

# Pershore Conservation Area

Defford Road



## 4.36

In contrast to the rest of the conservation area houses are a mix of terrace, semi-detached and detached buildings, are single, two and three storey in height and are set back behind front gardens.

## 4.37

The cricket ground is a remnant of the fields that once flanked the historic heart of the town. This space is important to the setting of the conservation area at the rear of Bridge Street and a valuable buffer between the conservation area and more recent residential expansion to the south and west. One of the points of access from the main street to the former fields and lands behind the medieval town passes through the area as a public footpath. The path gives views to Bredon Hill and to the rear of Bridge Street, from where the development of the town and relationship of building to plot can be appreciated.

## 4.38

Although there are no individual buildings of special architectural interest in this area, the composition of buildings set within or against a backdrop of trees and open space is a pleasing introduction to the historic heart of the town at Broad Street.

## Buildings

### 4.39

The majority of buildings in the conservation area are dwellings, ranging from substantial houses to

modest cottages. With few exceptions, all were built or re-modelled in the 18th and early 19th centuries, with a resulting architectural unity and coherence derived from all buildings sharing common design characteristics of the Georgian/Regency architecture of the period and use of a restricted palette of materials.

### 4.40

Many of the buildings are listed for their special architectural or historic interest and some have visible earlier origins, with timber framing apparent in rear, side or internal walls. A number show 19th century alterations to their principal elevations to include updated design features from this period. Many others still stand much as originally designed. The result is an architectural unity and coherence and a wealth of quality historic buildings that is one of the outstanding features of the town.

### 4.41

Most buildings 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
- common moderately pitched roofs of 37-45°
- tight verges with simple lime mortar fillets
- carefully ordered fenestration on principal elevations
- end chimney stacks
- quality brickwork in Flemish bond with narrow joints and lime putty mortar



Large prestigious houses -  
24 Bridge Street

# Pershore Conservation Area



Enriched door canopy



Enriched doorcase



Large prestigious houses -  
Bridge Street

4.42

Many buildings incorporate an arched carriage entrance to the side, with double panelled or vertically planked solid doors, or side passage doors giving pedestrian access to the rear.

## Large Houses

4.43

These buildings are large in size, denoting prestige. They are typically three bays wide, three storey in height, frequently with a double pile plan, often with one or more rear wings and 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 careful order or symmetry and verticality in elevation, incorporating a centre placed door with doorcase and fanlight, carefully proportioned double hung vertical sliding sashes under flat heads to each side and matching ridge chimneys to each gable end.

4.44

Additional or alternative architectural features to demonstrate prestige are incorporated into their design, such as coped parapets, hipped roofs, forward breaking bays, wrought iron balconies, tripartite windows, stone steps with decorative wrought iron railings to a raised ground floor, stone dressings, and other embellishments such as moulded eaves cornices, plat and sillbands, string courses, pediments and pilasters, enriched

doorcases and cornices, voussoirs and enlarged keystones.

4.45

Arched carriage entrances or side passage doors are frequently incorporated into their design. Dormers and rooflights are noticeably absent.

4.46

Buildings of this quality are concentrated in Bridge Street, reflecting the historically higher social status of this area in the town's development, with examples in the High Street and Broad Street.

## Smaller Houses

4.47

These are typically two to three storey, with one or two bays, single pile, occasionally 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 the upper floor window diminished in size or the upper floor within the roofspace.

4.48

Smaller houses still exhibit Classical influence in their design, with careful order or 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, but have plain roofs with dentilled eaves and fewer embellishments. Small or modest dormers are occasionally a feature, set in

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Smaller houses - upper High Street



Smaller houses - Bridge Street



Terraces - Priest Lane

the roof or mounted off the wall plate. Side passage doors are frequently incorporated into their design. Rooflights are absent

4.49

Smaller houses are concentrated in the High Street, with examples in Broad Street, Church Row and Newlands, reflecting the lower social status of these areas in the town's development.

## Terraces

4.50

These houses date from the 19th century and exhibit features characteristic of their type and date. Individual single bay houses are joined together as a unified design, 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 or casement windows under flat or arched heads, and a ridge mounted chimney.

4.51

These 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.

4.52

Terraces are concentrated in Priest Lane, Lower

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Priest Lane, the Upper High Street and Newlands, reflecting the lower social status of these areas in the town's development.

## Cottages

4.53

Cottages are two storey with one or two bays, have a simple rectangular plan and are very modest in size and scale with the upper floor partly within the roof. Principal elevations have a more random arrangement of usually a planked door and casement windows, with the upper floor windows frequently smaller in size than the ground floor windows. Chimneys are variously placed along the ridge or within the roofslope.



4.54

Small wall plate mounted dormers are present in timber framed cottages, but absent in others. Rooflights are absent.

4.55

Cottages are concentrated in Church Row, Newlands and upper High Street, reflecting the lower social status of these areas in the town's development.

## Modern Houses

4.56

With some notable exceptions, modern development in Pershore has largely embraced the characteristic form, scale and features of its historic buildings, achieving a reasonable quality of design appropriate to the surrounds, although often let down by poor detailing and use of inappropriate materials.

