West Bromwich Town Hall Complex
Planning & Development Brief

Town Centres & Commerce
Planning & Development Services
Sandwell MBC
November 2005
West Bromwich Town Hall Complex.

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DISCLAIMER

The brief has been produced using information and current practice on policy issues, ground conditions and service facilities available at the time of preparation. It has been produced in good faith but should not be relied upon absolutely. Prospective purchasers should make their own enquiries as appropriate. It is essential that the relevance of any information be checked if it is used 12 months after the date of preparation.
1. Introduction

a. BACKGROUND

Sandwell MBC aspires to create a new cultural centre and offices for West Bromwich. This site is 1.23ha in area and is bounded by High Street, Lodge Road, Lombard Street West and Edward Street.

This brief is a guide to the requirements of the Council in the redevelopment of this site. The normal procedures for planning consent still apply and this document is supportive to that process.

b. KEY DEVELOPMENT OBJECTIVES

• To create an innovative combination of customer and cultural services.

• To complement and enhance the listed buildings inside the conservation zone (front of site).

• To create a sustainable and land-efficient development.

• To enhance the existing concert hall/performance space.

• The creation/enhancement of an expanded and improved Central library for the Borough.

• Provision of Archives front end.

• Provision of Museum and Art Gallery.

• Provision of a council One Stop Shop.

• Provision of some catering facilities.

• Creation of Sandwell Museum and Art Gallery including the Ruskin Pottery Collection.

• To integrate with the surrounding context and contribute to local character.

• To promote walking, cycling and use of public transport.

• To provide limited parking on site for facilities.
c. SITE LOCATION

Figure 2: Based on Ordnance Survey map with permission of the Controller HMSO: Crown Copyright licence No: LA 100032119 2004 1:50,000

Metro: Wolverhampton

Key.
1. Town Hall Complex.
2. West Bromwich town centre.
3. Lodge Road Town Hall Metro stop.
4. West Bromwich bus station.
5. THEpUBLIC.
6. New Sandwell College campus.
7. Proposed expansion of Town Centre.
8. Proposed new Police Station.

A41: Wednesbury Bilston Wolverhampton

Metro: Birmingham Hawthorns railway station

A41: Junc 1, M5 Birmingham
West Bromwich Town Hall Complex.
2. Context

a. PLANNING POLICY

2.0 West Bromwich has been identified as one of the four key centres in the Black Country region. It is currently estimated that over £400m of investment has been identified for West Bromwich Town Centre and its immediate environment. This has been further increased with the establishment of the Sandwell Urban Regeneration Company (Regenco), Urban Living (the Birmingham Sandwell Housing Market Renewal Area Pathfinder), as well as private sector commitments. As a consequence the potential for change is significant. The redevelopment of West Bromwich will seek to develop its function as the premier town centre in the Borough and will include a particular focus on developing the tourism and leisure potential with the development of a ‘Learning and Cultural Quarter’.

2.1 The statutory instrument that sets out the development framework and policies for Sandwell is the Unitary Development Plan [UDP]. The final written statement was published in April 2004, and this establishes West Bromwich town centre as a strategic regeneration site, as well as developing it as the principal town centre in Sandwell. The town centre Master Plan was adopted in 1999, and this has now been translated into the West Bromwich inset within the UDP. This aims to provide a more detailed land use framework, with specific policies and proposals to guide development.

2.2 Following on from the UDP, the Council has produced a town plan for West Bromwich. The Council adopted this plan as Supplementary Planning Guidance in May 2004. It offers the most up to date resume of the Council’s policies and aspirations in particular seeking to further develop West Bromwich as the premier town centre in the Borough.

2.3 In addition the council commissioned Tibbalds Planning and Urban Design to develop a Public Realm and Linkages Study, to support the broad public realm strategies set out in the Town Plan. The study sets out to provide an analysis of the town centre by focusing on four critical spatial elements and highlighting the impacts these elements have on the environment, public realm and pedestrian linkages. It follows this up by developing a strategic vision for the development of a public realm of real quality, with reference to the specific development opportunities set out within the town plan. It also provides a series of case studies that illustrate how a quality public realm can be achieved, using five key streets or spaces.

Wider Development Proposals

2.4 The rate of change and pace of redevelopment in West Bromwich town centre has increased noticeably over the past few years, and this process is likely to continue, indeed accelerate, in the years ahead.
Five years ago the Metro opened, bringing the town within 15 minutes of Birmingham city centre, and this was followed three years later by the award-winning bus station opposite the metro stop, handling close on 2000 departures per day and drawing together for the first time all services within the town; at the same time the ringway was downgraded, reconfigured and traffic calmed. The former Kenrick & Jefferson print works, situated between the High Street and Cronehills, opened in 2003 as Astle Park, a retail and leisure park. The site of the previous bus station is, of course, now under development as THEpUBLIC. Immediately to the south of the town centre, phased redevelopment of the Lyng housing area is now well under way, and this will deliver a new high density, high quality residential neighbourhood of choice immediately alongside the town centre. In addition, there are two key redevelopment sites between the town centre and the Lyng. One, in Lyng Lane, immediately adjoining the metro stop, has been developed as a state-of-the-art health centre serving the town centre and its immediate neighbourhoods. The other site, in Oak Road, currently used for car parking, will accommodate the town's police station, displaced by major redevelopment on the northern fringe of the centre. Further east along the southern ringway, the existing car park is earmarked for a centralised campus for Sandwell College, bringing together activities that are currently spread around a number of sites within the borough. Proposals are also in hand to relocate the magistrates' court from its present obsolete and cramped premises behind the town hall and library, and outline approval is in place for a site around the southern edge of the town. This should be completed in 2009.

2.5 There are plans to revamp and remodel Queens Square shopping centre, which links the High Street with the proposed Tesco scheme, and which also forms the eastern edge of the town square.

2.6 To the north of the town centre, an extensive tract of underused land, situated between the Northern Ringway, Reform Street, The Expressway and Cronehills Linkway, is proposed to be comprehensively redeveloped to form a major retail and leisure extension to the existing shopping area. The ringway will be relocated northwards, and a large format Tesco Extra store constructed, along with a shopping mall, a number of unit shops, large format store, A3 [leisure] units fronting the town square, a large format leisure use, a freestanding restaurant, petrol filling station, shopmobility unit, car parking spaces, service yards and access roads.
Town Hall Complex consists part of Proposal Site WBPr7 in the UDP as follows:

**The Town Hall Complex, High Street**

Site Area: 1.54 hectares (3.8 acres) approximately

Allocation: Mixed Uses-A3 Food and Drink, B1 Business, D1 Class XVI, Museums, public halls, libraries, art galleries, exhibition halls, Non-residential, education & training centres & D2 Class XVII Cinemas, music and concert halls.

17.68 This site is within the West Bromwich Conservation Area and contains a number of listed buildings and buildings of special architectural and historic interest. These buildings include the Town Hall (a Grade II listed building), the Library (a Grade II listed building), the Magistrates Court (a Grade II listed building), Ryland Memorial School, West Bromwich Institute Building, other parts of Sandwell College and other associated buildings adjacent to the site, including the Gala Baths.

