

# **Character Appraisal Study and Boundary Review of the High Street, West Bromwich Conservation Area**



## **FULL REPORT**

Prepared for  
**Sandwell Metropolitan Borough Council**

by  
**Donald Insall Associates Ltd**  
5 Swan Hill Court  
Shrewsbury  
SY1 1NP

**April 2007**

Character Appraisal Study and Boundary Review  
of the High Street, West Bromwich, Conservation Area

**CONTENTS**

- 1.0 Introduction
- 2.0 Planning Policy Context
- 3.0 Location and Setting
  - Location and Context
  - General Character and Plan Form
  - Landscape Setting
- 4.0 Historic Development and Archaeology
  - The Origins and Historic Development of the Area
  - The Morphology of the Area
  - Archaeology
- 5.0 Spatial Analysis
  - The Character and Interrelationship of Spaces within the Area
  - Key Views and Vistas
- 6.0 Character Analysis
  - Definition of the Character Areas (Zones)
  - Activity within the Area, and its Influences
  - Architectural and Historic Qualities of the Buildings
  - The Contribution of Key Unlisted Buildings
  - Local Details
  - Prevalent and Traditional Building Materials
  - Audit of Heritage Assets
  - Contribution made by Greenery and Green Spaces
  - Negative Factors
  - Neutral Areas
  - General Condition
  - Problems, Pressures and Capacity for Change
- 7.0 Suggested Boundary Changes
- 8.0 Local Generic Guidance
  - Opportunities for Enhancement
  - Planning Policy and Guidance
  - Protection, Restoration and Enhancement
  - Potential HERS and THI Projects
  - Research Strategy for Archaeological Evaluation and Historic Building Recording

## **APPENDICES**

- A The original written scheme of investigation submitted by Donald Insall Associates Ltd
- B HMRA HUCP Building Appraisal Data Sheets  
prepared by Richard Morriss and Donald Insall Associates Ltd.
- C Sites and Monuments Record Summary Sheet

## **ILLUSTRATIONS**

- Fig.1 Plan showing the Study Area Boundary
- Fig.2 Detail from the William Fowler and Son map 1849
- Fig.3 OS map 1890
- Fig.4 OS map 1904
- Fig.5 OS map 1919
- Fig.6 OS map 1947
- Fig.7 Character Zones
- Fig.8 Plan showing locations of buildings in the Audit of Heritage Assets
- Fig.9 Suggested revised boundary to the Conservation Area
- Fig.10 Potential target properties for HERS and THI projects.

## 1.0 INTRODUCTION

1.1 This study report has been prepared by Donald Insall Associates Ltd in accordance with the Sandwell Metropolitan Borough Council document entitled 'Brief for a Character Appraisal Study and Boundary Review of High Street, West Bromwich, Conservation Area', and dated August 2006.

1.2 The purpose of the study to which this report relates has been to provide a comprehensive character assessment and objective appraisal of the current Conservation Area and surrounding area. The area of study, as defined within the briefing documentation, was therefore greater than the area covered by the current Conservation Area. The principle aim of this study has been to establish a boundary to the Conservation Area that is based upon robust defensible reasoning.

1.3 This study has been carried out in accordance with the guidelines set out by English Heritage in their publication entitled 'Guidance on Conservation Area Appraisals', dated August 2005. It has been framed by policies contained in the Unitary Development Plan for the Borough, (UDP 2004), and local policies and proposals set out in the West Bromwich inset and the West Bromwich Action Area Plan, (currently in preparation).

1.4 The area covered by this study is as indicated on the following plan:

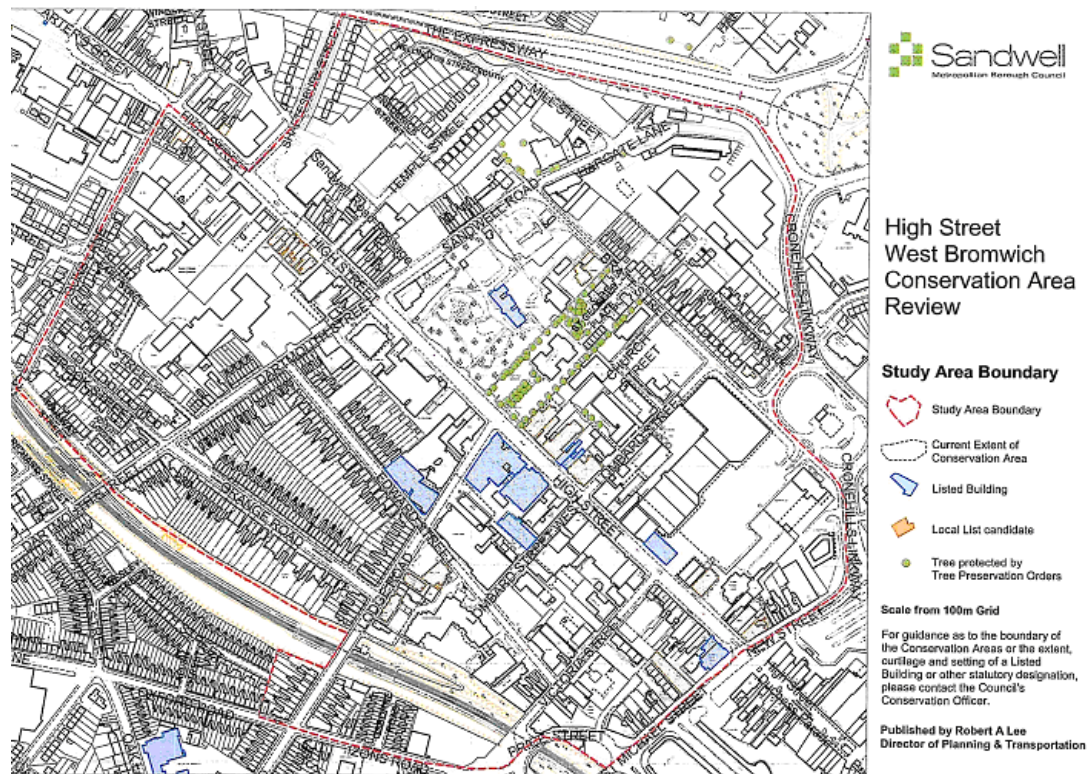


Fig.1 Plan showing the Study Area Boundary

- 1.5 The designation of the High Street Conservation Area in 1990 was regarded as essential to secure the survival of buildings, in the core of the town, that were regarded as being of higher than average architectural merit, and to enhance the quality of new development. The older town and the current Conservation Area includes a clutch of listed buildings and other groups of buildings of historic or conservation interest that are somewhat scattered amongst buildings and spaces of lesser quality.
- 1.6 The study area included the existing Conservation Area and extended from the existing boundary outward to main physical barriers nearby, the Expressway, Cronehills Linkway, New Street/St Michael Street, the former railway/Metro, Guns Lane and Shaftsbury Street. These were regarded as being significant barriers, wide and with traffic/trams running at right angles across the streets that stretch away from the High Street.
- 1.7 The study boundaries were drawn by the Council, in their briefing documentation, more widely than the Conservation Area to allow a full evaluation of the designated area. The Council were not aware of any problems, and had not received any objections, relating to the present boundary as set in 1997.

## **2.0 PLANNING POLICY CONTEXT**

- 2.1 A Conservation area is defined, by Section 69 (1) (a) of the Planning (Listed Buildings and Conservation Areas) Act 1990, as “an area of special architectural or historic interest the character of appearance of which it is desirable to preserve or enhance”.
- 2.2 Section 71 of the same Act places a duty of local planning authorities to formulate and publish proposals for the preservation and enhancement of conservation areas, to identify what it is about the character or appearance of the area which should be preserved or enhanced, and set out the means by which that objective is to be pursued.
- 2.3 Government policy on planning issues in relation to listed buildings and conservation areas is set out in Planning Policy Guidance: Planning and the Historic Environment (PPG 15). Section 4 deals with conservation areas.
- 2.4 English Heritage is the government’s statutory advisor on archaeology and the historic environment. They have produced a number of relevant guidance documents. Two of their most recent statements *Guidance on Conservation Area Appraisals* and *Guidance on the Management of Conservation Areas, Retail Development in Historic Areas and Heritage Works* were well timed in relation to the preparation of the brief for this project.
- 2.5 Relevant Council policy for conservation of the historic environment of West Bromwich Borough is contained in the Unitary Development Plan, which was formally adopted in April 2004 following a process of review. Local policies and proposals are set out in the West Bromwich Inset to the UDP (2004). It is intended that the UDP will remain in place until 2007. However, under the new development plan regulations the Council has commenced its Local Development Framework. Of particular relevance to the study area is the commencement of the West Bromwich Area Action Plan, for which an Issues and Options paper has been prepared with a view to securing Cabinet approval to a Preferred Options Document in December, with a view to undertaking formal consultation in early 2007. It is intended that the outputs of this study will inform the preparation of the AAP, which will need to incorporate any proposed alteration to the Conservation Area.
- 2.6 West Bromwich is expected to experience significant growth over the next few years with a number of planned and committed schemes identified. The overall strategic policy approach being put forward through the West Bromwich AAP will be to build on this planned growth to re-establish the town centre as a Sub-Regional Town Centre. Thus the framework that will be established by the AAP is likely to identify further significant opportunities for change.
- 2.7 Conservation and Heritage policy C4 in the UDP (2004) declares that the Council will seek to retain and preserve “noteworthy buildings and structures which are a vital part of the local architecture and history and which contribute to the uniqueness of the locality. This will be achieved through a Local List of Buildings”. The Local List is being introduced for each of the six towns of the borough: Smethwick, Oldbury, Rowley Regis, Tipton, Wednesbury, and West Bromwich. The criteria for the selection of buildings for local listing has been approved by Cabinet, (minute 65/03, Cabinet Member for Urban Form refers).

### **3.0 LOCATION AND SETTING**

#### **3.1 Location and context**

West Bromwich is located within the Black Country area of the West Midlands – to the east of Dudley and west of Birmingham. Much of the remaining historic fabric of the town bears testament to the part it played during the industrial age.

Today West Bromwich is the largest town in the Metropolitan Borough of Sandwell, and had a population of 136,946<sup>1</sup> in 2001.

#### **3.2 General character and plan form**

The physical character of the present Conservation Area derives from its relationship with the length of West Bromwich High Street between the crossroads with New Street and St Michaels Street and the crossroads with Dartmouth Street and Sandwell Road. This length of the High Street lies on a northwest/southeast axis, is wide and straight, and still carries a reasonable amount of vehicular and pedestrian traffic. The present Conservation Area extends to protect historically significant areas surrounding and connected to this length of the High Street. The two most substantial such adjacent associated areas are both towards the northwest end of this length of the High Street. To the southwest side is a residential area, and to the northeast side is a large green open space focussed upon the Sandwell Register Office building (known as Highfields). Both of these areas are significantly quieter than the High Street.

#### **3.3 Landscape setting**

The highest point of the High Street, within the Conservation Area, is in the vicinity of the Public Library and Town Hall frontages. The shallow gradients to the High Street, down from this high point, allows clear vistas along the length of the High Street within the Conservation Area.

This Conservation Area is surrounded by urban development, and the green open space surrounding the Highfields building is a valuable asset.

---

<sup>1</sup> Source: census

## 4.0 HISTORIC DEVELOPMENT OF THE STUDY AREA

### 4.1 The Origins and Historic Development of the Area

In the sixth edition of the West Bromwich Official Handbook 1948, the early history of the town is outlined thus:

“From 1066 down till about 1685, West Bromwich confined its interests entirely to agricultural pursuits. It was particularly a self-supporting and self-contained community. The village cultivated its own crops and provided itself with meat and wood. Moreover, native craftsmen supplied all necessary implements of industry and village labour manufactured cloth from the raw material.

In the seventeenth century, Wednesbury developed as an important centre of the Midland coal trade, and some West Bromwich men would doubtless find employment there. Cottage nail-making and gun-lock making also commenced. The rural aspect of the place was thus gradually transformed from a straggling village community of a collection of hamlets on the Tame, as small iron works began to appear. The primary cause of the subsequent rapid development was the discovery of coal near by, coupled with the improvement of the main roads and the expansion of coaching activities. Prior to the middle of the eighteenth century the Shrewsbury-to-London coaching route did not touch West Bromwich but, after that period, the Shrewsbury and London “Caravan” went via Wolverhampton and Birmingham, calling at West Bromwich. A few years later the traffic between London and Holyhead further enhanced the importance of West Bromwich. On the passing of the Second Act of Union (1801) a better road service became imperative in the interests of Irish Members of Parliament and to facilitate communication. The roads were consequently improved and the great engineer Telford altered the gradients. A further contributory cause to the great development of this locality was the canal system, constructed to meet the growing demand for cheap and easier transport of coal”.<sup>2</sup>

Baugh Greenslade and Johnson begin their description of the growth of the town by stating that, “the chief settlement in the parish until 19<sup>th</sup> century was Lyndon to the south of All Saints Church”.<sup>3</sup> They then go on to explain that:

“As a result of the enclosure of the Heath in 1804, the centre of West Bromwich eventually shifted south-west from Lyndon to what became the High Street stretch of the Birmingham – Wolverhampton road. There was no immediate rush to take up building sites, but by 1816 new streets had been laid out on the north-east side of the road – Lombard, New, and Bratt Streets. Christ Church between High Street and Bratt Street was begun in 1821. The development of High Street, however, was piecemeal. Although many houses had been built along the main road by 1818, building was still very scattered. By 1834, building was still very scattered. By 1834, however, High Street had ‘many well-stocked shops... giving to the whole the air and bustle of a market town’. There were also a house and foundry near Christ Church built some ten years before by James Roberts. By 1856 High Street was built up on both sides from Dartmouth Square Road to Carter’s green. The area between New and Bull Streets had also been developed, but on the other side of High Street opposite Christ Church the area of

<sup>2</sup> *West Bromwich Official Handbook – Sixth Edition*, ED J Burrow & Co Ltd Cheltenham and London 1948 pp 15-17

<sup>3</sup> Baugh GC, Greenslade MW, and Johnson DA *A History of West Bromwich Staffordshire* - Libraries Arts and Archives 1987 p4



the Lodge estate was developed only after 1867 when the estate was sold. In 1868 High Street was a busy thoroughfare, broad, straight, well-paved, and flanked by stuccoed buildings. With the opening of the town hall on part of the Lodge estate in 1875 the new centre of West Bromwich may be considered to have received official recognition.”<sup>4</sup>

In 1895, Frederick Huckwood wrote enthusiastically of the growth of the town thus:

“West Bromwich may not infelicitously be called the Chicago of the Midlands, for fewer English towns have risen so rapidly into the front rank of municipal life. The beginning of the century found it a mere straggling village; at the close it stands revealed as a County Borough of some considerable size, dignity, and importance. This rapid development would seem to be the outcome of that restless activity and enterprising spirit, which after being the secret of their own private commercial successes; its prominent men have carried with them into the public life of the place.”<sup>5</sup>

The length of the High Street, from Carters Green to Three Mile Oak (now close to Junction 1 of the M5 motorway) became known as the Golden Mile.

The development of the town throughout the twentieth century is outlined by Nigel Haynes thus:

“By the end of the 19<sup>th</sup> century the town had expanded into a thriving, vibrant, industrial town and part of the Black Country conurbation. The outward growth stopped as it ran into other expanding towns – Smethwick, Walsall, Birmingham, Oldbury, Tipton and Wednesbury. In the early 20<sup>th</sup> century, the conurbation grew outwards and by infilling the gaps between and land damaged by mining and industry.... In the centre, the golden mile/High St could not live with cars, buses and lorries and a one street town had all its assets and services in a location where they couldn't work or function properly. Almost alone among Black Country centres West Bromwich drove through and finished its radical surgery with a ring-way, two, later three, pedestrian shopping malls, car parks, and a by-pass. The new centre concentrated the shopping and related facilities with the Town Hall, Library, College, offices and commercial buildings on a still much shorter High Street to the West”.<sup>6</sup>

---

<sup>4</sup> *ibid* pp4-5

<sup>5</sup> Hackwood FW, *A History of West Bromwich* Birmingham News and Printing Co Ltd, Birmingham 1895 p1

<sup>6</sup> Haynes N *Brief for A Character Appraisal Study and Boundary Review of High Street, West Bromwich Conservation Area* Sandwell MBC 2006 p5

## 4.2 The Morphology of the Area

The earliest known map that can be considered to be of relevance regarding the morphology of the area covered by this study is a map prepared by William Fowler and Son in 1849.



*Fig.2 Detail from the William Fowler and Son map 1849*

On this map, the present day High Street is referred to as Turnpike Road. To the north of this road, within the area of study, Christ Church is indicated on the site now, occupied by the Job Centre. To the south, 'The Lodge' indicated relates to the line of the present day Lodge Road. The street pattern indicated on this map is clearly recognisable. Dartmouth Street, Victoria Street, St Michael Street, and New Street were clearly already in existence in 1849, but it appears that only St Michael Street, New Street, and the south-east end of the High Street (Turnpike Road) had been developed to any significance by that time.

The first of the Ordnance Survey maps of the area of study, dating from 1890, provides the earliest survey comparable with present day standards.

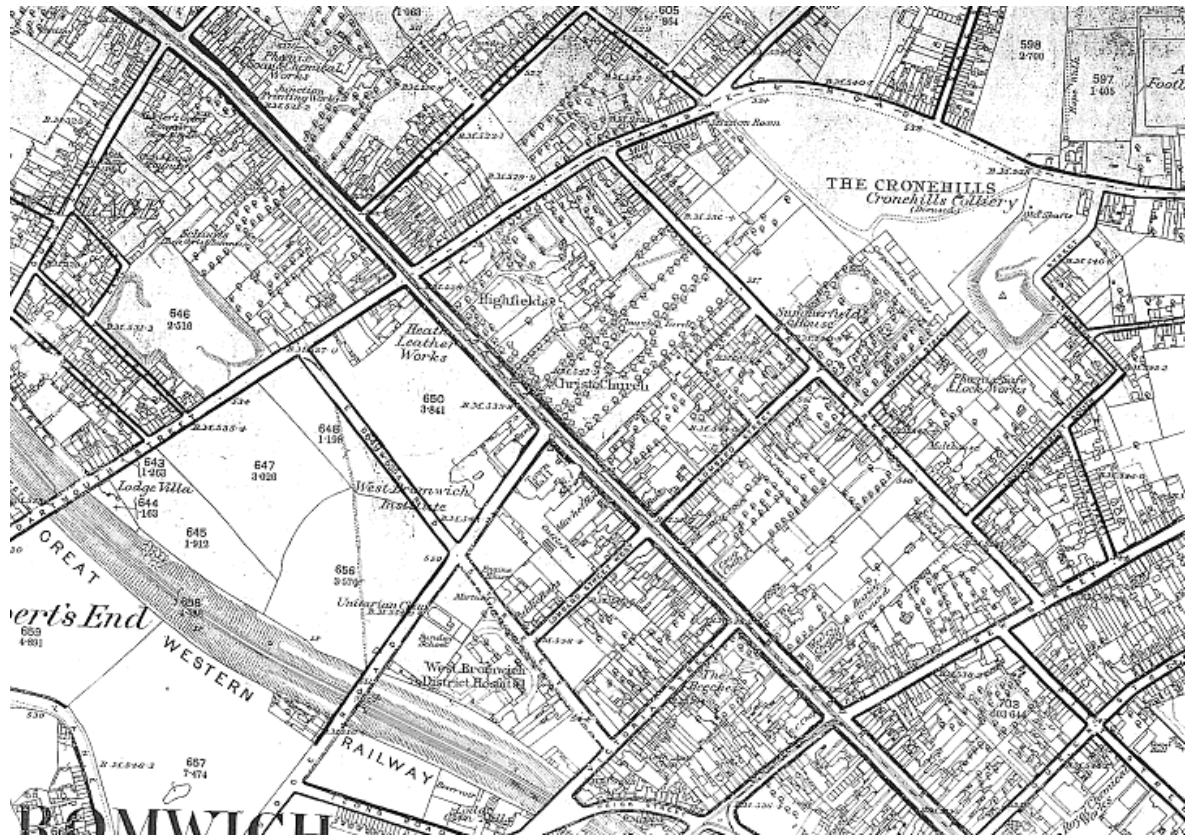


Fig.3 OS map 1890

It is apparent from this map that a substantial proportion of the development of the area of study took place during the latter half of the nineteenth century. During this period, to the south of the High Street, the Lodge was demolished and both Edward Street and Lombard Street West laid out. To the north of Bratt Street, Summerfield House was constructed; and to the west end of the area, Heath Terrace was built. Many of the major High Street buildings, such as the Town Hall, and what is now the Public Library – but was then the Market Hall. Indeed, from this map, it appears that the only area within the present day Conservation Area that had not been developed at all by 1890 was that area defined by Dartmouth Street, Edward Street, Lodge Road, and the railway cutting. This area still comprised fields.

