

# DUDLEY TOWN CENTRE CONSERVATION AREA MANAGEMENT PLAN (CAMP)

---

Adoption September 2017



DUDLEY COUNCIL'S REGENERATION & ENTERPRISE SERVICE

**REGENERATING**

**Dudley**  
Metropolitan Borough Council

## General Information

The adopted Conservation Area Management Plan for Dudley Town Centre (September 2017) can be downloaded from the Council's website on the following link:

<http://www.dudley.gov.uk/resident/planning/historic-environment/conservation-areas/>

For further information about this document, please contact:

Dudley Council,  
Planning and Regeneration Service,  
Council House,  
Priory Road, Dudley,  
DY1 1HF

Telephone 01384 814136

Email [localplan@dudley.gov.uk](mailto:localplan@dudley.gov.uk)

Website: <http://www.dudley.gov.uk/resident/planning/planning-policy/>

Twitter: <https://twitter.com/PlanningDudley>

This and other Local Plan documents are or will be made available on request in large copy print, audio version, Braille or languages other than English. If you require the document in one of these formats please contact the Planning Policy Team at the above postal address, by telephoning 01384 814136 or by emailing:

[localplan@dudley.gov.uk](mailto:localplan@dudley.gov.uk)

## Contents

### **Chapter 1 – The Conservation Area Management Plan**

- Introduction
  - **FIGURE 1** – The Dudley Town Centre Conservation Area

### **Chapter 2 – Conservation Value of the Area**

### **Chapter 3 – Key Potential Threats to the Conservation Value of the Area**

- Visual detractors and poor quality design
- Reduction in use of commercial and office space
- Traffic Management

### **Chapter 4 – Tools for Future Management of the Conservation Area**

- Local Planning Policies
- Planning Measures
  - **TABLE 1** – Dudley MBC Planning Measures
- A Framework for Design & Maintenance Standards

### **Chapter 5 – Community Consultation and Engagement**

- Consultation on the Conservation Area Management Plan
- Engaging the Community in Managing the Conservation Area

### **Chapter 6 – Training and Learning opportunities**

- Existing Initiatives
- Reinforcing Understanding for the Long Term

### **Chapter 7 – Putting the Conservation Area Management Plan (CAMP) into Practice**

- CAMP Aims
  - **TABLE 2:** CAMP Aims

# Chapter 1 – The Conservation Area Management Plan

## Introduction

1.1 An adopted Conservation Management Plan (CAMP) has been in-place in Dudley Town Centre since 2006. This Conservation Area Management Plan (CAMP) is an update of the original CAMP in order to reflect the various changes in national and local planning policy. It provides the basis for the effective management of the Dudley Town Centre Conservation Area (Figure 1). It builds on the Conservation Area Appraisal which was approved by Development Control Committee on the 13<sup>th</sup> October 2015 and sets out the long term vision for the Conservation Area. This document should be used in conjunction with the Dudley Area Action Plan (AAP) and the supporting Dudley Urban Historic landscape Characterisation document (UHLC).

1.2 The CAMP supports the active management of the conservation area by setting out:

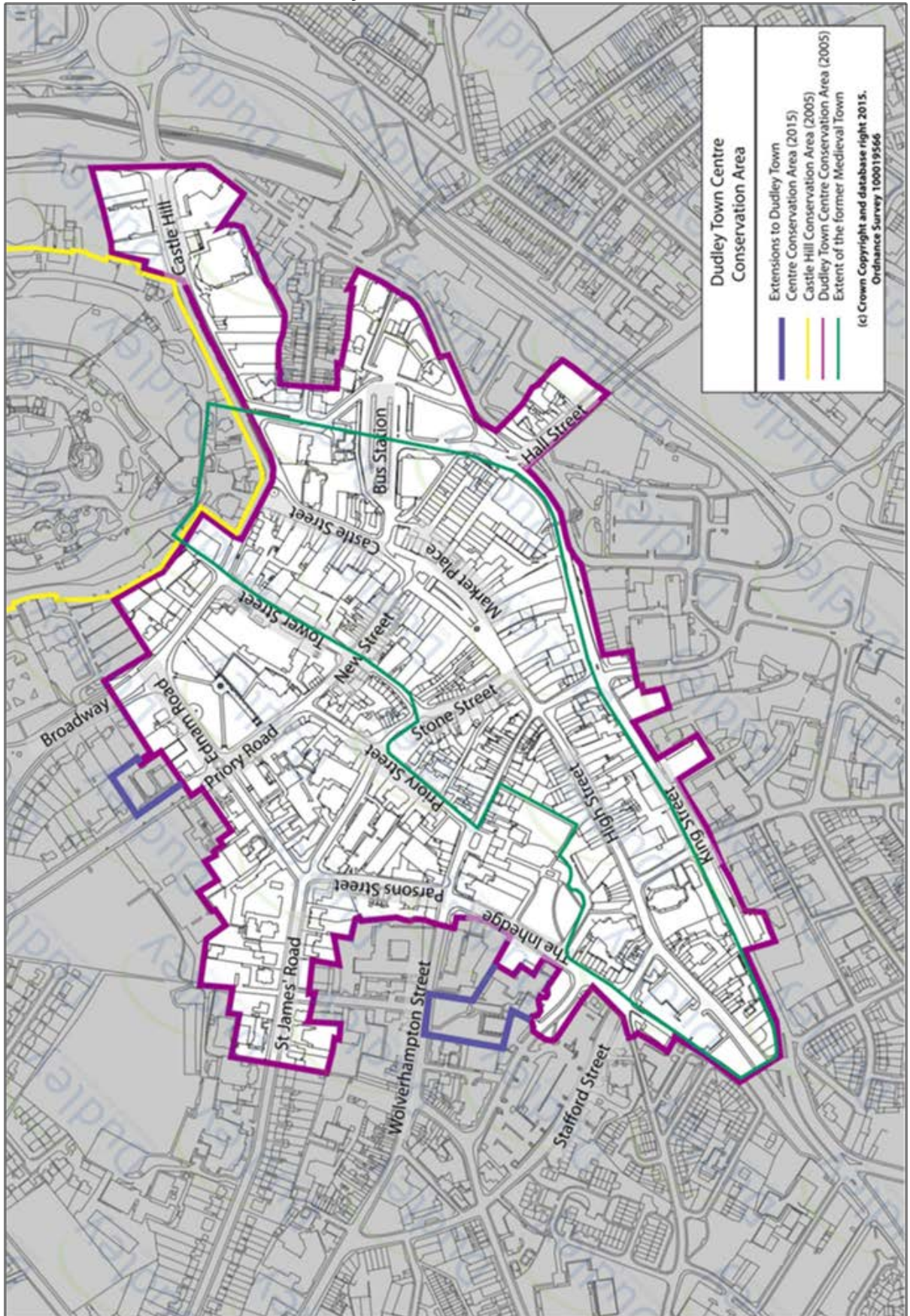
- a brief summary of the conservation value of the area and the potential threats to it
- the tools that will be used for the future management of the area, including planning policies, planning measures and a framework for design and maintenance
- how the community will be engaged in managing the area in the long term
- how the plan will be put into practice

