subsequent lack of investment from all sectors. RBC does not own any property within the CA</p> <p>It is hoped to obtain some grant funding but otherwise to work with landlords, tenants and other stakeholders to improve the appearance of the CA</p>

53	2 Do you have any comments in respect of the proposals to address the state of the public realm?	<p>Yes, why have you, the council, allowed for this CA to get into such a state that requires urgent actions?</p> <p>You have obviously allowed the fronts of buildings to get into such a poor/unappealing state as you must surely be the landlord of these properties. Or you have allowed the current/previous landlords to not follow certain building standards set out by yourselves.</p> <p>Extensions at the rear would have been passed by yourselves so you only have yourselves to blame?</p>	<p>The condition of the CA has deteriorated for a number of reasons; elements of the public realm reaching the end of their natural life; the reduced demand for retail units due to the switch to online shopping and hence the reduced investment from all sectors in the Town Centre; alterations to buildings which did not require planning permission or were made prior to designation, to name but a few.</p> <p>RBC is not the landlord of these properties</p> <p>Appraisals of this type are carried out periodically, the last was in 2006, and allow a fresh assessment of the condition of the CA, and identifies various ways to move forward.</p>
54	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	See previous section	See above
55	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	<p>The windows, not all, are in keeping with the style of the building but upvc. I believe that this is an issue of the landlord for allowing the change to be made. You do need to chase the landlord for this or take the blame for allowing these changes to have been made and not kept within the style of the building.</p>	<p>These changes may have been made prior to designation, or the time to take enforcement action has passed.</p> <p>As part of the Management Plan it is proposed to undertake a photographic Survey of all the buildings to act as a baseline record to aid future enforcement.</p> <p>Otherwise, the aim is to work with building owners to improve the appearance of their properties when the opportunities arrive. The possibility of obtaining some grant funding to do this will be investigated.</p>

56	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	Not too sure who you would need to see about this but why has parking been allowed around the church? I remember the time when it was just to one side that was allocated to parking. And who is this parking being used by? Is it for church use? Or by the well off who don't want to walk too far to work? It does not explain who is using this parking. This does need explaining more, and anyway, carpark 7 could be used for this instead.	The Management Plan proposes approaching the Church to discuss their parking requirements, with the possibility of accommodating some of their parking elsewhere, with the aim of improving the appearance of this part of the CA.
57	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Unfortunately, this is down to your marketing department to attract new clients to these premises. Also, dependent on how long they have been empty and unoccupied, could you not look at another use for them? Turn them into high end apartments, housing. Or try and encourage independent retails to this area? Don't you wish you never cancelled the carnival all those years ago? This area use to be thriving.	These properties are owned by private landlords. Subject to obtaining planning permission alternative uses for the buildings could be considered.
58	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	I would no knock the library down to make way for some kind of open space, use the library as a central hub for the whole of Redditch (a bit like the MAC at Cannon Hill Park. This may breathe new life into the surrounding area wit the arts?	Demolition of the library would require planning permission, and the impact on the setting of the CA would be considered as part of the planning balance when determining the application.
59	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	You must have allowing the planning applications to go through, so YOU sort this out or unfortunately, live with it!!!	It is possible that these extensions were constructed prior to the creation of the CA, or before these areas were included in the CA. There are proposals in the Management Plan to guide future decision making to ensure future extensions including replacements are more sympathetic to the character of the CA

60	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	A lot, if not all, of these issues have arisen from the council's incompetence of allowing these things to happen as planning permission would have been required for a lot of what is wrong in this area. Obviously, someone must have been making a quick buck and allowing poor decisions to have been made and accepted. In no way should the Redditch tax payer be penalised in any way for someone's incompetence!! You need to ensure that future developments are adhered to building regulations for the CA	The condition of the CA has deteriorated for a number of reasons; elements of the public realm reaching the end of their natural life; the reduced demand for retail units due to the switch to online shopping and hence the reduced investment from all sectors in the Town Centre; the time to take enforcement action has passed; alterations to buildings which did not require planning permission or were made prior to designation, to name but a few. The LA has made proposals in the Management Plan to guide future decision making to ensure future alterations and other work are more sympathetic to the character of the CA
61	Any other Comments?		
62	1 Do you have a view on the proposed extension to the Conservation Area?		
63	2 Do you have any comments in respect of the proposals to address the state of the public realm?		
64	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	The frontages that are occupied by flourishing concerns seem to be in adequate condition. It is not surprising that it is mostly Charity shops that are not so investment by Council and grants would have to provide funding, and yes improvement would benefit the area.	Noted
65	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	I have a personal loathing of plastic replacement windows so should love an improvement	Noted

