



**HAGLEY CONSERVATION AREA
DRAFT CHARACTER APPRAISAL
January 2014**

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This is a consultation draft of the Hagley Conservation Area Character Appraisal. Comments are welcome and should be sent to the Strategic Planning Team, Bromsgrove District Council, Burcot Lane, Bromsgrove, B60 1AA. Email conservation@bromsgrove.gov.uk or telephone 01527 881326

1.0 Introduction

- 1.1 The Hagley Conservation Area was designated in October 1987 as an area of special architectural or historic interest. An internal review of the designation was carried out in 2006 and a draft character appraisal produced but was never formally adopted, this has been reviewed and has formed the basis for this document.
- 1.2 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.
- 1.3 This appraisal of the proposed Hagley Conservation Area was undertaken in January 2014 in accordance with the most recent guidance from English Heritage 'Understanding Place: Conservation Area, Designation, Appraisal and Management'(2011). Although produced by the Council, local societies and residents will be encouraged to contribute to and comment on the draft document. This will result in a well rounded assessment of the area incorporating local knowledge, perceptions and suggestions.
- 1.4 The draft character appraisal will be made available on the Council's website, in the local library, at the Customer Service centre in the Dolphin Centre and the Council House to ensure that it reaches a wide audience. There will also be a drop in meeting at a local venue to explain the purpose of the document and collect local comments.

2.0 Planning Policy Context

- 2.1 A Conservation Area is defined in the 1967 Civic Amenities Act as "an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance". It is not the purpose of a Conservation Area to prevent development, but to manage change in a positive and proactive way that benefits current and future generations.
- 2.2 The General Permitted Development Order 1995 (GDPO) classes a conservation area as being 'Article 1 (5) land'. Outside of conservation areas planning permission is not required for many types of work, which is referred to as permitted development . The GDPO gives local authorities controls over some works undertaken in conservation areas, including the enlargement of a dwelling house, the rendering of such properties, and the installation of antennae and satellite dishes. In addition Conservation Area status means that 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.
- 2.3 Additional controls are also placed over trees within the area, meaning that 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. There are several trees currently within the conservation Area boundary which are subject to Tree Preservation orders and these are indicated on Map?
- 2.4 The 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.
- 2.5 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 this should not be detrimental to the special interest of the wider Conservation Area.
- 2.6 The National Planning Policy Framework (NPPF) has replaced previous Government guidance which was detailed in Planning Policy Statement 5: Planning for the Historic Environment. The NPPF does, however maintain the importance placed on conserving and enhancing the Historic Environment as well as providing advice for conservation areas, notably in paragraphs 127, 137 and 138. The PPS 5 Guidance Document, PPS5 Planning for the Historic Environment: Historic Environment Planning Practice Guide (2010) remains valid and a government endorsed document pending the Government's review of guidance supporting national planning policy.
- 2.7 The Bromsgrove District Local Plan adopted in 2004 contains a series of specific policies relating to the historic environment (see Appendix 2).

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 the Conservation Area. The Draft Bromsgrove Local Plan is about to be submitted for public examination, and will at some point replace the 2004 Local Plan. As with the current Plan the Draft Plan also contains policies to promote and protect the Historic Environment. These are detailed in Appendix?

3.0 Summary of Special Interest

- 3.1 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.
- 3.2 The Hagley Conservation Area is centred on Station Road, a short and predominantly residential street retaining much of its original character, with a variety of high quality late Victorian and early Edwardian quality houses. The station and Grade II listed footbridge and the Church of St Saviour's are the focal points of the Conservation Area, and form a pleasing group with the adjacent historic buildings. It is this Victorian and Edwardian character, set within a landscaped setting with the historic station at the west end, and the Edwardian church on the eastern boundary that is the essence of the area's special interest.

4.0 Assessment of Special Interest

4.1 Location and Setting

The Hagley Conservation Area is located within West Hagley, an extensive area of late 19th and 20th century suburban development on the northern most edge of Worcestershire, 7 miles north, north west of Bromsgrove and approximately 12 miles south west of Birmingham. The Conservation Area boundary begins at the junction of Station Road/ Worcester Road extending over to St. Saviours Church. Worcester Road is the main shopping street of West Hagley and the main route northwards to Stourbridge and Brierley Hill. Further to the east lies the original village of Hagley and the 18th century estate of Hagley Hall – now a Registered Historic Park (Grade I) containing ten listed buildings, including the Hall itself, also listed Grade I.. On its northern boundary the Conservation Area is flanked by mid to late 20th century dwellings, to the west is the railway line and more modern housing and to the south is the community centre and playing fields.

