

Report to:	CABINET MEMBER FOR REGENERATION
Report of:	ACTING STRATEGIC DIRECTOR OF DEVELOPMENT
Date of Decision:	11 February 2009
SUBJECT:	PROPOSED GREENFIELD ROAD, HARBORNE CONSERVATION AREA
Key Decision: No	Relevant Forward Plan Ref:N/A
If not in the Forward Plan: (please "tick" box)	Complied with Rule 15 <input type="checkbox"/> Complied with Rule 16 <input type="checkbox"/>
Type of decision:	Executive
Relevant Cabinet Member:	Councillor Neville Summerfield, Regeneration
Relevant O&S Chairman:	Councillor Timothy Huxtable, Regeneration
Wards affected:	Harborne

1. Purpose of report:

- 1.1 To seek approval for the designation of the Greenfield Road area as a Conservation Area
- 1.2 To introduce an Article 4 (2) Direction in the designated Greenfield Road Conservation Area to withdraw certain permitted development rights related to dwelling houses and thereby preserve and enhance the character and appearance of the conservation area.

2. Decision(s) recommended:

That the Cabinet Member for Regeneration:

- 2.1 Approves the designation of the area shown red on the attached map (Appendix 1) as the Greenfield Road Conservation Area.
- 2.2 Notes the list of all properties with the conservation area as detailed in Appendix 2.
- 2.3 Approves the making of a Direction under Article 4 (2) of the General Permitted Development Order 1995 in respect of the dwelling houses referred to in Appendix 3 within the designated Greenfield Road Conservation Area, withdrawing certain permitted development rights outlined in Appendix 4 of this report.

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3. Compliance Issues:

3.1 Are decision(s) consistent with the Council's Policies, Plans and Strategies focused on "Global City with a Local Heart"?

The proposed designation of Greenfield Road Conservation Area complies with paragraph 3.21 of the Birmingham Unitary Development Plan 2005

It is consistent with the guidance contained in the Birmingham Conservation Strategy "Regeneration Through Conservation" 1999, reviewed July 2004

The proposed designation will help to achieve the Council's Plan priorities in relation to creating a city of vibrant urban villages. The Article 4 (2) Direction for the Greenfield Road Conservation Area is consistent with both council policies and central government advice. It is consistent with the Birmingham Unitary Development Plan.

3.2 Have relevant Ward and other Members / Officers been properly and meaningfully consulted on this report?

All Harborne ward members and relevant officers in the Development and Culture Directorate have been consulted and support the recommendation.

3.3 Are there any relevant legal powers, personnel, equalities, procurement, regeneration and other relevant implications?

The legal powers are contained within the Planning (Listed Buildings and Conservation Areas) Act 1990, The General Development Order 1995, The Town and Country Planning (General Permitted Development) (Amendment) (No.2) (England) Order 2008

3.4 How will decision(s) be carried out within existing finances and resources?

There are no financial implications arising from this action.

3.5 Have the main Risk Management and Equality Impact Assessment Issues been considered or concluded and, if yes, what are they and how will they be carried forward to deliver the Council's objectives?

The need for an EINA (Equality Impact Needs Assessment) has been considered, but has not been required, as the proposals will not affect equality policies.

3.6 How will this report help to inform, further improve or otherwise, help to deliver the Council's BEST initiative?

The proposed designation of the Greenfield Road Conservation Area and the introduction of an Article 4 (2) Direction will promote confidence and excellence in the promotion of the historic environment and will assist in achieving the best conservation outcomes for all the citizens of Birmingham.

4. Relevant background/chronology of key events:

- 4.1 The Greenfield Road area has an attractive suburban character which ranges in form, from the close grain of terrace houses found on South Street, Bull Street, York Street and part of Greenfield Road to the spacious plots of the larger house on St Mary's Road. Originally rural in character the area was developed in an ad hoc manner, as strips of land were sold off for building. The properties seen today date from the between the early 19th century and the interwar period.
- 4.2 Mainly residential in character, the proposed conservation area boasts a wide variety of architectural styles, ranging from modest 19th century cottages, larger Edwardian and Victorian terraced and semi detached villas, to individually designed residences, which reflect the architectural influences of the Gothic and Arts and Crafts movements. Non-residential buildings include the listed South Street Church, together with occasional shops, some still complete with historic shop fronts. The area's potential conservation area status was confirmed in both The Birmingham Unitary Development Plan 2005, and The conservation Strategy "Regeneration Through Conservation" 1999, reviewed 2004. Appendix 1 provides a plan of the proposed conservation area. Appendix 2 lists all properties within the proposed conservation area.
- 4.3 The Harborne Ward Committee along with the Harborne Society are very supportive of the designation. Public Consultation has included newsletters beings sent to every property in the area, followed by an exhibition and question and answer session, held over two days. Public response was both positive to the designation of the conservation area, and the introduction of an article 4 (2) Direction. Both Conservation Heritage Panel and Planning Committee have also supported the proposal.
- 4.4 The introduction of an Article 4 (2) Direction would remove certain permitted development rights from **dwelling houses** in the area, preventing future erosion of the built fabric of the area. These would include: changes to external doors and windows, new porches and small extensions, alterations to roofs, the creation of hard standings (parking areas), pavement crossings, alterations to gates, fences and boundaries and the painting of brickwork. This relates to any proposal in respect of a dwelling house visible from a 'relevant location', i.e. an adopted highway, waterway or open space; in general this would mean the front elevation. Appendix 3 lists all the residential properties covered by the Article 4 (2) Direction, and Appendix 4 outlines the Permitted Development Rights, which are to be withdrawn under the proposed Article 4 (2) Direction.

5. Evaluation of alternative option(s):

- 5.1 Failure to consider the designation of the Greenfield Road Conservation Area could result in the erosion of the area's special historic quality and architectural features.
- 5.2 Should an Article 4 (2) Direction not be implemented in the Greenfield Road Conservation Area, this could result in inappropriate alterations through Permitted Development and the gradual erosion of the essential character of the designated conservation area will continue

- 6. Reasons for Decision(s):**
- 6.1 The designation of conservation areas is promoted in central government legislation and guidance as a means of protecting areas of special character and interest.
 - 6.2 The Greenfield Road area has been identified as a potential conservation area because of its special character and interest. Designation and the introduction of an Article 4 (2) Direction will help manage, and retain, the significance and character of this area, and will meet the expectations of local residents.
 - 6.3 The introduction of an Article 4 (2) Direction will assist in preserving the character and appearance of the designated Greenfield Road Conservation Area and support the City Council policy of encouraging and developing Vibrant urban Villages.

Signatures (or relevant Cabinet Member(s) approval to adopt the Decisions recommended):

Acting Strategic Director of Development

Cabinet Member for Regeneration:

Dated:

List of Background Documents used to compile this Report:

The Birmingham Unitary Development Plan 2005
 The conservation Strategy “ Regeneration Through Conservation “ 1999, reviewed 2004

- List of Appendices accompanying this Report (if any):**
- 1. Map illustrating the proposed Greenfield Road Conservation Area Boundary.
 - 2. Schedule of all properties included within the proposed Greenfield Road Conservation Area
 - 3. Schedule of properties to be covered by the proposed Article 4 (2) Direction
 - 4. Schedule of permitted development rights to be withdrawn

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