



Telford & Wrekin Council Wellington Conservation Area Appraisal & Management Plan

2022



Telford & Wrekin
COUNCIL

Contents

1 Summary of Special Interest	4
2 Introduction	6
Planning Context	6
Purpose of the Appraisal	6
Community Involvement	7
3 Location, Physical Features and General Description	9
4 Historical Background and Development	12
Pre-Industrial History	12
Industrial-Age History	13
20th Century History	15
5 Conservation Area Character	18
Built Character	18
Key Positive Buildings	19
Views and Approaches	22
Plan Form	24
Character Areas and Focal Buildings	25
Surfaces and Street Furniture	54
Trees	54
Open Spaces	54
Archaeology	55
6 Positive and Negative Areas and Features	57
7 Protecting and Enhancing the Character and Appearance of the Conservation Area	63
General Design Advice	63
Specific Advice	65
8 Proposed Boundary Revision	70
9 Appendix 1: Telford & Wrekin Local Plan 2011-31 (2018 Conservation Policies	73
10 Appendix 2: Wellington Historic Environment Record	76
11 Appendix 3: Recommended amendments to the existing Conservation Area boundary	78
12 Appendix 4: Contact Details	80

Contents

13 Appendix 5: Bibliography/References 82

1 Summary of Special Interest

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1.1 Wellington and the Conservation Area in particular have considerable archaeological interest, both in terms of known recorded archaeology and numerous sites of potential archaeology, where there may be future opportunities to enhance such understanding in the course of future redevelopment.

1.2 Much of the medieval street layout and burgage plots are still evident today.

1.3 Currently there are 20 statutorily listed buildings and structures within the Conservation Area, and 41 buildings on the Council's local interest list.

2 Introduction

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Planning Context

2.1 The Wellington Conservation Area was designated by Wrekin District Council in January 1982.

2.2 Conservation Areas were introduced by the Civic Amenities Act 1967 and superseded by the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended). The legislation came in response to the increasing erosion of historic areas by new development.

2.3 The statutory definition of a conservation area is an “area of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance” (Section 69 of the 1990 Act). Conservation Areas may include historic town or village centres, historic parks and sites of industrial, archaeological or transport interest, such as canals.

2.4 Conservation Areas create a framework within which to safeguard the character of a whole area by protecting not just listed buildings, but also those that individually do not qualify for listing, but have a group value. The designation also extends beyond individual buildings to protect open spaces between and around buildings, trees, historic surfaces or boundaries, and items of street furniture.

2.5 Broadly, the effects of designation are:

- Planning permission must be obtained from the local planning authority or Secretary of State prior to the substantial or total demolition of any building or structure within a conservation area, with some exceptions;
- The local planning authority must consider the desirability of *preserving or enhancing* the character or appearance of the conservation area when assessing applications for change in conservation areas;
- Permitted development rights are slightly different in conservation areas;
- Permission is required from the planning authority to fell or lop a tree over a certain size.

2.6 As well as receiving statutory protection, conservation areas are protected by national and local planning policies:

- The Planning (Listed Buildings and Conservation Areas) Act 1990;
- Central government policies as set out in The National Planning Policy Framework (NPPF);
- Telford and Wrekin Local Plan 2011-31, particularly policy BE5 regarding Conservation Areas, policy BE4 regarding Listed Buildings and policy BE8 regarding archaeology.

Purpose of the Appraisal

2.7 This appraisal defines the special architectural and historic interest for which the Wellington Conservation Area merits designation. It identifies the positive features that should be protected and highlights the negative factors that detract from its character and appearance. It will be used by the Council in considering proposals for demolition or alteration of buildings, as well as for new developments. It will also help property owners and developers consider the importance of buildings, features, spaces and landscapes within and adjacent to the Conservation Area and help the public recognize the importance of the conservation area and their own responsibilities as custodians of the town.

2 Introduction

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Community Involvement

2.8 Preparation of the appraisal involved an extensive survey of the Conservation Area between June 2019 and January 2020. The omission of any particular feature does not imply that it is of no significance.

2.9 A six week consultation was held from 8th November 2021 to 21st December 2021, during which residents and other interested parties were notified of the draft appraisal and proposed boundary and invited to comment. All responses have been considered and appropriate amendments made prior to adoption.

3 Location, Physical Features and General Description

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3.1 Wellington forms part of the western edge of the built-up area of Telford within the Telford and Wrekin Unitary Authority (UA), which straddles the M54 motorway, midway between Birmingham and the Welsh border. Wellington is located approximately 1.5 kilometres north of the M54 and 19 kilometres east of Shrewsbury, along the A5 dual carriageway. Wellington's southern border lies just north of the former A5 (Watling Street/Holyhead Road), a historic thoroughfare and Roman Road (which later became a turnpike road).

3.2 Prior to the formation of the Telford and Wrekin Unitary Authority in 1998, Wellington was within the County of Shropshire and formed part of the Wrekin District.

3.3 The population of Telford and Wrekin as of the 2011 census is 166,641, an increase of 5.3% over the 2001 census. Wellington town centre is largely formed of College ward to east (population 3091) and Haygate ward to the west (population 3298).

3.4 The Wrekin is a large, cone-shaped rocky outcrop to the south west of Wellington, comprised of Pre-Cambrian metamorphic and igneous rocks - some 677 million years old. At 407 meters above sea level, it rises dramatically from the surrounding landscape, providing a landmark which dominates much of the surrounding area, including Wellington. The Wrekin's distinctive and prominent outline provides an important landmark for the wider setting of the Conservation Area and a focal point for long-range views. The Wrekin forms the north-east part of the Shropshire Hills AONB which was designated in 1958 and covers a substantial part of South Shropshire. The Wrekin is characterized as being of the High Volcanic Hills and Slopes landscape type as defined in The Shropshire Landscape Typology document (2006, produced by former Shropshire County Council).

3.5 Wellington itself is urban with a flat topography. It lies within the Shropshire, Cheshire and Stafford Plain (NCA61) and closely borders the Shropshire Hills (NCA65) to the south-west, which includes The Wrekin. To the east and south-east lies the Mid Severn Sandstone Plateau (NCA66), which contains the majority of the urban area of Telford and the Severn Gorge. In short, Wellington's north border is the north Shropshire plain and its south border is the hills of South Shropshire and Wenlock Edge.

3 Location, Physical Features and General Description



Figure 1: Wellington Conservation Area Location Plan

4 Historical Background and Development

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Pre-Industrial History

4.1 The Anglo-Saxon town of Wellington has a recorded history that is thought to be at least 1400 years old.

4.2 Wellington was an important market town. Its first charter in was granted by King Henry III in 1244 with subsequent charters granted in 1283, 1514 and 1692.

4.3 Wellington had 219 households in 1563 and the built-up area around the market created Crown, Duke and Bell Streets. A tall, wooden market hall existed in the present Market Square with an open market area at ground level and rooms above for a court and other meetings. Courts were held here from 1682 to 1800, when the original hall was demolished and the current Market Hall built in its place.

4.4 Wellington played a part in the Civil War of the 1640s, as referenced in Wellington's Coat of Arms and illustrated in the construction of the Church of All Saints (grade II* listed) by George Steuart in 1790, as the previous medieval church was badly damaged by the Republican troops and had to be demolished in 1787.

4.5 Towards the end of the 17th century, timber-framed buildings were considered old-fashioned and many were either replaced or refaced with brick. Some of these timber-framed buildings, such as 10-12 New Street, can still be identified within the town centre by an exposed flank elevation or internal inspection.

4.6 By 1841 Wellington had a population of 6,084, making it the second-largest town in Shropshire, bested only by Shrewsbury.

4.7 The 1840 map in Fig. 2 below shows the layout of Wellington before the arrival of the railway line in 1849. Walker Street, New Street and Church Street radiate out from the cluster of narrow streets still evident today at the heart of the Conservation Area. Butchers Row (now Market Street), incorporates a long terrace of humble dwellings, all now demolished.

4 Historical Background and Development

4



Figure 2: Historic Map of Wellington, 1840

Industrial-Age History

4.8 The Ordnance Survey map of 1882 shown in Fig.3 below indicates the impact on Wellington of the railway and its associated sidings, turntable and engine shed. Wellington grew to be an important railway junction, with lines to Stafford, Crewe, Much Wenlock and the East Shropshire coalfield as well as the 'main' line train between Shrewsbury and Birmingham. The new Market Hall building is also evident.

4.9 A group of local businessmen formed a market company in 1856, bought the market rights and charters and built a new market hall in Butchers Lane. Other urban improvements followed, including water supply, a gas works on Tan Bank, electricity and the public library in 1902.

4 Historical Background and Development



Figure 3: Historic Map of Wellington, 1882

4.10 Between 1882 and 1939 there is relatively little change in the Conservation Area, as seen in the Ordnance Survey map of 1939 shown below in Fig. 4. There is some intensification of development in Market Street, a new Post Office building in Walker Street and some development infilling around the periphery of the town centre. Outside the tight-knit cluster of streets which still form the core of the town, development is much looser and more suburban in character.

4 Historical Background and Development

4



Figure 4: Historic Map of Wellington, 1939

20th Century History

4.11 The fundamental characteristics of the Wellington Conservation Area have remained largely unchanged through the 20th century. New development, where it has occurred, has generally retained the continuity, alignment, scale and massing of street frontages, if not always the subtlety of elevational treatment.