66	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	Parking at the Evesham Walk/Unicorn Hill junction is an eye sore and completely unnecessary	Noted
67	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Can an attempt be made to procure small traditional traders to the CA? Artisan foods, leather workers, etc would immensely benefit the whole town but would need inducement until profitability increased.	Such a scheme would have to be part of a wider regeneration plan. Various business support grants are available from NWEDR, and more information can be found on their website, nwedr.org.uk
68	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	I urge retaining all the mature trees. I do not find car parking at the church intrusive.	There are no plans to remove trees.
69	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	No comment as I do not know what is within these structures.	
70	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	Signage to the Kingfisher Centre from the Bus Station is appalling. And entry is very difficult for the disabled. The lift seems to be deliberately hidden away, the down escalator from the lower ground floor invisible.	This area falls outside of the CA, but the comments can be forwarded to the Management at the Kingfisher Centre
71	Any other Comments?		
72	1 Do you have a view on the proposed extension to the Conservation Area?	I am glad the importance of the historic character of the town is finally being recognised. Yes - extend the CA as set out in the proposal	Noted
73	2 Do you have any comments in respect of the proposals to address the state of the public realm?	<p>I believe in its current state the public realm around Church Green and the wider CA does not encourage any sense of pride in the town. It is scruffy and unloved. Cluttered with cars - often illegal parking. (Parking enforcement officers - where are they?) Poorly placed phone boxes etc. Too many take aways.</p> <p>We need an interesting busy market to create a 'buzz'. A monthly farmers market would draw visitors in.</p>	<p>Noted</p> <p>It is intended that the Management proposals will address the parking and public realm issues.</p> <p>The potential for alternative markets will be explored by the Business Improvement District (BID) and NWEDR</p>

74	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	The shop fronts are awful. Absolutely no regard for the age of the building behind them. It is perfectly possible to upgrade the shop front in an appropriate style reflecting the history of the property. Look at Stratford, Alcester and, to some extent, Bromsgrove. Please do not repeat the past mistakes.	Noted
75	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	If at all possible current tenants should be encouraged to consider the style more carefully if upgrades to the windows are necessary. New tenants should be made aware that they too should make sympathetic upgrades.	Noted. Although the Council is not in a position to make new tenants alter properties but will encourage appropriate improvements through the planning process.
76	5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?	Double yellow lines - HAH! The drivers for the takeaway shops on Church Green totally disregard the parking rules. They cause congestion and make it difficult and dangerous for bus users. Parking at the church needs to be made strictly drop off only. Extend the disabled parking zone near the Sportsman's Arms for people who wish to attend services. Encourage the parking near The Red House with better lighting and signage.	The issue of illegal parking on Church Green could be investigated. The Management Plan proposes approaching the Church to discuss their parking requirements, with the possibility of accommodating some of their parking elsewhere, with the aim of improving the appearance of this part of the CA.
77	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	Applying for every grant going! Encourage more 'up market' shops with a reduction in the rental/rates costs around the CA. Take aways need to be cafes or restaurants with seating outside.	Noted The LA does not control rents, they are agreed between landlords and tenants. The location of takeaways is controlled through the planning process, although outside seating could to be encouraged if appropriately positioned.
78	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	I totally agree with 4.8.2 Modern can be blended with old if sympathetic consideration is made part of the planning approval.	Noted
79	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	Personally I'd like to see them demolished! But, not practical. Any new works must strictly be in keeping with the CA proposals. Monitoring of such works has to be undertaken.	Noted
80	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	I understand that it is difficult to undo the desecration of the previous decisions. Redditch is a historically modern town, i.e. mainly Victorian, let us not lose any more of that history. I love my town - there are worse places - but I'd love to see other people seeing it's attraction.	Noted

