

Historic Brierley Hill



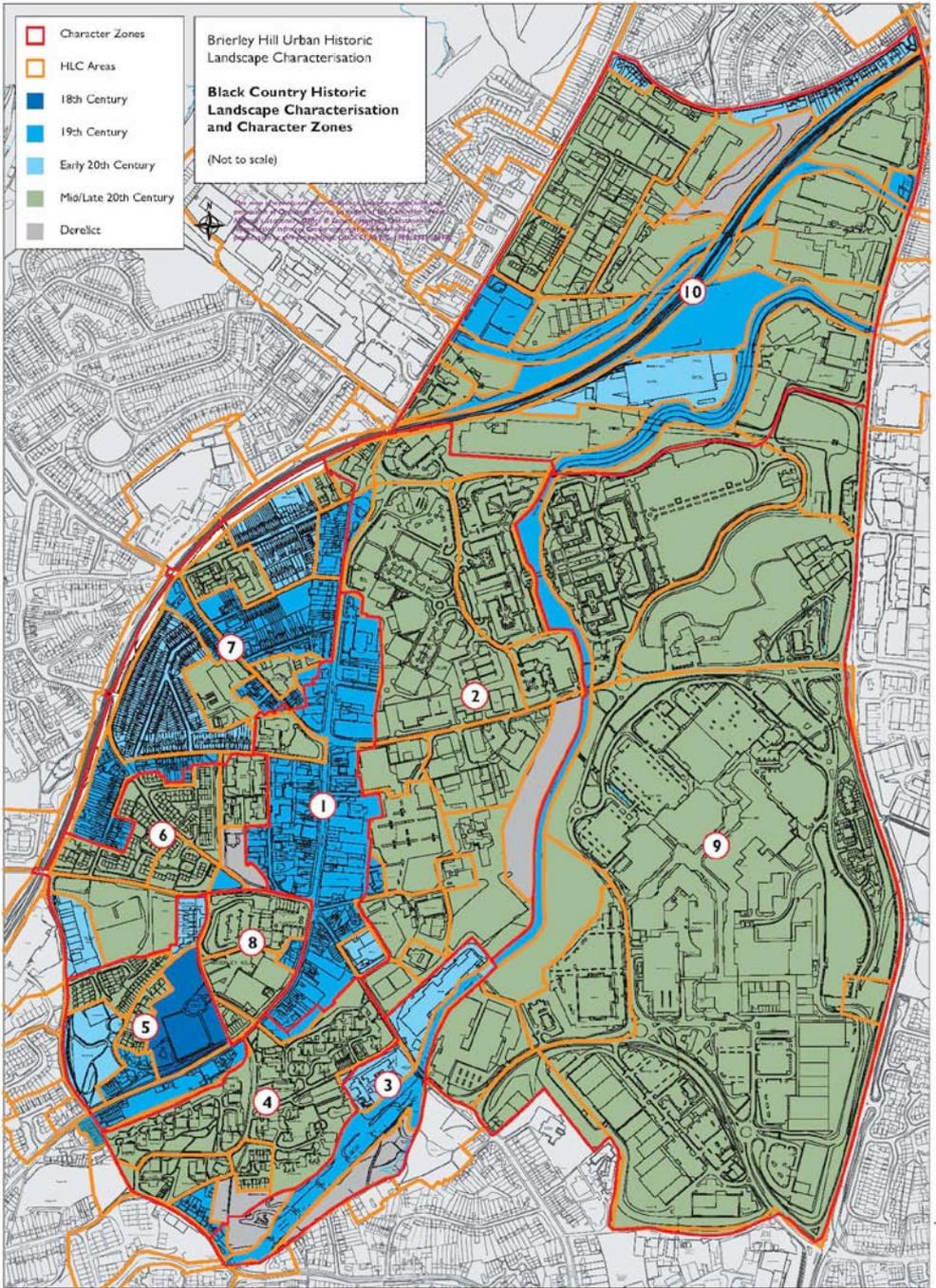
Pete Boland
Principal Conservation Officer & Borough Archaeologist
19th October 2009

