



George Street Conservation Area

Conservation Area Appraisal
October 2014



George Street Conservation Area Altrincham Conservation Area Appraisal October 2014

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1. Introduction

1.1. Designation of George Street Conservation Area

1. George Street Conservation Area was designated on the 12th March 1987 by Trafford Council.
2. In 2012 George Street Conservation Area was placed on the English Heritage “Heritage at Risk Register” classified as a Conservation Area at Risk. The condition is categorized as poor (second to lowest on scale of 1-5). Furthermore the area is judged to be vulnerable due to a deteriorating trend.

1.2. Definition of a Conservation Area

1. 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”.¹ Designation takes place primarily by local planning authorities under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. Local planning authorities also have a duty from time to time to review the extent of designation and to designate further areas if appropriate.²
2. 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.
3. 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.
4. 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.

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

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

1.3. Value of Conservation Area Appraisals

1. The National Planning Policy Framework 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 appraisal fulfills 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.”³
2. Conservation areas may be affected by direct physical change or by changes in their setting. 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.⁴
3. The purpose of the Appraisal is, in accordance with the methodology recommended by English Heritage,⁵ to define and record the special architectural and historic interest of the George Street Conservation Area. This Appraisal has been used to prepare a draft Management Plan which sets out suggested actions to maintain and enhance the special character of the area. These documents will support the active management of the Conservation Area through the development control process, including support for appeals.
4. The undertaking of an appraisal will lead to a better understanding of the development of the conservation area, in terms of its local distinctiveness, setting and condition, which together contribute to the place it is today. This will enable the basis for positive management of the conservation area.
5. An adopted conservation area appraisal is a material consideration to appeal decisions and also relevant to decisions made by the Secretary of State when considering urgent works to preserve an unlisted building in a conservation area. An appraisal can inform those considering investment in the area, help guide the form and content of new development⁶ and result in an educational and informative document for the local community.⁷
6. The Town and Country Planning Act (General Permitted Development) Order 1995 as amended (GPDO) sets out permitted development rights for certain minor forms of development - i.e. development that may be legitimately undertaken without the need for planning permission. An appraisal can assess whether or not permitted development rights are having an adverse impact on the special interest of a conservation area and whether or not the use of an Article 4 direction is appropriate.

³ Section 71(1) Planning (Listed Buildings and Conservation Areas) Act 1990.

⁴ English Heritage, *Guidance on Conservation Area Appraisals*. (London: English Heritage, 2006) para 2.8.

⁵ English Heritage, *Guidance on Conservation Area Appraisals*. (London: English Heritage, 2005).

⁶ English Heritage, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: English Heritage, 2011) para 1.7

⁷ English Heritage, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: English Heritage, 2011) para 1.9

7. This appraisal will provide a character assessment of the present George Street Conservation Area and those areas under consideration for extension. The document will seek to identify those factors resulting in adverse harm to the special interest of the conservation area, identify whether cumulative change can be addressed through Article 4 directions and assess if statutory action is required to safeguard buildings at risk. A review of existing boundaries has also be undertaken to determine if areas should be included or removed from the designation; this discussion is found in section 7 and the proposed extension are also shown in Map 18. Consequentially the document will provide background evidence for accessing the acceptability of development proposals.
8. Further guidance and proposals are detailed in the corresponding George Street Management Plan which should be considered in conjunction with this appraisal.

1.4. Scope of the Appraisal

1. This document is not intended to be comprehensive in its scope and content. Omission of any specific building, structure, site, landscape, space, feature or aspect located in or adjoining to the George Street Conservation Area should not be taken to imply that it does not hold significance and positively contribute to the character and appearance of the designated heritage asset.
2. As an area evolves evidence may emerge which provides a greater understanding of a heritage asset(s) and the contribution made to the special interest of the George Street Conservation Area. Such information should be considered in conjunction with the appraisal during the course of decision making by the local planning authority.
3. The positive characteristics as defined by this document should be the starting point for further discussion with the local planning authority where alterations are being considered to or will affect a heritage asset(s). Each site will be judged on its own merits and there are bound to be variations in the quality of individual developments. It will not be acceptable merely to emulate the least successful or highest density of these or to use such sites as an excuse for making matters worse. Instead regard should be paid to those elements which make the George Street Conservation Area significant. Ultimately special attention shall be paid to the desirability of preserving and enhancing the character or appearance of the Conservation Area⁸.
4. This draft conservation area appraisal has been produced by the Council following the submission of an initial draft by Kathryn Sather Associates

⁸ Section 7(1) Planning (Listed Buildings and Conservation Areas) Act 1990.

2. Planning Policy Context

2.1. Planning Policy Context

1. The Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework (NPPF) provide the legislative and national policy framework for Conservation Area appraisals and management plans.

2. The NPPF (paragraph 126) states:⁹

“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 recognize 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.

3. NPPF (Annex 2) defines a heritage asset as, “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 asset includes designated heritage assets and non-designated heritage assets identified by the local planning authority (including local listing)”. The guidance also states that a designated heritage asset is one that is classed as “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.”¹⁰ A non-designated heritage asset is a building, monument, site, place, area or landscape identified as having a degree of significance that is not protected under legislative framework.

4. This document must be considered alongside the Council’s policies concerning development and the use of land as set out in the Trafford Core Strategy formally adopted on 25th January

⁹ Department of Communities and Local Government, *National Planning Policy Framework*. (Department of Communities and Local Government, 2012) para 126.

¹⁰ Department of Communities and Local Government, *National Planning Policy Framework*. (Department of Communities and Local Government, 2012) Annex 2.

2012. Of particular relevance is Policy R1 - Historic Environment relating to designated and non-designated heritage assets; Policy R5 - Open Space Sport and Recreation, Policy R6 – Culture and Tourism, Policy L7 – Design and Policy W2-Town Centres and Retail.

5. 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. Relevant supplementary planning documents for the Old Market Place Conservation Area include advertisements and shop fronts.

2.2. Conservation Area Policy Guidance

1. This appraisal was undertaken consulting guidance provided by English Heritage in the subsequent documents;
 - 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 & 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
 - Conservation Principles Policies and Guidance
2. The English Heritage document *Conservation Principles*, published in 2008, provides policies and guidance for identifying significance. Four heritage values are assigned through which a site or place can be interpreted; evidential, historical, communal and aesthetic.
3. Further guidance has been issued by English Heritage in the suite of documents *Understanding Place* with a view to setting out approaches to undertake assessments of historic areas allowing a greater understanding of the character of a place and its capacity for change. In particular *Understanding Place - Historic Area Assessments: Principles and Practice* stresses the importance in ‘identifying and understanding particular qualities, and what these add to our lives, is central to our engagement with our history and culture’. As referenced in *Understanding Place - Historic Area Assessments: Principles and Practice*, *Power of Place* published by English Heritage, ‘stressed the positive impact of local and ‘ordinary’ heritage – what might be termed the buildings and spaces in between ‘monuments’ – on the quality of people’s lives and its central role in constructing local identity’.
4. In addition, consultation of the Historic Environment Record for Altrincham maintained by the Greater Manchester Archaeological Advisory Service (GMAAS) has been undertaken and also an assessment of the Trafford Urban Historic Landscape Characterisation Project 2008.

5. The proposals set out by this appraisal shall undergo a period of public consultation and will be submitted for consideration at a public meeting in the area to which they relate.¹¹ The local planning authority shall have regard to any views concerning the proposals expressed by persons attending the meeting¹² or during the period of consultation.

2.3. Control Measures Brought about by Designation

1. 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”.¹³ This requirement, as set out in legislation, is also reflected in national and local policy.
2. In order to protect and enhance conservation areas any changes that take place must do so 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, fences 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

¹¹ Section 71 (2) Planning (Listed Buildings and Conservation Areas) Act 1990.

¹² Section 71 (3) Planning (Listed Buildings and Conservation Areas) Act 1990

¹³ Section 72 (1) Planning (Listed Buildings and Conservation Areas) Act 1990

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.

3. The Summary of Special Interest

1. The special character of the George Street Conservation Area derives from the following elements;

- Historically George Street was the spine of the medieval Lower Town, where the artisans and working class homes and workshops were located. Some existing property boundaries reflect medieval burgage plots, in particular within the subdivisions of present plots.
- Properties within the Conservation Area are of varying dates and styles. There are examples of Georgian, Victorian and 20th century buildings.
- George Street evolved from a residential area in the early Victorian period to a primarily commercial location by the 20th century. A small number of commercial properties were historically houses, later converted with shop fronts inserted. Others were built as shops with the owners living above.
- Victorian commercial properties reflect the extensive development of the town during this period. While other buildings show the continuing evolution of the area as a centre of commercial activity.
- Although the ground floors are often marred by recent retail fascias, the properties retain a variety of architectural detail to first and second floor levels contributing to a high level of historic character.
- A limited use of building materials, local details and plan form is repeated throughout the Conservation Area and gives the area a sense of visual harmony.
- Historic route ways or ginnels between properties remain on both sides of George Street, providing pedestrian access to The Causeway, Central Way and beyond

4. Assessment of Special Interest

4.1. Location and Setting

1. The main section of the appraisal comprises a detailed analysis of the special interest of George Street Conservation Area with regard to its location and setting, historic development and archaeology, architectural quality and built form, open space, parks, gardens and trees.

Location and Setting of George Street Conservation Area

2. George Street Conservation Area is designated in Altrincham, a major sub regional centre serving the south Manchester and north east Cheshire area. George Street Conservation Area is situated in the middle of the modern town; to the east and southeast of the historic core of the Old Market Place Altrincham is located approximately 8 miles (12.9 km) southwest of Manchester city centre, 3 miles (4.8 km) south-southwest of Sale and 10 miles (16 km) east of Warrington. Altrincham is located in the south of the Borough of Trafford, one of the ten local authorities forming the Greater Manchester region.
3. George Street Conservation Area is one of five Conservation Areas either wholly or partly sited within the Altrincham town centre boundary. It abuts the Stamford New Road Conservation Area, which is situated to the east of the designation. The Old Market Place Conservation Area is situated directly to the west and northwest. Views to the northwest along Shaws Road indicate the rise of the landscape towards Market Street. The difference in levels is also visible from George Street to Regent Road and looking towards Central Way, clearly showing George Street at a lower level than surrounding areas. It is clear to see from the topography why George Street was labelled historically as part of Lower Town.
4. Altrincham is situated on a ridge surrounded by the Cheshire Plain to the south and the lowland of the Mersey valley to the north. The ridge rises to a height of 67 metres above sea level and runs from Dunham Park to the south west of Altrincham through to Bowdon, Hale and beyond in the southeast. The Old Market Place is situated on the northward facing, shallow slope of the ridge; the somewhat steeper, southward facing side of the ridge in Bowdon overlooks the Bollin Valley. In the town centre, the ridge also falls away to the east towards Hale Moss.
5. The geology of the area consists of the Permian and Triassic sandstones and mudstones of the north Cheshire Basin. Surface exposures of these rocks are mainly limited to river valleys due to great thickness of the overlying Quaternary deposits.¹⁴ The ridge upon which Altrincham is sited in part reflects the solid rock structure which under lies it but is obscured by the significant Quaternary deposits. These

¹⁴ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester, Introduction*. (London, English Heritage, 2011)

deposits are largely responsible for the minor landforms and soils of the area (glacially deposited sands with occasional clay lenses),¹⁵ thus the farming potential.¹⁶

6. The Helsby Sandstone Formation (formerly the Lower Keuper Sandstone) appears on the surface at Timperley where it was quarried prior to 1900. It is this stone which was probably used for stone plinths for timber-framed and brick houses in the locality, as well as in the striking boundary walls within the Victorian and Edwardian 'villa suburbs' of Altrincham.¹⁷ The Building Stone Atlas of Greater Manchester describes this rock type as harder than the others in the Permian-Triassic succession, due to the localised presence of a silica cement matrix, hence it is a more durable building material. It is often red or pink from the coating of iron oxide over the sand grains and often contains many 'millet seed' grains, with a spherical shape, indicative of an aeolian origin within a desert environment. It contains white or purplish quartz pebbles up to 20mm across; and pebbles of red silt and red clay, which when weathered out leave ovoid cavities.¹⁸
7. Towards the end of the nineteenth century and early twentieth century large amounts of building stone was imported particularly for use in public and municipal buildings. The red Runcorn Sandstone (Triassic, Sherwood Sandstone group) was used profusely, shipped in great volumes via the Bridgewater and Manchester Ship Canals. The red sandstone is evident at the Church of St Mary the Virgin, Bowdon¹⁹ and also the Old Bank, Old Market Place. More commonly sandstone was used in small amounts for architectural detailing and both red and buff varieties can be found in the Conservation Area often used for lintels, cills and boundary walls.
8. Another commonplace rocktype to be imported and used in the area was the metamorphic blue-grey Welsh Slate (Ordovician), which is still ubiquitous as a roof cladding in the vast swathes of terraced housing which formed the iconic industrial townscapes of Manchester's satellite towns. Green Westmoreland Slate (Ordovician), and Cornish Delabole Slate (Devonian), have also been utilised occasionally for roofing.²⁰

¹⁵ Michael Nevell, *Archaeology North West Vol 5 (Issue 15 for 2000)*.

