

Walsall town centre Area Action Plan
Historic Environment – sites assessment

The following table looks at each of the sites within the Walsall town centre Area Action Plan, and considers their allocations with reference to the historic environment and any heritage assets which could be affected by the allocations. Where appropriate, measures are recommended for new developments to protect or enhance the historic environment and the character of the townscape. Where appropriate this has been included within the Site Information Tables within the AAP document. Please note that the following is for guidance only.

The table has been produced using guidance from Historic England ‘The Historic Environment and Site Allocations in Local Plans: Historic England Advice Note 3’ (2015). The methodology recommended within the advice note, and used in the production of the table below, is reproduced below:

Site Selection Methodology

STEP 1 Identify which heritage assets are affected by the potential site allocation

- Informed by the evidence base, local heritage expertise and, where needed, site surveys
- Buffer zones and set distances can be a useful starting point but may not be appropriate or sufficient in all cases. Heritage assets that lie outside of these areas may also need identifying and careful consideration.

STEP 2 Understand what contribution the site (in its current form) makes to the significance of the heritage asset(s) including:

- Understanding the significance of the heritage assets, in a proportionate manner, including the contribution made by its setting considering its physical surroundings, the experience of the asset and its associations (e.g. cultural or intellectual)
- Understanding the relationship of the site to the heritage asset, which is not solely determined by distance or inter-visibility (for example, the impact of noise, dust or vibration)
- Recognising that additional assessment may be required due to the nature of the heritage assets and the lack of existing information
- For a number of assets, it may be that a site makes very little or no contribution to significance.

STEP 3 Identify what impact the allocation might have on that significance, considering:

- Location and siting of development e.g. proximity, extent, position, topography, relationship, understanding, key views
- Form and appearance of development e.g. prominence, scale and massing, materials, movement

- Other effects of development e.g. noise, odour, vibration, lighting, changes to general character, access and use, landscape, context, permanence, cumulative impact, ownership, viability and communal use
- Secondary effects e.g. increased traffic movement through historic town centres as a result of new development

STEP 4 Consider maximising enhancements and avoiding harm through:

Maximising Enhancement

- Public access and interpretation
- Increasing understanding through research and recording
- Repair/regeneration of heritage assets
- Removal from Heritage at Risk Register
- Better revealing of significance or assets e.g. through introduction of new viewpoints and access routes, use of appropriate materials, public realm improvements, shop front design

Avoiding Harm

- Identifying reasonable alternative sites
- Amendments to site boundary, quantum of development and types of development
- Relocating development within the site
- Identifying design requirements including open space, landscaping, protection of key views, density, layout and heights of buildings
- Addressing infrastructure issues such as traffic management

STEP 5 Determine whether the proposed site allocation is appropriate in light of the NPPF's tests of soundness

- Positively prepared in terms of meeting objectively assessed development and infrastructure needs where it is reasonable to do so, and consistent with achieving sustainable development (including the conservation of the historic environment)
- Justified in terms of any impacts on heritage assets, when considered against reasonable alternative sites and based on proportionate evidence
- Effective in terms of deliverability, so that enhancement is maximised and harm minimised
- Consistent with national policy in the NPPF, including the need to conserve heritage assets in a manner appropriate to their significance

