



# Green Street Conservation Area Character Appraisal and Management Plan

February 2012



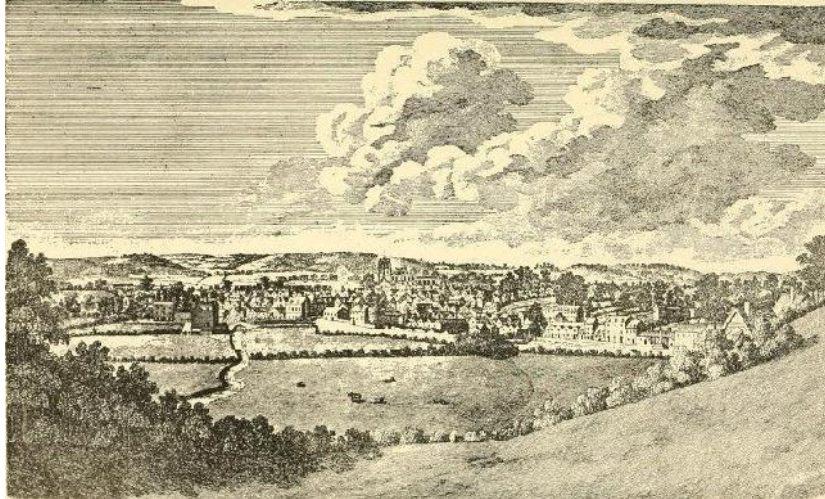
Wyre Forest District Council



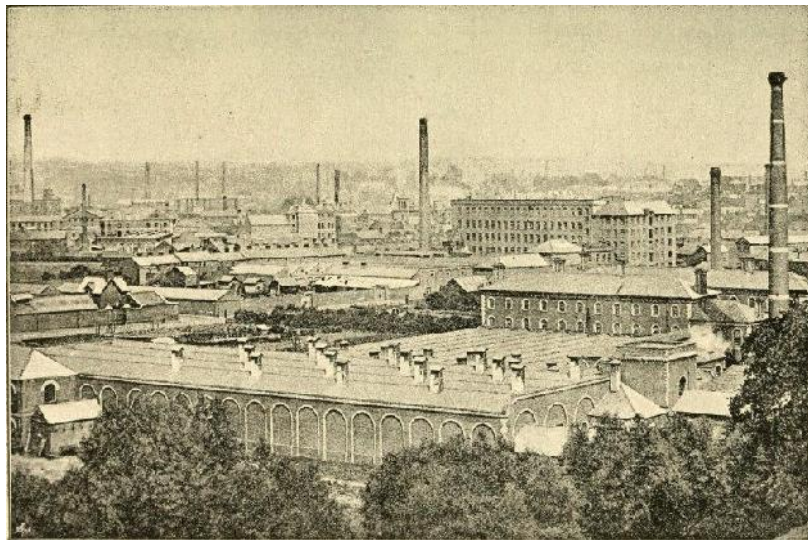
**Green Street Conservation Area  
VOLUME 1  
Character Appraisal and Management Plan  
February 2012**



**Green Street Conservation Area  
Part I: Character Appraisal  
February 2012**



**View from the Copse, 1780, (in Burton, 1890)**



**View of Kidderminster from the Copse, Burton, 1890**



**View of Kidderminster pre- 1914**

**Green Street Conservation Area  
Character Appraisal  
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## 1.0 INTRODUCTION

1.1 Wyre Forest District Council has designated the Green Street area of Kidderminster as a Conservation Area.

1.2 The Green Street area covers flat, low-lying land in the plain of the River Stour. The whole area, covering approximately 9 hectares, is within a 1 kilometre walk of Kidderminster town centre. It contains one of the most important and ancient buildings in Wyre Forest, but it is predominantly an area of former carpet manufacturing premises erected between 1850 and 1925. This group of industrial buildings, including one of the most intact factory complexes in the town, is of great significance.



Aerial Photograph of Green Street Conservation Area

1.3 This document aims to appraise the character and appearance of the area, focusing on its special architectural and historic interest. It is intended primarily to inform the decision-makers with regard to the conservation and development of the area but it should also be of interest to those who live and use, or have lived and worked in, the

area and, more broadly, to those interested in Kidderminster's carpet industry.

- 1.4 The appraisal is largely based on a draft prepared for Wyre Forest District Council by Rodney Melville & Partners, Conservation Accredited Architects and Historic Building Consultants.

## 2.0 **LEGISLATIVE AND POLICY FRAMEWORK**

- 2.1 The first conservation areas were designated under the Civic Amenities Act (1967). This pioneering piece of legislation introduced the concept of the protection of historic areas into the United Kingdom. Since that date over 9,300 conservation areas have been designated in England. They range in type from medieval villages to Victorian suburbs, from country houses set in their parks and estates to the great set pieces of Georgian town development. They range in size from whole cities or towns to small hamlets. Together they constitute the familiar and cherished scene of England and they enable English history to be preserved and understood.

- 2.2 Section 69 of the Planning (Listed Buildings & Conservation Areas) Act 1990 requires local planning authorities to identify areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance, and to designate them.

- 2.3 The Wyre Forest District Local Plan (January 2004) is being replaced with the Local Development Framework (LDF) which comprises a number of documents that will guide the future development of the District. The broad vision is set out in the Adopted Core Strategy (December 2010) but specific proposals and policies for the Green Street area are contained in the Kidderminster Central Area Action Plan (KCAAP). The KCAAP Preferred Options paper was published for public consultation in May 2011. The KCAAP seeks to create a 'Unique Space' through the process of urban design and place making, part of which is the process of conservation. To achieve the desired outcomes a number of policies are proposed. These include policies on:

- The Key Principles of Urban Design;
- Public Realm;
- The Staffordshire and Worcestershire Canal;
- The River Stour;
- Green Infrastructure.



2.4 Although there is no specific policy related to heritage within the KCAAP, the preferred option consultation document includes two overall objectives which are to:

- designate the Green Street area as a Conservation Area;
- ensure that heritage assets are maintained, enhanced and integrated into the urban environment.

These heritage objectives are intended to recognise the contribution the historic environment makes to the character, local identity and distinctiveness of Kidderminster. It is considered that the historic environment makes a vital contribution to the identity of the town and can make a significant contribution to regeneration. These objectives reflect and strengthen the heritage specific policies set out in the adopted Core Strategy (Policy CP11 *Quality Design and Local Distinctiveness*) and the emerging Site Allocations and Policies DPD (Policy 24 *Heritage Assets*).

Policy 24 of the emerging Site Allocations and Policies DPD is as follows:

### **Heritage Assets**

Any development proposal affecting the District's heritage assets or their setting should demonstrate how these assets will be protected, conserved and where appropriate enhanced. The District's heritage assets include:

- Conservation Areas, Listed Buildings and Scheduled Ancient Monuments.
- Locally Listed Buildings.
- Landscape features including ancient woodlands and veteran trees, field patterns, watercourses, drainage ditches and hedgerows of visual, historic or nature conservation value.
- Archaeological remains.
- Historic parks and gardens.

Developments that affect a Heritage Asset should be accompanied by a Heritage Statement, which could be included as part of a Design and Access Statement.

When considering a development proposal which may affect a Heritage Asset, or when preparing a Heritage Statement, applicants should have regard to the following points:

- a. To ensure that proposals would not have a detrimental impact on a Heritage Asset and to identify how proposals make a positive contribution to the character and local distinctiveness of the area.

- b. That repairs, alterations, extensions and conversions of statutorily and non-statutorily listed buildings and structures take into account the materials and styles to be used and the period in which the asset was built.
- c. In considering new development that may affect a heritage asset, proposals will need to identify how the scale, height and massing of new development in relation to the particular feature, and the materials and design utilised, does not detrimentally affect the asset.
- d. When development is proposed in, or adjacent to, a Conservation Area that the existing (or draft) Conservation Area Character Appraisal has been taken into account.

Development proposals that would have an adverse impact or cause harm to a heritage asset and/or their setting will not be permitted, unless it is clearly demonstrated the following criteria are met:

- i. There are no reasonable alternative means of meeting the need for development appropriate to the level of importance of the listed building or structure.
- ii. The reasons for the development outweigh the individual importance of the listed building or structure, its importance as part of a group and to the local scene, and the need to safeguard the wider stock of such buildings or structures.
- iii. In the case of demolitions, that the criteria identified in PPS5 - Historic Environment, have been adhered to.

2.5 The KCAAP defines two character areas that cover the whole of the Green Street Conservation Area. These are:

- 'Castle Wharf', bounded on the north by Castle Road, on the west by the Canal, on the east by New Road and on the south by Island Drive;
- 'Heritage Processions': bounded on the north by Oxford Street, on the east by the bank below the Ringway, on the south by the Ringway and on the west by New Road.

2.6 Four site-specific policies are proposed for the 'Castle Wharf' and 'Heritage Processions' character areas. Policy 38 relates to three areas, as follows:

- Castle Mills complex and the open land to the north at junction of New Road and Castle Road – this site is within the proposed conservation area;
- two sites to the south and south-west of Tram Street and to the west of New Road – these sites lie outside the proposed conservation

area but development at these locations would affect the character and appearance of the area.

Policies 42, 43 and 44 relate to the 'Heritage Processions' area, with specific policies for the former Frank Stone site at the corner of Green Street and Dixon Street (43) and the District Council's depot at the southern end of Green Street (44).

- 2.7 The heritage section of the KCAAP draws on the Design Quality Supplementary Planning Guidance (SPG) produced in 2004. In particular the SPG introduced the concept of New Road and Green Street as the 'Heritage Processions' to the town centre and it identified much of the area as being of heritage townscape value and containing prominent/landmark buildings such as Castle Mills, Elgar House and the Pumping Station.
- 2.8 National policy guidance concerning the designation and management of conservation areas, and all other heritage assets, is set out in Planning Policy Statement 5: Planning for the Historic Environment, and in the accompanying Historic Environment Planning Practice Guide.
- 2.9 This appraisal has been prepared following the guidance set out by English Heritage in its March 2011 publication *Understanding Place: Conservation Area Designation, Appraisal and Management*.

### 3.0 **SUMMARY OF SPECIAL INTEREST**

- 3.1 The special interest of the Green Street Conservation Area can be summarised as follows:
- The remains of the historic Caldwell Estate containing Kidderminster's oldest secular structure
  - The New Road turnpike of 1830 which took traffic directly from the town centre to the Worcester Road which acted as a catalyst for initial development in the area
  - Several carpet manufactories dating from the mid-19<sup>th</sup> century, specifically designed to accommodate power looms, representing the increasing mechanisation of the industry
  - Several listed and locally listed buildings, including carpet manufacturing complexes, a number of late 19<sup>th</sup> century and early 20<sup>th</sup> century municipal buildings and also the late 15<sup>th</sup> century Grade II\* Caldwell Hall
  - The extensive use of brick with two to four storey heights being common, and taller landmark towers

The Green Street Conservation Area contains four listed buildings; around these are other structures of interest all lying in the flood plain of the River Stour with its ancient river channels. Caldwell Hall is a site of national archaeological importance and the remaining octagonal tower is Kidderminster's oldest secular structure. The other three listed

buildings are important carpet manufactories of the late 1850s-80s. There are also a number of buildings of local interest ranging from early-mid 19th century houses to 1920s/30s municipal and industrial buildings.

