Evesham Conservation Area

The abbey precinct

The Almonry, Merstow Green

Allotments in the abbey precinct

Former market place, Merstow Green

Merstow Green

4.7

This is the former market place and settlement area of the original Saxon settlement opposite the entrance to the abbey. Today's buildings date mainly from the 16th to 19th centuries, with those from the 18th and 19th centuries likely replacing or re-modelling earlier buildings. Here narrow roads and lanes surrounding and leading off the former market place are lined by a mix of individual, semi-detached and terraced houses and cottages as well as public houses, old school buildings, modern buildings, the Almonry museum and Abbey Gatehouse.

Mix of buildings at Merstow Green

4.8
The earlier settlement origin of this area is still very much evident in several features. Its layout of narrow roads and lanes and triangular shape of the former market place, the remnant green space and trees in front of the abbey gatehouse, the remnants of a tight grain of small narrow linear plots, the small scale, tightly packed buildings sited immediately back of pavement, the presence of timber framed buildings and the remains of abbey buildings are all indicators of an earlier settlement origin. These key features of this early settlement area, together with the predominance of historic buildings, are essential elements of the historic character and special interest of this area.

4.9
This is an area of mixed usage, with many of the former houses and cottages and other buildings now in shop, office and restaurant uses, as well as a presence of pubs, fire station and museum. The houses and cottages lining the narrow lanes that lead off the main market place are still in residential use, lending these parts a quiet residential feel in contrast to the busier commercial character of the rest of the Green.

4.10
Buildings in this area are a mix of ages, scales, styles and materials, reflecting its historical development from the origin of the town to the present day.

4.11
On the east side of the Green and in the residential lanes leading off, small individual and terraced houses, cottages and larger semi-detached houses, sit tight against each other, sited immediately to the rear of pavements. Larger 19th century houses set behind modest front gardens on larger plots front the Green on its northern and western sides, together with Victorian school buildings. Residential buildings are modest in size and scale, at one and a half to two storeys in height, on a small footprint.

4.12
Houses exhibit the Classical influence of their period in design, with symmetry in principal elevation with a centre placed panelled door with doorcase, carefully proportioned sliding sash windows under flat heads to each side and end chimneys, and a mix of plain and hipped roofs with dentilled eaves or parapets. Dormers and rooflights are absent.

4.13
Terraces date from the 19th century and exhibit features characteristic of their type and date. Individual single bay houses are joined together, are two storey with a simple plan and a simple repeated arrangement of a panelled door to the side of a single set of sash windows under flat heads, and a ridge mounted chimney. These houses are very modest in size and scale, with equal sized windows at ground and first floor, reflecting common floor to ceiling heights. Dormers and rooflights are absent.

4.14
The presence of the larger houses amidst the smaller cottages suggests a gentrification of this area at the time when the town was experiencing a period of prosperity and expansion during the coaching era of the 18th and early 19th centuries. It would have been a very pleasant and likely favoured area of residence, with the new fashionable houses fronting a tree-lined Green.

4.15
Some of the historic plot division of this area on the eastern side of the Green has been lost to opening up of rear land for car parking. Walls and buildings still define the remaining plots and a few of the remnant plots still retain former workshops, yards and storage buildings. These remaining features are tangible evidence of the town's history and development and are part of its special interest and character.

4.16
Most of the historic buildings in this area are listed. The unlisted buildings are primarily terraces of cottages with common characteristics of scale, design and materials. Regrettably a number of them have been subject to incremental change, most commonly replacement of windows and doors. The size and form of these buildings reflects their role in the development of the town and they nevertheless make a positive contribution to the character of the conservation area.

4.17
Sadly, with the exception of the grassed open space and trees in front of the Almonry and Gatehouse, the remainder of the former market place and Green is now a public car park and traffic island. The space and trees in front of the former abbey buildings retain an appropriate setting to these buildings and are also important as evidence of the origins of this area. The quality of the setting for the remainder of the buildings around the Green is lost by the presence of the car park and traffic island.

Vine Street, Market Place and lower High Street

4.18
This is the planned medieval extension to the earlier Saxon settlement at Merstow Green. It includes the former market place of the town and is its principal thoroughfare. Although markets are no longer held here it has retained its role as a principal retail area and the streets and market place are lined with shops, cafes, restaurants, banks, inns and public houses and are busy with pedestrians and traffic. Buildings date from as early as the 15th and 16th centuries, although the majority are 18th and 19th century, replacing or re-modelling earlier buildings at a time of new prosperity in the town.

Vine Street

Market Place

16th century building, Vine Street

Lower High Street

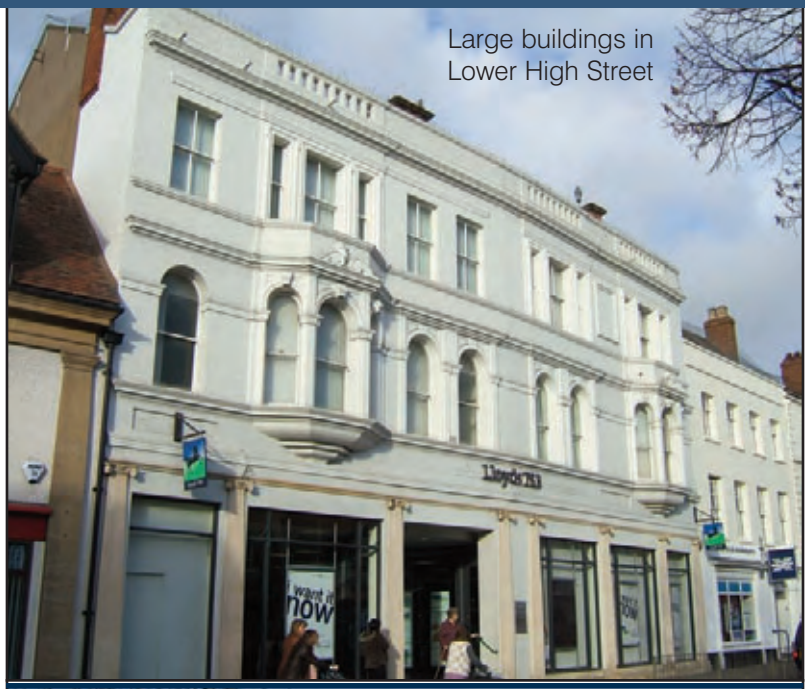
Evesham Conservation Area

4.19
The linear road and market place are lined with individual buildings that sit tight against each other and against the back of the pavements, the continuous building line broken only by an occasional gap between buildings. Buildings are mainly three storey, with older buildings of two stories, and of various scales. Although buildings from the 18th and 19th centuries embody consistent design principles, a variety of scales gives a variety of ridge, eaves and window levels, resulting in a lively streetscene.

4.20
The majority of buildings in this part are in commercial use. Many were originally constructed as inns, hotels, banks, or shops with living accommodation above. Like Bridge Street the High Street housed many of the leading families of the town and many of the large houses are still present, the majority of which have since been converted wholly or partially to commercial use.

4.21
These buildings are large in size, denoting status. They are typically two, three or more bays wide, three storey in height, often with one or more rear wings and are large in scale, with large doors and windows reflecting high internal floor to ceiling heights. Principal elevations are characteristic of the Classical architectural influence of the period, with symmetry and verticality in elevation, incorporating carefully proportioned double hung vertical sliding sashes and various architectural features to denote importance, such as coped parapets, hipped roofs, stone steps to raised ground floors, stone dressings and other embellishments such as moulded eaves cornices, quoins, cill bands, string courses, pediments and pilasters, enriched doorcases and cornices and enlarged keystones. Side passage doors and former coach entrances can still be seen in some of the buildings.

4.22
Smaller buildings are typically two storey with one or two bays, single pile, occasionally with one or more rear wings, and are smaller in size and scale. They still exhibit Classical influence in their design, with careful order or symmetry in principal


Large buildings in Lower High Street

elevation with carefully proportioned sliding sash windows under flat heads, but have plain roofs, some with dentilled eaves, or parapets and fewer embellishments. Dormers are uncommon and rooflights are absent. Side passage doors are occasionally present.

4.23
The earlier settlement origins of this area is still very much evident in the tight grain of narrow linear plots, the tightly packed buildings sited immediately back of pavement and occasional presence of timber frame. These key features of the early settlement area, together with the predominance of largely unspoiled historic buildings, are essential elements of the historic character and special interest of the area.

4.24
Walls and buildings still define plots at the rear and many of the plots still retain historic workshops, storage buildings and stables. There is a continued presence of local business in rear yards and former carriageway entrances and pedestrian passages are still occasionally present between buildings. Notably the Central Market still operates from a range of early 20th century metal framed and clad buildings behind the High Street. The presence of the market and its buildings are tangible evidence of the town's history and development and are part of its special interest and character. The plots and ancillary buildings are also the setting of the many listed buildings.

