

PLANNING APPLICATION NUMBER:P13/1743

Type of approval sought	Full Planning Permission
Ward	St James's
Applicant	Head of Economic Development, Dudley MBC
Location:	GREEN MAN ENTRY, TOWER STREET, DUDLEY
Proposal	ERECTION OF BESPOKE METAL ARCHWAY
Recommendation Summary:	APPROVE SUBJECT TO CONDITIONS

SITE AND SURROUNDINGS

1. The application site comprises a public right of way known as 'Green Man Entry' adjacent to and forming part of a Grade II Statutory Listed Building (270-272 Castle Street recorded on the Council's Historic Environment Record (HER) under HER No. 943). It is located at the gateway to Dudley Town Centre Conservation Area with 270-272 Castle Street fronting a wide pedestrian frontage.
2. 270-272 Castle Street is a Georgian style three storey former townhouse dating from the 18th Century and the majority of the property's historic features have been retained. The building comprises a row of three former townhouses and it is believed that at some point the whole row was a public house known as 'The Green Man'. An archway to the left of the doorway forms the entrance to Green Man Entry. This is bounded by a flank wall of 270 Castle Street and a boundary wall to the north and the flank wall and a detached garage at 269 Castle Street (Castle View Dental Practice) to the south which is a recorded historic asset. The thoroughfare links Tower Street and Castle Street, with the Tower Street approach being opposite the recently constructed Dudley College 'Evolve' campus building.

PROPOSAL

3. Planning permission is sought to erect a bespoke metal archway within Green Man Entry. The archway would attach to the top of the boundary wall to the rear of 270

Castle Street and the flank wall of the modern garage of Castle View Dental Practice at the point where the passageway narrows. It would be a bespoke cast steel design which would depict the medieval Green Man mask along with 'Green Man Entry' text and would be of a double sided construction.

4. The proposed works forms part of a comprehensive suite of public realm proposals for the redevelopment of Dudley Market Place and Castle Street. Highway improvement works are also intended as part of the wider scheme which includes the resurfacing of Green Man Entry to help define the public right of way. This application is being considered alongside application P13/1744 which seeks Listed Building Consent for the archway.

HISTORY

5. 270-272 Castle Street has a history of applications, the majority of which relate to internal modifications and external repairs or elevational alterations. The more recent applications are detailed below:

APPLICATION No.	PROPOSAL	DECISION	DATE
P11/1534	Listed Building Consent for replacement of ground floor windows to front elevation	Pending (subject to revisions to plans)	
P11/1555	Replacement of ground floor windows to front elevation and reinstatement of historical features	Approved with Conditions	13/02/2012
P13/0684	Listed Building Consent to replace 'Green Man Head Sculpture' above entrance archway to Green Man entry	Approved with Conditions	29/07/13
P13/0648/C1	Discharge of Conditions 3 & 4	Approved	20/11/13

PUBLIC CONSULTATION

6. Direct notification was carried out to thirteen neighbouring premises, a site notice was displayed and a notice placed in the local press. The final date for receipt of

representations is 18th January 2014 and any observations received will be reported in a pre-committee note.

OTHER CONSULTATION

7. English Heritage; No objection

RELEVANT PLANNING POLICY

National Planning Policy

- National Planning Policy Framework (2012) (NPPF) - Specifically Chapter 12, Conserving and enhancing the historic environment.
- PPS5 – Planning for Historic Environment Practice Guide
- Planning (Listed Buildings and Conservation Areas) Act 1990

Black Country Core Strategy (2011) (BCCS)

- CSP1 The Growth Network
- CSP4 Place Making
- CEN4 Regeneration of Town Centres
- EMP6 Cultural Facilities and the Visitor Economy
- ENV2 Historic Character and Local Distinctiveness
- ENV3 Design Quality

Saved Unitary Development Plan Policies (2005) (UDP)

- DD1 Urban Design
- DD4 Development in Residential Areas
- DTC1 Thoroughfares and Public Spaces
- DTC2 Street Blocks
- HE4 Conservation Areas
- HE5 Buildings of Local Historic Importance
- HE6 Listed Buildings
- HE11 Archaeology and Preservation