The Ordnance Survey map of 1904 clearly shows that the residential development of the Grange Road, Dartmouth Street, Edward Street, and Lodge Road area dates from the late nineteenth century to early twentieth century.

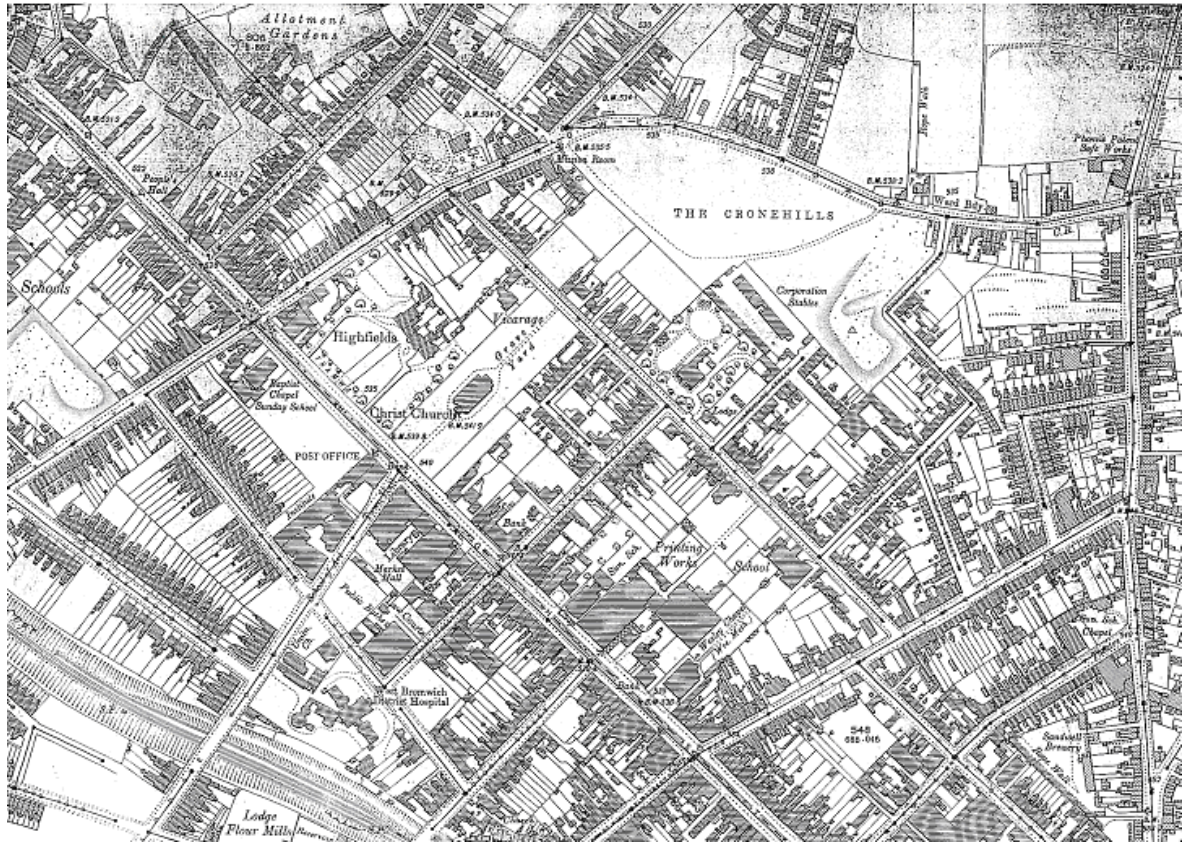
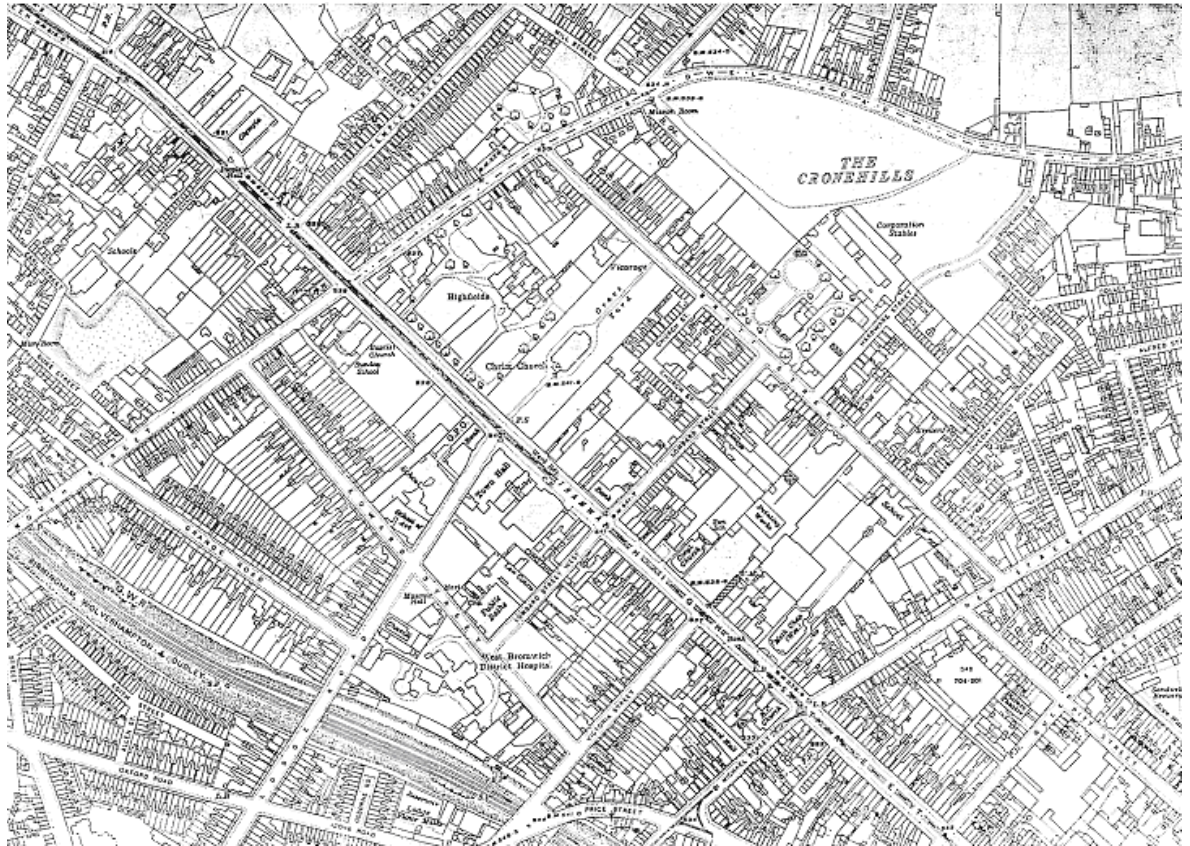


Fig.4 OS map 1904

It is also clear from this map that it was during the same period that the Vicarage and Christ Church Hall had been constructed, to the north of Christ Church.

Inspection of the Ordnance Survey map dated 1919 reveals that two areas of infill development had been carried out during the intervening fifteenth years – that to the north-west side of Dartmouth Street, and that to the north-east side of Bratt Street.



*Fig.5 OS map 1919*

There had also been infill developments to the southwest sides of Grange Road and Edward Street. These developments had served to fill what had hitherto been gaps in the street scenes. By the time of this map the present day urban grain of the area was substantially in place. It is on this map that the present day Library is indicated for the first time – having previously been referred to as the ‘Market Hall’.

The Ordnance Survey map of 1947 shows the Library clearly:

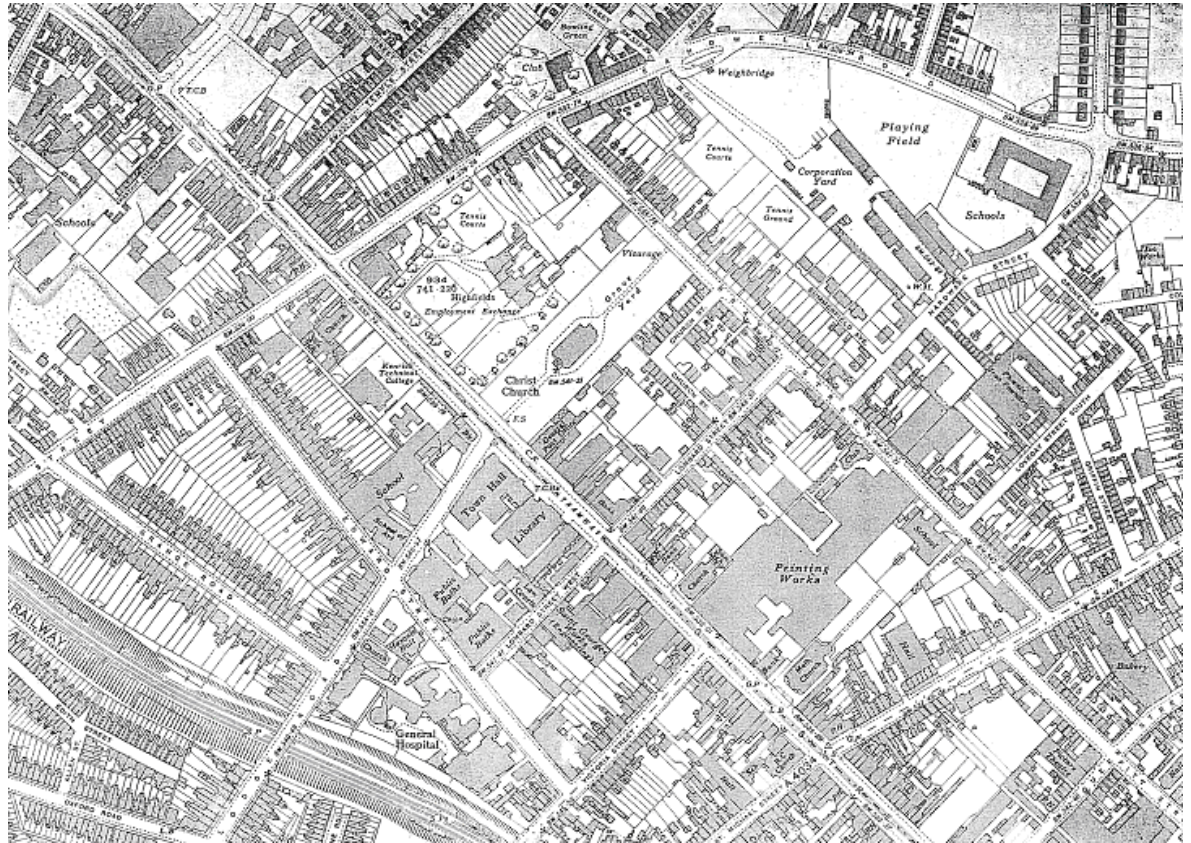


Fig.6 OS map 1947

This map indicates that, during the previous 28 years, Summerfield House had been replaced by the Summerfield Avenue residential development.

Comparison of this 1947 map with the present day map (Fig.1) makes it clear that the most significant change within the area during the latter half of the twentieth century comprised the demolition of both Christ Church and the Kenrick and Jefferson -Printing Works – Christ Church being replaced by the new job centre and the St Georges residential development; and the Printing Works being replaced by the new Astle Park retail warehouses and car park development. Furthermore, during this period, the Highfields building had been transformed into the present day Register Office, and there had been extensive clearances of residential properties from Bratt Street, Sandwell Road, and Dartmouth Street.

#### 4.3 Archaeology

From the above brief resumé of the morphology of the area, it is clear that the site of the present Job Centre building, and the St Georges Place residential development, may contain below-ground archaeological remains relating to the old Christ Church building. It is also possible that there may be below-ground archaeological remains of The Lodge to the west of Lodge Road.

The present day Wesley Chapel, to the south-east end of the length of the High Street within the Conservation Area, replaces an earlier Wesley Chapel, and the burial ground behind it is known to contain very many burials.

## 5.0 SPATIAL ANALYSIS

### 5.1 The Character and Interrelationship of Spaces within the Area

The length of the High Street within the Conservation Area constitutes a wide, straight, clearly-defined, powerful linear space that effectively forms the backbone of the whole area.

The large, open, green space of the Memorial Gardens in front of the Highfields building – together with the linking open spaces, such as the grounds of the Job Centre building and the car parks behind the Highfields building – provide a substantial break in the building line to the northeast side of the High Street.

Whilst the atmosphere of the High Street is pervaded by the bustle associated with vehicular and pedestrian traffic, the Memorial Gardens and their environs are substantially more serene in nature – providing an oasis of tranquillity.

The residential areas of Edward Street and Grange Road are linked to the High Street, both physically and visually, by Lodge Road. This is an attractive tree-lined road, with an abundance of historically and architecturally significant buildings, that centres upon the replica of the Christ Church Lych Gate (c1990) – on the opposite side of the High Street.

### 5.2 Key Views and Vistas

From the pedestrianised Duchess Parade, behind the southeast end of the length of the High Street within the Conservation Area, there is what may be considered to be the key view along the High Street. The Roman Catholic Church of St Michael and the Holy Angels to the left (at the corner between the High Street and St Michael Street) and the Goose public house to the right (at the corner between the High Street and New Street) form an impressive gateway to the High Street from this viewpoint. As the High Street is wide and straight, the view along it from here is clear and uninterrupted.



*The 'gateway' to the southeast end of the High Street (with the Goose public house to the right, and the Church of St Michael and All Angels on the left.*

Another key view within the area is that along Lodge Road from the High Street. The trees on either side of this road, together with the wealth of impressive old buildings, entice the viewer from the bustle of the High Street into the relative peace of residential area.



*The view along Lodge Road, from the High Street (with the Ryland Memorial School of Art and the West Bromwich Institute buildings on the right)*

The key vista within the area is arguably that of the Memorial Gardens from the High Street. This vista centres upon the historically significant and architecturally impressive Register Office building, with the abundance of trees softening the hard angularity of the surrounding urban landscape.

The views along the side streets from the High Street are part of the street scene. Of special note is the view along Lombard Street West, which is dominated by the impressive and historically significant Magistrates Court building.

From Lodge Road, the views along Grange Road and Edward Street are also interesting as they are of reasonably well-preserved Victorian residential street scenes.

The view along the High Street looking southeast from the northwest approach to the present Conservation Area is rather unimpressive until the Dartmouth Street/Sandwell Road crossroads are reached. At this point, the West Bromwich Building Society headquarters building to the right, and the Greets Green Partnership building to the left, effectively create a large, modernist gateway into the historic heart of the town. There is a definite sense that it is after passing through this gateway that the truly significant historic and visual interest begins.



*The 'gateway' to the northwest end of the High Street (with the West Bromwich Building Society building to the right, and the Greets Green Partnership building to the left).*



## 6.0 CHARACTER ANALYSIS

### 6.1 Definition of the Character Areas (Zones)

The present Conservation Area may be considered to comprise three distinct character zones:

- The High Street Zone
- The Residential Zone, and
- The Green Zone

The High Street Zone comprises the length of the High Street that lies within the Conservation Area, and includes lengths of side roads opening into it in so far that they impinge upon the street scene.



*A typical view within the High Street Zone (looking southwest from near the Town Hall).*

The Residential Zone comprises the residential areas of Lodge Road, Grange Road, and Edward Street that lie within the Conservation Area.



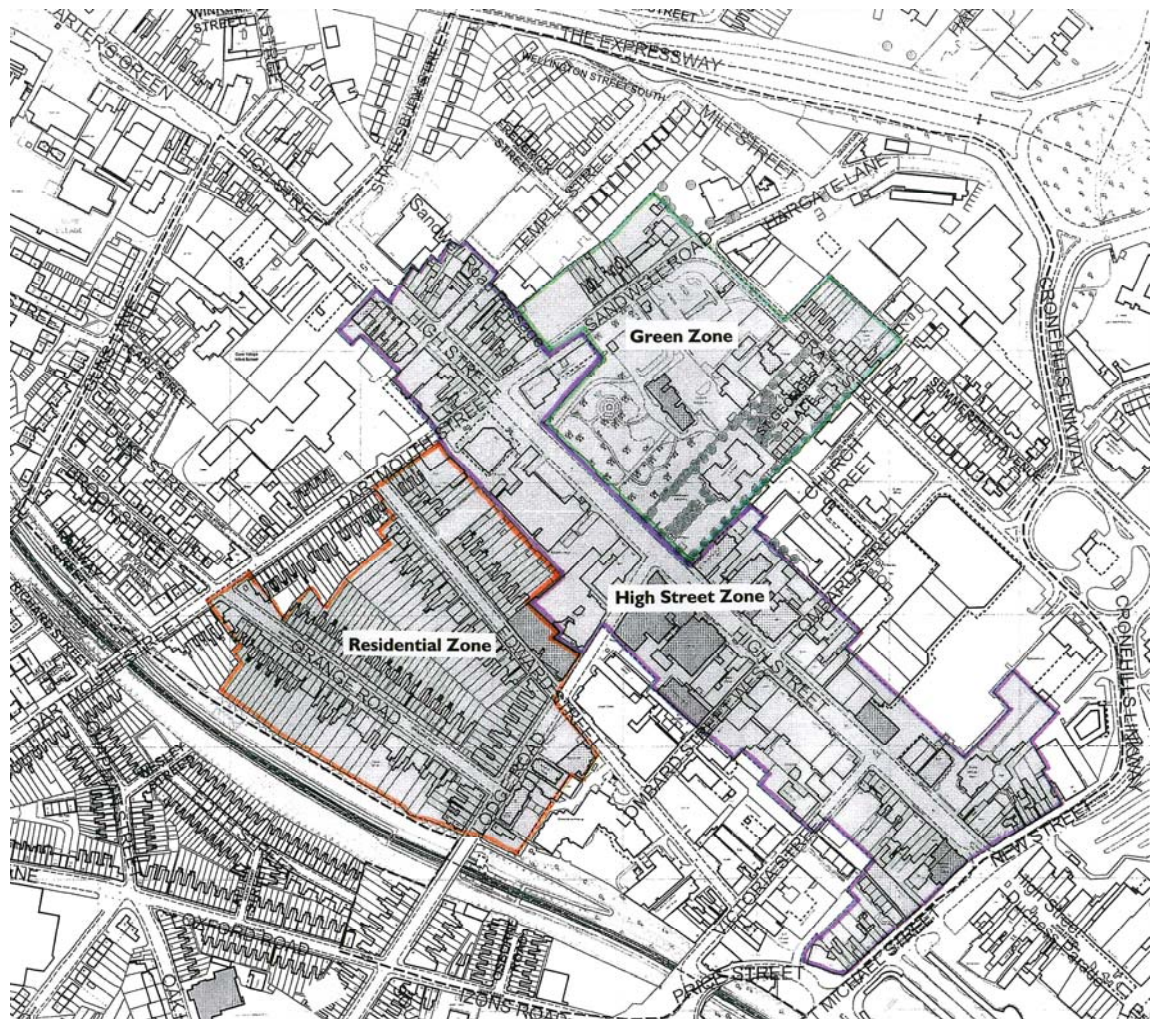
*A typical view within the Residential Zone (looking southwest along Grange Road).*

The Green Zone comprises the environs of the Highfields building, as pervaded by trees and greenery.



*A typical view within the Green Zone (looking towards the Register Office building from the High Street)*

The delineation of these zones within the Conservation Area is indicated on the following plan: -



*Fig.7 Character Zones.*

## 6.2 Activity within the Area, and its Influences

Within the High Street Zone, there are two important civic buildings, namely the Town Hall and the Public Library, which account for a proportion of the activity within the area.

Further northwest along the High Street from these public buildings is the rather massive and modern West Bromwich Campus Sandwell College main building. This is an educational building that generates student activity within the area.

The most dominant prevailing use of buildings within the High Street is, however, commercial. There are several large office buildings and numerous shops. The shops are concentrated northwest of the New Street/St Michael Street crossroads and northwest of the Dartmouth Street/Sandwell Road crossroads.