1.3 The CAMP is also an essential document in the acquisition of grant aid to support positive change in the conservation area. In particular, applications for Townscape Heritage grant aid from the Heritage Lottery Fund require formal adoption of the management plan and an understanding that it will be put into practice for at least 10 years after the grant has expired.

1.4 The existing CAMP, in conjunction with other supporting documents and initiatives for the Dudley Town Centre Conservation Area, has proven to be of great assistance when, in 2015, Dudley MBC won the national Placemaking Awards for the West Midlands. The Placemaking Awards recognise and publicise projects, plans, people and organizations that are making places better and Dudley MBC won the award for the best use of Heritage in Placemaking for the work being undertaken in Dudley Town Centre, with particular reference to the HLF funded Townscape Heritage Initiative (THI) undertaken between (2009-2015). Awards for the work undertaken within the town centre Conservation area were also awarded by the RTPI in 2015 when Dudley Council won the Planning Excellence Awards in the 'Planning and Built Heritage' category.

1.5 The CAMP will be regularly monitored and reviewed to ensure that it remains relevant and that it is protecting the historic environment for future generations and will be interlinked with the annual monitoring of the historic environment chapter of the Dudley Area Action Plan (AAP).

FIGURE 1 – The Dudley Town Centre Conservation Area



## Chapter 2 – Conservation Value of the Area

2.1 The historic importance of Dudley Town Centre is recognised as a major asset in delivering regeneration and enhancing the town centre as a tourist destination. Dudley Town Centre's conservation value is multi-layered, reflecting its development from a small market town in the Middle Ages that served the chief castle of the Barony, to the 'uncrowned capital of the Black Country' (Parsons, 1986). Dudley saw a steady expansion in the 17<sup>th</sup> Century, due to the growth of coal mining and iron working, and rapidly expanded during the 18<sup>th</sup> and 19<sup>th</sup> centuries as the Industrial revolution created a wealth that transformed the Black Country into a powerhouse of manufacturing.

2.2 The buildings and street plan within the Conservation Area illustrate this growth. The medieval street pattern, market place and key views to landmarks, such as the Castle, provide a framework for the many fine Georgian, Victorian, Edwardian and early 20<sup>th</sup> Century buildings. These reflect the development of the town into, not only a bustling place of commerce, but a centre of government, law and order, education and entertainment.

2.3 The Dudley Town Centre Conservation Area Appraisal (2015) provides further detail on the historic significance and conservation value of the town. The appraisal identifies eight character areas, each with their own individual and definable character which collectively creates a sense of place within the Conservation Area. The appraisal re-evaluated the 2005 Conservation Area Boundary and several minor boundary changes were identified and made to include key historic buildings that contribute to the historical and architectural interest of the town centre. These comprise:

- The Magistrate's Court, The Inhedge: The building has been identified as the best example of later 20<sup>th</sup> century architecture in the town centre, representing the continuing development of the area for the town centre for implementing law and order, as well as serving as a symbol of the town's local prestige.
- The Baptist Church, Priory Road and the Methodist Church, Wolverhampton Street. Both of these are 20<sup>th</sup> century buildings representing the investment of two sizeable religious communities in the town centre and buildings that provide communal value for their congregations. The Methodist Chapel's site also includes a substantial burial ground that forms an important historic green space on Wolverhampton Street. Both churches provide evidence of the continuing role of the town centre as a religious centre for the surrounding district into the 20<sup>th</sup> century and beyond.

2.4 The updated appraisal also includes a consideration of the evidence base developed through the Dudley Urban Historic Landscape Characterisation (UHLC) as a means of understanding the town's historic character and, in addition to identifying the 'designated' resource of 60 statutory listed buildings,

37 locally listed buildings and a considerable archaeological resource, it identifies those buildings which make a positive contribution to the special interest of the area, to which the Council should have special regard. Beyond the conservation area boundary; there are a wealth of historic buildings that also positively contribute to the character, appearance and setting of the Conservation Area.