17.69 The transfer of some Council functions to the Council House in Oldbury has reduced the level of usage of the Town Hall for Council purposes, creating the need to find a beneficial use for the Committee Rooms and other rooms which related to its special function. The Main Hall continues to be in use as one of the few large capacity halls suitable for major events. The future of the Law Courts will also present a major problem for the Council as a new complex is proposed, making the existing building redundant.

17.70 Sandwell College also recognise that the buildings situated on the Sandwell College Campus, namely Ryland Memorial School and the West Bromwich Institute Building, are at present an under utilised resource and have also been included as part of the complex.

17.71 The buildings containing the Gala Baths have also reached the end of their useful life, as well as the adjacent office block, the former gas showroom building adjacent to the Library and the corner office building. It is the Council's intention that the whole site be made available for redevelopment.

17.72 Any redevelopment of this site should take into account and build upon the legacy of the Borough's past, while also planning for the future. Proposals should consider:

- The retention of the integrity of the Victorian character of the civic complex;
- The ability of the historic college buildings of the High Street/Lodge Road area to be renovated and redeveloped in a way which increases their potential use whilst respecting and enhancing the appreciation of their heritage value;
- The need to provide linkages between the college and the civic complex;
- The Council's aspirations for the regeneration of West Bromwich Town Centre; particularly the development of The pUBLIC, and needs identified under the New Deal for Communities or Single Regeneration Budget programmes.

17.73 Uses that should be considered are:

- The creation of a centre where people may experience, enjoy and learn about the cultural and artistic heritage of the diverse communities who, together, make up the communities of Sandwell and the West Midlands;
- The provision of a flexible concert hall/performance space;
- The creation/enhancement of an expanded and improved Central library for the Borough;
- The creation of a Communal Heritage Store, including Archives, Museums and specialist collections;
- The provision of accommodation to meet the needs of the voluntary sector;
- The development of managed workspaces for local small businesses.
As well as the above, Sandwell Council are also keen to see ancillary uses within the site. These could include cafes, bars and restaurants and a small retail element that is ancillary to the main cultural uses, for example, a bookshop or art shop.

The site is also adjacent to West Bromwich Town Centre and has the advantage of being located adjacent to the Metro line, close to the proposed site for the new bus station and located close to the strategic highway network.

Sandwell Council has recently commissioned consultants to undertake a feasibility study for this site. This will help guide the final development proposals; Supplementary Planning Guidance may be produced.

A list of relevant UDP policies that affect this site is listed in Appendix 7.

The Sandwell MBC Unitary Development Plan can be ordered on 0121 569 4034 priced £35 including postage and packaging.

b. LEGAL MATTERS.

Sandwell Metropolitan Borough Council owns all land and property.

No public Rights of Way exist through the site of the Town Hall Complex.

c. CULTURAL CONTEXT.

Sandwell’s draft Cultural Strategy identifies the Arcade project within the second of its three priorities for Cultural Services.

The Arcade project, now superseded by the Town Hall Complex, was the council’s major project to redevelop West Bromwich Town Hall and Library Site to provide a new Central Library and Archives Service, a new space for visual and performing arts, one-stop shop for Council Services, and a resource for learning through culture for the whole of the borough.
d. HISTORICAL CONTEXT

Conservation of the Historic Environment

The complex of municipal buildings, identified for the Town Hall Complex Project, comprise the civic heart of West Bromwich. The special quality of the Town Hall, Central Library and Magistrates Court rests in the extent to which they retain the integrity of their Victorian character. Their principal elevations and much of their interiors are unaltered by subsequent development. The buildings stand amongst the town’s most attractive and notable landmarks. They are splendid monuments to the industrial prosperity and civic pride of the towns-people a hundred years ago and more. Adaptation and change, to meet the needs and aspirations of the new century, demands the most careful attention to ensure that the outcome is a development which preserves and enhances the fine Victorian structures. The following summary is intended to assist in achieving that essential outcome by outlining the significance of Town Hall Complex and its setting, from the Historic Environment perspective.

High Street, West Bromwich, Conservation Area

The Town Hall complex is within or largely faced by buildings included within the High Street, West Bromwich, Conservation Area. The whole site is therefore considered to be subject to the policies which affect the Conservation Area. (see appended plan)

The block which fronts onto High Street, comprising the Town Hall, Library, 320-324 High Street and the Magistrates Courts to the rear, is within the Conservation Area. The offices and leisure centre to the rear of the site are excluded from the Conservation Area, but are faced by the former Grammar School, (built as the West Bromwich Institute), and Ryland Memorial School, (grade II listed), on Lodge Road and the Masonic Hall on the south side of Edward Street. All these buildings are within the Conservation Area. The buildings from High Street to 4 Lombard Street, facing the Magistrates Court, are also within the Conservation Area.

The Conservation Area was designated by the Council in 1990. It was reviewed and extended in 1995, with the addition of predominantly residential properties in Edward Street and Grange Road. A Conservation Area Enhancement Scheme was subsequently prepared and adopted by the Council in 1996. This Scheme was prepared pursuant to Policy C4 in the adopted Unitary Development Plan for the Borough. The CA Enhancement Scheme document provides guidance as to the approach to redevelopment and enhancement, supplemented by the revised UDP 2004 and the Town Plan for West Bromwich SPG.

The CA has as its focus the High Street, which lies along a road that was improved and turnpiked in 1727. The particular historic significance of the High Street to the town is worthy of a brief account. In the 18th century, hand wrought nail making was the main industry of the locality. A traveller from Birmingham through West Bromwich in 1776 found the road “one continued village of nailers for five or six miles”. Until the Act of Enclosure in 1801 the
road traversed open heath where the town centre now stands. However, from 1808 it became the official mail route from London to Dublin via Holyhead, and as such, one of the most important coach roads in the land. Following enclosure the development of plots on Bromwich Heath was at first slow. However, from the 1820s, when the turnpike was improved by the Engineer Thomas Telford, a new centre to West Bromwich grew up along the road; a one street boomtown spurred by local expansion of coal mining and iron working. In time the High Street, with its concentration of quality shops and civic buildings, came to be known as the ‘Golden Mile’.

**The Town Hall Complex**

The site contains four Listings:

- The Town Hall of 1874-5 incorporating the former Reading Room and Organ.
- The Central Library of 1907.
- The Magistrates Courts of 1890.
- Two K6 Telephone Kiosks whose design dates from 1935, (date of installation not known).

(The site was evaluated in relation to the initial cultural centre proposals in February 2002. The Conservation Architect was Nick Joyce. The resultant document contains some detail of the buildings, which may be useful.)
West Bromwich Town Hall Complex.

IMMEDIATE SURROUNDINGS

To site of new Sandwell College Campus.

Numbered buildings:
1. Town Hall.
2. Library.
3. Magistrates Court.
4. Gala baths.
5. Ryland School of art.