- 3.2 The key event for the development of the area was the construction of the New Turnpike Road (New Road) by 1830. Housing and commercial development began in the late 1830s/40s close to the town, and from the mid-late 1860s carpet manufacturing premises were constructed along the southern part of the street. The former Morton and Castle Mills factories are the dominant features of the southern part of New Road. The northern part, retaining its domestic character with predominantly two-storey houses, is not included within the boundary of the Conservation Area as currently proposed.
- 3.3 The development of Dixon Street and Green Street began in the mid 1850s: the first mill was Long Meadow Mills at the east end of Dixon Street. Stour Vale Works was developed in 1855-6, marking the beginning of the formation of Green Street. These early manufacturing premises were of particular significance as they were intended specifically to provide manufacturing spaces for power looms. The Stour Vale works was let out to tenants many of whom, after they had established themselves at Stour Vale, moved on to build factories elsewhere in the area and in the town. The whole area remained of great importance to the carpet trade in Kidderminster until late in the 20th century.
- 3.4 The proposed Green Street Conservation Area has three character sub-areas. These are:
  - the Caldwell Hall and Gardens area with the 1920s/30s' development flanking Castle Road;
  - the carpet manufactories on Green Street and New Road;
  - and, the pumping and sewage works at the southern part of the area.
- 3.5 The dominant building material is brick but there is considerable variation in colour and detail. Architectural styles include Gothic, Italianate and classical. The building heights vary from two to four storeys, with taller towers. The over-arching impression is of a once-thriving industrial area that maintains some vibrancy but which is under threat from under-investment, under-use and pressure for demolition and redevelopment. There are a number of new developments – open sites and new buildings – that have eroded the character and appearance of the area.

## 4.0 ASSESSING SPECIAL INTEREST

### 4.1 LOCATION AND SETTING

4.1.1 The Green Street area is low-lying and flat at approximately 31.4 metres ordnance datum (OD) with a slight rise at the north end of Green Street towards Worcester Cross. It lies on the flood plain of the River Stour: it is possible that the easternmost 'arm' of the Stour, formerly known as Back or Vicar's brook, is an ancient course of the river that cut into the 'cliff' of 'Constitution Hill' to the east.

4.1.2 The broader area is contained by the Staffordshire and Worcestershire canal (James Brindley; opened 1772) in the west (the Canal has been designated as a conservation area), with Round Hill rising beyond, and by the former Back Brook in the east with Constitution Hill rising beyond. The south-east section of the Ringway, a ring-road of the late 1960s-early 1970s, sits on the eastern hill slope and gives access to the northern and southern parts of the Green Street area. Fortunately, mature trees mask much of the ring road and provide a green backdrop to the area. The southern connection point is *via* Island Drive and a large roundabout.

4.1.3 Importantly, both of the principal streets of the area give direct access to the core of historic Kidderminster with New Road leading directly to the town centre. The whole area lies within 0.92 kilometres (0.57 mile) walk of the town centre, from the junction of High Street and Church Street. Development followed the road network with the streets laid out on an approximate north-northeast to south-southwest alignment with Castle Street/Dixon Street as an east-west cross axis with an exit out of the area over the Canal to Park Lane in the west.

4.1.4 The size of the area and nature of the development meant that, historically, there were few views in or out with the exceptions of the restricted vista at the end of the main streets. The demolition of factory and other buildings has created new views; some are attractive or interesting but others, particularly where gaps have been created, are unfortunate (see Volume 2, Maps and Photographs). There are important approaches – from Island Drive in the south, from the north ends of New Road and Green Street and from Park Lane and the Canal in the west – which provide interest and changing vistas. And, the south east section of the ring road offers passing glimpses to vehicle passengers.

### 4.2 ARCHAEOLOGY

4.2.1 Apart from early maps (Doharty, 1753 and Sherriff, 1780; Fig. 1) there is little information that relates to the pre-19th century layout and use of the area. Sherriff's map (Kidderminster Library) records meadows and fields, bounded by the water courses of the Stour. One field name, 'Pike Meadow' (no. 70) survived to be used as a name for Pike Mills that stood on the west side of Green Street opposite the Stour Vale

works (the frontage building to Morrison's supermarket). The most important feature of the area at this early period was Caldwell Hall ('Gardens' on Sherriff's plan). Plans of 1925 and 1926 by Joseph Hawcroft, the Borough Engineer and Surveyor (Kidderminster Library) record the plan arrangement of the historic building - in parts 14<sup>th</sup> century with alterations in the 15<sup>th</sup> century and a new 'Mansion' of *circa* 1690 - and its garden before construction of the Fire Station and Municipal Baths in the garden and then the demolition of the Mansion. The plans also record deal panelling stripped out of the tower and the foundations and paving of earlier structures below the Baths (now 'Castle Locks'). An earlier sales plan of 1894 (Kidderminster Library) indicates the extent of the estate at that time (Fig. 2): it is noticeable how the survival of open land of the estate (see Lots 6 & 7) influenced the pattern of development along New Road and Castle Road.

4.2.2 A list of all the known archaeological sites recorded in the Worcestershire Historic Environment Record [HER] is at Appendix B.



Fig. 1: James Sherriff, Map of the Town and Lands of Kidderminster, 1780, copy 1936



Fig. 2: Plan of Caldwell Estate, 1894

### 4.3 HISTORIC EVOLUTION

#### 4.3.1 Early development:

The early maps, particularly that by Sherriff and a view of the town from Copse Hill (Fig. 3) of the same year, paint a clear picture of the agricultural nature of the whole area – fields with Caldwell Hall and a bridge over the Stour adjoining. John Broomfield's two plans of 1835 (Fig. 4) record two significant alterations:

- the New Turnpike Road (now New Road) has been formed. It was erected by 1830 as the Worcester Turnpike (toll road) with a branch connecting to the Stourport Turnpike (Park Lane); this followed on from the purchase of land in 1824 by Blankley Perrins Willis which led to the creation of the commercial area around Oxford Street.
- between the Staffordshire and Worcestershire Canal and the new road, with Caldwell Hall gardens in the north and Caldwell Mill in the south, a huge mill pool, recorded on the map as 'New Pool', had been dug (after 1815 and before 1835) to provide power for three water wheels at Caldwell Mill. The pool was recorded on the 1859 Town Plan but had been in-filled sometime before 1877 when the Castle Spinning Mill was erected and the road now known as Tram Street laid out. The 1835 plans indicate that houses had begun to be built at the north end of New Road and a gas main had been installed all along the length of the road.

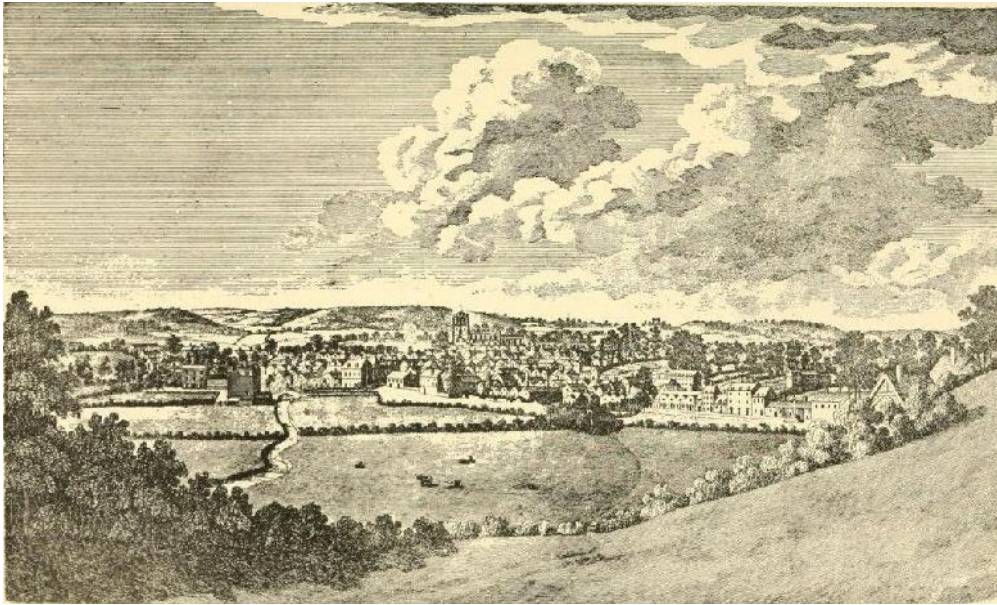


Fig. 3 View from the Copse, 1780 (in Burton, 1890)

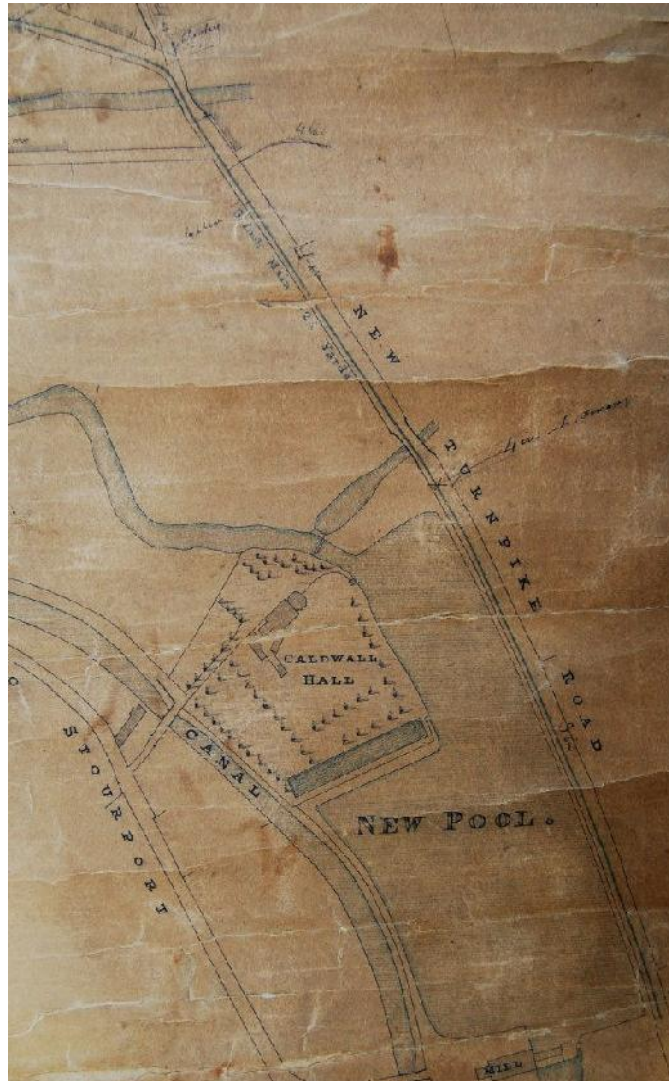


Fig. 4 John Broomfield, Plan of the Gas Works in Borough of Kidderminster, 1835



#### 4.3.2 First Manufactories:

The 1859 Town Plan (Fig. 5) shows that New Road had been completed on its east side as far as no. 36. The bricks for the new houses, and for the first new industrial developments, might well have been made in a brickyard that stood on land at the south end of New Road, close to its junction with Pump Street. The industrial developments plotted at this date are Long Meadow Mills and Stour Vale Works. These two new ventures mark an important phase in the history of carpet making and therefore in the history of Kidderminster. In 1854 Long Meadow Mills was opened for Henry and John Jecks Dixon; they installed sixty Brussels power looms. The new machinery had been developed in the United States by Erastus Brigham Bigelow and exhibited at the Great Exhibition, London in 1851. The Kidderminster manufacturers were slow to take-up the new technology, possibly because of a period of depression in the 1850s, but in 1855 the Mayor, William Grosvenor, persuaded Lord Ward (later to be the Earl of Dudley), owner of much of the land in the area, to put up £20,000 to finance the building of the Stour Vale Works in 1855. The weaving shed, to become known as 'Lord Ward's Shed', was let out to local manufacturers including Henry Woodward & Sons (later Woodward Grosvenor), Joseph Kiteley (General Manager and Partner at Stour Vale), James Morton & Sons, Richard Watson and Joseph Naylor, Samuel Fawcett and William Green. All of these manufacturers, or their successor companies, when established left Stour Vale to build their own premises in Kidderminster and particularly in the New Road and Green Street areas. The first two developments stimulated the development of the road system: Dixon Street was formed to give access to Long Meadow Mills and the beginning of Green Street was related to the Stour Vale works. Green Street was completed in the 1860s and named after William Green, who had built the New Road Mills (later to become the Victoria Carpet Company), and who was Mayor of Kidderminster. Dixon Street was extended westwards across New Road between 1894 and 1901, after the Corporation of Kidderminster had bought the Caldwell Hall estate and widened, straightened and converted its eastern carriage drive.