The Hagley Conservation Area is a compact area of approximately 50 properties in an area of 3 hectares. The topography is relatively level except for the rise up to Brake Lane where the highway crosses over the railway line at the western end. The land at the eastern end rises up 3-4 metres to the elevated position of St Saviours Church which is a key focal point terminating views out of the Conservation Area to the east.
CHECK OTHER DESIGNATIONS

4.2 Historic Development and Archaeology

West Hagley was originally the site of a crossroad between Stourbridge and Bromsgrove with the road from Halesowen called the Clap Gate, but evolved during the late 19th to early 29th century into a Victorian housing suburb. Easier access to Birmingham was facilitated by the improved railway network in the mid 19th century allowing the more prosperous to leave the city centres for a healthier environment and higher status homes. By the end of the 19th century Lower Hagley as it was then known was as populated as Upper Hagley and was renamed West Hagley in 1911, to remove any negative connotations with its former name.

The earliest properties within the Conservation Area are 5 and 7 Station Road, originally four small cottages possibly dating from the 1850s on the south side of the road, set forward to the back of pavement and much altered. The 1838 Tithe Map does show some buildings located on the corner of what is now Station Road and Worcester Road, on the site of 2 & 4 Station Road. It is not clear whether they are the same houses, which are constructed in an architectural style which is perhaps later than one would have expected to see in 1838. The houses would appear to have been constructed by the time of the 1883 Ordnance survey and the site of 161 Worcester Road, the opposite corner was also developed by this date. Before this only a tollgate existed (known as the Clap Gate) surrounded by fields. The subsequent piecemeal development of Station Road and Station Drive during the late 19th and early 20th century, is evident in the differing siting and architectural styles employed by different builders. By 1902 6 & 8 Station Road and 18 to 30 (evens) had been constructed. With the exception of 11, 21, and 10 to 16 (evens) the remaining houses were constructed between 1902 and 1923. These last houses had arrived by 1938.

The area has low archaeological interest, although a polished stone axe dating from around 4th century BC was found at the junction of Worcester Road and is now on display within Worcester City Museum.

4.3 Architectural Quality and Built Form

4.3.1 Key Views

Key views exist into and out of Station Road, leading towards Station Drive in one direction and across the junction to the church in the other. Neither the church nor the train station is visible from the central part of Station Road however, since they are both offset from the alignment of the road. The small groups of terraced properties form a series of views as the Conservation Area progresses, which contributes to its special interest. Unfortunately the view of the historic station and listed footbridge is marred by the large parking area in front, undermining its setting.

The backdrop of mature trees and distant views of surrounding hills, frames views around the Conservation Area. Views of the rear elevations of Station Road from the park and playing field to the south are also important.

4.3.2 Prevailing and Former Uses

The character of the area is greatly influenced by the predominantly family residential occupation. The church, railway station and nearby school uses and district shopping centre also have an impact on the area, principally in the way the streets are used by non residents passing through.

There are just a handful of non residential uses within the Conservation Area. These include a shop, two offices and a children's nursery. At their current level of intensity they are considered not to detract from the principal residential character of the street. However the associated parking areas connected with these uses, notably at 21 Station Road, do detract from the appearance of the Conservation Area. Historically the area now occupied by the Ceder Grove development had been St Mary's Nurseries, which was redeveloped in the late 1970s or early 1980s (CHECK), immediately to the north of the conservation area, but a mature row of lime trees survives between 8 & 10 Station Road, possibly indicating one of the entrances to the nursery.

4.3.3 Architectural Character and Key Buildings and structures

The only listed structure within the Hagley Conservation Area boundary is the Grade II listed Hagley Station Footbridge which was built in 1884 by the Great Western Railway Company (GWR). Constructed in cast iron with wrought iron detailing, the footbridge is a rare survivor of a GWR dated and monogrammed footbridge and one of only five which are statutorily listed in the country. As well as being of architectural interest, the footbridge was also reportedly used as a model for Hornby's Dublo 'O' footbridge, giving it additional social historical significance.