Listed and notable buildings:
- Site of the Town Hall Complex.
- The Public.
- Conservation.
3. Design Framework

a. IDENTITY

The proposed development presents a tremendous opportunity to create a new place in the town. The historic setting provided by the fine listed buildings should be complemented and enhanced by the introduction of contemporary design that makes its own statement. New buildings should provide continuity of street frontages reflecting the historic perimeter block development in this part of the town centre. The use of high quality design and materials will create a new character that clearly defines the public spaces within the complex.

West Bromwich has a unique selling point in that it’s High Street sits on a ridge line – meaning that several key buildings of over three storeys are clearly visible from long distances. Buildings such as Bowater and Braybrook Houses on the Lyng, St Michael’s church, the Town Hall tower, the college and West Bromwich Building Society are all visible on the skyline (see photograph). In particular, views from the south when travelling north along the M5 from Junction 2 to Junction 1 are important in giving snapshot images of the town.

In terms of the proposed development, it is considered important to retain or enhance views of the Town Hall tower and thereby look to improve the visual

identity of West Bromwich. In assessing this potential in detail it is evident that the location of any new development over four storeys along Edward Street could partly obscure the Tower when viewed from the south – a new building of five or six storeys on the south eastern corner of the site could totally obscure it.

It is therefore recommended that the new development should aim to create a new skyline feature that draws attention to the tower rather than obscuring it. High architectural quality is a necessity for this feature.

The challenge is to introduce new innovative built form and spaces that respect the quality of existing architectural detailing while producing an exciting cohesive, legible new cultural quarter.

b. SPACE AND MOVEMENT

There is potential for a major new public space to be created within the development – it is therefore important that the through routes should be attractive, safe, uncluttered and accessible for all pedestrians, including disabled and elderly people. New visual linkages should be created to enable easy access and navigation for pedestrians but also to produce a space which is pleasant to be in. It is considered important that new routes and spaces within the complex connect well with their surroundings i.e. the High Street, Lodge Road, Lombard Street West and the College.

New internal links should be as short and straight as possible, and there should be sufficient penetration of wind, daylight and sunlight to ensure that the spaces are comfortable to use. In addition, careful consideration must be given to how buildings relate to new routes in terms of security and servicing requirements.

The spaces enclosed by the new quarter have the potential to be defined by the innovative use of modern materials that complement and enhance the traditional, predominantly red brick listed buildings. Active frontages should be designed to ensure that new buildings provide a level of surveillance – in the interests of the vitality of the space and the safety of pedestrians. The provision of shelter, in the form of canopies or roof structures should be considered to ensure that spaces could be used throughout the year and in all weathers. Appropriate outdoor activities such as visual arts or music performances should be considered and designed into the space. Small eating and drinking areas could be introduced to enhance the visitor experience.

Vehicle access to the public area must be restricted. If access to car parking is required...
within the complex, the safety and comfort of pedestrians must not be compromised.

c. STREETScape

It is important that the established street pattern around the development site is retained and enhanced through the use of new buildings. There is potential to do this on all sides of the development. Buildings should directly front the street with minimal set backs, and corners should be given particular attention in terms of height, design and architectural detailing. These corners will provide visual emphasis and new identity – reflecting the established design code in the area. However care should be taken in the design of new buildings to ensure that the setting of existing Listed Buildings is enhanced – pastiche designs should be avoided. The importance of the Town Hall in terms of height, scale, design and heritage must be respected with new buildings adopting a subservient role. Active frontages should be provided wherever possible to ensure a positive interaction between the interior of the buildings and the streets they face.

As a new cultural quarter there will inevitably be a need for some level of car parking and servicing around the complex. However the emphasis must be on the creation of spaces within the development that are people friendly – vehicle movements within the development must be minimised if not restricted. In this town centre location provision of car parking close to the site should be limited to below ground level or undercroft, retaining active frontages at all times. Dedicated parking should be limited as much as possible. To preserve the quality of the public realm within the Town Hall Complex access to parking should be from Edward Street.
Servicing arrangements should be provided from Lodge Road, Edward Street and Lombard Street West. Restricting two way traffic along Lodge Road and Lombard Street West would help in giving the necessary priority to service vehicles, and also in providing designated disabled user parking allocation. However, as part of any development agreement, an allowance should be made for a contribution to off-site parking as part of the overall Town Centre provision. The size of this contribution would be calculated based on the likely traffic generated by the development.

Part of Lodge Road may be stopped off in the future. This would create a pedestrian area that; with the provision of collapsible/retracting bollards will allow access to artists/musicians delivering work/instruments to the town Hall Complex. Other servicing requirements include catering, retail supplies, library stock, exhibition equipment as well as sets and stage materials. Servicing to the complex should be from on street.

e. PUBLIC ART AND LIGHTING

"High quality and well thought through lighting to urban spaces can be used to improve the sense of security and so encourage the town to be used later in the evening. Lighting can become an event in itself and also provide a strong sense of identity for the town" (The Renaissance of West Bromwich Town Centre Tibbalds, March 2005).

The use of public art in all new development around the town is being strongly promoted. An appendix to the Town Plan for West Bromwich is emerging and is entitled “a framework for art in the public realm” Major new public spaces within the town square next to the public, are being planned with art as an integral design component.

Clearly there is an exciting opportunity for such an approach here. For example there is potential to introduce a lighting strategy for the cultural quarter that focuses attention on key landmark buildings such as the town hall, and highlights new buildings and spaces within the complex. Feature lighting at ground level could be used to define spaces and routes within them.
f. LANDSCAPING

A landscape strategy will be necessary to ensure that existing and new spaces around the complex are distinctive. Attention must be paid to ensure the delivery of high quality detailing and materials that are of parallel importance to the delivery of good building design. The two processes need to inform and reinforce each other.

High quality landscaping produces safe and attractive open space, http://www.choros.com/docs/pos.htm
Buildings designated red should be altered as little as possible, with slightly more scope for alteration in those coloured amber. Buildings coloured green are the least restricted in their alteration/redevelopment.
h. DESIGN CHECKLIST AND CONSIDERATIONS

IDENTITY
- New buildings should provide continuity of street frontages and should face the street
- Contemporary design, innovative built form and spaces
- New buildings subservient to Town Hall in terms of height, scale, design
- New buildings should not obscure long distance views to the Town Hall
- High quality design and use of materials

SPACE AND MOVEMENT
- New public space – attractive, safe, uncluttered, and accessible
- Innovative use of modern materials
- Active frontages high levels of surveillance
- Short straight internal links – penetration of wind, daylight and sunlight

STREETScape
- Retain existing street pattern
- Minimise set backs
- Emphasise corners
- Active frontages
- Primary access to buildings from the street

VEHICLE MOVEMENT AND CAR PARKING
- Creation of people friendly spaces
- Vehicle movements within the development to be minimised
- Servicing from Lodge Road, Edward Street, and Lombard Street West
- Car parking for disabled people from designated spaces on surrounding streets

LIGHTING
- Focus attention on key existing landmark buildings
- Highlight public spaces
- Use feature lighting particularly to define pedestrian routes

LANDSCAPING
- Provide a landscaping strategy for internal and external spaces
- Appropriate space allocation for recycling and refuse bins
- Provision for cycle storage

CONSERVATION
- Quality refurbishment of listed buildings
- Emphasise the visitor entrance to the Town Hall
- Enhance the setting of Listed Buildings
- All new buildings should be subservient to Town Hall – respectful of views towards the Tower particularly along High Street
West Bromwich Town Hall Complex.