#### 4.3.3 Later Carpet Factories:

The factories that 'flowed', directly or ultimately, from the Stour Vale works were:

- Pike Mills, Green Street, 1857, for Richard Watson (later Watson & Sons) and Joseph Naylor (later T & A Naylor) – destroyed by fire 1886, rebuilt, but mostly demolished 1968;

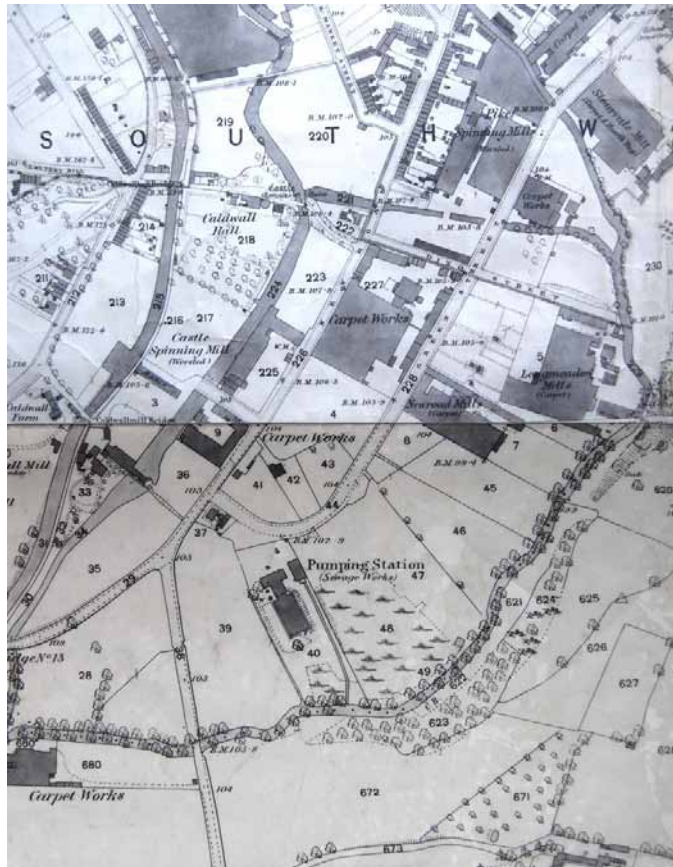


Fig. 5 Plan of the Town of Kidderminster, 1859

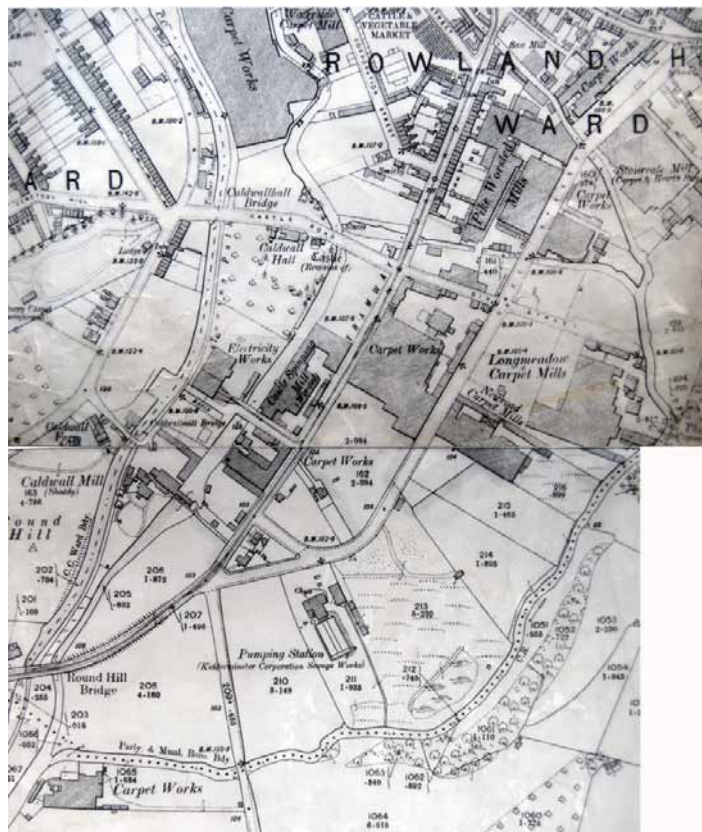
- New Road Mills, Green Street, 1869, for William Green (from 1899 The Victoria Carpet Company), with extensions in 1890 and 1936-8 to the north (Elgar House) and in the 1920s to the south (demolished);
- Morton & Sons, New Road, Dixon Street and Green Street, 1869-70, with extensions of 1878, later 19th century and 1920s;
- Chlidema Works (latterly Boucher Engineering Works), Green Street, 1872, for Winnall and Fawcett, extended 1927. [In 1882 the company patented the 'Chlidema Square' which was a bordered Wilton square. Chlidema is derived from the Greek 'Chlide' meaning luxurious.];
- Lowland Works, Green Street, 1916, for T & A Naylor, extended 1924 and 1935, (demolished).

Two manufactories were built by 'incomers' to the area. These were:

- Castle Spinning Mills (later Castle Mills), New Road, 1877 for E. A. Broome, who had left Brinton's;
- Frank Stone, Green Street/Dixon Street, 1914-27; Stone moved from The Waterside Mill on Corporation Street in 1914.



Ordnance Survey, 1883. 1:2500



Ordnance Survey, 1901. 1:2500

#### 4.3.4 Other uses:

The only non-carpet manufacturing premises was the Castle Works between New Road, Green Street and Pump Street. Here by 1907 the brothers Stanley and Laughton Goodwin established the Castle Motor Company, initially a repair works and garage, which later produced the Castle Three, three-wheel motor car (one can be seen in the County Museum, Hartlebury) and the Castle Four, four-wheel motor car (one is in the collection of Birmingham City Council). The other distinctive group of buildings in the area are public or utility buildings mostly erected for the Corporation of Kidderminster. These are as follows:

- the Pumping Station for the sewage and waterworks, Green Street, 1872, by Thomas Dod Baker, who also designed the Stourport waterworks buildings and the New Mills buildings (formerly Victoria Carpet Works), Green Street (nearby is the early 20<sup>th</sup> century building erected to house sewage treatment apparatus);
- the new Pumping Station, Pump Street, 1905, built by Thomas Vale, contractors, possibly designed by Arthur Combes, Borough Engineer and Surveyor, or his successor Andrew James;
- the Fire Station, Castle Road, 1929, by Joseph Hawcroft, Borough Engineer and Surveyor;
- the former Swimming Baths ('Castle Locks'), Castle Road, 1931, by Joseph Hawcroft.

All of the above buildings are representative of the growing status and responsibility of the Corporation; they are good examples of civic buildings.

#### 4.3.5 Later developments:

The decade of the 1920s represented a period of stability and good profits for the carpet industry. A number of new premises erected in the Green Street area are indicative of this period. The overall picture development can be traced by comparing the highly detailed Goad Insurance Plans for 1897 and 1927 (Kidderminster Library). One building marks the beginning of the period: Frank Stone moved to the area in 1914 but the premises were soon taken over with blanket production. It is not clear whether the premises were totally rebuilt after World War I but they were not finished until the mid-1920s. The simple design is probably the result of restraints on building materials and the availability of finance after 1919. At the end of the period two other buildings represented the 'spirit of the age': Brinton's extension to Castle Street (Tesco Supermarket) is a good example of the stripped-down classicism of the period (1929), forming an important group with the Fire Station and former swimming baths ('Castle Locks'); the Victoria Carpet Company's corner building on Green Street/Dixon Street (1936-8, designed by C. F. Lawley Harrod of Birmingham) is a

building of style and panache with extensive glazing and clean lines, typical of the 1930s. Naylor's Lowland Works of the mid-1920s, lifted up by a whole storey in the mid-1930s, was another interesting example of the period, following a curve at the south end of Green Street, but unfortunately it has been demolished. (See Volume 2.)

4.3.6 The Second World War saw many of the industrial premises in Kidderminster, as in the rest of the country, turned over to war production, not just the manufacturer of blankets or other woven items but also the production of armaments, ordnance and aircraft (the full list of uses is included on the HER entries, Appendix B). The post-war period was a boom time for carpet manufacturers: new homes and the advent of the use of wall-to-wall room and stair carpeting, created a large demand. By the 1970s, however, the demand for rationalisation, driven by rising fuel and labour costs and the need for economies of scale, saw mergers, closures and re-location of a number of Kidderminster companies. As early as 1968 Pike Mills was demolished, in 1970 Chlidema left their Green Street premises and T & A Naylor's closed in 1976. The workforce declined in numbers and closures and relocation continued. The Carpet Manufacturing Company (formerly Morton's) New Road complex had become a 'trading estate' by 1996. In the year 2000 the Stour Vale works and the Frank Stone premises were in use but the Green Street works of the Victoria Carpet Company was being cleared and vacated.

4.3.7 Over the past decade a number of new developments have begun to change the character of the area. While investment and the creation of vitality is highly desirable it is regrettable that some structures and spaces are not of higher architectural quality and interest. Recently two large supermarkets have, commendably, retained the frontage premises to the main streets thereby preserving an important aspect of the character of the area. Weaving sheds and other buildings, however, have been demolished and large open areas created to be occupied as car parks. (See Volume 2)

#### 4.4 **ARCHITECTURAL QUALITY, BUILT FORM AND OPEN SPACES**

##### 4.4.1 Green Street and New Road: Carpet Factories:

From the preceding analysis of the evolution of the area it is clear that the prevalent building type of this area is the brick-built, carpet manufacturing premises, erected in a relatively limited period of three-quarters of a century (1850-1925). Here, the buildings are built directly onto the street frontage with usually two or three storey 'offices' as the principal building. The frontage building is either masked or was flanked by extensive, lower weaving sheds and dye houses: the former Morton's Works and, to a lesser extent, the Castle Works are the only survivals of broader manufacturing complex. The architectural style is robust, predominantly classical or Gothic with Italian-inspired five and six storey towers. The material is almost exclusively brick – red, blue and white – with some stone dressings (Morton's). The brickwork is of

high quality with decorative cornices, windows and door heads, banding and other details. The roofing material is predominantly Welsh slate with extensive areas of glass (north lights) to the former weaving sheds and dye houses. Windows are often multi-paned casements formed of cast iron and steel but some timber sash and casement windows were used in the 'office' buildings e.g. the former Morton's and Chlidema/Boucher Works. (See Volume 2.)