Supplementary Planning Guidance/Documents

- Historic Environment Supplementary Planning Document (2006)
- Dudley Town Centre Area Development Framework (2005) (ADF)
- Parking Standards and Travel Plans Supplementary Planning Document
- Dudley Town Centre Conservation Area Character Appraisal
- Dudley Town Centre Conservation Area Management Plan

ASSESSMENT

8. Key issues;
- Design and Historic Environment Issues

Design and Historic Environment Issues

9. Green Man Entry is a local landmark which is clearly defined at the Castle Street Entrance by the archway and Green Man mask which is due to be replaced. Once within the pedestrian thoroughfare the route to and from the Tower Street side is less defined as pedestrians navigate their way through the access to adjacent parking areas, with no clearly defined route. The regularity of use of this pedestrian route is likely to have increased following construction of the Dudley College Evolve campus within Tower Street, placing greater emphasis on the need to provide greater definition. The proposed metal archway would help define the route and when implemented, together with the resurfacing and wider public realm works, would significantly aid legibility and accessibility. The addition of the archway would better reveal the significance of the designated heritage asset (270-272 Castle Street) and would make a positive contribution to the character and appearance of Dudley Town Centre Conservation Area.
10. It is therefore considered that proposals would preserve and enhance the character and appearance of the Conservation Area and respect the setting and integrity of the heritage assets. The proposal forms part of the comprehensive regeneration of Dudley Town Centre and is in the wider public interest. In this respect the proposal therefore complies with the NPPF, saved Policy DD1, HE4 and HE6 of the Dudley

UDP, Policy ENV2, EMP6, CEN4 and CSP4 of the Black Country Core Strategy and The Dudley ADF (2005).

CONCLUSION

11. The proposed development would enhance the character and appearance of the Dudley Town Centre Conservation Area and would preserve and enhance the settings of the designated heritage asset. The proposal forms part of the comprehensive regeneration of Dudley Town Centre and is within the wider public interest. The existing pedestrian route would be more positively defined and would significantly aid legibility and accessibility.

RECOMMENDATION

12. It is recommended that the application is APPROVED subject to the following conditions;

APPROVAL STATEMENT INFORMATIVE

In dealing with this application the local planning authority have worked with the applicant in a positive and proactive manner, seeking solutions to problems arising in relation to dealing with the application, by seeking to help the applicant resolve technical detail issues where required and maintaining the delivery of sustainable development. The development would sustain and enhance the significance of the heritage asset and puts it into a viable use consistent with its conservation and is thereby in accordance with paragraph 131 of the National Planning Policy Framework.

Conditions and/or reasons:

1. The development hereby permitted shall be begun before the expiration of three years from the date of this permission.
2. The development hereby permitted shall be carried out in accordance with the following approved plans: Drawing No: M300 23, M300 22, M300 25 and M300 24.



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Drawing No: M300 22

Revision:

Date: 13.11.13

Dudley
Metropolitan Borough Council

Dudley

Directorate of the Urban Environment
Landscape Design Group

4 Ednam Road
Dudley
West Midlands
DY1 1HE
Tel: 01244 817010

PROPOSED LOCATIONS
GREEN MAN
LIGHT COLUMN,
MOSAIC ROUNDABOUT
5. ARCH



Proposed Archway for
Green Man Entry
Pedestrian Passageway

Location Plan
1:500 at A4



PUBLIC ART RESOURCE UNIT

The Laundry Block,
Hinley Hall,
Hinley Park,
Dudley
DY3 4DP

Dudley

Directorate of the Urban Environment
Landscape Design Group

14 Euston Road
Dudley
DY1 1HA
Tel: 0121 450 1100

Drawing No: M300 23

Revision:

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Dudley

Proposed Archway for Green Man Entry Pedestrian Passageway

Front Elevation showing fixing points
to Pier via top plate and into side wall
via vertical plate
Pier Plate at +1600
Side plate at +2100
1:20 at A3