Brierley Hill Urban Historic Landscape Characterisation



prepared for
Dudley Metropolitan Borough Council
by
The Conservation Studio

November 2007



Brierley Hill Urban Historic
Landscape Characterisation

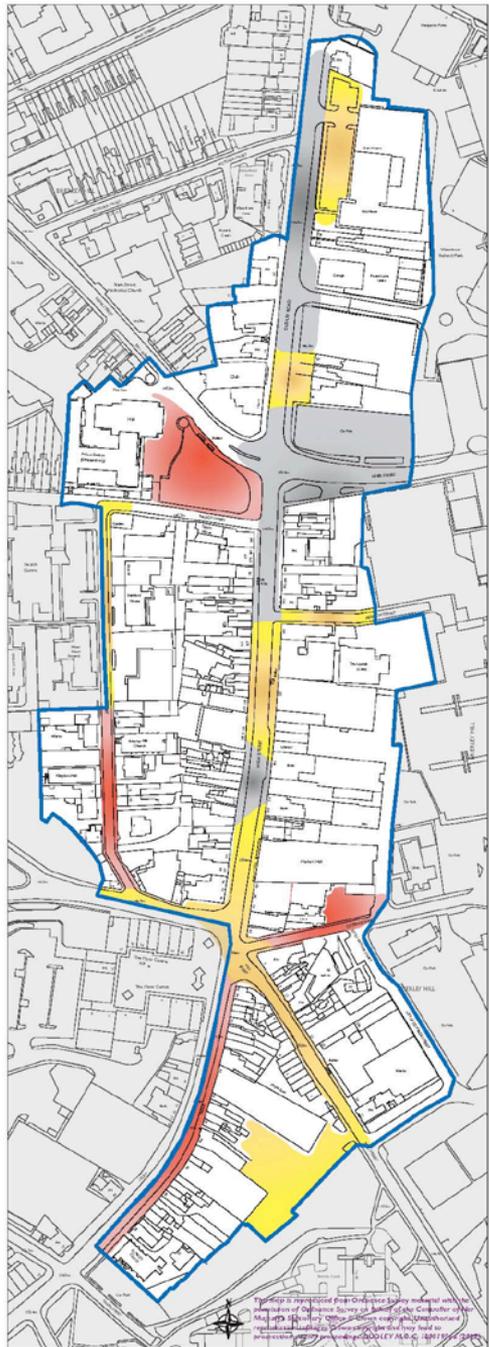
Zone I: The High Street

Characterisation Map: Spaces

(Not to scale)



- Positive Contribution
- Opportunity for Contribution
- Negative Contribution
- Character Zone Boundary



**Brierley Hill High Street Conservation Area
Appraisal
Consultation Draft**

February 2008



Brierley Hill Area

Special Interest

The Character Appraisal concluded that the special interest that justifies the designation of Brierley Hill High Street Conservation Area derives from the following features:

- Local details that collectively and individually give the conservation area a distinctive identity such as the strong sense of enclosure, the quality of surviving historic buildings, the survival of original architectural detailing, the commercial and civic uses and the relationship of open and closed spaces;
- The group value of surviving buildings and spaces related to the development of the commercial centre;
- The value and public and civic buildings reflecting the development of the community;
- The survival of buildings relating to the Borough's industrial past;
- Its importance as a historic record of the social and economic development of the Borough;
- The architectural and historic interest of the areas historic buildings, both locally and nationally;
- The emergence of local character achieved through repeated use of locally distinctive materials and detailing.

Key Issues

The Conservation Area Character Appraisal identified a number of key issues that currently affect the character and appearance of the Conservation Area:

Negative Buildings and Features

Such as buildings which do not use local materials characteristic of the conservation area. Garish modern shopfronts, and vacant sites also have a negative effect upon the appearance of the area.

Buildings in need of repair and maintenance

A high number of buildings in the conservation area are in need of repair and maintenance to ensure their long term survival. This is partly due to high levels of vacancy in upper floors – finding new uses should be a priority.

Loss of key historic buildings

The area has lost a number of historic buildings as a result of piecemeal development. There should be a presumption against demolition of all buildings that make a positive contribution to the conservation area.