#### 4.4.2 Castle Road: Historic Estate/1920s/30s Development:

A less coherent area, in architectural terms, is Castle Road developed on the land of Caldwell Hall. The red sandstone octagonal tower is not only Kidderminster's most important secular structure but also a prominent landmark. Some of its garden survives behind a high brick wall but most of the site was developed by the Borough of Kidderminster after purchase in 1894. Initially Castle Road was formed and then realigned in 1925 with the demolition of the greenhouse to Caldwell Hall. The Fire Station and the Swimming Baths of 1929 and 1932, respectively, and the southward expansion of the Brinton's carpet factory represent the last phase of development of the Caldwell estate. The Brinton's building (Tesco Supermarket) is a long, finely designed, classical frontage that defines the north side of the road and then entrance to the New Road – Green Street area from the west. The group of three *circa* 1930 buildings is a good example of inter-war architecture with simple classical detailing and steel windows. (Other examples are Frank Stone, on Green Street and the Green Street/Dixon Street, four storey building extension of the former Victoria Carpet Works.) In this area there is some variation of building materials – stone is evident not only to the tower but also at Brinton's – but brick predominates. The over-arching feel is of individual buildings set in more open surroundings with the important water courses of the Stour and the Canal as strong, linear, landscape features. It is also the only part of the area that contains 'extensive' and significant tree and shrub planting. Two tulip trees within the grounds of Caldwell Hall are protected by Tree Preservation Orders. The openness of Castle Road continues to New Road where the corner site – formerly part of the Caldwell Hall estate, then a field (1927) and allotment gardens (1938-9) – remains undeveloped. (See Volume 2)

#### 4.4.4 Pumping Stations:

Either side of the south end of Green Street (Pump Street was formerly part of Green Street) lies a complex of municipal structures that forms a distinct character area. Green Street curves sharply to the west following an historic property/field boundary that is clearly delineated on historic maps. The old Pumping Station (water and sewage) was erected in 1872; it is an imposing and massive, fortress-like, red brick structure with prominent stone quoins and banded detailing in contrasting brickwork, all under dentilled string courses. Nearby is a

yellow/white brick ancillary structure of the early 20th century and on the other side of Green Street is the charming, red brick and terracotta, new pumping station of 1905, with workers' housing to the rear on New Road. Opposite, the 'Furniture Centre' retains elements of the Castle Motor Company's garage and premises. (See Volume2)

#### 4.4.5 Biodiversity:

As noted in section 4.1.1 and 4.1.2 the water courses of the Stour and the Canal are important to the area: the valley of the Stour contains the Green Street and New Road area but also provided the 'platform' for development. Transport links – canal and turnpike – stimulated development and the water was essential for the boilers that drove the power looms as well as for drinking and sewerage purposes. The water courses, with their banks, also provide an important wildlife corridor between the low-lying and 'wetland' areas to the south and north of Kidderminster. Otters have been recorded in the Back Brook and there is potential for other mammals (water vole) and birds. The improvement of the water courses and their banks is an important goal of government policy.

The Green Street Conservation Area is bisected by the River Stour Special Wildlife Site (SWS) which was identified in 1990 as a flowing open water habitat that meets the criteria for a wildlife habitat of county significance. The SWS is an important wildlife corridor linking the two Wetland Sites of Special Scientific Interest (SSSI) of Wilden Marsh to the south, and Puxton and Stourvale marsh to the north. The importance of this corridor has been recognised in the Local Plan and in the current proposed LDF which recognises the importance of retaining green stepping stones along this wildlife corridor to add its function as a conduit for wildlife through the town centre.

Further details on biodiversity interests within the Green Street Conservation Area are at Appendix D.

## 5.0 DESIGNATED HERITAGE ASSETS

### 5.1 HISTORIC ENVIRONMENT RECORD

The HER, maintained by Worcestershire County Council, contains several entries for the Green Street Conservation Area ranging in date and type from the Caldwell site to factories used for munitions and aircraft manufacture during World War II. A full list of entries is at Appendix B, with maps in Volume 2. Some of the entries refer to the same site or structures, as the records relate to specific uses or interests – for example, use in World War II or carpet factory – rather than to location. (The HER should be checked on a regular basis as it is constantly updated with new and amended entries.) Many entries duplicate other records such as the statutorily or locally-listed buildings of architectural or historical interest. Those entries unique to the HER are:

- WSM34538 – Tramway and Depot, New Road and Tram Street;
- WSM12915 – Brickyard, New Road;
- WSM12913 – New Pool (Caldwell Mill), New Road;
- WSM33137 – site of Castle Motor Works, New Road/Pump Street;
- WSM16965 – site of Pike Mill;
- WSM17259 – Stour Vale bridge across River Stour;
- WSM29462 – site of Lowland Works, Green Street;
- WSM37043 – site of Sewage Works, Green Street;
- WSM33945 – Castle Road building of Brinton’s Carpet Factory;
- WSM28555 & 29784 – Fire Station, Castle Road;
- WSM28939 – possible part of Deer Park to Caldwell Hall.

The whole area has some archaeological potential in terms of revealing information about the pre-19th century landscape and the layout of the mill and factory buildings. The quality and quantity of map and documentary evidence, however, means that most archaeological assessments could be undertaken on a ‘desk-top’ basis.

### 5.2 RECENT PUBLICATIONS

The Worcestershire volume of *The Buildings of England* series, published in 2007 (Alan Brooks and Nikolaus Pevsner) draws attention to some of the above buildings adding, in some cases, the names of patrons and designers and dates for construction. These include:

- Castle Mills, with its landmark tower, 1877, architects J. T. Meredith, for Edward Broome, rebuilt after fire damage, 1928, by the successor practice, Pritchard & Godwin;
- Fire Station, 1929, by Joseph Hawcroft;
- Brinton’s Factory, 1924-9, by Pritchard & Godwin;
- The former Pumping Station, Green Street, 1872 (the council depot), 1872 by Thomas Dod Baker;



### 5.3 LOCAL LIST

Wyre Forest District Council maintains a Local List - a list of structures of *local* architectural and historic interest. In the Green Street Conservation Area the following structures have been included on the list:

- Castle Road - the former swimming baths (now 'Castle Locks');
- Green Street – Campion and Elgar House;
- Green Street – the Boucher Textile Engineering Works, formerly the Chlidema Works;
- Pump Street/Green Street – Pumping Station, 1905.

Using the checklist on page 15 of the English Heritage guidance it can be concluded that other buildings are worthy of consideration for inclusion on the Local List.

The most important are:

- Castle Road - the Fire Station and former Brinton's Works;
- New Road - the Castle Mills,;
- Green Street/Dixon Street – the former Frank Stone Works;
- Green Street – the Council Depot, former water and sewage pump house and adjoining building.  
(See Volume 2)
- Former Castle Road Motor Works

Also to be considered although not within the Conservation Area Boundary:

- Long Meadow Mills – surviving part of the perimeter wall

**Checklist for proposed additions to Kidderminster Local List  
(English Heritage, *Understanding Place: Conservation Area Designation, Appraisal and Management*, March 2011)**

<b>Address/ House Number</b>	Fire Station Castle Road	Former Brinton's Works (Tesco Supermarket), Castle Road	Frank Stone Works, Green Street/Dixon Street	Former Castle Spinning Mills, New Road	Former pump house and associated structures, Council Depot, Green Street	Former Castle Road Motor Works	Perimeter wall of former Long Meadow Mill
Is it the work of a particular architect or designer of local note?	✓	✓		✓	✓		✓
Does it have landmark quality?	✓	✓		✓	✓	✓	
Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?	✓	✓	✓	✓	✓		✓
Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?	✓	✓	✓	✓	✓		
Does it contribute positively to the setting of adjacent designated heritage assets?	✓	✓	✓	✓	✓		
Does it contribute to the quality of recognisable spaces including exteriors or open spaces with a complex of public buildings?	✓	✓	✓	✓	✓		
Is it associated with a designated landscape e.g. a significant wall, terracing or garden building?							

<b>Address/ House Number</b>	Fire Station Castle Road	Former Brinton's Works (Tesco Supermarket), Castle Road	Frank Stone Works, Green Street/Dixon Street	Former Castle Spinning Mills, New Road	Former pump house and associated structures, Council Depot, Green Street	Former Castle Road Motor Works	Perimeter wall of former Long Meadow Mill
Does it individually, or as part of a group, illustrate the development of the settlement in which it stands?	✓	✓	✓	✓	✓		✓
Does it have significant historic association with features such as the historic road layout, burgage plots, a town park or a landscape feature?	✓	✓	✓	✓	✓		✓
Does it have historic associations with local people or past events?	✓	✓	✓	✓	✓	✓	✓
Does it reflect the traditional character or former uses in the area?	✓	✓	✓	✓	✓	✓	✓
Does its use contribute to the character or appearance of the area?	✓	✓	✓	✓	✓	✓	✓

## 5.4 LISTED BUILDINGS

- 5.4.1 Four buildings have been included on the Secretary of State's list of buildings of special architectural or historic interest. All listed buildings enjoy protection as special permission, listed building consent, must be obtained if it is proposed to demolish, extend or alter the structures, including their interiors, or to effect such works to other buildings or structures within their curtilage. The four listed buildings are:
- Caldwell Hall, Castle Road, Grade II\*;
  - the former Stour Vale Mills, Green Street, Grade II;
  - the former Victoria Carpet Company factory, Green Street, Grade II;
  - and, the former Morton's/Carpet Manufacturing Company works on New Road/Dixon Street/Green Street, Grade II.
- 5.4.2 All listed buildings are of *special* architectural or historic interest and therefore of national importance or significance. Grade II\* buildings (Caldwall Hall), however, are of exceptional or outstanding interest and fall in the top 6-8% of the nation's stock of historic buildings. In Wyre Forest District there are only thirty buildings in the top grades (I & II\*) and in the town of Kidderminster only three – the church of St Mary and All Saints is Grade I and the church of St George, Coventry Street, is Grade II\*. Caldwell Hall is therefore one of the most important historic buildings in Wyre Forest and the second most important building in Kidderminster. (The list descriptions are at Appendix C)
- 5.4.3 Of three carpet factories, Stour Vale (Grade II), although only the front range survives, is highly significant because it is an important early site where the transition to power loom weaving was effected. It is also a good example of the work by the regionally important architect, John George Bland (Appendix A) with a fine classical elevation of red brick with yellow/white brick dressings and round-headed windows. The former New Road Mills/Victoria Carpet Company (Grade II) on Green Street was designed by the local architect and engineer Thomas Dod Baker (Appendix A) for William Green who had established his business by renting space at Stour Vale. It is an imposing blue brick, three-storey, classical style structure owing much in terms of design to the earlier Stour Vale works. It, too, has round arch-headed windows with a central, projecting, three bay section surmounted by a triangular pediment and flanked by giant pilasters formed out of rusticated, yellow/white brickwork. The best of the group of factories, in terms of the survival of the weaving sheds, yarn stores and winding rooms, finishing rooms, dye houses and stores, in addition to the offices on the New Road frontage, is the former works of James Morton & Sons, later the Carpet Manufacturing Company. This complex was begun in 1869-70 (the office building, now known as Paddington House, bears the date 1870); Morton was one of the earliest tenants at Stour Vale. The buildings (extensions were made 1878, 1897 and early in the 20th century) were designed by J. G. Bland. Here, he used red brick with elaborate blue brick detailing and stone dressings: the style, with its

pointed windows, is Gothic. The office building of three storeys, with its five-storey Italian-inspired tower, is one of the landmarks of the area. But, the whole complex can be seen as the core of the Green Street area which, coupled with the buildings on the lower part of Green Street, provide a coherent impression of the later 19th century industrial part of Kidderminster. (See Volume 2)

## **6.0 AUDIT OF HERITAGE ASSETS and ASSESSMENT OF CONDITION**

### **6.1 USE**

6.1.1 The overall impression of the Green Street area is that it is in mixed use but still in transition from an area formerly dominated by the carpet industry to new uses. Carpet warehouses provide an important link to the past although they are retail outlets rather than manufacturing premises. Retention of these uses and the other 'low-key' retail, maintenance, service and other uses is desirable not only because it retains something of the historic character of the area but also because there is a demand for such premises. It is important, however, to ensure that levels of investment in the heritage assets are maintained and increased as repair and renewal costs for the 100+ year old building stock will increase.