The road bridge adjacent to the station (which is just outside the Conservation Area boundary) was built in 1852 and has a large brick arch with rusticated stone facing and abutments. Views from the bridge through Station Road contribute to the setting of the Conservation Area.

The properties on Station Drive are more modest in their architectural detailing than those on Station Road, with timber sliding sash windows and panelled doors surviving at most houses. The buildings are set down slightly lower than those on Station Road with shallower roofs finished in Welsh slate and more simple chimneys. Unfortunately the installation of uPVC units has undermined somewhat the group value of the terrace at 1-3 Station Drive, and the pair of semis 4 and 5 Station Drive, but they all retain their original timber panelled doors and other decorative details.

Station Road exhibits a mixture of styles varying from Tudor mock black and white timber framing to Queen Anne styles with an exuberant use of buff terracotta for the classical ornamentation. The houses are mostly two storeys, (although some have attic accommodation) and range from detached, semi detached and terraced villas. The formal layout of the road coupled with informality in the style and form of the individual buildings and groups, contributes to the character and appearance of the Conservation Area.

Most of the historic buildings within the Conservation Area exhibit high levels of craftsmanship and materials. The buildings are well proportioned with either steeply pitched clay tile roofs, or shallower pitched with slate, with high quality rich red/orange brick facades and chimneys with well defined oversailing courses. Gabled frontages are a dominant character of many of the villas with both ornamental and plain detailing. Whilst some of the buildings such as nos. 9, 25 and 27 Station Road have a flamboyant appearance while others, such as the houses in Station Drive, are more restrained

Across the junction with Worcester Road to the east of the Conservation Area boundary is the modest red sandstone Church of St Saviours, completed in 1908 to serve the rapidly expanding community of West Hagley. The current building replaced an earlier Mission Church on the site. Designed by a local architect, Tom Grazebrook, in a Perpendicular Gothic style but with various later additions, the Church is a key focal point in views from Station Road out of the Conservation Area. The surrounding trees along Park Road contribute positively to the setting of the Hagley Conservation Area.

4.3.4 Building Materials and Construction **Walls**

Generally a high quality brick was used on the front elevations with tight lime mortar joints with Flemish and English Garden wall bonding. On those buildings with mock timber framing, panels were smooth or pebble dash rendered. There are also examples of smooth and roughcast render to some elevations.

Doors

Many of the original external front doors survive and have various forms, ranging from six panels to some with intricately glazed upper panels. Most of the doors have bolection mouldings.

Windows

Window styles comprise both recessed timber sliding sash windows and casements. Sliding sash windows are found in varying forms including single pane, 4 panes with some of the upper lights being 6 panes. Projecting bays, some with pitched clay tile roofs, or flat leaded roofs or set behind brick or terracotta parapets, are common features. Some of the original timbers have been replaced, but there is a relatively high survival rate in this conservation area compared to other conservation areas in the District.

Roofs

Roofs are pitched and although the predominant covering is clay tile there are also a significant number of slate roofs.

Rainwater Goods

These are now generally black upvc.

Survival of architectural features

There is collectively an exuberance of pattern book classical moulding details in brick and terracotta including ornamental projecting dentils, egg and dart pattern stringcourses, an abundance of ornamental ridge tiles and finials, scrolled kneelers and the use of art nouveau motifs, for example around door cases.

Patterned ornamental brick details are liberally used for stringcourses, dentils and eaves details. Sills, lintels and coping stones tend to be in natural stone (now mostly painted) or in buff or red terracotta.

The surviving front garden walls built of brick, similarly have terracotta copings or ornamental blue Staffordshire bricks and stone copings to the piers. Some of the side gardens still retain all or part of the original iron railings although virtually all are missing from the front enclosures.

Staffordshire blue rounded kerb stones survive along the Station Drive pavement.