Urban Design Considerations.

- Visually significant listed buildings.
- Important corners.
- Central public space.
- New buildings.
- New pedestrian connections.
- Important new street frontage.
- Existing frontage of townscape value.
- Restricted traffic movements servicing and disabled parking.

06/07/2005

Sandwell Metropolitan Borough Council
APPENDIX 1

GROUND AND GENERAL ENVIRONMENTAL CONDITIONS

COAL MINING

In house records show the site to be clear of disused mineshafts. Institute of geological Sciences (IGS) notes ~ sheet SP 09 SW for shaft No.26 (Lewisham Pits of Cronehills Colliery) 450 metres north east of the site records the top of the South Staffordshire Thick Coal to lie at around 265.20m below ground level.

A Mineral Valuers report prepared for land in Sandwell Road (300m north of the site), in June 1990 revealed the following :-

The stratigraphic log for a well 100m south east of the site (No. 44) states that the Halesowen Formation occurs at approximately 61.00m below ground level. If this log is correct then the South Staffordshire Thick Coal would lie at around 280.00 m below ground level.

It is still unclear whether mining has occurred in the past beneath the site. At the depths quoted above, any collapse of former mineworkings beneath the site will have negligible effect at ground level.

As good practice an up to date Coal authority report should be obtained prior to any development taking place over any site.

SITE GEOLOGY

Reference has been made to The British Geological Survey Technical Report WA/92/33 ‘A geological background for planning and development in the Black Country’ and its’ appended geological plans, “Map 2B Bedrock geology (north)”, “Map 3B. Distribution and thickness of superficial (Drift) deposits (north)” & “Map 4B Distribution of made ground and worked ground (north)”.

The site is recorded to be clear of made ground.

The site is underlain by glaciofluvial deposits in the form of generally undifferentiated silts, sands and gravels to thicknesses of between 10.00 – 15.00m

The bedrock geology underlying glacial deposits is recorded as Keel Formation of Late Carboniferous age (circa 360 Ma). This stratum typically comprises orange-red mudstones, siltstones and sandstone. The site is recorded to be underlain by an extensive sandstone inclusion within the Keele Formation. The thickness of this stratum is not stated and may only be determined via a suitably designed ground investigation.
The site is recorded to be clear of geological faulting.

**HYDROGEOLOGY**

The stratum underlying the site is Carboniferous in age. The hydrogeological characteristics of aquifers within carboniferous stratum is summarized as :-

“limited potential or local potential. Minor fissure flows in sandstones and limestones. Mine waters from coal measures tend to be ferruginous or acid. Locally contaminated.”

It would be reasonable to assume that groundwater abstraction in the surrounding area will be for industrial use and not direct human consumption. This will not detract from a developers responsibility to prevent the movement of leachable contaminants and / groundwater off of the site under EPA iiia 1990.

The site appears to lie 50.00m south of a Crown Exempt groundwater source and accompanying aquifer protection zone. Any redevelopment of this site should consult with Environment Agency as standard practise.

Two groundwater abstraction points (wells) are situated within 300m north east of the site, both licensed to abstract 2.2 megalitres per annum. The nearest watercourses are the Birmingham canal (Birmingham and Wolverhampton levels) 1200m south, and the Ridgeacre Branch Canal 1200m west of the site.

**PREVIOUS SITE INVESTIGATIONS IN THE SURROUNDING AREA**

A site investigation carried in July 1956 on the current Baths site by Ground Explorations Limited briefly encountered the following:

- Made ground to 450mm (concrete and made ground).
- Sandy clay and gravel (fluvio-glacial deposits) to 4.50 – 6.00m below ground level.
- Red marl (Keele Formation) from 4.50-6.00 to base of exploration (9.14m below ground level).
- No groundwater was encountered in any of the boreholes.

**LANDFILL GAS CONSTRAINTS**

The site lies within 250 metres of the following potential landfill / in-fill site as defined by Sandwell MBC:

<table>
<thead>
<tr>
<th>Site ref</th>
<th>Dist from site (m)</th>
<th>Site investigation report ref</th>
</tr>
</thead>
<tbody>
<tr>
<td>91C</td>
<td>200m north</td>
<td>543</td>
</tr>
<tr>
<td>92C</td>
<td>140m north east</td>
<td>312</td>
</tr>
<tr>
<td>93C</td>
<td>130m east</td>
<td>321</td>
</tr>
</tbody>
</table>
RECOMMENDATIONS FOR FURTHER INVESTIGATION

Based on the above information, and assuming the whole of the site is cleared of development prior to site works, I would make the following recommendations: -

- 8 No cable percussive borehole should be sunk over site. Gas monitoring standpipes should be installed within 4 cable percussive boreholes and monitored on a weekly basis for 6 weeks.

- 12 No. machine excavated trial pits shall be excavated to a max depth of 3.60m bgl to determine the extent of buried foundations / cellars etc from former occupants to allow visual inspection of strata stability. Samples shall be taken for chemical and physical testing.

An estimated cost of the recommended works and proposed layout can be prepared on your instruction.
APPENDIX 2

SERVICES

The developer will need to ascertain, by direct enquiry of the relevant companies, the exact availability, position and capacity of all the service apparatus on and in the immediate vicinity of the site. Sandwell MBC cannot give any guarantee as to the accuracy of the service information shown on the attached plans, which are provided for general guidance only.

GAS PLANT

Plans available.

ELECTRIC PLANT

Plans available.

TELECOMMUNICATIONS

Plans available.

WATER CONNECTION

Plans available.
West Bromwich Town Hall Complex.
APPENDIX 3

Conservation of the Historic Environment

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   3.5 Unlisted Buildings on the site 320 High Street; 324 High Street (former Gas Board offices later Council); the Council offices fronting Town Hall Yard; the Leisure Centre (former Gala Baths and Offices)

4 The local setting of the Town Hall Complex site
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   4.2 Lodge Road
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5 Building Conservation advice

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Reference Documents
1 Context

The complex of municipal buildings, identified for the Town Hall complex Project, comprise the civic heart of West Bromwich. The special quality of the Town Hall, Central Library and Magistrates Court rests in the extent to which they retain the integrity of their Victorian character. Their principal elevations and much of their interiors are unaltered by subsequent development. The buildings stand amongst the town’s most attractive and notable landmarks. They are splendid monuments to the industrial prosperity and civic pride of the towns-people a hundred years ago and more. Adaptation and change, to meet the needs and aspirations of the new century, demands the most careful attention to ensure that the outcome is a development which preserves and enhances the fine Victorian structures. The following summary is intended to assist in achieving that essential outcome by outlining the significance of the Town Hall Complex site and its setting, from the Historic Environment perspective.