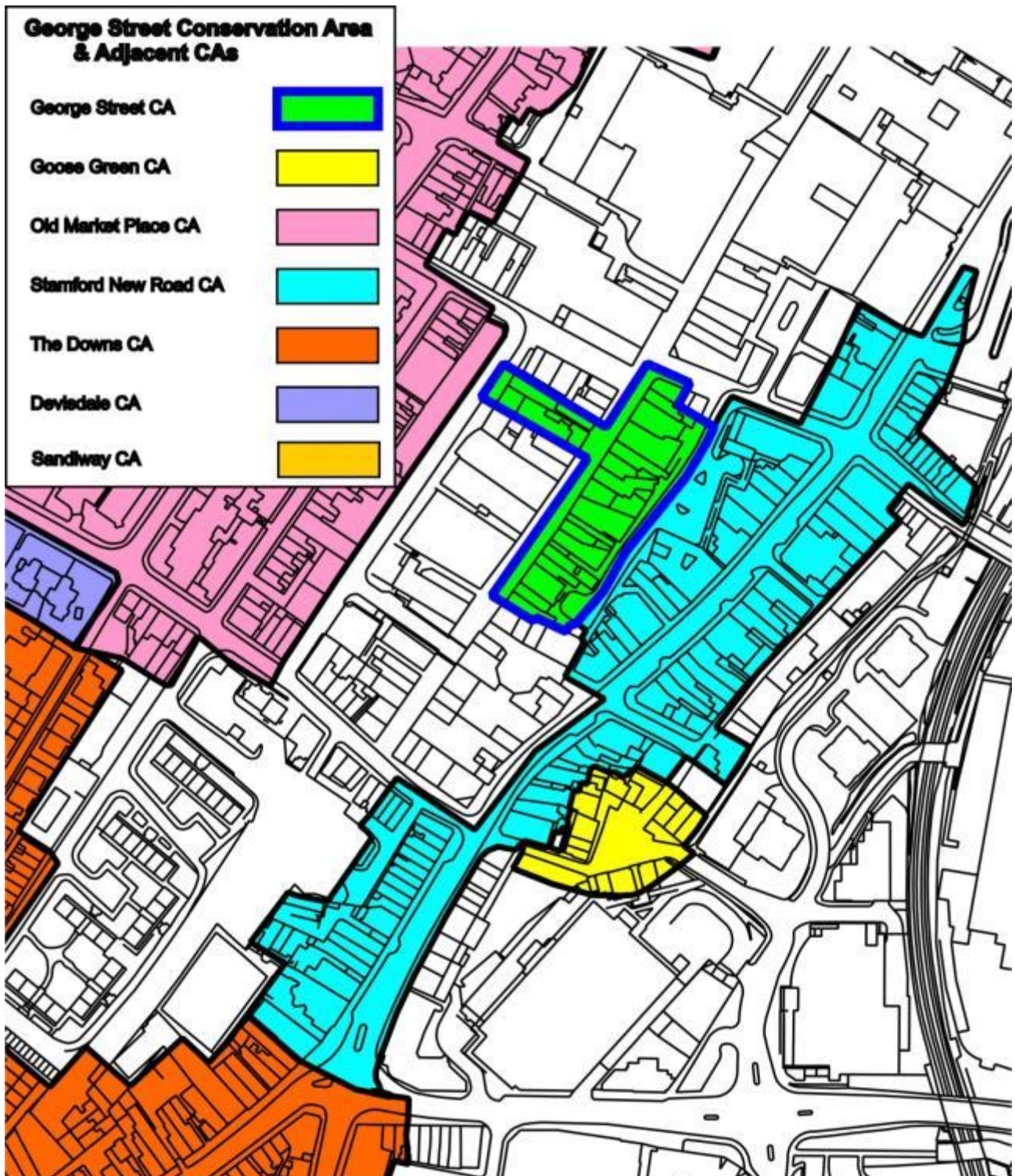
¹⁶ Don Bayliss et al., *Altrincham in 1841 – A Cheshire Market Town in Victorian Times*. (Altrincham: Historical Society, 1994) 5.

¹⁷ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester*. (London: English Heritage, 2011) 12.

¹⁸ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester*. (London: English Heritage, 2011) 12.

¹⁹ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester*. (London: English Heritage, 2011) 13.

²⁰ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester*. (London: English Heritage, 2011) 12.



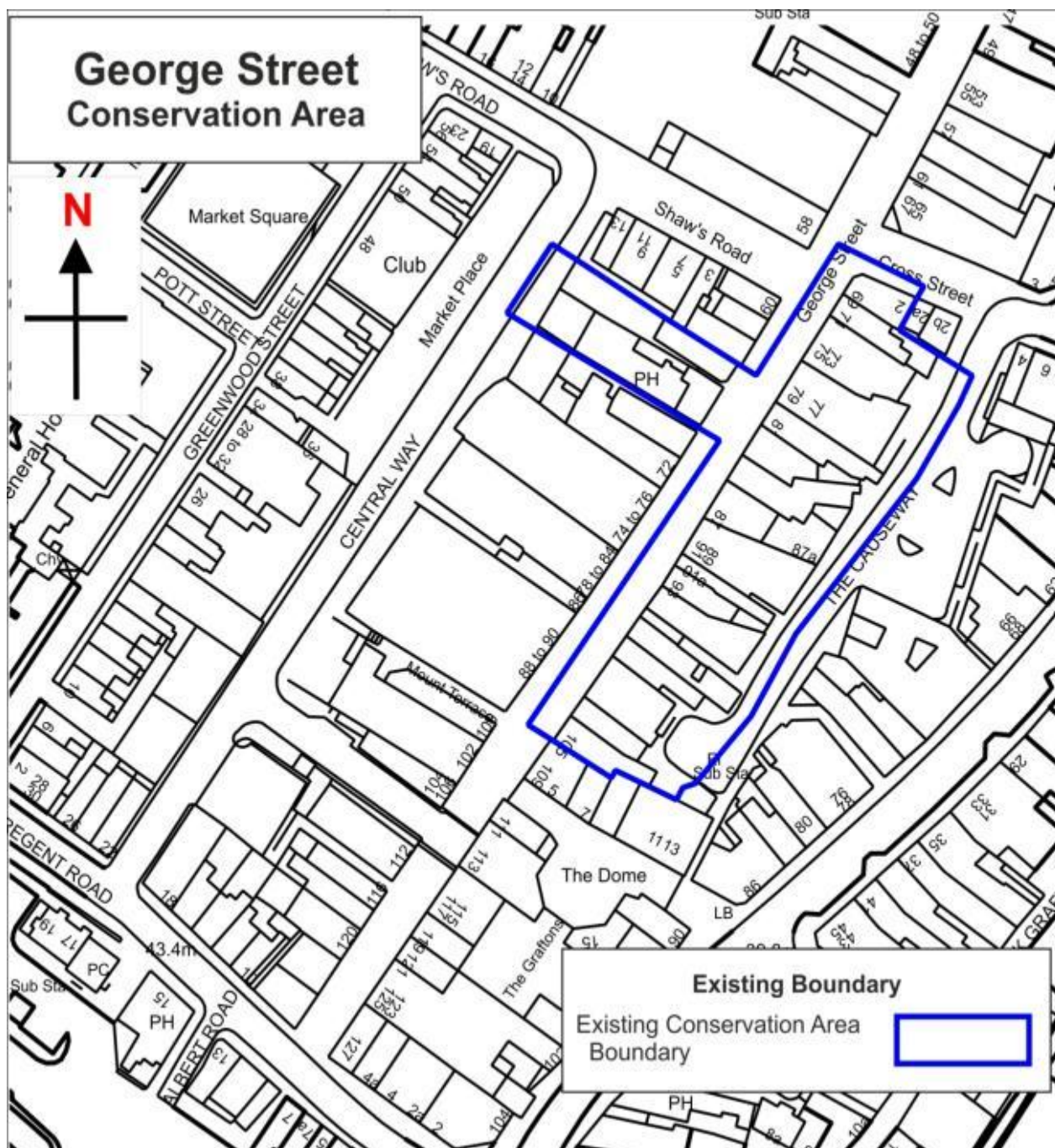
Map 1: George Street Conservation Area in relation to nearby existing conservation areas

General Description, Character and Plan Form

9. George Street is a busy and well used pedestrianised shopping street, with a combination of 18th, 19th and 20th century buildings. The Conservation Area is relatively small, is linear in plan form and comprises the east side of George Street,

north of number 106, with a small arm extending west to incorporate the Bricklayer's Arms.

10. Access to the Conservation Area is via George Street, which continues as a pedestrianized area to the north outside the existing boundary. To the northwest is Shaws Road and to the northeast Cross Street which forms part of a semi-pedestrianised shopping area leading from Stamford New Road. To the south access is provided from Regent Road which runs at right angles to George Street. .
11. The Conservation Area also retains a number of historic pedestrian route ways; the ginnel that provides access to The Causeway retains stone setts. The building line of properties consistently fronts onto George Street, with the exception of the Bricklayers Arms Public House which is set back. It is considered that building plots reflect that of medieval burgages, although during the height of development on George Street some were amalgamated to form larger plans.
12. Those properties forming the east side of the designation are predominately 19th century buildings with a smaller number erected in the 20th century. The Bricklayers Arms Public House and no. 83 George Street possibly date to the late Georgian period.
13. A number of heritage assets exhibit polychromatic brick work at first and second floors, pitched roofs clad with blue slate and mid to late 20th century shop fronts. These buildings are of a good architectural quality individually and together form an attractive component; they are the only sizeable grouping of 19th century buildings remaining on George Street in its entirety.



Map 2: Existing George Street Conservation Area Boundary

4.2. History of Altrincham and the Old Market Place

Roman and Anglo-Saxon Period

1. The Roman Road known as Watling Street is thought to have run almost the length of England, from the southeast to Wroxeter (Viroconium) in Shropshire, with one section going west to Holyhead and another going north to Chester and on to Hadrian's Wall. It is this latter section (from Chester to Manchester) which is believed to broadly follow the line of the A556-A56, traversing the area to the west

of what was to become Altrincham town centre²¹. Its straight route can be traced from Dunham Road, across the archaeological excavations undertaken on the North Cestrian School playing fields on Oldfield Road and in line with Davenport Road, before re-joining the A56. No Roman remains have been found in the Conservation Area. However, a characteristic of land use from the Roman period was the laying out of roads, tracks and field boundaries at right angles and parallel to the Roman road, creating a grid system of square lands for farming and development which is probably reflected in subsequent Anglo-Saxon field boundaries²².

2. After the Romans left in AD 410 the native Britons (probably Celts) may have provided a sparse population and the area may have been largely uninhabited and uncultivated. Evidence for Anglo-Saxon settlement in the area is derived from place names, in the absence of documentary or archaeological evidence. 'Ham' is derived from the Anglo-Saxon word for homestead or village and 'inga' refers to an Anglo-Saxon group, possibly led by an Anglo-Saxon chief, Aldhere, probably creating 'Aldheringeham'.²³ It is also possible that settlement here may have been preceded by settlement on the summit of the ridge, as the 'dun' found in Dunham and Bowdon, is an early Saxon word for curved hill, and also because the curved form of the churchyard was often associated with the earliest which were circular or oval in shape.
3. Although Altrincham is not mentioned in the Domesday Book, the area would have lain within the Bucklow Hundred, the contemporary administrative division. This suggests that the population was minimal at this time. The vill of Dunham which is mentioned in Domesday as 'Doneha' is likely to have had a population no greater than eight families; Bowdon, including the church ('Bogedone'), Hale ('Hale') and Ashley ('Ascelie') are also mentioned, all held by Alward (also spelt 'Alward'), a Saxon lord. Thus one can extrapolate that in the Anglo-Saxon period Altrincham had a population of not more than 30-40²⁴ and that it lay within the manor of Dunham.

Medieval Altrincham

4. The Normans did not reach Cheshire until 1070, in the context of the "Harrying of the North", a violent campaign to take control of the land and the rebellious Anglo-Saxon landowners. William the Conqueror created his loyal follower Hugh d'Avranches Earl of Chester in this year and he in turn gave a large estate in the Altrincham area to Hamo de Masci, creating him a Baron. The name Dunham Massey, which was the administrative centre of the estate, is clearly derived from his name.²⁵

²¹ Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 9

²² Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 9.

²³ J. Dodgson. *The Place Names of Cheshire, part 2*. (Cambridge: English Place Name Society, 1970).

²⁴ Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 10.

²⁵ Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 12.

5. In the subsequent two centuries the town grew in terms of both population and trade. This was encouraged by the introduction of a money economy and the trade resulting from being located in part of the hinterland for the Welsh campaigns of the late 13th century. In 1290 the town was granted a Borough Charter. It is possible that this was a measure initiated by de Masci's descendent, another Hamo, to generate funds from the associated taxes, rents and other monopolies but it constituted a step-change in trade conditions and prosperity. The Royal Charter, granted to Hamo by King Edward I on 10th July 1290, allowed for a weekly market on Tuesdays and a three-day annual fair on the Feast of the Assumption on August 15th. There was no market building, but the market place was probably marked by a market cross.
6. A second Charter was created at the same time by Hamo, which is referred to as the Borough Charter, provided for a 'plan of the borough', its legal aspects, its administration, the social composition of its population and their way of life. The Charter allowed for the institution of the Court Leet with associated officials, the forerunner of local government, and a self-regulating town community of tradesmen, called burgesses (regulated through a Guild) who had a steady residence on plots of land within the town known as burgages, for which they paid rent. Altrincham appears to have been the only new settlement type established during the medieval period in the area, contrasting with the dispersed settlement pattern of northern Cheshire²⁶.
7. The medieval town plan was characterised by the rectangular plots, laid out perpendicular to the road. Representing the earliest form of land ownership, these were two perches wide and five long (approx. 48 x 120 feet), together with a strip of farmland, a Cheshire acre in size, for which an annual rent of twelve pence was payable. Dwellings, often two or three storeys in height, were erected at the street end and probably comprised a farmstead, workshop or shop on the ground floor with living accommodation above. The farmland would have been in the form of rectangular strips without boundaries within a larger field, such as Town Field. Such burgesses were also part-time farmers and craftspeople and it is notable that the Charter did not confirm the market²⁷, meaning the Hamo could retain all the income from this source. The market's location in Altrincham rather than Dunham suggests that the transport connections for Altrincham were superior; the detour from the route east of the Roman Road may already have been introduced.
8. Data from a rent roll of 1348/9 lists 120 burgages (similar size to Macclesfield and larger than Congleton (80) and Knutsford (30). If each contained a few inhabitants, the population could have been 500-600; however this was the period of the Black Death and the some Burgesses held several each – the roll contained only 45 names. New towns were generally laid out in a grid form with a market place at the centre, and along the major thoroughfare. In the case of Altrincham, the burgages probably extended either side of what is now Church Street, and south of the Market Place. The curved roads (Church Street, High Bank and Albert Place) north and west of the

²⁶ Michael Nevell, *Altrincham North West Vol. 5 (Issue 15 for 2000)*, 19

²⁷ Don Bayliss (ed.), *Altrincham: A History*. (Timperley: Willow Publishing, 1992) 16

market place probably pre-dated the new town; the parallel roads laid out approximately on the present line of Market Street and George Street were intersected by cross-members approximating to Regent Road, Shaws Road and High Street. The Market Place was also the intersection of the east-west road from the baron's castle at Dunham to Stockport Castle and the north-south road from Manchester to Chester²⁸.

