



Empress Conservation Area

Conservation Area Management Plan

October 2016



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1 Introduction

1.1. Context

- 1.1.1 The Empress Conservation Area was designated on 21st November 1995 by Trafford Council. No amendments have previously been made to the boundary. Boundary amendments have been adopted in the Conservation Area Appraisal accompanying this Management Plan.
- 1.1.2 The Empress Conservation Area has been on the Heritage at Risk Register for the north-west of England since 2012 on account of it being in a ‘*very bad*’ and ‘*deteriorating*’ condition, and highly vulnerable.¹
- 1.1.3 A conservation area is an area ‘*of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.*’² Designation takes place primarily by local planning authorities under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 71 of the Act imposes a duty on the local planning authority to formulate and publish proposals for the preservation and enhancement of conservation areas. Proposals should be publicised and incorporate public comment.
- 1.1.4 Conservation Area designation recognises the unique quality of an area as a whole. It is not just the contribution of individual buildings and monuments, but also that of features such as topography, layout of roads, pathways, street furniture, open spaces, and hard and soft landscaping which assist in defining the character and appearance of an area. Conservation Areas identify the familiar and cherished local scene that creates a sense of place, community, distinctiveness and environment.
- 1.1.5 The extent to which a building positively shapes the character of a Conservation Area depends not just on their street elevations but also on their integrity as historic structures and the impact they have in three dimensions, perhaps in an interesting roofscape, or skyline. Back elevations can be important, as can side views from alleys and yards.³
- 1.1.6 If the area is conserved and inappropriate alterations are prevented, the benefits will be enjoyed by the owners, occupiers and visitors to the estate. It is in the public interest to preserve the area but preservation also benefits individuals as a pleasant environment helps to maintain property prices.
- 1.1.7 This Conservation Area Management Plan for Empress has been prepared in conjunction with a Conservation Area Appraisal that defined and recorded the special architectural and historic interest of the Empress Conservation Area.⁴ The Appraisal reviewed the boundary of the Conservation Area and recommended that it should be amended to exclude and include those areas marked on Map 1.

¹ English Heritage, *Heritage At Risk – North West*, (2012-2015).

² Section 69 (1) (a) Planning (Listed Buildings and Conservation Areas) Act 1990.

³ Historic England (formerly English Heritage), *Understanding Place: Conservation Area Designation, Appraisal and Management*, (2011), para 2.2.21.

⁴ Historic England (formerly English Heritage), *Guidance on Conservation Area Appraisals*, (2005).

- 1.1.8 This Conservation Area Management Plan has been published by Trafford Council following the submission of a draft by Purcell.
- 1.1.9 It is proposed in the CAA and in this Management Plan that the properties in the list below and shown on map 2 should be considered for an Article 4 direction, which controls development of the properties.
- 4 and 6 Darwen Street
 - 454-470 (even) Chester Road
 - 471-497 (odd) Chester Road
 - 429-495 (odd) Chester Road
 - Chester Terrace: 364-368 Chester Road (even)
 - Birkdale Terrace: 342-362 Chester Road (even)
 - Cornbrook Terrace: 328-330 Chester Road (even)
- 1.1.10 Under the Town and Country Planning (General Permitted Development Order) 2015, the classes of permitted development that have been withdrawn are: Schedule 2 Part 1 Class A, B, C and D and Part 2 Class A, as such planning permission must be obtained for:
- The enlargement, improvement or other alteration of a dwelling house. This includes all extensions, windows, doors, cladding, and dormers;
 - The erection or construction of a porch outside any external door of a dwelling house; and
 - The erection, construction, maintenance, improvement or alteration of a gate, fence, wall or other means of enclosure.
- 1.1.11 See policy 1 and appendix C for further detail of control measures in Conservation Areas. If an Article 4 direction is supported affected residents will be consulted individually prior to an Article 4 direction being put in place after the adoption of the Management Plan.
- 1.1.12 The proposals set out by this Management Plan underwent a period of public consultation and were submitted for consideration at a public meeting in the area to which they relate.⁵ The local planning authority had regard to all views concerning the proposals expressed by persons attending the meeting and during the period of consultation.⁶

1.2. Significance Statement

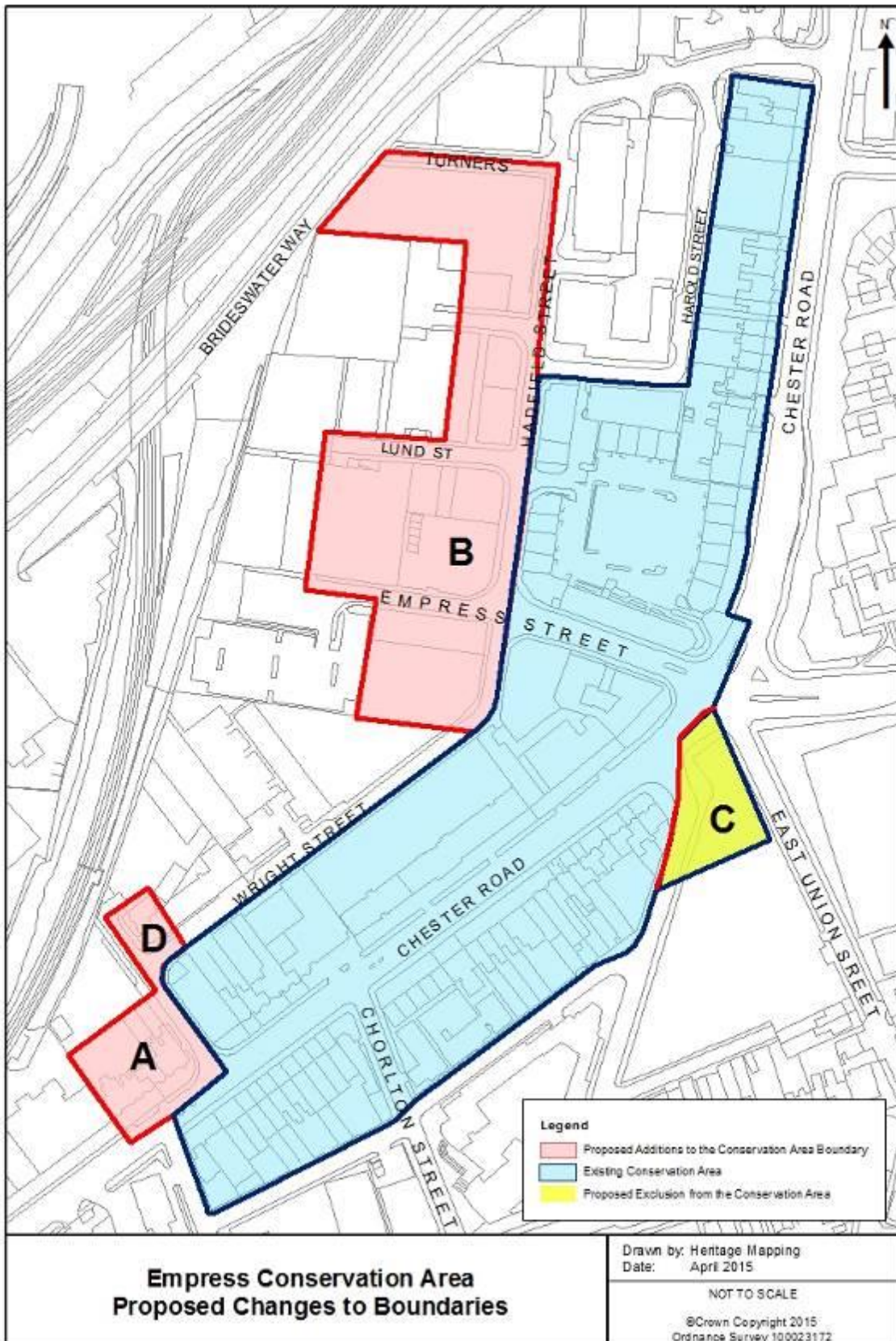
- 1.2.1 The special interest and heritage values of the Empress Conservation Area stem from the ability of the surviving historic sections of the Conservation Area to convey the story of its industrial development: workers' terraces intermingled with the industrial buildings that sprang up to take advantage of the growing canal network and docks.
- 1.2.2 Architecturally, the Conservation Area displays three distinct building types, reflective of their use and purpose: residential, industrial and office use, the last of these presenting the public front to the street with grand decorative facades. The Conservation Area