4.12 More significant changes saw the construction of an inner ring-road system in 1979, which had the effect of isolating the town centre within a collar of vehicle-dominated highways, in stark contrast to the narrow, well-enclosed, pedestrian-friendly streets within the town centre. Further to the south, the M54 does not have a direct effect on the town centre, apart from providing fast links to Shrewsbury in the west and Birmingham in the east.

4 Historical Background and Development

4.13 The designation of Telford New Town in 1968 and the nearby development of the Wrekin Retail Park has had a significant impact on Wellington. The town centre has had to compete commercially with the new Telford town centre, however Wellington still thrives and has retained an independent retail presence and identity.

4.14 Wellington town centre has retained its mediaeval street layout and much of its late Georgian and Victorian architecture with some notable listed buildings. This is unique in East Shropshire, as most other sizable towns are based on a linear plan rather than the more intimate mediaeval pattern of streets radiating from a central market place and church.

4.15 The post-war period saw the most radical change to Wellington's built fabric, especially around the periphery of the town centre with the construction of the town centre ring road, as shown on the map in Fig. 5. By 1974, construction had commenced along the south-east periphery of the town (Victoria Road). This resulted in the demolition of buildings, especially terraced properties, though the medieval core has remained intact. Designation of the conservation area in 1982 may have been in reaction to further redevelopment pressure on Wellington. Such pressure was commonplace in many market towns during the 1960s and 1970s and led to some of the country's best historic buildings being added to the statutory list in 1983.



Figure 5: Historic Map, Plan of 1974 (1:1250)

5 Conservation Area Character

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Built Character

5.1 The Conservation Area covers the principal part of the historic core of the town centre of Wellington, north and south of the railway line. Although the bridge over the railway line on Church Street is extremely well integrated into the streetscape and forms a very minor break in the continuity of enclosure, there is a noticeable change in character between the northern and southern sides of the railway line. However, the continuity of development and the consistency of road level help to minimise the disruptive impact of the railway.



Figure 6: The view from Church Street towards the Market Square is an important visual link between the two sides of the railway line

5.2 The use of brick as a building material predominates in the Georgian and Victorian residential dwellings with the odd timber-framed building occurring sporadically. The aesthetic of the historic market town was sadly compromised through the unsympathetic construction of modern concrete commercial units amongst the surviving historic buildings, diluting the visual appeal and authentic character of the area. Likewise, unsympathetic modern housing development has greatly diminished the character and charm of the suburban neighbourhoods surrounding the Conservation Area.

5.3 The construction of a ring road system in the 1970s radically altered the approach to the town and the traffic circulation within it. The ring road forms a 'collar' around the perimeter of the town centre with new sections of road inserted into the old street pattern, (for example the eastern end of Vineyard Road and the southern part of Victoria Road). Consequently, the built form does not integrate well with the street alignment. Generally, the character of the environment adjacent to the ring road is of open and poorly-defined streetscapes, dominated by car parking areas. The original axial approaches to the town along High Street/New Street, Park Street/Church Road and Haygate Road/Walker Street have been segregated by the change in priority and by the pedestrianisation of the town centre.

5 Conservation Area Character

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5.4 The scale, form and age of the buildings within Wellington varies widely, due to its origins as a market town and its evolution over the past five centuries to meet the ever-changing market needs of its local community. Some of the key positive focal structures are the Georgian Grade II* listed All Saints' Church, the Grade II listed Lychgate Memorial at the entrance to All Saints' churchyard, the late 16th/early 17th century timber-framed Grade II listed building at No. 1 Market Square (south end), the former Primitive Methodist Chapel and Sunday School on Tan Bank and the former Chad Valley Toy Company factory on High Street. These are all unique and prominent in terms of scale, location and architectural merit. A further discussion of these buildings can be found below. Secondary to the aforementioned are a variety of buildings such as St Patrick's Church on King Street, the former bank at the corner of Church Street and Station Road, the hotel on Station Road and the YMCA building at the junction of Tan Bank, Crown Street and Walker Street.

Key Positive Buildings

No. 1 Market Square

5.5 The Grade II listed building at No. 1 Market Square (southern end) forms an important landmark within the town centre with its distinctive black and white timber frame and decorative bargeboards on the upper storey dormers. It dates from the late 16th/early 17th century, with later 18th and 19th century alterations. The right hand end is in facing brick, although painted black and white to match the existing timber framed portion of the building.



Figure 7: No. 1 Market Square

All Saints Church

5.6 The Grade II* listed Church of All Saints is a dominant physical presence in the area and a significant landmark in the middle of the Wellington Conservation Area. The church was built in the classical style in 1790 by George Stuart, replacing an earlier structure which suffered significant damage during the Civil War. Views to the church are accentuated by the setting of open space and enhanced by judicious tree planting. Although the construction of the railway

5 Conservation Area Character

in the 1840's required the removal of a section of the churchyard, substantial areas still exist to the west, south and east of the church. Many of the burials have been moved or the headstones relocated to the perimeters of the church's historic curtilage.



Figure 8: All Saints' Church

Lychgate Memorial

5.7 The Lychgate Memorial structure in the south western corner of the churchyard of All Saints' Church is a Grade II listed memorial to the fallen in the two World Wars of the 20th century. Built in the Arts and Crafts style and erected in 1922, it is a distinctive landmark and an attractive gateway to the open space beyond. It also forms a formal gateway to All Saints' Church and frames the church building.



Figure 9: Lychgate Memorial

5 Conservation Area Character

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Former Primitive Methodist Chapel and Sunday School

5.8 Prominently situated at the corner of Tan Bank and Victoria Road is a locally listed Arts and Crafts red brick chapel with teracotta dressings, a wooden bellcote over the roof and a porch with large voussoirs and bulbous pilasters. Built in 1898 as a Primitive Methodist chapel, it closed in 1966 and was sold to the Muslim Community. Adjacent to the chapel is the chapel's former Sunday School, which was built in 1906 and is now used by the Bethel Apostolic Church as a Sunday school and youth premises.



Figure 10: Bethel Apostolic Church (left) and Telford Central Mosque (right)

Former Chad Valley Toy Factory, High Street

5.9 Originally built in 1836 as a Methodist Chapel, the building was purchased in 1916 by Johnson Bros of Birmingham and became the Wrekin Toy Factory, later the Chad Valley Toy Company which produced the popular Sooty plush bear at this site until the factory's closure in 1975. Now a block of flats, the Chad Valley Toy Company logo is still visible on the front of this imposing four storey brick building, with its unusual angular concave façade featuring oculi on either side of a central arched projection.

5 Conservation Area Character



Figure 11: Former Chad Valley Toy Company Factory

Views and Approaches

5.10 Wellington Conservation Area's most notable views are those towards the distinctive tower of All Saints' Church. Apart from within the churchyard itself and the adjacent Church Street, views to the Church can be gained from Vineyard Road, the south eastern end of New Street (glimpsed above the rooftops as the street drops towards the Market Square) and Victoria Road.

5 Conservation Area Character

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Figure 12: Vineyard Road, looking south down Church Street



Figure 13: Victoria Road to the east, near the bus station

5.11 Another significant view within the conservation area is from Church Street towards the Market Square. This view is particularly important as it stretches across the railway line, which despite slicing the conservation area in two, has a remarkably minimal impact to the town centre. This is down to the continuity of development on the west side of Church Street on both sides of the railway line, the level street crossing over the railway line and the relatively narrow width of the railway bridge between Market Street and Church Street. Looking south, the timber frame of the listed No. 1, Market Square is a distinctive landmark.

5 Conservation Area Character



Figure 14: View from Church Street towards Market Square

5.12 Looking outward from the conservation area, the open and slightly elevated All Saints' churchyard provides long views over the rooftops towards the distinctive profile of The Wrekin.



Figure 15: View from All Saints' churchyard towards The Wrekin

Plan Form

5.13 The plan form of Wellington arises from its evolution as a market town.

5.14 Market Square is the focal point of the town centre, with radial streets spreading north, west and east from the area.

5 Conservation Area Character

5.15 The original mediaeval street layout and burgage plots remain intact for the most part, particularly in the pedestrianized areas of the town centre, despite the crude disruption of the addition of the railway line in the mid-19th century and the ring road in the late 20th century.

Character Areas and Focal Buildings

5.16 There are many important views and character areas both within the conservation area and looking out from it. These are shown on the plan in Figure 15.

5.17 The key character areas are:

- **Market Square**, including Duke Street, Crown Street and Bell Street. This core of narrow streets and spaces comprised the town's original market place and remains the town's retail centre today;
- **Market Street**, including the 1856 **Market Hall** which currently operates four days a week and is a significant retail attraction for the town;
- **Walker Street**, with the prominent **Porter's Ale House** at the corner of Walker Street and Bridge Street. Walker Street is broader and more open than other streets within the core of the town centre, incorporating buildings on wider plots and with a more civic character, such as the library and sorting office;
- **Tan Bank**, with the former **Primitive Methodist Church and Sunday School**;
- **High Street**, with the towering façade of the former **Chad Valley Toy Factory**;
- **New Street**, set on a slope which allows for a stepped elevation, enhancing the variety and interest of the buildings;
- **All Saints' Church**, with its distinctive tower, is a dominant presence whilst the broader **Church Street** with its more expansive open spaces in the churchyard give the area a more spacious character, enhanced by the long views out towards the distinctive profile of The Wrekin;
- **King Street**, with its open character and views to the tower of **St Patrick's Church**;
- **Plough Road**, with its narrow, curving aspect and historic dwellings, culminating at the intersection with King Street, site of St Patrick's Church and the former **Plough Inn**;
- **Vineyard Road**, with its terrace of residential properties which form an impressive visual closure to the north end of Church Street;
- **Park Street**, with its elegant residential properties and tree-lined suburban character, culminating in the Grade II listed hotel **The Park** on Whitchurch Road.