9. In 1319 Edward II changed the terms of the original charter so that the annual fair was held for the three days around the Feast of St. James, 24-26th July. A second annual fair held from 10-12th November dates from about this time. The 1348/9 document refers to the office of Mayor, chosen from the Burgesses by election.
10. During the 14th century outbreaks of the bubonic plague resulted in a declining population. In 1348-49 the most severe of these, the Black Death, affected the area and the population is thought to have been reduced from its peak of about 650 people in 1300, down to two thirds or less²⁹. It is likely that some of the burgage plots were abandoned or combined with others at this time.
11. There remains a lack of archaeological investigation into Altrincham as a medieval town³⁰. In the early 1980s a number of excavations were undertaken which produced very little evidence other than medieval pottery, a late medieval corn drying kiln and a post medieval well in Victoria Street. Nevertheless, watching briefs in the 1990s demonstrated the archaeological potential of the medieval borough with post medieval pits along the southern side of Dunham Road and the potential for buried remains behind buildings to the east of Church Street. Such investigations were the result of rescue archaeology rather than detailed studies into the medieval core of the town, therefore more substantial below ground remains may exist³¹.
12. At some point a distinction within the layout of the town was made between 'Higher Town' (the civic centre area around the Market Place) where the wealthier and professional people lived or had their businesses and the 'Lower Town' where the artisans and poorer people lived and worked the area around what is today known as George Street, Shaws Road and Victoria Street. It is believed that at least part of Railway Street existed in the medieval period, as the southern extent of Lower Town, but the area of Stamford New Road was fields, with Hale Moss lower still and further east.

Tudor to Georgian Altrincham

13. By the 1500s the population had probably still not recovered to its pre-Black Death size and prosperity. Leland referred to it as a "pore thing with a mayre", suggesting that the houses were in poor repair but it had retained the local government

²⁸ Don Bayliss (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 18.

²⁹ Don Bayliss (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 27

³⁰ Michael Nevell, Archaeology North West Vol 5 (Issue 15 for 2000) 18.

³¹ Don Bayliss (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 18.

forms.³² A visitor in 1621 described it as having ‘a fine little market’. The period of peace under the Tudors following the War of the Roses is likely to have led to greater prosperity interrupted again by the Civil war in the middle of the 17th century. This did not affect Altrincham, with the exception of Prince Rupert of the Rhine moving his army from Shrewsbury to York, stopping somewhere around the Downs.

14. The title of Lord of the Manor had passed to the Booth family from the 15th century. They had been heavily involved in the Civil War, leaving the estate in a poor and impoverished condition. After the Glorious Revolution of 1688, William Booth was made Earl of Warrington in recognition of his support for William of Orange. His son eschewed politics and focussed on rebuilding the estate and its management. The rebuilding of Dunham Hall and ancillary buildings took place was completed by 1720 and the wall to the park by 1740; this would have generated grade and labour for the area but also required good management of the estate to cover the costs.
15. Leycester’s 1673 book about Cheshire refers to the erection of a number of small cottages in town with the permission of the estate and calling Altrincham ‘a nest of beggars’, which may have been the estate seeking to maximise its income from the high number of men seeking work. Nevertheless he had been on the opposing side of the Civil War to the Booths so his account may not be entirely impartial. Shortly after this the male Booth line died out and the estate passed by marriage to the Grey family, Earls of Stamford, who were to become important patrons and landowners of Altrincham.
16. Dairy farming was expanding at this period, recognised in the construction of a buttermarket in the marketplace, with a courthouse on the upper floor, built by Lord Delamer in 1684. This represents both a renewed focus on the civic core of Altrincham as well as a supplement to the growth of flax and the production of linen and woollen cloth in addition to other agricultural products. The growing importance of the dairy industry is reflected in the establishment of a third fair for cattle sales granted in 1734.
17. A further important 18th century development was the construction of the Bridgewater canal in 1765 from Worsley and Manchester through Broadheath and onto Runcorn by 1776. It was shown in Burdett’s 1777 Map of Cheshire (Map 4). This allowed for commuting from Altrincham to Manchester by packet boat, by then the centre of the flourishing cotton industry. On occasion people used the canal packets for day trips to visit Dunham Park. It also improved transport to Manchester for the dairy and agricultural goods from the market gardens and farms in the Altrincham area, increasing prosperity. Night soil was brought from Manchester to fertilise the market gardens. The ease of access and reduction in price of coal due to the Canal, helped local industry. The importing of building materials from further afield such as slate, led to greater variety in building styles. The focus for the canal transport and associated buildings was Broadheath (including the Old Packet House pub). This

³² Don Bayliss. (ed.), *Altrincham: A History*. (Timperley: Willow Publishing, 1992) 33.

innovation also proved a spur to the development of the roads. The main one to Chester had already been turnpiked in 1752, with the northern section to Manchester completed by 1765. A stage-coach and mail coach service between Manchester, Knutsford and Chester was introduced³³.



Map 4: Altrincham in 1772-4 (Peter Burdett) <http://www.cheshirehistory.org.uk/archive/>

18. Town directories give a picture of the activities practiced in Altrincham at this time (recognising that these record only the more affluent and commercially oriented occupants). The 1782 directory lists thirty-six people and suggests the existence of established shops and businesses, in addition to the market. By far the largest proportion (13) was engaged in trade, but Altrincham also had a cabinet maker, a clockmaker, two attorneys, a barber and an apothecary suggesting prosperity, along with three innkeepers, the Unicorn Inn and the White Hart Inn mentioned by name. The textile trade is reflected with the presence of three 'twisters'³⁴. A 1789 directory refers to Altrincham as 'the seat of a considerable manufactory in the worsted branch' and a town characterised by 'plain dealing'³⁵. There was also a fulling mill on Grosvenor Road. Most of the mills relied on water power from The Fleam, which drained from Hale Moss across the north of Altrincham and ending up powering the corn mill at Dunham Massey. It was a time of rapid population growth in the town, from 1,029 in 1772 to 1,692 in 1801³⁶.

19. In the mid to late 18th century, the introduction of the Bridgewater Canal

³³ Don Bayliss et al., *Altrincham in 1841 – A Cheshire Market Town in Victorian Times*. (Altrincham: Altrincham History Society, 1994) 52.

³⁴ Broster's *Chester Guide 1782*, Altrincham Section, collated by Trafford Local Studies Centre.

³⁵ W. Cowdroy, *Directory and Guide for the City and County of Chester, with a concise history: Altrincham section, 1789*, collated by Trafford Local Studies Centre.

³⁶ Don Bayliss et al., *Altrincham in 1841 – A Cheshire Market Town in Victorian Times*. (Altrincham: Altrincham History Society, 1994) 52.

sparked a phase of re-building and new building. Many medieval properties in the town centre were replaced by brick buildings or else their existing timber frame structures were given a new shell and a Georgian appearance. The first church to be built within Altrincham (which was part of the parish of St. Mary's Bowdon) was the Wesleyan Chapel at Chapel Walk (Regent Road) in 1788. John Wesley had visited Altrincham in 1738 and preached in the open air on Oldfield Brow, preaching at the new chapel on 5th April 1790. In 1799, marking the growing prosperity and population of Altrincham, the chapel of St George to the northwest of the Old Market Place was consecrated as a chapel of ease to Bowdon Parish Church. The first incumbent, Oswald Leicester, was the son of a local grocer. In 1783 he had started the first Sunday School in the County, first in Ashley Road, then at his home 'The Poplars' on Norman Place and finally in a cottage near the St George's Church. The Wesleyans started another Sunday school in a house adjacent to what is now New Street. These complement the school founded by Thomas Walton in 1759 in Oldfield House.

20. The plan showing the property of the Earl of Stamford of 1790 (amended after 1799) in John Rylands Library provides an overview of the state of Altrincham in the middle of the Georgian period and allows some of the buildings still existing today to be identified. The census of 1801 established the pattern of Altrincham society and housing. There were 340 houses with a population of 1,692. The upper and middle classes in larger houses were still clustered in Higher Town, the area around the Old Market Place, Church Street and Market Street. The poorer families and those of modest means lived in Lower Town in denser housing around George Street, Goose Green and the bottom of the Downs³⁷. In addition to employment in the textile industry, there would have been handloom weaving in some of these houses. There was no regulation on the construction of these buildings.

³⁷ Don Bayliss (ed.), *Altrincham: A History*. (Timperley: Willow Publishing, 1992) 93.



Map 5: Altrincham in 1819 (Christopher Greenwood)
<http://www.cheshirehistory.org.uk/archive/>

21. In 1831 the population had grown by 60% in the previous 30 years to 2,708 and the number of buildings also increased as shown in Maps 5, 6 and 7. Drainage was poor in the Lower Town and there were regular outbreaks of typhoid and one of cholera in 1832. The recognition that it had started in the poorer areas prompted the Town's Meeting to consider setting up of a Local Board of Health, but it did not happen. In Altrincham the local institution of the Court Leet worked with the Vestry and Town's Meetings to maintain law and order, administration and public health. Government inspectors from this period referred to the strong influence of the Stamford family on town affairs and the weakness of the local governance. The importance of market gardening to the local economy and to the rapidly expanding population of industrialising Manchester was noted³⁸.

³⁸ Don Bayliss, (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 36.



Map 6: Altrincham in 1831 (A. Bryant) <http://www.cheshirehistory.org.uk/archive/>

Victorian Altrincham

22. The population of Altrincham had grown to 4,488 by 1851 and by the end of the century it had almost quadrupled to 16,831 in 1901. The character of the town changed considerably during the century, with a wider focus to include the streets to the east and south of the Old Market Place. This was due to the arrival of the railway to the lower part of the town in 1849, later combined into one station in 1881, with the building of Stamford New Road. There was also the construction of new civic buildings to the south and east of the Old Market Place, with Altrincham General Hospital and Provident Dispensary in 1870; the new Market House in 1879; a Library and Technical School on George Street and a new Town Hall in 1901 on Market Street. The houses on George Street were gradually converted into retail and business use, albeit with residential use still above. Landmark bank buildings were built during this period and into the beginning of the 20th century on the Old Market Place, Stamford New Road and Railway Street.
23. Due to the Turnpike roads, the proximity of the Bridgewater Canal and the healthier raised location, Altrincham had already established itself as an early commuter town for the wealthy and professional classes. This characteristic was significantly reinforced and expanded to the hamlet of Bowdon further up the hill to the south, after an 1845 Act of Parliament. This meant that in 1849, the Manchester South Junction and Altrincham Railway opened the branch line from Manchester to

Altrincham Station at the foot of what is now Stamford Street extended to the Bowdon Terminus at the foot of the Downs in September of that year³⁹.

24. A turntable was added in 1858. The Cheshire Midland Railway from Altrincham to Knutsford was opened in 1862, extended by other companies to Chester in 1872. This resulted in the additional development of Hale as a commuter town.

25. Under the Public Health Act of 1848, which in turn was prompted by a major widespread cholera epidemic in 1847-8, when a sufficient number of ratepayers (broadly 10%) petitioned, there would be a public inquiry into the sewerage, drainage, water supply, burial grounds, as well as the state of the streets. A preliminary report on the town centre by Isaac Turton led Altrincham to make such a request. His report censured the housing in the New Street and Chapel Street area, as being of poor quality, high density and with such overcrowding as to be unhealthy. Sir Robert Rawlinson attended and made a subsequent report to the General Board of Health in 1851, noting the inadequacy of the drinking water, sewerage and drains and paving, as well as the polluted state of the rivers and the absence of public parks. As a consequence, Altrincham's Board of Health was empowered in 1851 to deal with highways and to improve the water supply and sewerage. Progress, however was slow. The Board of Health provided the municipal government, until it was superseded by the formation of the Altrincham Urban District Council in 1895⁴⁰.

26. An extensive description of the socio-economic structure and status of the area is provided in Bayliss' survey, Altrincham in 1841 (1994) and also A Town in Crisis – Altrincham in the Mid-nineteenth Century (2006), based upon extensive analysis of census, tithe map and apportionment data, along with the 1852 Board of Health Plans and associated data . The Board of Health Plans in Trafford Local Studies, based upon a survey in 1852, detail the land use, structures, materials and road surfaces of the town, on a street by street basis.

27. The layout of the area continued to be greatly influenced by the Earl of Stamford. The 6th Earl had died in 1845 and his grandson George Harry the 7th Earl, who came of age in 1848, started selling off agricultural land for housing and new streets in 1851, as residential land values increased primarily due to the arrival of the railway in Altrincham in 1849. The deed covenants specified the quality and type of materials and rental value. The further away from the town centre and the higher up the hill to Bowdon, along with the proximity to the Dunham Massey seat, the better the quality and bigger the size of the houses. He also specified that industrial development should take place north of the Bridgewater Canal, which remained the case until the very end of the century. There was also construction in the 1880s and 1890s of terraced housing off Hale Road and off the newly created Stamford Park on Hale Moss for lower middle and working classes, many of whom worked in the growing industrial expansion of Broadheath. Towards the end of the century more working class housing was developed on the Linotype estate⁴¹.

28. Brand new roads were laid out in the area and built upon, including New Street by 1851, Lyme Grove by 1865, Oxford Road by 1876 and Delamere Road up to Bowdon by 1865. A

³⁹

⁴⁰ Don Bayliss (ed), Altrincham: A History. (Timperley: Willow Publishing, 1992) 43.

⁴¹ Don Bayliss (ed), Altrincham: A History. (Timperley: Willow Publishing, 1992) 93

new section of Dunham Road was created to approach the Old Market Place from the south, avoiding the tight corner at High Street and Market Street. In 1880 Altrincham Station and Bowdon Terminus were closed and replaced by a new station in 1881 (still in use). Altrincham Station was demolished and Bowdon Station was converted into carriage sheds. This also resulted in the creation of Stamford New Road, extending in a straight line north from Railway Street at the bottom The Downs⁴².

20th Century Altrincham

29. The population in the 20th century rose from 16,831 in 1901 to 39,789 in 1951 to 41,122 in 1961, which is the approximate population today. The residential, business and industrial growth in the 19th century had been as a result of the development of the railways and the availability of the canal, along with gas and electricity supplies, combined with the availability of labour. Growth in the 20th century was spurred on by the improved transport facilities with the introduction in turn of trams, motorised road transport, and later the reintroduction of the tram in 1992. Broadheath industrial estate developed in the late 19th century, continued to thrive until the 1960s when around 10,000 people were employed by over 30 firms⁴³.