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TC01 Old Square Phase 2	Civic Centre – High Street CC13	No heritage assets affected by allocation	n/a	n/a	During the planning process amendments were made to the scheme to retain views of St Matthew’s Church.	Enhancement of this part of the town will lead to further investment in surrounding buildings, some of which are of a strong character. It will also increase footfall to St Matthew’s Church.
TC02 Old Square Phase 3	Civic Centre – High Street CC13	No heritage assets within boundary but the site is adjacent to Bridge Street and Church Hill Conservation Areas and grade II listed buildings.	The existing building does not make a positive contribution to the adjacent heritage assets.	If a new development on this site was to be above 3 storeys it would dominate the streetscene and impact on the surrounding character	Likely to be included in public realm improvements along High Street.	The area comprises post war development that sits at odds with the grain of the wider town of which none is considered worthy of retention.
TC03 Digbeth/ Lower Hall Lane (N&P)	Civic Centre – High Street CC13	No heritage assets within boundary but the site is adjacent to Bridge Street and Church Hill Conservation Areas and grade II listed buildings.	The building is currently vacant and therefore does not make a positive contribution to the adjacent heritage assets.	The site has planning permission to replace the existing vacant buildings with something of a more modern design.	Likely to be included in public realm improvements along High Street.	The area comprises post war development that sits at odds with the grain of the wider town of which none is considered worthy of retention.
TC04 Saddler’s Shopping Centre	Civic Centre – Saddlers Centre CC6	No heritage assets within boundary but the site is adjacent to Bridge Street Conservation Area and a grade II listed building.	Due to the nature of being a shopping centre, the site doesn’t really have active frontages that interact with the historic assets.	The allocation is for a reconfiguration of the current shopping centre and will be designed in such a way as to not have a negative impact on the surroundings.	There is a substantial capacity for change, particularly should it deliver a stronger frontage towards Bradford Place and a more appropriate form of development around the Institute of Science and Art (Grade II listed building). Proposal	Any reconfiguration is considered to provide an opportunity to improve the relationship with the historic assets.

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					could also include improvements to the frontage onto Station Street which includes some historic assets.	
TC05 Park Place shopping centre	Town End – Park street (west) TE14	There are no heritage assets within or adjacent to the site.	n/a	n/a	n/a	The area has been radically redeveloped over the last 50 years and lost all of its historic form.
TC06 Townend House	Town End – Park street (west) TE14	There are no heritage assets within or adjacent to the site.	n/a	n/a	Allocated for office reconfiguration, which is expected to be within its existing urban form.	n/a
TC07 Crown Wharf Retail Park	Canal Link – Crown Wharf CL14	There are no heritage assets within the site boundary, but 3 locally listed buildings are adjacent.	n/a	n/a	n/a	The plan does not allocate this area for change but the Characterisation Study does identify some areas where the frontages could be strengthened to improve the site's relationship with the town.
TC08 Waterfront Lex	Canal Link – Waterfront North CL11	Part of the site is within the Canal Locks Conservation Area	Currently has little contribution to the Conservation Area as it is a vacant site and public access to this part of the canal is restricted.	The site is currently vacant, although there is a retained building to the east of the site, which can tolerate development on both sides to a significant scale to reinstate the urban character of the canal.	There is no firm proposal for the site at present but any future proposals will include enhancement of the canal as a historic asset. This is a site for a high quality building.	Encouraging development on this site provides the best opportunity to protect and enhance the canal.

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TC09 Holiday Hypermarket	Canal Link – Waterfront North CL11	Part of the site is within the Canal Locks Conservation Area		There is a retained building to the west of the site, which can tolerate development on both sides to a significant scale to reinstate the urban character of the canal.	Harm would be avoided by retaining the 19 th Century building on the site.	The site is allocated because it sits between 2 development opportunities and therefore presents an opportunity to provide comprehensive access to the canal frontage.
TC10 Waterfront North	Canal Link – Waterfront North CL11	Part of the site is within the Canal Locks Conservation Area	Development is next to the canal so there is the potential to increase activity and ensure the area is maintained	The cinema which is currently under construction, which will bring people to this previously vacant site to appreciate the historic canal frontage.	The cinema scheme involved new planting, seating, and a footpath adjacent to the canal.	The site provides an opportunity for a large scale development that would enhance the canal location
TC11 Kirkpatricks, Charles Street	Canal Link – Waterfront South CL12	Adjacent to the Canal Locks Conservation Area	The site currently has a negative impact on the conservation area as it is in the middle of more recent development.	The allocation could have a positive impact on the conservation area, by completing the development along the canal and providing a more active frontage to the canal.	The scheme would be expected to continue the strong frontage to the canal.	This is the last remaining site along the canal for the Waterfront South area, and currently does not relate positively to the surrounding buildings.
TC12 Waterfront South green space	Canal Link – Waterfront South CL12	Adjacent to the Canal Locks Conservation Area	The site makes a positive contribution as it enhances the setting of the canal	Protecting the site as an open space will prevent it being developed and allow for leisure space and better setting for surrounding buildings.	If possible there may be some investment in the green space to improve its leisure potential.	This is currently open space which it is not considered beneficial to develop.