81	Any other Comments?		
82	1 Do you have a view on the proposed extension to the Conservation Area?	<p>I believe that the extension of the proposed Conservation Area can only be a good thing. Every part (as far as possible) of ALL the Town's historic buildings (even those outside of the CA – in the wider Town scape and the Borough as a whole) should be retained.</p> <p>Old doesn't mean not fit for purpose – so we should always look to retain and enhance what we have rather than knock down and rebuild.</p>	Noted
83	2 Do you have any comments in respect of the proposals to address the state of the public realm?	<p>I believe that although the Yellow 'brick' road was a good idea, to define the space and make tidy – from the perspective of 'value for money' regarding the relatively quick deterioration (discoloured/vehicles and other tyre marks) I do not believe it was the best choice of colour scheme – not-withstanding the non-obvious link to the CA. The bit of interest is where the 'needles' have also incorporated into the paving design.</p> <p>I agree that a uniform approach befitting of the area and to create charm would be great – but at the same time needs to be hardwearing and stand the test of time.</p> <p>Street clutter, other than obvious seating should be removed or replaced. It's a shame we couldn't introduce the old-style red phone boxes into the CA.</p>	<p>Noted</p> <p>The proposal is to update the older public realm to match the areas updated a couple of years ago. This work is underway.</p>

84	3 Do you have any comments in respect of the proposals to address the poor state of shop fronts in the Conservation Area?	<p>I 100% agree that shop frontages need to be reinstated in line with the historic context of the town as development proposals arise. I would go further and say that business occupying the area should be encourage/incentivised the redo their shop fronts.</p> <p>Remove all gaudy colour schemes, certainly oversized signage needs to be downsized (as was the case when the new Co-Op in Crabbs Cross was being completed – going back to original heritage design). People will know a place exists they don't need to see big ugly signage. Such changes can be done sympathetically thus ensuring a business is still on brand but just is a setting of heritage</p>	It is proposed to improve the appearance of the shop fronts over time by rigorously applying the policies in the Local Plan and the Design SPD (2019)
85	4 Do you have any comments in respect of the proposals to address the issue of poor replacement windows on upper floors of buildings within the Conservation Area?	<p>OK, so I don't think the actual issue here should be that UPVC is used – these days you can get some amazing 'old' style windows in UPVC – and from a maintenance point of view is better in the long run. I think the issue is one of mismatched design.</p> <p>I do however agree that some form of control in the development/improvement of buildings in the CA would be a good thing, so long as cost to owners do not become increasing prohibitive to the existence of a business.</p> <p>Photographic surveys of all CA properties are also a good thing.</p>	Noted. It is proposed to seek the reinstatement of historic detailing when the opportunity arises.

86	<p>5 Do you have any comments in respect of the proposals to address the parking issues within the Conservation Area?</p>	<p>I believe one of the biggest things that lets the area down is excessive cars on the streets – most of the time parked on double yellow lines – simply because some people are too lazy to walk. The cars detract from the beauty of the buildings. Cars parked on Unicorn Hill are a nuisance and are unsightly – might it be possible to allow for extra parking behind the buildings – with access from the service road and for a strict time period only. The space in front of Wetherspoons on Unicorn Hill is in fact an utter disgrace – which for many years has remained neglected and is too overused – this needs some clear thought with regards to business contributions to maintain (if it's their land?) and alternative parking determined.</p> <p>Bates Hill is another area of congestion – with drivers parking on corners limiting other drivers' ability to safely pull onto Unicorn Hill. I think parking around the Church will be a sensitive issues for some however believe that a solution could be found – maybe weekend dual use of the College carpark could be the way forward for the Church – but need to ensure this doesn't lead to excessive fees from private parking operators – as people should be encouraged into the town but not detrimented by excessive fees. Maybe alternative parking for much of the town centre could be accommodated by erecting an 'in-keeping' two level carpark on the site of the Old nightclub/ Old Health Centre of Church Road – or further down towards the rear of Red House.</p> <p>I also agree with the issuing of traffic orders aimed at preventing parking. I also think the area by the top of Easemore Road – Church Green East – where we see a new takeaway has recently opened – we can see that will be open to traffic abuse – by delivery drivers pulling up onto the shop frontage area – maybe consider some new bollards or planters etc. to restrict access – otherwise pavers will soon become worn or broken.</p> <p>What is also a negative impact of cars in the CA – is when attending Memorial services, Weddings etc, or simply enjoying the outdoor setting of the Church yard etc, that cars with loud music playing and loud exhaust pipes are allowed to 'drive by' – with no</p>	<p>This document only addresses the parking issues in the CA, which is a notable problem, at the top of Unicorn Hill and around the Church.</p> <p>The wider parking issues will be discussed with WCC as part of the wider regeneration process.</p>
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89	6 Do you have any comments in respect of the proposals to address the problem of vacant units within the CA?	<p>It would be great if Redditch could secure £25m – there is so much that could be achieved. The immediate RBC fund of £1m needs to be spent on the priority issues of the CA. Frontages of unoccupied premises need to have thoughtful and interesting window coverings – large TO LET signs are simply not good enough. Maybe local business and individuals/communities would be willing to ‘sponsor’ a shop front and some heritage wraps/window films could be places in situ until a suitable new owner is established.</p> <p>Agree that the area needs to be made more attractive to prospective occupiers but that is not simply an issue of making it look amazing and fancy paving – but it’s also down to cost and therefore reasonable rents and rates should be applied with the aim of retaining business in the long term and not just creating a short term win.</p>	<p>We will work with the BID to explore the possibility of a scheme to make the shopfronts of vacant units more attractive.</p> <p>Rents are determined by market forces and RBC has no control over rents as they do not own any property within the CA. Business rates and reliefs are set by central government and administered locally. Small business rates relief is available in certain circumstances. More information is available on the RBC website https://www.redditchbc.gov.uk/business/tax,-funding,-finance/business-rates-reductions/small-business-rate-relief.aspx</p>
90	7 Do you have any comments in respect of the proposals to address the setting of the Conservation Area?	<p>Agree with all proposed actions with regards to the setting of the Conservation area.</p> <p>Business should be pushed to the limits to come up with wonderful plans – not just run of the mill plans (that is also true of the wider Redditch Borough).</p> <p>Encourage businesses to invest and make it wholly attractive – so that it gives the town the amenities it needs and enables businesses to care about where they are, what they can do themselves to enhance the CA.</p> <p>Artisan, historic, local, global everything is possible if enough people want to make it happen.</p> <p>Purpose and reward (for the benefit of many) – not simply profit.</p>	Noted