⁵ Section 71 (2) Planning (Listed Buildings and Conservation Areas) Act 1990.

⁶ Section 71 (3) Planning (Listed Buildings and Conservation Areas) Act 1990.

revolves around the impressive landmark feature of the Essence Factory. There is group value within the area due to the distinctive zones of building types which predominantly feature red brick and slate as their principal building materials.

- 1.2.3 A more detailed assessment of significance is included in the accompanying Conservation Area Appraisal.



Map 1: Conservation Area boundary amendments adopted 2016

1.3. Purpose of a Conservation Area Management Plan

- 1.3.1 The National Planning Policy Framework (NPPF) stresses the need for local planning authorities to set out a positive strategy for the conservation and enjoyment of the historic environment. Local planning authorities are required to define and record the special characteristics of heritage assets within their area. This Management Plan fulfils the statutory duty placed on the local planning authority *'to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.'*⁷
- 1.3.2 Conservation Areas may be affected by direct physical change or by changes in their setting or in the uses of buildings or areas within it. A clear definition of those elements which contribute to the special architectural or historic interest of a place will enable the development of a robust policy framework for the future management of that area, against which applications can be considered.⁸
- 1.3.3 This Management Plan includes examples of historic buildings that have either been appropriately or inappropriately extended, repaired and/or otherwise altered. The positive examples set out in this document are a guide for what will be expected from developers and owners wanting to build new or make future changes to buildings in the Conservation Area. The poor examples set out in this document or other such like examples of buildings containing similar unsympathetic features will not be required to take retrospective action, unless such features or works constitute unauthorised development. For new planning applications it will not be acceptable to use inappropriate examples as a precedent to justify new proposals for development.
- 1.3.4 The purpose of the Appraisal that accompanies this Management Plan is, in accordance with the methodology recommended by Historic England, to define and record the special architectural and historic interest of the Empress Conservation Area.⁹ This Management Plan should be read in conjunction with the Appraisal. It sets out actions to maintain and enhance the special character of the area, as defined in the Appraisal. These documents will support the positive and active management of the Conservation Area through the development control process, including support for appeals.

1.4. Methodology

- 1.4.1 This Management Plan builds on work carried out by Purcell for the preparation of the Empress Conservation Area Appraisal. Site surveys were carried out in 2014, during which time photographs were taken and features of the Conservation Area noted. Historic research was carried out in local archives and a summary of the special interest of the Area was prepared.

⁷ Section 71(1) Planning (Listed Buildings and Conservation Areas) Act 1990.

⁸ Historic England (formerly English Heritage), *Guidance on Conservation Area Appraisals*, (2006) para 2.8.

⁹ Historic England (formerly English Heritage), *Guidance on Conservation Area Appraisals*, (2005).

1.5. Planning Policy Framework

1.5.1 This section outlines the legislative and national policy framework for Conservation Area Appraisals and Management Plans.

1.5.2 The NPPF (paragraph 126) states:

'Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. In doing so, they should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to their significance. In developing this strategy, local planning authorities should take into account;

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
- *the desirability of new development making a positive contribution to local character and distinctiveness;*
- *and opportunities to draw on the contribution made by the historic environment to the character of a place.'*¹⁰

1.5.3 In addition the Trafford Core Strategy, formally adopted on 25th January 2012, contains the following policies relevant to the Borough's Conservation Areas:

- Policy R1 – Historic Environment relating to designated and non-designated heritage assets.
- Policy R2 – Natural Environment.
- Policy L7 – Design

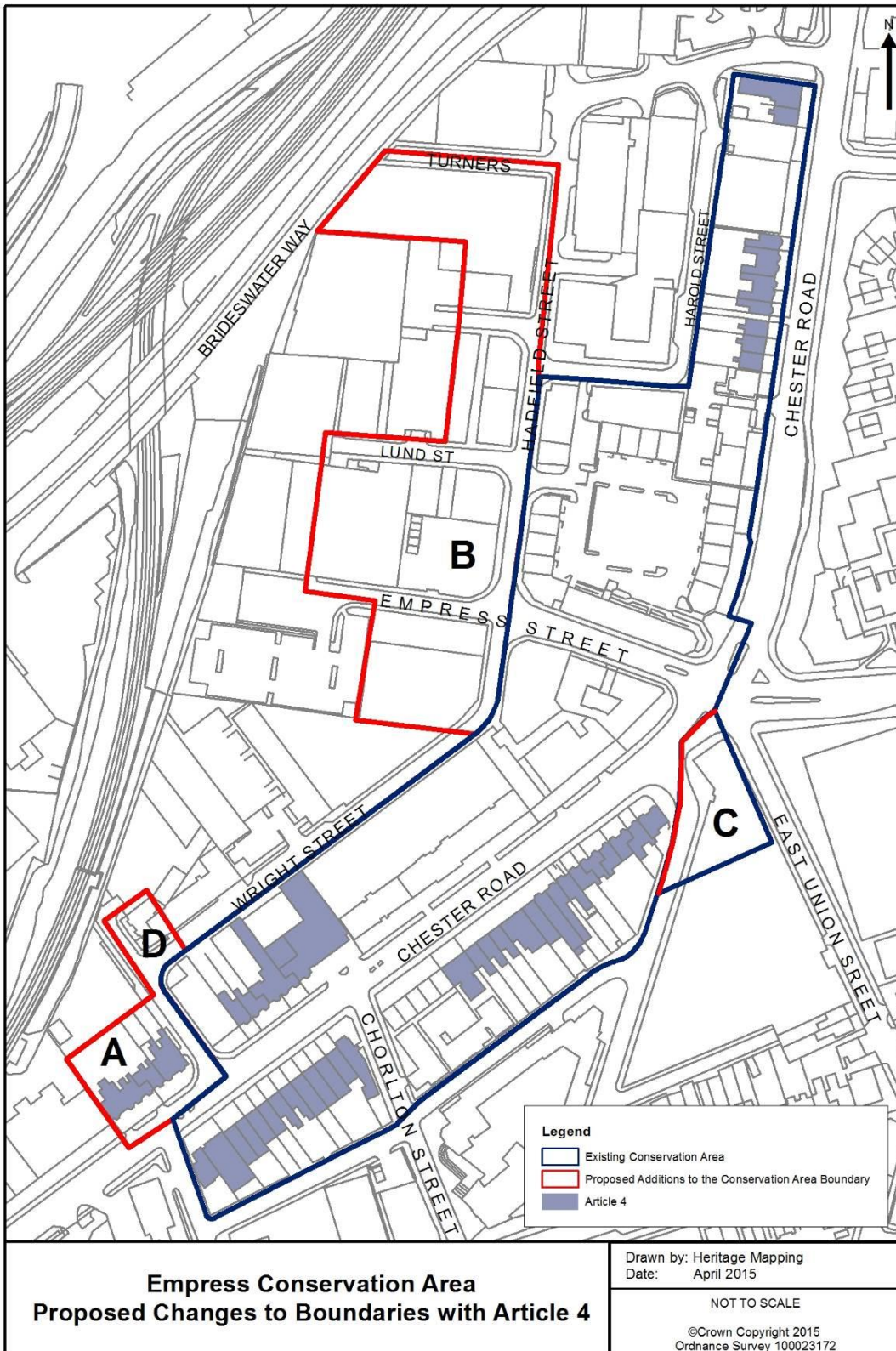
1.5.4 The Enterprise and Regulatory Reform Act (2013) contains guidance to enable owners and local planning authorities to enter into voluntary partnership agreements to help them manage listed buildings more effectively. They will also remove the requirement for Conservation Area Consent, while retaining the offence of demolishing an unlisted building in a conservation area without permission.