Cottages - upper High Street



Modern houses - Church Street



Cottages - Church Row



## Ancillary Buildings

4.57

Other main building types in the conservation area are ancillary buildings such as wool barns, workshops, storage buildings, stables and coach houses. These are typically sited at the rear of houses and cottages and are contemporary in date with the principal residential building. 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.

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Storage and workshop buildings rear of Bridge Street



Coach house & stables, Priest Lane



Inns & public houses



The Almonry

4.58

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.

## Inns and Public Houses

4.59

These are substantial buildings of three or more bays and two or three storey, often incorporating a carriage entrance to stabling and coach house behind. 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 the houses of this period, often incorporating design features such as bay windows and entrance doors under prominent porches or hoods.

4.60

Inns and public houses are concentrated in Bridge Street, High Street and Newlands.

## Monastic Buildings

4.61

None of the monastic buildings survive, other than the Abbey Church, the Almonry and St Andrew's Church. The churches display architectural features characteristic of their periods, while the Almonry is one of the very few surviving timber framed buildings in the town and has a simple rectangular plan, plain gabled roof and minimal openings.

## Listed Buildings

4.62

The majority of buildings in the Pershore Conservation Area, particularly those in the High Street, Bridge Street and Broad Street, 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

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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

4.64

There are many other buildings that, 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

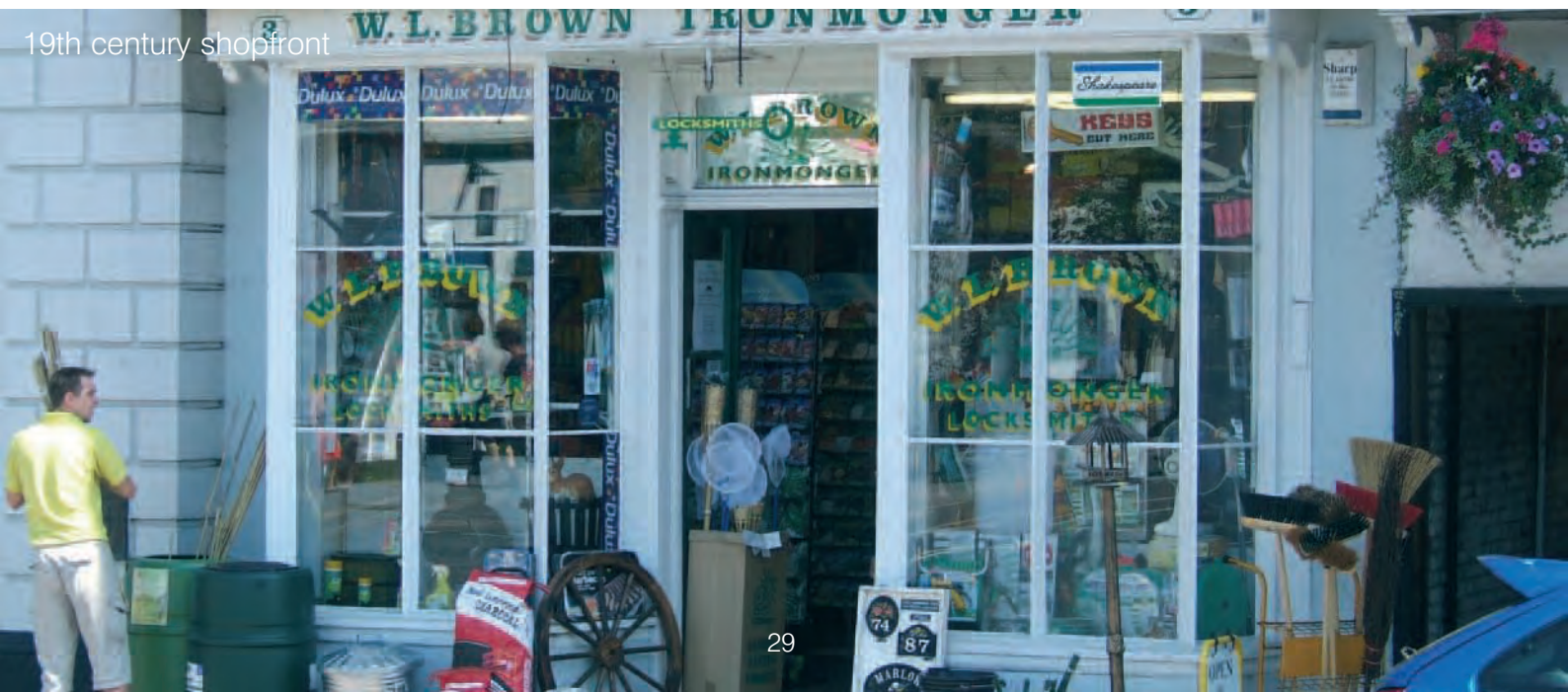
legislation is to preserve these buildings for their own sake, any changes affecting them will also be considered in terms of the effect on the conservation area.