30. In 1907 an electric tram service from Manchester was extended to Altrincham, with the Terminus at the bottom of the Downs on Railway Street. This was operated by Manchester Corporation and the service also included post trams. The trams were replaced by buses and an improved electrified railway in 1931, with the tram lines being removed or covered shortly afterwards along nearly all the route⁴⁴.

31. Altrincham town centre developments shifted the focus further away from the Old Market Place around the twin hubs of the new railway station and the 1879 Market House during the first half of the 20th century, with the provision on George Street of public facilities such as the extension of the library in 1928 and the adjacent art gallery in 1934, as well as the Stamford Public Hall and assembly complex in 1936, extended in 1940. Other leisure facilities from this period included the public baths on Stamford New Road (1901), the Altrincham Theatre opposite the station which showed films from 1913 to 1966, and the nearby Altrincham Hippodrome which opened before the First World War and finally closed in 1986. Both of these seated around 1,000 people. There were two further cinemas in Altrincham in this period as well as the Garrick Playhouse to the north of the town, which opened in 1932⁴⁵.

32. Little changed until the 1960s, when the redevelopment of the town centre began with the demolition of part of George and Grafton Streets and the construction of the Grafton Centre, combining retail and commercial uses, and incorporating a high-rise office block. Following a report by the County Planning Officer, submitted in 1968, a policy for the redevelopment of the town centre was implemented. This involved the replacement of the public baths by the new leisure centre east of the railway line. It also resulted in the

⁴² Don Bayliss (ed), Altrincham: A History. (Timperley: Willow Publishing, 1992) 89.

⁴³ 48 Don Bayliss (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 120.

⁴⁴ Don Bayliss, Altrincham: A History. (Timperley: Willow Publishing, 1992) 84

⁴⁵ Don Bayliss (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 79.

demolition of part of the area west of the station and its replacement by a new Library and a pedestrianised shopping area and raised car park at the north end of George Street, with Rackhams department store as the lead tenant, developed by Petros Development Company. The Stamford Hall and library complex was demolished as part of this development. The area north of the station now contains several office blocks. The dense 19th century housing, churches and schools of Chapel Street, Albert Street and lower New Street, were demolished and blocks of social housing and a car park took their place. The crowded housing of Newtown to the south of Lloyd Street was also demolished.

33. In 1974 the metropolitan borough of Trafford was formed, being part of Greater Manchester, merging a number of municipal boroughs including Altrincham which forms the southern limit. In the 1980s derelict areas, such as the site of the old Bowdon Terminus remained undeveloped as car parking, with a large supermarket being built opposite, on the site of Newtown. Goose Green and Kings Court became small enclaves for fashionable eateries and bars.

34. In the 21st century, further significant new development has taken place. This includes the redevelopment of the site of the Bowdon Terminus and the Denmark Street area site into a combination of a cinema, fitness complex restaurants, apartment housing, a large supermarket and car parking. Part of the redeveloped northern section of George Street has been demolished and redeveloped further with even larger units. A new public square and Lower Market canopy at Central Way has been created in 2014 and the Market House has become a food and drink destination with seating. On the east of Railway Street, the new Altrincham hospital will be relocated in 2015.

Historic Development of George Street

1. The Old Market Place was the core of medieval Altrincham, but after the area was created a borough in the late 13th century Altrincham expanded. The new town was formed by a street along the line of the present George Street, Market Street, Kingsway, Shaws Road and Regent Road.⁴⁶ Evidence of this early settlement can be seen in the field layout shown on early maps, with plots extending in thin strips away from the street line. This indicates medieval burgage plots and that George Street was settled in the medieval period.

2. The 1835 Tithe map (and Apportionment of 1839) documents that George Street was lined by residential properties that fronted the street, with gardens to the rear (see Map 6). There is one plot to the south end of the street that has no structures and is marked as a garden plot.

3. Bayliss notes that in 1841 the line of George Street was densely populated, but that to the rear of the structures to the east side of the street was an area of plots used for gardens that extended to Hale Moss. This area of Altrincham was predominantly inhabited by less affluent people, and some plots are recorded to have held as many as five houses. Numerous properties in this area were owned by the Earl of Stamford, who had leased or sold the properties lease hold to others.

⁴⁶ GMAU & GMAC, *Trafford SMR Update Final Report*. (Manchester: GMAU/GMAC, 1995)

4. There were also twenty five other land owners along George Street. According to the tithe apportionment there were no commercial properties in the south of the area at the time, with the exception of smithies. There were three churches in the vicinity of George Street in 1841, including Shaws Lane Chapel, the Methodist New Connexion on Regent Road. There was also a boarding school to the south end of George Street, which, by 1841 had eleven girls boarding there. Bayliss considers there may have been another small school to the north of George Street.

5. The Bricklayer's Arms Public House had been erected by 1841, as a beer-seller. The building and the original cottage on the site of number 70 George Street were set back from the line of the street.

6. To the north of George Street, outside the existing Conservation Area boundary, the buildings were mostly civic and commercial with residential above. The Malt Shovels Public House, the police lock up and police station, a smithy and a post office were recorded at this time.

7. The Board of Health assessment generated an associated set of detailed plans which date to 1852 (see Map 7). This indicates that George Street was further developed by this time, properties were substantially extended to the rear and further buildings were added to garden plots. To the north on the east side of George Street the larger houses are visible, as are the planned gardens and ornamental grounds. On George Street was the Wesleyan Chapel opposite Cross Street. By this time George's Square had also been developed with rows of terraced properties and had become known as 'Beggars Square due to the squalor and overcrowding.. Of the premises erected between 1835 and 1852, the Bricklayers Arms and number 85 George Street remain. It is possible however that buildings erected at a later date in the 19th and 20th centuries incorporated the remains of earlier structures.

8. In 1849 the opening of Altrincham Railway Station, sited down the hill to the east of the Old Market Place and Bowdon Terminus at the foot of The Downs, started the shift in commercial emphasis away from the original core.

9. The 1876 OS map of George Street shows that there was still further development of smaller properties to the rear of buildings along the east and west side of George Street (see Map 8). Mount Terrace was established by mid-19th century to the southwest and properties along George Street to the south were extended to the rear. There are also smaller structures appearing in the gardens of some of the houses in the south of the area. Further development occurred around George's Square, with the addition of a Volunteers Drill Hall to the southwest of the Unitarian Chapel. In addition to Mount Terrace, other ginnels to the east and west sides of George Street are clearly in situ.

10. Between 1852 and 1876, George Street was extended to Regent Road, this section becoming known as Upper George Street. Regent Road was subsequently widened, along with Shaws Road and Cross Street, to cope with an increasingly busy town.

11. In the 1880s there was a dramatic alteration to the area due to the formation of Stamford New Road, extending in a straight line northeast from Railway Street at the bottom The Downs. This effected open land to the east of George Street, which was now dissected by the new road. Grafton Street and Station Road were created to link George Street to the new road. The development of this area resulted in the further advancement of George Street, as cottages and residential buildings gave way to shops and commercial properties, albeit with dwellings above. By 1897 the streetscape is dominated by a continuous building line to the street, without any gap sites or residential gardens (see Map 9). Fundamentally the character of George Street was transformed from a residential area to a commercial district.



**Photograph 1: George Street, looking northeast in the early 1900s Altrincham
(Altrincham Area Image Archive)**



Photograph 2, looking northeast in the 1920s George Street, Altrincham (Altrincham Area Image Archive)

12. By 1908, George Street was a heavily commercial area (see Map 10). The expansion of Stamford New Road had been fully realised. The arrival of the tram in 1907 running along this road and finishing at Railway Street further moved the centre of town away from the original core higher up the hill at the Old Market Place. Any remaining garden plots to the east of George Street, particularly along the section known as Upper George Street had been developed. Further extensions and alterations to the rears of properties along George Street, possibly due to changes in commercial uses or expansion of business are also evident by this period. The erection of new premises and redevelopment of existing buildings continued into the Edwardian and Interwar periods, as evidenced by the 1937 OS map (see Map 11). The building that now houses Iceland was originally built as a Woolworths Store and was partially erected by 1937 and then extended between 1937 and 1965.

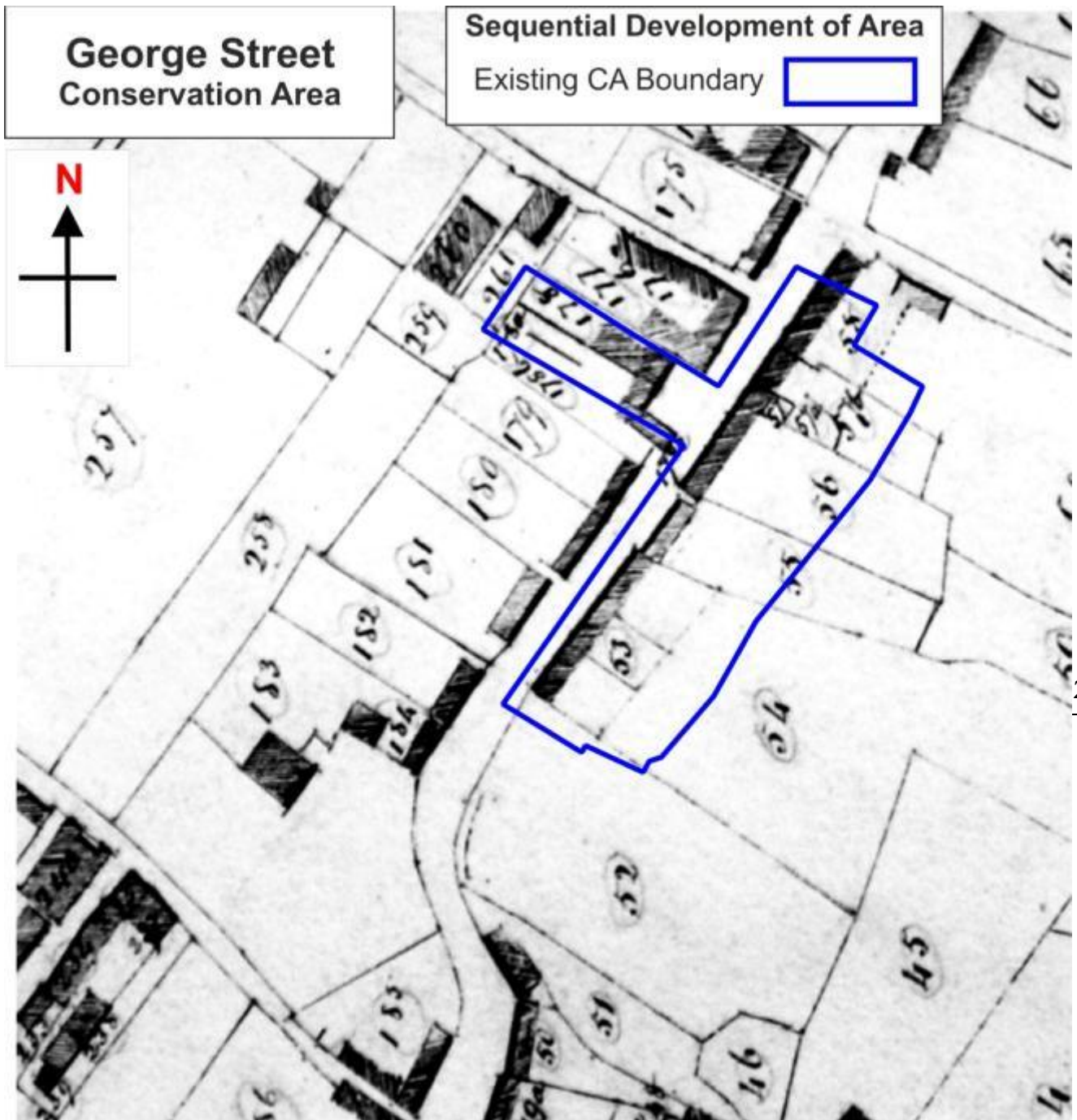


Photograph 3: George Street, Altrincham (Altrincham Area Image Archive)

13. Further redevelopment along George Street took place post 1965, notably on the northwest side. Numbers 70-84 were erected in this phase of construction as were 73-81. It is possible that these properties have incorporated the remains of earlier buildings.

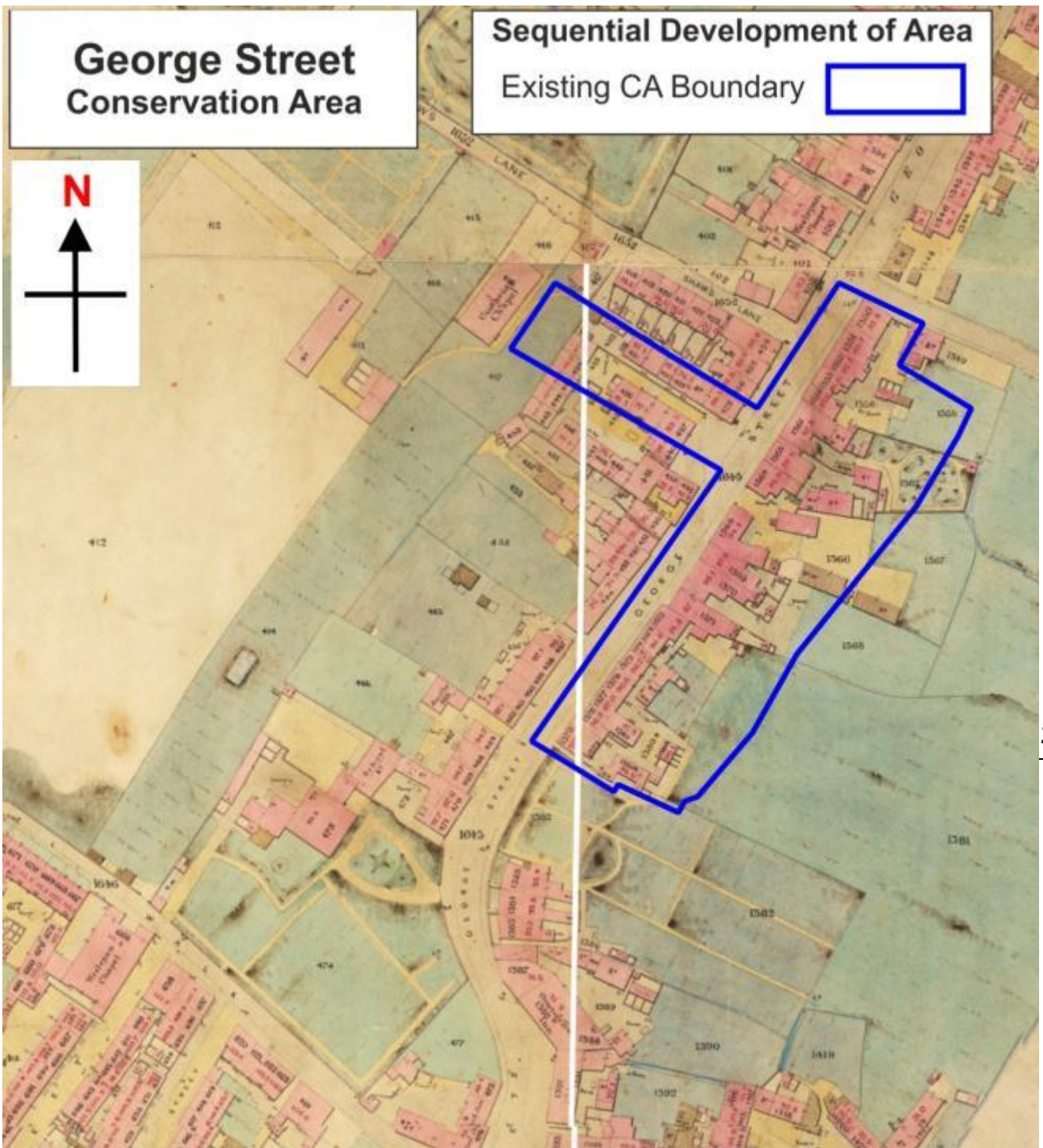
14. The most noticeable area of mid to late 20th century development is to the southeast of George Street, where the Graftons was erected. Buildings on part of Grafton Street and Railway Street were demolished to accommodate the development. . Opposite the Graftons on the west side of George Street further buildings dating from mid to late 20th century were erected including a bridge to serve a car park at high level. . George Street was fully pedestrianized in the late 20th century and remains so today.