1.5.5 The measures will reduce burdens by granting listed building consent automatically for certain categories of work or buildings through a system of national and local class consents. They will also increase certainty and reduce the numbers of unnecessary consent applications by creating a certificate of lawfulness of proposed works to listed buildings.

1.5.6 A number of policies and proposals of the Revised Unitary Development Plan adopted in 2006 are currently 'saved', such as ENV21 Conservation Areas and ENV22 Conservation Area Designation, until they are replaced by the Land Allocations Development Plan Document.

¹⁰ Department of Communities and Local Government, *National Planning Policy Framework*, (2012) para. 126.

- 1.5.7 All borough planning policies and supplementary planning guidance are available on the council website and should be consulted in tandem with this Management Plan: <http://trafford.gov.uk/planning/planning.aspx>.



Map 2: Conservation Area Boundary Extensions and Exclusions, including potential Article 4 Directions

1.6. Conservation Area Policy Guidance

1.6.1 This appraisal has taken into consideration methodologies and advice outlined by Historic England (formerly English Heritage) in the following publications:

- Measuring and Assessing Change in Conservation Areas, (2005);
- Guidance on Conservation Area Appraisals, (2006);
- Guidance on the Management of Conservation Areas, (2006);
- Understanding Place: An Introduction, (2010);
- Understanding Place: Historic Area Assessments in a Planning and Development Context, (2010);
- Understanding Place: Historic Area Assessments: Principles and Practice, (2010);
- Understanding Place: Conservation Area Designation, Appraisal and Management, (2011);
- Understanding Place: Character and Context in Local Planning, (2011);
- Streets for All: North West, (2006); and
- Conservation Principles, Policies and Guidance, (2008).