2 High Street, West Bromwich, Conservation Area

The Town Hall Complex site is within or largely faced by buildings included within the High Street, West Bromwich, Conservation Area, (CA). The whole site is therefore considered to be subject to the policies which affect the CA.

The block which fronts onto High Street, comprising the Town Hall, Library, 320-324 High Street and the Magistrates Courts to the rear, is within the CA. The offices and leisure centre to the rear of the site are excluded from the Conservation Area, but are faced by the former Grammar School, (built as the West Bromwich Institute), and Ryland Memorial School, (grade II listed), on Lodge Road and the Masonic Hall on the south side of Edward Street. All these buildings are within the CA. The buildings from High Street to 4 Lombard Street, facing the Magistrates Court, are also within the CA.

The Conservation Area was designated by the Council in 1990. It was reviewed and extended in 1995, with the addition of predominantly residential properties in Edward Street and Grange Road. A Conservation Area Enhancement Scheme was subsequently prepared and adopted by the Council in 1996. This Scheme was prepared pursuant to Policy C4 in the adopted Unitary Development Plan for the Borough. The CA Enhancement Scheme document provides guidance as to the approach to redevelopment and enhancement, supplemented by the revised UDP 2004 and the Town Plan for West Bromwich SPG.

The CA has as its focus the High Street, which lies along a road that was improved and turnpiked in 1727. The particular historic significance of the High Street to the town is worthy of a brief account. In the 18th century, hand wrought nail making was the main industry of the locality. A traveller from Birmingham through West Bromwich in 1776 found the
road “one continued village of nailers for five or six miles". Until the Act of
Enclosure in 1801 the road traversed open heath where the town centre
now stands. However, from 1808 it became the official mail route from
London to Dublin via Holyhead, and as such, one of the most important
coach roads in the land. Following enclosure the development of plots on
Bromwich Heath was at first slow. However, from the 1820s, when the
turnpike was improved by the Engineer Thomas Telford, a new centre to
West Bromwich grew up along the road; a boomtown with one main
street, spurred by local expansion of coal mining and iron working. In
time the High Street, with its concentration of quality shops and civic
buildings, came to be known as the ‘Golden Mile’.

3 The Town Hall Complex site

3.1 The Listed Buildings and structures
The site contains four Listings:

1. The Town Hall of 1874-5 incorporating Reading Room and Organ.
2. The Central Library of 1907.
3. The Magistrates Courts of 1890.
4. Two K6 Telephone Kiosks of 1935 design, (date of installation
unknown).

3.2 The Town Hall
The area around the Town Hall site was open heath until the land was
parcellled up following the Enclosure Act. The 1837 map of West
Bromwich by John Wood shows the site as undeveloped. An 1849 map
of the Parish of West Bromwich indicates that the Town Hall site formed
part of the grounds of the ironfounder William Izon’s Lodge Estate. The
Estate was purchased following his death in 1867 “for the erection of a
complex of public buildings including a town hall designed to provide
accommodation for the civic business of the town; to enhance the
prestige of its dignitaries and also improve the social life of the town’s
population in general”. The Town Hall was the first building constructed
on its site, with the market hall being constructed alongside at the same
time.

The Town Hall was built by the ‘Improvement Commissioners’ who had
been busy developing the town, for which they sought County Borough
status. The Town Hall was the subject of an architectural competition
which attracted 29 entries. The design by Alexander and Henman, of
Stockton on Tees, was chosen. The work was carried out in 1874-75.
The builders were Trow & Son of Wednesbury, carvings were by the
sculptor John Roddis, the tiles by the well known Maw and Co (from
Ironbridge) and the stained glass by Dunn and Broughall. The splendid
organ was a gift of Alexander Brogden (MP for Wednesbury) and
installed in 1878. It was one of 12 organs by Foster and Andrews of Hull
and is still intact and operational, having had a major refurbishment in
1984 by Nicholsons. This was safeguarded by a special
humidity/temperature control regime installed discretely some years later.

The Town Hall with its 130ft. tower was built at the same time as the Reading Room by Weller and Proud. The two buildings are easily distinguished from the High Street, but the Reading Room was incorporated into the Town Hall in 1924 and the rear room became the Council Chamber. After the Civic Centre was built at Oldbury it was used only as an occasional Committee Room and Court Room.

The first mayor was Reuben Farley (b1826-d1899). He was a major political figure in West Bromwich and was a driving force in the creation of the Town Hall and in all local matters in the last quarter of the 19th century. The interior and exterior of the Town Hall has been adorned with a considerable number of plaques, rolls of honour and commemorative features over the years, which are an extremely important part of local heritage.

The Town Hall was altered (at the rear) for the first time in 1878, to accommodate the organ. The organ is original and has been fully refurbished and climate controlled. Its retention necessitates a positive use of the Hall as an auditorium, as without use the organ will decline and eventually decay. Transfer to another site is possible but unlikely.

Further extensions were added at the rear and side in 1905 and it is clear that the building was in its present built form by 1914, except for the Reading Room which was added 1924, and minor changes at the rear, (present entrance doors/foyer added early 1990s). Neither of the two sources (Joyce, Willetts) date the changes in detail and full analysis of the changes is needed. Generally the extensions were done in materials to match the original and the additions are not readily obvious.

The main part of the building is the auditorium and its surrounds, which is in its original form with alterations for the health and safety of large gatherings, (done with care and discretely). The rear and side of the Hall were built in common brick to save money, (Willetts), but this is now largely concealed by later alterations.

The rooms and spaces to the rear of the auditorium were altered over the period to 1914, but the exact sequence is not known and the interiors have a degree of homogeneity of fittings and fixtures which may be the result of a conscious effort to design to match.

The rectangular extension from the corridor to the South East was in place by 1914 and while it is of no special merit it is integral to the building.

The former reading room was converted into the Council Chamber in 1924. It is single storey but with a very high ceiling. The walls are decorated with both decorative plasterwork and numerous rolls of honour, (lists of mayors etc). The Chamber is at a lower level than the
main hall and the public gallery is in part of the building that runs to the rear, (see below).

Between the former Reading Room and the Library on the High Street is a small recessed wall with a single plain doorway where the two red K6 telephone boxes are located. The two boxes are still used and are the only feature of the recess. Behind the recess is the gallery to the Council Chamber and a single storey brick built line of offices which runs to the rear and is now terminated by a temporary portakabin type building. The date and origin of the offices is not known for certain. They are of plain brick with slate roof and without features or decoration. They are first identifiable alongside the Library on the 1919 OS sheet but the Library was built on the site of the Market Hall in 1907. The footprint indicates that the line of offices could have been part of the Market Hall. This needs to be resolved as the line of offices were regarded as expendable and the line to link High Street and the Town Hall yard is the key to resolving the levels problem on site. While there is no reason to doubt Joyce’s conclusion that they could be demolished, there is a need to be more exact regarding their origin, features and merits.

A full List description of the Town Hall is appended. The exterior is of red brown brick with stone dressings and slate roof – all commonplace materials of their day. Condition is generally sound but there are specific problems – notably the stonework on the former reading room is badly eroded and in a poor state. This is clearly due to the poor choice of stone originally. Although very similar to the main building, the severe erosion of the stonework is a problem. The contrast suggests that an inferior stone was used on the Reading Room.