4.3.5 Public Realm

Ground surfaces

The roads and extensive carpark in front of the station are tarmaced. There are tarmaced pavements either side of Station Road, but only to the north side of Station Drive, although this stretch of pavement retains is Staffordshire blue kerbs. The existing surfaces are in reasonable condition, but obviously designed from a highway management perspective rather than trying to create an attractive public realm. There are a number of traffic calming speed bumps along Station Drive and beige anti slip tarmac on the approach to the lights on Station Road at the junction with Worcester Road. There are tarmaced pavements along both sides of Station Road, edged with concrete kerbs, however granite setts have been used for a number of the dropped kerbs.

Street furniture and signage

Street clutter is also a problem, particularly around the junction with Worcester Road, with a proliferation of signage. CHECK

Boundary Treatments

There are a variety of boundary treatments including hedges, original stone walls and original brick walls with blue coping stones. The majority of the stone and brick walls have been substantially reduced in width, if not removed altogether to create parking spaces on front gardens, leaving the gardens somewhat reduced in size or removed altogether.

Front Gardens

A few planted front gardens remain, but the majority have been covered over significantly or completely to create off road parking spaces. The main materials used are gravel or block paving. The loss of the front gardens and boundary walls has harmed the appearance of the Conservation Area and undermined the leafy atmosphere once created by the original deep front gardens and surrounding trees.

Station Carpark

The communal parking area in front of the station, although recently re tarmaced, detracts from the appearance of the Conservation Area. Again the standard 'sea' of tarmac is very much highway management led and does not provide a good setting for the historic buildings on Station Drive. The wire fence and timber posts at the corner of Brake Lane/ Station Drive are of poor quality and in need of repair. CHECK

Important Trees

Particular value was put on the contribution that the trees made to the character of the Conservation Area when it was originally designated. There are a large number of trees in the vicinity including some fine specimens within the Conservation Area and its immediate surroundings which significantly add to its mature and tranquil atmosphere. The terminal views eastwards and westwards are dominated by trees rising above the houses, giving a false impression of a countryside location. Real links with the surrounding countryside are also evident - particularly as you look eastwards from the railway bridge. In the far distance above the canopy of trees is the historic estate of Hagley Hall and the Clent Hills.

There are four tree preservation orders within the Conservation Area, including two group designations. Other mature Lime, Oak and Cedar trees to the rear of properties along Station Road make a significant contribution to the character of the area. The groups of tree which align either side of the railway bridge at the west boundary of the Conservation Area arch over the road making an imposing feature, framing the approach into Station Road. At the Worcester Road junction the trees frame the view of the church, emphasising its established landscaped setting. Other notable trees are found around the southern boundary of the Conservation Area, facing onto the playing field. Between 8 and 10 Station Road, a mature row of lime trees survives, possibly marking an entrance to the former St Mary's Nurseries.

Green Spaces

With the exception of the area to the front of the church overlooking Park Road there are no public green spaces in the Conservation Area. However the properties along Station Road are generally set in spacious gardens mostly built to a similar building line. The front gardens are typically modest with a depth of about 8 metres but the rear gardens are spacious running to 60-70m depth on the south side and 30-90m on the north side. The small front gardens are as noted above under pressure for off street car parking for the occupants. The large gardens at the rear are a key characteristic of the form and layout of the Hagley Conservation Area, making a significant contribution to its setting.

On its northern boundary the Conservation Area is flanked by mid to late 20 century dwellings. Cedar Grove is a recent cul-de-sac development, built within the grounds of St Mary's Nurseries and a former Victorian villa. The site contains some fine specimen cedar trees, protected by tree preservation orders. These make a significant contribution to the amenity of the area and setting of the north side of the Conservation Area.

In contrast to the developed northern edge, the south facing boundary opens onto a park and playing fields. Its boundary with the Conservation Area is marked by substantial brick wall with some Victorian outbuildings built into it. A well used tree lined footpath follows the boundary past the modern undistinguished community centre which awkwardly intrudes into this valuable amenity and recreation area. Visually this open space emphasizes the importance of Station Road. The rear elevations of the buildings and row of trees provide a dominant building backdrop to the open area, the effect of which area increases the further back you move into the park.

4.3.6 Land marks, focal points and special features

Landmarks are buildings, structures or other features which notably due to their size, design and prominence are particularly visible. Within Hagley these would include the station, and footbridge and the Church of St Saviours.

Focal points are buildings or structures which are important because of their position in view lines or because they are the focus of public activity and hence particularly noticeable to the public. Again the station footbridge and the church could also be described as focal points.