4.25
Most of the buildings in this area are listed. The unlisted buildings are modern replacement buildings or buildings from the 19th and earlier 20th centuries. The older unlisted buildings still reflect their context in their size and form, and many retain original architectural features and make a positive contribution to the character of the conservation area. The majority of the more modern replacement buildings from the later 20th century, however, although reflecting the architecture of their time, have had little regard to their local historic context and detract from the architectural quality of the streetscene.

4.26
Located in the main commercial area several buildings have been subject to pressure for new or updated shopfronts and signage, some of which detracts from the quality of the streetscene.

4.27
The quality and coherence of this area is considerably undermined by the use of the market place in Vine Street and High Street for car parking and a bus station and by the presence of pedestrian barriers. This large open space is historically important in the development of the town through its history and provides the setting for the many historic buildings lining its length. These qualities are sadly diminished by the presence of parked cars, the pedestrian barriers and bus shelters.

Bridge Street

4.28
This is part of the medieval town and is likely to have pre-existed as a principal route from the river crossing from Bengeworth to the earlier Saxon settlement. The current bridge, Workman Bridge, continues to link the two areas to the present day. The presence of a large medieval inn in the street, the former Crown Hotel, would confirm it as a principal thoroughfare of the early town.

Bridge Street

Evesham Conservation Area

4.29
Although now traffic-free the street is still a main pedestrian thoroughfare. Its historic role as a principal thoroughfare is still apparent in its obvious links with the bridge, Port Street and the market place, by its narrow width and the form of development along its length, and by the presence of the inn. The street once housed many of the leading families of the town and some of the large houses are still present.

4.30
The narrow street climbs up to the market square from the river and is lined with shops, cafes, restaurants and banks and is busy with pedestrians. Buildings date from the 15th century, although the majority today are 18th and 19th century buildings, replacing or re-modelling earlier buildings at a time of new prosperity in the town.

4.31
This linear street is lined with individual buildings that sit tight against each other at the back of the former pavements, the continuous building line broken only by an occasional gap between buildings. Buildings are mainly three storey, with occasional two storey, and are of various scales and designs, giving a lively streetscene. The gradient of the street also reveals a varied and lively roofscape, particularly noticeable on approach from Port Street and the river.

4.32
Buildings are predominantly 18th and 19th century and are all now in commercial use. Most appear to have been constructed as shops with living accommodation above with a few built as houses, all of which have since been converted wholly or partially to commercial use.

4.33
Many of the buildings are large in size, denoting status. They are typically two or three bays wide, three storey in height, often with one or more rear wings and are large in scale, with large doors and windows reflecting high internal floor to ceiling heights. Principal elevations of 18th and early 19th century buildings reflect the Classical architectural influence of the period, with symmetry and verticality in elevation, incorporating carefully proportioned double hung vertical sliding sashes, coped parapets, quoins and keystones, but lack the finer architectural embellishments found in the High Street and Vine Street. Buildings from the later Victorian period are characteristic of their time, with a mock Tudor design, gables with decorated barge boards and tile hanging.

Large embellished buildings in Bridge Street

Bridge Street

4.34
Walls and buildings still define plots at the rear and some of the plots still retain historic workshops, storage buildings and stables. There is a continued presence of local business in rear yards. These features are tangible evidence of the town's history and development and are part of its special interest and character. The yards and ancillary buildings are also the setting of the many listed buildings.

4.35
The medieval plan of the street is still very much evident, identifiable in the tight grain of small narrow linear plots defined by walls and buildings, and the tightly packed buildings sited immediately back of pavement. These key features of the medieval form of Bridge Street, together with the predominance of historic buildings, are essential elements of the historic character and special interest of the area.

4.36
Many of the buildings are listed. The unlisted buildings are modern replacement buildings or buildings from the 19th and earlier 20th centuries. The older unlisted buildings still reflect their context in their size and form, and many retain original architectural features and make a positive contribution to the character of the conservation area. Many of the more modern replacement buildings from the later 20th century, however, although reflecting the architecture of their time, have had little regard to their local historic context and detract from the architectural quality of the streetscene.

4.37
Located in the main commercial area several buildings have been subject to pressure for new or updated shopfronts and signage, some of which detracts from the quality of the streetscene

Cowl Street and Oat Street

4.38
This area is part of the grid of narrow medieval streets to the rear of High Street and Bridge Street and was an area of tightly packed community of workers' cottages, workshops, public houses, chapel and meeting house. While many of the historic buildings have gone, much of the historic plot definition is still present, and the plots, remaining historic buildings and narrow lanes still give a good sense of its history. The character today is still that of a tightly knit street of modest buildings, with a mix of cottages and small houses, ancillary buildings, workshops, public house, chapel and meeting house.

Cowl Street

Corner of Cowl Street with Oat Street

4.39
Buildings in Cowl Street date mainly from the 18th, 19th and 20th centuries, likely replacing or re-modelling earlier buildings, with occasional timber

framed survivors from the 16th century. Of the historic buildings small individual cottages, modest houses, and workshop/storage buildings sit tight against each other against the back of the pavement. Cottages are modest two storey structures on small rectangular footprints. They exhibit the Classical influence of their period in design, with careful placement of door and sash or casement windows under flat or arched heads on principal elevations and largely plain roofs with dentilled eaves. Dormers and rooflights are absent.

4.40
Oat Street retains a public house dating from the 18th century, but otherwise has seen its buildings demolished and replaced with modern buildings and car parks.

4.41
Despite the losses and re-development the early settlement origins of this area is still very much evident in the layout of narrow roads, the tight grain of small narrow linear plots, the small scale, tightly packed buildings sited immediately back of pavement and presence of timber frame.
Walls and buildings still define many of the narrow rear plots and some of the plots still retain former workshops, yards and storage buildings. These features are tangible evidence of the town's history and development and are part of its special interest and character. These key features of the medieval settlement area, together with the presence of historic buildings, are essential elements of the historic character and special interest of this area.

4.42
Most of the buildings in this area are unlisted. Many of the buildings share common characteristics of scale, design and materials and most retain original architectural features. The size and form of these buildings reflects the role of this area in the development of the town and they make a positive contribution to the character of the conservation area.

4.43
There are empty buildings in Cowl Street and much of this area has suffered from modern redevelopment and clearance that has had little respect for its historic context. The gaps that have been opened up are susceptible to future re-development. This is a vulnerable part of the conservation area where further loss of historic fabric could easily diminish its special interest and where preservation is important. There is much scope for enhancement. The quality of any future developments will be key to achieving success. Sensitivity of siting, scale and design and respect for the remaining historic fabric will be critical to the preservation and enhancement of the character and special interest of this area.

Upper High Street

4.44

Upper High Street

This is the area of late 19th /early 20th century extension to the High Street, built during the height of the town's market gardening prosperity, when the wealthier residents of the older parts of

the town were moving into large new houses at its outskirts. This area is characterised by a formal layout of large brick terraces and detached houses lining both sides of a wide street planted with an avenue of trees.

4.45
Buildings all date from the turn of the 19th century. The terraces were likely speculative developments aimed at the "middle class" society of Evesham. They are all substantial houses, at two storeys plus attic or three storeys on large footprints and are built in a variety of diluted styles of Gothic, Classical, Domestic Revival and Queen Anne, typical of speculative building projects of this late Victorian period. They incorporate architectural features and embellishments such as brick and stone string bands, carved timber balconies, cast iron window boxes, mock timber framing, corbelled eaves, pre-cut stone lintels, moulded gables, decorated chimneys and pierced and moulded barge boards. Most of the houses are set behind small front gardens defined by matching low walls. Many retain all or most of their original architectural features. The majority of the houses are now occupied by offices or other non-residential uses, but with limited signage and retention of original features this area still has the feel of genteel Victorian residential road.

4.46
The rear gardens of this area have largely been turned to car parking. While some of the brick walls that defined the rectangular building plots have been retained, the former gardens have been hard surfaced and much of the planting has gone. Much of the quality of the rears of the street has been lost. The retention of the trees and walls that remain is important to maintain the quality that remains and there is much scope for enhancement by reinstating boundaries, planting and replacing some of the parking surfaces with more appropriate materials.

4.47
This area is vulnerable to future change. The avenue of trees lining the main street and the uniformity of design in the terraces are particularly important to its character and appearance. Few of the buildings are listed, however, leaving them susceptible to change, and a number of trees have been removed. This area would benefit from reinstatement of these features and future protection.

Brick Kiln and Littleworth Streets

4.48
This is a tightly defined area behind the High Street of mainly 19th and early 20th century workshops, warehousing, packing sheds, industry, motor works and brewery mixed with workers' cottages and more recent housing developments. Close to the High Street where the animal markets were held it is was also a place of slaughter.