6.1.2 New uses such as large retail outlets and commercial offices are welcome as the demand for such floor space stimulates investment in the repair of fabric and such uses will result in a diversification of the economy of the area. On the other hand, these uses appear somewhat 'sterile' in terms of character and have been accompanied by the removal of the working parts (weaving sheds, dye houses, etc.) of the factory complexes. At a number of sites, former industrial buildings have been replaced with extensive open areas of car parking which detract from the appearance and character of the area and its setting.

6.1.3 In some parts of the area, buildings are vacant or under-used. The former offices to the Boucher Engineering Works and the Frank Stone premises, both on Green Street, are at risk as no use has been identified and the buildings require investment and repair.  
(See Volume 2)

### **6.2 CONDITION**

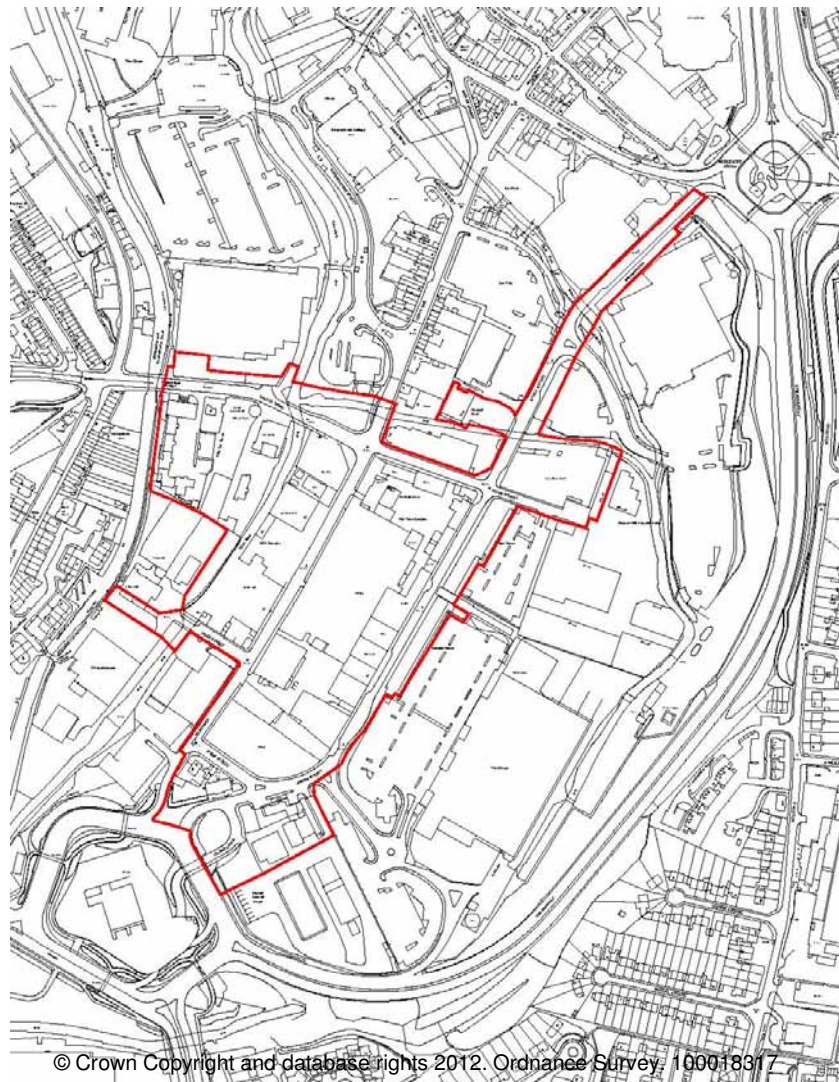
6.2.1 Generally, the condition of the buildings in the area is fair to good (new office developments) but buildings without a use are fair to poor and deteriorating. A number of buildings in 'low-key' uses – maintenance works, warehouses and retail outlets – show signs of lack of care and maintenance including poor quality repairs and alterations, vegetation growth, broken glass and other defects. (See Volume 2)

## 6.3 GAP SITES AS NEW DEVELOPMENT

6.3.1 Lack of investment and the creation of car parks often associated with a new development have created gap sites which have eroded the appearance and setting of the area. In other cases, some new buildings have been erected which are poor in terms of their detail and design and neither preserve nor enhance the setting of the individual heritage assets or of the area as a whole. Some of these sites are critical to the proposed conservation area and have been included within the boundary in order to encourage development/ redevelopment which will enhance the area. (See Volume 2)

## 7.0 THE BOUNDARY OF THE CONSERVATION AREA

7.1 The boundary of the Green Street Conservation Area is set out on the plan below.



Boundary of Green Street Conservation Area

- 7.2 It is intended to embrace the three sub-areas of the early Victorian town expansion, the carpet manufactories of the 1850s-1930s, the Caldwell estate and the pumping stations, all set in the River Stour flood plain between the Staffordshire and Worcestershire Canal and the south-east section of the Ringway. Areas with little remaining historic fabric have been excluded but some areas of 'modern' fabric have been included in order to encourage and ensure future enhancement.

## REFERENCES

The principal and accessible repository for much of the history of the Green Street area is the Kidderminster Library on Market Street, close to the boundary of the proposed conservation area. The assistance of Jez Hamblett with the compilation of this document is gratefully acknowledged. The Library holds copies of historic maps, views, photographs, census records, trade directories and general and local historical works.

For published works, the principal sources consulted are as follows:

Alan Brooks and Nikolaus Pevsner, *The Buildings of England: Worcestershire*, 2007

(Alan Brooks kindly answered queries on a number of the entries for the area.)

John Richard Burton, *A History of Kidderminster*, 1890

Nigel Gilbert, *A History of Kidderminster*, 2004

Melvyn Thompson, *Woven in Kidderminster*, 2002

Ken Tomkinson & George Hall, *Kidderminster Since 1800*, 1975

Victoria County History, 'Kidderminster: Introduction, borough and manors', *A History of the County of Worcester*, 1913, volume 3

The Kidderminster Civic Society produces invaluable reports (available online) on buildings and sites in the town. These include the following for the Green Street area:

- Water Pumping Station, Green Street, no. 1
- Kidderminster Stourport Tramway no. 41
- Fire Station, Castle Road, no. 61



## APPENDIX A

### Architects

#### 1. Thomas Dod Baker

Baker (1830-1880) was an architect and civil engineer. He designed the water and sewage works, Green Street, Kidderminster (1872) and also the waterworks at Stourport. His other works included the following:

- School, Cutnall Green, Elmley Lovett date 1862-3;
- Childswickham House, restored 1866;
- Severn Valley Carpet Works, Stourport, 1868, for T. B. Worth;
- New Road Mills/Victoria Carpet Factory, Green Street, Kidderminster, 1869, for William Green;
- Church of St Michael and All Angels, Rushock, restored, 1871-2; Baker provided his services free of charge;
- St Mary's School, Broad Street, Kidderminster, 1870-73;
- Hume Street School, Kidderminster (demolished);
- Market Hall and Covered Market, Corporation Street, Kidderminster (demolished).

#### 2. John George Bland

Bland (1820-98) was born in Northamptonshire and practised initially in the Market Harborough area. Bland moved to Birmingham in 1856, probably as the result of his important and large new commissions in Kidderminster beginning with the Long Meadow Mills, Dixon Street (1853-4: demolished), the Stour Vale Mills, Green Street (1855-6) and the Crane and Barton Factory, Vicar Street (1856). In Birmingham he designed churches, chapels and schools but also polychromatic brick factories in the Jewellery Quarter: the Albert Works pen factory, now the Argent Centre, Legge Lane and Frederick Street (1862-3) and the fireproof factory at 84-86 Vittoria Street, (*circa* 1865; now part of the School of Jewellery).

Bland's other work in Kidderminster included the carpet factories at Waterside Mill (1862), the Imperial Mill (1864), Morton's New Road – Green Street buildings (1869-70), offices for Barton's, Vicar Street (1872) and the Willis & Co. offices at Worcester Cross (1878-9). (He also re-built Henry Willis' house, Brockencourt Hall, Chaddesley Corbett, Worcs. in 1882). He was also responsible for the Kidderminster Infirmary, Mill Street (1870-1 now flats) and for other buildings including an unspecified flour and cotton mill. The number of commissions, including the hospital, indicate that it was well considered by the carpet barons and burgesses of Kidderminster. Bland's use of different styles, classical, Gothic, Italianate and Queen Anne style, and his mastery of brickwork detailing, are well illustrated in Kidderminster's buildings.

## APPENDIX B

### HER Entries

#### Castle Road

- WSM 33945 – Castle Road building of Brinton's Carpet Factory;
- WSM 28555 & 29784 – Fire Station, Castle Road;
- WSM 28939 – possible part of Deer Park to Caldwell Hall
- WSM 36587 – Swimming Baths;
- WSM 00278, 12872 & 33424 – Caldwell Hall;

#### Green Street

- WSM 16965 – site of Pike Mill, Green Street;
- WSM 17259 – Stour Vale bridge across River Stour, Green Street;
- WSM 17258 – Watson's bridge across River Stour, Green Street;
- WSM 29462 – site of Lowland Works, Green Street;
- WSM 37043 – Sewage Works, Green Street;
- WSM 12904 – former Chlidema Works;
- WSM 12905 – Stour Vale Works;
- WSM 36201 – Long Meadow Mills

#### New Road

- WSM 12915 – site of Brickyard, New Road;
- WSM 12913 – site of New Pool (Caldwell Mill), New Road;
- WSM 33137 – site of Castle Motor Works, New Road/Pump Street;
- WSM 34538 – Tramway and Depot, New Road see Tram Street;
- WSM 35977, 12902 & 36203 – Morton's Carpet Works/Carpet manufacturing Company, New Road/Dixon Street/Green Street;

#### Pump Street

- WSM 33137 – site of Castle Motor Works, Pump Street, see New Road;
- WSM 41496 – Pumping Station;

#### Tram Street

- WSM 34538 – Tramway and Depot, New Road and Tram Street.

**APPENDIX C**  
**Listed Buildings**

## **CALDWALL HALL**

**County:** Worcestershire

**District:** Wyre Forest

**District Type:** District Authority

CASTLE ROAD 5250 (south side)

Caldwall Hall

Date first listed 20.10.1952

Grade II\*

## **MORTONS WORKS (FORMER CARPET MANUFACTURING COMPANY)**

**County:** Worcestershire

**District:** Wyre Forest

**District Type:** District Authority

NEW ROAD

**Date first listed:** 2.2.1999

**Grade:** II

## **STOUR VALE MILLS (WOODWARD GROSVENOR AND COMPANY LIMITED)**

**County:** Worcestershire

**District:** Wyre Forest

**District Type:** District Authority

GREEN STREET

**Grade:** II

**Date first listed:** 2.2.1999

## **VICTORIA CARPET COMPANY [L-SHAPED FRONT BLOCK]**

**County:** Worcestershire

**District:** Wyre Forest

**District Type:** District Authority

GREEN STREET

**Grade:** II

**Date first listed:** 2.2.1999

## APPENDIX D

### Biodiversity Interests within the Green Street Conservation Area

Little hard evidence exists of exactly what species are using the corridor at present, particularly at the locations where the River Stour Special Wildlife Site crosses the proposed Conservation Area, but strong assumptions can be made that bat species (primarily pipistrelle and daubentons) will be using the river within the conservation area for certainly feeding but probably for roosting and possibly for breeding and hibernating.

House martins, swallows and swifts will almost certainly be using the habitat for feeding but roosting is also a strong possibility particularly on some of the older buildings.