Special features are listed buildings or other structures of special interest. The foot bridge, is the only listed asset in the Conservation Area which could be described as a special feature, especially as it is relatively unusual.

4.4 General Condition of the Area

The general condition of the historic buildings within the conservation area is good overall, with a few properties in need of maintenance and low vacancy levels. Unfortunately some windows have been replaced with uPVC units which has eroded the character of the Conservation Area. The Grade II listed footbridge was restored and repainted in a more traditional GWR paint scheme in 2012.

Summary of issues

Loss of front gardens and historic boundary features

Despite the overall condition of the properties being good modern residential occupancy has brought pressure for parking areas and modernisation works which may not always respect the historic character of the area. In Hagley a number of properties have converted their front garden into parking areas, often involving the loss of historic boundary features, as well as the introduction of modern surfaces such as tarmac and block paving. This loss of green spaces has undermined the historic streetscene and created a much harder setting for the historic buildings.

Loss of historic detailing

Gradual erosion of historic features such as sash windows and timber panelled doors is also evident, with piecemeal replacements in PVC which is both environmentally unsustainable and inferior in terms of appearance and quality to traditional timber. The conversion of attic spaces has also resulted in the addition of several dormers and rooflights which break the flow of the historic roofscape and detract from the group value of some terraces.

The challenge of preventing further erosion of unlisted historic buildings could be achieved in future by the imposition of an Article 4 Direction, which would have the effect of removing permitted development rights. The replacement of windows, doors, the demolition of garden walls and the paving of front gardens would then require planning permission.

The public realm

Wider challenges relate to the management and maintenance of the public realm, and opportunities for enhancement works to surfaces and removal of street clutter. However due to these roads forming the vehicular access to the station as well as the main access to two schools it will always be difficult to balance the protection of the character of the conservation area in terms of the public realm with public safety.

Pressure for infil development

There have been extensions to the rear of some properties, of varying quality. There have also been applications to construct further buildings in the substantial rear gardens to some of the houses. This has been successful where existing outbuildings have been reused, and the substantial wall between the rear of the gardens on the south side of the street and the playing fields, utilised. However the rear gardens, as noted above form part of the setting of the Conservation Area, and substantial development in the gardens, particularly if visible from the road, would detract from the character of the conservation area.

Locally listed buildings

Hagley has a number of historic buildings, but only the footbridge is statutorily listed or a designated heritage assets. There are as noted in the appraisal a number of other heritage assets which are of local importance rather than national importance. The additional of these assets to the Local Heritage List would reinforce their importance and significance.

5.0 Proposed Boundary Changes

As part of the Conservation Area review possible changes to the boundary were considered to encompass more of Worcester Road or go beyond

the bridge along Brake Lane. However it was clear that the intention of the original Conservation Area designation was to preserve the historic station and its immediate surroundings. No boundary changes are therefore proposed at this time.

6.0 Management Proposals

A draft Management Plan for the area is attached to this document. This is not an absolute list but outlines the main issues which need to be addressed and possible tasks and timescales. It should be made clear that the Council cannot give a definite commitment to undertake these tasks, which will ultimately depend on future financial and staff resources.

The main management issues which need to be addressed are:

- The loss of garden spaces and historic boundary features
- Loss of historic detailing
- Maintenance and enhancement of the public realm
- Pressure for infill development
- Locally listed buildings

7.0 Public Consultation

Before final publication the character appraisal and management plan will be subject to a six week public consultation period. Any comments received shall be summarised and included in the final document for public interest. The final version of the appraisal and management plan will then be made available on our website.

Appendix 1: List of Properties in the Conservation Area

Hagley Station (incl Grade II listed footbridge)
1-8 Station Drive (inclusive)
2-30 Station Road (evens)
1-27 Station Road (odds)
1-4 West Hagley Mews
161 Worcester Road
St. Saviours Church and Church Hall, Park Road

Appendix 2: Relevant Local Plan Policies

C17 Retention of existing trees
C19 Tree Preservation Orders
ES11 Energy Efficiency in Buildings
S25 New Shopfronts
S26 Shopfront Fascias
S27 Standards of Fascia Design
S27A Projecting Signs
S27B Design and Materials within Conservation Areas
S35A Development in Conservation Areas
S36 Design of development within Conservation Areas
S37 Demolition in Conservation Areas
S39 Alterations to Listed Buildings
S39a Demolition of Listed Buildings
S43 Traffic Calming Schemes
S44 Reinstatement of Features in Conservation Areas
S45 Improvements to Conservation Areas
S47 Advertisement Control