In former times there were industrial buildings within the High Street zone, and these inevitably generated industrial use, but this is not true today.

Most of the buildings within the Residential Zone are dwellings, used to provide residential accommodation, there are also some educational, ecclesiastical, and hospital buildings within this area, which have their associated uses.

The dwellings within the Residential Zone date from the late nineteenth century – a period when there was much industrial activity within the area. These dwellings are of differing sizes and were clearly built to house factory managers and workmen of differing ranks and incomes.

The focal point of the Green Zone is the Highfields building, which is a civic building used by the public for registration of births, deaths and marriages. The Memorial Gardens between the Highfields building and the High Street is used for recreation and relaxation by members of the public. The open spaces to the northern sides of the Highfields building are used for car parking.

Southeast of the Highfields building, on the old Christ Church site, is the Job Centre building, which is another civic building used for administrative purposes.

In former times the Highfields building comprised four dwellings and, indeed, even today all of the other buildings within the Green Zone are still residential.

## 6.3 Architectural and Historic Qualities of the Buildings

As has already been revealed through consideration of morphology, the development of the present Conservation Area occurred mostly during the latter half of the nineteenth century. Most of the historic buildings within this area date from this period and are Victorian in style.

One of the oldest surviving buildings within the area is the present day Highfields building, which is believed to date from around 1830. This building is faced in painted render and has a hipped slate roof.

There are several large civic and commercial buildings, dating from the latter half of the nineteenth century, to the length of the High Street within the Conservation Area, that are

both architecturally and historically significant. Most of these buildings are faced in brickwork enriched with ornate stonework and terracotta work. Of special note are the Town Hall, the Public Library, the Kenrick and Jefferson building, the Millichips buildings, and the Church of St Michael and All Angels – all of which are listed. There are also buildings of a similar significance and style to the side streets off the High Street – most notably the Magistrates Court building in Lombard Street West, and the Ryland Memorial School of Art building on the corner of Lodge Road and Edward Street – which are also both listed.

There are rows of small shop buildings within the present Conservation Area – to the northwest side of St Michael Street, the northwest side of New Street, the southwest side of the southeast end of the High Street, and to both sides of the High Street northwest of the Dartmouth Street/Sandwell Road crossroads. These rows of shops are historic and display interesting juxtapositions of form and scale, together with a significant degree of character. They have, however, for the most part, been insensitively refurbished in the past and now have insensitive and inappropriate shop fronts and windows. They are faced in a combination of render and brickwork.

Most of the historic dwellings within the current Conservation Area are within the Residential Zone, although there are a few within the Green Zone. Some are detached and some are semi-detached but a majority are terraced, and they are virtually all Victorian in style. They tend to be brick-faced with slate roofs, and may have bay windows. Although they would have had sash windows originally, most of them are now fitted with modern replacement windows.

#### **6.4 The Contribution of Key Unlisted Buildings**

The Billiard Hall in St Michael Street, and the Goose (and Garter) public house in New Street, lie either side of the listed Church of St Michael and All Angels to create a cluster of historically-significant buildings that create an impressive gateway to the southeast end of the length of the High Street that lies within the present Conservation Area.

Between the Goose (and Garter) public house and the Kenrick and Jefferson building, to the northeast side of the High Street, the Lloyds TSB building (291 High Street) provides an important historically significant link and contributes greatly to the view along the High Street.

Further northwest along the High Street, on the opposite of the road to the Town Hall and Public Library, the Old Post Office building (325 High Street), the West Bromwich Building Society (321 High Street), and the Barclays Bank building (313 High Street), form part of an important cluster of historically and architecturally significant buildings with the listed ‘Millerchips’ buildings (315-319 High Street). This cluster of buildings, together with the Town Hall and Public Library buildings, essentially form the historic core of West Bromwich and is very important.

Associated with this group of buildings, and resting comfortably against the listed Ryland Memorial School of Art building, in Lodge Road, is the West Bromwich Institute building, which currently houses the Hair, Beauty and Holistic Centre of Sandwell College. This building is an important element in the view along Lodge Road from the High Street and, despite having no top floor, is an impressive building in its own right. It is significant for having been the building in which Actress and Humanitarian, Madeleine Carroll (1906-1987), received her secondary education.



*The West Bromwich Institute building.*

At the corner between Edward Street and Lodge Road, the Masonic Hall, the Shiloh Apostolic Church, and the Black Country Mental Health NHS Trust building form an interesting group of historically significant buildings within what is a predominantly residential area (the Residential Zone) of the present Conservation Area.

To the northwestern end of the present Conservation Area, on the southwest side of the High Street, and surrounded by low-grade shop buildings, is the Heath Terrace (386-400 High Street). This terrace dates from the early nineteenth century, and is contemporary with the Highfields building. The buildings making up this terrace have been insensitively extended and refurbished in the past. There are very few original features remaining but the overall form is still intact. Although undoubtedly historically significant in its own right, and worthy of restoration to its original form, the contribution that this building makes to the Conservation Area is questionable.



*Heath Terrace  
(386-400 High Street)*

To the southwest side of Bratt Street, the Old Vicarage and Hall, currently occupied by Sandwell Young Carers and Keith Palmer Associates respectively, are historically significant by virtue of their association with the old Christ Church. They display an interesting use of vertical tile-hanging, and their massing is such as to create an interesting cluster of historic buildings with the terrace of six dwellings on the opposite

side of the road. These six dwellings (113-123 Bratt Street) are known as ‘The Saints’ Houses’. Their main entrance doorway surrounds and main front gables are impressively embellished with buff-coloured terracotta work, and each dwelling has a double storey height front bay window. Although currently isolated from the spatial quality of the High Street/Register Office environments by a swathe of car parking and wasteland, this cluster of buildings is on the edge of the historically significant Highfields area, and should remain within the Conservation Area.



*113-123 Bratt Street*

For the same reason, the currently overgrown 50-52 Bratt Street, which was formerly a hotel, also deserves to remain within the Conservation Area.

To the east end of Bratt Street, Summerfield Lodge is a historically -significant building worthy of preservation, but does not contribute to the Conservation Area because of its remote location relative to the High Street.

## 6.5 Local Details

Virtually all of the original traditional shop fronts to the shop buildings within the area of study have been replaced with modern insensitive and inappropriate shop fronts, which detract from the historic significance of the area. There are the partial remains of an original traditional shop front to the building at the eastern corner of the junction between the High Street and Victoria Street.



*A typical traditional shop front.(unfortunately infilled with modern glazing and brickwork).*

Many of the original upper floor sash windows to shop buildings, and most of the original sash windows to dwellings, within the area of study, have been replaced with modern inappropriate windows. One of the few examples of a dwelling that still has some of its original windows is No.59 Grange Road.



*59 Grange Road (with retained original windows)*

The most easterly of the Heath Terrace properties is currently empty, but it is the one property in the terrace that still retains its original window and features.



*386 High Street (with retained original windows) nearest the camera.*

## 6.6 Prevalent and Traditional Building Materials

The prevalent facing material to the external walls of buildings within the area of study is brickwork. To most of the major buildings, and to several of the lower grade buildings, this has been embellished with elements of dressed and ornately carved stonework. Of special interest within the area, however, are the buildings that have ornate terracotta work enriching their front façades. The Kenrick and Jefferson building on the High Street represent an excellent example of such terracotta enrichment.



*The Kenrick and Jefferson building.*

There are also several examples of ornate cast ironwork within the area, to fanlights and so forth.



*A typical cast ironwork fanlight.*



## 6.7 Audit of Heritage Assets

The area of study contains the following listed buildings:-

Highfields (Sandwell Register Office) – Grade II  
West Bromwich Town Hall – Grade II  
Central Public Library – Grade II  
Ryland Memorial School of Art – Grade II  
West Bromwich Magistrates Court – Grade II  
315 and 317 High Street (Millichips) Grade II  
319 High Street (Millichips) – Grade II  
Offices of Kenrick and Jefferson (formerly) – Grade II  
Church of St Michael and the Holy Angels – Grade II  
3no.telephone kiosks (adjacent to the Town Hall and Old Post Office) – Grade II

Buildings within the area of study that should be considered for local listing are as follows:-

The Oddfellows Arms public house, High Street \*  
Heath Terrace (386-400 High Street) \*  
50-52 Bratt Street  
Old Vicarage and Hall, Bratt Street \*  
The Saints' Houses (113-123 Bratt Street)  
Summerfield Lodge, Bratt Street \*  
Old Post Office (325 High Street) \*  
321 High Street (West Bromwich Building Society) \*  
313 High Street (Barclays Bank) \*  
22 Lombard Street (Citizens Advice Bureau)  
The Anchor public house, High Street  
West Bromwich Institute building (Hair Beauty and Holistic Centre), Lodge Road  
Masonic Hall, Edward Street \*  
Shiloh Apostolic Church, Lodge Road \*  
48 Lodge Road (Black Country Mental Health NHS Trust) \*  
291 High Street (Lloyds TSB) \*  
Billiard Hall (Wetherspoons), New Street \*  
Goose (and Garter) public house, 277 High Street \*

\* Buildings marked with an asterix are those suggested for local listing by Richard Morriss<sup>7</sup>.

Copies of the HMRA HUCP Building Appraisal Data Sheets relating to all buildings suggested for local listing are attached to this document as Appendix B.

---

<sup>7</sup> Morriss.R. Sandwell HMRA HUCP Building Appraisal West Bromwich & Smethwick

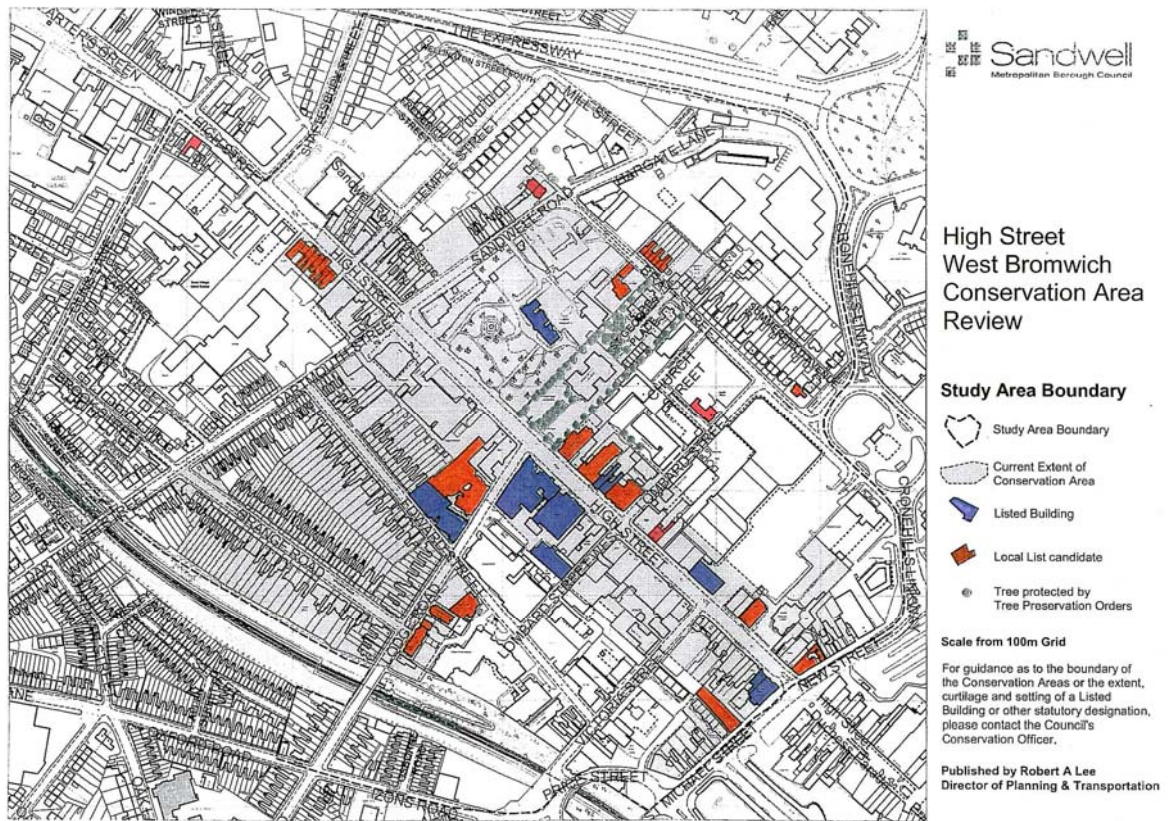


Fig.8 Plan showing locations of Heritage Assets.

## 6.8 Contribution made by Greenery and Green Spaces

The main green space within the area of study comprises the Memorial Gardens between the Highfields building and the High Street, the grounds of the Job Centre, and the immediate curtilage of the Highfields building. This is, in effect, one large landscaped green space, pervaded by grass and trees, which serves to substantially soften the dense urban grain of the centre of the town and provide an oasis of calm away from the frenetic pace of city life. Visually it creates an excellent setting for the Highfields building, which is arguably the most historically significant building within the area, and provides a gentle counterpoint to the large buildings to this length of the High Street. Its contribution to the area is inestimable.

The other green space within the area of study is the burial ground behind the Wesley Chapel to the southeastern end of the High Street. This burial ground belonged to the former chapel of 1835, which was demolished in the early 1970s. There are believed to be 2,200 burials in these grounds, and the old tombstones and monoliths provide interesting reading. Although of great archaeological importance, this burial ground is substantially enclosed and cannot be regarded contributing visually to the area. By virtue of being enclosed it is, however, a quiet open space suitable for reflection.

## 6.9 Negative Factors

Many of the shop buildings within the area of study have modern, garish, insensitive, and inappropriate shop fronts, which detract from the historically and architecturally significant features of the area.

Most of the dwellings and shop buildings within the area of study have been fitted with inappropriate modern replacement windows, which also detract from the rich heritage of the area.

The front extensions to some of the properties to Heath Terrace also constitute negative factors as they destroy the overall purity and simplicity of the block.

## 6.10 Neutral Areas

The car park at the corner between Lodge Road and Edward Street may be regarded as constituting a hiatus within the street scene between the Masonic Hall in Edward Street and the Shiloh Apostolic Church in Lodge Road.

The car park to the northwest end of the northeast side of Edward Street creates a hiatus in the street scene, and this effect is exacerbated by the derelict state of the terraced housing further northwest along this side of the road.

Although the Edward Street, Grange Road, and Dartmouth Street dwellings currently within the Conservation Area were built during the same period, only the Edward Street properties still constitute a strongly cohesive, reasonably well preserved Victorian street scene worthy of preservation.

The shop buildings on either side of the High Street northwest of the Dartmouth Street/Sandwell Street crossroads within the present Conservation Area, excluding the Heath Terrace, although old and displaying an interesting juxtaposition of form and scale, have been insensitively refurbished in the past and now detract from the aesthetic appeal of the Conservation Area. They are also isolated visually from the rest of the Conservation Area by the crossroads, the West Bromwich Building Society headquarters building, and the Greets Green Partnership building.

The shop buildings to the northwest side of New Street, northeast of the Goose (and Granite) public house, which are within the present Conservation Area, also display an interesting juxtaposition of form and scale, but have been insensitively refurbished in the past, and several are now in a poor state-of-repair – the Ikon night club being in a state of dereliction as the result of a recent fire. The building at the northeast end of this row of shops, adjacent to the Ikon nightclub, is the Cyber Café building, which has, at high level, in a niche, the bust of a young woman. As M.M.Meanders explains, “Many guesses have been made as to the identify of the lady, but no one knows who it is”.<sup>8</sup>

---

<sup>8</sup> Meanders M M *Journey Down the Golden Mile, West Bromwich*, Second Edition P20



*The New Street properties northeast of the Goose public house.*

The shop buildings to the northwest side of St Michael Street, southwest of the Billiard Hall, which are within the present Conservation Area, also display an interesting juxtaposition of form and scale, but have also been insensitively refurbished in the past. This range of shops extends as far southwest as the corner of St Michael Street and Prince Street, where the Hardy's Sports Bar building turns the corner. To the right of this building (viewed from St Michael Street) there is a tall brick three-storey building with impressive Dutch-style gables, which is currently occupied by a Pawn Brokers and a Beauty Salon.



*The St Michael Street properties southwest of the Billiard Hall..*

The row of shops to the northwest side of New Street (northeast of the Goose public house) and the row of shops to the northwest side of St Michael Street (southwest of the Billiard Hall) are effectively appendages extending either side of the impressive southeast 'gateway' to the High Street and may be regarded as being visually remote from the Conservation Area. They are now, for the most part, unsightly and rundown and, despite minor points of interest, cannot really be regarded as contributing positively to the quality of the High Street zone of the Conservation Area.

The Meteor Garage in Lombard Street is currently within the Conservation Area. This does not really contribute to the High Street street scene, and cannot be regarded as being significant in itself.

There are several properties and areas of car parking behind properties to the southwest side of the High Street, southeast of Lombard Street West and either side of Victoria

Street, which do not appear on even the 1947 OS map, are modern in nature, do not appear to relate to historic boundaries, and may be regarded as being neutral areas. The buildings along the southeast side of Lombard Street West from the Spice Restaurant to the Clark Brooks (Solicitors) building fall within this category.



*The southeast side of Lombard Street.*

The areas of study that fall outside the current Conservation Area may also be regarded as being neutral areas. With the exception of Summerfield Lodge in Bratt Street, there are no buildings of historic-significance within these areas, and they are remote from spatial and character zones of the Conservation Area.

#### **6.11 General Condition**

Generally, the condition of the historically significant buildings within the present Conservation Area is good. The only point of concern in this respect is the Heath Terrace. The most easterly property in this terrace is currently empty and falling into a state of disrepair.

The row of shops to the southwest side of the High Street, between the Roman Catholic Church and Victoria Street is generally in a poor state of repair, and much of the upper floor accommodation is currently vacant.

Within the present Conservation Area, the row of shops to the northwest side of New Street (northeast of the Goose public house), the row of shops to the northwest side of St Michael Street (southwest of the Billiard Hall), and the rows of shops either side of the High Street northwest of the Dartmouth Street/Sandwell Road crossroads, are generally in poor condition – and the former contains the Ikon nightclub, which is currently in a state of dereliction.

To the northwest end of the northeast side of Edward Street, there is an isolated terrace of four dwellings that is currently empty and falling into a state of disrepair.

## 6.12 Problems, Pressures and Capacity for Change

THEpUBLIC arts centre building, to the southeast side of New Street, due to be completed on 26<sup>th</sup> November 2006, is already the cause of pressure to regenerate adjacent areas. This is most affecting the southeast side of the present Conservation Area. Although there is some capacity for change in this area, the gateway buildings to the southeast end of the High Street, from the Goose public house to the Billiard Hall, need to be regarded as being sacrosanct.

Redevelopment of parts of Bratt Street and Sandwell Road are currently being planned. This will mostly affect areas that are currently being used to provide car parking.

The West Bromwich Building Society is currently keen to extend its Edward Street car park, and it is for this reason that they have acquired the four terraced houses that are currently empty (and falling into a state of disrepair). As they are within the present Conservation Area, they should be the subject of a repairs notice.



*The empty properties in Edward Street.*

There is residential redevelopment currently in progress to the northwest side of Dartmouth Street, and this may stimulate regeneration of this part of the town. There is ample capacity for change here.

## 7.0 SUGGESTED BOUNDARY CHANGES

Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on local planning authorities to designate as conservation areas any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'.

Section 4.3 of Planning Policy Guidance PPG15: Planning and the Historic Environment explains that '... it is important that conservation areas are seen to justify their status and that the concept is not devalued by the designation of areas lacking special interest'.

It is seen as being especially important that the boundary of the High Street, West Bromwich Conservation Area be drawing tightly and then vigorously defended, rather than being left loose and vulnerable to being devalued. The objective here, therefore, is to establish a justifiable and defensible boundary.

The row of shops to the northwest side of New Street to the northeast of the Goose (and Granite) public house should be removed from the Conservation Area. They are generally in a poor state-of-repair, have been insensitively refurbished in the past, and do not contribute to the gateway to the southeast end of the High Street. The Wesley Chapel burial ground behind these shop buildings should however be retained within the Conservation Area because of its archaeological and historical significance. Provision should be made for salvaging, and installing on the same site, the mystery bust of the young woman should demolition of the Cyber Café building ever become a possibility.