4.63

Buildings and structures that are listed by association with those buildings included in the list are shown on the appraisal map where they have

4.65

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



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change. The Management Plan at Part 2 includes a proposal for consideration of Article 4(2) Directions to provide long-term protection against unsympathetic alterations. The effect of the Direction would be that certain alterations which formerly did not require planning permission would need permission in future, but only where the change affects those parts of a property fronting a highway or public open space.

## Shop Fronts and Signage

### Shop Fronts

4.66 Shopfronts are incorporated into the ground floor of the majority of the buildings in the lower High Street, and in Bridge Street and Broad Street where they meet the High Street. Those in the High Street date largely from the 19th and 20th centuries. Those in Bridge Street are 19th century with an occasional vestige from the 18th century. A common feature throughout is the use of the bay window and continuous flat hood over.

4.67 Shopfronts from the 18th and 19th centuries are distinctive in design. Small display windows comprising canted or square bay windows with glazing bars and small panes of glass are set on a brick base, to the side of a separate part-glazed and part-panelled entrance door, usually with a flat lead topped continuous flat hood extending over both. Many of the houses in Bridge Street have a continuous moulded hood over canted bay windows, indicating former commercial uses in

these buildings.

4.68 Several shopfronts, particularly in the High Street, have later 19th and 20th century alterations, primarily the insertion of larger glass display windows. Many of the shopfronts that have been altered at a later date still retain an earlier framework. The retention of this historic fabric is important to the character and appearance of the conservation area.

4.69 Late 19th and early to mid-20th century shopfronts frequently incorporate large divided flat plate glass display windows over a stallriser with a central or side door and a fascia.

4.70 The retention of historic shopfronts is important to the character and appearance of the conservation area.

4.71 Some of the modern shopfronts in the High Street are poorly designed and detailed, with deep fascias and large undivided display windows and very shallow or no stallriser. These detract from the character and appearance of the conservation area. Some in the High Street echo the design principles of earlier 19th century shop windows, with bow, canted or square bay windows, but are less finely executed in detail.



20th century shopfront



Shop signage

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## Shop signage

4.72

Shop signage is a mix of fascia and hanging signs. 18th and 19th century shop windows have small fascias or none at all, and fascia signage on these is very modest. Lettering is small and applied directly onto the fascia above the shop window in restrained colours and style. Lettering is applied to the shop windows where fascias are very small or non-existent.

4.73

20th century shopfronts have large fascias and lettering, frequently with separate signage boards attached over the top of the fascia, often 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 inconsistent with the restrained quality of signage in the conservation area and detract from its character and appearance.

4.74

Pershore has a tradition of hanging signs. Signs are fixed above the shopfront at first floor level on ornate wrought iron brackets and are restrained in size, design and colours. Many 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.

4.75

Illuminated signage is not a characteristic feature of the conservation area. Overall, modesty and restraint in signage on buildings is a characteristic feature of the Pershore Conservation Area, which is important to maintain.

## Materials

4.76

The use of building materials in the conservation area reflects what was locally available at the time. Pershore is close to the limestone belt of the Cotswolds and where stone is used in construction it is Cotswold limestone, regardless of the size, purpose or status of the building. The predominant building material for walls and roofs

Scribed stucco in Bridge Street



Vestiges of timber frame



throughout the conservation area, however, is brick and tile, and the use of this limited palette of materials is a key to its uniform appearance.

4.77

Walls. Much of the character of the town is derived from the consistent use of the locally made rich, orange-red coloured brick in buildings and boundary walls throughout.

4.78

There are several examples of use of scribed stucco render over brick on buildings dating from, re-fronted or altered in the late 18th/early 19th centuries, at a time when this was a fashionable facing treatment. Scribed stucco finishes occur more frequently in the lower High Street and Broad Street, with fewer examples in Bridge Street and elsewhere in the conservation area. All have

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modern paint finished, most in a subtle range of whites, creams and greys. Occasional buildings have a later painted finish over brick.

4.79

The use of stone is the exception, used for the churches, the Three Tuns on the corner of Bridge Street with Broad Street and occasionally in dressings and plinths. Cotswold limestone is predominant, with occasional use of local blue lias.

4.80

There are very few obvious surviving examples of timber framed buildings, although remnants of timber framed construction is often visible on the inside of buildings, in side walls through carriageways and passages, and from the rear. These vestiges of framing are tangible evidence of the history and development of the town and part of its special interest and character.

4.81

Roofs. The predominant roof covering on buildings of all periods and status throughout the conservation area is plain clay tile of a red/brown hue. Tiles are largely machine made from the 19th century, but there are still many examples of surviving earlier handmade tiles, occasionally on front elevations but more often on rear elevations or on ancillary buildings.

4.82

Some buildings are roofed with natural Welsh slate, notably some of the large houses in Bridge Street where its use, before it became more widely available in the mid-late 19th century, would have conveyed wealth and status, consistent with the size and architecture of these buildings

4.83

The use of slate on many of the smaller houses and cottages in Bridge Street, High Street is likely to date from later re-roofing, probably replacing earlier coverings of clay tiles.