5 Conservation Area Character

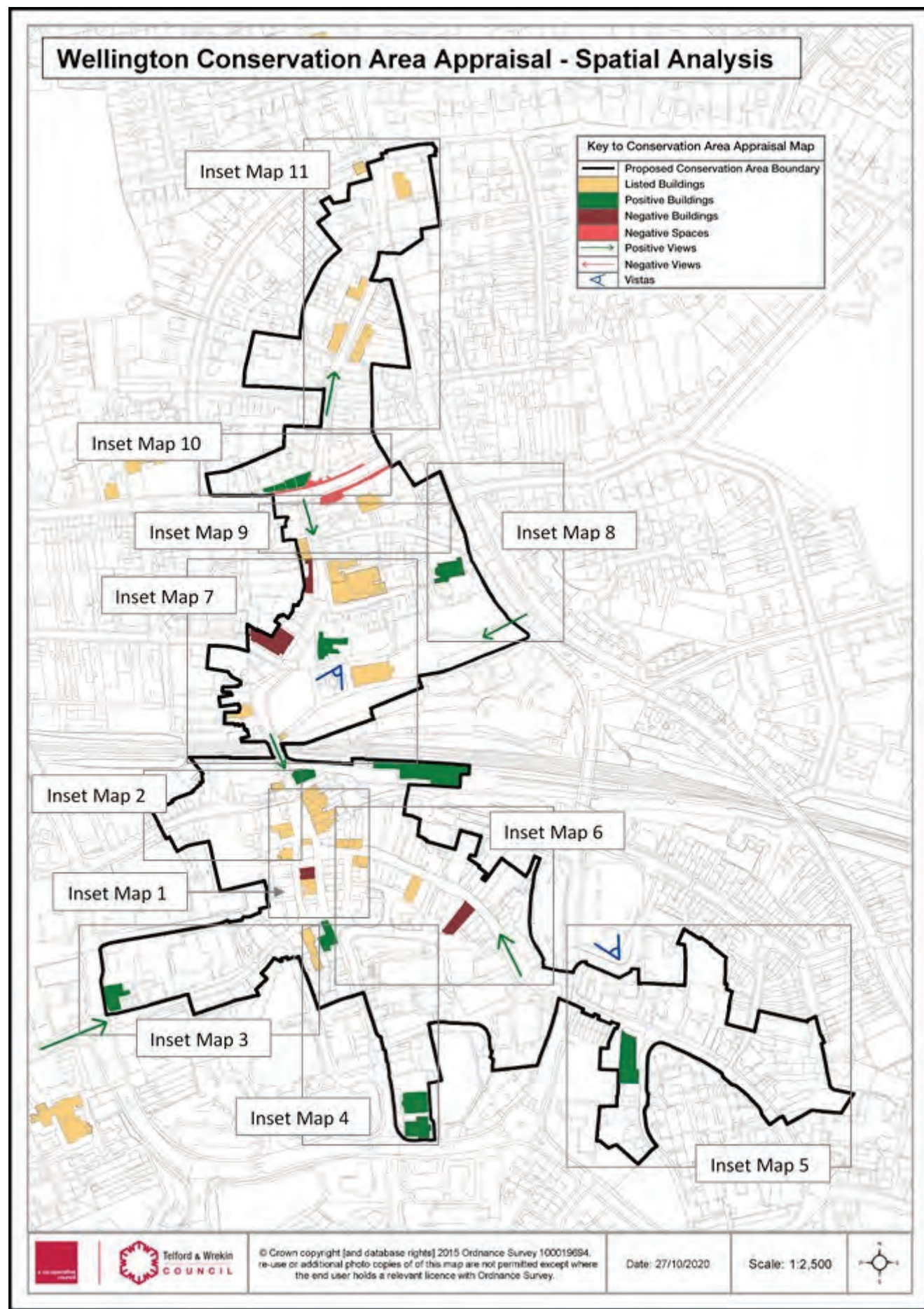


Figure 16

5 Conservation Area Character

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Market Square

5.18 The Market Square is an important focal point for the town centre, sitting at the hub of the radial streets spreading north, west and east from the area. There are important views to the Market Square from the north, around the Church of All Saints', which provides good visual connectivity between the areas on either side of the railway line.



Figure 17: Market Square looking towards the railway line

5.19 The qualities and character of the area derive from the variety in building age, height, scale and form. The compact and modest two storey corner building, 2, Duke Street, contrasts with some of the more substantial three storey buildings within the adjacent Market Square.



Figure 18: 2 Duke Street (left) in Market Square

5 Conservation Area Character

5.20 The YMCA building at the junction of Crown Street, Walker Street and Tan Bank, incorporates a distinctive corner treatment with a complex roof form, creating a landmark at the end of the vista along Crown Street. The building has a rich variety of architectural detailing and materials, including painted ashlar dressings, stained glass windows and a leaded cupola.



Figure 19: YMCA's distinctive cupola seen from Market Square

5.21 The narrow frontages of the streets leading to and from Market Square, such as Crown Street below, reflect the nature of the medieval burgrave plots, whilst the narrow streets provide a very intimate network of passageways and spaces. The built form varies in architectural style, building materials and age, unified by the common building line and the continuity of development to either side of the street.



Figure 20: View down Crown Street from Market Square

5 Conservation Area Character

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Figure 21: Inset Map 1

Market Street

5.22 The present Market Hall was built in 1856, when local businessmen formed a market company and bought the rights and charters of 1244 from the Lord of the Manor, Lord Forester. The new Market Hall held Saturday markets in addition to the centuries-old Thursday market.



Figure 22: Market Hall

5.23 The splayed building line with its varied street width creates an interesting space within Market Street. Particularly notable are the corner treatments of some plots and how the buildings ‘turn the corner’. The buildings also demonstrate a rich variety of building materials, consisting of facing red brick and ashlar dressings. Sash windows pre-dominate, giving a formal appearance along the street scene. A good number of historic timber shop fronts survive.

5 Conservation Area Character



Figure 23: Sash windows and timber shopfronts on Market Street

5.24 Market Street narrows considerably at its junction with Market Square, giving the individual streets and spaces within the town centre their own separate identity.



Figure 24: Market Street narrows as it joins Market Square

5 Conservation Area Character

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Figure 25: Inset Map 2

Walker Street

5.25 Walker Street is broader and more open than other streets within the core of the town centre and incorporates buildings of larger plot widths and with a more civic character, such as the former library and the sorting office.

5.26 The former Porter's Ale House is prominently visible at the corner of Walker Street and Bridge Street when approaching the town centre from the eastbound M54



Figure 26: The former Porter's Ale House

5 Conservation Area Character

5.27 Some of the town centre's residential buildings have been sensitively adapted to retail use whilst still maintaining their original openings and character, as seen at 6, Walker Street, pictured below.



Figure 27: 6 Walker Street (left)

5.28 The older part of the former Library was originally built as the Union Workhouse, and subsequently became the Union Brewery. The 20th century extension to the left was built on the site of two houses.

5 Conservation Area Character

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Figure 28: Walker Street Workhouse (right), Library (centre) and library extension (left)

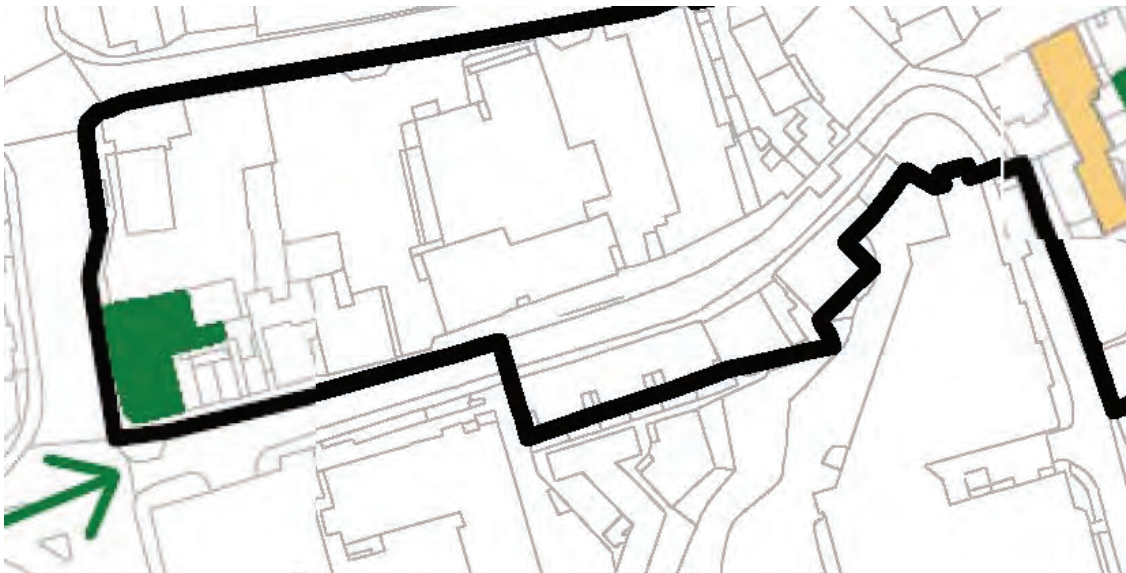


Figure 29: Inset Map 3

Tan Bank

5.29 By the late 19th century, the area south of Market Square was a mixed area of foundries and modest homes on the fringes of the bustling marketplace. The plot widths along Tan Bank vary in size, tending to be generally wider and more sprawling than the long, narrow burgage plots found around Market Square and the top of the High Street.