The Town Hall is in close to its original form and state. Survival of original materials and features is very good and their condition is usually good.

A full and detailed conservation plan for the building is needed, which sets out the order of build, identifies the original surviving details from later updates, assesses the quality of features and the need for repairs.

3.3 The Central Library

The new market was not a success, it was discontinued and the hall was demolished. The Carnegie Library of 1907 was constructed on the site. By Stephen Holliday of West Bromwich, its main façade is in classical style, in contrast to the gothic of the Town Hall. The building is in close to its original state although the slate roof and domed sky light over the main stairwell have been renewed.

The grand entrance from the High Street includes a flight of steps and, as for the Town Hall, future disabled access must be provided from an alternative location.

Inside, the tiled foyer and staircase are superb original features leading to the main hall. It is believed that the original library was securely
divided by timber panels into a controlled access system where the staff brought requested items from a ‘private’ storage area to the public in the public ‘reading room’. This was replaced by open access after a refurbishment in 1937, when the timber panel divisions were removed.

The ‘open access’ system greatly improved the quality of the public spaces, leaving the two arcades of tiled columns in full view. The original features, especially the glazed panels and the murals, help make the main public area extremely airy and spacious.

The first floor was originally a lecture theatre but now houses the reference library. The curved and decorated ceiling remains a feature visible to all users. The reference area is clearly overcrowded and short of space and the full quality of the room is obscured by the books and shelves crammed into it.

Like the Town Hall, the Library is in a good state of general repair with some specific problems. Disabled access is a problem due to the steps to High Street, the staircase to the first floor and lack of a lift. The lack of space can be met by new development of the High Street/Lombard Street corner. The building can be linked internally to the site via one (or more) of the arcades along the side-wall on ground floor and the first floor landing. Links to the Town Hall site could equally be made on ground and first floor level without detriment to historic features.

3.4 Magistrates Court

The merits of the Court building have been eroded to a much greater extent than has been the case for the Town Hall or Library, the interior particularly so. Like the Ryland School of Art it is a product of Wood and Kendrick who have produced more Listed Buildings in the Borough than any other architect. (These include the Ryland Building; Kenrick & Jefferson’s offices in the High Street; Richard Art Gallery, Wednesbury; Waterloo Pub (Listed grade II*) and Abbey Pub, Smethwick; as well as other nearby unlisted buildings, - West Bromwich Institute, former Vicarage in Bratt Street).

The Court was much altered internally to meet changing needs and only Court No. 1 has its full original format. The building was originally in two parts but the rear part is now substantially altered.

Amongst the most attractive features of the building are the dormers above the outer bays of the principal elevation. These include timber mullioned windows under leaded ogee roofs. It is important that the development scheme should retain the integrity of these features. The Courts offer considerable scope for change without harm to the original qualities and features, but change needs to be driven by a clear understanding of what has been lost and the merits of what survives, through the preparation of a Conservation Plan.
3.5 Unlisted Buildings on the site 320 High Street; 324 High Street (former Gas Board offices later Council); the Council offices fronting Town Hall Yard; the Leisure Centre (former Gala Baths and Offices)

The buildings on the Lombard Street side of the High Street frontage of the Town Hall Complex site, nos. 320 and 324, occupy a key corner of the Town Hall Complex development site which merits a better building than the two on site. However, they lie within the Conservation Area and their demolition would require Conservation Area Consent (CAC).

To secure consent it is necessary to demonstrate:

1. That the building(s) are of limited historic/architectural merit and significance.
2. Their retention is not necessary to protect and safeguard the character and appearance of the Conservation Area.
3. The proposal for redevelopment will not only protect and safeguard the appearance and character of the Conservation Area but will substantially enhance and improve it with buildings of better architecture, character and materials than those demolished.
4. CAC may not be implemented until such time as redevelopment is committed (normally a contract has been let for redevelopment).

This standard requirement of CAC for demolition is intended to ensure that sites in the heart of the Conservation Area do not remain vacant for years before redevelopment commences.

No. 320 High Street is a typical Victorian building of no special merit. Nevertheless the case must be made for CAC. It is considered that this can be justified, providing the quality of replacement needed for this important corner site is secured. It is accepted that the scale, size, massing and layout of 320 is such that it could not be part of a larger 2/3 storey building which would be a significant townscape feature. No. 324 has no external merit but it is thought that the boarded up building may contain a mural that may be worthy of saving and reuse. This will require investigation as part of the mitigation strategy for the site.

The buildings at the rear of the Town Hall Complex site are examples of poor quality, basic standard public buildings of the 1950s and 1960s with no style, quality or elegance. As these buildings are outside the CA no CAC is needed.

4 The local setting of the Town Hall Complex site

4.1 High Street

On the north side of High Street, set behind a low wall and gates is the Town’s Garden of Remembrance. Shaded by mature trees, this is the only open green space in the town centre. It has recently been greatly improved and upgraded with remade pathways and lawns. The gardens offer a most significant open vista of the Town Hall and Library façade from the north.
‘Highfields’, (grade II listed), is framed from the High Street by the Garden behind which it is set. Originally four houses constructed in the 1820s and 30s, the building now serves as the Registrar’s office. Constructed in stuccoed brick, it is surmounted with hipped slate roofs. It comprises a three-storey five-bay central block with lower two-storey three-bay wings on either side.

The Garden of remembrance is adjoined by Christchurch House, a modern office block of limited merit, set behind a car park. This development occupies the site of Christ Church. A re-constructed Lychgate, is set centrally at the front of the site to memorialise the Church.

Adjoining Christchurch House and immediately facing the Town Hall Complex site stands one of the most attractive blocks of buildings in the Borough. The former Post Office constructed in 1918, now a public house, is a fine example of the Georgian revival style and is relatively unaltered. It has a rusticated stone ground floor and brick faced upper portions with stone dressings. As the end building in the block it occupies a prominent site in the High Street and forms an important element within the streetscape. The building is worthy of local listing. (Appraisals of the individual buildings identified for Local Listing are given at appendix e)

Located in front of the Old Post Office is a Type K6 telephone kiosk, designed in 1935 by Sir Giles Gilbert Scott. This is one of three grade II Listed K6 kiosks in the High Street CA. The other two are located in the recess between the principal façades of the Town Hall and Central Library.

325 adjacent is of brick construction with a slate roof. It has an arched coach-way entrance and stone facing to the ground floor bay. This building contributes to the group value of the block. This is adjoined by the tallest building in the block, the West Bromwich Building Society offices. The imposing symmetrical façade is of early inter-war date, constructed to a mid-18th century Georgian style. At ground floor it is faced with rusticated stone and Portland cement with brick above. At either end of the first floor there are prominent and ornately framed openings with balustraded balconies. As a large and bold early 20th Century commercial building it is of sufficient architectural quality to be locally listed.