2.5 To view the Dudley Town Centre Conservation Area Character Appraisal, October 2015, please click on the following link:-

<http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/dudley-aap/dudley-aap-sa/?assetdet3970939=277919>

To view the Dudley Urban Historic Landscape Characterization (UHLC), October 2015, please click on the following link:-

<http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/dudley-aap/dudley-aap-sa/?assetdet3970939=277920>

## Chapter 3 – Key Potential Threats to the Conservation Value of the Area

3.1 The Dudley Town Centre Conservation Area Character Appraisal and the Dudley Urban Historic Landscape Characterisation document provide a thorough examination of the key issues faced by the area. These were identified during the survey and stakeholder consultation and underpin the appraisal. The majority of the issues are ‘historic’ i.e. they were created prior to Dudley being designated as a Conservation Area however they still remain as visual detractors now and are incrementally being addressed. In summary the key threats to its conservation value are:

### 3.2 - Visual detractors and poor quality design

- I. **Poorly designed development which is out of context:** Sections of Dudley’s Town Centre were renewed in the post-war period with the introduction of some street facades that show little respect for their historic context. Many replacement buildings or facades constructed at this time were of unexceptional or poor design and construction and pose a threat to the quality of the townscape. Key issues include the use of an unsympathetic palette of materials, poor choice of scale of development and a failure to retain streets with tall, narrow-fronted buildings that provide the distinctive character of this historic market town
- II. **The degradation and loss of historic street pattern:** Past piecemeal demolition and partial redevelopment have impacted on Dudley’s classic patterns of development ‘blocks’ where they have created gap sites or views showing the backs of buildings or inner ‘courts’ that supply parking and servicing to buildings.
- III. **Poorly designed shopfronts and signage:** There are numerous examples of commercial historic buildings in Dudley which have poorly designed modern shopfronts, signage and outdoor advertisements. Key issues include block design, uPVC internally illuminated signage, banner signs and replacement shopfronts that have used materials and a scale disproportionate to the building. Both individually and collectively these alterations have a negative impact on the building itself, and the appearance and character of the Conservation Area.
- IV. **Minor changes resulting in loss of architectural detailing:** The (often incremental) change to buildings in the Conservation Area, including the loss of traditionally detailed timber windows or doors, or the removal of features such as stone coping or shopfronts, has affected many parts of the area.
- V. **The use of external roller shutters:** The use of external shutters has had a negative impact on the character of the area by adding unsympathetic features to the most visible elevations of historic buildings, whilst potentially concealing other historic details. More generally their use is particularly notable on take-away premises that tend to be closed during



the daytime, creating blank frontages that result in a lack of perceived activity and vitality of the town centre as a commercial area.

### **3.3 - Reduction in use of commercial and office space**

- I. **Economic & Social Change:** In common with other towns, Dudley appears to be suffering a long term contraction in town centre retail use, retaining a smaller range of businesses that have a particular need for a physical outlet in a convenient local centre and suffering decreasing levels of activity outside of intensive shopping areas.
- II. **Vacancy:** Throughout the Conservation Area, there are a number of empty and boarded-up shops, vacant development sites and vacant upper floors. These create a visual poor image of the town centre and suggest low economic activity, which has the potential to lead to a negative cycle of further decline.
- III. **Dereliction:** Vacancy or partial use of commercial properties in the Conservation Area is having a demonstrable impact on their condition and some key buildings are suffering from dereliction resulting in loss of their potential contribution and, in the case of sites such as the Former Congregational Chapel, attracting antisocial behaviour.

### **3.4 - Traffic Management:**

- I. **Congestion:** Whilst parts of the Conservation Area are pedestrian only zones, some areas have become bottlenecks for traffic. On Wolverhampton Street in particular, the high volume of through traffic and narrow pavements causes problems with on-street parking affecting pedestrian footfall. This is impacting on the attractiveness of Wolverhampton Street as a shopping street and has had tangible impacts on the vitality of its businesses and a consequent lack of investment in building maintenance and repair.

## Chapter 4 – Tools for Future Management of the Conservation Area

4.1 The successful long term management of the Dudley Town Centre Conservation Area depends on management that respects its conservation value and helps address known threats to this value. The Council is committed to making full use of its planning policies and its strategic planning framework to support this and recognises the importance of ensuring that regeneration initiatives, including publicly funded schemes such as the Townscape Heritage programme, are not undermined by subsequent actions.

4.2 The measures which are in place, or will be put into practice, in order to ensure that the special character and quality of this Conservation Area are retained and enhanced are outlined below.

### Local Planning Policies

4.3 The Council's Planning Policies relating to heritage and Dudley Town Centre are contained within the adopted Black Country Core Strategy (2011), the Dudley Borough Development Strategy Development Plan Document (DPD) (2017), and the Dudley Area Action Plan (AAP) (2017). The Dudley Area Action Plan takes forward and updates the strategy set out in the Area Development Framework (ADF) for Dudley Town Centre which was adopted in 2005.

4.4 The overall strategic vision for Dudley Town Centre has a focus on heritage-based initiatives as a means of delivering regeneration and enhancing the town centre as a significant tourist destination. It aims to build on the opportunity to bring vacant floorspace back into use, increase the potential for residential development, increase footfall and activity in the town centre.

4.5 The Council has an arms-length regeneration management company, New Heritage Regeneration (NHR), which was created in 2008 and formed out of the need to deliver the vision set out in the ADF for Dudley Town Centre. The role of the company is that of a Project Management agent to deliver the economical, social and environmental aspirations of the Council and its partners. Significant work has been undertaken on delivering the proposals for Dudley Town Centre since the adoption of the ADF in 2005.

### ***The Black Country Core Strategy***

4.6 The principal planning policy is set out in ENV2 of the **Black Country Core Strategy** which was adopted in 2011. This policy states that all development should aim to protect and promote the special qualities, historic character and local distinctiveness of the Black Country. The policy specifically recognises the value of Dudley as a distinctive element of the Black Country, in particular its civic religious and commercial cores, and as one of the principal settlements of medieval origin in the area.