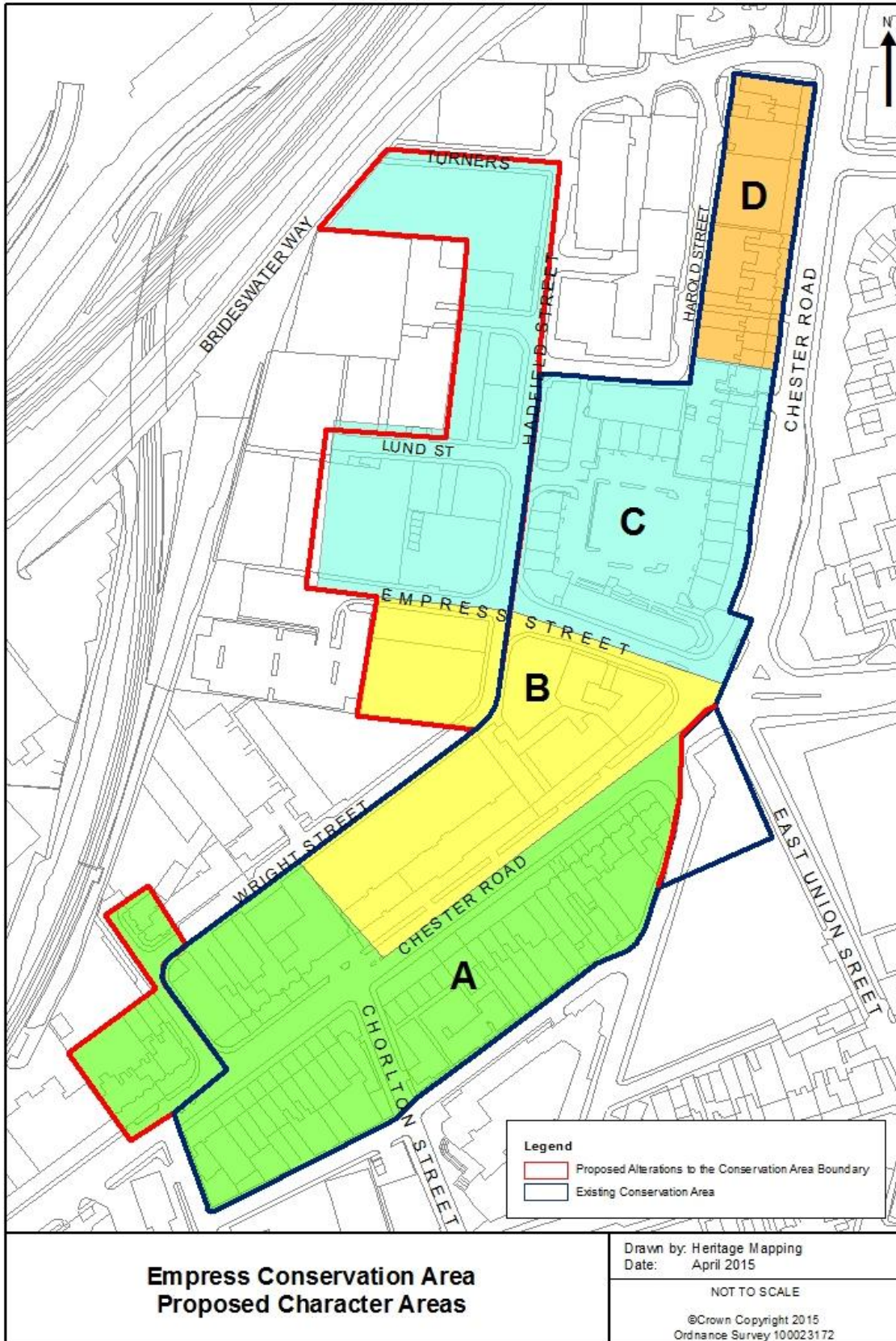
2. Design Analysis and Guidance

2.1. Introduction

- 2.1.1 This section is intended to define the key original characteristics of the historic buildings and spaces in the Empress Conservation Area. This design guidance should be used as a reference for building owners as to the acceptable styles, materials and level of change that are permissible. It will also be used by Trafford Council to determine the outcome of applications for changes to the properties or new development within the Conservation Area.
- 2.1.2 The buildings within the Conservation Area range from simple, domestic terraces (a large proportion of which have been given over to commercial use) to large industrial offices. Historically, the large industrial buildings came about in reaction to the improvements to Greater Manchester's transport links in the 19th century and the terraces followed as a means of housing the workers this industrial growth attracted.
- 2.1.3 The poor condition of the Empress Conservation Area and the threat this poses to its heritage significance and character is recognised by its inclusion on the Heritage at Risk Register. In addition to this large-scale and chronic deterioration, there is potential for inappropriate development to negatively impact on and erode the identified character of the Conservation Area. This is true of both incremental and larger-scale development, both of which should be carefully managed to avoid the further loss or dilution of character. There is clear potential, however, to reinvigorate the character of the Conservation Area and enhance deteriorating buildings and features through the appropriate means set out in this Management Plan.
- 2.1.4 Other features within the Conservation Area and the public realm are also discussed in terms of their typical features and character.

2.2. Architectural Styles & Features

- 2.2.1 There is a wide range of architectural styles within the Empress Conservation Area, resulting in the four character zones identified in the accompanying Appraisal. These range from modest terraces to grand commercial buildings. Given the wide variety of architectural styles within the Conservation Area, this section only gives an overview of how the different Character Zones compare. The accompanying Appraisal should be consulted for more specific information pertaining to each building or group of buildings.
- 2.2.2 Character Zone A comprises traditionally domestic terraces given over in recent decades to commercial use. They are typically 19th-century in date and style: two bays wide and two storeys in height. The terraces on the north side of Chester Road differ slightly and have a tripartite ground floor bay window. The terraces are classical in their proportions, displaying rhythmic fenestration and incorporating simple classical details such as fanlights and dentilled cornices.



Map 2: Character Areas



Terrace on the north side of Chester Road at the south end of the Conservation Area

- 2.2.3 Character Zone D also comprises 19th-century terraces but of a slightly higher original specification, with an increased level of detailing including barge boarding, corbelled lintels, and marginally more generous proportions. These terraces also demonstrate Palladian-style symmetry, with gabled end pavilions. There is clear evidence that the terraces in this Character Zone are incomplete, having suffered substantial damage during World War II that warranted their partial demolition.



An example of the more ornately decorated terraced buildings at the north end of Chester Road

2.2.4 The architectural styles within Character Zones B and C are notably different to Character Zones A and D. The buildings in the centre of the Conservation Area are substantially larger and individual in style, especially the central Chester Road group comprising the Veno, Trafford Press and Essence buildings, and other landmark buildings (Empress Mill). These historically commercial buildings convey their status through one or more of the following: their sheer scale; high level of architectural detailing; and high-quality materials. Each of these buildings has a distinct architectural palette which should be retained and enhanced, in the first instance through like-for-like replacement of deteriorating features and secondly, where development is proposed, through well-considered design.



The partially refurbished Veno building; note the new windows which have been broken



The partially-refurbished but vacant Trafford Press building



The vacant and deteriorating Essence Factory

2.2.5 It is important that the established style of a building or, where applicable, group of buildings is retained and respected. Like-for-like replacement is encouraged where characteristic features are in poor condition. Where extension or new development is proposed, direct architectural copying should generally be avoided as it risks detracting from the original features with pastiche design, unless it can be shown to complement the character of the building through considered design.

- 2.2.6 Generally speaking, the window openings throughout the Conservation Area have been retained and their original dimensions respected. However, there are a number of inappropriate uPVC replacement frames in a variety of different mock-historic styles. Where these imitate sash windows, the uPVC replacements have particularly thick frames and thin faux glazing bars, which give a pastiche appearance and does not preserve or enhance the character of the Conservation Area.



Inappropriate Georgian-style windows on the left

- 2.2.7 In every instance, the style of the window should be dictated by the existing opening (or the creation of a more appropriate opening where unsympathetic change has previously been made), and the established architectural style of the individual building. Where possible, historic windows should be kept and repaired, rather than replaced. This applies to both individual windows and where wholesale overhaul is required (specifically the larger buildings in need of regeneration).

2.3. Building Materials

- 2.3.1 Red brick and slate are the dominant building materials for the domestic-scale buildings within the Conservation Area. This is true of both the historic terraces and later additions, which are discernible from one another by their different bonds: Flemish for the historic terraces and stretcher for the newer additions. Where extension to a historic terrace is proposed this should use the same bond and colour brick. A traditional lime mortar should be used for pointing rather than a cementitious mix which will force moisture into the brick, causing spalling and other damage.



Historic Flemish bond brickwork meeting modern stretcher bond brickwork

- 2.3.2 Welsh or Westmorland slate is the preferred roof covering as they offer a slightly patinated appearance which complements the sense of history within the Conservation Area. Spanish or other imported slate is frequently highly polished and is inappropriate for use within the Conservation Area.
- 2.3.3 The larger buildings within the Conservation Area are individual in their choice of building material, a list that includes render, terracotta and more red brick. The choice of material is an important contributor to these buildings' landmark status and this should not be diluted by replacement with other materials.
- 2.3.4 The painting of brick work or rendering of a building that historically had an exposed brick elevation is not considered acceptable. Where render is appropriate to the style of the building, it should have a slightly textured finish in order to avoid a stark and sterile appearance, and be of a traditional lime mix.
- 2.3.5 Where terracotta detailing is extant this should be kept as far as is possible and any like-for-like replacement carried out using a terracotta of matching quality and colour. As with render, it would not be appropriate to establish new terracotta detailing on a building which did not originally have such features. It is especially important that the condition of the terracotta is monitored: as a soft material it is more susceptible to damage through harsh weather conditions and vegetation ingress.



Damaged terracotta detailing to the front boundary wall of the Essence Factory

- 2.3.6 The windows of the historically domestic terraces would originally have been of timber; however, there has been substantial replacement throughout with uPVC, especially at the south end of the Conservation Area. Character Area D is particularly notable for the high proportion of surviving original windows and doors. Where these survive, they should be kept and repaired as far as possible. Any proposed replacement windows (including double-glazing) should ideally be of timber, although uPVC may be acceptable where there has already been replacement and if an appropriate design can be found befitting the established style of the building and the size of its window openings and has suitably slim frames which does not detract from proportions of the original opening.