Brick Kiln Street

4.49
Early maps indicate that prior to development at least half of this area was formerly a walled garden belonging to Dresden House. Accessed via a tunnel under Brick Kiln Lane, the only visible remaining evidence of the former garden is

Temple House, Temple Cottage and a significant amount of garden boundary wall of local blue lias stone in Littleworth Street. Other garden features, including a unique garden building called the Temple probably dating to the 18th century, were removed for redevelopment sometime in the 20th century.

4.50
The street pattern and much of the 19th and early 20th century development remains and continues in use for local businesses and housing and this area retains a strong back street working character.

4.51
Buildings are tightly packed within an island of land bounded by narrow service streets. The streets are generally quiet with little vehicular traffic and are frequently used as a pedestrian thoroughfare from the residential areas to the High Street. It is a densely developed area where the streets are lined with individual buildings and terraces that sit tight against each other at the back of the pavements or are set back.

4.52
Much of the warehousing was built in the early 20th century to store and process fruit and vegetables for Evesham's expanding market garden business and these buildings are evidence of the rise of Evesham as a premier fruit and vegetable growing area and distribution centre. Plots still contain 19th and early 20th century workshops and storage buildings and there is a continued presence of local businesses in this area. These features are evidence of the town's development and are part of its character and special interest.

4.53
Buildings are a mix of one and two storeys or more, of various forms and scales related to their original uses.

4.54
Brick Kiln Lane is lined with small workers' houses and cottages dating from the 18th, 19th and early 20th centuries. These are a mix of individual, semi-detached and cottages and short terraces. They are very modest in size, scale and design, at two storeys with a simple rectangular plan form, moderately pitched roofs and casement windows. They exhibit the Classical architectural influence of their period in their design with careful placement of windows and doors in the principal elevation. Windows are set under flat heads or cambered heads and plain roofs have end chimneys, dentilled eaves and few embellishments. Dormers and rooflights are absent.

4.55
The houses and cottages have been subject to much alteration in recent years but nevertheless retain their scale, form and identity and continue to make a positive contribution to the character of this part of the conservation area.

Avon Street

4.56
The brewery, commercial and warehouse buildings are typical of their period and function. These utilitarian buildings are large in size and mainly single storey, the brewery being the exception at 3 storeys. Although functional in design they incorporate architectural detailing characteristic of their period, such as polychromatic brickwork, stone quoins and string courses and are largely preserved as built.

4.57
None of the buildings in this area are listed for their special architectural or historic interest. They nevertheless illustrate the history of the town's development in the 19th and early 20th centuries and are part of its character and special interest. The use of materials and detailing is characteristic of Evesham, and the presence in apparently later buildings of an occasional large stone chimney, old roofs and stone walling are clues to earlier origins.

4.58
This area has seen piecemeal redevelopment in more recent years as earlier buildings have been replaced with developments of flats, apartments and new housing. Some of this development reflects the characteristics of the area while others are less successful. This is an area vulnerable to re-development and erosion of character through further losses of its old buildings. Preservation and re-use of existing buildings is important to preserve its character and special interest.

Port Street

Port Street

Bengeworth

4.59
This is the area to the south of the river, formerly a separate settlement linked to the town by the river bridge. Its former identity as a separate settlement is still discernible in the presence of a market place. Today's buildings date mainly from the 18th and 19th centuries replacing earlier buildings after a fire in the 18th century.

4.60
This has historically been a prosperous area of inns, shops and cottage industry with many workers' cottages. This character continues today with a concentration of shops, inns, pubs, restaurants and other commercial uses in Port Street and Waterside, and residential use in upper floors and on the periphery at the upper end of Port Street and in Church Street. Port Street and Waterside are busy with traffic. In contrast, Church Street is a quiet mainly residential area where the old churchyard provides a tranquil setting for the small cottages.

4.61
The narrow linear roads of Port Street and Church Street are lined with individual buildings that sit tight against each other and against the back of the pavements, the continuous building line only broken by an occasional gap between buildings. In contrast Waterside is developed along one side only, and properties have a green leafy outlook across Workman Gardens to the Avon and the remains of Evesham Abbey beyond.

Evesham Conservation Area

Port Street

4.62
Buildings are a mix of two to three storeys, frequently two and a half storeys, and of various scales along the whole length of Port Street, Waterside and Church Street.
The majority are commercial premises, ranging from large hotels and a cinema to modest shops and residential terraces, and most were built or re-modelled in the 18th and 19th and 20th century. Many share common design characteristics of:

- Limited spans/depths dictated by historic building construction methods
- A simple main rectangular plan form, often with one or more rear wings
- Common moderately pitched roofs of 37-45°
- Tight verges with simple mortar fillets
- Carefully ordered fenestration on principal elevations
- End chimney stacks

4.63
Some buildings also incorporate arched carriage entrances to the side or side passage doors giving pedestrian access to the rear.

4.64
In common with Bridge Street, High Street and Vine Street, many were built as commercial premises with living accommodation above. Others were houses and cottages that have since had their ground floors converted to offices, shops and restaurants.

4.65
The larger buildings are generally three storeys in height, double pile and are characteristic of the Classical architectural influence of their periods some with symmetry and verticality in elevation incorporating a centre placed door with doorcase and fanlight and carefully proportioned vertical sliding sashes and matching ridge chimneys to each gable end. Additional or alternative architectural features are incorporated into their design, such as coped parapets, hipped roofs, venetian windows, stone dressings and quoins and other embellishments such as moulded eaves cornices, sill bands, string courses, pediments and pilasters, enriched doorcases and cornices, voussoirs, and enlarged key stones. The size and design of these buildings denotes prestige. Buildings of this quality are found in Port Street and Waterside.

4.66
The inns, public houses and hotels are substantial buildings of three or more bays and two or three storey, often with stabling and coach house to the rear. They date principally from the 18th or 19th centuries, although frequently incorporating earlier timber framed remains. They are typical in their design of their respective architectural periods, with a form, scale and fenestration reflecting of the period, with entrance doors under prominent porches or hoods. Inns, public houses and hotels are distributed throughout Port Street and Waterside.

4.67
Smaller buildings are typically two to three storey, with one or two bays, single pile frequently with one or more rear wings and are smaller in size

and scale with smaller windows and doors reflecting lower internal floor to ceiling heights, frequently with vertical sliding sash or casement upper floor windows and diminished windows at second floor level. There are examples of horizontal sliding sashes.

4.68
Some of the smaller buildings also exhibit Classical influence in their design with symmetry in principal elevation, carefully proportioned sliding sash windows under flat heads and end chimneys, but have plain roof with dentilled eaves and few embellishments. Small or modest dormers are occasionally a feature, set in the roof or mounted off the wall plate. Side passage doors are frequently incorporated into their design. Rooflights are absent.

4.69
Smaller buildings are found throughout Port Street filling spaces between larger more prestigious buildings.

4.70
Terraces are concentrated at the upper end of Port Street, in Church Street and Waterside reflecting 19th century residential development and the visible division between the commercial area and the residential area. These houses date from the 19th and early 20th centuries and exhibit features characteristic of their type and date. Individual single bay houses are joined together as a unified design, two to three storey with simple plan and a repeated arrangement of a panelled door to the side of a single set of sash or casement windows under flat or arched heads, and a ridge mounted chimney. Some of the larger terraced houses have bay windows.

Terraces in Church Street & Port Street

4.71
The smaller terraced houses are very modest in size and scale, with equal sized windows at ground and first floor, reflecting common floor to ceiling heights, and frequently incorporating side passages into their design. Dormers and rooflights are absent. Many of the smaller terraced houses have been converted into shops.

4.72
The different buildings and scales gives a lively streetscene with a variety of ridge, eaves and window levels. The gradient of Port Street also reveals a varied and lively roofscape, particularly noticeable on approach from Bridge Street and the river.

4.73
The Bengeworth area is notable for its number of surviving ancillary buildings, such as stables and workshops. These are typically sited at the rear of buildings lining Port Street and Waterside and are sometimes contemporary with or predate the principal buildings. Some have been converted to residential uses. Where buildings survive unaltered they are typical in form and design of their period and purpose, with simple functional plans and minimal openings in plain walls.

4.74
These buildings have a visual and functional relationship with the principal building and are subservient in scale, form and design. The presence of these ancillary buildings and their relationship with their principal building is a clue to

the history and development of the town and an essential element of the special interest, character and appearance of the conservation area.

4.75
Although the present buildings in Bengeworth date from a later period, the medieval plan is still very much evident in this area, identifiable in the tight grain of small narrow linear plots defined by buildings and walls, and the tightly packed buildings sited immediately back of pavement. Some of the buildings also have visible earlier origins, with timber framing apparent in rear, side or internal walls. These key features of the medieval forms of Port Street, Waterside and Church Street, together with the predominance of historic buildings, are essential elements of the historic character and special interest of the area.

4.76
Occasional plots contain historic barns, workshops and a brewery. There is a continued presence of local businesses in rear yards, and former carriageway entrances and pedestrian passages are still present between buildings. These features are evidence of the area's development and are part of its special interest and character.