## ***The Dudley Borough Development Strategy***

4.7 At a Borough-wide level, **the Dudley Borough Development Strategy** covers key policies which are in place to protect the distinctive landscape, individual buildings and the archaeology of the borough. **S8 – ‘Conservation and Enhancement of Local Character and Distinctiveness and Non Designated Heritage Assets’** - sets out how to protect areas which enhance the physical assets of the borough’s landscape and townscape while **S9 – ‘Conservation areas’** - covers 22 areas in the borough and acts to safeguard and seek to enhance these approved conservation areas. Similarly **S10 – ‘Listed Buildings’** safeguards buildings which have been statutory listed because of their historic or architectural value. There are approaching 300 buildings which are listed in the borough. **S11 – ‘Buildings of Local Historic or Architectural Importance’** - includes buildings which do not meet the national criteria for statutory listing. This sets out how to protect buildings which are important based on the contribution these buildings make to the landscape and townscape.

4.8 **Policy S12 – ‘Areas of High Historic Townscape Value’** - covers how to approach areas that exhibit a high concentration of heritage assets and historic features, which have a positive contribution to the boroughs local character and distinctiveness. **S13 – ‘Areas of High Historic Landscape Value’** - demonstrates the importance of the wider landscape elements, such as open space, woodland, watercourses, hedgerows and archaeological features, setting out how to protect and enhance views surrounding and including this area.

4.9 **S15 – ‘Heritage Assets of archaeological interest, Scheduled Ancient Monuments and Archaeological Priority Areas’** - considers developments which contain heritage asset of archaeological interest, developments within a archaeological priority area, developments which are in proximity to a Scheduled Ancient Monument or developments within a site or area which has known or potential archaeological significance.

4.10 Together these policies aim to help maintain the individual identity of the borough as a whole, recognising that the character and quality of Dudley’s historic environment is one of its greatest assets and allowing it to be utilised to the best advantage. As such, they set out the framework for the appropriate policy coverage to deliver the heritage led regeneration of the Borough’s assets.

## ***The Dudley Area Action Plan***

4.11 Alongside the Borough Development Strategy is the **Dudley Area Action Plan (AAP)** which sets out a range of policies to deliver the vision and aspiration for the town centre up to 2026. The vision for Dudley Town Centre is that the Town will serve the needs of its local population and remain the strong focus for civic life, for town centre living, for shopping, tourism and heritage, leisure and recreation. One of the key objectives for the Town Centre is ‘maintaining a high quality built historic and natural environment’.

4.12 The AAP's policies to deliver the protection of the historic environment take into account the Urban Historic Landscape Characterisation (UHLC) and the character appraisals undertaken for the Conservation Areas in Dudley Town Centre. They comprise: **Policy 21 'Conservation and Enhancement of Local Character and Distinctiveness in Dudley** – which sets out a policy approach to how locally distinctive character should be protected; and **Policy 22 'Dudley Town Centre Conservation Area'** which sets out the importance of the Conservation Area in the development of the Town.

4.13 In addition to the Dudley UHLC the Area Action Plan is supported by a wealth of evidence base which includes the DAAP Urban Design Evidence Base and Landscape Evidence Base designed to ensure policy formulation is based on knowledge and intelligence.

### ***Supplementary Planning Documents***

4.14 To support planning policy guidance in Dudley, detailed Shopfront & Advertisement guidance (adopted September 2017) has been developed in the form of a Supplementary Planning Document (SPD). Furthermore the Historic Environment SPD (September 2017) has been reviewed to take into account latest policy changes to ensure that there is a suite of guidance that is up-to-date on matters relating to the historic environment.

4.15 The above planning policies will steer future public sector investment and private sector partners towards delivering appropriate and lasting solutions that reinforce the character and appearance of Dudley's distinctiveness.

## Planning Measures

4.16 In addition to Local Planning policies, the Planning Acts give powers to Local Planning Authorities to deal with issues affecting the historic environment and its proactive management. The key relevant measures include:

**TABLE 1 – Dudley MBC Planning Measures**

<b>POWER</b>	<b>STATUTORY BASIS</b>	<b>PURPOSE</b>	<b>WORK REQUIRED BY LPA</b>	<b>DELEGATED AUTHORITY</b>	<b>REALISTIC TIMEFRAMES</b>	<b>POTENTIAL ISSUES</b>
Amenity of Land Notice	s.215 Town and Country Planning Act 1990	To require an owner or occupier to carry out works to improve the external condition of a building or land if its neglect is adversely affecting the surrounding area.	Drafting of notice and accompanying schedule	Strategic Director – Place Directorate (see page C14 of DMBC Constitution)	2-4 weeks	Appeal to magistrates
Urgent Works Notice	For listed Buildings: s.54 Planning (Listed Buildings & Conservation Areas) Act 1990	To allow a local authority to directly carry out works that are required urgently to make an unoccupied listed building weather-tight and thus prevent further deterioration.	Drafting of notice and accompanying schedule	Listed Buildings: Strategic Director – Place Directorate (see page C14 of DMBC Constitution)	2-4 weeks	Unoccupied parts of properties only

POWER	STATUTORY BASIS	PURPOSE	WORK REQUIRED BY LPA	DELEGATED AUTHORITY	REALISTIC TIMEFRAMES	POTENTIAL ISSUES
	For unlisted buildings: s.76 Planning (Listed Buildings & Conservation Areas) Act 1990	To allow a local authority to directly carry out works that are required urgently to make an unoccupied, none-listed building weather-tight and thus prevent further deterioration.		Unlisted Buildings: Strategic Director – Place Directorate and Development Control Committee	4-6 weeks	As above but also requires prior approval of SoS DCMS
Repairs Notice	s.48 Planning (Listed Buildings & Conservation Areas) Act 1990	To allow a local authority to specify to the owner works it considers reasonably necessary to secure the future of a listed building. If the repairs are not carried out, the power can lead to compulsory purchase of the building.	Drafting of notice and accompanying schedule	Development Control Committee (see page C8 (i) of DMBC Constitution)	4-6 weeks	Unoccupied properties only
Compulsory Purchase Order	s.47-48 Planning (Listed Buildings & Conservation Areas) Act 1990	When all other measures fail, to allow the local authority to compulsorily acquire a listed building in order either to repair it itself or sell it on to be restored by a buildings preservation trust or other new owner.	Drafting of notice and accompanying schedule / value	Development Control Committee (see page C8 (i) of DMBC Constitution)	3 months	Follows service of Repairs Notice Appeal to Lands Tribunal
Planning Enforcement	s. 172 Town & Country	To remedy a breach of planning control	Drafting of notice and	Development Control Committee	2-4 weeks	Appeal to Planning Inspectorate