The Goose public house to New Street, and the Roman Catholic Church of St Michael and All Angels, and the Billiard Hall, to St Michael Street, are all important buildings in their own rights and form an impressive gateway to the southeast end of the High Street. They should therefore remain within the Conservation Area.

The row of shops to the northwest side of St Michael Street to the southwest of the Billiard Hall should, however, be removed from the Conservation Area. They too are generally in a poor state-of-repair, have been insensitively refurbished in the past, and do not contribute to the gateway to the southeast end of the High Street.

The modern buildings and areas of car parking behind properties to the southwest side of the High Street, southeast of Lombard Street West, and either side of Victoria Street, do not warrant inclusion within the Conservation Area. They do not contribute to the High Street street scene, and do not seem to be historically significant. A similar situation exists behind the buildings on the opposite side of the High Street to these properties. The case exists for reining in the Conservation Area boundary behind properties to this length of the High Street.

The view along Lodge Road from the High Street is important to the unification of the area. It provides the main visual link between the High Street Zone and the Residential Zone. The whole of Lodge Road between the High Street and the Metro railway cutting should therefore be brought into the Conservation Area.

The dwellings to the southwest end of Lodge Road (outside the present Conservation Area) are isolated from the Residential Zone by the Metro railway cutting, and do not warrant inclusion within the Conservation Area.

Although the houses along the southeast side of Dartmouth Street were constructed during the same period as the Grange Road and Edward Street properties, they are only to one side of the road and do not form part of a unified street scene. It is therefore difficult to justify their inclusion within the Conservation Area, in their entirety.

Although the Grange Road properties line both sides of the road, and create a reasonably unified street scene at the Lodge Road (southeast) end, this peters out quite substantially towards the Dartmouth Street end. This road is especially badly blighted with satellite dishes, inappropriate replacement windows, and so forth, and it cannot really be regarded as constituting a well-preserved Victorian street scene anymore. Edward Street can be regarded as being a better example of such a street scene.

The length of Edward Street contained within the current Conservation Area constitutes a preserved Victorian street scene. The northeast side of the east end of this length of Edward Street is dominated by the Sandwell College Ryland building. For the most part the dwellings within this length of Edward Street are grander in scale than the terraced housing within Grange Road. Most of the houses to the southwest side of Edward Street are semi-detached or detached, although there are a few large terraced houses to the northwest end. The dwellings along the northeast side are smaller in scale and predominantly terraced. To the western end of this terrace there is a hiatus in the building line due to the intrusion of the car park serving the West Bromwich Building Society building. To the northwest of this car park, there are four terraced houses that are currently empty and boarded up. It is apparently the intention of the Building Society to demolish these buildings and extend their car park. At present this length of Edward Street still constitutes a reasonably well-preserved Victorian street scene, with a wide variety of different sized properties to suit workpersons and managers of different ranks. It constitutes an important element of the heritage of the area, and any attempts to destroy it should be resisted. It is therefore considered important that the whole of this length of Edward Street remains within the Conservation Area.

Although the terraced housing along the southeast side of Dartmouth Street does not form part of a street scene, there is justification for including properties either side of the junction between Dartmouth Street and Edward Street within the Conservation Area, as they form an impressive gateway into Edward Street street scene. There is effectively one block of terraced housing to Dartmouth Street either side of this junction, and the inclusion of these properties within the Conservation Area should be considered. At present it is the block to the High Street side of the junction and the one single property (no.18) to the other side of the junction is the Conservation Area. It is suggested that nos. 22 - 36 Dartmouth Street be brought into the Conservation Area. These two blocks of terraced housing are of a similar nature, being two storeys high, and mostly without bay windows. They are all built hard up against the back edge of the pavement.

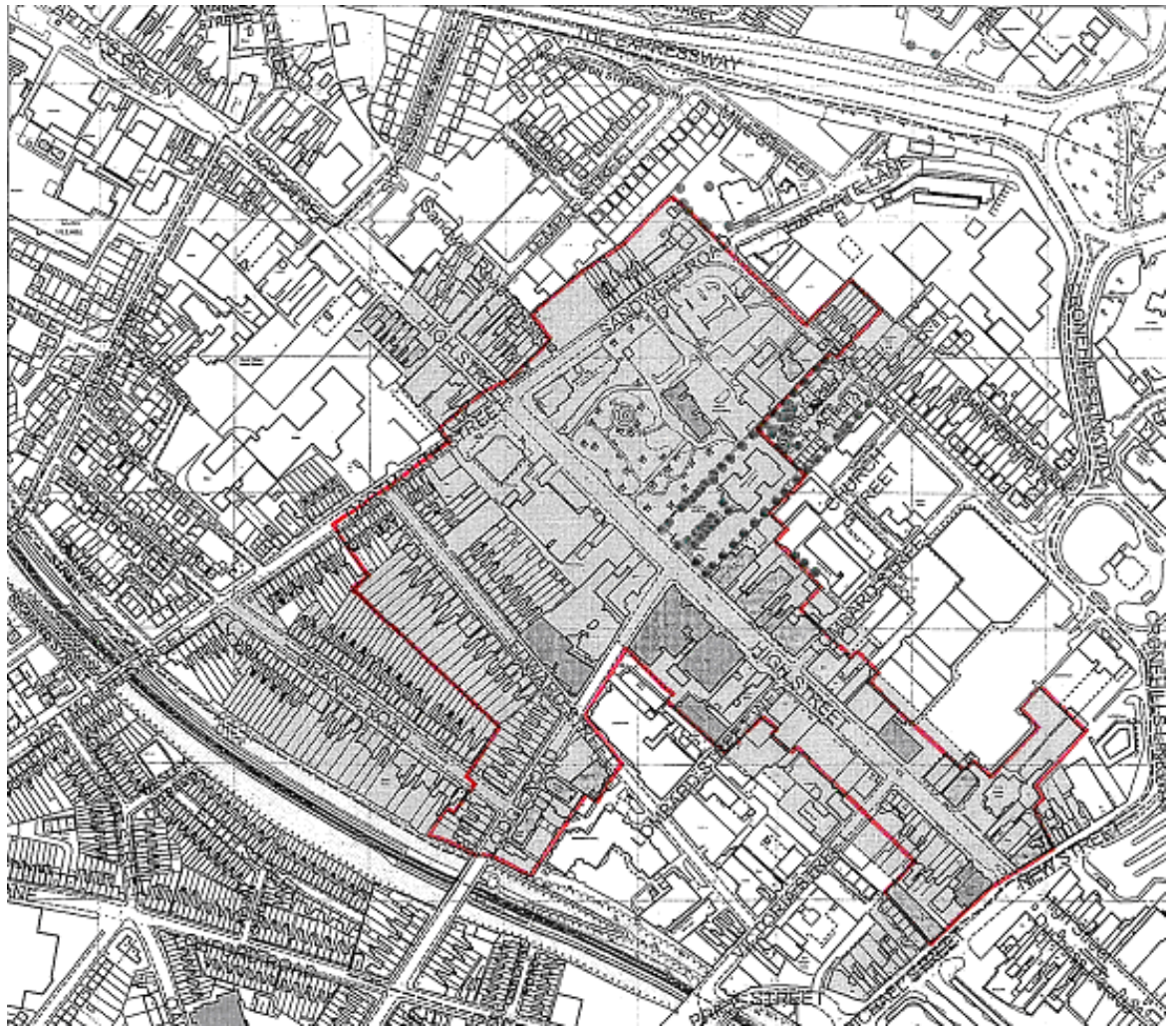
Although Heath Terrace is a historically significant building worthy of preservation, protection could be provided by way of local listing rather than inclusion within the Conservation Area. Apart from Heath Terrace, most of the buildings on either side of the High Street northwest of the Dartmouth Street/Sandwell Road crossroads are shop buildings that are generally in a poor state-of-repair, have been insensitively refurbished in the past, and do not form an impressive gateway to the northwest end of the length of the High Street within the Conservation Area. The West Bromwich Building Society headquarters building, and the Greets Green Partnership building, do however create a substantial such gateway (see the photograph on page 16), although neither building can be regarded as being of historic significance. It seems rational, therefore, to move the



Conservation Area boundary to the northwest side of this gateway, possibly just to the opposite side of the High Street/Dartmouth Street/Sandwell Road crossroads to include the two corner properties (the New Hop Pole public house and the Rechabites building) – both of which are of some historic significance and are in reasonable condition.

Although the St Georges Place residential development, to the southeast side of the Old Vicarage and Hall on Bratt Street, is on the site of the now demolished Christ Church, there appears to be no justification for keeping this site within the Conservation Area. The remaining wall from Christ Church should however stay within the Conservation Area. The Bratt Street properties directly opposite this development (excluding 113-123 Bratt Street) should also now be excluded from the Conservation Area.

The suggested revised boundary to the High Street, West Bromwich Conservation is therefore as indicated on the following plan: -



*Fig.9 Suggested revised boundary to the Conservation Area (indicated in red)*

## **8.0 LOCAL GENERIC GUIDANCE**

### **8.1 Opportunities for Enhancement**

The main opportunity for enhancement within the suggested revised boundary to the Conservation Area relate to the row of shops to the southwest side of the High Street between St Michael Street and Victoria Street, and to dwellings to Lodge Road, Edward Street and Dartmouth Street.

To the row of shops, the opportunities for enhancement comprise the replacement of inappropriate shop fronts and upper floor windows with appropriate alternatives.

To the dwellings, the opportunities for enhancement comprise the replacement of inappropriate windows with appropriate alternatives.

According to the historic maps of the area, there have never been buildings upon the site of the present car park at the corner between Lodge Road and Edward Street. The opportunity exists for enhancement of this area in such away as to link the Masonic Hall more strongly with Lodge Road street scene – possibly through soft landscaping.

It is important that enhancement works respect the character zones, and display sympathy with their grain.

### **8.2 Planning Policy and Guidance**

As explained in Item 2.5 of this report, it is intended that the outputs of this study will inform the preparation of the West Bromwich Area Action Plan. Of greatest relevance, in this respect, are the suggested changes to the boundary of the High Street, West Bromwich Conservation Area, as outlined in Section 7.0 of this report. It must be stressed that these changes are suggested in the interests of establishing a boundary that is defensible and will be rigorously enforced.

It is of great concern that the owners of properties within the present Conservation Area, which has been in existence for the past sixteen years, have apparently been allowed to install inappropriate windows and shop fronts, and have even been allowed to allow their properties to fall into a state of dereliction and collapse. It is important that enforcement procedures, and other statutory means, be fully implemented forthwith to ensure preservation the Conservation Area.

### **8.3 Protection, Restoration and Enhancement**

It is important that buildings of historic-significance within the study area that are not already listed, should be protected by way of local listing, in accordance with policy C4 in the VDP (2004). The buildings within the study area suggested as being worthy of local listing are scheduled in Section 6.7 of this report. Some of these buildings are within the suggested Conservation Area boundary and some are outside it.

It is important that any proposed works within the Conservation Area, or to nationally or locally listed buildings, are strictly controlled in accordance with all current relevant regulations, and that they are carried out by suitably experienced and accredited contractors under the direction of suitably experienced and accredited architects and surveyors.

It is important that regeneration proposals affecting the area of study are appraised with regard to their effect upon the Conservation Area and the nationally and locally listed buildings. Such proposals would need to respect the scale and materials prevalent in the buildings and spaces involved. Wherever possible, historic building lines should be respected and maintained.

#### 8.4 Potential HERS and THI Projects

Heritage Economic Regeneration Scheme (HERS) and Townscape Heritage Initiative (THI) projects within the Conservation Area could serve to pump-prime appropriate reinstatement of run down properties and those that have inappropriate shop fronts and windows. It is likely that it would fall to the Council to contribute funding towards such projects.

Potential target properties for such projects are indicated on the following plan:-



*Fig.10 Potential target properties for HERS and THI projects.*

The building works involved in connection with such projects are likely to comprise minor works to small properties.

Small local firms of building contractors are likely to submit the most competitive tenders for such works. Before placing such contractors on a tender list for such works, it would be necessary to establish that they are suitably experienced and accredited, and to obtain references. Feedback should also be obtained from Project Officers, and recorded, after projects have been completed.

#### 8.5 Research Strategy

A condition of any listed building consents granted to buildings within the area of study should be that all affected areas be accurately recorded, by both drawings and photographs, before any works commence.

A condition of any approvals granted for works to be carried out in any areas where below-ground archaeology is known to exist – as identified in Section 4.3 of this report – should be that an approved archaeologist be given a watching brief whilst excavation works are in progress.

Donald Insall Associates  
2<sup>nd</sup> April 2007

## **APPENIX A**

### **The Written Scheme of Investigation (WSI)**

Extracted from the Practice information and Fee Proposal document,  
submitted by Donald Insall Associates,  
and dated 5<sup>th</sup> September 2006.

## 16.0 Project Execution

The Method Statement below outlines the approach that would be taken for this project. It is envisaged that it could be executed over a six-week period. The work stages would broadly be programmed as follows: -

Weeks 1 and 2	Site survey and initial research
Week 3	Initial report preparation
Week 4	Site survey review and any outstanding research. Collating and preparing graphic information
Weeks 5 and 6	Production of draft report

### Method Statement

The preparation of this appraisal and review would consist of five stages:-

- (1) Site Survey
- (2) Literature / map research
- (3) Analysis
- (4) Assessment
- (5) Guidance

#### (1) Site Survey

The Senior Architect would undertake a thorough survey. Each street would be walked and photographed to record:-

- a. Views and vistas
- b. Open spaces
- c. Landscaping – trees, shrubs, hedges
- d. Landmark buildings and key groups
- e. Boundaries and surfaces
- f. Street furniture and features
- g. Architecture – type, quality, age
- h. Materials and details
- i. Negative aspects – vacancy, dereliction, alterations, inappropriate development

This information would be used to illustrate the appraisal and would, where appropriate, be plotted in map form.

#### (2) Literature/map research

Local records would be searched for information regarding the development of the area. Historic maps would be used to identify former land uses, development sequence and layout, and to assist with dating specific buildings or features.

Local histories would be used to identify significant historic facts that would contribute to the understanding of the areas special interest.

**(3) Analysis**

The information gathered from the site survey and research would be recorded and analysed in accordance with English Heritages guidance *Conservation Area Appraisals* [March 1997]. The topics of investigation suggested in this guidance would be arranged into the following categories: -

- a. Context - including location, population, geology, topography
- b. History - including land use, development
- c. Townscape - including views, spaces, landmark buildings and key groups, features
- d. Architecture - including styles, building types
- e. Detail - including materials, details
- f. Opportunities for enhancement

**(4) Character Assessment**

Having acquired a full understanding of the area, it would then be possible to summarise its character and special interest, justify boundaries (or recommend revisions) and highlight negative aspects and problems.

**(5) Guidance**

The final section of each appraisal would itemise all negative aspects found within the area, offer proposals for ameliorating them and recommendations for preventing their occurrence in future. Design guidance would also be formulated that outlines a set of criteria against which future redevelopment proposals may be assessed.

Donald Insall Associates  
5<sup>th</sup> September 2006

## **APPENDIX B**

### **HMRA HUCP Building Appraisal Data Sheets**

Surveys nos. WB04 to WB17 (inclusive) extracted from the document entitled ‘Sandwell Metropolitan Borough Council HMRA HUCP Building Appraisal West Bromwich and Smethwick’, as prepared by Richard Morriss.

Surveys nos. WBA01 to WBA05 (inclusive) prepared by Donald Insall Associates



**Summary**

NGR: SO 999 917  
 Type: Public House  
 MATERIALS: BRICK, SLATE, STONE  
 DRESSINGS  
 Date: Late-19<sup>th</sup> century  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium

**DESCRIPTION**

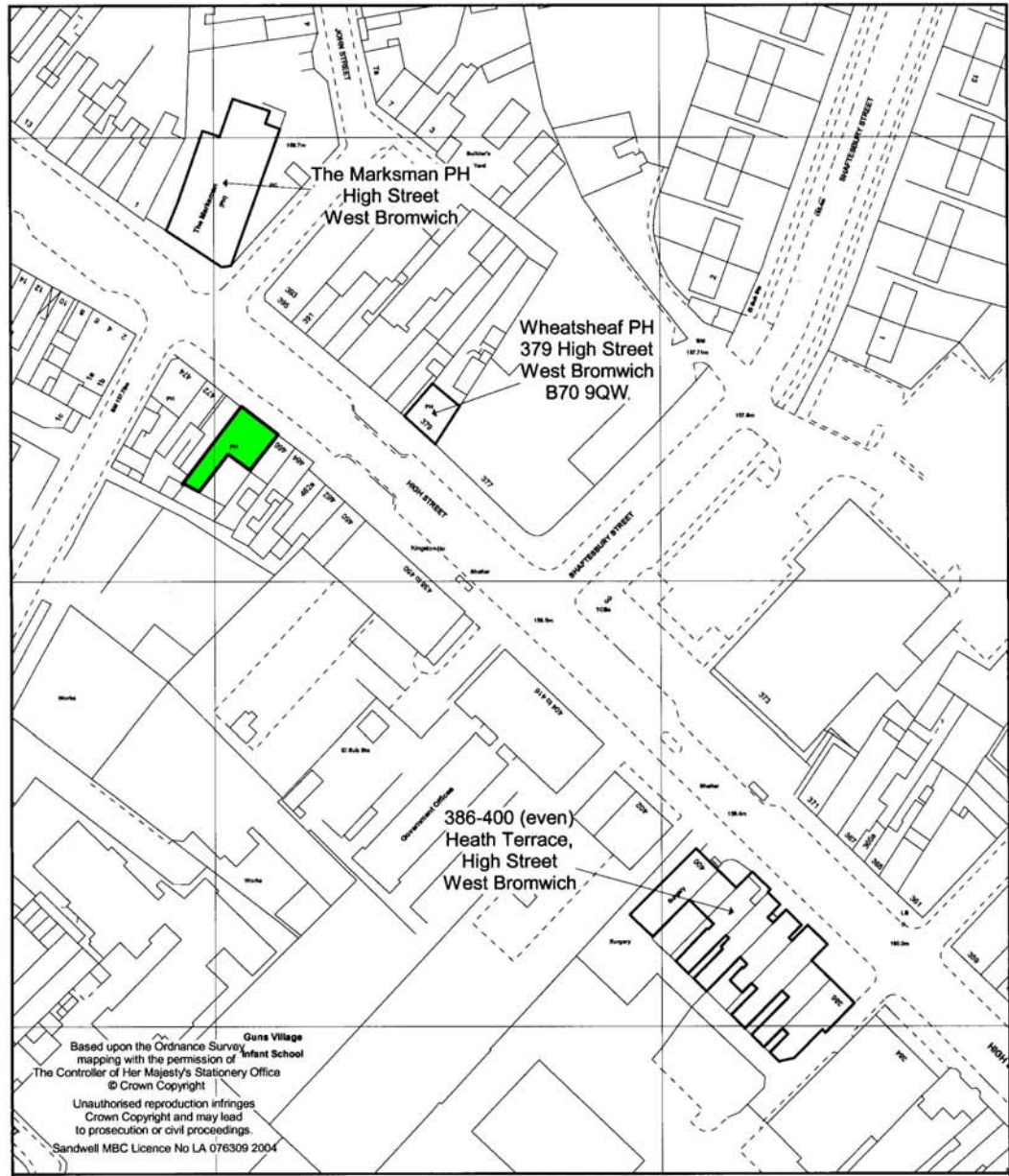
The public house is part of a terrace but separately constructed to the buildings on either side. It is of two storeys under a plain gabled roof with gable stacks. The façade is stuccoed and elaborately decorated.

The pub front on the ground floor has large windows and an off-centre main doorway and most of the detailing looks to be original, if restored, and of circa 1900 date. Above the pub front the elevation is divided into three bays by decorated brick and stucco pilasters. There is a double window in the wider central bay and single windows in the end bays; the windows have ornate brick and stucco surrounds and there is a moulded brick eaves band as well.

**Recommendations**

This is a fairly typical example of the small but elaborately fronted public house of the late-19<sup>th</sup>/early 20<sup>th</sup> century and is well preserved enough to warrant being placed on the local list.