Draft Local Plan Historic Environment Policies

Worcestershire County Structure Plan

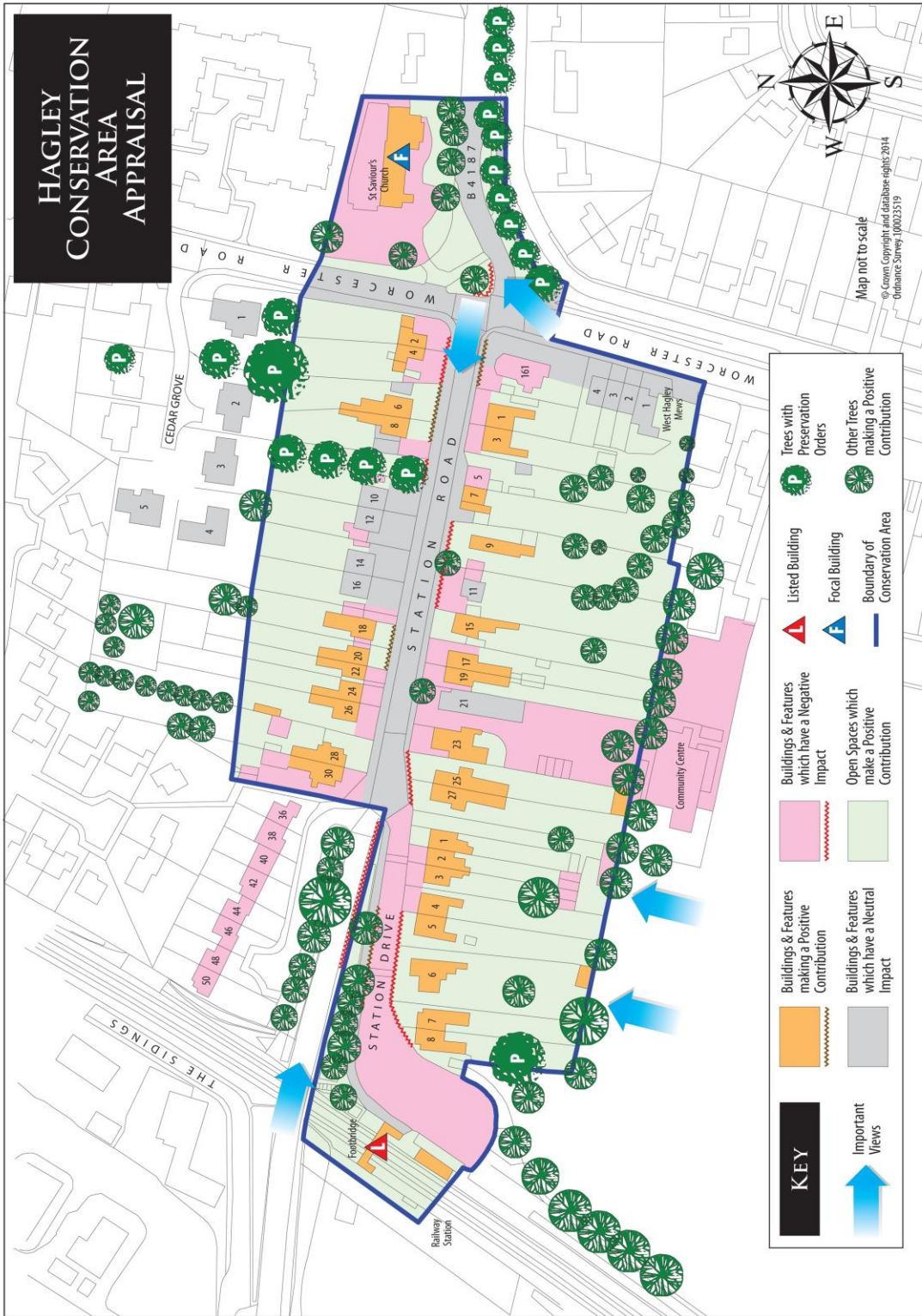
CTC.5 Trees and Woodlands
CTC.20 Conservation Areas
CTC.21 Reuse and Conversion of Buildings