4.77
Some buildings are listed. Most are unlisted and are a mix of terraces of houses and cottages and individual buildings. They nevertheless have common characteristics of scale, design and materials, are characteristic of the town and several retain original architectural features. The size and form of these buildings reflects the role of this area in the development of the town and they make a positive contribution to the character of the conservation area.

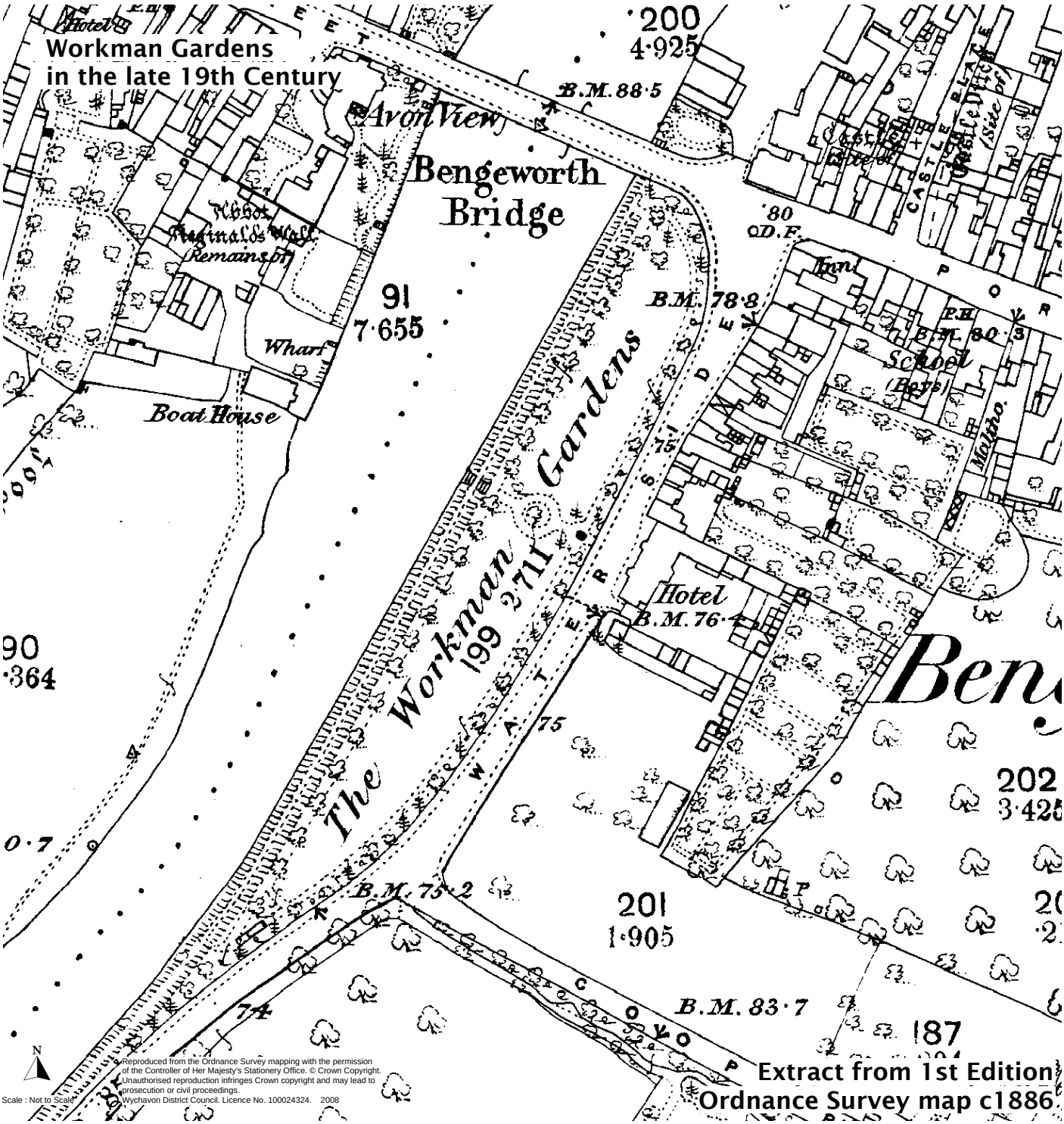
4.78
Historically a main thoroughfare, Port Street is still heavily trafficked. The traffic in the narrow street has a significant impact on the environment, with dirt, dust and traffic noise undermining its quality, and narrow pavements providing little refuge for pedestrians. Waterside and lower Port Street are also subject to flooding in exceptional years. Pedestrian flow in this part of the town is significantly lower than the main town centre and it has become a secondary shopping area with under investment in building fabric, low rentals and frequent shop unit turnover. These issues are being jointly addressed by grant funding through a Heritage Regeneration Scheme and Empty Homes grants and through environmental enhancements through the Market Towns Partnership. After a period of visible neglect new investment in building refurbishment and environmental improvements is beginning to lift the appearance of this area.

Grant funded works in Waterside & Port Street

Workman Gardens and Waterside

4.79
This is the area of former wharves laid out to pleasure gardens some time between 1856, when the bridge was built, and 1864, when the first event took place, and later buildings fronting the gardens at Waterside. The gardens provide a green and tranquil space alongside the busy road into town, much as they would have been intended in their original plan.

4.80
The gardens are an early example of Victorian urban park landscape design. The 1887 ordnance survey map shows the pleasure gardens laid out with a mixture of specimen trees, a circuit walk, flower beds, circular garden and an entrance kiosk.



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Scale : Not to Scale

4.81

The entrance gate, formerly between ornamental gate piers with a decorative iron arch, was situated directly opposite the Northwick Arms. Entrance to pleasure gardens was generally by subscription and ticket via a kiosk and early photographs of Workman Gardens show a small six-sided kiosk with a conical lead roof, just inside the entrance gate between two large Wellingtonias. The Pleasure Gardens were open to the general public free of charge for part of Saturdays, Sundays and Mondays each week. The other 4 days in the week were reserved for those who made payment by subscription (5 shillings per annum) or ticket (one penny daily). The gardens were also a venue for various local events and festivals. The first public event was the Horticultural Flower Show and Regatta of 1864, followed by a succession of local and national celebrations, including Coronation feasts, sporting events and band concerts.

Workman Gardens

4.82
From the entrance kiosk there was a choice of pathways, the circuit walk and a central pathway which led directly down to the river dividing the park east to west around a circular garden planted with a tree, and, possibly with seasonal bedding, and then on down to the river tow path via a flight of steps.

4.83
The circuit walk, an important feature, was of gravel and, typically, designed to take advantage of the fine views, focal features and points of interest along the river bank. The riverside location opposite the Abbey provided excellent opportunities for this. Taking the right hand path from the kiosk the circuit walk presented, and still does, a view of Workman Bridge with its fine arches. Turning south onto the riverside path from the bridge the view is of the straight lines of the lime avenue, and out across the river the notable views of the Abbey Tower. Continuing south along the circuit walk views of Bredon Hill would probably have been apparent.

4.84
The layout of the gardens has been subject to change throughout its history, and recent works have provided additional pathways, new recreational space and car parking, resulting in a significant amount of the central area being changed. Despite these changes, much of the design is still original, with pathways and planting remaining mostly intact, and many mature trees remaining from the original design, comprising a mixture of limes, Wellingtonias, other conifers, holly and yews. These trees make a significant contribution to the quality of the space and the setting of the nearby buildings as well as being historically important as survivors and evidence of the original garden design.

4.85
The Northwick Hotel and Parkview front the gardens and date from a similar period. The presence of the gardens may have influenced the development of these buildings. The direct relationship of the entrance to the gardens with the hotel suggests that hotel guests may have had some private use of the gardens. The enhanced status that the gardens must have brought to this part of the town no doubt influenced the scale and design of development of Parkview. These large houses opposite the park, with their four storeys and large bay windows, would have been desirable residences.

Northwick Hotel & Parkview

Buildings

4.86
Many of the buildings in the Evesham conservation area are listed for their special architectural or historic interest. Several apparently later buildings have visible earlier origins, with timber framing apparent in rear, side or internal walls. Many still stand much as originally designed. The result is an architectural variety and a wealth of quality historic buildings that is one of the outstanding features of the town.

4.87
Most of the historic buildings, whatever their period share common design characteristics of:

- limited spans/plan depths dictated by historic building construction methods
- a simple main rectangular plan form, often with one or more rear wings
- carefully ordered fenestration on principal elevations

The result is a commonality of form and fenestration throughout much of the conservation area despite the variety of periods and architectural styles.

4.88
Ancillary buildings, such as barns, workshops, storage buildings, stables and coach houses, are present throughout the conservation area. These are typically sited at the rear of buildings fronting the main streets and many are contemporary in date with the principal building. Where they survive unaltered they are typical in form and design of their period and purpose, with simple functional plans and minimal openings in plain walls.

