

**Brierley Hill Area Committee – 3<sup>rd</sup> of April 2008**

**Report of the Director of the Urban Environment**

**Brierley Hill High Street Conservation Area -  
Public Consultation on a Draft Conservation Area Character  
Appraisal.**

**Purpose of Report**

1. To seek the views of Brierley Hill Area Committee and those attending the meeting upon the draft Conservation Area Character Appraisal for Brierley Hill High Street and in particular upon the boundaries put forward therein in relation to a proposed new Brierley Hill High Street Conservation Area (see **Figure 1** at the end of this report).
2. To seek the views of Brierley Hill Area Committee and those attending the meeting as to whether an area of Victorian/Edwardian terraced housing centred on Bank Street as shown on **Figure 1** should be considered in future for Conservation Area designation through the undertaking of a further Conservation Area Character Appraisal for that area.

**Background**

3. The Brierley Hill High Street Character Appraisal sits within the context of a wider Urban Historic Landscape Characterisation Study carried out in order to inform the Brierley Hill Area Action Plan (BHAAP) and contribute to its' Evidence Base. The BHAAP Preferred Options are also being discussed at this Area Committee as a separate agenda item.
4. The characterisation study covered the whole of the Action Plan area. It was concluded that some parts of the study area were worthy of further detailed analysis since it was felt that they may possess sufficient special architectural or historic interest as to warrant Conservation Area designation.
5. Accordingly, at the meeting of the Development Control Committee on 5<sup>th</sup> November 2007 the Director of the Urban Environment was authorised to produce a draft Conservation Area Character Appraisal

and consider suitable management proposals for Brierley Hill Town Centre. At the same meeting, the Director of the Urban Environment was authorized to undertake public consultation directly upon the completion of the draft Conservation Character Area Appraisal.

6. The Conservation Area Character Appraisal was carried out on behalf of the Council by consultants "The Conservation Studio" and their analysis concluded that Brierley Hill High Street and its environs possessed sufficient special architectural or historic interest to justify Conservation Area designation.
7. They also noted, however, an area of Victorian/Edwardian terraced streets centred on Bank Street and including Adelaide Street, John Street, Talbot Street and others which remain largely unaltered and with many period architectural details surviving. This gives a rich character to the area such that it is felt there is the potential for conservation area designation here also. A further detailed Character Appraisal would be required to confirm this and the Council is keen to judge whether this approach commands public support.
8. Character Appraisals, not least in order to carry full weight in planning appeals, need to be subject to effective public consultation of which this report to Area Committee forms a very significant part. The widespread consultation exercise currently being undertaken conforms to the Council's adopted procedures and with the Department of the Urban Environment's own Consultation Strategy.

**A copy of the Brierley Hill High Street Conservation Area Character Appraisal along with a small exhibition and questionnaires are accordingly located in:-**

- Brierley Hill Library,
- "Signpost", 175, High Street, Brierley Hill,
- 3 St James's Road (Reception),
- It can also be accessed on the Council's Web Site at <http://www.dudley.gov.uk/planning>; where there is a questionnaire/feedback form for those wishing to make comments.

Members can also access the draft Appraisal via:

- The Members Room.
9. At the end of the consultation period a finalised Brierley Hill High Street Conservation Area Character Appraisal with Management Proposals document, suitably amended and informed by the results of public consultation, will be put forward for consideration by Development Control Committee. As appropriate this will be accompanied by a report containing proposals for Conservation Area designation.
  10. Consideration will also be given as to whether to seek approval from Development Control Committee for the carrying out of a detailed Conservation Area Character Appraisal for the Bank Street area as shown on the attached map labelled **Figure 1**.

11. The undertaking of Conservation Area Reviews and the formulation of proposals for the enhancement of conservation areas including public consultation is a statutory duty for local authorities as is their designation. The provisions of Sections 69 and 71 of the 1990 Planning (Listed Buildings and Conservation Areas) Act apply.
12. Such Appraisals are in line with government policy as expressed in Planning Policy Guidance Note (PPG 15) *Planning and the Historic Environment* (1994). The detailed format and content of the draft Conservation Area Character Appraisals is based on the guidelines issued by English Heritage in *Guidance on the Management of Conservation Areas* (2005) and *Guidance on Conservation Area Appraisals* (2005).

## **Finance**

13. The publication of the proposed Conservation Area Character Appraisal is allowed for within existing work programmes and budgets.

## **Law**

14. Section 69 of the 1990 Planning (Listed Buildings and Conservation Areas) Act imposes a duty on Local Planning Authorities to designate as Conservation Areas "*any areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.*" The act also places a duty on local authorities to designate conservation areas where appropriate and from "*time to time*" to review the extent of conservation area designation within their districts. Section 69 also imposes a duty on local planning authorities "*from time to time, to draw up and publish proposals for the preservation and enhancement of conservation areas in their districts and to consult the local community about these proposals*".

## **Equality Impact**

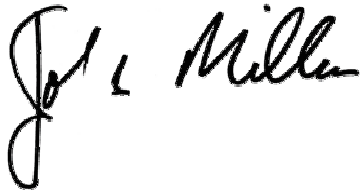
15. The proposals contained in this report are in full accordance with the Councils equal opportunities policies and should in no way have any impact on different racial groups, disabled people, children and young people, both genders and/or other relevant groups.

## **Recommendation**

16. It is recommended that:-
  - 1) Area Committee makes comment on the draft Brierley Hill High Street Conservation Area Character Appraisal;

- 2) Area Committee makes comment upon the suggestion that a Conservation Area Character Appraisal should be drafted for the Bank Street area, as shown on the attached map **Figure 1** in order to give consideration to potential conservation area designation.

*(To facilitate comments there will be a short presentation at the meeting, exhibition material will be displayed and feedback questionnaires will be provided).*



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**John B Millar**  
**Director of the Urban Environment**

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### **List of Background Papers**

- Cabinet Report dated 13<sup>th</sup> June 2007, 'Progress on the Brierley Hill Area Action Plan'.
- Brierley Hill Area Action Plan, Issues and Options Report, July 2007, Dudley MBC.
- Development Control Committee Report dated 5<sup>th</sup> November 2007.
- Brierley Hill Urban Historic Landscape Characterisation, November 2007, Dudley MBC



**FIGURE 1**