Appendix 4: Glossary of Architectural and Planning Terms

Article 4 direction	Removal of permitted development rights so that planning permission is required for external alterations to a building
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Art Nouveau	1880-1910, architectural style characterised by flowing lines and organic emblems such as flowers and leaves
Bolection mouldings	Moulding covers a joint where one side is recessed, like a panel set in a door frame
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.
Coping stone	Stone added to the top of a wall to project water run off
Dentils	Closely spaced ornamental blocks which look like teeth
Egg and dart moulding	Classical detail which resembles an egg with dart or tongue shaped moulding inbetween each egg
Doorcase	A moulded case or frame lining a doorway
Dormer	A window projecting from the roof
Edwardian	1901-1910, characterized by opulent details often drawing on arts and craft movement
English garden bond	Brickwork with one row of alternating stretchers (horizontal) and headers (end on) to every three rows of stretchers
Flemish bond	Brickwork with alternate stretchers and headers, each header is centred to the stretchers above and below it
Hood moulding	Projection above a window or door opening
Kneelers	Large triangular cut stone at the foot of a gable or arch
Lintel	Horizontal beam above an opening
Listed Building	A building of special architectural or historic interest included on a national register. English Heritage is responsible for adding new entries to the statutory list.
Queen Anne	1702-1714, but style revived late 19 th century characterised by tall windows with small panes, terracotta details, steeply pitched roofs and large chimneys
Sill	Horizontal beam at the bottom of an opening
Terracotta	Hard burnt unglazed clay used for decorative detailing
Topography	The shape or configuration of land

Tudor	1475 – 1547, but style revived in late Victorian architecture characterised by mock timber framing and plaster details
Victorian	1837-1901, reintroduction of historical architectural styles was popular during this period – the age of revival



DRAFT MANAGEMENT PLAN

Introduction

1.1 Purpose

1.1.1 The purpose of this Management Plan is to provide a clear strategy for the management of Hagley Conservation Area in a way that will protect and enhance its character and appearance. It should be read in conjunction with the Hagley Conservation Area Appraisal (February 2014) 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 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 Management Plan has been prepared in accordance with national policy contained in the NPPF, The PPS5 Guidance Document 'PPS5 Planning for the Historic Environment: Historic Environment Planning Practice Guide (March 2010) and Guidance from English Heritage 'Understanding Place: Conservation Area, Designation, Appraisal and Management' (2011).

1.2 Public Consultation

Public Consultation will take place in 2014

1.3 Status of the Management plan

The 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 Bromsgrove District Council.

2 Planning Policy Context

2.1 The 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 Bromsgrove District Local Plan (Adopted in January 2004). These will at some stage be replaced by the Historic Environment Policies in the Draft Local Plan which is due to be submitted for public examination shortly.

2.2 The key objectives in the Bromsgrove District Local Plan in respect of the preservation and enhancement of the character or appearance of the conservation area are;

- S35A, Development in Conservation Areas
- S36, Design of Development in Conservation Areas
- S37 Demolition in Conservation Areas
- S38, Protection of Buildings of Merit
- S43, Traffic Calming Schemes
- S45, Improvements to Conservation Areas.

Copies of the Local Plan are available on the Council's website at www.bromsgrove.gov.uk or from the Council House in Burcot Lane, Bromsgrove, B60 1AA.

2.5 This policy framework, along with national policy guidance contained in the National Planning Policy Framework (NPPF) 2012 and the English Heritage Guidance Document PPS5 Planning for the Historic Environment: Historic Environment Planning Practice Guide will be used to further the preservation and enhancement of the character of the Conservation Area.

3 Summary of Special Interest, Issues and opportunities

3.1 Special Interest

The Hagley Conservation Area is centred on Station Road, a short and predominantly residential street retaining much of its original character, with a variety of high quality late Victorian and early Edwardian quality houses. The station and Grade II listed footbridge and the Church of St Saviour's are the focal points of the Conservation Area, and form a pleasing group with the adjacent historic buildings. It is this Victorian / Edwardian character, set within a landscaped setting with the historic station at the west end, and the Edwardian church on the eastern boundary that is the essence of the area's special interest.