Loss of historic shopfronts

Many buildings have lost their historic shopfronts and had modern versions inserted, eroding the historic character of the area.

Opportunities for replacement of mid and later 20th century buildings

A number of 20th century buildings have been identified as being intrusive to the character and appearance of the area due to their unsympathetic materials and designs. These buildings should be regarded as opportunity sites for re-development in a sympathetic manner.

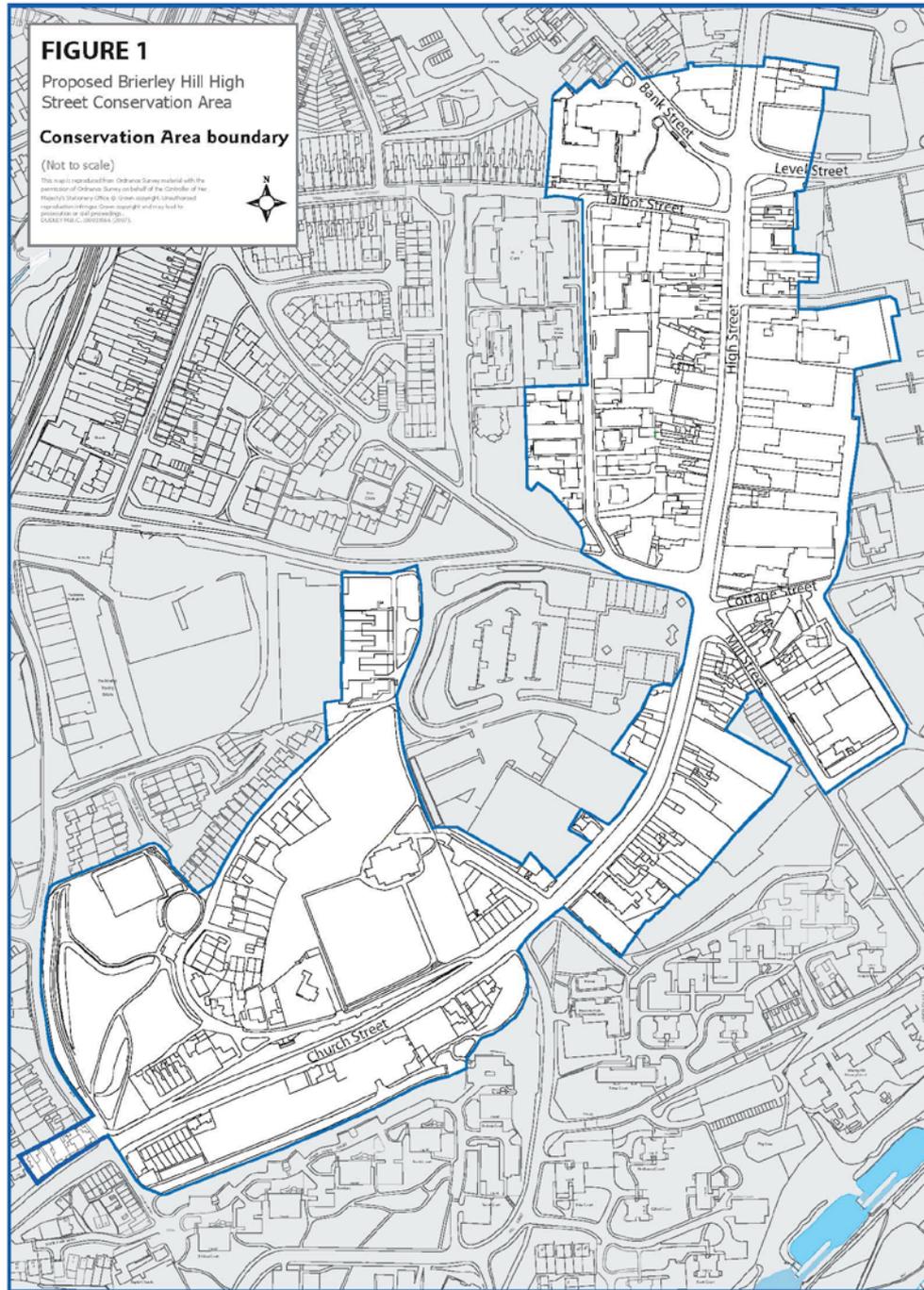
FIGURE 1

Proposed Brierley Hill High Street Conservation Area

Conservation Area boundary

(Not to scale)