91	8 Do you have any comments in respect of the proposals to address the problem of unsympathetic modern extensions to the rear of the Church Green East, within the Conservation Area?	<p>I guess this is trickier to comment on since most people see the front rather than the rear of properties.</p> <p>But yes, have the right policies in place that allows only for sympathetic and appropriate development – that should have been a given for many years..... this should become standard practise – rather than an after-thought.</p> <p>E.G. this is what we will allow: x,y,z – does the proposed development meet or exceed? – if yes then go ahead, if not go away and reconsider – or if the answer is x,y,z falls below then the response to proposals would have to be NO.</p>	<p>Noted</p> <p>The Management Plan has provided guidance on this at Section 4.9.2</p>
92	9 Do you have any other comments in respect of the content of the Conservation Area Appraisal and Management Plan?	<p>I think the CA appraisal overall has been well thought out and brought together. It covers the majority of what we would like to see and be focused on.</p> <p>To add a few things however:</p> <ul style="list-style-type: none"> - Why was the old Library sold – I realise it's in the CA – but it would have made an amazing Redditch History Museum. - WE need our market back – and sorry to say not the lack lustre excuse of a market we have put up with for many years, but one that is vibrant, good product ranges etc... - Pedestrian areas should always be so – as all too often random vehicles will use the pedestrian zones – whether due to lack of signage or lack of bollards being in situ (unless needed for emergency access). <p>In the CA and wider setting down towards the Palace theatre and along the top of Church Green East - more needs to be done to improve areas to allow businesses to set up appropriate outdoor covered seating areas (the 2020/2021 pandemic has shown us only too quickly how things can change). Really do need to encourage more eateries into the areas in the CA and surrounding.</p>	<p>The old library was not owned by RBC</p> <p>The potential for alternative markets will be explored by the Business Improvement District (BID) and NWEDR</p>

		<ul style="list-style-type: none"> - The bandstand – needs to be brought into greater use – maybe monthly events with a selection of bands/musicians/singing/dancing etc – let's show case our Towns talent and diversity – encourage community groups to get involved – this maybe could lead to a more cohesive society. - Finally (for now) encourage healthy competition amongst business, market traders and all those willing to make a positive impact on the development and success of the town. In this sense a full and thriving 'together' town is much better than an empty, dull and unloved town. <p>We can be magnificent, we know there are so many with the skills and talent – there needs to be a 'real will' and it would just be nice if more people were encouraged to work together as teams (not simply RBC versus the community) – not-withstanding the obvious benefit that obtaining funds would bring (to be spent wisely and not wasted).</p>	<p>It is understood that previously events were held at the bandstand. It is hoped that these events will resume post covid. The use of the area for other events could be explored by the Council. The bandstand is available for booking via the Leisure and Events Team</p>
94	Any other Comments?		
95		Reinstate trees to the Parade, this would enhance the area greatly	It is not entirely clear which area is being referred to, but the Public Realm works will consider the inclusion of more trees, although they may be in planters
96		Put the old library to some use for the people of Redditch	This property is not owned by RBC
97		Extend conservation to buildings 5-11 Alcester Street	Noted, and this has been proposed