Chester Terrace, with original doors and windows on the left and in the centre, and unsympathetic replacement door and windows on the far right

- 2.3.7 Roof lights are a common later addition on the south Chester Road terraces and are indicative of the need for additional space. Where further roof lights are proposed, these should be limited to secondary elevations in order to limit the visual impact on the

streetscape. They should also be of conservation specification, i.e. set flush with the roof rather than raised. Dormer windows are not an appropriate addition within the Conservation Area and will not be permitted.



Non-conservation roof lights of different sizes disrupting the uniformity of the terraces

- 2.3.8 Similarly, the doors of the terraced properties would originally have been of solid timber set under the prevalent fanlights. However there are now a number of uPVC replacements. As with the windows, any original doors should be kept and repaired or, if this is not possible, replaced on a like-for-like basis with a solid timber door and retention of the the fanlight above.



A pair of original solid and panelled timber doors

- 2.3.9 Where new development is proposed, the choice of material should draw influence from the established palette within the Conservation Area so that its character is continued and the new buildings suit their setting.

2.4. Boundary Treatments

- 2.4.1 Where the small gardens survive in front of the terraces at the south end of the Conservation Area, they typically have low boundary walls constructed using coursed masonry blocks with pyramidal coping and supplementary traditional-style railings and planting. Further north on Chester Road the front boundary walls are typically plainer and comprising just brick with masonry coping. The conversion of these spaces and removal of boundary treatments in favour of off-road parking will be discouraged. Any gates should match the traditional and simple style of any metal railings extant and be proportionate to the historic masonry gate posts where these survive. Any replacement gate posts in front of the terraces should match the style and material already established along that terrace.
- 2.4.2 The larger individual buildings within the Conservation Area typically have individual boundary treatments, ranging from the low, rusticated brick wall in front of the Veno building to the much more ornate red brick and terracotta wall in front of the Essence Factory. All original boundary treatments relating to the larger and landmark buildings survive and these should be kept and repaired. There should be no attempt to homogenise the streetscape in Character Zone B as the variety of boundary treatments extant contribute to its character.
- 2.4.3 Rear boundary treatments behind the terraces and in the industrial areas in particular are typically utilitarian and modern: spiked metal, wire and similar. These types of boundary treatment have a temporary, low-budget appearance which does not enhance the character of the Conservation Area. In some instances, there is evidence of historic rear yards bounded by taller brick walls which were most likely damaged during World War II and never properly repaired.



Unsympathetic rear boundary treatments

2.5. Public Realm

- 2.5.1 Public realm in the Empress Conservation Area is minimal. Chester Road is a busy thoroughfare for traffic but its generous width is illustrative of the historic presence of a central tramline. The pavements have been subject to a number of ad hoc repairs, resulting in a patched appearance and uneven surface. The replacement of the various

surface treatments present with a standard material (paving stones, preferably) would greatly benefit the aesthetic value of the streetscape.



Ad hoc pavement repairs on Chester Road

2.5.2 On-road parking is prohibited on the principal thoroughfares throughout the Conservation Area, much to the benefit of the streetscape. However, there is a proliferation of parking on the secondary roads and behind the buildings which, combined with the lack of formal rear boundary treatments has a negative impact on the historic sense of space and further adds to the generally utilitarian appearance of these secondary spaces within the Conservation Area.

2.5.3 The car parking facilities within the courtyard of the business centre is well-considered and complimented with lantern-style streetlamps. This standard should be emulated elsewhere in the Conservation Area. However, creative solutions to minimise the impact of commercial refuse storage and other eyesores should be sought.

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The Empress Business Centre courtyard, with a better rationalised sense of space than the surrounding industrial area

2.5.4 Although a significant portion of the Conservation Area's character and historic interest stems from its early commercial activity, the continued presence of large-scale modern hoardings should not be permitted. These are highly detracting features and not suitable within a Conservation Area. It is acknowledged that some commercial signage is inevitable

given the use of many of the buildings but this should be proportionate and carefully positioned in order to mitigate visual impact.



Inappropriate modern hoarding on the side of a historic terrace

2.6. Open & Green Spaces

2.6.1 Existing green spaces are limited to the small gardens in front of the Chester Road terraces, which are modestly planted and generally well-maintained. There is potential for these small green spaces to be eroded by pressures for off-road parking.

2.6.2 There are a number of redundant open spaces behind the principal buildings within the Conservation Area, particularly on the north side of Chester Road. These would historically have been busy back-of-house service areas but currently lack purpose whilst the larger buildings remain empty and the developments have stalled. Due to this vacancy, the open spaces are deteriorating rapidly due to unmanaged vegetation. A viable use should be sought in order to reverse this trend. These historically open areas should not be subject to substantial built development as this will dilute the context of the historic buildings.

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The disused open yard behind the Essence Factory, which important curtilage space

2.7. Scale & Massing

2.7.1 There is evidence in both Character Zones A and D of original rear extensions, typically paired bays with some instances where additional lean-to extensions have also been constructed to the commercial properties at the south end of Chester Road. In some cases these have started to 're-orientate' the building, creating a dominant rear entrance that disrupts the architectural balance of these traditionally domestic terraces.



Substantial rear extension to the terraces at the south end of Chester Road

2.8. New development

2.8.1 The vacant plots which have been identified at the north end of the Conservation Area present opportunities for enhancement. However, it is important that any new development does not conflict with the established scale of the historic buildings, especially in Character Zone C.

2.8.2 Given the diversity of the built environment within the Conservation Area, any new development should be considered on a case-by-case basis. Harmful development i.e. that which will have a negative impact on the ability to appreciate its architectural history and special interest, is defined as:

- The loss of front garden space in favour of off-road parking.
- The removal of and/or alterations to historic boundary walls, gate posts and/or gate openings.
- Extension to the principal elevation of the terraced properties and any rear extension which re-orientates the building so the rear entrance is overly dominant.
- The increase of roof heights which is not in keeping with the building's wider context.

- The demolition and replacement of a building identified in the Conservation Area Appraisal as a listed building or positive contributor (see Map 3). However, this is not an exhaustive list of buildings inappropriate for demolition. Applications will therefore be considered on a case-by-case basis.
- Alteration, re-building or new development which is stylistically inappropriate and/or comprises an inappropriate palette of materials (as set out in section 2.2-2.3).

2.9. Other Features

2.9.1 Unfortunately, several regeneration and development projects within the Conservation Area have stalled before work was completed. Whilst these projects have the potential to greatly revitalise the Conservation Area, their current unfinished state not only further contributes to the run-down appearance of the Conservation Area but also poses a real threat to the condition of the buildings. Areas of unfinished brickwork against a steel frame have been left unprotected and potentially made unusable, replacement windows have already been broken and the vacant status of the buildings means that any problems such as water ingress are going unnoticed.