4.89
These buildings have a visual and functional relationship with the principal building and are subservient in scale, form and design. The presence of these ancillary buildings and their relationship with their principal building is a clue to the history and development of the town and an essential element of the special interest, character and appearance of the conservation area.

4.90
There are still many warehouse, factory, storage and market buildings dating from the 19th and early 20th centuries when Evesham was experiencing rapid growth in manufacturing, market gardening and related industries. While these later buildings may not be of special architectural merit they nonetheless are part of the vernacular of Evesham, reflecting a significant period in its development and are important to the character of the conservation area.

Listed Buildings

4.91
Many of the buildings in the Evesham Conservation Area are "listed" for their architectural or historic Interest. Other buildings and structures attached to, or pre-dating 1st July 1948 and forming part of the curtilage of, these identified buildings are also listed by association. While the aim of the listed building legislation is to preserve these buildings for their own sake, any changes affecting them will also be considered in terms of the effect on the conservation area.

Listed buildings

4.92
Buildings and structures that are listed by association with those buildings included in the list are shown on the appraisal map where they have been able to be identified. The information shown

on the map is not definitive. The Council's Heritage Team should be contacted for advice on whether a building or structure is listed by association before any works are carried out to potentially listed buildings or structures.

Unlisted Buildings

4.93
There are many other buildings which, while not "listed", have qualities of age, style and materials which are locally important and which make a positive contribution to the character and appearance of the conservation area

Unlisted buildings

4.94
That many of these properties retain much of their original character and appearance is to the credit of those owners who have carefully preserved them. There is, however, no guarantee as to their future and these properties are vulnerable to future change. The Management Plan at Part 2 includes a proposal for consideration of Article 4 Directions to provide long-term protection against unsympathetic alterations. The effect of a Direction would be that certain alterations which formerly did not require planning permission would need permission in future.

Shop Fronts and Signage

Shop Fronts

4.95
Shopfronts are incorporated into the ground floor of the majority of the buildings in the lower High Street, Vine Street, Bridge Street, Market Place, Port Street, Waterside and fringes of Merstow Green. They date largely from the 19th and 20th centuries.

4.96
19th and early/mid-20th century shopfronts are framed with stallrisers, pilasters, fascia and cornice and have large divided plate glass display windows, often with clerestorey lights and a side or central door. Many remain unaltered. Others retain some or all of their framework but have seen their proportions altered by later modification of the windows. The retention of historic shopfronts is important to the character and appearance of the conservation area.

19th & 20th century shopfronts

4.97
Some of the more modern shopfronts have deep fascias, large undivided display windows, very shallow or no stallriser and often no cornice. These detract from the character and appearance of the conservation area, particularly where they are inserted into historic buildings. Some echo the design principles of 19th or early 20th century windows, but are less finely executed in detail.

Modern shopfronts with qualities that detract from the conservation area

Shop signage

4.98
Shop signage is a mix of fascia and hanging signs. Some of the 19th century shop windows have small fascias or none at all, and signage on these is generally modest. Some of the 19th and earlier 20th century shopfronts have their original fascia signs or lettering applied direct to the fascia in the traditional manner.

4.99
Many of Evesham's shopfronts have separate modern signage boards attached over the top of the fascia, sometimes larger than the fascia and extending above the shopfront or below into the window. Occasionally separate signage boards are fixed on the building above the shopfront. Many of the large fascia signs carry an excess of information. These signage details are often inconsistent with the quality of the shop front and their host building and detract from the character and appearance of the conservation area. Poor signage frequently disguises good quality shopfronts.

4.100
Hanging signs are most commonly fixed at fascia level or at first floor fixings on larger buildings. Signs are largely modest in size, design and colours. Some brackets date from the 19th century or earlier and are ornate in design. The retention of this historic fabric is important to the character and appearance of the conservation area.

Materials

4.101
Much of the character of Evesham comes from the variety of building materials used. The earliest buildings typically use materials that were available locally, while the materials used in later buildings reflects the increasing availability of materials from further afield and changing architectural fashions.

4.102
Walls. Evesham is close to the limestone belt of the Cotswolds. Cotswold stone is the principal material used in the construction of the earliest buildings. Salvaged stone, probably from the abbey, is also found in later buildings throughout the town, often in side walls and as a plinth at the base of timber frame and brick walls. Local blue lias stone is occasionally found in plinths and appears in buildings. Buildings at the rear of Dresden House and the High Street incorporate lias walling, probably originally as boundary walls. There are several surviving examples of timber frame. The predominant materials used throughout, however, are later materials of brick, stucco, plain clay tile and slate.

Local lias stone

4.103
Red brick is found throughout the conservation

area where buildings have been replaced or re-fronted from the mid- 19th century onwards. The repeated use of brick in the Victorian buildings of the upper High Street in particular is a significant element of the character and appearance of this part of the conservation area. Brick is also the principal material of 19th century warehouses and factories in Littleworth and Brick Kiln Streets, in ancillary buildings throughout as well as for boundary walls.

4.104
Stucco is another common material used through much of the conservation area, primarily in the lower High Street, at Waterside and Merstow Green. Scribed stucco frontages would have added prestige to public buildings such as the banks and inns and to the houses fronting the Green and the main thoroughfares and was a fashionable facing treatment in the late 18th and early 19th centuries. There is also an example of roughcast rendering and a number of examples of later paint finish over brick. All are finished in a subtle range of whites and creams.

4.105
Corrugated cladding is frequently found on early 20th century market buildings, factories and warehouses, particularly in the area of Brick Kiln and Littleworth Streets, at the Central Market and in rear yards behind the High Street and Vine Street. This material is typical of this period and type of development.

4.106
Roofs. Roof coverings are mainly Welsh slate and plain clay tile of a red/brown hue, with rare examples of surviving cotswold stone slates on earlier buildings. Tiles are largely machine made from the 19th century, with many examples of surviving earlier handmade tiles, occasionally on front elevations but more often on rear elevations or on ancillary buildings.

4.107
Buildings of all status from the 19th century throughout the conservation area are roofed with natural Welsh slate, with use of slate on earlier prestigious buildings from the 17th and 18th centuries. The presence the railway connection would have influenced the widespread use of slate in the town.

4.108
Corrugated sheeting is commonly used for roofing on the later 19th and early 20th century market, factory and warehouse buildings, typical of such buildings of this era

4.109
Windows. Casement windows are wrought iron and painted timber. Sash windows are painted timber. Cast iron and steel windows are typically found in warehouses, workshops and factories. The materials used are characteristic of their respective periods, function and status of buildings. The retention of these traditional materials is important to the character and appearance of the conservation area.

4.110
Doors are painted timber

4.111
There are examples of replacement windows and doors in uPVC, stained timber and painted timber. Replacement windows incorporate lead strips in imitation of leaded lights, and the design of replacement windows often incorporates top-hung hinged opening lights in lieu of side hung casements and sliding sashes. The materials, finishes and much of the detailing of these replacement windows, are inconsistent with traditional window design, detail and finish prevalent in the conservation area and are harmful to its character and appearance.

4.112
Wrought iron is used for railings, hand rails and hanging sign brackets. There is a good survival of cast iron gutters and downpipes. The retention of this historic fabric and detailing is important to the character and appearance of the conservation area.

Wrought iron railings

4.113
Plastic and aluminium occurs in

some modern shopfronts and signage. The use of these materials is inconsistent with the character of the conservation area.

4.114
Where early coach entrance surfaces have survived they are paved with blue brick setts. These historic surfaces have a patina of age from generations of wear and are a clue to the history of the conservation area. The material and patina is part of the interest and character of the conservation area and it is important that these surfaces are retained in-situ.

4.115
Road surfaces are tarmac, and pavements are largely a mix of tarmac, and concrete block paviours. Natural stone kerbs survive in the High Street, Vine Street and Shore Street. Notably blue lias cobbles survive at the abbey gateway, near All Saints Church, in the churchyard and at the Almonry and blue paviours off Church Street. New blue bricks have been used in pavements at Brick Kiln Street and Church Street. Otherwise, many of the modern materials, while serviceable, have a ubiquity and quality of finish that is disappointing in association with the historic environment. The natural and historic materials have a patina and quality which is more appropriate and their retention is important to the character and appearance of the conservation area.