<b>POWER</b>	<b>STATUTORY BASIS</b>	<b>PURPOSE</b>	<b>WORK REQUIRED BY LPA</b>	<b>DELEGATED AUTHORITY</b>	<b>REALISTIC TIMEFRAMES</b>	<b>POTENTIAL ISSUES</b>
Notice	Planning Act 1990		accompanying schedule	or Chair of Development Control Committee		
Listed Building Enforcement Notice	s.38-46 Planning (Listed Buildings & Conservation Areas) Act 1990	To remedy a breach in listed building control	Drafting of notice and accompanying schedule	Strategic Director Place See page C13(a) of the Constitution	4-6 weeks	Appeal to Planning Inspectorate
Restriction of Deemed Consents Discontinuance notices	Town and Country Planning (Control of Advertisements) (England Regulations 2007) Regulation 8	Discontinuance Action is when a local planning authority serves a notice (a discontinuance notice) under Regulation 8 requiring that the displaying of advertisements with deemed consent be discontinued.	Draft the notice	Strategic Director – Place Directorate (see page C13 (6) of DMBC Constitution)	8+ weeks	Appeal to Secretary of State
Area of Special Advert Control	Town and Country Planning (Control of Advertisements) (England Regulations 2007) Regulation 20	This is where a local authority defines an Area of Special control in order to have more control over advertisements	Apply to Secretary of State	Strategic Director – Place Directorate (see page C13 (6) of DMBC Constitution) and Development Control Committee	8+ weeks	Appeal to Secretary of State
Enforced Sale	Law of Property Act 1925 and Part 2 of the Local Land	Allows a local authority with a debt on a vacant property to register the debt as a charge. The	Drafting of notice and accompanying schedule / value	Strategic Director – Place Directorate	8+ weeks	Right of Appeal

POWER	STATUTORY BASIS	PURPOSE	WORK REQUIRED BY LPA	DELEGATED AUTHORITY	REALISTIC TIMEFRAMES	POTENTIAL ISSUES
	Charges Register	local authority has all the powers and remedies available to a mortgagee which include the power to force the sale of the property to recover the debt				
Advertisement Removal Notice	Section 225A of the Town and Country Planning Act (as amended)	Allows local planning authorities to remove and dispose of any display structure – such as an advertisement hoarding – which, in their opinion, is used for the display of illegal advertisements. This provision does not apply to a structure in a building to which the public have no right of access.	Drafting of notice and accompanying schedule	Strategic Director – Place Directorate see page C13 (7) of the Constitution	2-4 weeks	Right of appeal to Magistrates Court
Removal of permitted development rights - Article 4 directions	Town and Country Planning (General Permitted Development) Order 2015	Allows local planning authorities to remove certain permitted development rights by issuing an 'Article 4' direction. This provision means that a planning application needs to be submitted for work which does not normally need one.	Drafting of notice and accompanying schedule	Strategic Director – Place Directorate See page C15 (ii) of the Constitution See also page C50 (15(a)) of the Constitution – Cabinet Member for Planning and Economic Development	4-6 weeks	Right of Appeal



## **A Framework for Design & Maintenance Standards**

4.17 Based on the potential threats identified in section 3.0 above, and with specific regard to the Town Centre Conservation Area, Dudley MBC have developed the following framework to support design and maintenance standards in the Conservation Area.

### ***Dudley Town Centre Conservation Area Design Standards***

4.18 Planning applications will be determined with particular reference to the contents and findings of the Dudley Town Centre Conservation Area Appraisal, the Dudley Urban Historic Landscape Characterisation (UHLC), the Dudley AAP Urban Design Evidence Base and Landscape Evidence Base, the Historic Environment SPD and Shopfront & Advertisement SPD. Accordingly:-

#### **(a) New build and development shall:**

- **Be of good quality design which takes account of its historic context:** Any partial or complete new build should be of good quality design and construction and positively enhance the quality of Dudley's townscape. Development should use a sympathetic palette of materials and a scale of development that maintains the historic character of the street and particularly the tall, narrow fronted buildings that provide the distinctive character of this historic market town.
- **Reinforce and enhance historic street patterns:** Any partial or new build should retain or, where lost, reinstate Dudley's classic perimeter block patterns of development, ensuring that there are clear frontages to historic streets, avoiding presenting the backs of buildings and servicing arrangements to established public routes and spaces, and retaining or reinstating continuity with the historic streetscape.

#### **(b) The retail areas will have:**

- **Good quality shopfronts and signage:** Any changes to shopfronts or signage should be in accordance with the Shopfront & Advertisement SPD and ensure that signage, alterations or replacement shopfronts use materials and a scale proportionate to the building.
- **Inconspicuous security measures:** where required, retail units should have internal security fittings which are discrete externally and avoid concealing historic details.

#### **(c) Any alterations to historic buildings will:**

- **Retain or, where lost, reinstate architectural detailing:** any new proposals for shopfronts or changes to windows or doors will be expected to restore historic detailing where possible and use traditional materials and techniques for new work and repairs.

**(d) The positive reuse of historic buildings will be encouraged by:**

- **Positively considering high quality proposals:** The sensitive reuse of partially or completely vacant buildings should be encouraged in order to increase usage of buildings and tackle an underlying character of neglect. In retail and commercial properties, the emphasis should be on retaining, economic activity at street level where viable, but the more effective use of upper floor space should be encouraged. Any wholesale change of use must retain the character and appearance of the area.