The stalled Chester Road development

2.9.2 It is important that these schemes, once back on track, are completed to a high standard and respect the significance of the individual buildings affected and also the wider Conservation Area. This will be a good way of starting to reverse the trend for deterioration and getting the Conservation Area removed from the Heritage at Risk Register. It will hopefully also have a positive knock-on effect throughout the rest of the Conservation Area, especially in the industrial area to the north where there are several plots ripe for well-considered development.

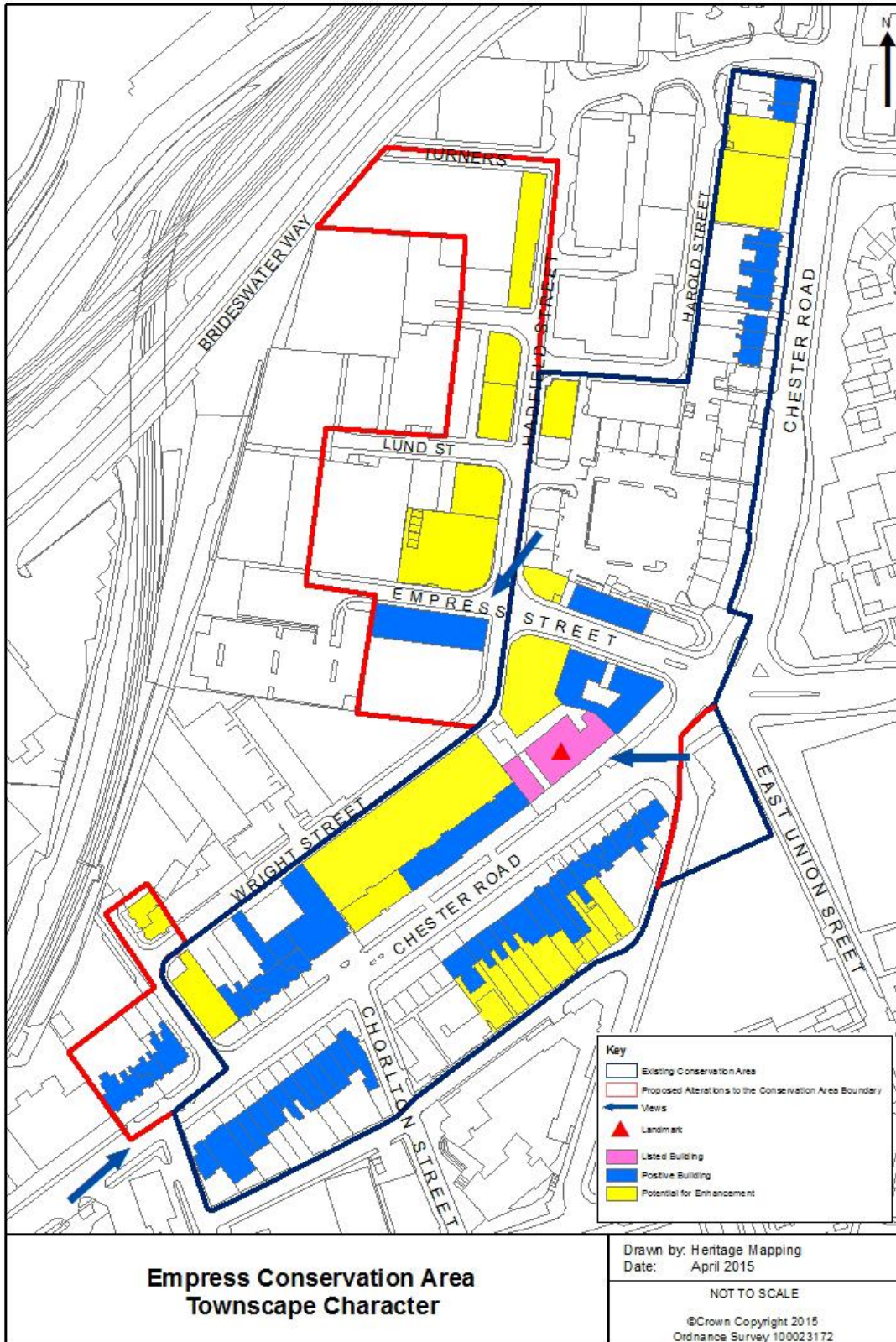
2.9.3 Due to increasing energy prices, solar panels are becoming an increasingly common feature throughout Trafford. Where these are installed on a principal elevation, they are detrimental to the aesthetic value and character of the Conservation Area. They are best suited to secondary elevations where they are least visible from the road.

- 2.9.4 The accompanying Conservation Area Appraisal identified the possibility of an Article 4 Direction (see Map 2) being put in place to prohibit the loss of original features and the further dilution of the Conservation Area's characteristic terraced properties. This would remove owners' permitted development rights and place further restrictions on the style and material of replacement features (including doors, fanlights, windows, and boundary walls and railings). Cumulatively, these are character defining features within the Conservation Area which need to be protected in order to retain its special architectural and historical interest.
- 2.9.5 There are no typical shopfronts in the Conservation Area; however there are some shopfront-style features relating to commercial activities rather than for retail. There is a modern, vacant building with a prominent shop-style window adjoining the 19th-century terraces at the south end of Chester Road which continues the fenestration pattern of the terraces and also includes the same bay window feature. This is a sensitive approach to introducing a shopfront to a historically-domestic area, although some of the honestly-modern elements have proven to be only average in standard and have already started to look dated.



Chester Road shopfront style window, which continues the architectural balance of the adjoining terrace but which has become quite dated

- 2.9.6 The commercial activities operating from the back of some of the terraces have resulted in the loss of the historic service areas and means that they now compete for the same attention as the principal entrances. This can be alleviated through the retention of single doorways, smaller windows typical of the rear elevations and modest signage.



Map 3: Townscape analysis

3. Conservation Area Management Policies

3.1. Conservation Principles and Philosophy

- 3.1.1 Heritage assets are an irreplaceable resource. The key aim for the protection of the Empress Conservation Area must be the preservation and enhancement of its character, appearance, and special architectural and spatial interest.
- 3.1.2 The Empress Conservation Area is architecturally diverse but severely suffering from a long-term trend of deterioration instigated primarily by financial problems and resulting vacancy. The conservation and regeneration of the collection of buildings in the centre of the Conservation Area is an especially important step that will not only benefit the condition of the buildings but also start to reverse this trend.
- 3.1.3 The architectural integrity of the terraces is generally intact (except those areas lost to bomb damage) but it is important to also manage incremental change which could cumulatively negatively affect the special interest of the Conservation Area. Further protection is consequently recommended under an Article 4 Direction.
- 3.1.4 The ensuing policies set out parameters to manage future change to the Conservation Area. It is not the intention to prohibit change; the policies will stipulate appropriate materials, methods, and designs which will conserve the special character of the Conservation Area where change is proposed.

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3.2. Adoption & Enforcement

Section 1 of this Management Plan details Trafford Council's statutory obligation to adopt and enforce conservation area status.