Sequence of Maps Showing the Development of George Street

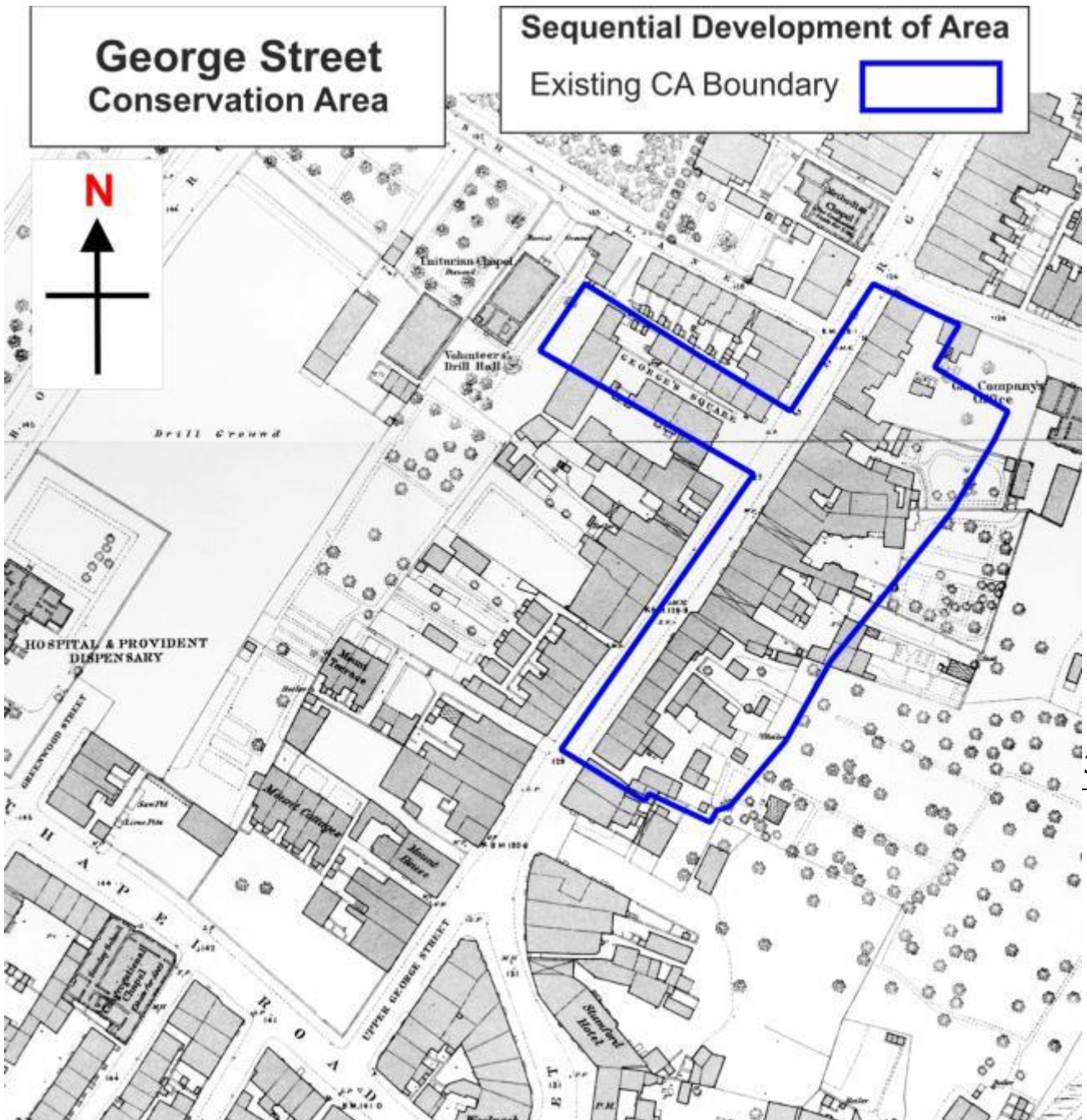


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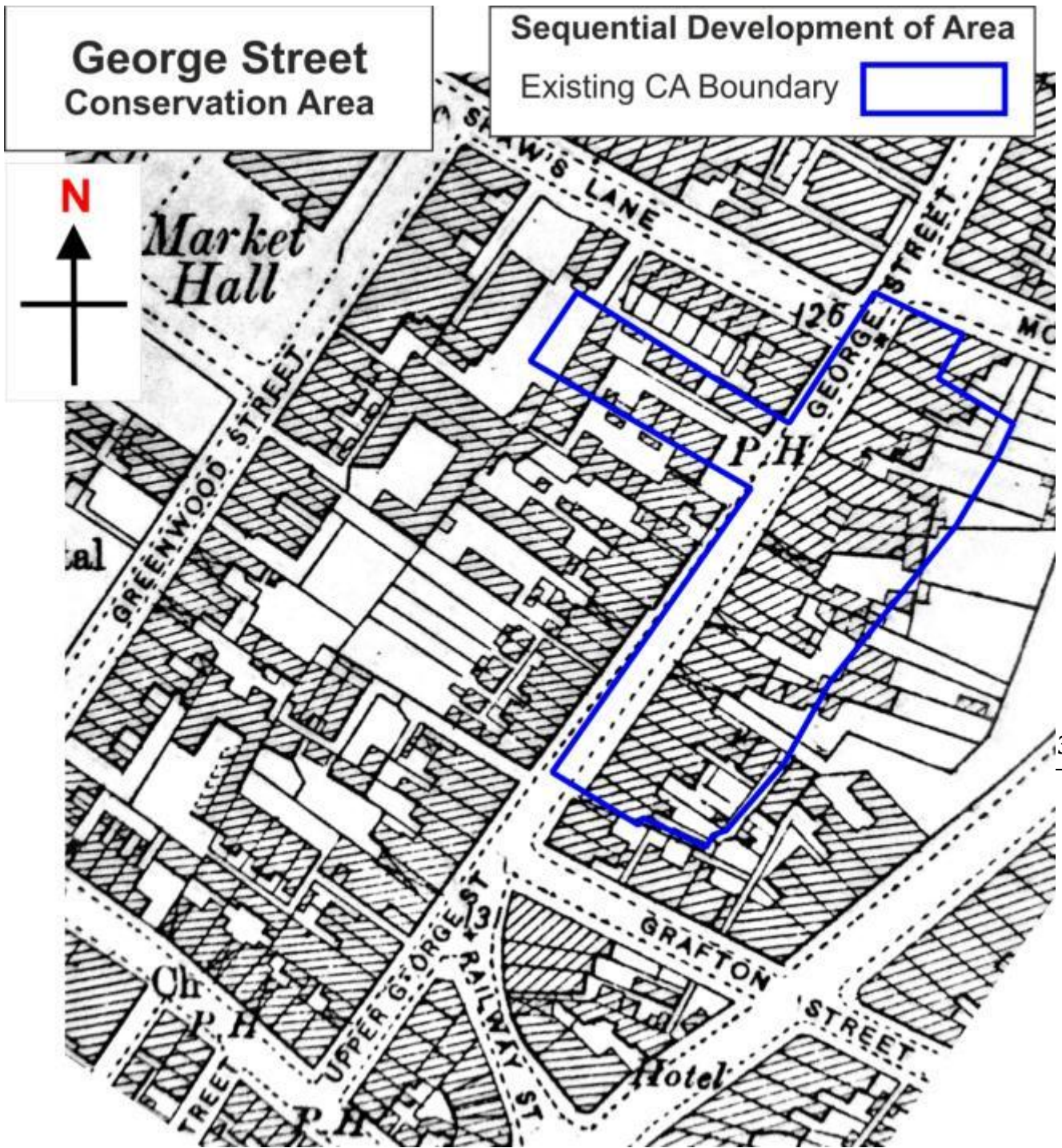
Map 6: 1835 Cheshire Tithe Map includes approximate location of current Conservation Area boundary



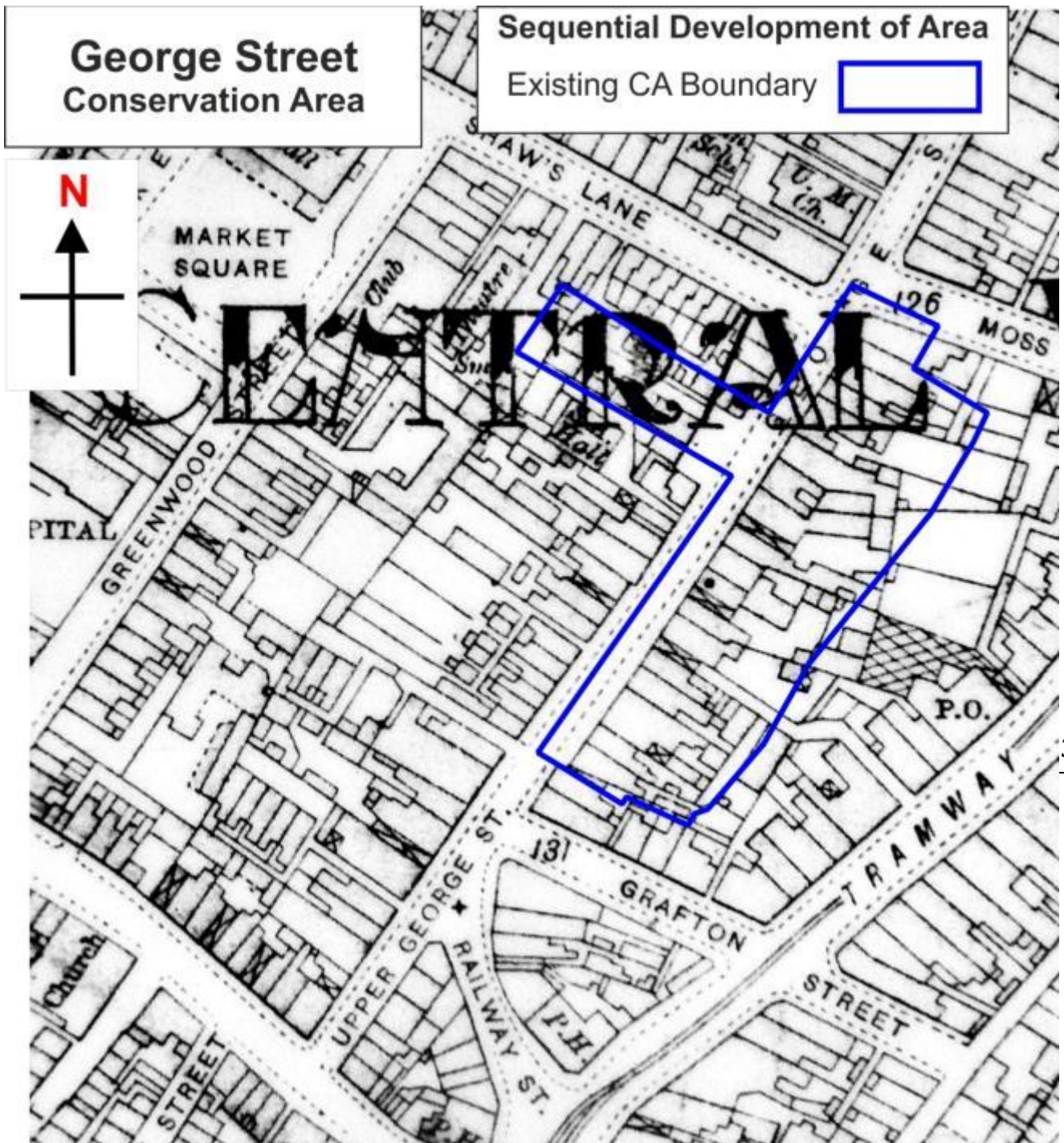
Map 7: 1852 Altrincham Board of Health includes approximate location of current Conservation Area boundary