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TC13 New Art Gallery	Town End – Art Gallery TE13	Part of the site is within the Canal Locks Conservation Area	The site makes a positive contribution by providing a landmark building that attracts people to the canal area	The allocation is to protect the building in recognition of the positive role it plays.	There is likely to be improvements to the public realm around the site	The allocation is to protect the building in recognition of the positive role it plays.
TC14 Stafford Works, William House, Marsh Lane	Town End – Art Gallery TE13	The site includes one locally listed building and is adjacent to another one. The front of the site is visible from the canal area.	The buildings on the site are currently vacant and therefore make a negative contribution to the surrounding area, particularly to the canal.	The allocation for town centre uses is not considered to have a negative impact, but this could be dependent on design and storey heights.	We would look to explore the potential for the reuse of the buildings	There is a risk that if the vacant locally listed building is not brought back into use that it could deteriorate past the point of viable reuse. Any redevelopment will be expected to reflect the scale of the historic development.
TC15 FE Towe Ltd, Charles Street	Canal Link – Waterfront South CL12	No heritage assets within the site but adjacent to a locally listed building	The building contributes positively to the nearby locally listed building as it is a similar style	If the site was redeveloped there is potential that massing could be made to fit it with the surrounding buildings which would positively contribute to the character of the area.	Potential for conversion will be explored, similar to the locally listed flats adjacent, but as it is not listed this may be difficult to ensure, however it is considered to add to the character of the area.	It is currently in use for industry, but as industry is likely to relocate out of the centre in the future there is potential that the building will become underused without a positive allocation, and this is considered to be in keeping with the surrounding uses and character.
TC16 Station Street	Town End – Station Street TE15	The site includes listed buildings (Grade II) and 2 locally listed buildings	The area retains much of its historic urban grain and building stock, although this has been depleted at the southern end with the loss of an	The site is a significant development opportunity, and developing sensitively around the heritage assets would improve	Because there is a development opportunity and some of the units are vacant, there is the potential to use the historic assets as	Without a positive plan for this area it is likely that it will decline and more historic buildings will be lost.

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			important listed building (Boak)	their setting and enhance the character of the area.	inspiration for a scheme that adds to the character of the centre, including creating a gateway destination at the rail station.	
TC17 Station Street car park	Town End – Station TE16	There are no heritage assets within the site but it is opposite the listed and locally listed buildings at Station Street	At present the site has a potentially negative impact as it presents a poor gateway to Station Street and the rest of the town.	If too large a development was proposed for this site it is possible it would block some views of Station Street as you arrive in the centre by train.	There is potential for enhancement by improving the entrance to the station, which may include public realm improvements.	The site is currently a car park associated with the train station so the allocation is not expected to negatively impact the area and provides the opportunity for enhancement to Station Street.
TC18 Bradford Place interchange	Bradford Street – Midland Road (north) BS1	There are no heritage assets within the site but it is adjacent to the Bradford Street and Bridge Street Conservation Areas and several listed buildings	The retail estate in inward looking and relates poorly to the surrounding streets with listed buildings. The appearance of the area is harmful to the adjacent conservation areas and the listed Institute of Science and Art and war memorial.	There is potential that without full consideration of the surrounding character that there will be some potential negative impacts, but given the current contribution the site has there is considered potential for improvement.	It is recognised that further work is needed and there is no firm design for the bus interchange at the current time.	The site currently adds little to the setting of the historic assets so it is considered that a new interchange provides opportunities for improved public realm and integration of the bus services to the surrounding areas.
TC19 Jerome Retail Park	Bradford Street – Midland Road (north) BS1	There are no heritage assets within the site but it is adjacent to the Bradford Street Conservation Area and near to listed buildings	The retail estate is inward looking and relates poorly to the surrounding streets with listed buildings. The appearance of the area	The area is not allocated for significant change, but any proposals that do come forward will be the reconfiguration or redevelopment of	It is envisaged that there will be some high quality public realm and improved linkages as part of the bus interchange proposals,	The site currently adds little to the setting of the historic assets, so any new development will be of better design and contribute more to the