5 Conservation Area Character

5.30 The buildings along Tan Bank are an indiscriminate mix of different scales and massing, with a varied roofline and inconsistent alignment of the street frontages. Nonetheless, the street retains a certain quirky charm as seen in the juxtaposition of tiny No. 4 Tan Bank (music school) dwarfed on either side by No. 2 and No. 8 Tan Bank.



Figure 30: No 4 Tan Bank is dwarfed by its neighbours on either side

5.31 Notable early buildings which still survive on Tan Bank include the imposing Nova Training on the west side of the street building with its Regency windows, built in 1825 as an Independent Congregationalist chapel and the 1927 Rechabite Hall on east side of the street with its handsome red brick Flemish bond upper story and charming original shop frontage at ground level. The signage here is of an appropriate scale and style, making a pleasing change from the poor quality shop fronts often found in the town centre.



Figure 31: Noteworthy buildings on Tan bank include Nos. 8-10 (left) and 23-27 (right)

5 Conservation Area Character

5.32 The south end of Tan Bank terminates abruptly at the junction with the ring road, with the previous remainder of Tan Bank now buried under modern development. Fortunately, the former Primitive Methodist Church and Sunday School (see Figure 10) were preserved and now sit proudly on the south eastern end of this truncated road.



Figure 32: Inset Map 4

High Street

5.33 High Street once flowed straight out of New Street; indeed the northernmost end of today's High Street was once considered New Street, until the insertion of the ring road in the 1970s disrupted the flow of the streets and changed the demarcation point.

5.34 The north side of High Street largely retains its historic burgage plot layout and character, particularly towards the top of the street where it originally flowed into New Street. A large number of buildings of local interest still remain here, testament to the former prosperity and importance of High Street before it became cut off from the centre of town by the insertion of the ring road.

5 Conservation Area Character



Figure 33: View of the north side of High Street towards the ring road

5.35 The High Street's frontage retains a consistent alignment and character similar to that found in New Street, with the notable exception of No. 49-53 High Street, which is set back from the street front and tucked up tightly against New Hall Road instead. The fact that the building is also architecturally very different from its neighbours makes it all the more interesting.

5 Conservation Area Character

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Figure 34: 49-53 High Street appears delightfully out of step with its neighbours

5.36 The south side of High Street fared less well and has been predominantly lost to modern housing, however a few important and characterful buildings remain towards the top of the street, most notably the former Chad Valley Toy Company factory (see Figure 10).

5.37 Being cut off from the town centre has not improved the fortunes of High Street's proprietors; many shops are now vacant and/or in a state of disrepair and potential new proprietors prefer a town centre location.

5 Conservation Area Character



Figure 35: Vacancies such as these at 55-63 High Street are challenging to fill

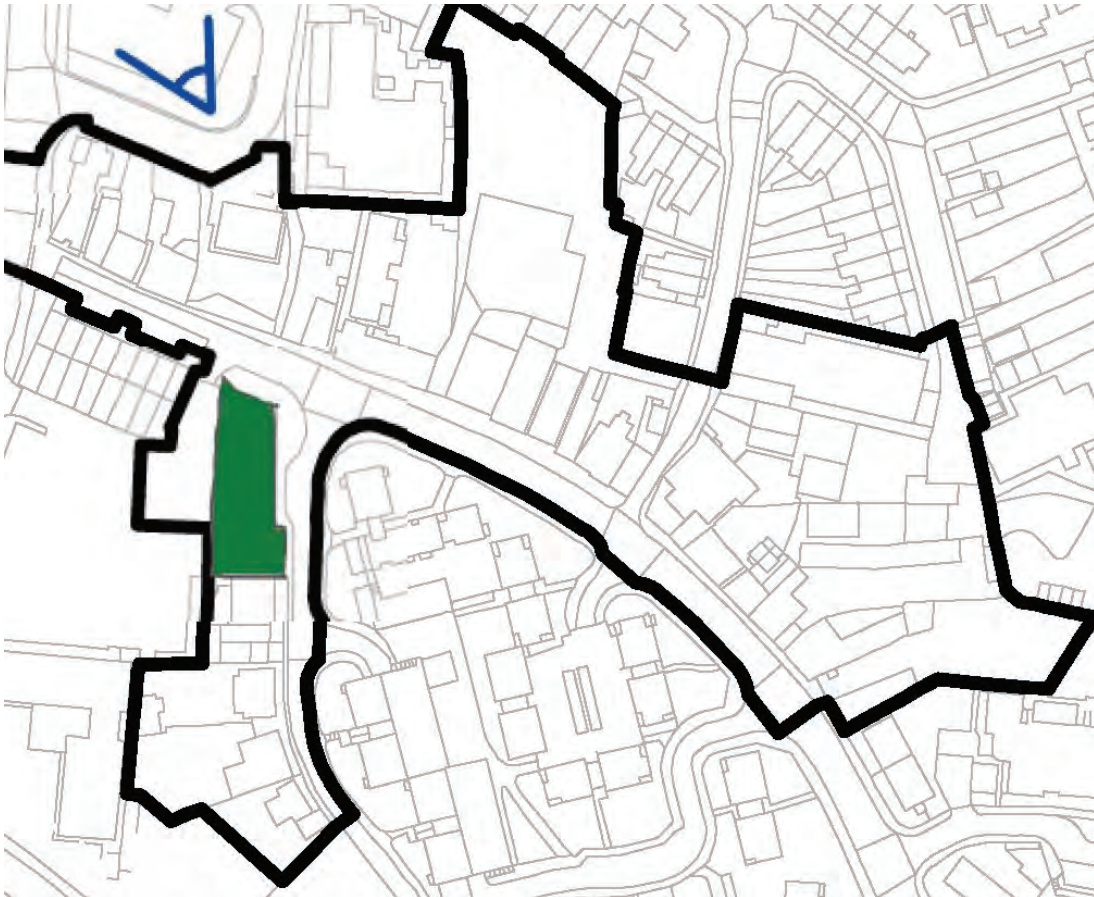


Figure 36: Inset Map 5

5 Conservation Area Character

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New Street

5.38 New Street retains a good continuity of built development to either side of the street, despite the extent of 20th century development which has replaced earlier buildings. The narrowness and intimacy of the street has also been retained, although the block paving, found throughout the pedestrianised area of the town centre, does not do justice to the quality of the buildings around it. There is, generally, a welcome lack of street furniture, signage and clutter.



Figure 37: New Street

5.39 Buildings such as 19 New Street which are at the 'elbow' of the subtle bends in the street are particularly prominent in the streetscape. It is therefore all the more unfortunate that the historic 19 New Street is flanked on either side by the poor quality 1960s development at 15-17 New Street and 21-27 New Street. The horizontal bandings of fenestration are at odds with the more vertical rhythm of the traditional buildings in the area and the materials and detailing are not in keeping with the more historic buildings nearby. The narrow widths of the original burgage plots are not reflected in the scale and massing of the building and the uniformity of the roof line is in contrast with the more varied treatment elsewhere in New Street and the surrounding area.

5 Conservation Area Character



Figure 38: Historic 19 New Street rises above its 1960s neighbours

5.40 With regard to modern infill buildings, the simplicity of the fenestration detailing on the Nationwide premises at No. 44 New Street is preferable to the more elaborate treatment of the property to its immediate left at No. 46. Neither of these buildings, however, match the attractive detailing of No. 55 New Street.



Figure 39: 44 and 46 New Street (left) and 55 New Street (right)

5 Conservation Area Character

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Figure 40: Inset Map 6

All Saints' Church and Church Street

5.41 The former bank building of 1926 at No. 6 Church Street provides a dominant and distinctive structure adjacent to 'The Green', which is fronted by a car parking area. The angle of the building line helps to define the space and provides an attractive transition into the northern part of Church Street.



Figure 41: No. 6 Church Street

5.42 The buildings around the perimeter of the western fringe of the churchyard area along Church Street provide an eclectic range of architectural styles, building materials and architectural detailing. Despite the contrast, the buildings form an interesting composition that tends to work well given the reasonable consistency of the plot widths, fenestration and two-storey and

5 Conservation Area Character

three-storey buildings heights. The plot widths are, typically, wider than in the Market Square and with a greater uniformity of scale. The gentle slope provides further interest as the buildings step down towards the railway bridge.



Figure 42: The buildings nearest The Green harmonise in an interesting street scene

5.43 Looking south down Church Street at the junction with Vineyard Road, the bend in the street forms a good visual enclosure, which is enhanced by the tower of All Saints' Church beyond. There is a pleasing mix of architectural styles and building character, with the simple two storey brick cottages on the left, the listed three storey, 18th century Tyrone House and the substantial mass of No. 24 Church Street, dated 1896, with its decorative stonework and entrances.

5 Conservation Area Character

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Figure 43: The view south on Church Street from Vineyard Road

5.44 The former Charlton Arms Hotel forms a prominent building group at the bend of Church Street and encloses views to the north from the areas adjacent to All Saints' Church. These Grade II listed buildings date from the 18th and 19th centuries and have been converted to residential dwellings.