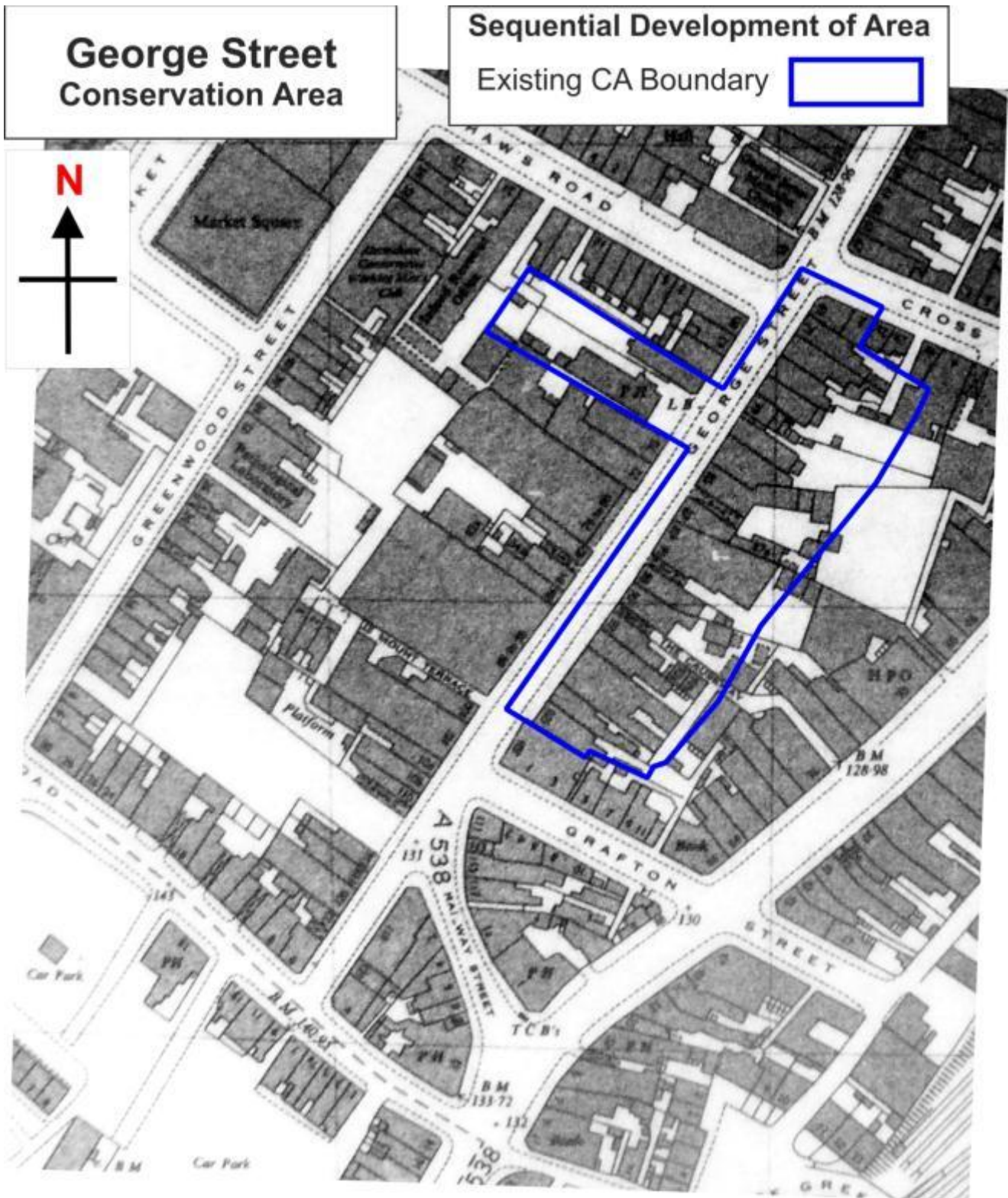
Map 8:1876 OS Map includes approximate location of current Conservation Area boundary

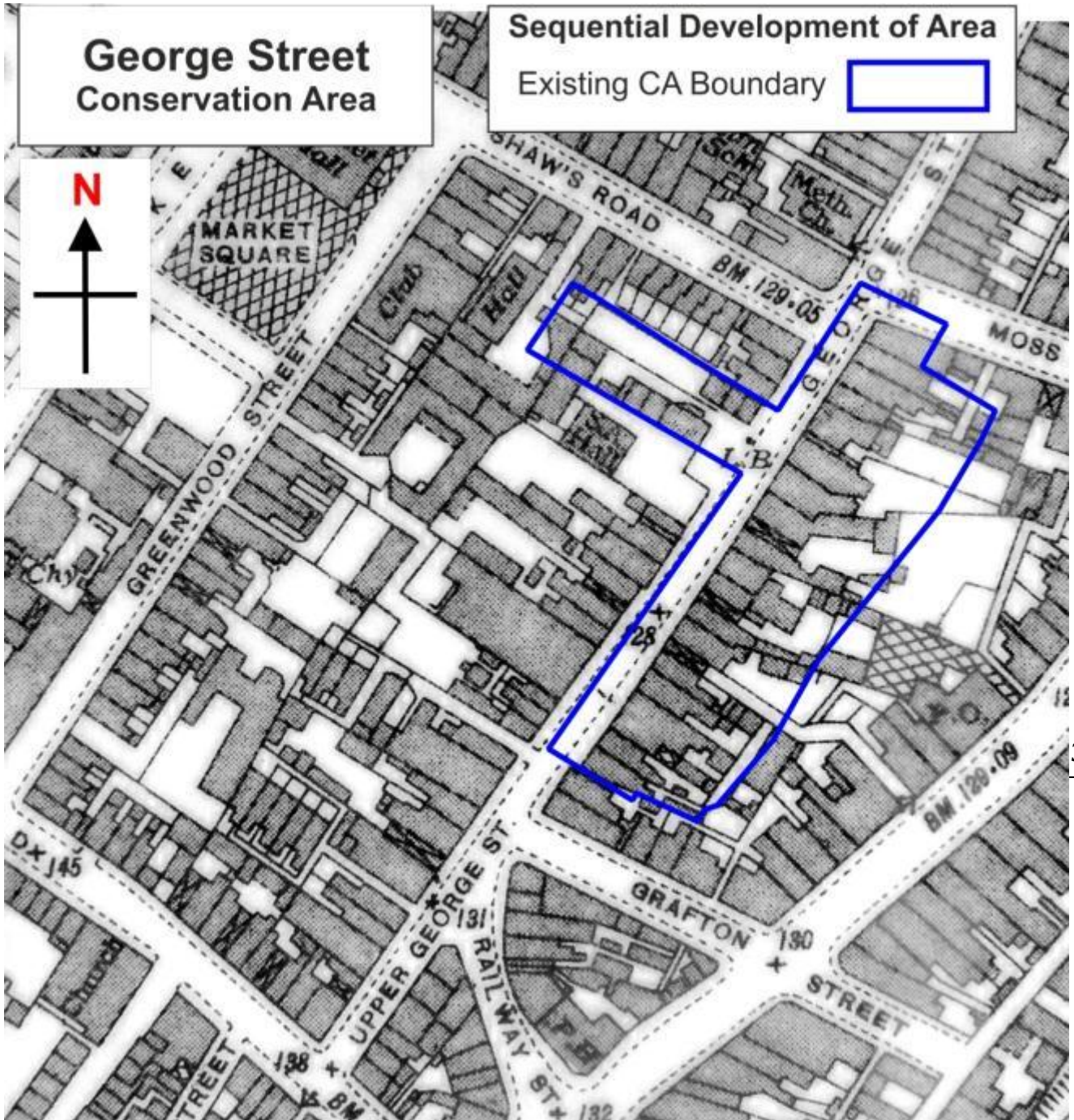


Map 9: 1897 OS Map includes approximate location of current Conservation Area boundary



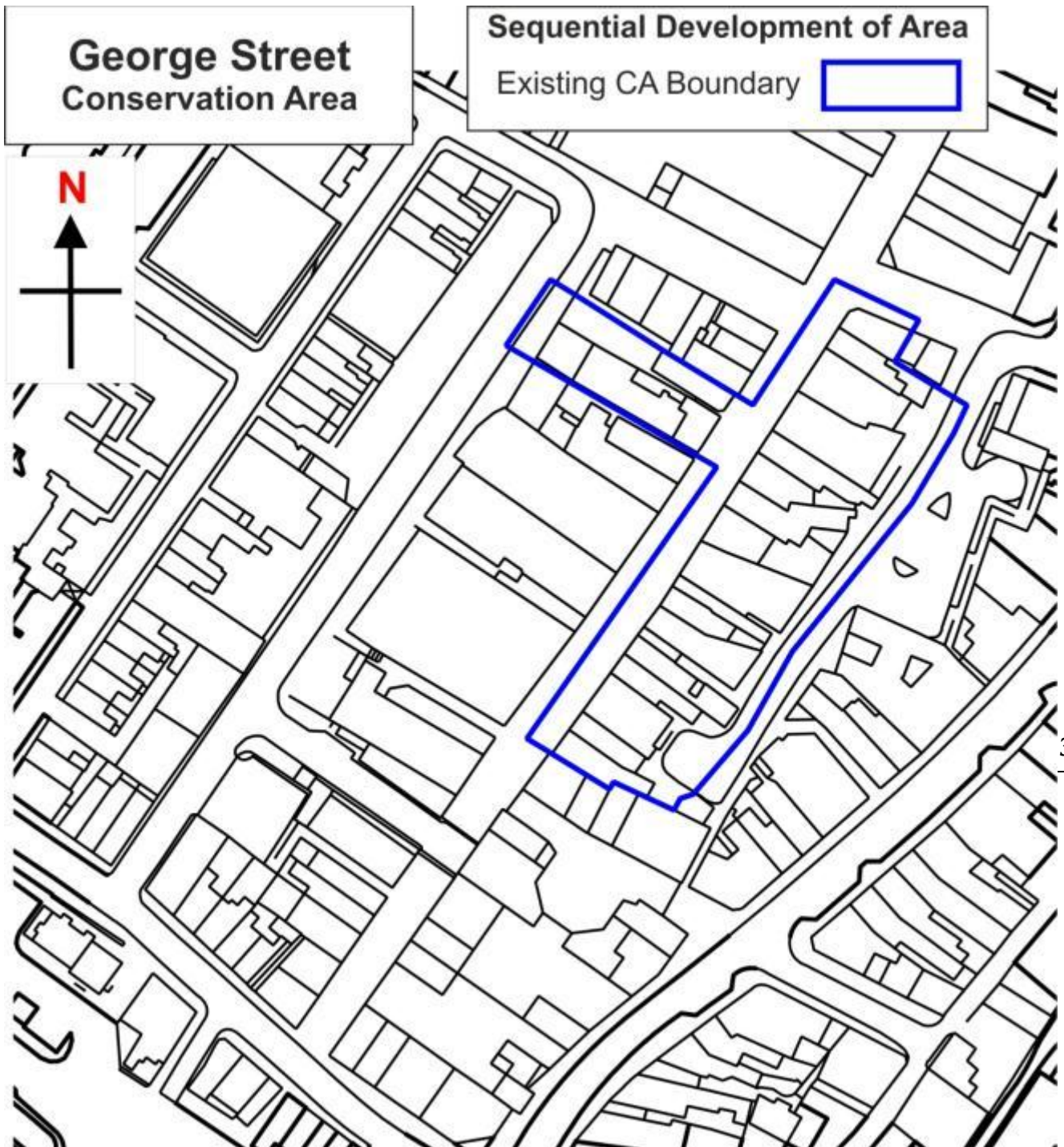
Map 10:1907-8 OS Map includes approximate location of current Conservation Area boundary





Map 12: 1965 OS Map includes approximate location of current Conservation Area boundary

35



Map 13: 2012 includes approximate location of current Conservation Area boundary

Archaeology

Previous Archaeological Work

1. Previous archaeological work within or close to George Street Conservation Area included;
 - In 1981 six test pits on High Bank to the northeast of the Unitarian Chapel. These revealed medieval plough soils and post medieval pottery.
 - In 1982 a test pit was dropped to the east of the Unitarian Chapel, this only revealed contexts of modern disturbance.
 - In 1983 two sites were excavated to the east side of the Old Market Place, on Victoria Street. A medieval well, dryings kiln and shards of pottery were recovered.
 - A watching brief took place in 1989 during the landscaping works to the Old Market Place. This revealed 19th and 20th century disturbance, although the trenches were shallow, they were only cut to 0.5m deep.
 - Two post medieval refuse pits were recovered to the rear of 2a Market Street in a 1995 during building works. They are thought to date to the 18th or 19th century.
 - An archaeological watching brief was undertaken in 1997 during works to 12 Dunham Road. The results indicated that this area was stepped into the hillside of High Bank during the Medieval Period. Later works to the area in the 19th century are thought to have destroyed the majority of medieval archaeological deposits. During excavation a post medieval pit was recovered as was an area of stone setts and a layer of pebbles were recovered.⁴⁷
 - In 2000 a photographic survey of the buildings at Arnold's Yard Old Market Place was undertaken by Greater Manchester Archaeological Unit.
 - An archaeological desk based assessment was undertaken for the Altair site in 2007.⁴⁸

⁴⁷ Dr. M. Nevell, *12 Dunham Road Altrincham An Archaeological Watching Brief within the Medieval Borough* (Manchester: GMAU, 1997).

⁴⁸ Dr Peter Arrowsmith, *Altair, Altrincham, Trafford An Archaeological Desk-Based Assessment* (Manchester: GMAU, 2007).

Sites of Archaeological Interest/Visible Archaeological Remains

2. There are no Scheduled Ancient Monuments within the Conservation Area. There are currently no known sites of archaeological interest or visible archaeological remains within the George Street Conservation Area.