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		at Bradford Place	is harmful to the adjacent conservation areas and the listed Institute of Science and Art and war memorial.	current retail units, providing an opportunity for better design.	making this part of the town more accessible.	surrounding area.
TC20 Midland Road	Bradford Street – Wednesbury Road (north) BS7	There is one locally listed building within the boundary, and the site is adjacent to Bradford Street Conservation Area.	Most of the adjacent buildings are of a similar scale to the locally listed building, which means it remains prominent.	If an unsympathetic large building was situated too close to the locally listed building it would have a negative impact.	Harm would be minimised by looking to incorporate the building into a scheme of a suitable design and scale	There is a degree of vacancy and visible economic decline that has resulted in buildings becoming ruinous/ derelict, therefore there is a capacity for change but this is dependent on retaining the elements of architecture that date to the early 20 th century.
TC21 Bradford Street area	Bradford Street – Bradford Street (south) BS5	The site is within the Bradford Street Conservation Area, and has 2 listed buildings to the north and one locally listed building.	The area comprises a handsome parade of Regency architecture within the Bradford Street conservation Area. The northern section of the street is all Grade II listed and of great significance to the early 19 th century route into the town.	Large scale redevelopment with no consideration of historic assets there would be a negative impact on the conservation area, but the plan proposes the reuse of vacant buildings and the redevelopment of the car park and any industry that may relocate.	Harm would be avoided through the re-use of historic buildings.	There is little capacity for change, although boundaries could be strengthened, commercial frontages and signage improved and the vacant site developed. There is an opportunity to develop a 3 storey building on the vacant site, aligned with the wider built form.
TC22 Vicarage Place/ Caldmore Road	Bradford Street – Vicarage Place BS9	The site is partly within the Bradford Street Conservation Area, and there are 3 locally listed buildings within the site.	The locally listed buildings are attractive and make a positive contribution to the area.	The allocation is for the reuse of employment land and we would expect where possible the locally listed buildings to be	Retention of the locally listed buildings and better management of the road to reduce the impact on the buildings themselves and the	The allocation is for the reuse of employment land should it be vacated, and the site has been considered as a whole in order to ensure

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				considered as part of scheme and to be retained.	wider character.	that the locally listed buildings are fully incorporated. It also presents an opportunity to consider the impact of the road on the buildings.
TC23 Caldmore Road/ Upper Hall Lane	Bradford Street – Vicarage Place BS9	A small part of the site is within the Church Hill Conservation Area.	Some of the buildings are quite prominent but are poorly maintained which reduces contribution to the character of the area.	Redeveloping the area would not have a significant impact on the conservation area as it is already built out and functions as a standalone block.	Any proposals for this site would need to have consideration for the frontage which faces the Conservation Area.	Redevelopment of this site would encourage greater footfall to this part of the town centre.
TC24 Lower Hall Lane/ Newport Street	Bradford Street – Caldmore Road BS6	There are no heritage assets within the site but it is adjacent to the Bradford Street and Church Hill Conservation Areas, and listed buildings on both sides.	At present the building doesn't make a positive contribution to the area. It is surrounded by heritage assets but doesn't enhance them in anyway.	The site is allocated for reconfiguration or redevelopment. The reconfiguration would not have an impact on the character of the area, and redevelopment could improve its relationship with the Conservation Areas.	Any proposal for redevelopment would need to consider the scale of the nearby listed buildings so as not to dominate the area.	The building currently has little merit and therefore provides an opportunity to improve this part of the town.
TC25 Lower Hall Lane	Civic Centre – Lower Hall Lane CC14	The site is within the Church Hill Conservation Area, and includes a terrace of listed buildings.	The listed terrace makes a positive contribution to the character of the area.	The allocation would expect the reuse of the listed buildings and therefore should not impact the character of the area.	The buildings are expected to be reused and any infill development would be expected to be in character with the rest of the streetscene.	Through allocating the site, the area is given purpose which should keep the listed buildings in use and help to secure their future.