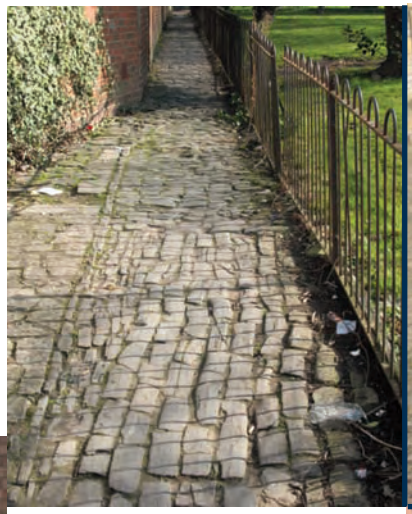
Pavement of blue setts in Church Street

Brick sett passageway in upper High Street

Local Details

4.116
There are small building and other details in the Evesham conservation area which contribute to its character and special interest and which are important to retain. These include:

- the use of Flemish bond brickwork throughout, regardless of size, date, purpose or status of building
- fine wrought and cast iron work in sign brackets, railings and hand rails
- Brick sett surfaces to passages, yards and carriage entrances
- The stocks and milestones at Merstow Green
- Stone cobbles surfaces at the abbey site
- cogged or dogtooth dentilled eaves detailing



Lias cobbled surfaces leading to All Saints' Church

Boundaries

4.117
Boundaries are a significant feature throughout the Conservation Area. With few exceptions rear and side plot boundaries are defined by high brick walls, in the same local rich red/orange brick used in buildings. This boundary treatment is consistent throughout the

Milestone at Merstow Green

conservation area, regardless of location or status of building. These boundaries define historic plot divisions and contribute to the tight urban grain of the conservation area. They are an integral element of its special interest, character and appearance. The consistent use of brick throughout adds to the unity of the area resulting from the common use of materials.

4.118
There are few front boundaries in the conservation area. Brick walls are usual, with occasional examples of stone walls, and iron railings.

Natural Environment

4.119
The natural environment makes a significant contribution to the character and appearance of the Evesham Conservation Area.

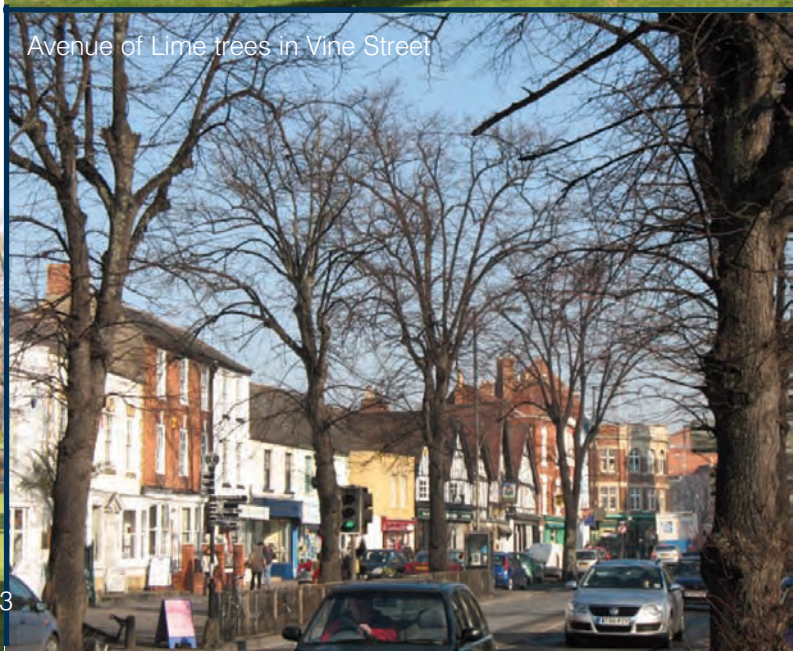
4.120
Despite its tight urban grain, there are areas of open space that are important to its character and appearance. Abbey Park and Workman Gardens form a swathe of open space that provides the setting to the remains of the abbey, the churches of St Lawrence's and All Saints', the buildings at Waterside and the town on its riverside promontory. These areas of open space are also historically important as the remnant of the Saxon and Medieval abbey precincts and Evesham's Victorian urban park.

4.121
Less apparent, but just as important, are private gardens and the yards behind the street frontages. These remain largely undeveloped and continue in use as gardens and yards. While their full extent may not be entirely publicly visible, the lack of interruption by buildings and occasional presence of planting contributes to an impression of openness appreciated from glimpses over boundaries, between buildings and from footpaths to the rear. These gardens and yards also provide the setting of buildings and are historically important as the open space characteristically found behind frontage buildings on the plots of the Medieval town plan.

4.122
Trees are a feature of parts of the conservation area. Of particular note are those at Merstow Green, the lime avenues along Vine Street and High Street, the planting in the park and at Workman Gardens and the trees within the old churchyard at Church Street.

Trees in the old churchyard at Church Street

Workman Gardens


Avenue of Lime trees in Vine Street

4.123
The trees at Merstow Green make a significant contribution to the quality of the environment in this area. They are the last vestiges of greenery in this part, representing the historic space of the former market place and green and softening the visual impact of the hard surfacing and signage of the highway, car park and roundabout. Those in Vine Street and the High Street are remnants of historic street avenue planting and help to soften the visual impact of the car parking and bus station. The trees in the churchyard in Church Street at Bengeworth add to the quality of this open space in the heart of the street and make a significant contribution to its tranquil character and setting of the surrounding cottages.

4.124
The trees in the park and Workman Gardens are part of the quality of these green spaces and make a significant contribution to the character and appearance of these areas and to the setting of the town and surrounding buildings. Many of the trees in Workman Gardens were planted when the gardens were originally laid out and are important as surviving elements of the original landscape design.

4.125
Other significant groups and individual trees include those at St Peter's Church in Port Street and opposite at Lansdowne Court, those adjacent to the bridge on both sides of the river off Bridge Street and Port Street and the planting at Temple Cottage in Lyttelton Street. The trees at the church and Lansdowne Court are key to the setting of these prominent buildings at the eastern gateway to Port Street. Those near the bridge are large mature specimens that are prominent townscape features in their own right and which also help to soften the visual impact of new development. Those at Temple Cottage are the only vestige if green in this area as a reminder of the former garden area of Dresden House.

4.126
All trees over a certain size are protected in the conservation area. Written notification must be given to the Council before carrying out any works to these trees. Some trees are individually protected by Tree Preservation Orders and consent is needed from us before any works to them are carried out. Our Landscape Team can advise on which trees are protected, the type of works which would need to be notified or need consent, the procedures and the likelihood of getting consent for the works. The contribution of the tree to the character and appearance of the conservation area will be a factor in the consideration of a notification or application.

Negative Features & Neutral Areas

Negative Features

4.127
Evesham is fortunate in retaining much of its historic form and fabric. There are, however, features that compromise or detract from its character and appearance. These include:

- **Re-development.** Several sites in the conservation area have been the subject of re-development in more recent years. Notwithstanding the loss of older buildings, many of the modern buildings erected exhibit design characteristics that are quite different to the established characteristics of the area. The purpose of highlighting these buildings is not necessarily to aim at their re-development, although discussions to this end would be welcomed, but to guard against them becoming too dominant through future additions or alterations. These buildings will not be regarded by the Council as a guide or precedent for future development proposals

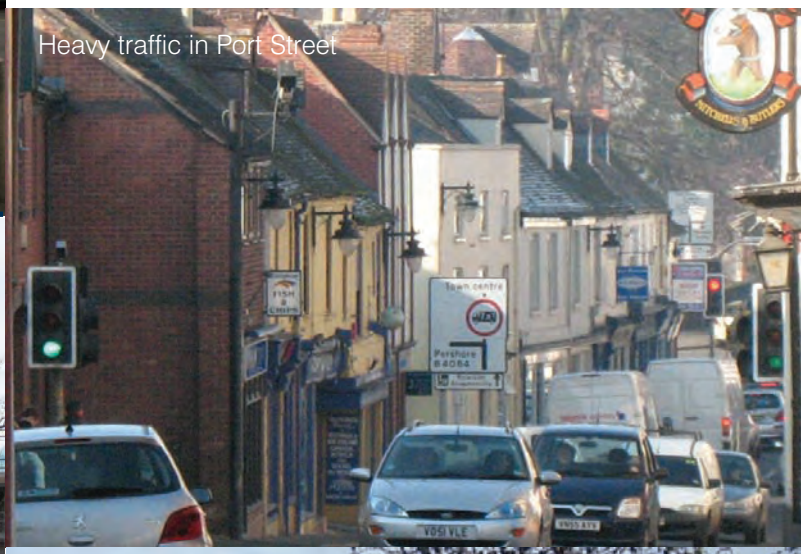
Modern re-development, Bridge Street

Evesham Conservation Area

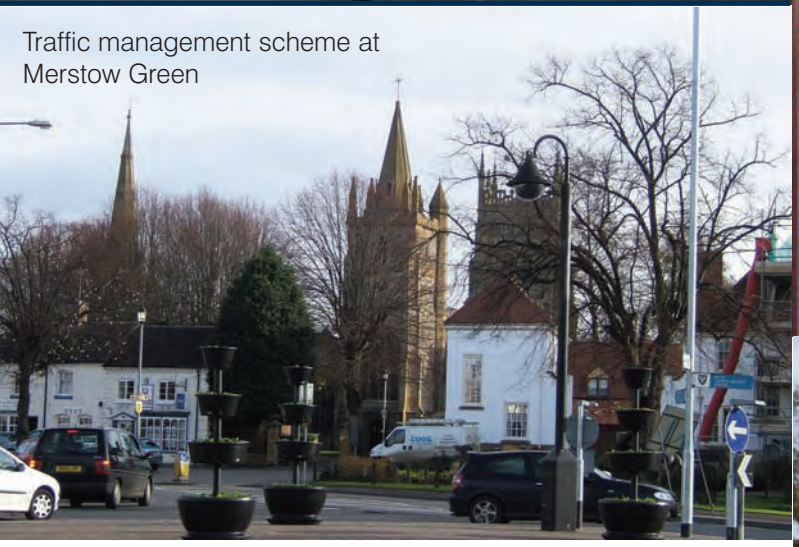
Gap site, Cowl Street/Oat Street

- **Through traffic** along High Street, Vine Street and Port Street detracts from the historic, pedestrian and shopping environment