3.2 Summary of Issues

3.2.1 The appraisal has highlighted the following problems and pressures in the HagleyBeoley Conservation Area

- The loss of garden spaces and historic boundary features
- Loss of historic detailing
- Maintenance and enhancement of the public realm
- Pressure for infil development
- Locally listed buildings

4 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 Conservation Area, by addressing the negative features identified above.

The policies are in accordance with national policy guidance and local policies, and follow on from the Conservation Area Appraisal.

4.2 The loss of garden spaces and historic boundary features

4.2.1

- Despite the overall condition of the properties being good, modern residential occupancy has brought pressure for parking areas which may not always respect the historic character of the area. In Hagley a number of properties have converted their front garden into parking areas, often involving the loss of historic boundary features, as well as the introduction of modern surfaces such as tarmac and block paving. This loss of green spaces has undermined the historic streetscene and created a much harder setting for the historic buildings.

4.2.2 Proposed action

- Undertake a photographic survey of all the properties in the conservation Area. 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 demolition of garden walls and the conversion of gardens to hardstanding.
- The reinstatement of front walls will be encouraged where opportunities arise through development proposals

4.3 Loss of historic detailing

4.3.1

- A significant challenge to the character of the Conservation Area has been the widespread erosion of historic details such as traditional timber windows and doors. A number of the historic buildings now have UPVC double glazed windows which are inferior in terms of appearance and quality to traditional timber units. Other fittings that are often replaced are doors and rainwater goods. The loss of such details although individually insignificant, cumulatively can have a negative impact on the character of the conservation area.

4.3.2 Proposed Action

- Undertake a photographic survey of all the properties in the conservation Area. 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
- The reinstatement of historic detailing will be encouraged where opportunities arise through development proposals

4.4 Maintenance and enhancement of the public realm

4.4.1

- Wider challenges relate to the management and maintenance of the public realm, and opportunities for enhancement works to surfaces and removal of street clutter. However due to these roads forming the vehicular access to the station as well as the main access to two schools it will always be difficult to balance the protection of the character of the conservation area in terms of the public realm with public safety.

4.4.2 Proposed action

- Liaise with WCC Highways on maintenance standards and advocate Streets for All principles to address Street Clutter.

4.5 Pressure for infill development

4.5.1

- There have been extensions to the rear of some properties, of varying quality. There have also been applications to construct further buildings in the substantial rear gardens to some of the houses. This has been successful where existing outbuildings have been reused, and the substantial wall between the rear of the gardens on the south side of the street and the playing fields, utilised. However the rear gardens, as noted above form part of the

setting of the Conservation Area, and substantial development in the gardens, particularly if visible from the road, would detract from the character of the conservation area.

4.5.2 Proposed Action

- Substantial development in rear gardens should be avoided due to the harm that it is likely to cause to the setting and character of the Conservation Area
- New proposals should be assessed in accordance with the guidance in the NPPF, guidance produced by English Heritage and local plan policies, to ensure that new schemes and extensions are well integrated into the historic environment, and enhance the character and appearance of the Conservation Area.
- New building, including alterations should be carried out in sympathy with existing styles, therefore continuing the tradition of adapting to change.
- Where opportunities arise, as a result of development proposals, improvements to existing buildings should be sought.
- Materials should respect those generally used in the conservation area.
- Densities should be appropriate for the conservation area.
- Every effort should be made to preserve important views into, out of and within the Conservation Area.

4.6 Locally listed buildings

4.6.1

- Hagley has a number of historic buildings, but only the footbridge is statutorily listed or a designated heritage asset. There are as noted in the appraisal a number of other heritage assets which are of local importance rather than national importance. The additional of these assets to the Local Heritage List would reinforce their importance and significance

4.6.2 Proposed Action

- When the Local Heritage List criteria are drawn up and the Local Heritage List strategy adopted, work with the local residents and other interested parties to identify candidates for addition to the local list.

5.0 Monitoring

The monitoring of the condition of the Conservation Area over the lifetime of the Management Plan and beyond will be essential to establishing the success of the plan. The following are proposed;

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

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

6.0 Review

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.

7.0 Conclusions

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