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KEY PROPOSALS FOR CONSERVATION AREA MANAGEMENT

Improving the Environment of Brierley Hill

- The public realm and enhancement
- Poorly defined open space at Bank Street/High Street/Level Street junction
- Trees
- Traffic
- Highways signage

Arresting the Loss of Distinctiveness

- Buildings in need of repair and maintenance
- Protecting key historic buildings
- Former industrial buildings and public houses
- Historic shop fronts and advertising

Integrating New Development

- Negative buildings
- Negative sites
- New development, alterations and extensions
- Views and the setting of the conservation area

Planning Controls & General Supplementary Action

- Adoption of a coordinated approach to the management of the Brierley Hill High Street conservation area;
- Revision of statutory list within the conservation area
- Alterations and loss of locally listed and buildings of positive contribution
- Erosion of character and additional planning control through Article 4 Direction.

DELIVERING ACTION – THE CONSERVATION AREA ACTION PLAN

A Vision for the future of the Brierley Hill Conservation Area

- “Delivering the Strategic Vision” will require sustained and proactive management in addition to image building and re-branding.
- Success will require commitment by all Council services and their partners to ensure the sensitive exercise of controls, such as planning permissions, building control, fire regulations and highways standards, and an inter-service collaborative approach is required.
- Likewise, it is important that when resources are deployed, they should be coordinated to ensure that the investment is in the best interests of the town as a whole. Accordingly, it is considered that the Conservation Area Action Plan will be delivered most effectively through continued engagement with the Brierley Hill High Street Working Group (or an appropriate successor group) that currently provides a “partnership umbrella”.

A Strategy to deliver this future

- It is important that the strategy for future management should be more than a ‘wish list’. In addition to a series of proposals, the strategic aspect must include timescales and responsibilities. These are provided in the Action Plan which establishes a programme and managerial approach that will enable the conservation area to be enhanced.

12.3 Action Plan (see p.66 for key to costs and timescales)

Timescale	Description	Partners	Cost	Repetition
Recognition and Designation				
I	The Council will recognise Brierley Hill High Street and the environs within a boundary described in the character appraisal as an area of Special Architectural and Historic Interest, the character and appearance of which is desirable to conserve and enhance, within the meaning and requirement of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990.	EH, DCMS, CABE, BHRP, BCC, BH Traders Association, BH Community Forum	*	-
Statutory Controls				
I	Control of new development The Council will seek to ensure that new development within the conservation area seeks to preserve or enhance its character or appearance in accordance with policies laid down in DMBC UDP 2005 and other national, supplementary and advisory guidance.	EH, AWM, BHRP, BH Traders Association	-	Ongoing
Improving the environment of Brierley Hill				
M	Environmental Enhancements The Council will work with its partners, including Advantage West Midlands, to pursue a strategy for a comprehensive scheme of public realm improvement and enhancement to raise the quality of the conservation area's environment.	AWM, BHRP, EH, CABE, BH Traders Association, BH Community Forum, Developers	***	-
M	Bank Street / High Street / Level Street Square improvements The Council will work with its partners to seek reinvestment in the public realm in the above areas as part of a wider scheme of environmental enhancement that complements the area's historic interest.	AWM, BHRP, EH, CABE	Part of 3	-
L	Redevelop Level Street Car Park In promoting the redevelopment of the Level Street car park site the Council will have particular regard to the potential for enhancement of the Bank Street/High Street/Level Street open space and the creation of a high quality urban environment.	AWM, BHRP, EH, CABE, BH Traders Association, Developers.	*	-
M	Tree Planting The Council will consider tree planting as part of a wider scheme of public realm improvement and enhancement, in building upon the positive impact of existing notable trees within and adjoining the conservation area.	AWM, BHRP.	Part of 3 and *	-