- **Car parking at Merstow Green, Vine Street and High Street.** While car parking is important to the town, on-street parking at Merstow Green, Vine Street and High Street



Heavy traffic in Port Street



Traffic management scheme at Merstow Green

Car park at Merstow Green

- **Gap sites.** Several parts of the conservation area have seen buildings demolished, primarily for car parking, leaving gap sites in street frontages and opening up views into service yards and storage areas at the rear of buildings. These sites significantly undermine the quality of the streetscene and architectural and historic integrity of the conservation area

- **Traffic management.** Traffic management measures have had a significant impact in the heart of the conservation area at Merstow Green, the High Street and Vine Street. The roundabout, associated signage and lighting at Merstow Green and the pedestrian barriers in the High Street and Vine Street, are very obvious visual and physical intrusions. These features fragment these historic spaces, undermining their architectural and historic integrity and the visual quality of the historic environment as well as detract from the setting of the historic buildings.

Modern shopfronts and loud signage

undermines the visual quality of these important historic spaces and detracts from the setting of the surrounding historic buildings

- **The bus station,** with its signage, shelters and barriers, is a significant visual intrusion in the main street of the town. Its presence undermines the architectural and historic integrity of this important space and the visual quality of the historic environment, as well as detracting from the setting of the historic buildings.

- **Modern shopfronts** in traditional buildings which cause harm to the area and their host buildings, principally by way of their size, design, materials and associated signage.

- **Shop signage.** Over-large fascia signs, excessive signage, use of plastics and lighting detracts from the quality of shopfronts, their host buildings and the conservation area

- **Building repair and maintenance.** Under-investment in building repair and maintenance, particularly apparent in Port Street, Cowl Street and Waterside, detracts from the appearance of the conservation area and results in long-term risk of loss of historic building fabric

- **Poor quality re-pointing of fine historic brickwork** in hard cement mortars

- **Replacement doors and windows.** A number of properties have had replacement windows and/or doors in uPVC, stained timber or double glazed units. Window and door replacements with new ones of a different design, detail, materials or finish, erodes local building detail, which is an essential part of the distinctive character and appearance of the conservation area

- **Replacement roof coverings** in interlocking or plain concrete tiles or reconstituted slate, which are poor substitutes for clay and natural slate

- **Incremental addition of external fixtures to the front of buildings,** such as satellite dishes, alarm boxes, lighting, brackets and cabling, which undermine the quality of the design and appearance of individual buildings and cumulatively detract from the character and appearance of the conservation area

- **Surface materials.** The use of concrete block paving for the surfacing of footways, drives and yards is an inappropriate material for the conservation area and the setting of its historic buildings

- **Trees.** The gradual loss of the avenues of lime trees planted in the Victorian era in High Street, Vine Street and Merstow Green is eroding the quality of the town's main streets.

We would welcome the opportunity of discussing the scope for improving these features.

Neutral Areas

4.128
There are some parts of the conservation area which, in their present form, neither enhance or detract from its character or appearance. New developments at the rear of Abbey House and at the market place, for example, have respected the character of their context in scale and form.

4.129
We will be careful, however, to guard against such properties and areas becoming too dominant through future additions or alterations.

5 Issues

5.1
The appraisal has highlighted the following problems and pressures in the Evesham Conservation Area.

- **Loss of historic buildings**
- **Design quality of new buildings**
- **Gap sites**
- **Traffic management**
- **Car parking**
- **The bus station**
- **Shopfronts and signage**
- **Building maintenance & repair**
- **Loss of architectural features on historic buildings**
- **Incremental addition of external fixtures**
- **Surface materials**
- **Loss of street trees**

5.2
The Management Plan at Section 2 considers how these might be addressed to ensure the continuing preservation and enhancement of the character and appearance of the conservation area.

NOTE

Although it is intended that this appraisal should highlight significant features of the conservation area which are important to its character or appearance, omission of a particular feature should not be taken as an indication that it is without merit and unimportant in conservation and planning terms.

Sources

Victoria County History: Worcestershire Volumes
Cox, B.G. The Book of Evesham. 1977
Dalwood, H, 1996. Archaeological Assessment of Evesham and Bengeworth, Hereford & Worcester County Council.
Worcestershire Landscape Character Assessment, Worcestershire County Council, 1999

Further Information

For further guidance and information please contact:

The Heritage Section
Planning Services
Wychavon District Council
Civic Centre
Queen Elizabeth Drive
Pershore
Worcs. WR10 1PT

Tel. 01386 565565
e.mail: planning@wychavon.gov.uk
web: www.wychavon.gov.uk

The following websites contain information relating to conservation areas:
Wychavon District Council at
www.wychavon.gov.uk
English Heritage at
www.english-heritage.org.uk

Evesham
Conservation Area Appraisal

- Conservation Area boundary
- Important boundary feature
- Listed Buildings
- Site of Scheduled Ancient Monument
- Locally Important Historic Parks and Gardens
- Unlisted buildings of local interest
- Negative features
- Neutral features
- Significant views
- Landmark features
- Focal features
- Prominent open space
- Trees protected by a Tree Preservation Order
- Significant trees & tree groups
- Significant water feature

(Diagrammatic only)

N

Scale : 1:2500

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WYCHAVON DISTRICT COUNCIL
good services, good value

EVESHAM

BENGEWORTH

Abbey Park

River Avon

Part 2. Management Proposals

1. What are these Management Proposals for?

1.1
This management plan is a mid- to long-term strategy for preserving and enhancing the Evesham conservation area, addressing the issues arising from the appraisal.

1.2
This plan is prepared in accordance with our duty under Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to formulate and publish proposals for the preservation and enhancement of our conservation areas.

2. Management Proposals

1. Loss of historic buildings

There are many buildings in Evesham that are not listed but which nevertheless contribute to its character and special interest. The loss of these buildings is undermining the quality and integrity of the conservation area.

Action
We will

- assess proposals for demolition against our Local Plan Policies on development control, preserving the setting of listed buildings and on conservation areas, paying particular regard to the value of such buildings highlighted in this appraisal and the advice on demolition of Planning Policy Guidance note no.15 " Planning and the Historic Environment"

2. Design quality of new buildings

Some new buildings exhibit design characteristics that are quite different to the established characteristics of the area and which fail to preserve or enhance the conservation area. Others are let down by poor attention to detail and materials.

Action
We will

- seek improvements to buildings where opportunities arise through development/re-development proposals, particularly at key sites such as the corners of Oat Street with High Street, Mill Street with Bridge Street and High Street with Alle de Dreux & would welcome the opportunity for re-development of such sites

- assess new proposals against our Local Plan Policies on design, conservation areas, listed buildings and our forthcoming supplementary planning guidance on design with the aim of achieving better design and integration of new into the historic environment

3. Gap sites

These sites are undermining the quality of the streetscene and architectural and historic integrity of the conservation area. The sensitive re-development of key sites, such as the corner of Cowl Street with Oat Street, offers much scope for enhancement.

Action
We will

- pay particular attention to siting, scale and design of any new development proposals that come forward for these sites, in accordance with our Local Plan Policies on design and conservation areas, to ensure that they achieve enhancement of these areas

- explore the scope for environmental enhancement of gap sites, such as the car park on the north side of Swan Lane

4. Traffic management

Through traffic and past traffic management measures are a significant detractor from the quality of the conservation area.

Action
We will

- continue to work with Worcestershire County Council and Evesham Town Council to implement a traffic management and environmental enhancement scheme in the High Street and Vine Street

5. Car parking

While car parks are important to the town,

provision for parking in the very heart of the historic core within the old market places at Merstow Green, the High Street and Vine Street, significantly detracts from the architectural and historic quality of the conservation area.

Action
We will

- continue to work with Worcestershire County Council and Evesham Town Council to implement a traffic management and environmental enhancement scheme in the High Street and Vine Street

- consider the scope for further enhancement at Merstow Green to soften the visual impact of the car park

6. The bus station

The bus station, with its signage, shelters and barriers, is a significant visual intrusion in the main street of the town, undermining its visual quality and the setting of its historic buildings. It represents a significant enhancement opportunity. A traffic management and environmental enhancement scheme under consideration for the High Street and Vine Street may include alternative provision for the bus station.