**References**



Guns Village Infant School  
 Based upon the Ordnance Survey mapping with the permission of The Controller of Her Majesty's Stationery Office  
 © Crown Copyright  
 Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.  
 Sandwell MBC Licence No LA 076309 2004



**Buildings to be surveyed with a view to inclusion on a Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.



Scale from 100 metre grid

**Summary**

NGR: SP 000 916  
 Type: Terrace  
 MATERIALS: BRICK, STUCCO, SLATE  
 Date: early-mid 19<sup>th</sup> century  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **Yes**

**Significance**

Local: High  
 Regional: High  
 National: Low

**DESCRIPTION**

In this area, Heath Terrace is a rare surviving example of a speculative terrace built for the middle classes, probably in the early-19<sup>th</sup> century. Additions in front of the terrace, which is set back slightly from the High Street and presumably had small garden areas in front originally, have detracted from its visual appearance.

It is now divided into eight properties and this is probably the original division of the terrace; it is shown as such on the 1890 OS map, which also indicates gardens to the front and longer ones to the rear behind the shared rear wings of the individual houses.

Although there are eight properties, the uniform facade is of fifteen – not sixteen – bays. The eastern end property is only one bay wide rather than two like the rest. Both of the end gable walls are of two bays. The terrace is of three storeys, the upper storey windows being slightly lower than those on the ground floor.

Brick built, but stuccoed – possibly in its original phase – the original details are not too easy to determine. There was evidently a band course at first-floor level and a shallow plain dentilled cornice beneath the overhang of the hipped and slated shallow pitched roof. Broad brick ridge stacks survive in the eastern half of the terrace, but apart from the last one at the western end, the rest have been taken down.

At the west end, where there are no additions to the front, the end two bays have apparently been restored to include shallow arched recesses for the ground-floor windows; the first-floor windows have had their sills dropped and this is respected by the altered band course. Curiously, this dwelling has no doorway, but it may have been in one of the ground-floor window openings. To the east of this dwelling, the next has a canted ground-floor bay, clearly an addition, but a probably primary doorway. This has a good surround with a fanlight set into the semicircular stuccoed head. The detailing suggests the early-19<sup>th</sup> century, at the very end of the Regency period.

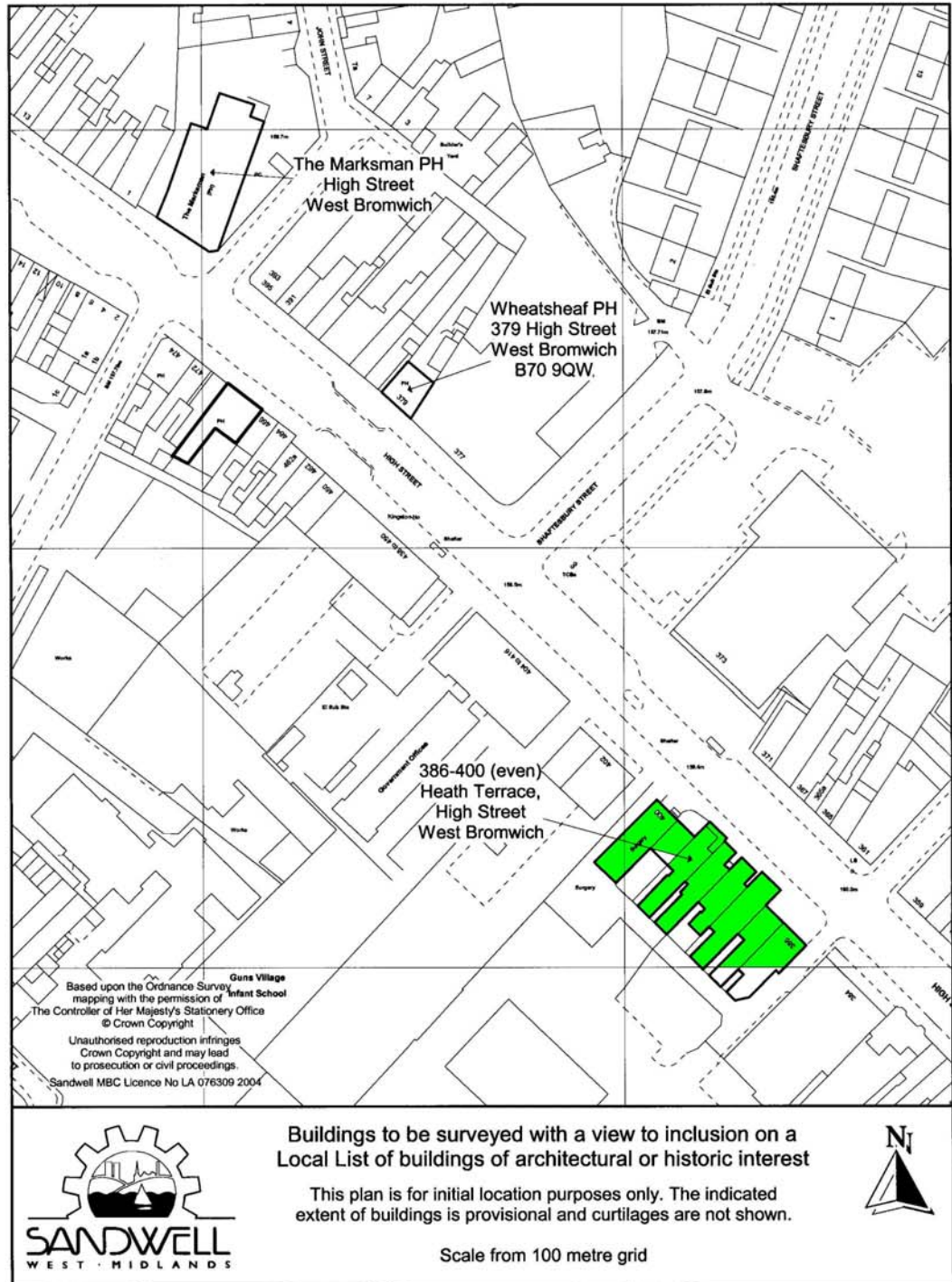
Despite the changes made to this terrace, and the unsightly accretions to the front, this is of architectural significance for this area, being a rare example of its type and date. It is an architectural reminder of a time when a terrace of this style and aspiration could still be built in West Bromwich, just before the town's accelerated development.

**Recommendations**

It is certainly worthy of being placed on the local list, and consideration needs to be given to the possibility of statutory listing especially if internal inspection reveals a high level of original fixtures and fittings.

**References**

OS, 1890



**Summary**

NGR: SP 003 916  
 Type: Ex-vicarage & hall  
 MATERIALS: BRICK, STONE, TIMBER-FRAME  
 AND TILE

Date: c.1900  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **Possibly**

**Significance**

Local: High  
 Regional: Medium

**DESCRIPTION**

The Old Vicarage and attached Hall lie just to the north of the centre of West Bromwich, close to the Registry Office and the site of the former church nearby. This was the vicarage to the adjacent parish church that has since been demolished. It is not shown on the 1890 OS map but is indicated on the 1904 edition; it was thus built between these dates. The architects were the local firm of Wood & Kendrick.

The Vicarage is a very large house, of two storeys with attics, built mainly in brick but with decorative terracotta and moulded brickwork decoration and some mock timber-framing. It is thus of the style sometimes known as the Vernacular Revival, inspired by architects such as Richard Norman Shaw. The house is deliberately and typically asymmetric, the only links being band courses of moulded brick and similarities of the decorative window surrounds of most of the windows – brick jambs and rather peculiar stone heads that appear to belong to tripartite stone windows with late-Tudor three-centred heads but which all, in fact, sashes.

The entrance front, curiously, seems to be on the north side, to Bratt Street, facing away from the former church. The doorway, set back within a flush porch with a four-centred head and pierced fanlight above beneath the dripmould, is at the left end of the elevation; to the right is a narrow window with drip mould and there is a plainer sash at first-floor level. To the right of this part of the elevation is a shallow projecting gable 'wing'; at ground-floor level is a boxy three-light bay window, and there are two sashes above at first-floor level. The gable is faced with decorative tile hanging. In the east elevation there is a tall gable faced with mock timber-framing with a central window to light the attic floor. The window pattern below is irregular. To the rear there are two projecting wings of different lengths, the east one being the longer. These both have decorative tile-hanging in the gables and irregular fenestration beneath. The western wing has been necessarily disfigured by modern fire escapes.

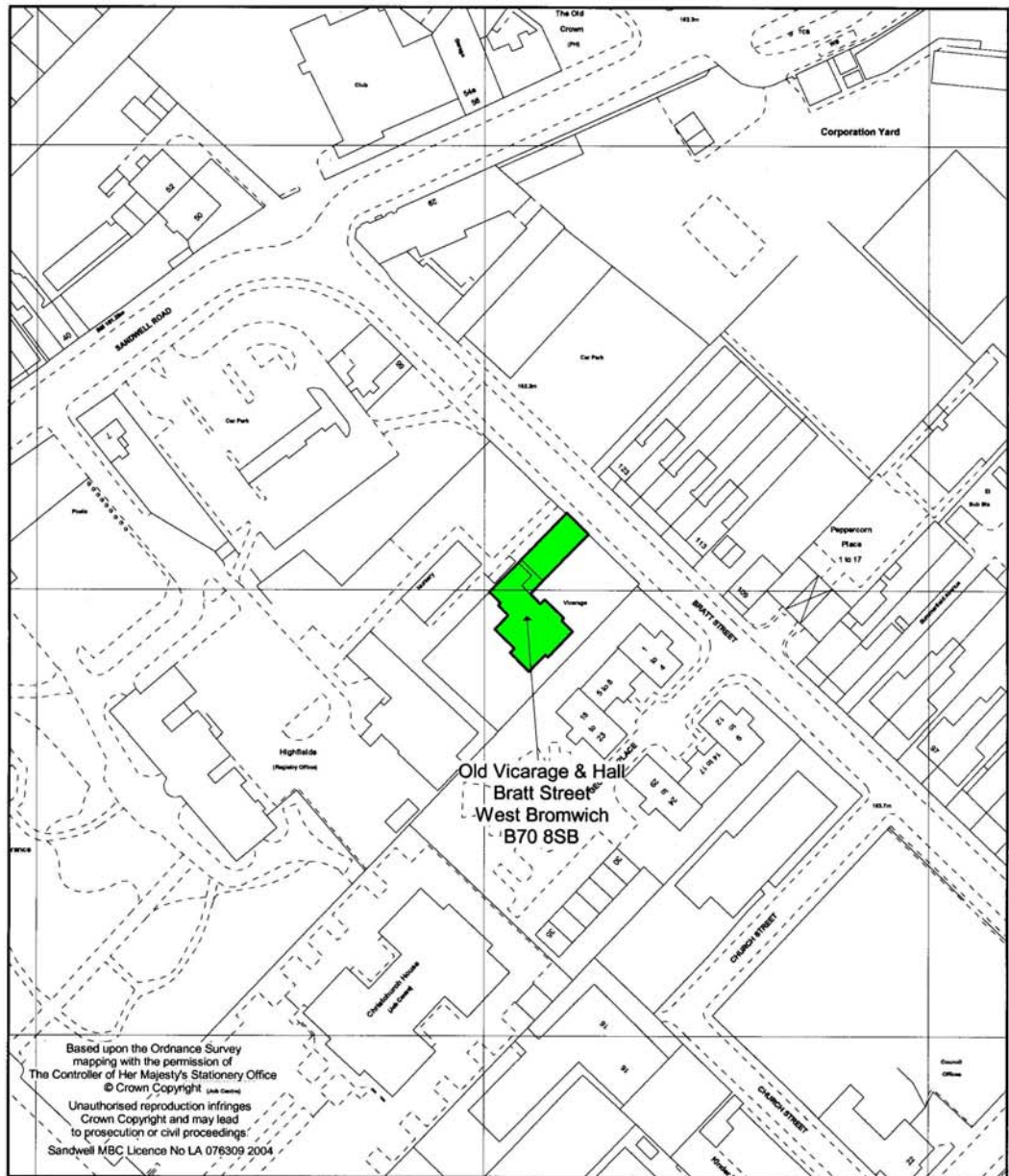
The Hall to the north-west of the house is, architecturally, a much neater composition – of single storey, built of brick and with a large window in the north gable end rising above the eaves of the tiled roof and being topped cleverly by the continuation of the main roof slopes at a higher level – with a deep coving above the top of the window to the higher eaves of this higher portion of the roof. The western side wall is blank, the main entrance being a doorway with a two-centred head at the left-hand end of the east wall. To its right (or north) are two more tall window compositions rising above eaves level – though with lower cross-dormered gables with mock timber-framing, pairs of windows at ground floor level and in the upper sections. There are some remains of the garden wall and gateway, although the grounds are partly taken up by car-parking and have certainly been reduced in size.

**Recommendations**

Overall, the two buildings form an important group and are of sufficient architectural quality and historical interest to warrant being added to the local list. The buildings are possibly worthy of putting forward for statutory listing because of their quality and rarity value in the local context.

**References**

OS, 1890; 1904; Nigel Haynes, pers.comm.



**SANDWELL**  
WEST · MIDLANDS

**Buildings to be surveyed with a view to inclusion on a  
Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.

Scale from 100 metre grid

**Summary**

NGR: SP 005 915  
 Type: Former lodge  
 MATERIALS: BRICK, STUCCO, STONE  
 DRESSINGS, TILE  
 Date: c.1900  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: Medium  
 Regional: Low

**DESCRIPTION**

This diminutive building seems to be lost amongst the later developments around it and is partly hidden behind a tall and modern garden wall. It appears to be of two separate sections. To Bratt Street is a hipped roof section of brick with dentilled eaves and modern windows. To the rear is another, and probably earlier, range at right-angles to it.

This ends, in the west gable, in a neat stuccoed blind temple front. This is of four bays separated by pilasters and topped by a triangular pediment with acroteria at the base and top, with moulded decoration within the pediment itself. If genuine, this would indicate an early-mid 19<sup>th</sup> century date in this context, and the size of the building would justify its present name.

However, the map evidence suggests that all is not what it appears to be. The lodge served a large detached house set in its own grounds to the north of Bratt Street, probably dating to the mid-late 19<sup>th</sup> century called Summerfield House. This was the home of Alderman Farley, a local benefactor who, amongst other things, donated Oak House – now one of Sandwell's museums - to the public.

On the 1890 OS map, its drive off Bratt Street is clearly shown – but there is no lodge. The lodge appears in this position by the time of the 1904 OS map, which suggests a deliberate anachronistic design for it.

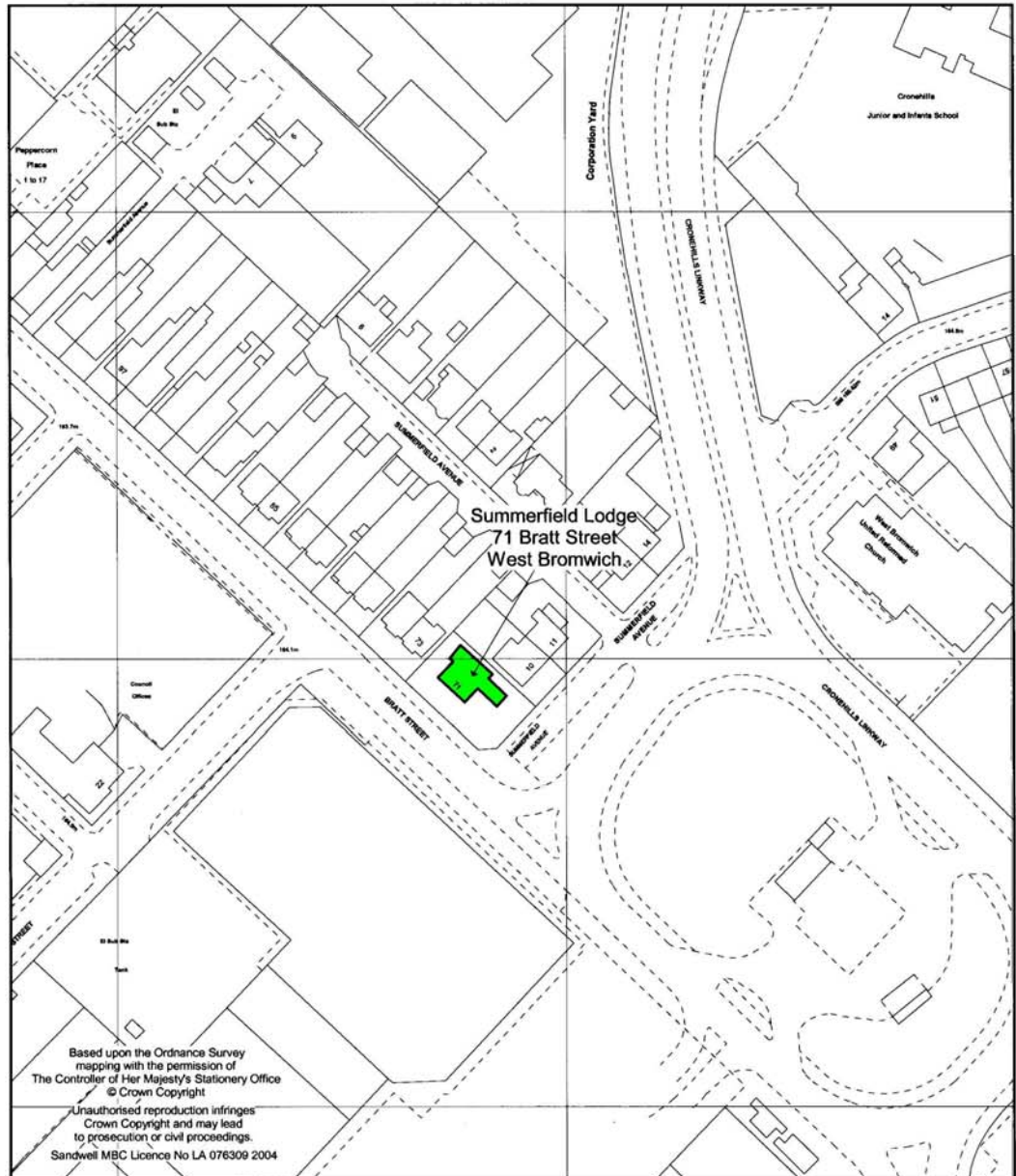
Summerfield House is still shown on the 1919 OS map but not on the 1947 edition, and it may have been demolished before the Second World War. The lodge, clearly, was not and since the 1947 map has been extended.

**Recommendations**

Although much altered, it is of architectural interest and also of historical interest as it represents an era of grander detached houses set in their own grounds before West Bromwich expanded so rapidly and changed character – and that it was still felt appropriate to add lodges to those grounds as late as 1900.

**References**

OS, 1890; 1904; 1919; 1947; Nigel Haynes, pers.comm.



**Buildings to be surveyed with a view to inclusion on a Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.

Scale from 100 metre grid





**Summary**

NGR: SP 002 914  
 Type: Post Office  
 MATERIALS: BRICK, STONE DRESSINGS  
 Date: 1918  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium  
 National: Low

**DESCRIPTION**

The Post Office was opened in 1918. Most of the older elements that make up the three-storey Old Post Office appear to have been built in one phase, but the architect deliberately created a three-bay main section and articulated this from the rest by the use of quoins and set-backs, etc.

This three bay portion is designed in a Georgian Revival style, with verged sash windows in stone frames. It has a rusticated stone ground-floor and brick-faced upper portions with stone dressings, including a boldly projecting cornice. In the centre is the main doorway with a fairly plain frame, flanked by sashes deeply recessed into the masonry. At first-floor level is a central window with a triangular pedimented above its, flanked by others with corniced heads. The second-floor windows are slightly lower and their heads are in the base of the stone cornice.

There are elongated rusticated quoins at the corners. On the west, or left-hand, return there are two bays of windows, similar in detailing to those on the main façade. To the east side of the main front is a slight set-back to a single bay section. This also has a rusticated stone ground floor but the surrounds of the first and second-floor windows are in moulded brickwork, with tripartite brick keystones in their flat arched heads; this section has no cornice.

To the rear of the main section the symmetry breaks down. In the west wall of the rear part there is a tall arched window, presumably lighting a stairhall. The rear elevation is fairly mundane and there is a suggestion that much of the top floor has been added or rebuilt. Also to the rear is a clerestory lit range of unknown date and a modern extension to the west behind a brick screen wall.