**(e) Work to the Public Realm will:**

- **Maintain new areas of paving:** ensure that utilities, repairs and new work in the Conservation Area reinstate the high quality new paving on a like for like basis.
- **Consider signage and street furniture:** ensure that proposals for new or replacement signage and street furniture are sited in locations sympathetic to the historic character and appearance of the area. Any new elements should use the adopted palette and designs established to develop a cohesive appearance and sense of continuity across the Conservation Area.

***Dudley Town Centre Conservation Area Maintenance Standards***

4.19 'Maintenance' is work that is necessary to protect the fabric of a building and keep it weatherproof. It does not include any work to put right significant problems, or work needed to bring a building in poor repair back to good condition. Carrying out active annual maintenance prevents the onset of serious structural problems which may need expensive repairs in the future. Some maintenance works will be required annually. Others, such as the clearing of gutters and vegetation, may need to be undertaken several times a year. Typical tasks include:

- regularly inspecting buildings to check their condition and identify any problems that need attention;
- making sure that gutters are free of debris and are in working order;
- replacing slipped roofing tiles or slates, to stop rainwater getting in;
- repainting timber windows and doors at least every 5 years;
- re-pointing walls and clearing plants growth such as ivy or vegetation from the base of walls.

In the Conservation Area the following framework will support maintenance standards:

- (a) Improve understanding of the need for maintenance:** Provide all properties in the Conservation Area with a guidance note outlining typical maintenance tasks and their frequency.

**(b) Promote events to support owners maintaining their buildings:**

Support National Gutters Day by organising a local event that includes the provision of a cherry picker to clear the gutters of historic properties in the conservation area.

**(c) Promote National Maintenance Week in November:**

Annually develop press and media coverage to remind property owners (and tenants on a repairing lease) of the need to undertake regular maintenance on their buildings.

**(d) Effectively manage and maintain Public Art Works:**

Implement the individual Management and Maintenance Plans for the recently installed/ repaired public art, including; Grade II\* drinking fountain, Grade II Earl of Dudley Statue, Locally Listed Apollo Fountain, Duncan Edward Statue and Ben Boucher statue.

**(e) Effectively manage and maintain the Public Realm:**

Implement the management and maintenance plan for the public realm in the Conservation Area to ensure that it is maintained to a high standard. Promote the role of 'Keeper of the Fountain' to ensure that the Fountain and its care have a high profile.

## **Chapter 5 – Community Consultation and Engagement**

### **Consultation on the Conservation Area Management Plan**

5.1 This CAMP was consulted on as part of the Dudley Area Action Plan (AAP) in November and December 2015.

5.2 The content of the CAMP is derived from earlier work undertaken in consultation with communities and key stakeholders to develop Dudley's Strategic Plans and the Dudley Area Action Plan, as well as the Town Centre Conservation Area Appraisal and Urban Historic Landscape Characterisation. There has also been wide engagement with key stakeholders with interests in the regeneration of the town centre.

5.3 This extensive and recent engagement has ensured that the community and statutory consultees have been involved in the processes and strategies developed to protect and enhance the Conservation Area. The CAMP draws together information from these sources as a means of setting out the long term vision for the Conservation Area.

5.4 Consultation responses have shown overall positive support for the Plans and Appraisals produced, and particular support has been expressed for the emphasis on the heritage-based regeneration of Dudley Town Centre.

5.5. On the 13<sup>th</sup> September 2017 Dudley Council formally adopted the Conservation Management Plan with an undertaking that it will be put into practice. It is a condition of Townscape Heritage grant (for which the Council is currently delivering) that a CAMP will be adopted and be in place for at least 10 years from its adoption, by which time it, and the accompanying Conservation Area Appraisal, will be due a review.

### **Engaging the Community in Managing the Conservation Area**

5.6 Community engagement and activity is an essential part of the effective management of the Conservation Area in the long term.

5.7 As part of the Phase 1 Dudley Town Centre Townscape Heritage Initiative the 'Dudley Town Team' was set up, a broad Partnership comprising representatives from business, the community, professionals, stakeholders and others with an interest in the future of Dudley and its historic environment. In order to continue with the engagement of the local community in the active management of the Conservation Area and to get 'buy-in' from the general public a similar partnership group will be re-established. Its role will be to help monitor and promote the range of activities set out in this CAMP by retaining a watching brief on the quality of development within the town centre, as well as identifying opportunities to promote learning, maintenance and standards.

## Chapter 6 – Training and Learning opportunities

### Existing Initiatives

6.1 Between 2008–2015 the Council worked closely with a number of historic building owners in the Dudley Town Centre Conservation area to deliver Phase 1 of a ‘Townscape Heritage Initiative’ (THI), a Heritage Lottery funded scheme for the repair and reuse of historic buildings and improvements to the streetscape. This included a number of training and learning initiatives which were intended to raise awareness of the value of the historic environment.

### Reinforcing Understanding for the Long Term

6.2 The activities delivered under THI successfully initiated a better understanding of the historic environment assets in the Conservation Area and their needs. However, the effective future management of the area relies on sustaining and enhancing this knowledge. The following learning activities will help reinforce and sustain a conservation-led approach to managing the area over the long term:

- I. **A rolling programme of Member training & updates:** ensure that Development Control Committee Members remain up-to-date on best practice with regards to the management of the historic environment through regular updates on any new policies, changes in legislation and the outcome of recent Appeals.
- II. **Training on building projects:** work with Dudley and Stourbridge Colleges and their students undertaking Construction qualifications, and with Jobcentre Plus, to provide ‘on the job’ conservation skills training opportunities and enhance understanding and appreciation of historic buildings.
- III. **Conservation skills training sessions:** provide traditional skills demonstrations for students on construction courses to give them an insight into traditional building methods and craft skills.
- IV. **Heritage Open Days:** encourage owners in the Conservation Area to participate in Heritage Open Days and ‘Black Country Day’ to give visitors and residents an opportunity to learn more about the history of the town and further appreciate the diverse historic buildings and structures.
- V. **Good practice guides:** develop guidance to assist owners of historic buildings in the Conservation Area to understand their role in caring for and maintaining their properties.
- VI. **Volunteer programme:** train volunteers in the history of the town and its key buildings in order to be able to promote this aspect of the town to visitors and residents.