Figure 44: The architectural charm of the former Charlton Arms Hotel is reflected in new dwellings nearby

5.45 The Grade II listed, stuccoed Tyrone House with its slightly quirky giant off-centre pilaster. The modern shop fronts are somewhat crude with overly deep fascias.

5 Conservation Area Character



Figure 45: The Tyrone House on Church Street

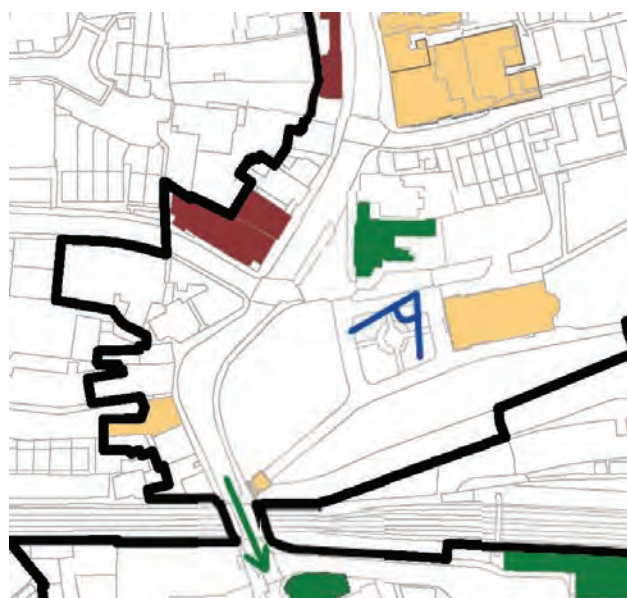


Figure 46: Inset Map 7

King Street

5.46 From the east, views to All Saints' Church are filtered through the mature trees that lie within the churchyard, bounded by a red brick wall with copers and a cast iron pedestrian gate. There is a degree of openness within the churchyard where the grass is reasonably regularly maintained, and where many of the memorial headstones have been moved to the periphery boundary walls.

5 Conservation Area Character

5



Figure 47: Mature trees dominate the eastern side of All Saints' churchyard

5.47 The open character of King Street allows views to the tower of St Patrick's Church.

5.48 The Plough Inn at the corner of King Street and Plough Road is another notable historic landmark on King Street which retains much of its charm despite modern accretions.



Figure 48: St Patrick's Church tower, with the Plough Inn behind it

5 Conservation Area Character



Figure 49: Inset Map 8

Plough Road

5.49 The curved façade of Nos. 1 & 2 Plough Road at the north east corner of Plough Road and Church Street leads the viewer's eye down leafy Plough Road. Apart from The Green, Plough Road is one of few streets south of Vineyard Road which is lined by mature trees, giving it a relaxed, genteel character. In contrast to the mostly open nature of Church Road with its far-ranging views, Plough Road is quite narrow, with a sweeping bend which ends abruptly at King Street. The view down Plough Road is further obscured by the imposing former Court building of brick and ashlar stone on the south east corner of the junction with Church Street, serving to further pique the viewer's curiosity about what lies around the bend.

5 Conservation Area Character

5



Figure 50: Intersection of Plough Road and Church Street

5.50 On the north side of Plough Road is the stately Grade II listed Portway House. This sprawling 18th century three-storey brick building rises above its humble cottage neighbours to the west and dominates the street scape, despite being considerably set back from the road.



Figure 51: Portway House still retains its sense of grandeur

5 Conservation Area Character

5.51 Modern dwellings on Plough Road have generally been erected to a high standard, with mass, designs, materials and detailing which are sympathetic to the heritage assets on the street and which do not overwhelm them. They therefore have a neutral impact on the street scene.



Figure 52: Inset Map 9

Vineyard Road

5.52 Vineyard Road, to the east of the junction with Church Road, was only constructed in the 1970s with the formation of the inner ring road network. This has left exposed flanks and backs of properties adjacent to the road and a resultant sterility to the streetscape, as well as divorcing Church Street from Park Street. Park Street is now a cul-de-sac ending with concrete bollards and a pelican crossing with railings, further separating the two streets. There is potential to better integrate the streets, whilst ensuring pedestrian safety.



Figure 53: Exposed flanks and backs of properties on Vineyard Road

5.53 The terrace of residential properties on Vineyard Road form an impressive visual closure to the north end of Church Street.

5 Conservation Area Character

5



Figure 54: These properties create a lovely visual closure to Church Street



Figure 55: Inset Map 10

Park Street

5.54 Park Street lies north of Vineyard Road from Church Street and is a quiet, suburban street characterised by a predominance of handsome two and three-storey red brick terraced homes. Of particular note is the terrace comprising Nos. 6-16 Park Street, with its bay windows, decorative bands of buff-coloured brick and recessed doorways behind alternating red and buff brick archways, topped by gabled dormers with carved wooden barge boards and finials.

5 Conservation Area Character



Figure 56: Nos. 6-16 Park Street with their eye-catching brickwork and detailing

5.55 Old and new buildings sit amicably alongside one another on Park Street, with new buildings carefully erected so that the forms, masses, materials and details are respectful of their elders. The result is a pleasing mix of architectural styles set in a fairly straight line of frontages.

5.56 The Grade II listed former Lord Nelson Hotel at Nos. 11 & 13 Park Street dominates the centre of the street. Particularly eye-catching is the south elevation with its dual-gable roofline topped with parapet walls and dual chimney stacks. Originally an 18th century pair of brick houses, it has now been converted to private flats.

5 Conservation Area Character

5



Figure 57: The former Lord Nelson Hotel

5.57 The humble terraced cottages at Nos. 25-31 are Grade II listed, being comprised of 18th century brick refacing to 17th century timber framing, exposed at the rear with brick infills. Understated in appearance, their form and grace are nonetheless a positive addition to Park Street's character.



Figure 58: Nos. 25-31 Park Street

5 Conservation Area Character

5.58 The northeast corner of Park Street at its junction with King Street is crowned by a stately two-storey brick dwelling with hipped slate roof, sash windows and recessed doors with fanlights. Across King Street to the north lies the Grade II listed The Park hotel.



Figure 59: This striking dwelling sits on the corner of Park Street and King Street

5.59 Looking south on Park Street, the views out to The Wrekin help to visually connect Park Street to Church Street and to the rest of the Conservation Area.

5 Conservation Area Character

5



Figure 60: Looking south on Park Street, The Wrekin is visible in the distance

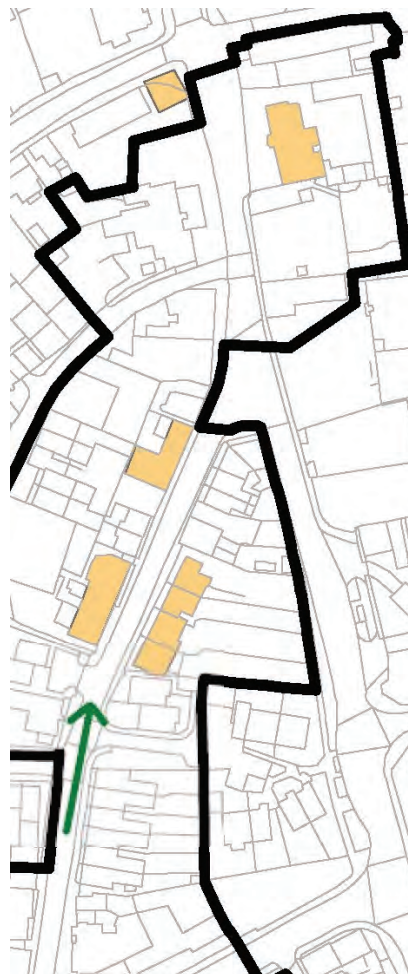


Figure 61: Inset Map 11

5 Conservation Area Character

Surfaces and Street Furniture

5.60 The pedestrianised areas in the core of the town centre incorporate a poor standard of paving which does not compliment or enhance the existing historic buildings and streetscape. The existing surfacing consists of modern concrete kerbs and paviour setts with very little historic paving remaining. This is particularly noticeable in Market Square where the quality of the brick pavements does not match the heritage merit of the buildings and forms a somewhat seamless 'carpet' from one side of the Square to the other.

5.61 Although well enclosed by development, the condition of the buildings around Market Square is generally poor, with a significant amount of vacant upper floor space and some vacant shop units. The area suffers from a rather cluttered feel to it; seating and bollards seem to dilute the clarity and simplicity of the space.

5.62 New Street's clutter of railings, bollards, signage, post boxes etc. impedes pedestrian movement and mars the clarity and simplicity of public areas. Key spaces, particularly the Market Square, would benefit from a well-designed and coordinated approach to mitigate the creep of advertisements.

5.63 The Pedestrian Zone signs are somewhat intrusive, though tempered by the use of black painted columns. As per other columns, all new columns should be painted black. Any new street furniture should be coordinated in a linear fashion and clustered so as to prevent incremental clutter. Bins, planters and benches should be strategically located to reduce the need for bollards.

5.64 The bins, whilst stylistically consistent and finished in black, are starting to age; replacement would be beneficial.

5.65 Street lighting furniture is generally unobtrusive within the pedestrianised areas of the town centre, though the more peripheral areas have columns of various ages and finishes. Despite all the lanterns having been modified to modern LED units, the variety of columns has a detrimental impact upon the overall character and appearance of the Conservation Area.