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TC26 Former Shannon's Mill site	Bradford Street – Caldmore Road BS6	The site is within the Church Hill Conservation Area, and adjacent to a number of listed buildings.	The site is vacant and therefore does not make a positive contribution to the area.	The site is currently vacant and therefore we would encourage development on the site which would help to sustain the surrounding buildings by bringing more life into the area.	We would expect any proposals for this site to have active frontages and make a positive contribution to the streetscene.	We would encourage development on the site which would help to sustain the surrounding buildings by bringing more life into the area.
TC27 New Street	Bradford Street – Dudley Street BS10	Only a small part of the site is within the Church Hill Conservation Area, but the site is adjacent to St Matthew's Church	The site does not currently make a contribution to the church	The redevelopment of this site would need to be sympathetic to its location adjacent to the ground of St Matthew's Church.	Proposals would need to be of an appropriate scale so as not to dominate the setting of St Matthew's Church	The site is allocated as the existing building does not positively contribute to the area and it is expected to become an opportunity as industry is relocated away from the centre.
TC28 Church Hill	Church Hill – St Matthews TC5, TC7 and TC8.	The site is within the Church Hill Conservation Area and the church itself is Grade II* listed.	The site is shown as urban open space and is therefore not a development opportunity.	The allocation forms a key part of the protection of the historic character of the area.	The plan aims to improve public access to the church from the centre of the town.	The site is urban open space and should be protected as such.
TC30 Ablewell Street (east)	Church Hill – Bott Lane CH9	Part of the site is within Church Hill Conservation Area and there are some locally listed buildings within the site.	The area contains a patchwork of 19 th century development, which appears as an historic neighbourhood. The buildings are modest and in many cases altered and fragmented by later clearance and redevelopment.	This is a large site and parts of it could be redeveloped with little impact on the historic character. Proposals for sites adjacent to the locally listed buildings should be sensitive in scale and design to these assets.	Proposals should take into account the locally listed buildings and be sensitive in their scale and design so as not to dominate these assets.	Parts of the site are run down and therefore redevelopment offers the opportunity to increase footfall to this area which should attract investment and protect the existing heritage assets.

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TC31 Upper Rushall Street/ Town Hill	Church Hill – Town hill CH6	The site is within the Church Hill Conservation area, and adjacent to a locally listed building.	The site does not currently contribute positively to the character of the conservation area.	The site is currently a council owned car park and some vacant space, therefore redevelopment of this site would be positive in bringing further footfall to the area. Redeveloping the site would not block any significant views of heritage assets.	Proposals should be of an appropriate scale and design to the adjacent buildings, in particular the locally listed building adjacent the site.	The site does not currently contribute to the character of the conservation area so it is considered that redeveloping this site would improve the character of the area.
TC32 Regina Court	Church Hill – Goodall street CH1	The frontage of the site is within the Bridge Street Conservation Area	Much of the frontage of the site is vacant and very run down. The area is dominated by large scale post war development that sits at odds with the wider townscape and competes with the nearby historic landmarks.	This site is not sensitive to change as these structures do not contribute positively to the town centre's appearance.	The allocation for office reconfiguration could be undertaken without harming the character of the area, and would actually improve it.	Allocating a currently under utilised site for reconfiguration/ redevelopment would increase footfall to this part of the town and therefore improve the character and appearance of the area.
TC33 Tameway Tower	Church Hill – Goodall street CH1	The frontage of the site is within the Bridge Street Conservation	The area is dominated by large scale post war development that sits at odds with the wider townscape and competes with the nearby historic landmarks.	This site is not sensitive to change as these structures do not contribute positively to the town centre's appearance.	The allocation for office reconfiguration could be undertaken without harming the character of the area, and would actually improve it.	Allocating a currently under utilised site for reconfiguration/ redevelopment would increase footfall to this part of the town and therefore improve the character and appearance of the area.