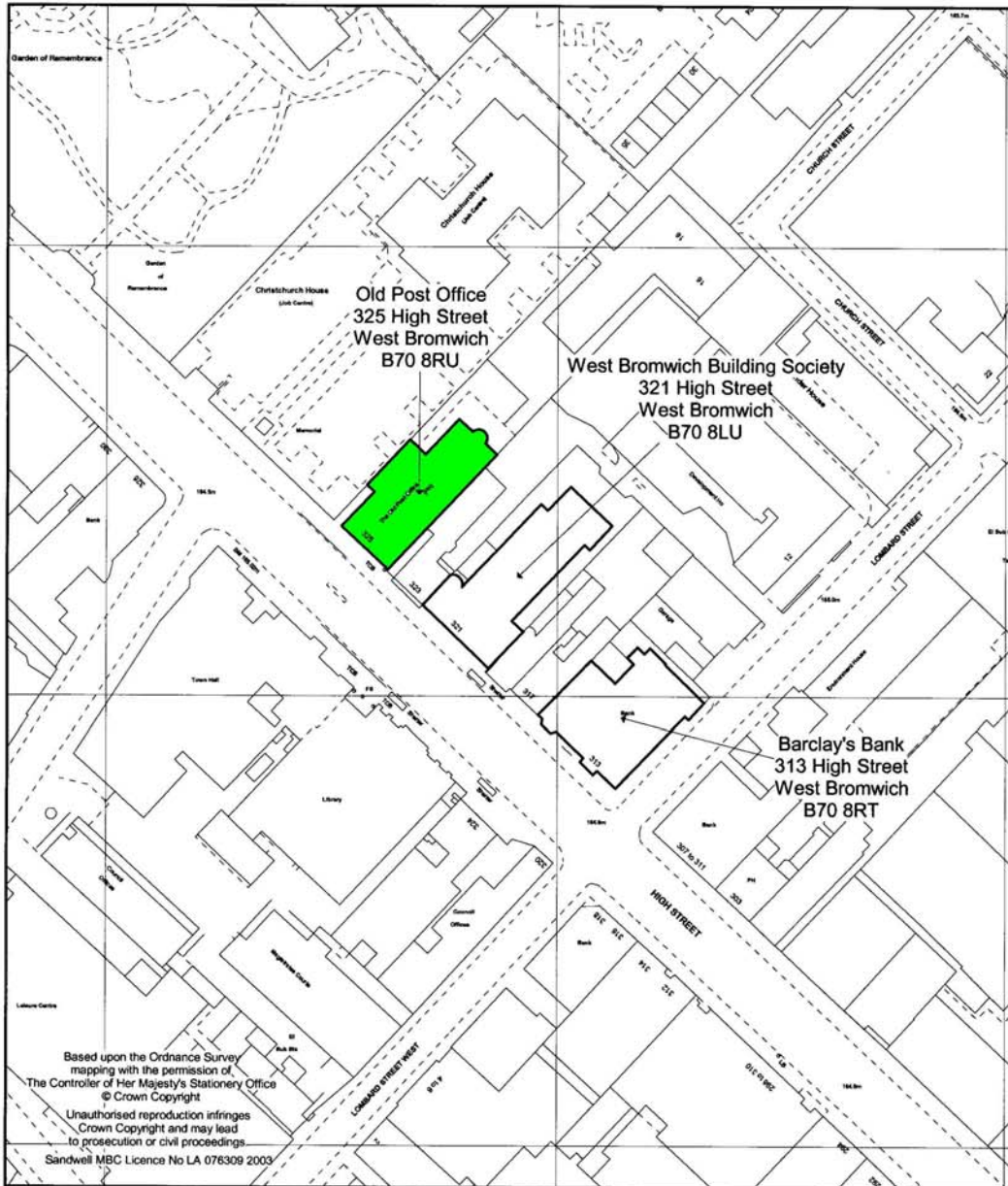
This is a rather fine example of the Georgian Revival prevalent, particularly for public buildings, at the end of the 19<sup>th</sup> and into the early-20<sup>th</sup> centuries. It also occupies a prominent site in the High Street and forms an important element within the streetscape.

**Recommendations**

The building has architectural merit and is relatively unaltered. It is also an important part of the streetscape and of the town's social and economic history and is thus worthy of being added to the local list.

**References**

Vodden, D F (1999), *West Bromwich Revisited*, 18



Based upon the Ordnance Survey mapping with the permission of The Controller of Her Majesty's Stationery Office © Crown Copyright  
 Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.  
 Sandwell MBC Licence No LA 076309 2003



**Buildings to be surveyed with a view to inclusion on a Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.



Scale from 100 metre grid

**Summary**

NGR: SP 002 914  
 Type: Bank  
 MATERIALS: BRICK; STONE OR CEMENT  
 DRESSING  
 Date: 1921  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium

**DESCRIPTION**

A large six bay, three-storey building, certainly built between the World Wars and dated by one source to 1921. It is built to a mid-18<sup>th</sup> century Georgian style. It has a ground floor faced with rusticated stone (or Portland cement) and upper storeys of brick with stone (or cement) dressings. The upper section of the design is fairly straightforward but the ground-floor diverges somewhat from Georgian practise.

The rustication of the ground floor does not rise to the bold band course at first-floor level. Instead, the ground-floor openings have flat arched heads within the rustication – decorated with figure head keystones - a little below that band course. Between these heads and the band course there is room for an additional window, two panes high.

Other than this detail the basic layout of the façade is straightforward. Any stylistic problem there may have been by creating a symmetrical single entrance into a six bay façade was sidestepped by emphasising the end bays and having the main entrances in them. The doorways are quite plain and there are plain panels above the opening and their decorative heads; the windows above the heads act as fanlights.

At either end of the first-floor there are tall sashes set in full aedicules complete with triangular pedimented heads and balustraded balconies. The rest of the windows at this level and all of those above are fairly plain, with sashes under rubbed brick flat arches with decorated stone (or cement) keystones. At the wall top is a plain stone cornice band below a fairly plain brick parapet with panelling to match the rhythm of the bays beneath. The rear elevations are partly obscured and fairly utilitarian.

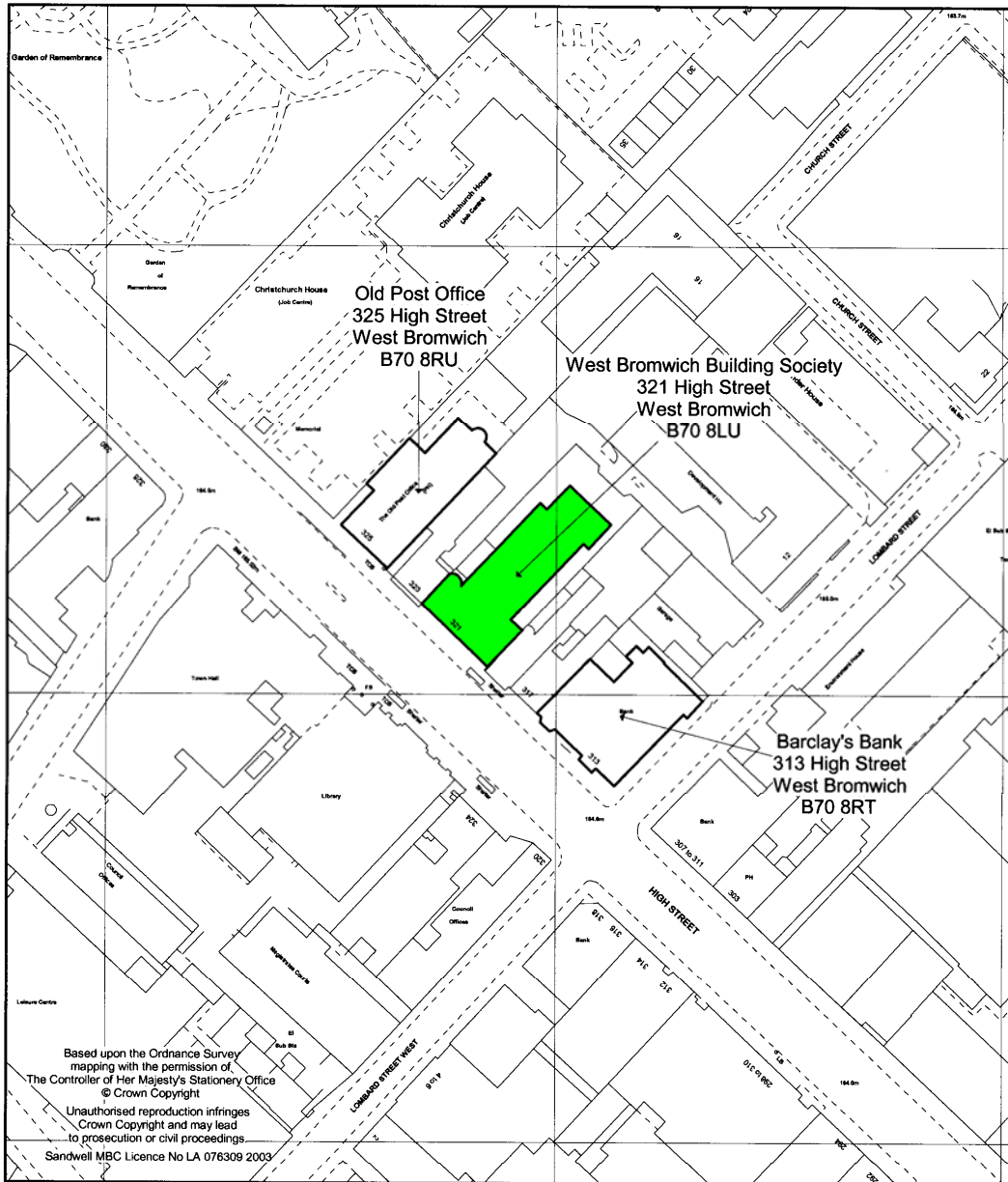
As a large and bold example of its genre, this is a building of sufficient architectural interest to warrant being placed on the local list, and it is also a significant contributor to the character of the streetscape. It is also another of the rather good collection of finance related buildings in Sandwell and of obvious local importance as the West Bromwich Building Society.

**Recommendations**

This is an early-20<sup>th</sup> century commercial building of sufficient architectural quality and street presence to warrant being placed on the local list.

**REFERENCES**

Vodden, D F (1999), *West Bromwich Revisited*, 17



Based upon the Ordnance Survey mapping with the permission of The Controller of Her Majesty's Stationery Office © Crown Copyright  
 Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.  
 Sandwell MBC Licence No LA 076309 2003

**SANDWELL**  
WEST MIDLANDS

**Buildings to be surveyed with a view to inclusion on a Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.

Scale from 100 metre grid

**Summary**

NGR: SP 003 913  
 Type: Bank  
 MATERIALS: BRICK AND STUCCO  
 Date: c.1900  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium  
 National: Low

**DESCRIPTION**

Compared to most of the corporate and public buildings in the High Street, this bank is on a relatively domestic scale especially as it is only on two storeys. It is faced in render and has a rusticated ground floor and dentilled cornice. The detailing is that of the mid-18<sup>th</sup> century but the building is probably of *circa* 1900.

The main elevation to the High Street is of seven bays but deliberately asymmetric. The westernmost (left-hand) bay is literally a bay – a canted full-height window bay with pilastered mullions and rather curiously topped by a small triangular pediment. The third bay from the east is the main entrance bay and has a projecting single-storey porch topped with a small balustrade. Above it the bay is set forward slightly and is topped by a triangular pediment above the cornice. There is another entrance immediately to the east of the canted westernmost bay.

The windows at ground-floor level are fairly plain and have been renewed. Those on the first-floor have eared stucco surrounds with key-stoned heads and projecting sills. They contain plate-glass sashes.

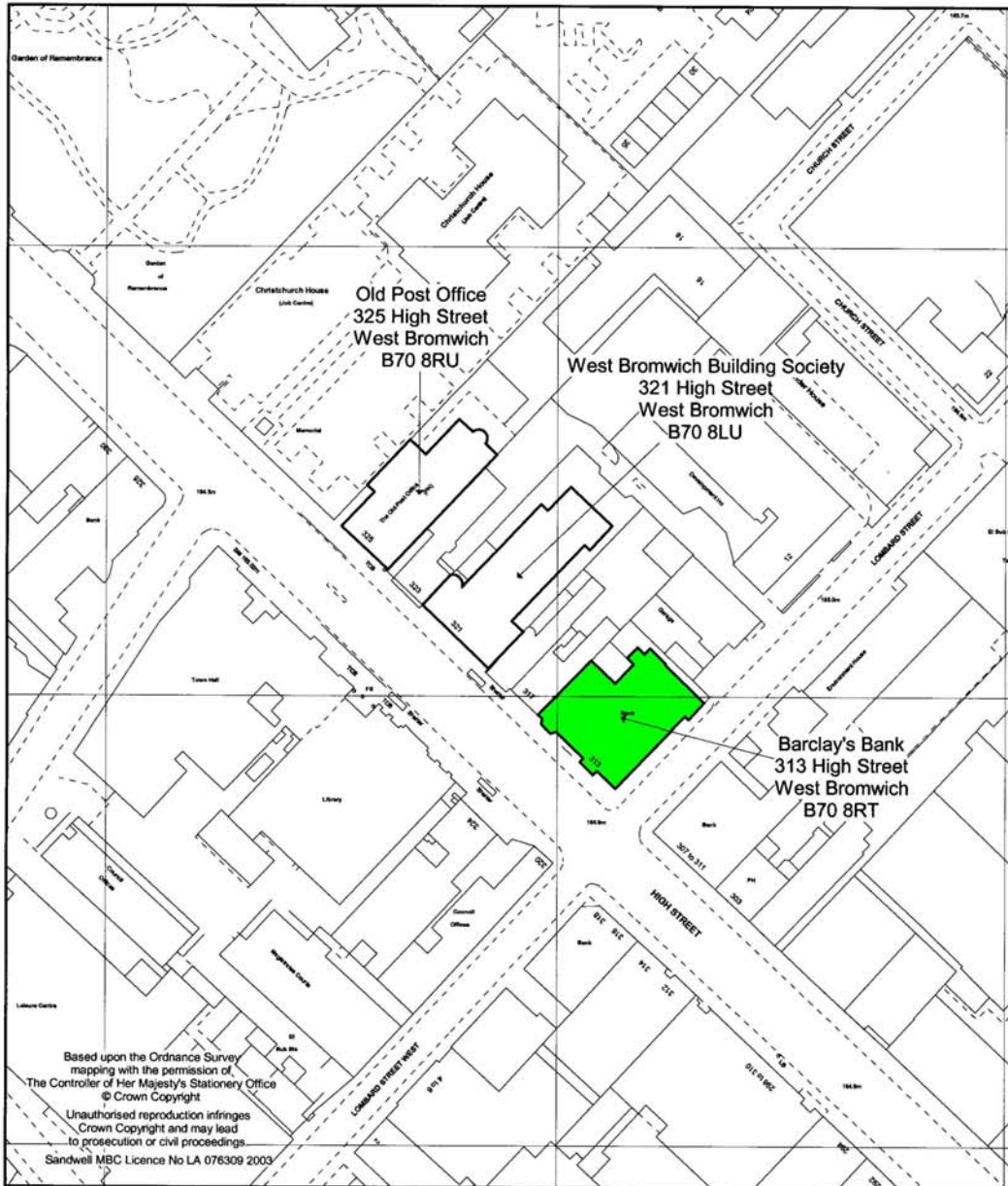
The east, or Lombard Street, return is of three bays, recessed slightly between the end piers of the elevation. The ground-floor windows are fairly plain and set into the rusticated stucco, whilst the three upper ones are like those on the main façade. Above them, the cornice steps forward slightly and is topped by a triangular pediment. There is an additional first-floor window, not part of the overall pattern, at the north end of this elevation. The main roof is hipped, with cross-roofs from it to the rear of the pedimented gables; it is covered with slate.

This is a rather attractive building that sits comfortably with its domestic and rather earlier (and Grade II listed) mid-19<sup>th</sup> century neighbours immediately to the west. It is also another of the rather good collection of finance related buildings in Sandwell. Only the modern corporate bank signs detract from the appearance of the building.

**RECOMMENDATIONS**

As a good and little altered example of an early-20<sup>th</sup> century bank of good architectural quality, this is worthy of being placed on the local list.

**REFERENCES**



**SANDWELL**  
WEST · MIDLANDS

**Buildings to be surveyed with a view to inclusion on a  
Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.

Scale from 100 metre grid

**Summary**

NGR: SP 001 912  
 Type: Masonic Hall  
 MATERIALS: BRICK, TERRACOTTA, TILE  
 Date: 1889  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium  
 National: Low

**DESCRIPTION**

This bold brick building was begun in 1889 as the West Bromwich Masonry Hall by the Freemasons of Staffordshire. The main façade faces north, to Edward Street, and the design suggests that there may have been an intention to build a further wing on the right-hand side of the present block which was never completed. The bricks are well made and well laid and there is a considerable use made of moulded brickwork for decorative panels and band courses.

The main, right-hand or west, portion consists has sashes on the ground floor with a huge tripartite window on the first, presumably lighting a large hall. This, in turn, is topped by a coped shaped 'Flemish' gable with two further window openings or loops in it, and is flanked by paired brick finials. This hall section has a large pitched roof behind the front gable front, a completely blank west wall, and a plainer tripartite window arrangement lighting the southern end of the first-floor hall.

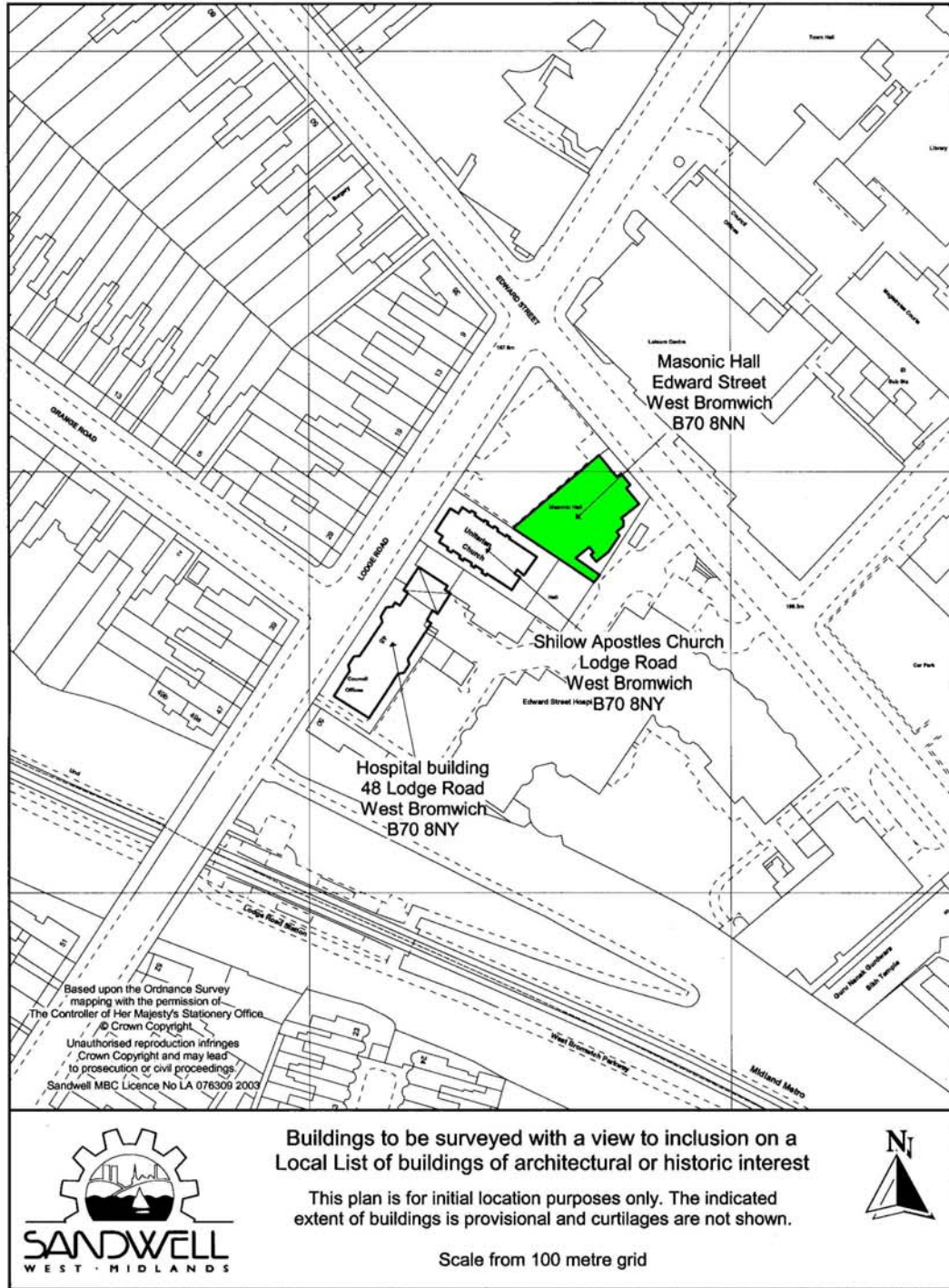
Attached to, and contemporary with, the hall block is an east wing, lower but also of two storeys, under a separate hipped roof. At the north end there is a large window on the ground floor and a pair of sashes above at first-floor level. In the east elevation there is a projecting canted bay that rises to slightly above the eaves of the main roof and which has its own hipped cross-gabled roof running back towards the hall range. The windows at first-floor level have some stained glass work and it is probably the position of the stair hall. Above those windows, at the top of the bay, there are panels of moulded brickwork.