Trees

5.66 There are not many trees within the Wellington Conservation Area, especially the town centre; most lie within residential curtilages. Trees contribute to the character and appearance of an area and how it feels, including giving shelter and protection, reducing noise and providing ecological and health benefits such as reducing CO2 emissions and improving mental health and wellbeing. Proposals to 'green' Wellington Town Centre may be considered and positively encouraged in appropriate locations, especially areas where there is poor environmental value and where screening may be beneficial, such as the backs of buildings, service areas and car parks. Replacement planting of lost and removed trees is also strongly encouraged.

Open Spaces

5.67 The largest and most significant open space is the churchyard surrounding All Saints' Church. Apart from the churchyard, the only other open areas are adjacent to the ring road and predominantly consist of grass verges and tarmac car parking lots, none of which add to the character or aesthetics of the Conservation Area. A small area of open space exists in

5 Conservation Area Character

Market Square, but this too does nothing to add to the character or aesthetics of the Conservation Area as it is covered in modern pavements which are incongruous with the heritage buildings on the Square.

Archaeology

5.68 There are no Scheduled Ancient Monuments within the Wellington Conservation Area, however there is clearly much archaeological potential for understanding the early development of the town, where the burgage plots and the distinctive curvature of the streetscape is still evident. It is likely that some buildings in this area could contain elements of earlier structures; indeed several buildings already show evidence of this, with traces of timber framing within the internal fabric.

5.69 The principal archaeological source is contained in the Victoria County Series and the Central Marches Study, with a separate case study for Wellington.

5.70 A full account of the Historic Environment Record (HER) for Wellington Conservation Area can be found in Appendix 2.

6 Positive and Negative Areas and Features

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6 Positive and Negative Areas and Features

Positive Issues and Assets

6.1 The street layout of the Wellington Conservation Area has remained remarkably unchanged since mediaeval times.

6.2 There are 20 separately listed buildings and structures within the Conservation Area, all Grade II, with the exception of the Church of All Saints', which is Grade II*.

6.3 The main character areas (defined in Section 5) incorporate significant examples of the historic development of Wellington.

6.4 The growth of Telford and its own 'town centre' in the vicinity has undoubtedly had a detrimental impact on the economic vitality of Wellington, which has had little long-term investment. On the positive side, this may indirectly have protected Wellington from more radical 1960s or 70s redevelopment proposals to its town centre, as happened to many similar market towns. Therefore, the historic layout of Wellington's town centre has survived relatively intact, as have a reasonably large proportion of its historic buildings and thus the general historic character.

6.5 The general level of vacant commercial units in Wellington is about average for a typical market town, though there are some ongoing issues with a minority of long-term vacancies such as 4 Market Square. Some of these vacancies are due to the significant investment required to get the unit in a desirable condition for a new tenant, particularly regarding adequate provision of electricity, water, etc. The Pride in the High Street has helped bring some of the units back into use, but it is evident that some units still require further investment. Challenges for all town centres are ongoing as the nature of retail evolves nationally. Wellington is generally well used during the day, with a particularly bustling atmosphere on market days, but challenges remain with making the nighttime economy more inviting.

6.6 Although new development within the Conservation Area has not always been sympathetic to the heritage styles of older properties in detailing or subtlety, the building line within the street has been generally respected, as has the overall scale and massing of development.

Negative Issues and Detractors

6.7 There are three principal negative issues and problems:

1. The poor standard of building alterations, repairs and lack of regular maintenance, specifically:
 - Loss of heritage details and materials partly due to poor-quality repairs
 - Lack of regular maintenance such as gutter clearing, vegetation removal, roof tile repairs and repainting of timber windows and shopfronts
 - Replacement of wooden sash windows with aluminium and uPVC frames and different window bars
 - Removal of historic architectural details, such as shopfronts and windows

6 Positive and Negative Areas and Features

- Removal and capping of chimney stacks and pots
 - Lack of consideration for the heritage character of the area when rebuilding or renovating
2. The impact of inappropriate shop fronts and signage, including Perspex, acrylic and other plastic-based materials.
- A significant proportion of the buildings within the Conservation Area are in retail use and the quality and design of their shop fronts and signs impacts greatly on the appearance of the building and townscape. A poor-quality, or inappropriately designed shop front can dominate the elevation of a building, as well as its neighbours, and disturb the balance and proportion of the streetscape as a whole



Figure 62: Crude shopfront fascias and poor signage with their use of modern materials are generally unsympathetic

3. New build infill development
- New Street in particular has suffered from poor-quality new build infill development, which has maintained the scale, form and massing of the historic streetscape, but not the rhythm of openings or the architectural detailing.
 - The narrowness of the streets within the town centre help minimise the impact of the cruder elevational treatments, although this building, which fronts onto both Duke Street and Crown Street, is particularly unsympathetic to its historic significance and context.

6 Positive and Negative Areas and Features



Figure 63: Unsympathetic infill development mars the character of Crown Street

6.8 The legacy of the ring road is problematic: highway furniture and railings often hinder access and legibility, making such spaces uninviting. Whilst the M54 and the B5061 bypass mitigate traffic in the town centre, traffic volumes can still be quite heavy, especially on market days.

6.9 Market Approach does not provide an attractive link between the Market Square and the Market Hall. The Market entrance feels more like a terminus than a welcoming entrance and the area lacks vitality on days when the market is closed.



Figure 64: Market Approach is uninviting and could be improved

6 Positive and Negative Areas and Features

6.10 The building to the right of the photo (right), No. 27 Church Street, is half of what once was a symmetrical block. The replacement building at No. 25, together with its neighbour No. 23 to the left, have a horizontal emphasis of openings on the upper floors, to the detriment of the rhythm, scale and massing of the streetscape.



Figure 65: Nos. 23-27 Church Street

6.11 The Kwik Fit garage is a negative detractor on Church Street; its industrial form and massing are at odds with the character, form and massing of the heritage assets which surround it.

6 Positive and Negative Areas and Features

6



Figure 66: The Kwik Fit garage is a thoroughly unsympathetic addition to Church Street

7 Protecting and Enhancing the Character and Appearance of the Conservation Area

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7 Protecting and Enhancing the Character and Appearance of the Conservation Area

General Design Advice

7.1 New buildings that replace older properties should respect the character and design principles of earlier development, such as the narrow burgage plots and the vertical rhythm in scale and massing.

7.2 Any proposed new development should be guided by sound principles of urban design, as well as sympathetic detailing and use of materials in relation to the historic context. All forms of new development should:

- Preserve and reinforce the distinctive pattern of historic development, including street patterns, open spaces, plot boundaries and boundary treatments
- Maintain key views and vistas within, into and out of the Conservation Area
- Reinforce the distinctive architectural character of the Conservation Area through an informed understanding of distinctive building styles, features and materials
- Consider the scale and massing of surrounding buildings. It is essential that new development is not out of scale with existing historic buildings
- Reinforce existing building lines and the orientation of existing development
- Minimise the visual impact of parked vehicles and parking areas on the streetscape and landscape setting of historic buildings

7.3 Encourage the use of vacant upper storeys to improve the vitality of the town centre and enhance economic growth and particularly to encourage the long-term maintenance of upper storeys which often suffer from neglect.



Figure 67: many buildings in town suffer from a lack of maintenance

7.4 Garish shop front colours, particularly along Walker Street, detract from the architectural significance of their host buildings and the overall character and appearance of the Conservation Area. Internally illuminated box signs and Perspex are inappropriate regardless of the age of

7 Protecting and Enhancing the Character and Appearance of the Conservation Area

the host building and the use of vinyl graphics on shop front glazing should be resisted, as they mask internal activity within the building, causing 'dead' frontage which is detrimental to a building's overall character and appearance.

7.5 In general, any surviving historic timber shopfronts should be retained, repaired and redecorated in muted and traditional colours. Planning Permission or Advertisement Consent may be required for any proposed shop front alterations.

7.6 Many buildings within the town centre suffer from poor maintenance, with the unused upper floors especially neglected. Blocked gutters and downpipes lead to serious water penetration and damage to buildings which is easily prevented with regular, routine maintenance.

7.7 The ground floor treatment of buildings has a significant impact on the overall character, ambience and impression of the area, particularly in the narrow, enclosed streets of Wellington town centre. Future high-quality design would benefit the area as a whole.

7.8 Regular maintenance should be carried out to mitigate against decay and the need for more significant repairs. Repairs should only be undertaken where strictly necessary to slow down the process of decay without damaging or compromising the character of the building. In the vast majority of cases, a traditional approach to repair should be adopted, one which replaces decayed material on a like-for-like basis. Occasionally, it may be more appropriate to use non-traditional materials and methods if they have been tried and tested over a long period of time and if they allow a greater amount of the existing fabric to remain undisturbed in-situ. In certain circumstances, decay may be so advanced that the fabric is beyond repair and the replacement of features may be necessary. Care should be taken, however, to avoid any unnecessary loss of historic fabric. Some fabric may be capable of adaptation to minimize loss of historic fabric, such as the discrete insertion of modern draft seals which can greatly enhance the heat retention and performance of sash windows.