Action
We will

- continue to work with Worcestershire County Council and Evesham Town Council to implement a traffic management and environmental enhancement scheme in the High Street and Vine Street

7. Shopfronts and signage

Shopfronts and signage that fail to respect the qualities of their host building in their design and use of materials detract from the architectural quality of the building and adversely affect the character and appearance of the conservation area.

Action
We will

- seek improvements to or replacement of shopfronts and signage where opportunities arise through development proposals

- assess new proposals against our Local Plan Policies on shopfronts and signs, listed buildings, conservation areas, and our Shopfront Design Guide

- address unauthorised alterations to shopfronts and signage through enforcement action where appropriate in accordance with our Enforcement Policy

- consider the use of a Article 4 Directions to bring under planning control works which constitute development

- consider the use of a Direction restricting Deemed Advertisement Consent to bring under planning control advertisements which could normally displayed without consent

8. Building maintenance & repair

Inadequate maintenance and repair of buildings is undermining the quality of the environment and likely leading to deterioration and ultimate loss of historic building fabric. There are also frequent examples of maintenance and repair where historic materials have been replaced with artificial substitutes, and of poor quality re-pointing. The loss of historic fabric and substitution with modern is equally damaging to the quality of the historic environment.

Action
We will

- apply for Heritage Lottery funding for a second phase of grant aided repairs to buildings in Port Street and Waterside

- consider the need for Article 4 Directions to bring under planning control works which constitute development

- advise owners/occupiers of buildings of the need for prior consent for works, where relevant, through our advice leaflets

- seek retention of historic fabric where opportunities arise through development

proposals
- address unauthorised alterations to buildings through enforcement action where appropriate, in accordance with our Enforcement Policy

9. Loss of architectural features on historic buildings

Several of the buildings in the conservation area have been adversely affected by the use of inappropriate modern materials and replacement of original architectural features with poor quality substitutes, such as uPVC or stained hardwood windows and doors.

Action
We will
- consider the need for Article 4 Directions to bring such works under planning control, to ensure that the special qualities of unlisted buildings of local significance are protected.

- address unauthorised alterations to buildings through enforcement action where appropriate, in accordance with our Enforcement Policy

10. Incremental addition of external fixtures

The fixing of such as satellite dishes, alarm boxes, security lighting, video cameras, flues, vents and cables to the outside of buildings, particularly their main elevations, undermine the quality of the design and appearance of individual buildings and cumulatively detract from the character and appearance of the conservation area

Action
We will
- address unauthorised harmful additions to buildings through enforcement action where appropriate, in accordance with our Enforcement Policy

11. Surface materials

Concrete materials for the surfacing of footways, drives and yards and other spaces is inappropriate for the conservation area and the setting of its historic buildings

Action
We will
- continue to work with Worcestershire County Council and Evesham Town Council to implement a traffic management and environmental enhancement scheme in the High Street and Vine Street

- seek retention of historic materials and improvements to surfaces where opportunities arise

12. Loss of street trees

Lime avenues were a feature of Merstow Green, High Street and Vine Street. The loss of the trees at Merstow Green and gradual loss in the High Street and Vine Street is eroding the quality of the conservation area. Re-instatement of trees in the High Street and Vine Street may be included in the traffic management and environmental enhancement scheme for these streets.

Action
We will
- continue to press for re-instatement of the avenues in the traffic management and environmental enhancement scheme in the High Street and Vine Street and explore the opportunity for re-planting at Merstow Green

Statement of Community Involvement

Introduction

1.1
This statement is a summary of community involvement and public consultation undertaken by Wychavon District Council in respect of the Evesham Conservation Area Appraisal and Management Plan.

Background

1.2
A report to the Council's Development Control Committee on 19th April 2007 explains the reasons for preparing a character appraisal and management plan for the Evesham Conservation Area. Specifically, the character appraisal and plan is drafted in accordance with the requirements on Wychavon District Council imposed by the Planning (Listed Buildings and Conservation Areas) Act 1990, to:

- keep its conservation areas under review;
- prepare policies and proposals for the preservation and enhancement of the character or appearance of its conservation areas; and
- pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area in exercising its planning functions.

1.3
The preparation and publication of conservation area character appraisals and management plans is a key step in the Council fulfilling these duties.

Community Involvement

1.4
Community involvement has taken the form of:

- a briefing session with Council Members representing the Evesham Wards
- a briefing session with the Evesham Town Council
- a presentation to Evesham Civic Society
- a presentation to the Vale of Evesham Commerce and Tourism Association
- a public meeting at the Public Hall, Evesham on the evening of 19th June 2007

Consultation

1.5
The consultation period began on 18th June 2007 and ended on 30th July 2007
1.6
Consultation was by:

- Public exhibition at Evesham public library 18th June to 30th July 2007, accompanied by a feedback form
- A public meeting held at Evesham Public Hall on the evening of 19th June 2007
- Publication of the draft appraisal, management plan & proposed conservation area boundary changes on the Wychavon District Council website, accompanied by an electronic feedback form
- Placing of the same documents for public inspection during the consultation period at:
    - Planning Reception, Wychavon District Council, Civic Centre,Queen Elizabeth Drive, Pershore
    - Evesham public library
    - Evesham Community Contact Centre
- Letters to Evesham Civic Society, local Members, Evesham Town Council, Vale of Evesham Commerce and Tourism Association, Worcestershire Archaeological Unit, English Heritage

Consultees

1.7
The following were consulted on the draft appraisal and management plan:

- Evesham Town Council
- Evesham Civic Society
- Vale of Evesham Commerce & Tourism Association
- Evesham residents
- Worcestershire County Archaeological Service
- Worcestershire County Council
- English Heritage

Publicity

1.8

Notice of the public meeting and consultation was given by way of:

- Posters displayed at Evesham public library, Pershore Civic Centre, Evesham Town Hall, Evesham Community Contact Centre, Evesham Riverside Shopping Centre, Evesham railway station, Evesham Heritage/Tourist Information Centre, in Bridge Street, on the information board in Waterside and at Stewart Pharmacy and Hampton's Newsagents in Port Street
- A public meeting held at Evesham Town Hall, 7.00PM, 19th June 2007
- An exhibition at Evesham public library 18th June to 30th July 2007
- News items in the Evesham Journal on 14th June 2007, Evesham Ad. Mag. 6th July 2007
- Two news features on Wyvern FM radio on 19th June 2007
- "Latest News" feature on Wychavon Council website 12th - 19th June 2007
- "News Focus" on Wychavon Council website 12th - 19th June 2007
- News feature on "Planning News" page of Wychavon Council website 18th June - 30th July 2007
- Notice placed with the documents at the Civic Centre, Evesham public library, Evesham Community Contact Centre and on the Council's website
- Information forwarded to consultees

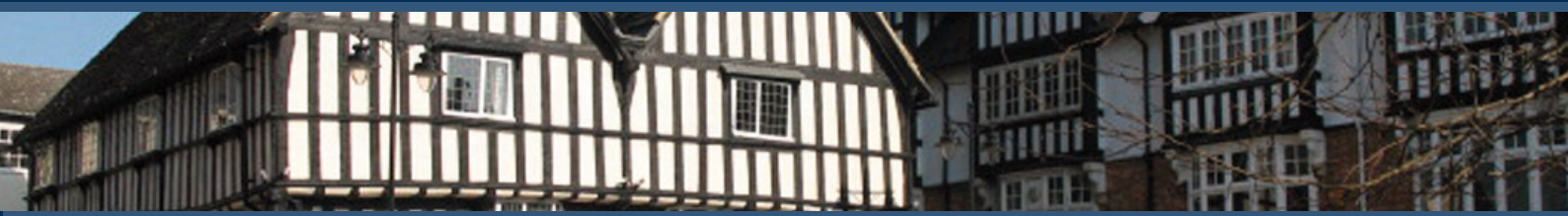
এই দলিলটি বুঝতে আপনার সাহায্যের দরকার হলে দয়া করে এই নম্বরে ফোন করুন: 01905 25121

اگر آپ کو اس دستاویز سے متعلق مدد درکار ہو تو براہ مہربانی 25121 01905 پر فون کریں۔

如果你在明白這份文件方面需要幫助的話，請致電 01905 25121。

ਜੇਕਰ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਬਾਰੇ ਕਿਸੇ ਸਹਾਇਤਾ ਦੀ ਲੋੜ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਟੈਲੀਫ਼ੋਨ ਨੰਬਰ 01905 25121 'ਤੇ ਸੰਪਰਕ ਕਰੋ।

Se con questo documento avete bisogno di aiuto pregasi telefonare a 01905 25121

Jeżeli potrzebujesz pomocy w zrozumieniu tego dokumentu, zadzwoń pod nr tel.: 01905 25121

September 2007