There are likely to be many wetland plant species but the urban canalised nature of the river means there are few opportunities for any meaningful communities to establish. Even where there are these opportunities, native aquatic and margin plants end up competing with invasive non-natives such as Himalayan balsam. Despite this the presence of some aquatic and marginal vegetation combined with the overhanging woody species such as willow provide refuge for invertebrates and even possibly reptiles, to use the Stour as a corridor to pass through Kidderminster.

Similar occasional use must also apply to many bird species who could use the Stour as their preferred route to travel through Kidderminster. Potential species include Kingfisher and Heron. Grey wagtails are also frequently seen using the Stour in other urban areas certainly for feeding and potentially for breeding.

The status of otter on the River Stour in Kidderminster town centre is uncertain. However, evidence of their presence is in abundance (footprints, sprates, feeding detritus and even video evidence). This evidence has been commonly found at locations often very close to the Conservation Area but no surveys have yet been carried out on the branch of the Stour that runs down the side of the fire station. However, anecdotal evidence of otter has been received from this location. No evidence of breeding has ever been recorded but this cannot be ruled out in some of the more discreet locations.

Water vole have been recorded on the Stour in the past but the probability of them existing in the proposed conservation area is slight but cannot be ruled out.

Away from the Stour wildlife corridor, there is still some habitat that has value to wildlife; the older building may provide an opportunity for bats and birds to nest and roost and the land to the side of the fire station has a magnificent tulip tree.

Some potential exists for badger within the conservation area. They are very common in Wyre Forest district but no records of them being in this area have ever been received.

A small piece of species-poor acidic grassland exists between the pump house in the south and the ring road. This is a UK Biodiversity priority habitat and this small fragment is a relic of what were once much larger tracks of acidic grassland and heath that once surrounded Kidderminster.

Paul Allen  
Countryside and Conservation Officer  
Wyre Forest District Council

**Green Street Conservation Area  
Part II Management Plan  
February 2012**

**Green Street Conservation Area  
Management Plan  
February 2012**

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## 1.0 INTRODUCTION

1.1 This Management Plan has been prepared to accompany the designation of the Green Street area as a conservation area. The components of the Management Plan are as follows:

- Proposed additions to the local list
- education and information;
- Local Development Framework policies;
- guidance;
- regeneration strategy;
- enhancement schemes;
- open spaces and green infrastructure;
- enforcement and remediation.

## 2.0 PROPOSED ADDITIONS TO LOCAL LIST

2.1 Wyre Forest District Council maintains a Local List - a list of structures of *local* architectural and historic interest.

2.2 Using the checklist on page 15 of the English Heritage guidance on conservation area appraisals it can be concluded that other buildings in the Green Street Conservation Area are worthy of consideration for inclusion on the Local List. The most important are:

- Castle Road - the Fire Station and former Brinton's Works;
- New Road - the Castle Mills,;
- Green Street/Dixon Street – the former Frank Stone Works;
- Green Street – the Council Depot, former water and sewage pump house and adjoining building.
- Former Castle Motor Works

Also to be considered for inclusion although outside the Conservation Area:

- Perimeter Walls of Long Meadow Mills

## 3.0 EDUCATION AND INFORMATION

3.1 Raising awareness of the importance of the Green Street area is an important tool for conservation management. The public consultation on the designation proposals could be followed up by permanent information boards erected in discreet locations in the area and potentially developed in partnership with the Museum of Carpet proposals at Green Street. This could be supported further by a limited run of information leaflets (with an electronic version available online) and by a targeted series of research reports, possibly facilitated by the Kidderminster Civic Society, into relevant topics ranging from the families at Caldwell to Kidderminster's motor car industry.

3.2 Other initiatives might include a series of talks and the more scholarly work on the history and significance of the area. Links to the Museum of Carpet should be fully explored.

#### **4.0 LOCAL DEVELOPMENT FRAMEWORK POLICIES**

4.1 At the next stage of the LDF process, the emerging LDF documents will be amended to show the boundary of the Conservation Area. Specific policies relating to development sites within or adjacent to the proposed Conservation Area, such as Policy 38 'Castle Wharf' and 42 'Heritage Processions' of the draft Kidderminster Central Area Action Plan, will be reviewed to ensure that they are complimentary, reflecting the historical nature to the proposed Conservation Area and take into account important historic buildings and street patterns. These policies will also be strengthened by cross-reference to Policy 24 'Heritage Assets' of the draft Site Allocations and Policies DPD.

4.4 The LDF annual monitoring report could be used to assess progress with the implementation of the Conservation Area Management Plan.

#### **5.0 GUIDANCE**

5.1 It is desirable to produce guidance for both general and specific issues that affect the conservation area. These might include:

- Individual Character Area guidance
- controls and limitations in conservation areas;
- design of shop fronts;
- outdoor advertisements;
- replacement and repair of windows and doors;
- repair, pointing and painting of brickwork;
- parameters for extensions;
- site-specific design guidance to encourage suitable new development.

#### **6.0 REGENERATION STRATEGY**

6.1 The development of the KCAAP provides a regeneration framework for sites within the Conservation Area. Wyre Forest District Council is willing to engage with landowners to bring forward development that preserves and enhances the heritage assets within the area. A stakeholder strategy for economic regeneration could be prepared in the context of consideration of grant-aid; the Green Street Conservation Area might be considered by the Heritage Lottery Fund for a Townscape Heritage Initiative scheme. English Heritage guidance suggests that a strategy might take into account such matters as an analysis of the causes of under-use and fabric decay possibly including economic and valuation advice and options for re-use and development.

## **7.0 ENHANCEMENT SCHEMES/ GREEN INFRASTRUCTURE STRATEGY**

7.1 Environmental improvement schemes might be proposed for specific parts of the area. These would include exposure of more of the course of the River Stour and the reinstatement of soft landscaping to its banks. Other soft landscaping may be considered where development has never taken place, for example, at the corner of Castle Street and New Road. Generally speaking, however, the conservation area is one of 'hard landscaping' and buildings and therefore the areas for environmental enhancement, tree and shrub planting and open spaces are limited. Improvements to the biodiversity interest to the area might be effected by attention to the water courses.

## **8.0 MONITORING, ENFORCEMENT AND REMEDIATION**

8.1 A detailed record (photographs and notes on condition) of the important structures in the area, as set out above in section 5, will be undertaken based on evidence gathered through the Conservation Area Character Appraisal.

8.2 Buildings, structures and features should be identified and reviewed on an annual basis as part of a survey of buildings at risk.

8.3 A strategy of enforcement and remediation should set priorities for action to prevent loss and decay. The local authority has powers to ensure that 'urgent works' are undertaken to buildings that are deteriorating and powers to improve areas the condition of which is adversely affecting the amenity of the area.

8.4 When development is proposed affecting buildings within the conservation area the opportunity should be taken to explore how proposals might serve to enhance the building and the wider conservation area, for example by removal of unsympathetic modern cladding materials.

## **9.0 MONITORING AND REVIEW**

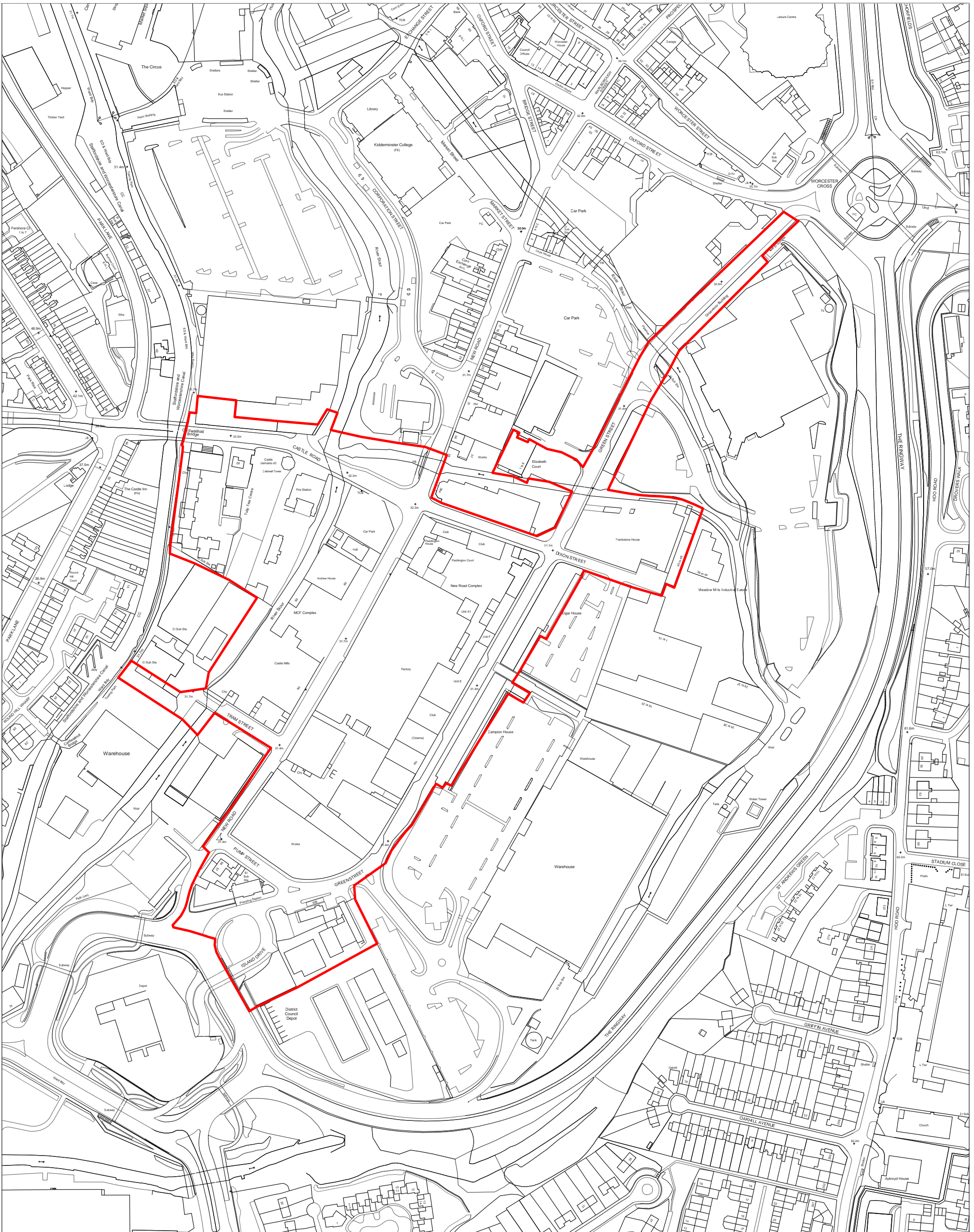
9.1 The Management Plan will be reviewed on a frequent and regular basis. An annual review will be undertaken following the annual 'at risk' survey and results published on the District Council's website. A review of the Conservation Area boundary and assessment of new information in regard to potential local list structures should also be undertaken when required.