7 Protecting and Enhancing the Character and Appearance of the Conservation Area



Figure 68: Lack of routine maintenance results in the need for significant repairs

7.9 Historic England and The Society for the Protection of Ancient Buildings (SPAB) provide guidance documents encouraging residents and owners to repair original elements rather than replace them and advising how such repairs and alterations should be carried out. The effectiveness of such documentation is based on the willingness of householders and owners to observe the guidance. Most minor alterations to unlisted buildings do not require planning permission with the result that works often compromise the building's historic interest and architectural integrity and that of the local townscape. It is important, therefore, that property owners and occupiers adopt the correct approach to repairs and the replacement of features. Additional guidance is required for public realm surfaces / street furniture and building signage.

Specific Advice

7.10 The following guidelines are intended to advise residents and owners of the general approach to take when contemplating external repairs or alterations. Owners and occupiers should, however, always seek the advice from the Council before carrying out works to their buildings.

Chimneys

7.11 Chimneys should be reinstated or rebuilt accurately to their original height and profile, using original bricks or ones which match the originals. Original clay chimney pots should be replaced appropriately or reinstated where necessary.

7 Protecting and Enhancing the Character and Appearance of the Conservation Area

Windows and doors

7.12 Existing windows and external doors should be retained and carefully repaired wherever possible, particularly when they are early surviving casements. If replacement is unavoidable, new windows should be accurate replicas of the original design, in terms of materials, dimensions, pattern and detail. uPVC frames will fail not be supported.

Decorative Brickwork

7.13 Existing decorative brickwork should be retained and carefully restored wherever possible. Where replacement is necessary, an accurate replica should be made, ensuring there is a careful match with the existing brick colour and finish. Natural decorative brickwork should never be painted.



Figure 69: Decorative polychromatic brickwork should never be painted

Shopfronts

7.14 Existing historic timber shopfronts may contain features of interest, such as pilasters, stall risers and scroll capitals. These features should be kept in situ and redecorated with appropriate historic colours. Lettering and fascias should be sympathetic, minimal and not overly deep, nor should they obscure significant architectural features. Twentieth century fabric may obscure earlier fabric, so the removal of timber boarding should be undertaken with great care and consideration. Plastic-based and/or garishly coloured fascia signage is an issue: restrained designs and colours should be utilised instead.

Boundary Treatments

7.15 Original walls, fences, railings and gates should be repaired to match the existing, or reinstated to the original design wherever possible.

7 Protecting and Enhancing the Character and Appearance of the Conservation Area

Highways and Utilities

7.16 The Highways department is responsible for managing road works, whilst utility companies are responsible for managing utility works. Any reinstatement works or resurfacing should be carefully monitored to avoid the loss of historic paving materials or other paving of significance, especially in pedestrianized areas. The Council has recently issued Highway Design guidance which can be found online here:

https://www.telford.gov.uk/info/20652/highways_development_control/3891/highways_design_code

Trees

7.17 The Council's Arboricultural Officers should be notified of any works to trees in the Conservation Area which are over 75mm in diameter at the 1.5m high point, so that the Council can protect the tree by making a Tree Preservation Order (TPO), if appropriate. Further information on TPOs and trees in conservation areas can be found on the UK Government's Planning Practice Guidance page:

<https://www.gov.uk/guidance/tree-preservation-orders-and-trees-in-conservation-areas>

Funding

7.18 In certain areas, financial assistance may be available to property owners through enhancement schemes for restoration work which contributes to the historic character of the area. This may be from the Council or other government bodies such as Historic England and the National Lottery Heritage Fund, or other third parties. Funding may also be sought from private investment, which is particularly relevant when a funding application requires match funding.

Community Involvement

7.19 Telford and Wrekin Borough Council will manage ongoing community review and involvement with assistance from the Wellington Town Council, Wellington LA21, Wellington History Society and other relevant community organizations who may have an interest in the historic environment, in accordance with the Council's Statement of Community Involvement (SCI) which is part of the Council's Local Plan.

Enforcement Strategy

7.20 The Council supports a proactive approach to enforcement and encourages pre-application discussions with owners and occupiers, to reduce the risk of unauthorized works being carried out. This includes a proactive strategy of educating owners on maintenance matters, such as repainting joinery and clearing out rainwater goods, in order to prevent expensive repairs in the long-term. Ideally, neglected buildings should be targeted through a relevant Buildings at Risk survey. Enforcement action shall be considered for any breaches of planning control and unauthorized works. For issues of long-term neglect, the relevant enforcement procedures shall be considered in accordance with Historic England's best practice guidance 'Stopping the Rot'. The powers available to Local Planning Authorities include Urgent Works Notices (Section 54) and Repairs Notices (Section 46) under the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended). Section 215 Notices may be served on untidy land and buildings where it may have an adverse impact upon the amenity of an area, regardless of whether the site is within a conservation area. This power is given to Local Planning Authorities under the Planning (Town & Country Planning) Act 1990 (as amended).

7 Protecting and Enhancing the Character and Appearance of the Conservation Area

Local Plan policy

7.21 The Telford and Wrekin Local Plan 2011-2031 was formally adopted by Telford & Wrekin Council on 11th January 2018. Paragraph 9.2.3.9 states that the Council will review its list of current conservation areas over the lifetime of the Local Plan. The Local Plan also contains certain historic environment objectives (25-27), including the review of conservation areas and the creation of periodic appraisals to aid in the delivery and implementation of Local Plan objectives that protect the Borough's heritage assets and local distinctiveness. Policy BE5 is the specific policy for the management of Conservation Areas; the policy wording is quoted in full in Appendix 1 of this appraisal.

7.22 There are other specific historic environment policies in the Telford and Wrekin Local Plan relating to Listed Buildings (policy BE4), Buildings of Local Interest (policy BE6) and Shop Front and Advertisement Design (EC10) as well as Design Criteria (BE1).

7.23 The Telford and Wrekin Local Plan is supported by other Supplementary Planning Documents (SPDs) including the Shop Front and Signage Design Guidance in Conservation Areas SPD which relates to policy EC10 of the Local Plan. The guidance is aimed at all of the Borough's conservation areas, including Wellington, with regards to appropriate treatment of existing historic shop fronts and the relationship of signage to existing or potential host buildings. The document also covers the issue of shopfront security, to ensure that any security proposals are proportionate and would not negatively impact the significance of a historic building, or the wider character and appearance of the Conservation Area. The consistent message is that the use of appropriate and sympathetic materials and techniques protects the historic environment and benefits the local economy by making Wellington more attractive to private investment and visitors.

Article 4 Directions

7.24 Article 4 Directions can be imposed by local planning authorities to control certain alterations to dwellings that would otherwise be automatically granted consent by the Town and Country Planning (General Permitted Development) Order 2015. The replacement of items such as windows, doors and roof coverings can come under planning control, to mitigate works considered damaging or inappropriate to the historic fabric or features of the buildings or the local environment. Further information on Article 4 Directions can be found on the Historic England website at:

<https://historicengland.org.uk/advice/hpg/historic-environment/article4directions/>

7.25 A significant proportion of the built development within the Conservation Area is in commercial use which lacks the permitted development rights of residential property and is therefore less at risk from inappropriate changes and loss of heritage character. For this reason, the recommendation is to not designate an Article 4.

8 Proposed Boundary Revision

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8.1 The Wellington Conservation Area was originally designated in 1982. Amendments to the boundary are now being proposed (see Figure 70 below).

8.2 The appraisal identifies four principal areas to be included in the existing Conservation Area (see plan in Appendix 3). These areas demonstrate a high degree of historic and architectural interest, with a decent composition of historic buildings. Three of these were proposed in the previous Wellington Conservation Area Appraisal in 2006 but were not implemented. The principal areas considered for inclusion are:

- Tan Bank
- High Street (east of Victoria Road)
- Plough Road
- Park Street

8.3 The appraisal also identifies minor boundary amendments for Market Street, where it seeks to exclude 44-46 Market Street (as the buildings do not possess sufficient architectural and historic interest) and include previously omitted sections of the Market Hall which is on the Council's local list of buildings.

8.4 The proposed revisions will be subject to public consultation in accordance with the requirements of the Planning (Listed Buildings and Conservation Areas) Act 1990.