Aims

- To maintain the special interest of the Conservation Area.
- To ensure the policies and guidance contained within this plan remain up-to-date.

Policy 1

To explore the possibility of introducing additional restrictions to the Conservation Area under an Article 4(2) direction. To apply an Article 4(2) Trafford Council must define the properties to be included within the direction, consult with owners and notify them of its adoption. Consideration should be given to exploring the possibility of the withdrawing permitted development from the following classes: Schedule 2 Part 1 Classes A, B, C and D and F and Part 2 Class A. As such planning permission would need to be obtained for:

- *The enlargement, improvement or other alteration of a dwelling house. This includes all extensions, changes to windows, doors, cladding and dormers.*
- *The erection or construction of a porch outside any external door of a dwelling house.*

- *The erection, construction, maintenance, improvement or alteration of a gate, fence, wall or other means of enclosure.*

To apply an Article 4(2) Trafford Council must define the properties to be included within the direction, consult with owners and notify them of its adoption.

Policy 2

The Council will investigate reported cases of unauthorised development as appropriate and take action as necessary to ensure compliance with these management policies and those contained within the NPPF, Trafford's Core Strategy and Revised Unitary Development Plan.

Policy 3

Trafford Council will make this Conservation Area Management Plan publically available for reference.

Policy 4

Trafford Council will review and if necessary update this plan on a regular basis, no more than five years apart, in order that the policies contained within it remain up-to-date and relevant.

Policy 5

Trafford Council should undertake a Heritage at Risk strategy for the Conservation Areas across the Borough that sets out and prioritises the buildings at risk, and provides a strategy for dealing with them in a targeted way. This strategy could include ways to engage with owners and the enforcement options available to the Council.

3.3. Design, Materials & Techniques

Sections 2.2, 2.3 and 2.9 of this Management Plan provide further detail relating to the following policies.

Aims

- To ensure that historic fabric does not become irreversibly damaged or lost through the use of inappropriate materials and techniques.
- To preserve the architectural integrity and quality of the Conservation Area.
- To ensure the character of the buildings in the Conservation Area is preserved through the continued use of an appropriate palette of materials.

Policy 6

Each proposal for change should be informed by an assessment of the existing building and its wider context in line with the requirements of national guidance. Proposals for change will be assessed on a case-by-case basis.

Policy 7

Materials and design should be appropriate to each individual property. The characteristic palette of materials and design features are set out in section 2 of this Management Plan and in greater detail in the accompanying appraisal.

Policy 8

Owners are expected and have a duty of care to keep buildings and their component features in good condition.

Policy 9

Any repair work should be carried out on a like-for-like basis using the appropriate traditional materials and techniques as set out in section 2.3 of this Management Plan.

Policy 10

The re-pointing of brickwork or masonry should be carried out using traditional lime mortar.

Policy 11

Where original timber doors and windows survive these should be retained. If refurbishment is required this should be done in a like-for-like manner and replacing the minimum fabric necessary to make the repair. If thermal upgrading is required, secondary glazing with a frame that follows the glazing bars of the external window should be used.

Policy 12

If the replacement of doors or windows is proposed, whether the existing is of timber or uPVC, any further replacements should be in timber and should represent a significant improvement over the existing. Where windows are replaced, they should respect the size and form of the original opening(s) and glazing bars, and be of an appropriate traditional design. Replacement doors and windows should not detract from the established character of the building.

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Policy 13

Roof lights should not be installed in locations that impact on the aesthetic value of the principal elevation or streetscape and should not be disproportionately large compared to the established fenestration. Conservation roof lights should be installed rather than standard roof lights.

Policy 14

The roofs of the terraces should be slate covered (Welsh or Westmorland).

Policy 15

Rainwater goods should be of black, dark green or dark grey cast iron or aluminium.

Policy 16

Original architectural detailing and features should not be removed or replaced, unless on a like-for-like basis.

Policy 17

Ducting, ventilation, satellite dishes, solar panels and other functional features should not be installed on primary elevations of a property. Additions to rear and ancillary street elevations should be unobtrusive to protect the visual amenity of the Conservation Area.

Policy 18

Commercial signage should be of an appropriate scale and design that does not detract from the aesthetic value of the Conservation Area.

Policy 19

The creation of shopfronts on historic buildings where they do not already exist should not be permitted. Any new shopfronts should respect the style and scale of its immediate surroundings.

3.4. Boundary Treatments

Section 2.4 of this Management Plan provides further detail relating to the following policies.

Aims

- To enhance the fragmented character of the front boundary treatments and protect the historic rear boundary treatments.

Policy 20

The different historic boundary walls throughout the Conservation Area should be retained, and consolidated where necessary using appropriate materials and repair methods.

Policy 21

Original gate posts should be retained where possible.

Policy 22

Replacement gate posts should match the style already established in the immediate area (i.e. those in place along a specific stretch of road frontage).

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Policy 23

Street front gates should be for pedestrian use and not widened to permit vehicle access.

Policy 24

Street front gates should be of a traditional iron railing style.

Policy 25

The poor-quality, inappropriate and/or ad hoc rear boundary treatments behind the terraces should be addressed and cohesive alternatives sought. These should be appropriate to their historically secondary location.

3.5. Streetscape and Public Realm

Sections 2.5 and 2.6 of this Management Plan provide further detail relating to the following policies.

Aims

- To enhance the character of the public spaces within the Conservation Area.
- To preserve key views within the Conservation Area.

Policy 26

Where funding permits, Trafford Council should consider the possibility of rectifying the patched pavement surfaces on Chester Road.

Policy 27

The key views identified on Map 3 should be preserved. Development which will negatively impact on these views should not be permitted.

Policy 28

Discordant lighting columns and different levels of lighting are found throughout the Conservation Area and will be replaced using reduced light levels “warm white” LED lighting. When necessary to replace lighting columns, they should be of the appropriate height to meet recommended safety levels for the type of street but where possible be in a style sympathetic to the historic character of the area. Where resources allow, historic iron lampposts that require replacement may be replaced with Victorian repro ‘post top’ luminaires. These replacements will be assessed on a case by case basis.

3.6. Demolition, Extensions & New Development

Section 2.7 and 2.8 of this Management Plan provides further detail relating to the following policies.

Aims

- To retain the character of the built environment within the Conservation Area.

Policy 29

Trafford Council will seek to resist the demolition or significant alteration of buildings identified as positive contributors (see Map 3).

Policy 30

Trafford Council should take steps to work with developers in order to revitalise the stalled development projects on Chester Road. Any changes to the consented schemes should be of a high quality and respect the character of the Conservation Area.

Policy 31

Any new development should take inspiration from the established architectural styles within the Conservation Area. Appropriate features, materials and detailing are to be integrated into the design (see 2.2 of this Management Plan and the extended discussion in the accompanying Appraisal). Modern design is not prohibited within the Conservation Area but should be: sympathetic to its historic context; of a high standard; of an appropriate scale; and use appropriate, high-quality materials.