There is a small ground-floor window just to the north of the bay, and a blind window of the same size above it at first-floor levels. There are more windows, with segmental brick heads, to the south of the bay. On the north elevation the ornate porch straddles the junction between the Hall section and the east wing and is clearly contemporary with both.

**Recommendations**

This is not an architectural masterpiece but is a building of architectural interest simply by virtue of its confident design and by its historical connections with local freemasonry. It is thus worthy of being placed on the local list.

**References**





**Summary**

NGR: SP 001 912  
 Type: Chapel  
 MATERIALS: BRICK, RENDER  
 Date: 1875  
 Condition: Good

**Assessment**

Recommended for Local List: **Possible**  
 Recommended for Statutory List: **No**

**Significance**

Local: Medium  
 Regional: Low  
 National: Low

**DESCRIPTION**

This is a small former century Unitarian Chapel, opened in 1875, now used by a different Christian congregation. It mainly consists of a single tall gabled chapel with a triple porch at the west end. The central part of the porch has a tall two-centre headed doorway and is flanked by smaller gabled elements with tall single loops in their front walls.

The main feature of the chapel is the large west window above the porch, an Early English-style five-light arrangement consisting with the two-centred arched heads of the narrow lights increasing in size to the central one but all springing from the same level; as a result the inner three lights have stilted arched heads. A dripmould follows the run of the arches and there is a further foiled opening in the gable, beneath a diminutive bell cote atop of the coped gable. The side walls are articulated into five bays by stepped buttresses and there are pairs of trefoil headed narrow windows in each bay.

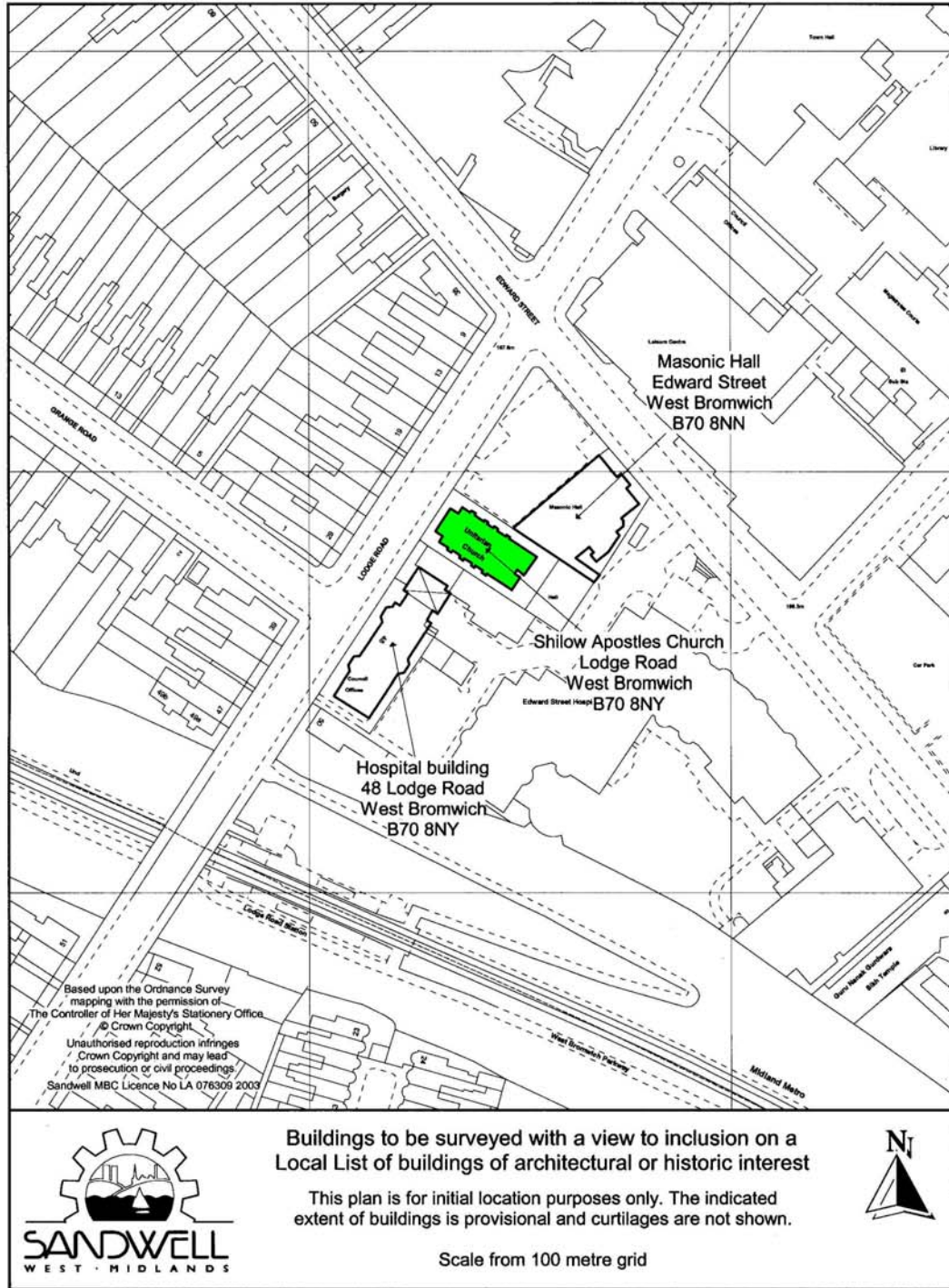
The chapel is a fairly typical example of its time and of little architectural worth. Any significance it once had has been obliterated by the modern render covering of the exterior and the new tiles of the roof.

**Recommendations**

Its historical significance as a place of worship in continuing use could just be enough to allow it to be on the local list, but the decision would be a marginal one.

**References**

VCH, 1976, 70



**Summary**

NGR: SP 001 912  
 Type: Former hospital building  
 MATERIALS: BRICK, STONE DRESSINGS  
 Date: 1905  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium  
 National: Low

**DESCRIPTION**

This is a long and quite large brick-built range with stone dressings and a prominent cornice in a Georgian Revival style on the east side of Lodge Road. The foundation stone was laid by the Earl of Dartmouth, in his capacity as Grand Mason of the Freemasons of Staffordshire, in 1905. The architects were Wood & Kendrick, a little known local firm who also built the Art Gallery in Wednesbury (1891) and restored Oak House, West Bromwich (1898). It was connected to the West Bromwich District Hospital to the east of the site.

It is of three storeys with a main block of nine bays, with brick band courses at the main floor levels. This is not a symmetrical elevation, however. The sash windows have rubbed brick heads with central keystones – those on the ground floor have flat arches and those on the upper floors, segmental ones. The third bay from the north is clearly the stair hall bay and is of just two windows high, with a tall ground floor window with arched head above the date plaque and an equally tall upper window with its head in the eaves; the glazing has some painted glass in a vaguely Art Nouveau style.

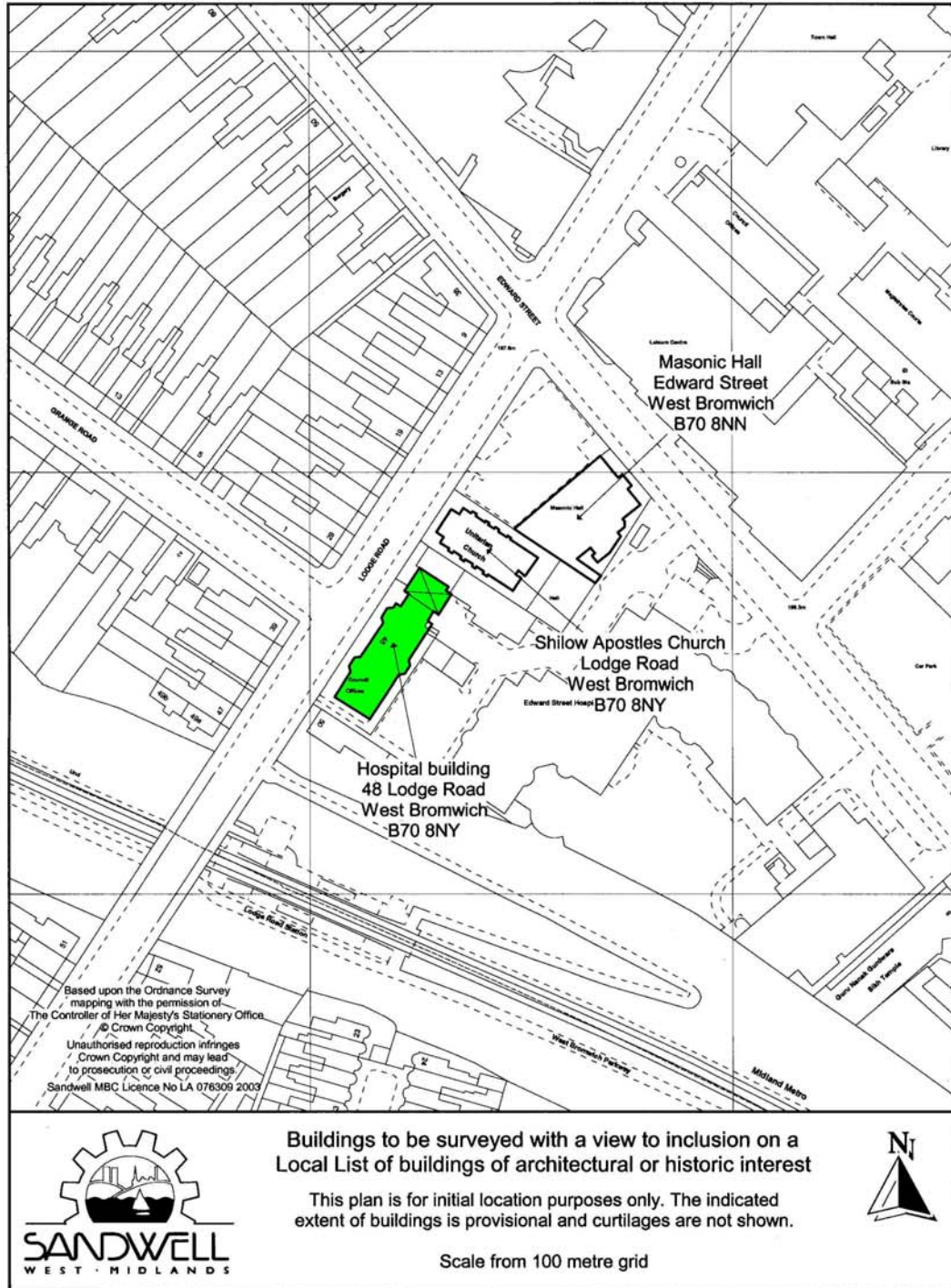
The other bays are in pairs; to the south of the stair bay there are three such pairs, the middle one of which has a slight step forward flanking the windows, a large ground-floor canted bay, and a pedimented top – as does the pair to the north of the stair bay. The south gable elevation is quite plain.

At the northern end is a probably contemporary but deliberately articulated section, consisting of a two bay section set back from the main façade and a second two bay section on the same alignment. This has, at ground-floor level, a broad flat-topped carriageway through it.

**Recommendations**

The building is an interesting and well-crafted design with a degree of historical significance, especially when related to the nearby Freemasons' Hall. It is worthy of being added to the local list. Additional research is needed to understand its origins.

**References**



**Summary**

NGR: SP 004 912  
 Type: Bank  
 MATERIALS: BRICK; STONE/CEMENT  
 Date: Early-mid 20<sup>th</sup> century  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: Medium  
 Regional: Low  
 National: Low

**DESCRIPTION**

This is a tall and interesting early-20<sup>th</sup> century bank, yet another of the good collection of such buildings in the Sandwell MBC area. It is built in a vaguely, and certainly not slavish, Georgian style and is of brick above a stuccoed and rusticated ground floor level.

It is of six bays on the main elevation, south to the High Street, and of three storeys high. The main entrance, with a console-bracketed hood mould of mid-17<sup>th</sup> century form, is at the right-hand end of the elevation. The five windows have simply moulded surrounds within the rusticated masonry beneath a deep moulded first-floor band course.

The first and second floor windows are virtually linked in tall stone or stucco frames that are subtly recessed in the brick work, though they have their own discrete eared frames. At the base of each first-floor window is a balustrade. These exaggerated rusticated keystones enriched with acanthus and anthemion and are on top of a band of rusticated masonry between the tops of the first-floor and the sills of the second-floor windows.

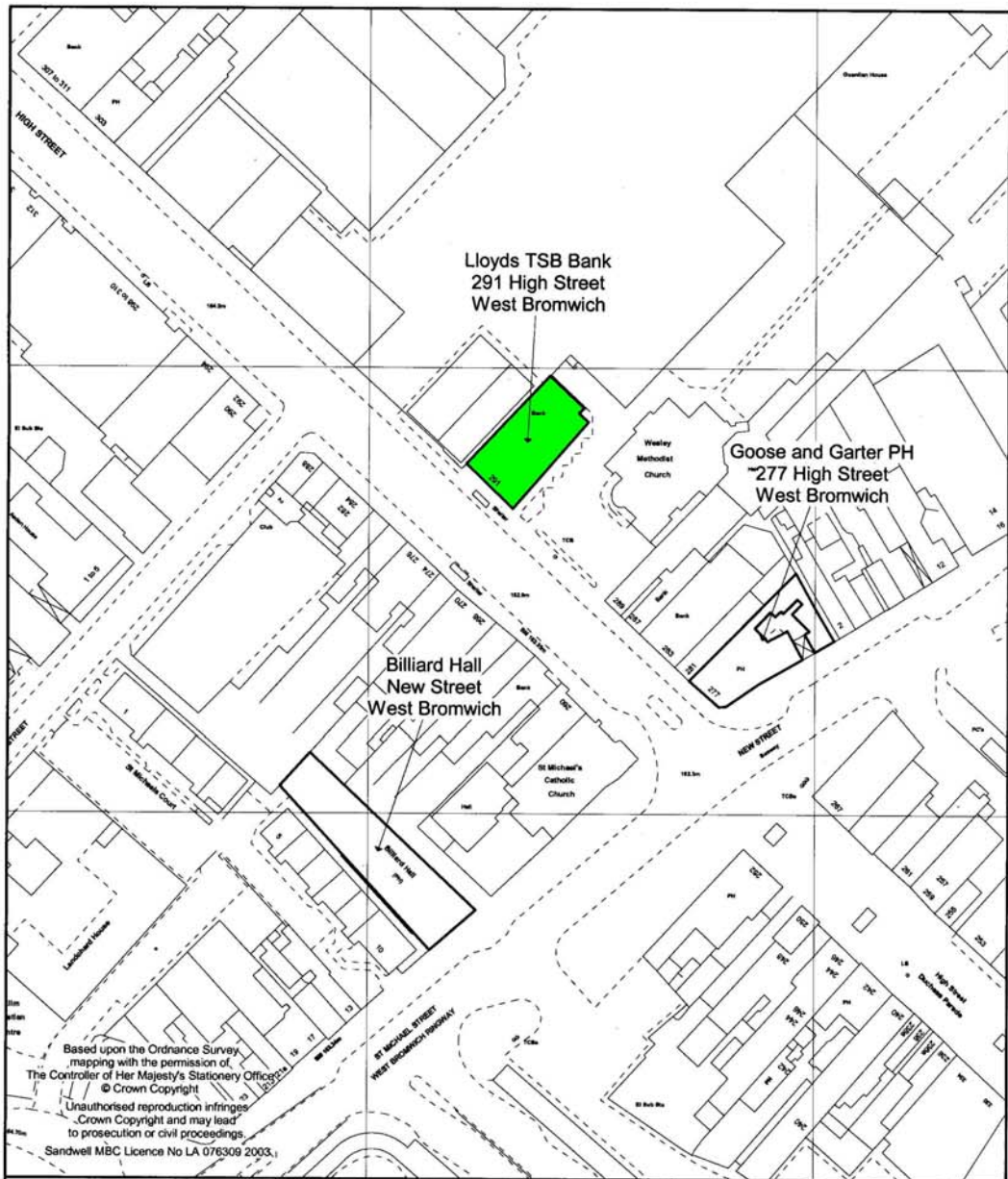
The side elevation to the east is less regular but still has a single bay of windows treated in a similar manner above the ground-floor rustication. The roof has hipped ends and neatly dentilled eaves and cornice.

Overall, this is a building of good architectural quality, built in a vaguely Georgian style but with sufficient character of its own time to not be a slavish replication of the past. It was probably built between the two World Wars.

**Recommendations**

This is probably worthy of being on the local list for its architectural quality, and as one of the good collection of banks within the area.

**References**



Based upon the Ordnance Survey mapping with the permission of The Controller of Her Majesty's Stationary Office. © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Sandwell MBC Licence No LA 076309 2003.

**SANDWELL**  
WEST · MIDLANDS

**Buildings to be surveyed with a view to inclusion on a Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.

Scale from 100 metre grid

**Summary**

NGR: SP 004 912  
 Type: Public House  
 MATERIALS: BRICK, TERRACOTTA, STUCCO  
 Date: Late-19<sup>th</sup> century  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium  
 National: Low

**DESCRIPTION**

The Goose & Garter Public House is on the corner of High Street and New Street, at the north-west angle of the cross-roads. It is of late-19<sup>th</sup> century date and appears on the 1890 edition of the OS map. Formerly called the Sandwell Hotel, it was until recently also known as the Goose & Granite. It is of two distinct parts – the main public house on the corner of the streets and an attached addition to the north of New Street. The main section is stuccoed and painted, the other part of brick with stucco and stone dressings.

The main portion is dripping with decoration, most of it best designed as the Artisan Mannerism of the mid-17<sup>th</sup> century. This includes two rows of moulded brickwork under the dentilled eaves, and moulded band courses at both upper floor levels. The corner has a narrow cant but no doorway. It is flanked by bulbous richly decorated pilasters at first-floor level and flatter ones at second-floor level, with shell-headed niches between them at each level. The doorways are at the outward ends of the two street elevations.

On the High Street, the doorway is at the left hand end and is topped by a triangular pediment. This elevation is of four bays grouped into two pairs by the bulbous ornate pilasters. The ground-floor windows are separated by pilasters and have been re-glazed. Above, the first-floor windows have sashes set in moulded frames with pulvinated friezes and oddly arched pediments. The second-floor windows have flat heads under segmental rusticated heads. On the New Street elevation the doorway is at the right-hand end of the elevation and has a more wavy type of pediment. This is of three elevations, but interrupted by a huge framed plaque at first-floor level. The details of the windows in the one bay to its left and the two to its right are virtually identical to those on the High Street elevation.

The northern addition seems to consist of a tall first-floor function room above a lower ground-floor room. This lower section is faced in rusticated stone or stucco and has a carriageway through it. The windows and the former carriageway opening have segmental heads in the rusticated masonry. At first-floor level is of five symmetrical bays, the middle one being quite small and consisting of a round-headed window above an attached pedestal. To either side there are tall windows framed in stone or stucco with deep pseudo balustrades at their bases and triangular pediments; these windows have etched glass of uncertain date. The roof is plain gabled.