- VII. **Officer training opportunity with New Heritage Regeneration (NHR):**  
NHR to provide training opportunities to Officers based within Planning and Design & Delivery in the potential funding opportunities available from the Local Economic Partnership (LEP) and the Combined Authority.

Further activities will be developed as part of the forthcoming Dudley Townscape Heritage Activity Plan.

## Chapter 7 – Putting the Conservation Area Management Plan (CAMP) into Practice

7.1 The Conservation Area Management Plan (CAMP) will be used in conjunction with the Dudley Area Action Plan (AAP), the Dudley Town Centre Conservation Area Character Appraisal and the Dudley Urban Historic Landscape Characterisation (UHLC) to ensure sensitive interventions conserve, repair and enhance the historic fabric of the town centre.

### **CAMP AIMS**

7.2 The Council will use the CAMP to:

- Provide the basis for the proactive management of the Conservation Area through informing future Council policy formulation and decision making by services;
- Act as a material consideration in the determination of planning applications, use of planning powers and exercise of the Council's duties under the Planning Acts, as a result of its companion status to the previously adopted Conservation Area Character Appraisal.;
- Fulfil the Council's statutory duty in regard to s.71 and s.72 of the Planning Act 1990;
- Illustrate the local planning authority's commitment to have regard to government policy for Conservation Area management
- Develop a 10 year historic environment strategy for the Conservation Area
- Clearly illustrate the Council's commitment to strong measures and actions for protecting and enhancing the Dudley Town Centre Conservation Area to our funding partners. This includes, for example, using the CAMP to support a Phase 2 Townscape Heritage grant from the Heritage Lottery Fund.

7.3 The monitoring and review of the Conservation Area Management Plan will be undertaken at 5 year intervals. However the Dudley Area Action Plan Policies are monitored on an annual basis as part of the Council's Annual Monitoring Report which can be viewed on the Council's planning web page:- <http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/annual-monitoring-report/>

7.4 Given the Council's successful bid for Phase 2 Townscape Heritage grant, in accordance with Heritage Lottery Fund guidance, the adopted CAMP will be supported by a fully costed Management and Maintenance Plan to demonstrate how the benefits of

funding will be sustained for both the term of the grant and the subsequent 10 years. The following table outlines the key actions and responsibilities for putting the CAMP into practice.

**TABLE 2: CAMP Aims**

<b>CAMP Aim 1: Address known threats to the Conservation Area</b>			
<i>ACTION</i>	<i>ACHIEVED THROUGH</i>	<i>MAIN RESPONSIBILITY OF</i>	<i>TIMEFRAME</i>
Ensure consistent decision making across all Council services to ensure special regard is paid to the significance of the town's historic environment	<ul style="list-style-type: none"> <li>Heritage/Design Champion</li> <li>Consistent use of relevant Local Planning Policies and Planning Measures to address known threats</li> </ul>	DMBC Cabinet Members/ DMBC Planning & Regeneration Services /Development Control Committee.	2016-2030
Secure quality development that respects the character of Dudley's historic core	<ul style="list-style-type: none"> <li>Adoption of Conservation Area Management Plan</li> <li>Consistent use of the Dudley Town Centre Conservation Area 'Framework for Design and Maintenance standards' contained within the adopted CAMP at section 4.17</li> <li>Adoption of the Historic Environment SPD and Shopfront &amp; Advertisement SPD</li> </ul>	DMBC Cabinet Members/ DMBC Planning & Regeneration Services /Development Control Committee.	2016-2030
Actively enforce the reversal of unapproved detrimental actions and use enforcement powers as a lever for the appropriate redevelopment of derelict sites.	<ul style="list-style-type: none"> <li>Use of statutory powers where available through Planning Measures (see 4.16 and Table 1 above)</li> <li>Implementation of the Council Planning Enforcement Plan</li> </ul>	DMBC Planning & Regeneration Services /Development Control Committee/ Design & Delivery Team.	2016-2030
Tackle the neglect and dereliction of historic buildings and spaces	<ul style="list-style-type: none"> <li>Use of statutory powers available through Planning Measures (4.16 and Table 1 above)</li> <li>Continuation of internal project groups such as the Wolverhampton Street Corridor group.</li> <li>Maintain the Council Heritage at Risk Register</li> </ul>	DMBC Planning & Regeneration Services/ Development Control Committee/Design & Delivery Team (Historic Environment).	2016-2030
Promote heritage-based regeneration	<ul style="list-style-type: none"> <li>Consistent use of policies in Dudley Area Action Plan</li> <li>Preparation of more bids and applications for</li> </ul>	DMBC Cabinet, DMBC Planning & Regeneration Services/ Development	2016-2030