Policy 32

Modest rear extension to the terraces may be permissible. However, these should be considered on a case-by-case basis. Further extensions where a terraced property has already been extended will not be permitted.

Policy 33

Extensions which alter the form and massing of the terrace roofs will not be permitted. Loft conversions may be permitted only if conservation roof lights are used and new roof light openings are restricted to the rear elevations of properties.

4. Implementation and Review

- 4.1.1 Following consultation and any necessary subsequent amendments, this Conservation Area Management Plan will be adopted by Trafford Council as a Supplementary Planning Guidance document. The design guide and policies contained within it will be a material consideration in the determination of planning applications and appeals for proposed works within the Conservation Area.
- 4.1.2 Both Trafford Council and building owners are responsible for the implementation of this plan. It is the responsibility of building owners and occupiers to gain the necessary consents for any changes to their property and to avoid making unlawful changes without consent. It is Trafford Council's responsibility to review and determine planning permission for changes within the area, monitor the condition of the Conservation Area, maintain and enhance the public realm in its ownership, keep building owners informed of the Conservation Area designation and potential Article 4 Direction, and to review and update this plan on a regular basis.

Appendix A: Bibliography

National Planning Guidelines

- Planning (Listed Buildings and Conservation Areas) Act 1990
- Department of Communities and Local Government, *National Planning Policy Framework* (2012)
- Trafford Core Strategy (adopted January 2012)
- Trafford Metropolitan Borough Council, *Supplementary Planning Guidance note PG7* (June 1992)

Historic England (formerly English Heritage)

- Listed Buildings: <https://www.historicengland.org.uk/advice/hpg/has/listed-buildings/> (accessed 9 June 2015)
- Measuring and Assessing Change in Conservation Areas, (2005) Guidance on Conservation Area Appraisals, (2006)
- Guidance on the Management of Conservation Areas, (2006)
- Understanding Place: An Introduction, (2010)
- Understanding Place: Historic Area Assessments in a Planning and Development Context, (2010)
- Understanding Place: Historic Area Assessments: Principles and Practice, (2010)
- Understanding Place: Conservation Area Designation, Appraisal and Management, (2011)
- Understanding Place: Character and Context in Local Planning, (2011)
- Streets for All: North West, (2006)
- Conservation Principles Policies and Guidance, (2008)

Appendix B: Contacts

Trafford Council Contacts

General development enquiries concerning the Empress Conservation Area should be referred to Development Management. Telephone: 0161 912 3149

Enquiries relating to trees within the Conservation Area should be addressed to the Local Planning Authority's Arboricultural Officer. Telephone: 0161 912 3199

Enquiries relating to accessing Historic Environment Records, archaeological planning advice, and charges, where appropriate, should be addressed to the Greater Manchester Archaeological Advisory Service, University of Salford, Centre for Applied Archaeology, Joule House, Salford M5 4WT gmaas@salford.ac.uk

National Organisations

Historic England (formerly English Heritage)

North West Office, 3rd Floor Canada House, 3 Chepstow Street, Manchester, M1 5FW
Telephone: 0161 242 1416. <http://www.historicengland.org.uk/>. email: northwest@HistoricEngland.org.uk

Victorian Society

The Victorian Society
1 Priory Gardens Bedford Park London W4 1TT
Telephone: 020 8994 1019 www.victorian-society.org.uk email: admin@victorian-society.org.uk

Georgian Group

6 Fitzroy Square, London W1T 5DX
Telephone: 087 1750 2936 www.georgiangroup.org.uk email: info@georgiangroup.org.uk

Twentieth Century Society

70 Cowcross Street London EC1M 6EJ
Telephone: 020 7250 3857 www.c20society.org.uk email: coordinator@c20society.org.uk

Institute of Historic Building Conservation

Jubilee House, High Street, Tisbury, Wiltshire SP3 6HA
Telephone: 01747 873133 www.ihbc.org.uk email: admin@ihbc.org.uk

Appendix C: Control Measures Brought About By Designation

In determining applications for development in conservation areas, local planning authorities must pay special attention '*to the desirability of preserving or enhancing the character or appearance of that area*'.¹¹ This requirement, as set out in legislation, is also reflected in national and local policy.

In order to protect and enhance conservation areas, any changes that take place must be done in a way that encourages positive conservation and management. Statutory control measures are designed to prevent development that may have a negative or cumulative effect on the character and appearance of an area and include the following:

- Planning permission is usually required to totally or substantially demolish buildings or structures including walls, gate piers, gates, chimneys, fence or railings within a conservation area.
- The extent of 'permitted' development is reduced for commercial and residential properties restricting such things as cladding, extensions to the side of the original dwelling or the installation of satellite dishes. Further control measures such as Article 4 directions may be placed upon an area. These may be served to further restrict permitted development rights, for example, elements or alterations such as windows, doors, chimneys, boundary walls and gate posts and restrict certain types of extensions.
- Trees with a stem diameter of 75mm or greater, measured at 1.5 metres from soil level, enjoy a measure of protection if they stand in a designated conservation area. The Council requires six weeks written notice of any proposed felling or pruning of such trees, other than the removal of dead wood and the felling of dead and/or dangerous trees, which do not require notification. In the case of the removal of undesirable trees to allow superior trees to flourish, known as 'selective thinning', the requirement is relaxed to allow the removal of trees of stem diameter up to 100mm to be removed without giving the Council prior notice.
- Should the notified tree work be unacceptable to the Council, the latter will make a Tree Preservation Order during the six week notification period, thus ensuring continuity of protection. Local Authorities cannot insist upon a replacement for a tree lawfully felled within a conservation area, unless the tree is also protected by a Tree Preservation Order.

Certain categories of advertisement which have deemed consent under the Advertisement Regulations are restricted in areas of special control.

¹¹ Section 72 (1) Planning (Listed Buildings and Conservation Areas) Act 1990.

Appendix D: Glossary of Architectural Terms

Bay Window

A window projecting from the flat face of a building ('tripartite' where it comprises three component sides).

Designated Heritage Asset (NPPF, Annex 2 definition)

A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park or Garden, Registered Battlefield or Conservation Area designated as such under the relevant legislation.

Dormer Window

A window which projects outwards from a sloping roof.

Heritage Asset (NPPF, Annex 2 definition)

A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage assets include designated heritage assets and non-designated heritage assets identified by the local planning authority (including local listing).

Lime Mortar

A type of mortar composed of lime and an aggregate, such as sand, mixed with water. It is a soft, porous material that works particularly well with softer building materials such as historic brickwork, terracotta or natural stone.

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Lintel

A horizontal beam across an opening (window or door).

Non-Designated Heritage Asset (NPPF, Annex 2 definition)

A building, monument, site, place, area or landscape identified as having a degree of significance that is not protected under legislative framework.

Palladian

An architectural style influenced by the teachings and architecture of Andrea Palladio. Typically classical with a strong element of balance and rhythm.

Pointing

The filling between the bricks or masonry blocks that make up a wall or structure.