8

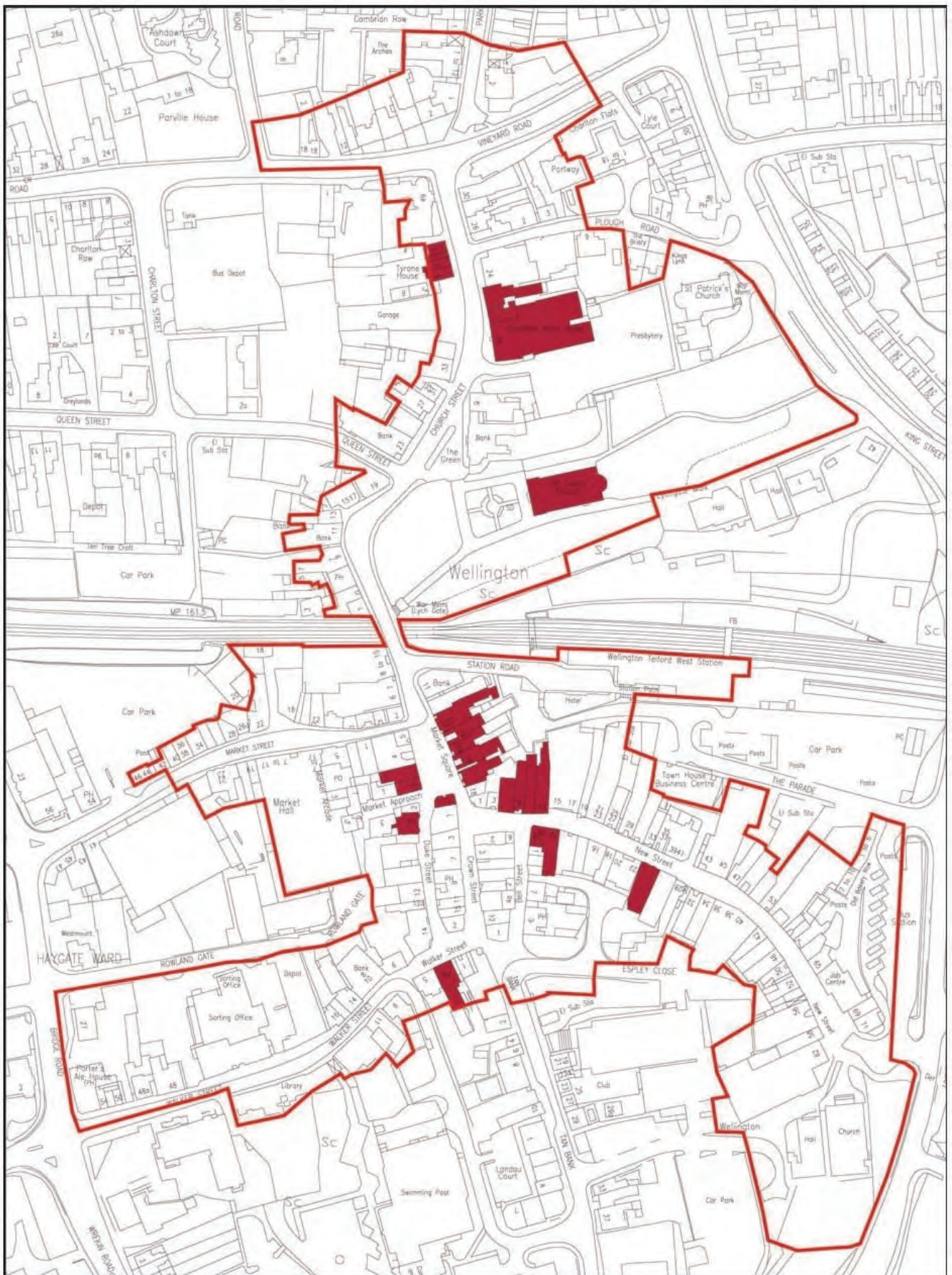


Figure 70: Existing Conservation Area Boundary with Listed Buildings in red

9 Appendix 1: Telford & Wrekin Local Plan 2011-31 (2018 Conservation Policies

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9.1 The Council will support development in conservation areas where it will preserve or enhance its character or appearance. Development will not be supported where:

- i. It would prejudice the essential features of the conservation area, the relationship or appearance between buildings, the arrangement of open areas and their enclosure, grain, or significant natural or heritage features;
- ii. The design of any new buildings, including height, density, mass, layout, proportions, or materials would not respect the character or appearance of an area
- iii. The development would not do justice to the setting and surroundings of a conservation area or would impair views of the area; or
- iv. Where a proposed use of land would adversely affect the appearance or environment of a conservation area.

9.2 Any harm or loss to a conservation area must be justified.

9.3 The Council will only support proposals likely to cause substantial harm to a Conservation Area where it has been clearly demonstrated that there would be substantial public benefit associated with the proposal, or all the following circumstances:

- The asset cannot be sustained in its current use;
- The asset prevents all reasonable use of the site; and
- The harm or loss is outweighed by the benefit of bringing the site back into use.

9.4 In these exceptional circumstances where harm can be fully justified and the development would result in the partial or total loss of the asset and/or its setting, the Council will require the developer to record and analyse the asset, including an archaeological excavation where relevant, in accordance with a scheme to be agreed beforehand and to be deposited on the Council's Historic Environment Record (HER).

9.5 Applications affecting a conservation area should identify the significance of any heritage asset within the conservation area and provide a clear justification as to why the development is considered appropriate. The Council will expect proposals to:

- v. Reinstate original features and elements to add to the heritage asset's significance where these have previously been lost;
- vi. Remove modern additions or modifications to reveal the significance of any heritage asset. This could include the removal of pebbledash, paint from brickwork, non-original style windows, non-original doors, satellite dishes or other equipment; and
- vii. Use the heritage asset in a way which complements its conservation significance.

9.6 The Council will require traditional shopfronts and associated features which contribute to the character of individual heritage assets and a conservation area to be retained and repaired as part of any development proposal.

9.7 Development involving the demolition or removal of important parts of a heritage asset or its setting, or which cause substantial harm to it, will only be supported in exceptional circumstances.

9 Appendix 1: Telford & Wrekin Local Plan 2011-31 (2018 Conservation Policies

9.8 Development involving the demolition or removal of important parts of a heritage asset or its setting, or which cause substantial harm to it, will only be supported in exceptional circumstances.

10 Appendix 2: Wellington Historic Environment Record

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10.1 The Historic Environment Record (HER), maintained by Shropshire Council on behalf of Telford and Wrekin Council, is a continuously expanding resource on the historic environment – both archaeological assets and built heritage assets – within the county. The HER provides access to a range of resources which may provide additional information on these assets and which may be relevant in assessing impact to their character and significance. For further information, contact:

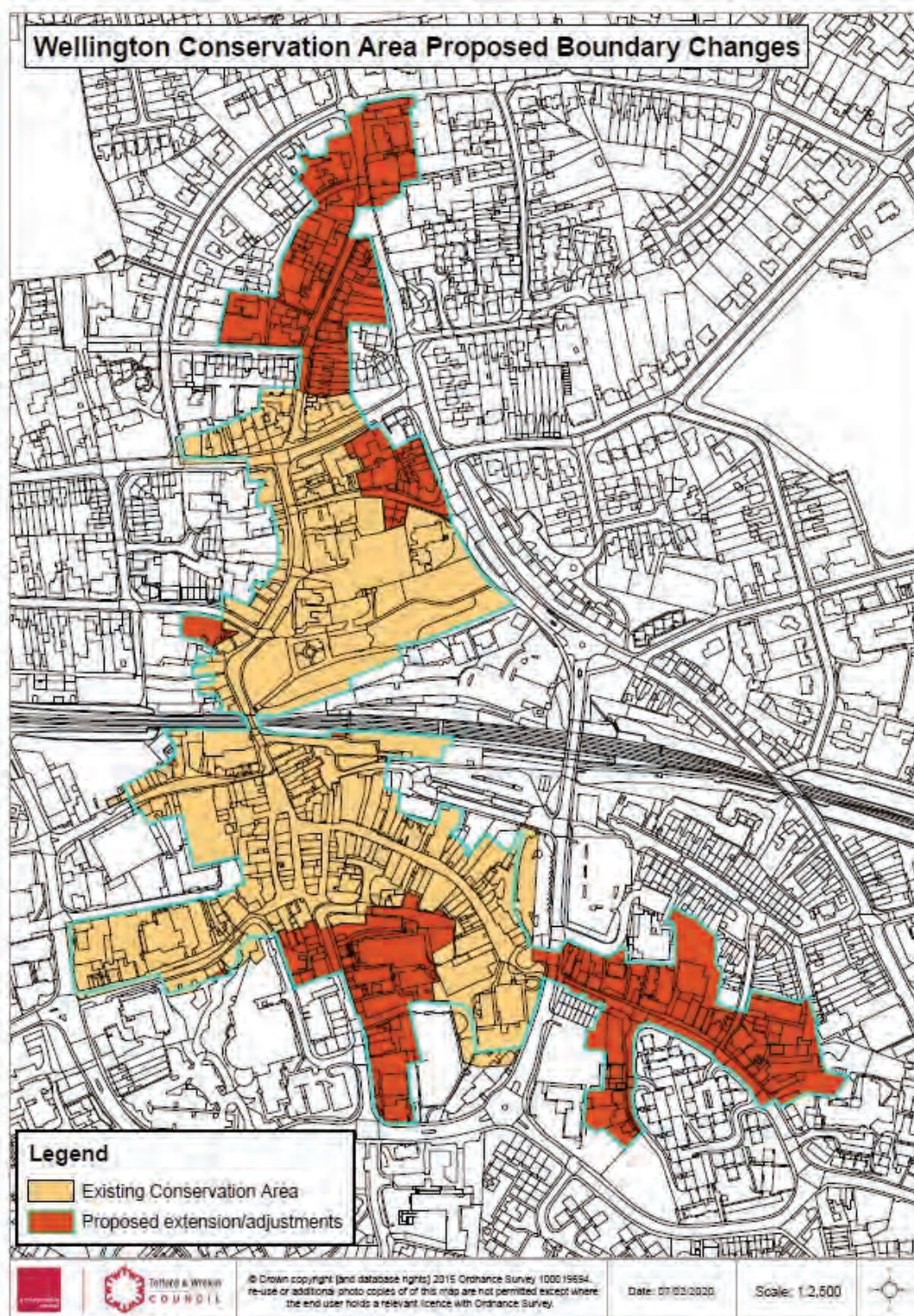
her@shropshire.gov.uk or go to

<https://www.shropshire.gov.uk/environment/historic-environment/historic-environment-record/>

11 Appendix 3: Recommended amendments to the existing Conservation Area boundary

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12 Appendix 4: Contact Details

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Email: Conservation Team: conservation@telford.gov.uk

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13 Appendix 5: Bibliography/References

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13 Appendix 5: Bibliography/References

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