Millichips’ premises at 319 and 315-317 High Street are of mid 19th century construction with painted stucco or artificial stone façades and slate roofs. 319 was listed grade II for group value. 315-317 adjoining is set back. This building is listed grade II, (see appendix d). This building has three storeys of three bays, with rusticated quoins. On the ground floor there are two windows each side of a central doorway. They are separated by decorated capitals which support an entablature.
West Bromwich Town Hall Complex.

Lodge Road façade, facing the Town Hall Complex site:
Ryland School of Art, former West Bromwich Institute and HSBC bank.

High Street façade, facing the Town Hall Complex site:
The Old Post office and No.325

High Street façade, facing the Town Hall Complex site:
West Bromwich Building Society, Millichips and Barclays Bank
Barclays Bank occupies the adjoining premises at 313, which completes the block to the junction of Lombard Street with High Street. This building is only two storeys; it is again rendered with a hipped slate roof. It has a rusticated ground floor and dentilled cornice. The detailing is mid 18th century in style but the date of construction is around 1900. The main elevation to the High Street is of seven bays but is deliberately asymmetrical. The Bank is considered to be worthy of local listing. The Lombard Street return is of three bays surmounted by a triangular pediment above the cornice. The Bank sits comfortably with its older neighbours and completes the façade with an attractive corner. A three storey 1960s commercial building occupies the facing corner of the junction. This building has recently been re-faced. The reflective curtain glazing to the upper storeys mirrors the earlier buildings and is reasonably unobtrusive.

4.2 Lodge Road

The Town Hall Complex site is faced on the High Street/Lodge Road corner by the HSBC Bank. This fairly modest two storey building stands in contrast to the mass of the Town Hall. It is not of Local List status.

This building is adjoined by the West Bromwich Institute which was constructed in 1884, (architects: Wood & Kendrick). It was funded by public subscription and originally housed the reading room, classrooms, laboratory, lecture theatre and assembly hall of the Institute. It accommodated the Grammar School with extensions in 1907 and 1909. In 1964 the building became part of the West Bromwich Technical College. After a major fire in 1976, the second floor and gabled roof were removed. The resultant truncation to the front elevation is the reason why it is not statutorily listed although it undoubtedly qualifies for Local List status. The interior contains a splendid foyer and assembly hall with hammer beam roof and other surviving features. The building is of brick and terracotta in the Tudor or late Gothic style.

Adjoining the former Institute is the Ryland School of Art. The principal façade runs to the junction of Lodge Road with Edward Street and the elevation extends to the west along Edward Street. This splendid Grade II Listed Building was also designed by Wood & Kendrick and constructed in 1904. It is of red brick construction with ashlar dressings and slate roofs, in the Renaissance Revival style. The symmetrical front block includes a recessed entrance bay with a decorated arch, above which there is an allegorical frieze in high relief. Projecting gable side bays have three window openings on three floors. Attics have transomed round-headed windows. This imposing and highly decorative façade is unaltered. The building is also almost intact and original internally, with spacious well lit rooms. The Listing expressly mentions the surviving perimeter railings, which emphasis the unusually complete preservation of the building.

On the south side of its junction with Edward Street, Lodge road is fronted by a good quality residential terrace of Victorian/Edwardian date. These have group value and many have been improved. Some
'improvements' preceded CA status and Article 4 restrictions. There are more improvements to be done. This terrace is faced by an open car park on the Edward Street junction, next to which stands the Shiloh Apostles Church. This is a building of character and individuality but not of Local Listing status. However 48 Lodge Road, which stands to the south of the Church is a fine building worthy of Local Listing.

4.3 Edward Street
The Town Hall Complex site is faced by The new Edward Street Hospital. This modern building is three, rising to four storeys in height, surmounted by a pitched roof, constructed of sound materials, well landscaped, never dull and does not strike any discordant notes. The adjacent Masonic Hall is a building constructed in 1889 in a traditional style in brick and terracotta tile. The main façade is surmounted by a Flemish gable. It is worthy of Local Listing. The adjoining car park occupies the Edward Street/Lodge Road corner site. This detracts from the streetscape.

4.4 Lombard Street West
The south eastern façades of Lombard Street West comprise back of pavement frontages of little merit and poor to average materials, reflecting the secondary status of the street. They stand in marked contrast to the Magistrates Court, which they face. The elegant design and materials of its imposing façade give to the street what dignity and grandeur it has. The enclosure of the street limits the extent to which the Court façade can be enjoyed. Towards Edward Street, the aspect is more open, less austere, but very dull and characterless.

4.5 The wider setting of the High Street
Aside from the immediate setting of the Town Hall Complex site, the CA contains the main buildings of the town, notably the following:

West Bromwich Building Society and Sandwell College main block. These two buildings are the two most substantial multi-storey blocks in the town and dominate the townscape at the northern extent of the CA. Both buildings have only limited character and quality, they lack human scale and are unwelcoming at ground-floor level.

Kenrick & Jefferson building, (grade II listed). Originally constructed as the printing and publishing offices of the Free Press Company in 1883, the ornate terracotta façade of this building dominates the extent of the High Street in which it is located. It awaits re-use following retail development of the surrounding factory site. It is too early to judge whether this development will be a success.

St. Michaels Church, (grade II listed) and the Goose & Granite Pub. These two substantially Victorian buildings stand at the junction of High Street with New Street and form the eastern gateway to the CA.

The High Street contains a number of individual buildings identified as being worthy of Local Listing. The remainder are individually
unremarkable but do have group value, which they add to the buildings described.

5 Building Conservation advice

Any redevelopment proposals and alterations to existing structures within the Town Hall Complex site would require Conservation Area Consent. Listed Building consent will be required for any changes to the Listed Buildings. To discuss the impact on existing buildings and structures, please contact the Council’s Conservation Officer, Nigel Haynes, tel: 0121 569 4022.

6 Archaeological Considerations

6.1 Context

Although the proposed development site is not within a defined area of archaeological potential, research has revealed that the site is located on part of the enclosure of West Bromwich Lodge, owned by William Izons. Adjacent to the development area, bounded by Edward Street and Victoria Street is Camp Bank Earthworks, identified on the Sandwell Sites and Monuments Record (PRN 2801). Little is known about this area and it could also be part of the former Enclosures Act of West Bromwich. The 1837 map of West Bromwich by John Wood and the Parish Map of West Bromwich dated 1849 provide an excellent reflection of the town when it was still primarily a rural village, rooted in its medieval past but starting the rapid change into an industrial and urban borough. Early maps expand areas of archaeological potential by revealing a landscape that has undergone little change since the medieval period. The first OS map provides an informative look at the borough in the late 19th century, showing the developing infrastructure and increase in urban and industrial landscape. The second epoch was produced in 1904, third in 1919 and fourth in 1934-38. These display enormous urban development and saturation of the area.

With such information available a full desk based assessment of the area will be required in order to identify areas of archaeological potential and historical importance. The site of the Town Hall and the Library, both of which, are listed buildings will require a full historic building record if any internal/external alteration or demolition is proposed. Such municipal sites are an important part of our local heritage and at the very least a record should be made of this structure in advance of any future demolition. The resulting report would be deposited in a public archive where it will be available for educational and research purposes. There are several articles published on this area but a full archaeological record and research into the history of this site is essential.