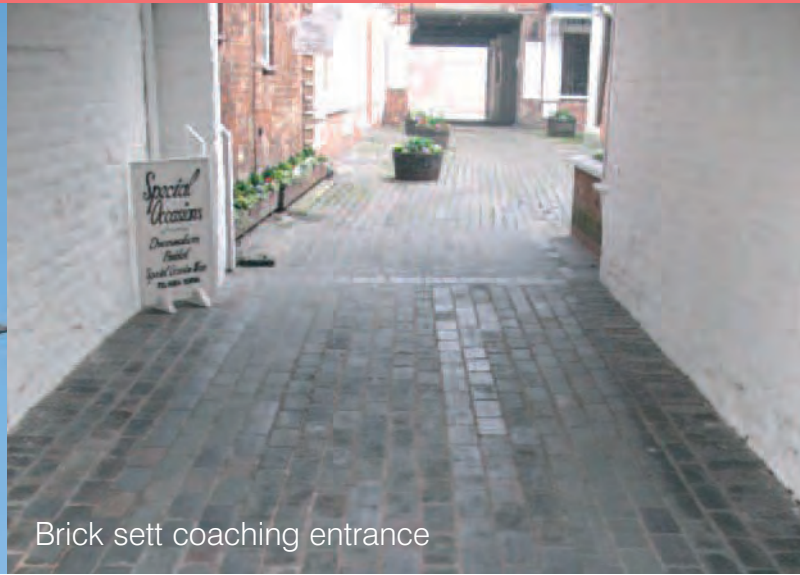
4.84

Windows. Casement windows are wrought



# Pershore Conservation Area

Wrought iron hanging brackets



Brick sett coaching entrance

iron and painted timber. Sash windows are painted timber. Both materials are characteristic of their respective periods and status of buildings and the retention of these traditional materials is important to the character and appearance of the conservation area.

4.85  
Doors are painted timber.

4.86  
There are examples of replacement windows and doors in uPVC, stained timber and painted timber. Replacement windows sometimes 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.

4.87  
Wrought iron is used for verandahs, balconies, hand rails, hanging sign brackets and gates. The retention of this historic fabric and detailing is important to the character and appearance of the conservation area. There is a good survival of cast iron gutters and downpipes.

4.88  
Plastic and aluminium occurs in some modern shopfronts. The use of these materials is

inconsistent with the character of the conservation area.

4.89  
Where the original coach entrance surfaces have survived they are paved with stone, granite and blue brick setts, with some carriage wheel lines defined by stone wheelers. Several of the alleys leading into rear yards and gardens retain their early brick sett surfaces. These historic surfaces have a patina of age from generations of wear. 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.

4.90  
Road surfaces are tarmac, and pavements a mix of tarmac, concrete block pavements and concrete flags with natural stone and concrete kerbs. The modern materials, while serviceable, have a ubiquity and quality of finish that is disappointing in association with the historic environment. The natural stone kerbs have a patina and quality which is more appropriate and which it is important to the character and appearance of the conservation area to retain.

4.91  
Private drives and yards are surfaced in loose Cotswold gravel, tarmac or concrete pavements. The gravelled surfaces gives a soft textured surface finish while the tarmac and concrete pavements are less appropriate for the setting of the historic buildings.

# Pershore Conservation Area

## Local Details

4.92

There are many small building and other details in the Pershore conservation area that 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 pointing of brickwork in narrow lime putty joints



Flemish bond & fine lime putty joints

- Subtle colour-patterned brickwork in many of the buildings
- Fine wrought iron work in verandahs, balconies, sign brackets and hand rails



Fine ironwork verandahs

- Survival of boot scrapes to the side of entrance doors



Door furniture



Door furniture

- Survival of original door furniture, such as doorknockers, knobs, letter plates and hinges
- Cogged or dogtooth dentilled eaves detailing
- Serpentine walls to the rear of buildings in Bridge Street



Serpentine walls

- The survival of continuous flat and moulded hoods extending over ground floor door and windows
- The listed red telephone box in the High Street
- Sett and stone surfaces to passages and carriage entrances
- Passage and carriage entrances
- Front entrance steps onto pavements

# Pershore Conservation Area

Side passage entrances



Carriage entrances



## Boundaries

4.93

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 conservation area, regardless of location or status of building. Serpentine walls, a garden fashion of the

Brick wall boundaries



Georgian period, are a feature of a some of the large houses in Bridge Street.

4.94

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 derived from the common use of materials.

4.95

Where there are vehicular entrances to properties these are defined by high, double leaf, solid boarded timber gates set between brick piers. Pedestrian entrances through high boundary walls are similarly solid boarded.

4.96

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

## Natural Environment

4.97

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

4.98

Despite its tight urban grain, there are areas of open space that are important to its character and appearance. Abbey Park and St Andrews Park provide the setting to the abbey church and St Andrews Parish Centre, and are historically important as the remnant of the Saxon and medieval abbey precincts. The cricket ground in Defford Road provides the setting of the conservation area at the rear of Bridge Street and is a remnant of the open fields that would once have abutted the town to the west of Bridge Street. It also provides a valuable buffer between the conservation area and more recent residential expansion to the south and west. The river meadows provide the immediate setting of the town from the south.