98		Sort out patchwork of paving, make it more coherent to the area as a whole	This is proposed as part of the public realm works and is partly underway
99		Repair buildings in Evesham Walk particularly the one damaged by fire	This is the responsibility of the landlord, but the Council can try and ascertain the timetable for the completion of these works.
100		Let Market Place be just that, a central place for the market, and the old Woolworth building could be an indoor market hall.	The location of the market is likely to be considered as part of the wider town centre plans. The old Woolworths building is not owned by the Council, although the use of the building as an indoor market could be suggested to the landlord.
101		Above all preserve and protect what we have while we still have it.	Noted and agreed. The Management Proposals are aiming to do this.
102		Thank you for consulting the Victorian Society on this Character Appraisal and Management Plan. We very much welcome its publication and hope that the Council will adopt it to help preserve the character and appearance of this significant historic central area of Redditch Town Centre. We also support the addition and inclusion of the buildings at 5-11 Alcester Street within the designation.	Noted and Welcomed
103		There does not seem to be any mention of the 'early C14 vault springer from the (Bordesley) Abbey with ballflower and moulded ribs' which is set in the churchyard to the south of the church, as mentioned in Pevsner (2007) p548 and which as far as I can recall was there when I last visited the church in 2018, but given the references to the bandstand, fountain and chest tombs, perhaps this should be included as well. Should it be separately listed; it doesn't get a mention in the church list description?	Noted, the existence of this structure could be added to the description of this immediate area As regards listing Historic England will only consider buildings and structures which are under threat, so that is not possible at this time. If it falls within the Churchyard then it could be considered as curtilage listed.

104		Also the north (tower) doorway to the church was clearly designed as a principal entrance to the church, but has long been unused & was as I recall fairly neglected and unsightly; it seems something of a wasted opportunity and it would be good to see some really positive outcomes in how the church relates to the conservation area which this Plan could facilitate.	In future discussions with the Church we can look at ways of better integrating the Church with the CA.
105		And parking around the church is of course a long standing issue, which is mentioned and certainly needs attention!	Proposals have been made in the Management Plan to tackle this.
106		There have been previous discussions with RBC and a draft plan prepared which would site parking on the north side of the Church. A Faculty would be required for this. There is obviously a need for some parking at the Church and the Church does generate some income from parking. Open to further discussions	Noted. This needs to be followed up as part of the proposal in the Management Plan to discuss the parking issues around the Church to improve the appearance of the area.
107		As regards the trees, there is a challenge that the Victorians planned for the effect at the time and did not predict the 21 st Century tree canopy we now have. I would suggest that the pollarding was, in fact helpful and in keeping with Victorian vista. Leaving the trees is lovely, but the built environment ends up being lost in the greenery in the summer months.	The trees do make a positive impact on the environment and character of the CA. There is no intention to remove them, but manage them better as part of the public realm. More recent trees have been smaller and in planters.
108		St Stephen's Redditch is a grade 2 listed building that sits in the heart of the Church Green conservation area within a churchyard that has been closed for burial. The land belongs to the church, but maintenance and grass cutting is now the local authority's responsibility.	Noted
109		The Church acts as a focus for a number of events within the centre of Redditch; events at the bandstand have been supported by the café and toilets in the church; several local organisations use the church; it is used for concerts, Remembrance Day; and the Christmas tree and lights are centred on the Church.	Noted

110		There have been discussions regarding the parking and public realm improvements around the Church, as well as some discussions with the Diocesan Advisory Committee. Any changes would need a Faculty from the Diocese of Worcester.	The Management Plan highlights the need to have discussions with the Church to improve the parking situation and general appearance of the space around the Church.
111		The Church would like to see other changes to the immediate Public Realm including; 1) Better demarcation of the highway and the churchyard 2) A new path to the side door on the north side 3) Lowering of ground levels on the east side to prevent damp ingress 4) Improving the maintenance of surrounding planting and the trees	The discussions on parking could be widened to incorporate the wider public realm of the Churchyard

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