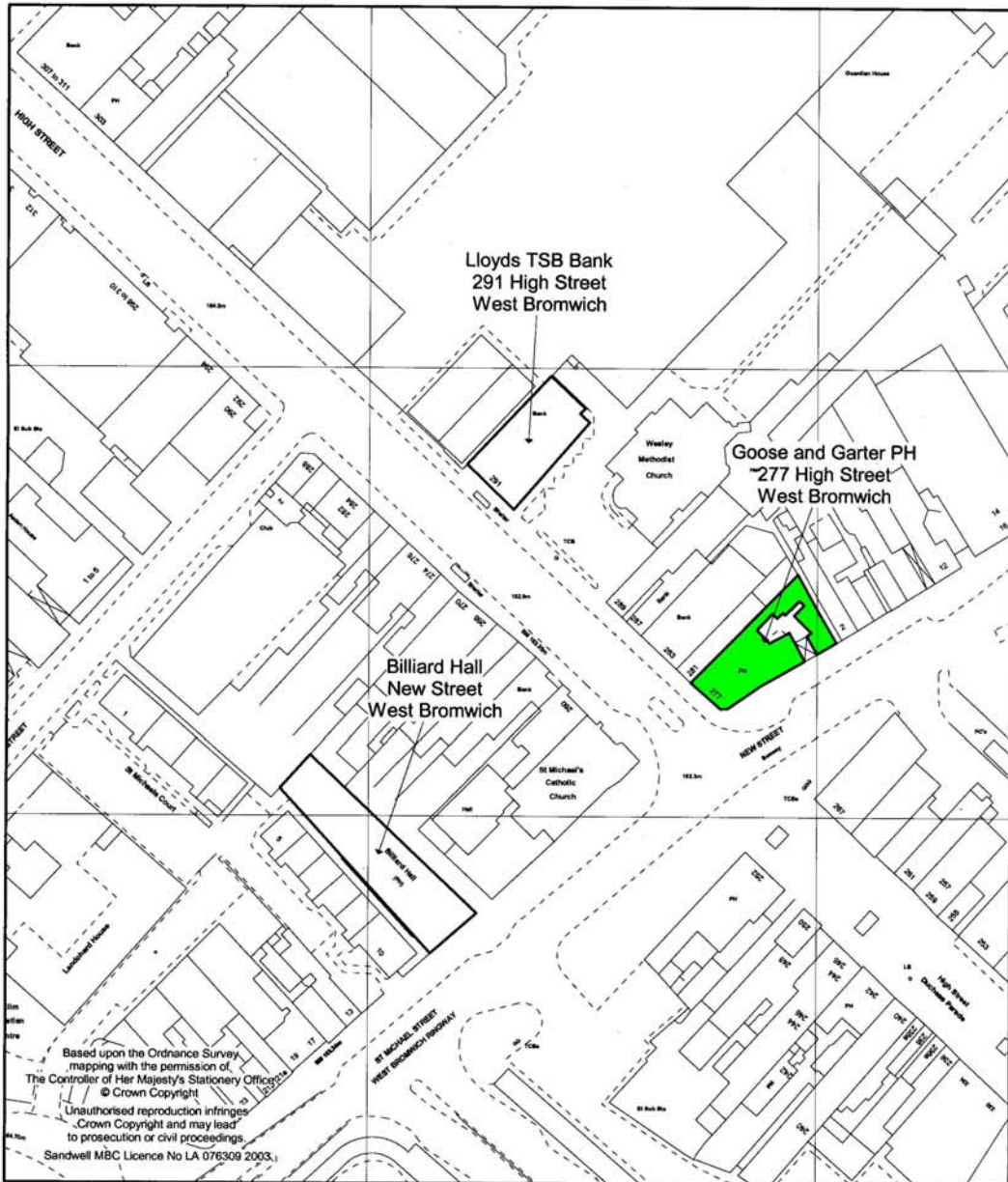
This was an ambitious and ornately detailed building of the late-19<sup>th</sup> or very early-20<sup>th</sup> century. It is rather pretentious but in spite of itself, an attractive building and an important contributor to the remaining character of the streetscape.


**Recommendations**

This is a building of considerable streetscape value and confident architectural style that is also still an important part of the social and recreational life of the town centre. As such it is worthy of being placed on the local list.

**References**


OS, 1890; Vodden, D F (1999), *West Bromwich Revisited*, 26





**SANDWELL**  
WEST · MIDLANDS

**Buildings to be surveyed with a view to inclusion on a  
Local List of buildings of architectural or historic interest**



This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.

Scale from 100 metre grid



**Summary**

NGR: SP 004 911  
 Type: Public House, ex-Billiard Hall  
 MATERIALS: BRICK, TERRACOTTA, STUCCO  
 Date: 1913  
 Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **Yes**

**Significance**

Local: High  
 Regional: High  
 National: High

**DESCRIPTION**

Recently well-restored and now a public house, this was originally a purpose-built billiard hall of 1913 and is labelled as such on the 1919 OS map. The rear portion of the Billiard Hall is essentially a brick box under a corrugated sheeted shed roof, but the façade to New Street is a surprising and rare survival. This is of single storey and constructed of brick, stucco and terracotta.

The main façade, at the east end to New Street, consists of a main central section under a huge segmental pediment (an echo of Fenchurch Street station in London). The central doorway is reached up a flight of steps and is flanked on either side by windows in rectangular moulded frames with keystones, horizontal rather than vertical. This elevation is articulated by panelled pilasters. In the pediment are the words 'Billiard Hall' on a garter band, above a cartouche with swags and a pair of billiard cues with balls. All this is painted terracotta work.

To either side of the pediment are short stubby towers. These have square windows at ground floor level with similar detailing to the others. Above a flat band course are eared terracotta panels of crossed cues with balls and the towers are topped by a cornice.

Set back from the main porch area and the segmental pediment is the gable end of the body of the billiard hall, faced with brick. This has, high up, a round window in a rusticated stone frame set between two stone or stucco band courses; the coped gable is topped by a finial bearing the date.

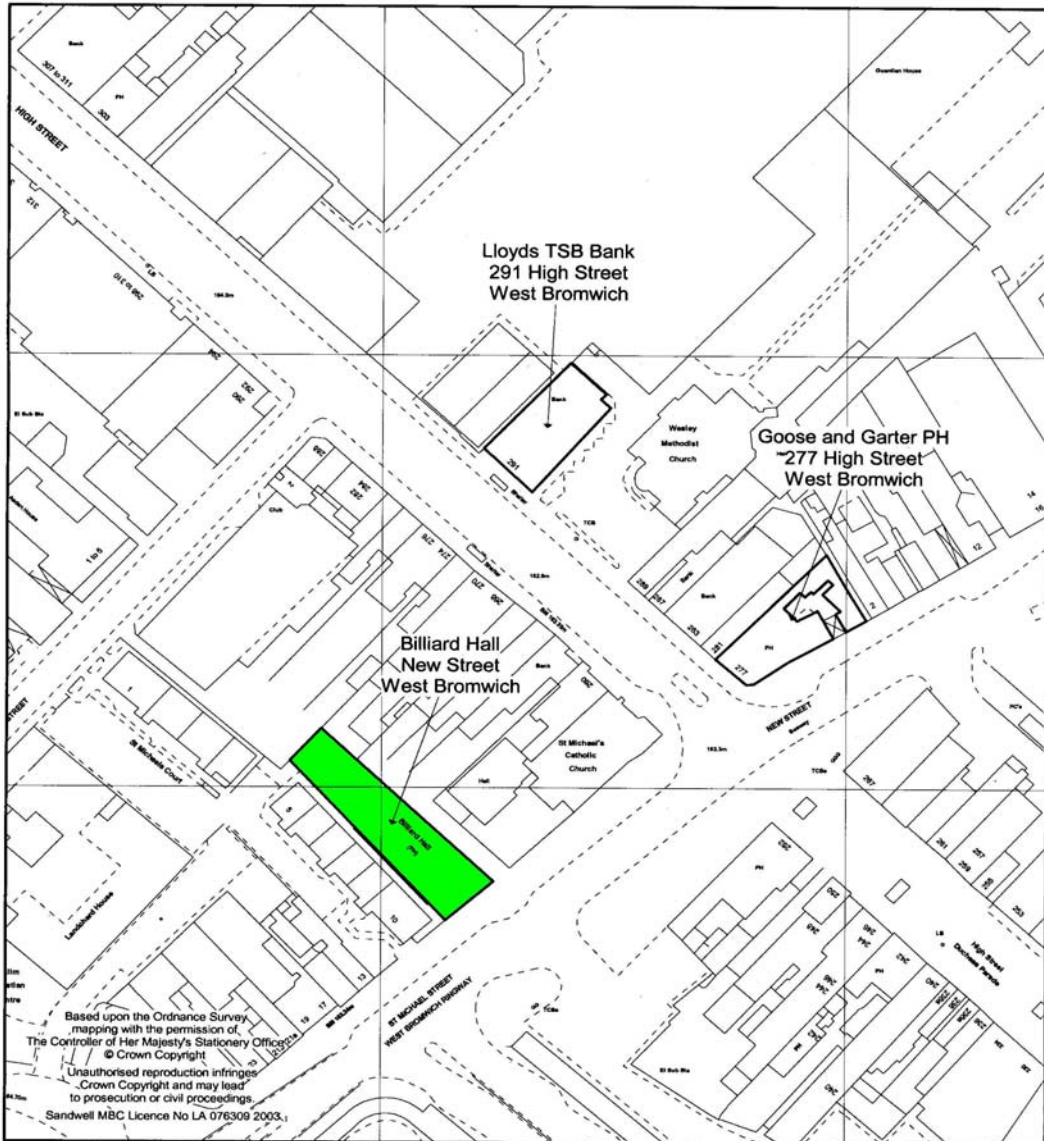
As a billiard hall of its date it is a rare survival and, externally, it was little altered in the recent restoration. The frontispiece is a small but delightful architectural composition, typical of its date but rare in its design because of the building's purpose.

**Recommendations**

This is an important example of a recreational building of the early-20<sup>th</sup> century still in use. As such it should definitely be on the local list, and some consideration should be given to placing it on the statutory list because of its rarity value.

**References**

OS, 1919



**SANDWELL**  
WEST · MIDLANDS

**Buildings to be surveyed with a view to inclusion on a Local List of buildings of architectural or historic interest**

This plan is for initial location purposes only. The indicated extent of buildings is provisional and curtilages are not shown.

Scale from 100 metre grid

HMRA HUCP Building Appraisal Data Sheet

West Bromwich

Site: 50 – 52 Bratt Street

Survey N°:WBA01

**Summary**

NGR:  
 Type: Residential  
 Materials: Brick, stone, slates  
 Date: Late 19<sup>th</sup> century  
 Condition: Poor

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **No**

**Significance**

Local: High  
 Regional: Medium  
 National: Low



**DESCRIPTION**

Built in the late 19<sup>th</sup> century as a pair of dwellings, this building is indicated on the Ordnance Survey map of 1890. It was later converted into a hotel, but is currently redundant. It remains close to its original form, with interesting interiors, and may be considered to be good example of a building of its time.

This is a substantial two-storey Victorian building with the north-east elevation (the elevation facing the Labour Club) forming its principle façade. This building has six substantial chimneystacks, which are principally of red brickwork – but with blue brick corbelling and stringcourses providing enrichments. It has a hipped slate covered roof. There is a glazed porch to the main entrance door in the centre of the north-west façade. To the principle (north-east) façade there are a total of twelve large timber sash windows (six to the first floor and six to the ground floor). The ground floor windows have ornate decorative canopies. This façade is substantially hidden by ivy at present. The walls are faced in fine orange coloured brickwork with fine joints. The plinth is faced in blue brickwork. The rear elevation is currently substantially obscured by vegetation and lacks the classical purity of the principle façade.

**RECOMMENDATIONS**

This building has architectural merit, is relatively unaltered, and is regarded as being historically significant by local people. It is therefore worthy of being added to the local list.

**REFERENCES**

OS 1890; Nigel Haynes personal comments

HMRA HUCP Building Appraisal Data Sheet

West Bromwich

Site: 113 – 123 Bratt Street

Survey N<sup>o</sup>:WBA02

**Summary**

NGR:  
Type: Residential  
Materials: Brick, terracotta, clay tiles  
Date: c 1920  
Condition: Good

**Assessment**

Recommended for Local List: **Yes**  
Recommended for Statutory List: **No**

**Significance**

Local: High  
Regional: Medium  
National: Low



**DESCRIPTION**

This terrace of six houses was built, circa 1920, for the curates of Christ Church. They are indicated on the Ordnance Survey map of 1919. They are sometimes called 'The Saints', presumably because each is named after a different Saint.

These buildings comprise six terraced two-storey houses with their principle façade to Bratt Street, facing the old Vicarage and Old Hall. They are strongly visually linked with the Old Vicarage and Old Hall. There are a total of eight chimneystacks, each of which has been enriched with ornate terracotta work. The roof coverings comprise plain clay tiles with ornate clay ridge tiles. To the principle façade, each of the central four dwellings has a large brick gable at roof level capped with buff-coloured terracotta copings and enriched with an ornate buff-coloured terracotta central feature. Each of the six main entrances has an ornate buff-coloured terracotta surround. The predominant facing material to the walls is red brickwork. Each dwelling has, to its principle façade, a two-storey high curved bay window feature with a flat lead covered roof and a rendered infill panel between the ground and first floor windows. There are ornate walls to the front gardens, which have also been enriched with buff-coloured terracotta work.

**RECOMMENDATIONS**

This terrace of houses forms part of a visually attractive and historically significant cluster of buildings. In their own right they are of architectural merit, remain unspoiled, and are historically significant. They are therefore worthy of inclusion on the local list.

**REFERENCES**

OS 1919; Nigel Haynes personal comments

HMRA HUCP Building Appraisal Data Sheet

West Bromwich

Site: Anchor Public House, High Street

Survey N°:WBA03

**Summary**

NGR:  
Type: Public House  
Materials: Brick, timber, slates  
Date: Late 19<sup>th</sup> century  
Condition: Fair

**Assessment**

Recommended for Local List: **Yes**  
Recommended for Statutory List: **No**

**Significance**

Local: Medium  
Regional: Low  
National: Low



**DESCRIPTION**

This building is indicated on the Ordnance Survey map of 1890, where it is described as being an Inn.

This is a three-storey building with a slate covered roof and three chimneystacks to the High Street side. The principle façade, to the High Street, has three timber sash windows at second floor level, two timber sash windows and a timber bay window at first floor level, and a shop frontage extending to the full width of the property at ground floor level. Each of the two first floor sash windows has an ornate canopy over. The first-floor bay window is clearly not of the same period as the other windows, and is a later addition. The walls at first and second floor level are faced in orange-coloured brickwork. There is a wrought-iron anchor feature fixed to the principle façade at first floor level.

**RECOMMENDATIONS**

This building constitutes a historically significant element in the street scene of the High Street, and is worthy of inclusion on the local list.

**REFERENCES**

OS 1890; Nigel Haynes personal comments

West Bromwich

Site: West Bromwich Institute Building

Survey N<sup>o</sup>:WBA04

**Summary**

NGR:  
 Type: Educational  
 Materials: Brick, terracotta  
 Date: 1886  
 Condition: Fair

**Assessment**

Recommended for Local List: **Yes**  
 Recommended for Statutory List: **Yes**

**Significance**

Local: High  
 Regional: Medium  
 National: Medium



**DESCRIPTION**

This building was opened in 1886, as the West Bromwich Institute, having been designed by Wood & Kendrick in the 'Tudor or late Gothic style'. It housed a reading room, classrooms, a laboratory, a lecture theatre, and an assembly hall, and was used for the teaching of art and 'more severe branches of study'. In 1887 the art classes were organised into a school of art. In 1891 the management of the art school and science classes was handed over to the town council's technical instruction committee. In 1896 the building itself was conveyed to the corporation, and was extended in 1898. The art school was transferred to the Ryland building, next door, in 1902, and part of the Institute building was converted into a municipal secondary school. It was at this school that actress and humanitarian, Madeleine Carroll (1906-1987), received her secondary education. This building currently forms part of the Sandwell College campus.

This was originally a three-storey building, but the roof and top storey were removed during the 1960s/70s, due to extensive fire damage. Although it is now a shadow of its former self, it is still impressive and historically significant. According to Nigel Haynes (Conservation Officer), some of the interior spaces are very fine – the Gothic style Foyer, and the ceiling of the Main Hall, being especially worthy of mention.

Today, this is a substantial and impressive two storey building, with the principle façade faced in red brickwork enriched with red terracotta work to the window surrounds, main entrance door surround, balcony balustrading, plinth, stringcourses and parapet copings. The windows comprise timber fixed lower lights and bottom hung inward opening upper lights set within ornate terracotta work mullions and transoms. At first floor level there are two impressive oriel windows either side of a central balcony, which is directly above the main entrance doorway. The original roof and top storey no longer exist, and the present building appears to have a flat roof, with crenulated parapets. There are glazing bars to the first floor windows but none to the ground floor windows to the principle façade. There are especially interesting ornate terracotta work features to the upper stringcourse (running above the first floor windows) and around the main entrance doorway.

**RECOMMENDATIONS**

This is an impressive historically significant building of architectural merit, which, although greatly altered from its original form, still contributes substantially to the street scene of the area. It is certainly worthy of inclusion on the local list, and may be considered to be worthy of statutory listing.

**REFERENCES**

VCH Vol.XVII 1976 pp82-83; Nigel Haynes personal comments

<b>West Bromwich</b>	<b>Site: 22 Lombard Street</b>	<b>Survey N°:WBA05</b>
----------------------	--------------------------------	------------------------

<b>Summary</b>	
NGR:	
Type:	Governmental offices
Materials:	Brick, stone, slates
Date:	Late 19 <sup>th</sup> century
Condition:	Good
<b>Assessment</b>	
Recommended for Local List:	<b>Yes</b>
Recommended for Statutory List:	<b>No</b>
<b>Significance</b>	
Local:	High
Regional:	Medium
National:	Low



**DESCRIPTION**

This building dates from the late 19<sup>th</sup> century, and is indicated on the Ordnance Survey map of 1890. It currently houses the Sandwell Citizen's Advice Bureaux.

This is an imposing three-storey building located on the corner between Church Street and Lombard Street. It has a slate covered hipped roof with a substantial gable end to the principle façade, facing Lombard Street. It has a total of three chimneystacks. To the principle facades there are three timber sash windows at first floor level and three timber sash windows at ground floor level. Over each of the first floor windows there are brick voussoirs enriched with a stone keystone, springers and hood mouldings. Over each of the ground floor windows there is a semi-circular arch formed from gauged brickwork, which is also enriched with a stone keystone and hood mouldings. Over each of these ground floor windows there is a carved stone canopy and an ornately carved stone tympanum. To the centre of the principle façade is the main entrance doorway, which is flanked on either side by stone columns (which are vaguely Corinthian in form), and surmounted by a projecting porch roof with an ornately carved bargeboard and finial feature. Extending around the Church Street and Lombard Street sides to the building, at the level of the heads of the first floor windows to the principle façade, is an ornate brickwork dentil feature, which serves to step the lines of the walls outwards at second floor level.

**RECOMMENDATIONS**

This is a good example of a local building of its time, and is worthy of inclusion on the local list.

**REFERENCES**

OS 1890

## **APPENDIX C**

### **Sites and Monuments Record Summary Sheet**



## SANDWELL SMR SUMMARY SHEET

<b>Site Name/Address:</b> High Street, West Bromwich Conservation Area	
<b>Borough:</b> Sandwell	<b>NGR:</b>
<b>Type of Work:</b> Area Appraisal	<b>Date of Work:</b> October – December 2006
<b>Site Director/Group:</b> Robert A. Lee Director of Planning and Transportation	<b>Site Code:</b>
<b>Location of Finds/Curating Museum:</b>	<b>Further Seasons Anticipated?:</b>
<b>Full Title of Report:</b> Character Appraisal Study and Boundary Review of the High Street, West Bromwich Conservation Area	
<b>Periods Represented:</b>	
<p><b>SUMMARY OF FIELDWORK RESULTS:</b></p> <p>There are three distinct Character Zones within this Conservation Area – referred to as the High Street zone, the Residential zone, and the Green zone.</p> <p>Some modifications to the Conservation Area boundary would be expedient to make it more justifiable and defensible.</p>	
<b>Previous Summaries/Reports:</b>	
<b>Author of Summary:</b> Donald Insall Associates	<b>Date of Summary:</b> 11 <sup>th</sup> December 2006