# Pershore Conservation Area

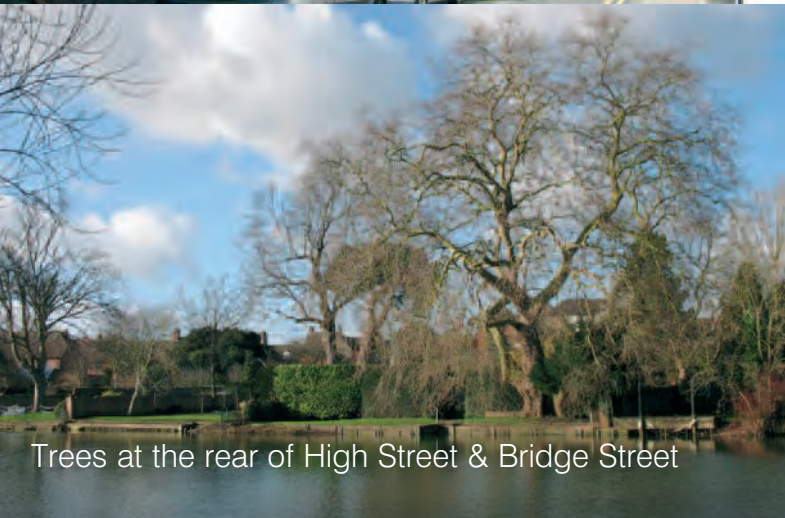
Tree avenue in Abbey Park



Trees in Abbey Park



Trees in Church Street & at the Abbey



Trees at the rear of High Street & Bridge Street

4.99

Less apparent, but just as important, are private gardens. These remain largely undeveloped and continue in use as gardens. While the full extent of private gardens may not be entirely publicly visible, the lack of interruption by buildings and presence of planting contributes to an impression of openness appreciated from glimpses over boundaries, between buildings, from footpaths to the rear and from the river. These gardens 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.

4.100

Trees are a feature throughout the conservation area. The groups and avenues planted in the open spaces around the Abbey and St Andrews churches are part of their green setting and are the backdrop to views of Broad Street. The Plane trees in Broad Street were historically planted in this street and give the old market place a green leafy feel despite it being within the heart of the town. The trees around the church, the primary school and the Health Centre in Priest Lane help to integrate this modern development into its historic context.

4.101

Trees are equally important at the backs of properties. There are frequent views and glimpses of these from roads, footpaths, the river and public open spaces. These trees are part of the garden setting of buildings and an essential element of the contrast between the densely packed street frontages and the undeveloped rear plots. Notable individual trees include the large Wellingtonia behind The Old Coach House in Bridge Street and the Horse Chestnut overhanging the wall of the Vicarage in Church Street. Other prominent tree groups are the mixed Pine, Yew and deciduous trees at the rear of the Manor House Hotel in Bridge Street, the trees in the garden of the Vicarage and the Pines, Oaks and Beech trees in Defford Road. The tree cover in many of the gardens on the east side of Bridge Street and the High Street merges with the riverbank trees to give heavy tree cover along the river.

# Pershore Conservation Area

4.102

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

4.103

Pershore is fortunate in retaining much of its historic form and fabric without significant loss or intrusion. There are, however, features that compromise or detract from its character and appearance. These include:

- **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 detract from the quality of shopfronts, their host buildings and the conservation area
- **New development** at the rear of historic buildings. These have eroded the historic

settlement plan in parts of the conservation area and intruded on the visual and historic relationship between principal frontage buildings, related plot and the river

- **Heavy through traffic along High Street and Bridge Street** detracts from the historic, pedestrian and shopping environment



Modern shopfront & excessive signage



New development at the rear of historic buildings



New development at the rear of historic buildings



Modern shopfront & over-large fascia sign

# Pershore Conservation Area



Through traffic

- **The High Street car park and its High Street entrance** have obliterated some of the burgage plots and introduced an unsightly gap in the street frontage. The wide expanse of tarmac and parked cars detracts from the setting of the historic buildings.
- **The corner of 39 High Street with the High Street Car Park entrance** where an accumulation of refuse bin, signage, materials associated with the adjacent hot food take-away, the large flue and satellite dish on the gable of the building, are unsightly additions to this prominent corner site

- **Widened junctions** at Cherry Orchard/High Street and Newlands/Abbey Road which have eroded the tight urban grain of the historic street pattern
- **New buildings.** Some new buildings 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, 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

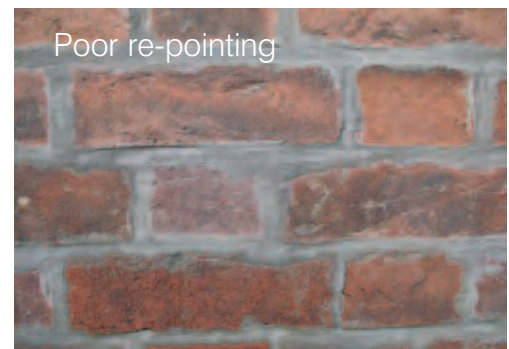


High Street car park entrance



New buildings

- **Car parking in Broad Street.** While the use serves the town the presence of parked cars detracts from the quality of the space and the setting of its buildings.
- **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



- **The petrol filling station in the High Street.** The canopy, open forecourt areas and signage detract from the streetscene and break up the tight urban grain

# Pershore Conservation Area

Car parking in Broad Street



Boarded fence in place of brick wall



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

Satellite dishes & replacement windows & doors



- **Incremental addition of external fixtures to the front of buildings**, such as satellite dishes, alarm boxes, security lighting, video cameras, flues, vents and cables, These additions undermine the quality of the design and appearance of individual buildings and cumulatively detract from the character and appearance of the conservation area
- **Fences.** Some properties have modern timber panelled or boarded fences which jar with the prevailing character and appearance of the conservation area.