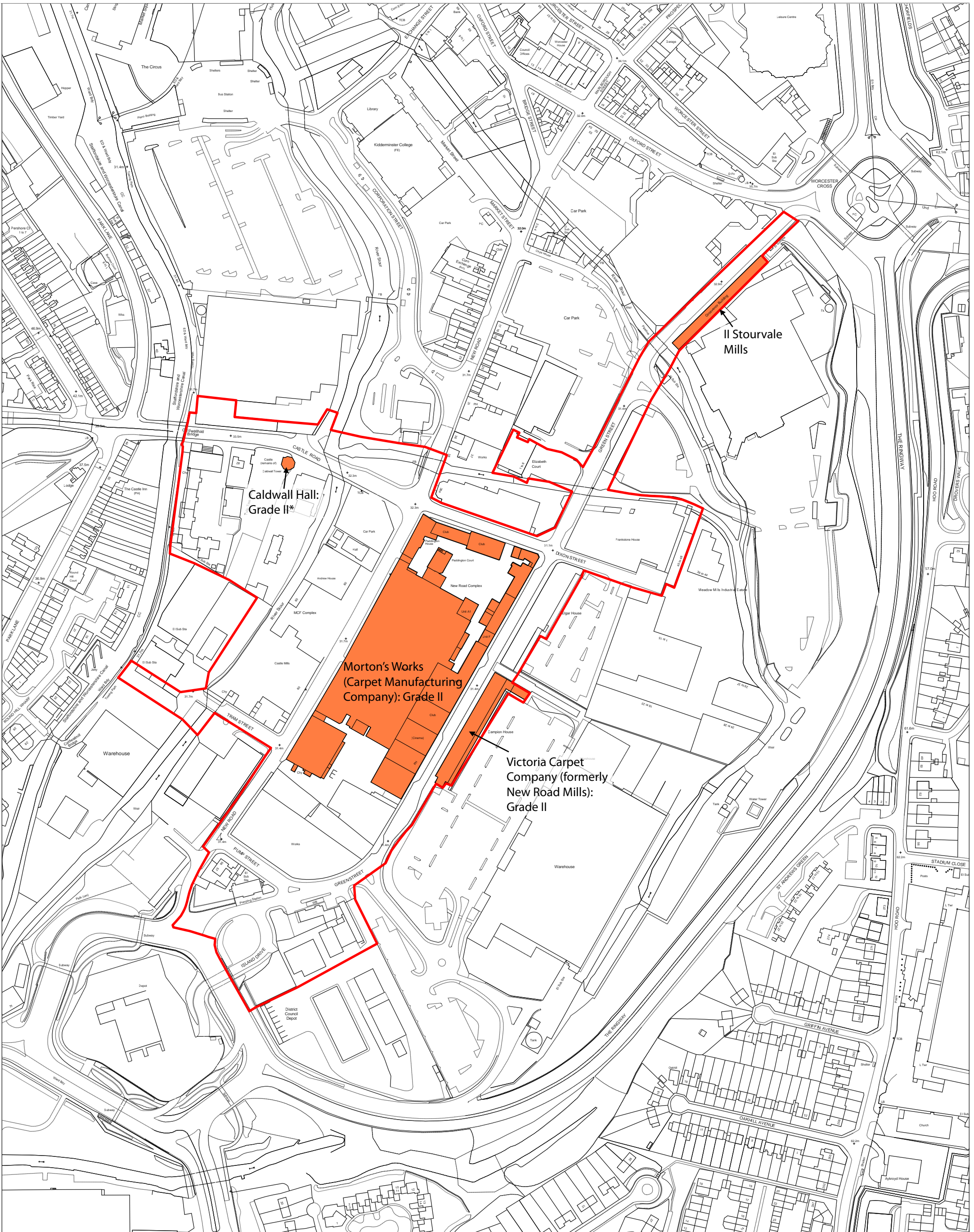
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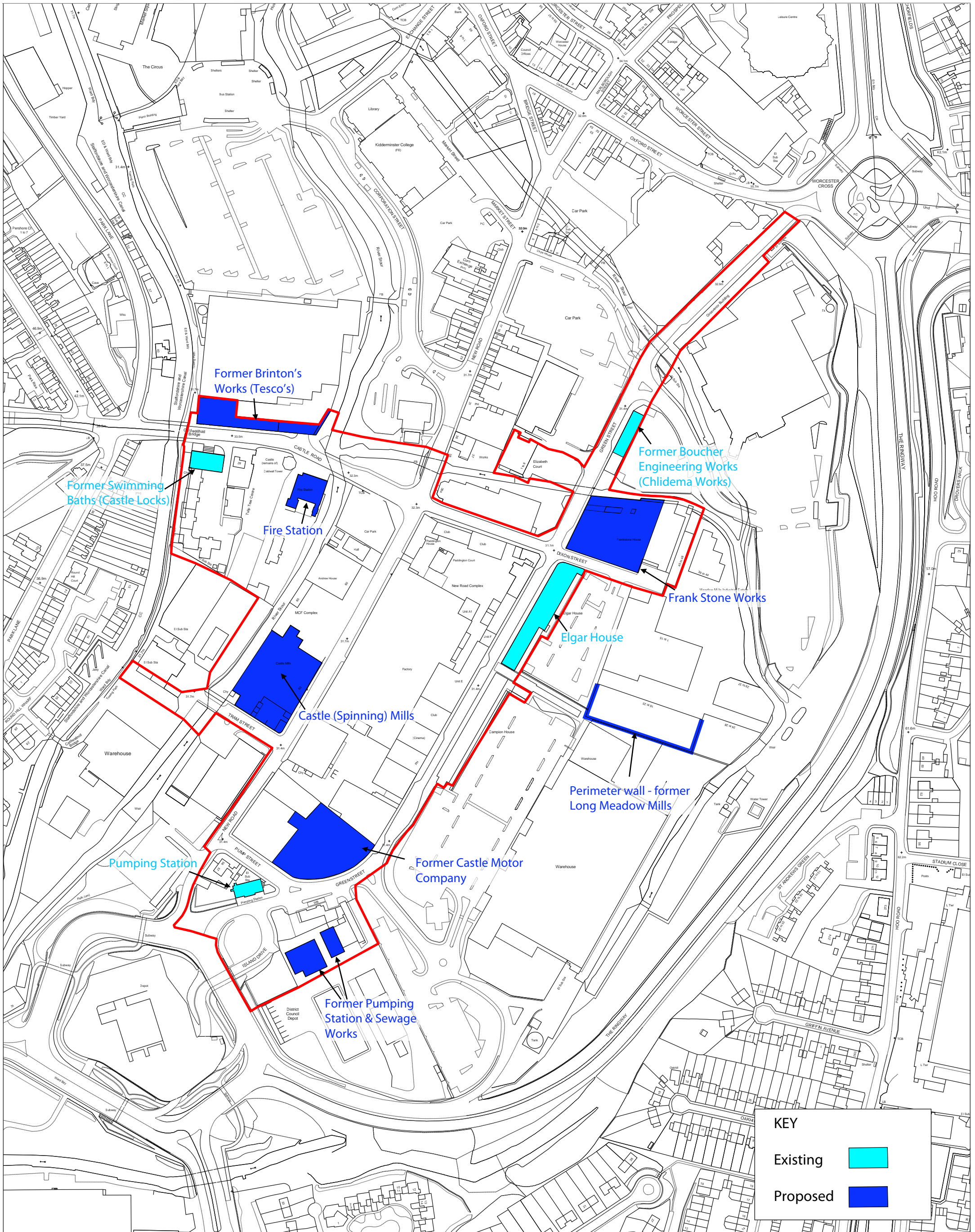
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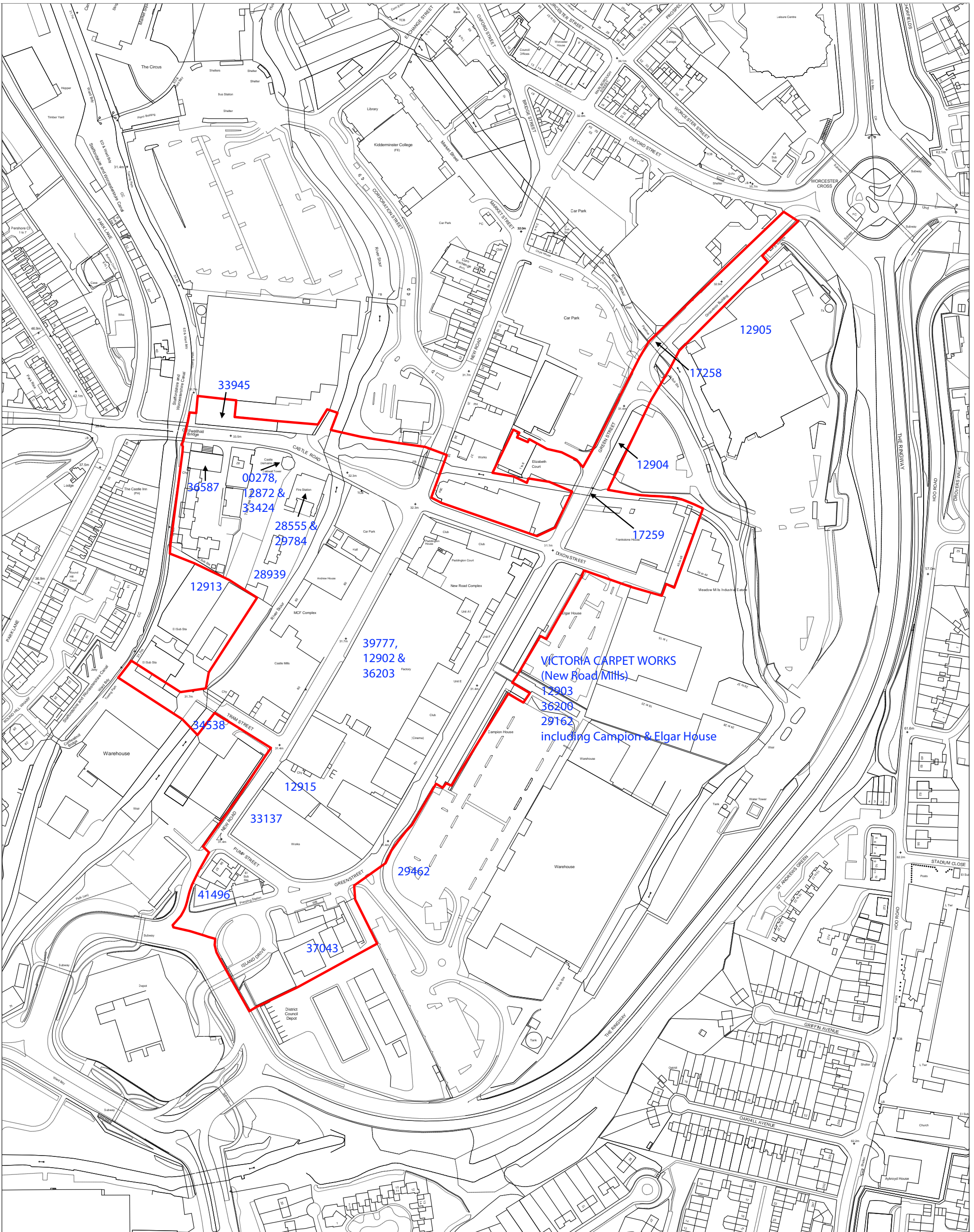