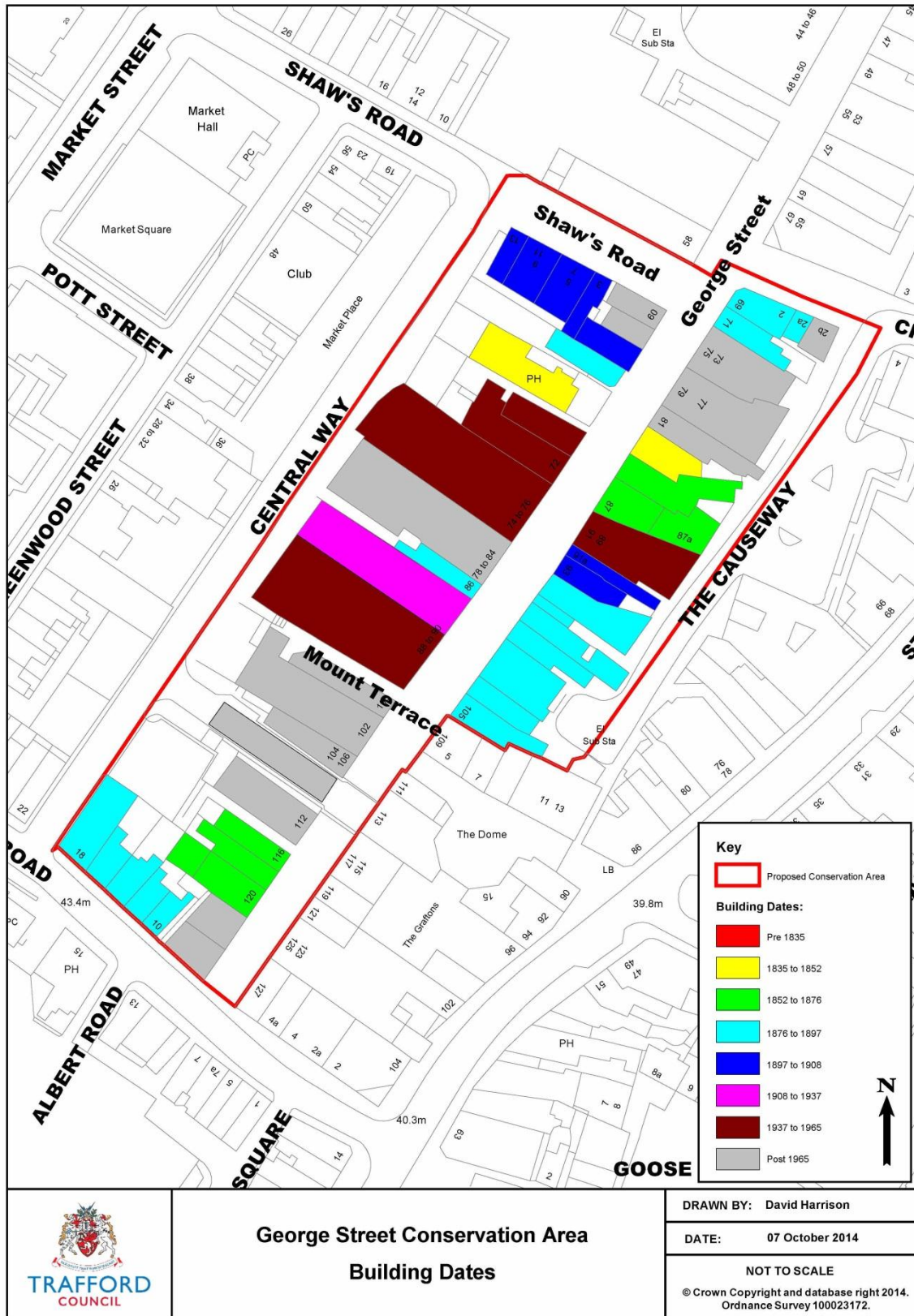
Potential for Underground Remains

3. George Street has been settled continuously since the Medieval Period. The boundary lines of properties existing today represent the basic shape of burgage plots. Due to the nature of the development in the area, any remains of medieval structures have more than likely been demolished during the erection of later structures. There may however, be archaeological features and historic fabric incorporated into existing buildings, particularly to the rear of properties and which could delineate property boundaries. This area should therefore be treated as having some archaeological potential.

4.3. Architectural Quality and Built Form

Ages of Buildings

1. The ages of buildings within the Conservation Area have been identified through both a basic visual inspection and map regression (see Map 14). Buildings have been dated to the earliest known part of the building evident from the aforementioned research, although many may have later extensions, or in some cases later facades or conceal earlier origins. The buildings have been allocated into general date ranges based upon available maps which provide sufficient detail to allow assessment. Maps assessed include the Cheshire Tithe map (dated 1835) 1852 Board of Health Plan, Ordnance Survey plan surveyed in 1876 (published in 1878) and subsequent Ordnance Survey maps. Whilst this analysis attempts to provide an approximate date to buildings and properties, it is not in lieu of a comprehensive building survey which should be undertaken using appropriate expertise.



Map 14: Ages of Buildings

Qualities of the Buildings

2. There are no listed buildings located within George Street Conservation Area or within the proposed boundary. There are however numerous buildings that retain a high level of architectural detail and historic character. Properties within the Conservation Area and proposed boundary are mainly commercial at ground floor with offices and storage rooms above. Buildings vary in date and style, with small numbers of Georgian and Edwardian and greater numbers of Victorian and mid to late 20th Century. Many buildings have retained original features on the upper storeys, such as fenestration, roofs and decorative polychromatic brickwork.
3. Numbers 69 and 71 George Street are sited at the junction with Cross Street and were erected between 1876 and 1897. They form a two and three storey, semidetached property constructed from brick with contrasting brick detail to the window openings. They have a hipped roof of blue slate and brick chimney pot with contrasting brick long and short work. There are timber eaves with decorative scrolled timber eave brackets. Number 71 has been painted. To the ground floor are shop fronts, number 71 is tiled and incongruous, but number 69 has a timber fascia and more sympathetic signage.
4. Numbers 73-81 are 20th century properties. Number 73-75 adjoins 71 and has been constructed in the same style, with similar architectural details. 77-81 is a two storey 20th century structure with a row of single pane windows extending across the first floor, above this is an area of cementitious rendering. The shop fronts are late 20th century in style with bright signage.
5. Number 83 dates between 1835 and 1852. It is a three storey structure of brick in a header bond with string course of blue brick with red brick defining the window openings. The windows are timber and the roof is pitched with the gables to the ends of the structure. The shop front to ground floor level is a good example of historic style with timber raiser, columns and fascia.
6. Numbers 85 and 87 are a three storey red brick structure dating between 1852 and 1876. They are more classical in style than gothic, with ashlar window surrounds with decorative key stones to the first floor and dentillated ashlar string course above. The shop fronts are recent in style, with large windows and UPVC doorways. Number 87 is currently vacant.
7. 89-91 is a 20th century structure of two storeys, again of brick with timber eaves and eave brackets. The windows are timber sashes. To the ground floor is a bank, with large plate glass windows and modern signage. 91a and 93 are adjoined to 91, and were clearly the inspiration for the style of number 89-91. These structures date to pre 1835. They are also of storeys, of brick with timber eaves and eave brackets. The windows are timber sashes. In both cases the shop fronts are later insertions.
8. Numbers 95-103 form a three storey uniform terrace with cream brick work and red stretcher courses and decorative details. They also have a more late Victorian gothic style with details such as lancet windows to the second floor. They have a multi pitched roof with gable ends presenting decorative barge boards to the street. The

shop fronts are again later insertions, with examples of late 20th century tiling and signage.

9. 105 is also of cream brick with contrasting brick used to highlight detail. It dates between 1876 and 1897. There are two sets of three 1/1 timber sashes to first floor level and two windows at attic level, interrupting the roofline with pitched roofs with decorative barge boards.
10. Number 107 and 109 are both three storey brick structure of cream brick with red brick architectural detail. 107 has three sliding timber sash windows to the first floor and two smaller mullion and transom windows to the second floor. The shop front to the ground floor is modern in style. There is a faux Victorian black cast iron street lamp attached to the facade at first floor level. 109 also has three timber sash windows at first floor level, and two at second floor level. There is polychromatic brick decoration to the second floor level and the eaves. The shop front is again of late 20th century style with inappropriate signage.
11. The west side of the street, with the exception of the Bricklayers Arms and number 66 George Street, are currently outside the existing Conservation Area boundary. Numbers 60 and 62 are mid to late 20th century two storey structures of brick with shop fronts to the ground floor. The shop front of number 60 extends around the corner and along Shaws Road. To the first floor there are two single pane windows to the east elevation and three sash windows to the first floor of the north elevation. Number 62 has a window of two sections divided by a mullion with two panes and smaller upper opening casement. Numbers 60-64 are positioned further forward than surrounding buildings.
12. Number 64 dates to the earlier phase of the street, pre 1835. It is to the same scale and design as numbers 60 and 62, a two storey brick structure with two timber sash windows to the first floor. The brickwork has been painted white and the shop front is a recent addition with bright signage of an inappropriate form and design.
13. Number 66 is another historic structure that dates to 1881 and is included within the existing Conservation Area boundary. It was designed as a shop with accommodation for the owner above by the Manchester architects Tate and Popplewell. It is a striking landmark along the high street, a three storey black and white structure with a combination of tripartite/corbelled bay and timber framed mullion and transom windows. The roof is multi pitched with decorative ridge tiles and timber barge boards.
14. Number 68 is the public house, the Bricklayers Arms also included within the existing Conservation Area boundary. This is an historic property dating between 1835 to 1852. It is a two storey structure that has two light casement windows to the first floor and tripartite timber windows top the ground floor. The building is set back from the street line, an historic element of the plan form. The space in front of the pub and the dense housing courtyard to the rear (evident on the Board of Health 1852 plan) was formerly known as Beggars Square.

15. The next three structures, 70-76, date between 1937 and 1965. Numbers 70 and 72 are semi-detached two storey structures of brick, with windows and areas of tiling to the first floor. The shop front to number 70 is of an historic style, with timber riser, pilasters and fascia. Number 72 is of a more recent style. The roof appears to be a flat roof structure. There is a mock Victorian lamp on the façade of the structure. To the rear of 72, situated on Central Way is a mid to late 20th century construction of brick and concrete, raised on concrete pillars. 74-84 is a large two storey structure with a glass façade.
16. 86 is a three storey Victorian brick property one bay wide. It has two timber sashes to the first floor and an attic level timber sash with pitched roof with barge board that interrupts the roof line. The brickwork has been painted white. The shop front is of an historic style with moulded timber pilasters.
17. 88-98 is a 1930s brick, flat roofed structure of two storeys. The windows to the first floor are original transom with upper opening casements. There are some details of historic character, such as the decorative moulded bracket at fascia level and moulded cornice. The shop front is a recent addition.
18. Numbers 100 to 112 are mid to late 20th century developments, established after the 1960s. They were constructed in a variety of styles. Number 100 is a smaller two storey brick structure with a shop front to the ground floor and windows divided by brick pilasters to the first floor. Number 102 is of a much larger scale, rising to three storeys with a continuous line of metal framed windows with upper opening casements. There are also areas of decorative tiling. The shop front to the ground floor is modern in style. 104-106 is again a three storey structure of brick with windows to the first and second floor and a modern shop to the ground floor. This property abuts the bridge leading to the Causeway. Underneath the bridge is a single story modern shop with a predominantly glass shop front. No.112 is a three storey brick structure with no elements of historic style. There is a 4/4 mullion and transom window stretching across the expanse of the first floor and four multi-pane lights to the second floor.
19. 116 and 118 are an historic semi-detached structure of cream brick in Flemish bond, dating between 1852 and 1876. It rises to three storeys and has a decorative dog tooth course and dentillated cornice. The shop front to 118 is of terracotta and is in a historic style that to 116 is more modern in style. The windows are replacements.
20. 120 is another historic structure dating between 1852 and 1876. It is of brick with three timber framed windows (sash and mullion and transom) to both first and second floors. There are decorative details such as soldier arches over the window openings. There is also an attic level window with pitch that interrupts the roof line.
21. Numbers 122 and 124 are late 20th century, three storey terraced structures of brick with windows to the first floor and blind recessed to the second floor. The shop

fronts to the ground floor level are in a modern style, of poor design and inappropriate materials.

22. Extending west of George Street, along Regent Road, numbers 10 to 18 are historic buildings that date to 1876-1897. This section of Regent Road is not currently included within the existing Conservation Area boundary. Numbers 10-12 and 12a extend to three storeys with a dormer conversion. They are of brick with contrasting brickwork used for decorative detail. The windows are timber framed mullion and transom. The shop front to number 10 has elements of historic style such as timber pilasters. Numbers 14 and 16 Regent Road are also three storeys, of painted brick with decorative dog tooth courses. They have windows to both upper levels, but those to the first floor of number 16 have been in filled and are now blind recesses. Both of the shop fronts here are modern in style. Number 18 is two storeys, of painted brick with a modern shop front to the ground floor. There are three timber sash windows to the first floor. The property is of brick but has been painted. This building extends to the rear and there is a further entrance with roller shutters and UPVC windows.

Building Materials

23. There are a variety of building materials within the Conservation Area and proposed boundary. The predominant building materials are red stock brick, Cheshire commons, buff brick, sandstone, timber framed windows of varying styles and roofs clad with Rosemary clay tiles or blue slate. A small number of properties have been rendered and/ or painted. Much of the mid to late 20th century development is constructed from concrete, brick and glass.

Buildings and Dominant Architectural Styles

24. With the exception of the Bricklayers Arms Public House, there is a continuous building line of properties of varying dates, forming the east side of George Street. Buildings are predominately Victorian with at least two known late Georgian properties, the Bricklayers Arms and 83 George Street. A number of properties, for example no.69 George Street (photograph 7) exhibit a classical style indicated by the proportions of the building and also architectural details such as stone string courses, dentillated eaves, prominent cornice, plain stone cills and multi-pane timber sash windows (Photograph 5).



Photograph 5: Classically styled properties evident from the upper storeys



Photograph 6: Victorian property with paired gothic pointed arched windows at second floor and steeply pitched gables

25. Some of the Victorian shops use contrasting brick to highlight architectural detail and have a more gothic than classical appearance, although features are often intermixed. They tend to be over three storeys as opposed to two and present a gable end to the street. Many have decorative timber barge boards (Photograph 6). Number 66 George Street is a late Victorian building designed by Manchester architects Tate and Popplewell in a domestic revival style with striking black and white mock timber framing.



Photograph 7: 69 George Street, an example of classical revival with polychromatic brick pilasters and façade divided into classical proportions



Photograph 8: Bricklayers Arms Public House

26. Very few properties are rendered, with the exception of the Bricklayer's Arms which is rendered and painted white (Photograph 8). Next to the Bricklayers Arms, number 66 has black and white timber detailing. Within the proposed boundary extension there are several buildings with painted brickwork including number 86.

Shop Fronts

27. There are very few examples of shop fronts with historic character within the current Conservation Area boundary. Many shops within the existing designation have signage that is of an inappropriate design, material and lighting. Examples of shop fronts that have some historic character include number 83 and 69-71 George Street (Photographs 10 & 11). Within the proposed extension to the Conservation Area the shops along Regent Road, specifically number 10, has a shop front of appropriate historic character with timber pillars and moulded fascia. Numbers 86 and 66 also display historic detailing.



Photograph 9: Inappropriate Signage, No. 77



Photograph 10: Appropriate Shop front Design, No. 69



Photograph 11: No. 83 George Street; appropriate shop front with exception of the signage which is considered intrusive



Photograph 12: No. 10 Regent Road

28. There are issues with vacant shops within the Conservation Area, as some now have to let boards or the shop fronts are displaying signs of decay such as nos. 97 and 101-103 (Photographs 13 & 14).