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

## Neutral Areas

4.104

There are some parts of the conservation area which, in their present form, neither enhance or detract from its character or appearance.

4.105

Much of the modern infill developments in the Priest Lane area, and pockets in the High Street, although exhibiting some different design characteristics to the established characteristics of the area, reflect the scale and form of neighbouring buildings and do not intrude. Similarly, although the Primary School and Holy Redeemer Church in Priest Lane are distinctly modern they are set back from the street front and incorporate planting which helps to integrate them into their setting.

4.106

The large area of tarmac surface and parked cars at the Abbey car park is inconsistent with the surrounding green space setting of the abbey. Shrubbery planting softens its visual impact.

4.107

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

# Pershore Conservation Area

## 5 Issues

### 5.1

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

- Design quality of new shopfronts and signage
- Design quality of new buildings
- Erosion of the town's historic plan form
- Heavy through traffic along High Street and Bridge Street
- Building maintenance & repair
- Visual intrusion of occasional sites
- Loss of architectural features on historic buildings
- incremental addition of external fixtures
- Introduction of timber panelled fences

### 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 Barrett ,P & Wilson, M. The Book of Pershore. 1980

Dalwood, H, 1996. Archaeological Assessment of Pershore. Hereford & Worcester County Council Pershore, a Short History. Pershore Millennium 972-1972

## Further Information

For further guidance and information please contact:

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

Tel. 01386 565565

e.mail: [planning@wychavon.gov.uk](mailto:planning@wychavon.gov.uk)

web: [www.wychavon.gov.uk](http://www.wychavon.gov.uk)

The following websites contain information relating to conservation areas:

Wychavon District Council at  
[www.wychavon.gov.uk](http://www.wychavon.gov.uk)

English Heritage at  
[www.english-heritage.org.uk](http://www.english-heritage.org.uk)