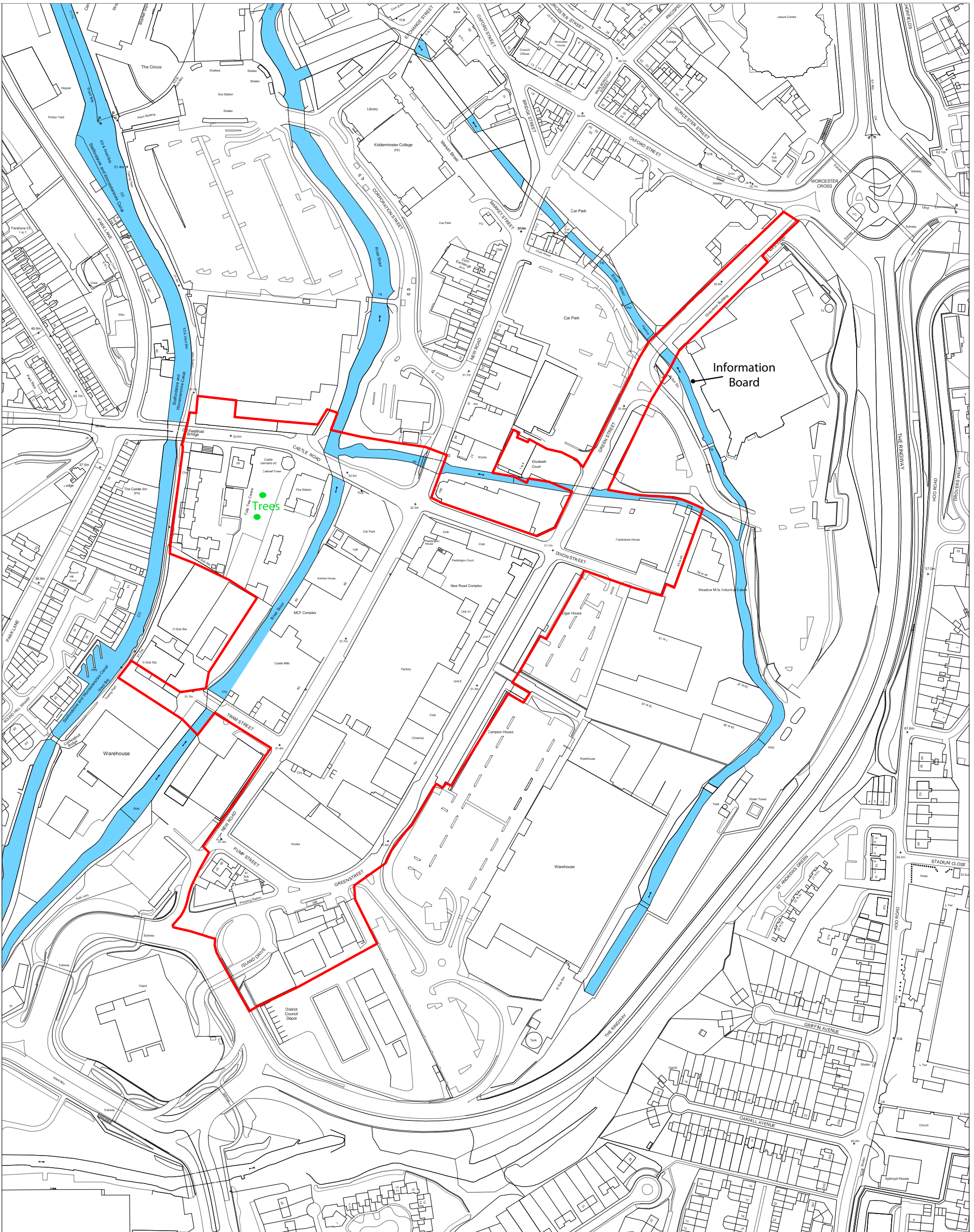


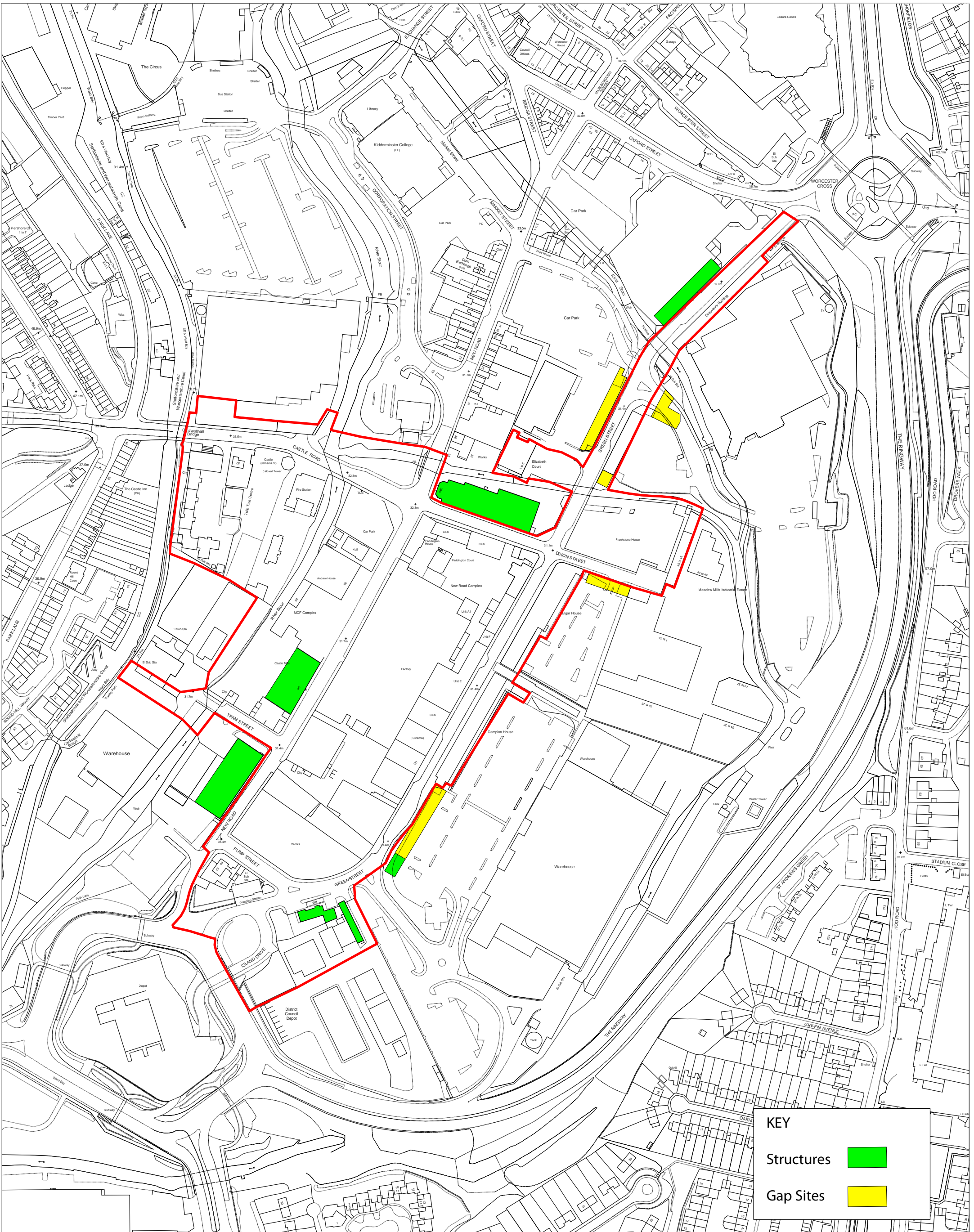


KEY	
Existing	<span style="display:inline-block; width:15px; height:15px; background-color:cyan;"></span>
Proposed	<span style="display:inline-block; width:15px; height:15px; background-color:blue;"></span>









**KEY**

- Structures
- Gap Sites



1: Castle Road, Brintons Works (former)



2: New Road, Morton's Works (former)



3: Green Street, Victoria Carpet 10 (former)



4: Green Street, Morton's Works (former)



5: Green Street/ Dixon Street, Frank Stone (former)



6: New Road, courtyard of Morton's Works (former)



7: Green Street, Frank Stone (former)



8: Green Street, Stour Vale Works (former)

Details



1: Castle Road, Caldwell Hall,



2: New Road, Morton's Works (former)



3: New Road, Morton's Works (former)



4: Green Street, Morton's Works (former)



5: Green Street, Victoria Carpet 10. (former)



6: Green Street, Victoria Carpet 10. (former)



7: Green Street, Victoria Carpet 10. (former)



8: New Road, Courtyard of Morton's Works (former)

## Listed Buildings



9: Dixon Street, Morton's Works (former)



10: Green Street, Stour Vale Mill (former)



11: Green Street, Stour Vale Mill (former)



12: Castle Road, Caldwell Hall, c.1905



1: River Stour, looking towards Fire Station



2: Castle Road, looking North



3: River Stour, looking towards Castle Mills



4: Castle Road / New Road, Former field and allotment gardens



5: River Stour, to west of Green Street



6: River Stour, between Bouchers (former) and Frank Stone (former)



7: River Stour Improvements Information board outside Morisons Supermarket



8: River Stour, to west of New Road



1: Castle Road, Fire Station



2: Castle Road, Brintons Works (former)



3: Castle Road, Swimming Baths (former)



4: Castle Road, Castle Spinning Mill (former)



5: New Road / Pump Street, houses and Pumping Station



6: Green Street, Pumping Station and Sewage Works (former)



7: Green Street, Victoria Carpet 10 (former), Elgar and Campion House



8: Green Street, Frank Stone (former)





9: Green Street / Dixon Street,  
Victoria Carpet 10 (former),  
Elgar House



10: Green Street, Boucher's Engineering Works  
(former)



11: Green Street, Stour Vale Bridge



1: Castle Road, Brinton's Works (former)



2: New Road, Morton's Works (former)



3: Pump Street, Pumping Station



4: Green Street, Pumping Station and Sewage Works (former)



5: Green Street, Morton's Works (former)



6: Green Street, Frank Stone (former) and Boucher's Works (former)



7: Green Street, Courtyard to Morton's Works (former)



8: Green Street, Frank Stone (former)

Condition



9: Green Street, Boucher's Works (former)



10: Green Street, Stour Vale Mill (former)

Condition



1: Off New Road, Morton's Works (former)



2: Off New Road, Morton's Works (former)



3: Off Green Street, Morton's Works (former)



4:



5: Off Dixon Street, courtyard to Morton's Works (former)



6: Off New Road, courtyard Morton's Works (former)



7: Off Dixon Street, view from courtyard of Morton's Works (former)



8: Off Dixon Street, entrance to courtyard of Morton's Works (former)



1: Green Street, Naylors Ltd (former)



2: River Stour east of Caldwell Hall



3: Castle Road, Caldwell Hall



4: Castle Road, Caldwell Hall from garden



5: Castle Road, Caldwell Hall from east



6: Castle Road, Caldwell Hall from west



7: Castle Road, Swimming Baths (former)



8: Green Street, Naylors Ltd and Pump House



9: Green Street, Pike Mills (former), looking north



10: Green Street, Pike Mills (former), looking south



11: Green Street, bridge across from Naylors Ltd (former)



1: Green Street, intrusive structures (see Historic Images I and II)



2: Green Street, gap



3: Dixon Street, intrusive structure



4: Dixon Street, dominant signage



5: Green Street, gaps and parking (see Historic Images no. 9)



6: Dixon Street, gap and parking



7: Green Street, gap and parking



8: Green Street, gap, parking and intrusive structures (see Historic Images 9 and 10)

Negative Contributors



9: Green Street, intrusive structure



10: Green Street, looking towards gap and parking





1: Green Street, looking south from Worcester Cross



2: Castle Road, looking east towards Morton's Works (former)



3: Castle Road, from Park Lane



4: New Road, looking north across Castle Road/Dixon Street junction



5: New Road, looking north past Castle Spinning Mills (former) to Morton's Works (former)



6: New Road, looking north from Pump Street



7: Green Street, looking north



8: Green Street, looking north west



9: Green Street, looking south



10: Dixon Street, looking west



11: Dixon Street, looking west to Caldwell hall



12: Green Street, looking south towards Boucher's Engineering Works (former)



View looking north-west: Former Swimming Baths; Brintons; with Piano Building, Slingfield Mill, town centre and St. Mary's Church beyond



View looking north along New Road towards Kidderminster town centre



View looking north-east to Stourvale Mills, Green Street



View looking east to Stourvale Mills, Boucher building and Morton's Works

High level views



View looking east to Frank Stone, Elgar House and Morton's Works



View looking east to Victoria Carpets and Morton's Works



View looking south-east to Morton's Works, Pumping Station and Castle Mills



View of Caldwell Hall, former Brinton's works and the Fire Station

## High level Views



Perimeter Wall former Long Meadow Mills



Historic advertisement on the former Castle Motor Works



Former Castle Motor Works premises



View of Castle (Spinning) Mills

Proposed Locally Listed Buildings