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TC34 Intown area	Chuckery – Intown Row CA10	The site is adjacent to Bridge Street and Lichfield Street Conservation Area	The area is mixed and is dominated by car parking, meaning it doesn't make a strong contribution to the character of the surrounding area.	There is substantial capacity for change through the development of clear land and surface level parking areas.	The scale of development should be informed by the falling topography and due to its largely 'back land' location, should not exceed the height of frontage buildings.	The current car parking area does not contribute positively to the surrounding character, and a more substantial development would have a positive impact.
TC35 Lower Rushall Street/ Holtshill Lane	Chuckery – Holtshill Lane CA11	The site includes a Grade II listed building.	The car parking at the frontage of the site does not make a positive contribution to the area. The listed building is attractive and does make a positive contribution to the streetscene.		Retention of the listed building. Development of the frontage should be of an appropriate scale and design bearing in the mind flats to the rear.	
TC36 Ward Street	Chuckery – Arboretum Junction CA5	There are no heritage assets within or adjacent to the site.	n/a	n/a	n/a	The site is underutilised and provides potential to provide a positive contribution to the vitality of the town.
TC37 Former Jabez Cliff site	Chuckery – Arboretum Junction CA5 and CA6	Within Lichfield Street Conservation Area. The building was locally listed but this burnt down and the site is now vacant.	This is a vacant site and therefore does not currently contribute to the character of the area.	New built form could help to define new routes.	The development would need to bear in mind the scale of the surrounding buildings.	This is a cleared site on a major artery, so it is considered that development would make a positive contribution to the vitality of the town centre.

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TC38 Lower Forster Street	Chuckery – Lower Forster Street CA6	Within Lichfield Street Conservation Area.	The area comprises of a traditional inner centre residential street with associated industry.	The style and scale is in keeping with the surrounding streetscene so it is possible that an unsympathetic design for a new development could have a negative impact.	Buildings would be retained if possible, otherwise a new development would need to be in keeping with the surrounding area in terms of design and scale.	Allocation is because the site is consider for release employment land, so if the industry left the site the building could be left to deteriorate unless a positive use can be found for it.
TC39 Gala Baths and Walsall Library	Civic Centre – Civic Centre CC2	Site is within the Lichfield Street Conservation Area, and the frontage of the building (the library and museum) is grade II listed.	The museum is an exceptional piece of modern design and delivers a high quality corner to the Lichfield Street/ Hatherton Road junction.	The allocation is to protect the buildings and to retain a use within them.	The public realm will be retained.	The allocation is to protect the buildings and to retain a use within them.
TC40 Town Hall	Civic Centre – Council house CC5	The site is within the Lichfield Street, and the building itself is grade II listed.	The area contains a number of listed buildings and buildings of excellent later 19 th century and early 20 th century design.	The allocation is to protect the buildings and to retain a use within them.	The public realm will be retained.	The allocation is to protect the buildings and to retain a use within them.
TC41 Challenge block	Civic Centre – Hatherton Road CC1 Town End – Albert Street TE9	Part of the site is within the Lichfield Street Conservation Area. There is one locally listed building (the other having been demolished).	The Challenge building provides a positive enclosure to the corner of Hatherton Street and Hatherton Road. The locally listed Albion Tannery is in poor condition and its siting on a predominantly vacant site limits its contribution to the character of the area.	There is capacity for change on the vacant site for buildings up to 3 storeys in height, taking a cue from the historic buildings in the area. The reality of delivering this site may well mean that the locally listed tannery cannot be retained.	The proposal for the site may take inspiration from the surrounding character and the original buildings on the site. Any new development should provide a strong frontage to the ring road.	The site presents a large development opportunity in a key location, and whilst the Council does try to maintain locally listed buildings where feasible, it is not necessarily considered viable in this situation.