6.2 Mitigation Strategy

Therefore, based on Planning Policy Guidance Note 15: Planning and the Historic Environment (DoE and DNH 1994), Planning Policy Guidance Note 16: Archaeology and Planning (DoE 1990) and the
Council’s UPD policies no development, demolition or preliminary groundworks of any kind shall take place until the applicant has secured the implementation of a programme of archaeological work in accordance with a written scheme of investigation which has been submitted to, and approved in writing by the Local Planning Authority.

All recording/archaeological work should be undertaken by a recognised historic buildings analyst/professional archaeologist, in accordance with a Brief prepared by the Local Planning Authority and in this instance there will be a cost implication for the developer.

To discuss the archaeological implications of the Town Hall Complex development proposals and the requirements of the mitigation strategy, please contact the Borough Archaeologist, Graham Eyre-Morgan, tel: 0121 569 4025.

6.3 Relevant Conservation and Heritage Policies in the adopted Unitary Development Plan for the Borough

Policy C1 Conservation
Policy C2 Buildings of Special Architectural or Historic Interest
Policy C3 Conservation Areas
Policy C4 The Local List of Buildings and Structures
Policy C5 Areas of Townscape value
Policy C11 Archaeology and Development Proposals
Policy C12 Enhancement of Archaeological Data
Reference Documents

The following documents have been referred to in compiling this appraisal note and should be referred to in preparing detailed proposals for the Town Hall Complex Scheme.

**West Bromwich Town Hall**, Wilkins, Anne 2003 (*West Bromwich Library User Group*)

**West Bromwich - Conservation Area Enhancement Scheme**, *Sandwell M.B.C. 1996* (Sandwell MBC)


**West Bromwich Arts, Cultural & Heritage Centre – A Feasibility Study on behalf of Sandwell MBC**, Joyce, Nick, McConaghy BGP Architects & MDA Group UK. 2000. (*unpublished*)

**Sandwell Housing Market Renewal Area Pathfinder Scheme – Historic Urban Characterisation Project**, Sandwell M.B.C. 2005 (*Sandwell MBC*)

Conservation Areas
declared under the provisions of
the Planning (Listed Buildings &
Conservation Areas) Act 1990
and preceding legislation.

Published by Robert A Lee
Director of Planning & Transportation

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<td>Co-ordinators/General office for Sandwell Unemployed Peoples Centre.</td>
<td>Conversion of ground floor staff toilets into wheelchair accessible toilet accommodation for public use and provision of additional first floor ambulant toilet compartment.</td>
<td>Listed Building Consent: Replacement of existing roof slates with new slates (Penrhyn 355 x 208 mm. Heavy Grade) and restoration of dome over main stairway.</td>
<td>Erecting gates to main entrance at High Street.</td>
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<td>Sandwell Unemployed Centre.</td>
<td>Corporate Services Cabinet Advisory Team.</td>
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APPENDIX 5

Transport Links.

BUS SERVICES

High Street forms a major bus corridor with no fewer than eight routes passing the site. These routes serve local destinations such as Great Bridge, Wednesbury and Tipton as well as providing connections to Birmingham and Wolverhampton City Centres and Walsall. Service frequencies are summarised in the table below. It can be seen that there is a frequency of a bus every ten minutes serving most destinations at peak hours.

In addition, West Bromwich Bus Station is a five to ten minute walk away giving access to services to Blackheath, Great Barr, Oldbury, Smethwick, Sutton Coldfield and Walsall.

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<td>Wednesbury – Birmingham</td>
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<td>79</td>
<td>Wolverhampton – Birmingham via Wednesbury</td>
<td>Every ten mins or less.</td>
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<td>Birmingham – Wednesbury</td>
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<td>Wednesbury – West Bromwich</td>
<td>Weekends, infrequent.</td>
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<td>414</td>
<td>West Bromwich – Morrisons, Walsall</td>
<td>2</td>
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<td>419</td>
<td>West Bromwich – Great Bridge</td>
<td>Weekends, Hourly.</td>
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<td>644</td>
<td>West Bromwich – Tipton</td>
<td>3</td>
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<td><strong>Total peak bus frequency within 200m (daytime):</strong></td>
<td><strong>22</strong></td>
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TRAIN AND METRO SERVICES

Lodge Road Town Hall Metro stop is located within three hundred metres of the site. The metro runs approximately every eight minutes making it possible to be in either Birmingham or Wolverhampton with their associated rail links within twenty minutes.

PEDESTRIAN/ CYCLE LINKS

There are pavements protected by raised kerbs along both sides of High Street, Lombard Street West, Lodge Road and Edward Street, which are all part of the adopted highway. There are no rights of way through the site.

A cycle route is proposed to run along the High Street into West Bromwich as well as linking to other towns in the area. An established off road cycle route runs along the Metro track located within three hundred metres of the site.
ROAD LINKAGES

West Bromwich is located within the West Midlands conurbation between Junction 1 (M5) and Junction 9 (M6).
APPENDIX 6

CONTACT DETAILS

This brief has been co-ordinated by James Houghton in the Town Centres and Commerce team.

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More contacts within the Council are:

Planning and Transportation.

(Building Regulations)  Graham Downs  0121 569 4069
(Development Control)  John Dadd  0121 569 4269
(Local Plans)  Nick Bubalo  0121 569 4253
(Transportation Planning)  Andy Miller  0121 569 4249
(Urban Design)  Chris Jones  0121 569 4086

Traffic and Road Safety  Lee Smith  0121 569 4198

Corporate Property Division  0121 569 3954
(Land Marketing & Disposals)
APPENDIX 7

UNITARY DEVELOPMENT PLAN POLICIES

ECONOMY AND EMPLOYMENT
E06 Locational factors
E07 Design quality and environmental standards
E08 Access

TRANSPORT
T01 General policy
T02 Walking
T03 Public transport accessibility and location
T07 Cycling
T08 Hackney carriages/Private hire vehicles
T12 Car Parking
T16 Road safety
T17 Transport assessments, transport statements and commuter travel plans

URBAN DESIGN
UD01 General urban design principles
UD02 Design statements
UD03 Security and safety
UD04 Urban spaces
UD05 Landmark buildings

CONSERVATION AND HERITAGE
C01 Conservation
C02 Buildings of special architectural or historic interest

DEVELOPMENT CONTROL
DC01 Access for disabled people
DC05.1 Car Parking
DC10 Community facilities including places of worship and/or religious instruction

OPEN SPACE AND PLAY PROVISION
There is no policy requirement in relation to community or health facilities.

NATURE CONSERVATION
There is no part of the site or immediately adjoining land identified as having particular wildlife value.

WEST BROMWICH INSERT
WB02 Maintaining a vibrant town centre
WB03 Design principles and Environmental quality
WB04 Public transport, pedestrians and access
Proposal Site WBPr7: The Town Hall Complex, High Street

West Bromwich Town Plan
Area 5: Proposal site 4.