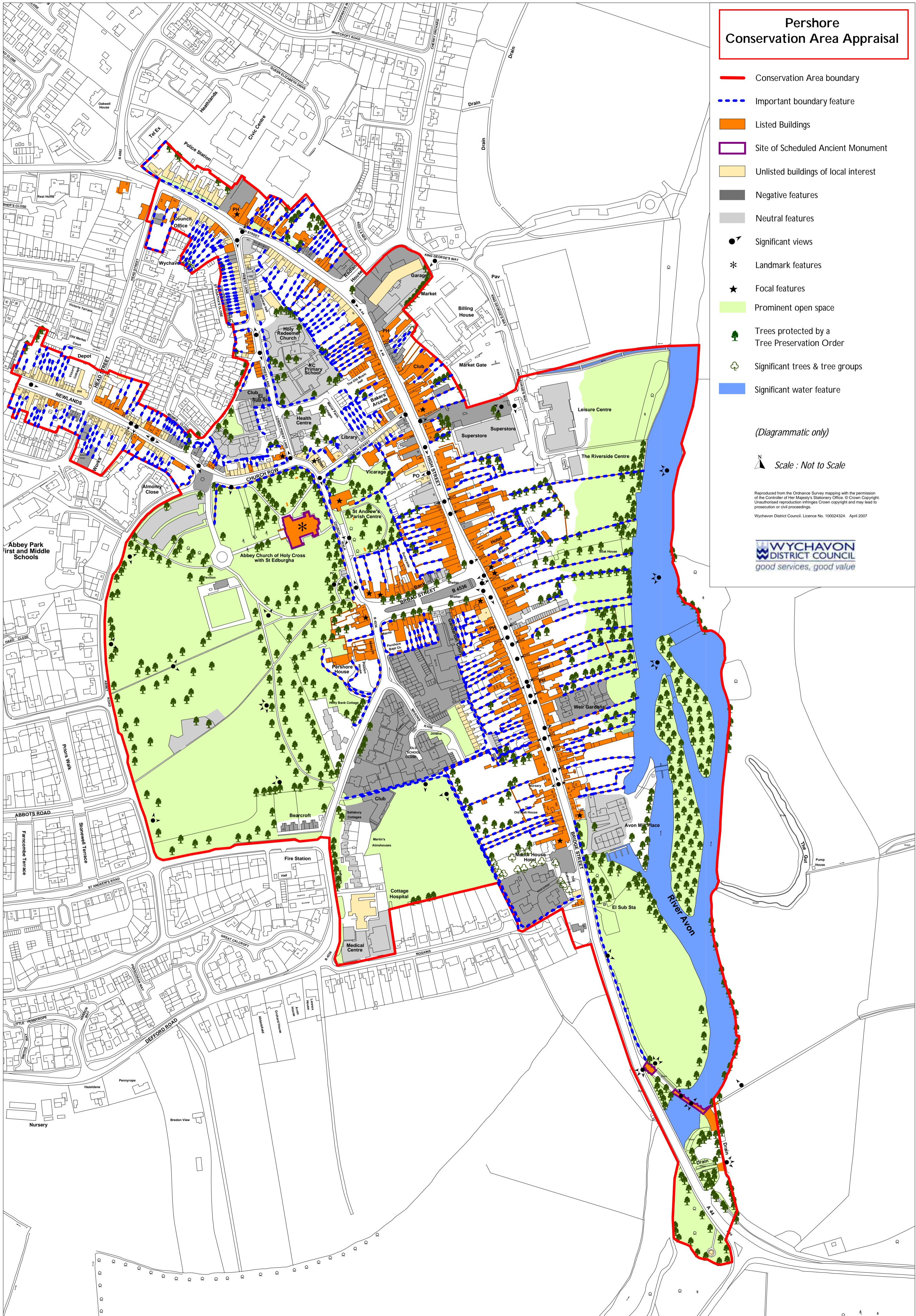
# Pershore Conservation Area Appraisal

- Conservation Area boundary
- - - Important boundary feature
- Listed Buildings
- Site of Scheduled Ancient Monument
- 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)

Scale : Not to Scale

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# Pershore Conservation Area Management

## Part 2. Pershore Conservation Area Management Plan

### 1 Introduction

#### What is this Management Plan for?

1.1

This management plan is a mid- to long-term strategy for preserving and enhancing the Pershore 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. Design quality of new 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, Alterations to Listed Buildings, Preserving and Enhancing the Conservation Area, and our Shopfront Design Guide
- address unauthorised alterations to shopfronts and signage through enforcement action where appropriate in accordance with our Enforcement Policy

### 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 proposals
- assess new proposals against our Local Plan Policies on Design and on Preserving and Enhancing the Conservation Area, Preserving the Setting of Listed Buildings and our forthcoming supplementary planning document on design

### 3. Erosion of the town's historic plan form

Widened road junctions and new development at the rear of historic buildings is eroding the historic plan form of the conservation area and intruding on the visual and historic relationship between principal frontage buildings, related plot and the river.

#### Action

##### We will

- assess new proposals against our Local Plan Policies on Development Control, Preserving the Setting of Listed Buildings and on Preserving and Enhancing the Conservation Area

### 4. Heavy through traffic along High Street and Bridge Street

Heavy through traffic detracts from the historic, pedestrian and shopping environment of the conservation area.

#### Action

##### We will

- continue to work with Worcestershire County Council and Pershore Town Council to implement a traffic management scheme to discourage traffic flow along High Street and Bridge Street which is sensitive the qualities of the historic environment

# Pershore Conservation Area Management

## 5. Building maintenance & repair

Lack of maintenance is spoiling the appearance of some buildings and likely leading to deterioration with the possibility of ultimate loss of historic building fabric, to the detriment of the conservation area. There are also examples of instances where repair has resulted in the loss of historic roofing materials and replacement with artificial substitutes and poor quality re-pointing, undermining the quality of individual buildings and the area.

### Action

#### We will

- 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 works to buildings through enforcement action where appropriate, in accordance with our Enforcement Policy

## 6. Visual intrusion of occasional sites

The sensitive re-development of key sites such as the garage site at the corner of High Street and Orchard Road and the High Street gap site at the entrance to the car park could offer an opportunity to re-instate more appropriate townscape features. The removal of the accumulation of unsightly additions to the corner of 39 High Street with the entrance to High Street Car Park would benefit the appearance of this prominent corner.

### Action

#### We will

- continue to encourage appropriate re-development of the garage site through our local plan and site development briefs
- Seek the removal of the accumulation of additions at the corner of 39 High Street

## 7. 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 or details such as the replacement of original timber sash or timber and wrought iron casements with double glazed uPVC or stained hardwood windows and the loss of original timber front doors.

### Action

#### We will

- consider the need for Article 4(2) Directions to those properties listed at Appendix 1, 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

## 8. 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, undermines 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

## 9. Introduction of timber panelled fences

There are several instances where boundary walls have been replaced with panelled fences, or panelled fences erected in new development. These materials and features undermine the quality of the historic environment.

# Pershore Conservation Area Management

## **Action**

### **We will**

- seek improvements to sites where opportunities arise through development proposals
- consider the need for Article 4 Directions to bring such works under planning control, to ensure that the special character of the area is protected.
- address unauthorised works through enforcement action where appropriate, in accordance with our Enforcement Policy
- assess new proposals against our Local Plan Policies on design and on preserving and enhancing the conservation area, preserving the setting of listed buildings and our forthcoming supplementary planning guidance on design

# Article 4 (2) Direction

## What is an Article 4(2) Direction?

1.1

An Article 4(2) Direction is an Order that the District Council can make to provide long-term protection against unsympathetic alterations to unlisted dwelling houses in conservation areas by restricting certain "permitted development" rights. This means that alterations that formerly did not require planning permission would need permission in the future. This would only apply to elevations or parts of a property which front public roads, rights of way or public open spaces. It would not normally affect the rear of a property or the rear garden, and does not affect interior alterations.