	external grant assistance	Control Committee/NHR/ Design & Delivery Team (Historic Environment).	
<b>CAMP Aim 2: Support the maintenance, repair, architectural reinstatement and reuse of historic buildings in the Conservation Area</b>			
<i>ACTION</i>	<i>ACHIEVED THROUGH</i>	<i>MAIN RESPONSIBILITY OF</i>	<i>TIMEFRAME</i>
Apply for funding from the LEP, HLF, Historic England, Combined Authority and other suitable sources of external grant assistance. If successful, implement any resulting scheme	<ul style="list-style-type: none"> <li>• Bid to LEP Autumn 2017</li> <li>• Implementation of any forthcoming schemes</li> <li>• Implementation of 'Townscape Heritage Action Plan'</li> </ul>	Head of Planning & Regeneration in conjunction with Design & Delivery Manager and NHR.	February 2016 -2021
Provide guidance for owners on caring for and maintaining buildings in the Conservation Area	<ul style="list-style-type: none"> <li>• Develop guidance notes and make them widely available</li> </ul>	Head of Planning & Regeneration in conjunction with Design & Delivery Manager.	2016 - 2026
Provide guidance on the repair and reinstatement of historic shopfronts in the Conservation Area	<ul style="list-style-type: none"> <li>• Publish, promote and monitor the adopted Supplementary Planning Document for Shopfront &amp; Advertisements</li> </ul>	Head of Planning & Regeneration in conjunction with Design & Delivery Manager & the Planning Manager.	2016 -2026
Raise awareness of the need to carry out annual active maintenance	<ul style="list-style-type: none"> <li>• Annually promote National Gutters Day and Maintenance Week events</li> </ul>	Head of Planning & Regeneration in conjunction with the Design & Delivery Manager and DMBC Communications Team.	2016-2030
Develop conservation skills in the construction sector	<ul style="list-style-type: none"> <li>• Work with Dudley &amp; Stourbridge college to provide 'on the job' experience of conservation activities</li> <li>• Provide demonstrations of traditional skills for students</li> </ul>	Head of Planning & Regeneration in conjunction with the Design & Delivery Manager.	2016-2030
Monitor the properties/sites that have been in receipt of external grant assistance to ensure that they remain in compliance with the conditions of grant and where necessary apply appropriate	<ul style="list-style-type: none"> <li>• Create a new module within APAS/ANITE and the Council GIS layers that will enable careful monitoring and enforcement where necessary of properties that have received external grant assistance from the TH or LEP buildings programme</li> </ul>	Head of Planning & Regeneration in conjunction with the Planning Manager and Head of Law & Governance.	2016-2030

enforcement measures (e.g. Clawback conditions).			
<b>CAMP Aim 3: Support the maintenance, repair and enhancement of the public realm in the Conservation Area</b>			
<i>ACTION</i>	<i>ACHIEVED THROUGH</i>	<i>MAIN RESPONSIBILITY OF</i>	<i>TIMEFRAME</i>
Ensure that existing high quality public realm and artworks are maintained & repaired	<ul style="list-style-type: none"> <li>Implement the individual Management &amp; Maintenance Plans for the public realm and public artwork in the Conservation Area</li> </ul>	Chief Officer (Environmental Services) in conjunction with Head of Green & Streetcare	2016-2030
Ensure a cohesive approach to future public realm improvements in the Conservation Area or its setting	<ul style="list-style-type: none"> <li>Consistently use the adopted palette and designs for the Town Centre in new work;</li> <li>Publish and promote Supplementary Planning Documents for Public Realm</li> <li>Implementation of guidance provided in the Dudley AAP Urban Design and Landscape Evidence bases.</li> </ul>	Chief Officer ( Regeneration & Enterprise) in conjunction with Chief Officer (Environmental Services)	2016-2030
<b>CAMP Aim 4: Engage the community in managing and promoting the value of Dudley's historic environment</b>			
<i>ACTION</i>	<i>ACHIEVED THROUGH</i>	<i>MAIN RESPONSIBILITY OF</i>	<i>TIMEFRAME</i>
Appoint 'Heritage/Design Champion'	Support from HELM and CABE/MADE	Dudley Metropolitan Borough Council - Corporate	2016-2030
Implement the Activity Plan for the Townscape Heritage Scheme	Implementation of actions set out in activity plan	Chief Officer (Regeneration & Enterprise) in conjunction with Head of Planning & Regeneration and the Design & Delivery Manager.	2016-2030
Ensure the Community and stakeholders have a role in monitoring and promoting actions that will enhance Conservation Area management	<ul style="list-style-type: none"> <li>Adoption of Conservation Area Management Plan</li> <li>Establish an active Dudley Town Centre Conservation Area Partnership including community and stakeholder representatives</li> </ul>	Head of Planning & Regeneration in conjunction with the Design & Delivery Manager.	2016-2030
Maintain 'Project Champion'	Appointment of a lead officer	Chief Officer (Regeneration & Enterprise).	2016-2030
<b>CAMP Aim 5: Raise awareness of the value of Dudley's historic environment</b>			
<i>ACTION</i>	<i>ACHIEVED THROUGH</i>	<i>MAIN RESPONSIBILITY OF</i>	<i>TIMEFRAME</i>

<p>Ensure all Council Members and Council Officers understand the value of Dudley's historic environment &amp; tools for its management</p>	<ul style="list-style-type: none"> <li>• Adoption of Conservation Area Management Plan</li> <li>• Develop rolling programme of training and updates on policies, legislation and Appeal outcomes to be internally and externally delivered e.g. HELM.</li> </ul>	<p>Chief Officer (Regeneration &amp;Enterprise).</p>	<p>2016-2030</p>
<p>Promote the quality of Dudley's townscape to visitors and residents</p>	<ul style="list-style-type: none"> <li>• Establish an internal project team with the promotion of Dudley as its sole aim.</li> <li>• Work with interconnect to publish a visitor map for Dudley Town Centre</li> <li>• Encourage properties in the Conservation Area to participate in 'Heritage Open Days' &amp; 'Black Country Day'</li> <li>• Implement the actions of the Activity Plan for the TH</li> <li>• Promote the Heritage Trail, Geological Trail and Architectural Heritage Trail</li> </ul>	<p>Chief Officer (Regeneration &amp; Enterprise ) in conjunction with Head of Planning &amp; Regeneration and the Design &amp; Delivery Manager.</p>	<p>2016-2030</p>