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TC42 Teddesley Street	Town End – Hatherton Street North TE6	The site is not within or adjacent to any heritage assets.	n/a	n/a	n/a	The area is currently used for car parking and provides little contribution to the historic character of the town, therefore development is not considered to have any negative impact on the surrounding area.
TC42a Royal Mail car park, Hatherton Street	Town End – North Street/ Butts Street TE19	The site is not within or adjacent to any heritage assets.	n/a	n/a	n/a	The area is currently used for car parking and provides little contribution to the historic character of the town, therefore development is not considered to have any negative impact on the surrounding area.
TC43 Former Noirit site	Town End – Portland Street TE4	The site is not within or adjacent to any heritage assets.	The frontage of the site has now been built out and makes a positive contribution to the streetscene by providing a strong frontage to the road network.	n/a	n/a	The allocation is for further office on the remainder of the site, as per the existing outline planning consent. Delivering further office uses in this location will attract investment into the town, providing jobs and adding to the vitality of the town centre.

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TC44 Business and Sports Hub	Town End – Portland Street TE4	The site is not within or adjacent to any heritage assets.	The frontage of the site has now been built out and makes a positive contribution to the streetscene by providing a strong frontage to the road network.	n/a	n/a	The allocation is to maintain the site for education uses. Delivering further education uses in this location will attract investment into the town, providing jobs and adding to the vitality of the town centre.
TC45 Walsall College	Town End – Portland Street TE4	The site is not within or adjacent to any heritage assets.	The site is fully built out and provides a positive contribution to the character of the town with a strong frontage and quality public realm.	n/a	n/a	The site is fully built out and the allocation is to encourage the creation of a campus environment, along with the other sites which have been identified for the college's expansion.
TC46 East of Portland Street	Town End – Portland Street TE4 Town End – Wisemore TE2	The site is not within a Conservation Area but does include the grade II listed Wisemore House.	Wisemore House is a fine detached house based on a turn of the 19 th century villa. Other than this, the area comprises poor quality buildings most of which are set back from the street behind parking. As such the building is somewhat lost within the environment and therefore doesn't make as strong a contribution as it could to the character of the town.	The allocation could help to improve the setting of the listed building, bring uses, investment and footfall the area which should help to secure its future.	Through encouraging the building to be brought back into use it should be retained for future generations.	By including the building as part of a wider allocation for college uses, it is considered that this provides the best opportunity to ensure its future use and therefore preservation.

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TC47 North of Portland Street area	Town End – Portland Street/ John Street TE17 Town End – Portland Street/ Rue Meadow TE18	The site is not within or adjacent to any heritage assets.	n/a	n/a	n/a	The buildings are industrial/ commercial in nature with a large amount of hardstanding car parking, therefore it is considered that should the industrial uses relocate, redevelopment for office uses would increase investment and jobs to this area, improving the vitality of the town centre.
TC48 21 Portland Street	Town End – Wisemore TE2	The site is not within or adjacent to any heritage assets.	n/a	n/a	n/a	The building is already in use for educational uses and the allocation reflects the expectation that this will remain.
TC48a Day Street/ Garden Street	Town End – Wisemore TE2	The site is not within or adjacent to any heritage assets.	n/a	n/a	n/a	The site is allocated because it is considered there may be more appropriate uses for the site, and this would ideally improve the design of the buildings on the site.
TC49 Leather Museum	Town End – Wisemore TE2	The building is locally listed.	The site makes a positive contribution as the building is of a strong character in a prominent location, and has a use which relates to the historic character of the town.	The allocation will protect the existing building but does propose some expansion which will be sensitive to the design of the current building	The allocation is for protection and the expansion will help to secure the future use of the building.	The allocation is for protection and the expansion will help to secure the future use of the building.