## Why consider them for Pershore?

1.2

The conservation area at Pershore has been designated in recognition of its special architectural and historic interest and a desire to preserve its character and appearance.

1.3

Although many alterations to all types of buildings can be controlled in a conservation area by planning permission, changes can still take place to unlisted dwellings and their sites that can damage the character and appearance of the conservation area, but which are "permitted development", i.e. they do not ordinarily require planning permission.

1.4

There are many buildings in the Pershore Conservation Area which, although not listed, have qualities of age, style and materials which are locally distinct and which make a positive contribution to the character and appearance of the Conservation Area. 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.

1.5

Article 4(2) directions are proposed for some properties in the conservation area. Those affected would be:

**Bridge Street** No.9

**Church Row** Nos.2, 4, 5, 6, 7, 8, 10, 11, 12, 13, 14 & 15

**Church Street** Nos. 1, 1a, 1b, 3, 3a, 3b, 3c, 5, 5a, 7- 9, 14, 16, 18 & 34

**High Street** Nos. 86, 88, 90, 92, 94, 96, 98, 100, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 137, 139, 141 to 153, 155, 157 & 159

**Newlands** Nos. 5a, 7 to 13, 15, 19a, 21 to 31a, 33, 35, 37, 40, 42, 44 to 51, 53, 53a, 55, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90 & 92

**Priest Lane** Nos. 11, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47, 49, 51, 53, 65 & 67

1.6

The "permitted development" being considered for additional control by the Direction are:

- The following development comprising of Class A of Part 1 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 1995 which would normally be permitted under Article 3 of that Order
  - a) the formation of any new, or material alteration to any existing window, door, or other openings of a dwellinghouse where these front a public road, right of way or open space;
  - b) the removal or replacement of existing windows and doors of a dwellinghouse where these front a public road, right of way or open space;
  - c) change to roof materials on a roofslope fronting a public road, right of way or open space.
- The following development comprising of Class C of Part 2 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 1995 which would normally be permitted under Article 3 of that Order
  - a) the replacement of painted finishes with stains on any external woodwork or joinery of a dwellinghouse where this fronts a public road, right of way or open space.

# 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 Pershore Conservation Area Appraisal and management Plan.

## Background

1.2

A report to the Council's Development Control Committee on 30th November 2006 explains the reasons for preparing a character appraisal and management plan for the Pershore 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 Pershore Ward
- a briefing session with the Pershore Town Council including representatives from the Pershore Traders Association and Pershore Civic Society
- a public meeting at the Pershore Town Hall on the evening of 22nd February 2007

## Consultation

1.5

The consultation period began on 22nd February

2007 and ended on 30th March 2007.

1.6

Consultation was by:

- Public exhibition at Pershore Town Hall 22nd February to 15th March and Pershore library 15th to 30th March, accompanied by a feedback form
- A public meeting held at Pershore Town Hall on the evening of 22nd February
- 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, 9.00 am - 5.00 pm Monday to Friday.
  - Pershore public library
  - Pershore Town Hall
- Letters to the Civic Society, local Members, Town Council, Traders Association and to those directly affected by proposed changes to the conservation area boundary

## Consultees

1.7 The following were consulted on the draft appraisal:

- Pershore Town Council
- Pershore Civic Society
- Pershore Traders Association
- Worcestershire County Archaeological Service
- Worcestershire County Council
- English Heritage
- Residents of Pershore

## Publicity

1.8

Notice of the public meeting was given by:

- Posters displayed at Pershore library, the Civic Centre, Pershore Town Hall, Pershore Co-op, "No.8" shop in Broad Street, "Blue" shop in High Street
- Feature in the local newspapers, Evesham Journal & Worcester Evening News during the week commencing 12th February
- Public notice in the Worcester Evening News

# Statement of Community Involvement

during the week commencing 12th February

- "Latest News" feature of the Wychavon District Council website Home Page
- "News Focus" on the Wychavon District Council website Home page
- Information on the Wychavon District Council website Heritage page
- E.mail notification to the Pershore Civic Society and Town Council

1.9

Notice of the consultation was given by:

- Posters displayed at Pershore library, the Civic Centre, Pershore Town Hall, Pershore Co-op, "No.8" shop in Broad Street, "Blue" shop in High Street
- Features in the local newspapers, Evesham Journal, Worcester Evening News and The Observer during the weeks commencing 12th February and 26th March
- Feature in The Pershore Town Council Spring 2007 newsletter, delivered with the Evesham Journal
- Notice placed with the documents at the Civic Centre, Pershore public library, Pershore Town Hall and on the Council's website.
- Information forwarded to consultees
- Letters to those directly affected by the proposed changes to the conservation area boundary

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 01905 25121 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。

নেত্র ভূবান্তি হিসেবে সমস্যা হলে ঘটে বিমে সমাধিতা সী স্টর বৈ তা বিবধা করবে টেলিফোন নম্বর 01905 25121 তে সঁপর্ক করবে।

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

April 2007