Site name and AAP reference	Characterisation Study site name and reference	Site Selection Methodology				
		Step 1	Step 2	Step 3	Step 4	Step 5
TC50 Day Street car park	Town End – Littleton Street TE8	The site is not within or adjacent to any heritage assets but is opposite the locally listed Leather Museum.	At present the nature of the car park allows views to the Leather Museum, however it doesn't provide the most positive contribution to the rest of the streetscene.	The redevelopment of this site with a high quality design would improve the character of the area in a prominent location, however the setting of the Leather Museum would need to be considered so as not to dominate this building.	The proposed design would need to contribute positively to the setting of the Leather Museum, whilst also forming a strong frontage to the ringroad.	The land is currently not utilised to its full potential so it is considered that development on this site would contribute more to the surrounding character of the area.
TC51 Blue Lane East/ Stafford Street	Town End – Stafford Street North TE1	The site is not within a Conservation Area but there are two locally listed buildings on this site.	The area has retained much of its historic layout and 19 th century development, however buildings are in poor condition and have been insensitively altered.	If the allocation resulted in a proposal for the loss of the entire site it would have negative impacts on the historic assets. However so would there continued deterioration through under use.	There is potential to explore the opportunity for the reuse of buildings, although given their condition this option may be limited.	Although the area does have some character, the level of vacancy and general condition of the buildings means that redevelopment might be the best solution for the character of the area overall.
TC52 Green Lane Police Station	Canal Link – St Patricks CL17	The site is not within or adjacent to any heritage assets.	The building acts as a landmark to the town due to its scale and prominent location.	Any new development on the site would need to be a high quality landmark building.	n/a	The Police Authority plan to relocate, and therefore it is important that the plan has a positive approach to this site due to its prominent location.
TC53 Albert Jagger	Canal Link – Crown Wharf LC14	The site is not within or adjacent to any heritage assets.	n/a	n/a	n/a	The allocation is to retain the existing employment use so changes to the character of the area are not expected.

Site name and AAP reference	Characterisation Study site name and reference	Site Selection Methodology				
		Step 1	Step 2	Step 3	Step 4	Step 5
TC54 Stafford Street/ Green Lane car park	Town End – Town End TE12	The site is not within a conservation area but does have a number of locally listed buildings surrounding the site.	Selective demolition of the site has deteriorated the overall composition of the townscape, opening up views to the rear elevations of buildings and resulted in the formation of surface level parking.	The re-establishment of development on this site will fill in gaps within the townscape and will therefore improve the character of the area and the setting of the locally listed buildings.	Proposals for this site would need to be of an appropriate scale and design for the character of the area, taking into account the nearby locally listed buildings.	The re-establishment of development on this site will fill in gaps within the townscape and will therefore improve the character of the area and the setting of the locally listed buildings.
TC55 Wisemore	Town End – Littleton Street TE8	The site is not within a conservation area but does have a number of locally listed buildings surrounding the site.	The site is currently vacant and provides a poor frontage to the ringroad. The site has a somewhat negative relationship with the rear of the buildings on Stafford Street.	The development would need to relate to the surrounding uses, in particular the rear of the buildings fronting Stafford Street.	There is the potential for improved linkages and frontages to the ringroad, as well as improving the setting of the Leather Museum.	This is a vacant site in a prominent location, so development is not considered to have a negative impact on any heritage assets, as long as a positive relationship can be found with the rear of the buildings on Stafford Street.