Photograph 13: Vacant shop with intrusive 'to let' board.



Photograph 14: Vacant Shop/Deteriorating Signage

Public Realm

29. There is one small area of setts not covered in tarmac to the rear of the ginnel between 116 and 112, and setts to The Causeway ginnel. Most other ground surface treatments in the Conservation Area or proposed boundary extension are not historic, with a mixture of concrete paving slabs and brick.

30. Along George Street contrasting bricks are used to create a pattern of concentric diamonds, and on Cross Street, a Lion (Photograph 15). Lamp posts and litter bins are modern and painted black. There are benches and timber flower planters in the centre of the pedestrianised street. Numerous advertisement boards are found along the length of George Street resulting in street clutter (Photograph 16) as well as intrusive advertisements found on a number of telephone boxes. .

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Photograph 15: Brickwork on Cross Street



Photograph 16: George Street

Local Details

31. The use of brick to highlight architectural detail is a detail repeated throughout the Conservation Area and throughout the town of Altrincham. In the George Street Conservation Area, brick is also used to create decorative patterns within the

façades of the structures (Photograph 17). Classical details such as the segmental arches over windows and doors are also repeated throughout the Conservation Area. The windows vary in style and there have been some late 20th century replacements.

32. There are examples of buildings with revival black and white timber framing; these reflect the examples of domestic revival architecture found throughout Altrincham and also Cheshire (Photograph 8). The use of black and white mock timber framing in varying forms of historic architecture is commonly known as one of the elements of the Cheshire Vernacular style.



Photograph 17: Decorative Brick Patterns



Photograph 18: Decorative Barge Boards

Uses/Former Uses

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33. Until the mid-19th century, buildings along George Street were mainly residential. After Stamford New Road was laid out in the 1880s, early cottages were demolished and replaced with larger properties with dwellings above to accommodate commercial activity. This continued into the early 20th century and George Street remains predominately commercial today.

Open Space, Parks and Gardens and Trees

34. The main area of open space is to the east George Street along The Causeway (Photograph 20 & 21) which can be reached via several historic pathways (ginnels). It is proposed to draw the Conservation Area boundary close to the rear elevations of properties on the west side of George Street excluding Central Way which will be sited within the Old Market Place Conservation Area. Central Way provides access to the recently refurbished Lower Market and whilst outside this Conservation Area is an area of open space connected to George Street also via several historic ginnels.



Photograph 19: George Street



Photograph 20: Open Space in The Causeway

35. There are no gardens or green spaces within the Conservation Area or proposed extension. There are several small trees within the designation which make a positive contribution to the character and appearance of the area.

Character and Interrelationships of Spaces

36. The current Conservation Area is linear in plan form, consisting of a section of the east side of George Street with a section to the west to include the Bricklayer's Arms public house and No. 66 George Street. There are a number of historic ginnels that provide access to open spaces to the east and west of George Street. Mount Pleasant, a ginnel to the west side of George Street provides access to Central Way has not retained its historic street surface. A second ginnel, between 112 and 116 George Street, also provides access to Central Way and shows remnants of setts underneath sections of tarmac. . The ginnel leading to the Causeway on the east side of George Street has retained setts. The proposed extension to the current Conservation Area incorporates the shops to the southwest side of Shaw's Road and the commercial properties to the west side of George Street extending to Regent Road. This proposed extension reinforces the spatial character of the area the linear building line and sense of enclosure. .

37. There is an important streetscape provided by the rear elevations of properties fronting both sides of George Street within the existing and proposed boundary. Some rear elevations are of particular interest such as to the rear of the Bricklayers Arms and the rear elevation of 86 George Street. Other historic elements of the rear elevations of the buildings are also visible, including chimneys, windows and outriggers. Nevertheless due to the often inappropriate alterations to these areas they have a distinctly different character to that of George Street and the historic value of the open spaces in this area is diminished to a degree.



Photograph 21: Central Way open space adjacent to George Street Conservation Area accessed via several historic ginnels



Photograph 22: Open Space in the Proposed Extension- Central Way

Key Views

38. Key views within the George Street Conservation Area are looking northeast along the line of George Street from the north of the mid to late 20th century bridge and southwest from the corner of Cross Street. In doing so, the variety of historic buildings within the Conservation Area can be viewed. The groupings of the Victorian facades with polychromatic brickwork and contrasting architectural detailing on upper floors are prominent in these views. These buildings can also be appreciated when standing at the entrance to Mount Terrace. A key view into the Conservation Area is looking southeast towards Cross Street from the middle of Shaws Road which reveals the Victorian properties on the corner of Cross Street and beyond to Station Buildings (grade 2 listed) on Stamford New Road There is also an important vista into Old Market Place Conservation Area looking to the northwest along Shaws Road to Altrincham Town Hall.

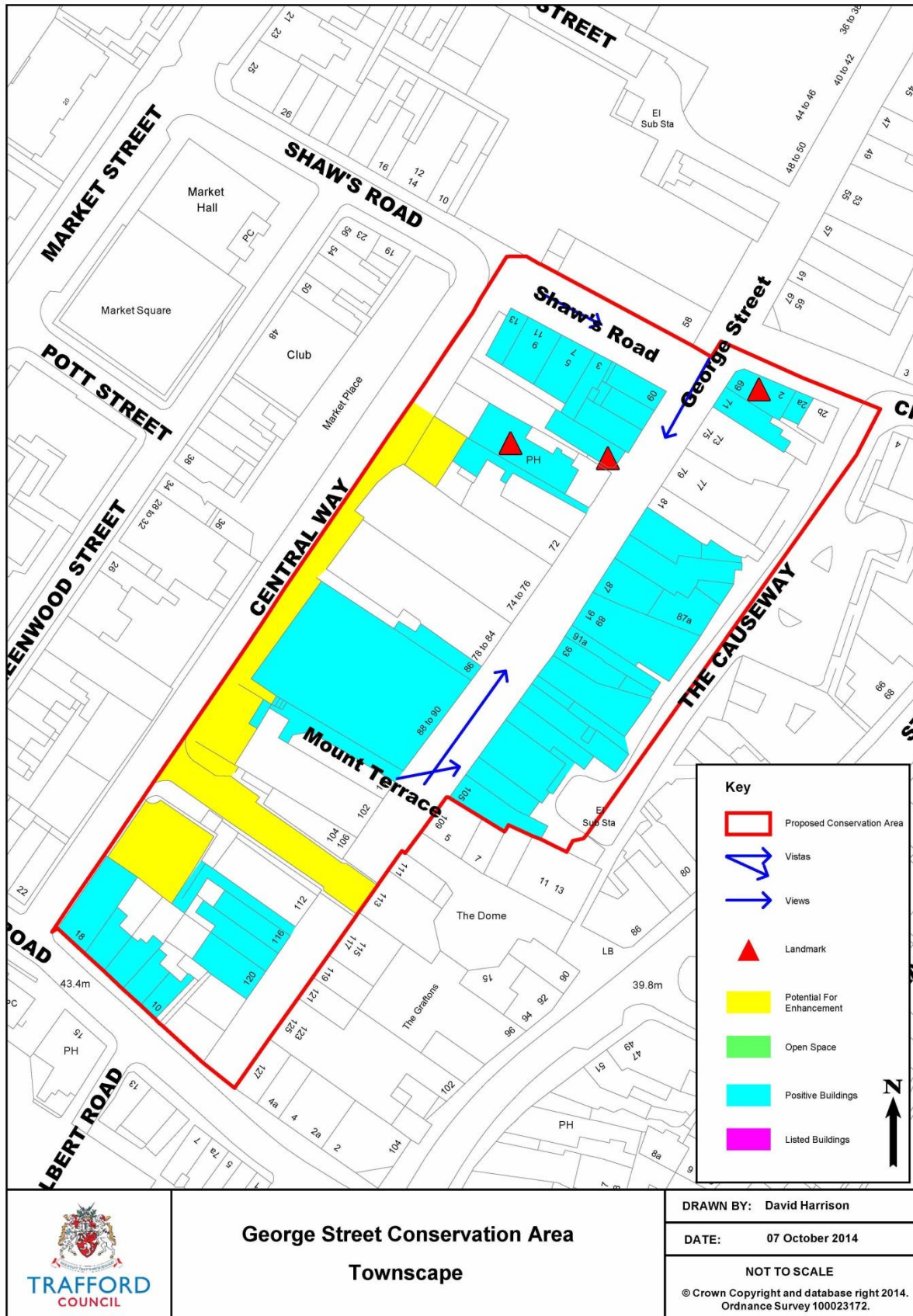
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Development Opportunities

39. There are no vacant sites within the Conservation Area or proposed extension where development could take place. There are examples of mid to late 20th century buildings within the Conservation Area that are of an inappropriate style that have a negative effect on the character of the area. Examples include the concrete building raised on steel posts, behind no. 72 George Street (see Photograph 22); this has partially used as artists' studios, workshops and café over the last two years. Whilst the building is occupied, the site would benefit from enhancement and there is a potential opportunity for refurbishment or redevelopment. Any design proposals submitted for new development should reflect the architectural and historic interest of the area, and not have a detrimental effect on the character or appearance of the Conservation Area.

40. The Bricklayers Arms, no.66 George Street designed by Tate and Popplewell and no.69 George Street are landmarks within the existing Conservation Area boundary. The ginnels providing access to Central Way and the Causeway are historic routes and make a positive contribution due to their historic importance but are currently

in a state of disrepair and underused. The rear elevations to historic properties on both sides of George Street visible from The Causeway and Central Way also add significance to the Conservation Area and reveal historic interest. Buildings which make a positive contribution are identified on Map 15.



Map 15: Townscape Analysis

5. Audit of Heritage Assets

5.1. Introduction

1. A basic audit has been undertaken of heritage assets within the Conservation Area. These include Listed Buildings, Archaeological Sites and Monuments and Positive Contributors. These assets have been logged in tables and described. The standing properties have in most cases been assessed from the street scene to determine their current condition. Please note that the heritage asset description is principally to aid identification and is not intended to provide a comprehensive or exclusive record of all the features of significance. The amount of information varies greatly and absence of any feature external or internal does not, therefore, indicate that it is not of interest. Any evidence relating to a heritage asset, which may present itself since the time of survey will also be taken into account during the course of a planning or listed building consent application.
2. This assessment has been undertaken using the criteria of the English Heritage at Risk Register condition assessment.
3. The list of heritage assets can be found at the end of this document in Appendix 1.

5.2. Listed Buildings

1. A listed building is a building that has been placed on the Statutory List of Buildings of Special Architectural or Historic Interest. There are no listed buildings in the George Street Conservation Area.

6. Assessment of Condition

6.1 General Condition

1. The George Street Conservation Area is currently on the English Heritage Conservation Areas at Risk Register, partly due to the poor quality of the public realm, poor quality reinstatement by utility companies, unsympathetic alterations and additions, the poor quality of shop fronts, the impact of unsympathetic advertisements and the loss of traditional features and architectural details.

6.2 Intrusion and Negative Factors

Individual Structures

1. There are examples of inappropriate alterations and extensions to some structure such as uPVC replacement windows, uPVC doors, plastic rainwater goods and corrugated plastic used as both walling and roofing material. These have a negative effect on the individual structure and a cumulative negative effect on the character of the Conservation Area.
2. There are also signs of decay and areas in need of repair, such as the water damage to the eaves of buildings (Photograph 23).
3. Vacancy commonly leads to a lack of maintenance and deterioration of the structural fabric, which degrades the overall appearance of the street scene. Around a sixth of the buildings in the Conservation Area and proposed extension are currently vacant in both the ground floor shop and the upper floors. Additionally, many upper floors above shops are vacant. Around one out of thirteen of the shops in the Conservation Area and proposed extension are currently used as charity shops. This high proportion can be a sign of a lack of commercially successful shops.



Photograph 22: Mid to late 20th Century Building on Central Way



Photograph 23: Water Damage to Eaves 69 George Street

4. Many attractive traditional shop fronts have already been lost and have been replaced by the standard aluminium type, often with large area of glass, deep fascias, cheap and unattractive materials and/or heavy roller shutters. Often new shop fronts bear little

relation to the scale, style and proportion of the building or their neighbours and they frequently create an unattractive impact on the street scene.

5. There are numerous examples of boxed roller shutters which result in defensive and unattractive frontages. Canopies of modern materials, such as uPVC, do not reflect the historic character of the Conservation Area and can obscure detailing of the shop front.
6. There are numerous examples of intrusive modern air conditioning units and ducting and intrusive fire escapes in visible locations to the rear elevations and sides of buildings which has a negative impact on the area.
7. Buildings with painted brickwork are also negative factors within the Conservation Area and the proposed extensions. Examples of buildings with painted brickwork include no. 86 George Street and no. 18 Regent Road.
8. There are examples of inappropriate, low quality boundary treatments. These include the concrete block walls to the rear of nos. 10-16 Regent Road and concrete panel fences to the rear of properties along Central Way. Alternatives to the existing brick walls, such as timber panelled fencing or concrete panels have a negative effect on the character of the area and are deemed to be inappropriate.

Open Spaces and Areas

9. The floorscape is a combination of highway surfaces. (Photograph 24). Road markings can have a significant impact on a street's visual appearance. A standard approach has been undertaken along The Causeway and Central Way regarding single and double yellow lines in the Conservation Area, consideration should be given to applying a narrower line of a lighter colour and thinner profile, in more sensitive areas and where appropriate removing yellow lines altogether.
10. The historic ginnels are identified as elements of positive character but the condition and appearance of the ginnels is quite poor and is having a detrimental effect on the character of the Conservation Area. To the rear of the ginnel between nos. 114 and 116 George Street, the historic setts are partially visible; the remainder has been covered in tarmac, which constitutes a significant loss of historic fabric. The walls of the ginnel providing pedestrian access to The Causeway are tiled with mid to late 20th century tiles and this does not reflect the character of the historic passageway or the character of the Conservation Area.
11. George Street has a varying number of styles and quality of street furniture and consideration should be given to a street clutter audit, when resources permit, to contemplate the removal and consolidation of these structures where possible. For example bollards, signage, street lighting, advertisements including those within existing telephone boxes. Whilst there is little soft landscaping present in the Conservation Area, where it does exist it positively contributes to the character and appearance of the designation, in particular the trees along George Street are an important feature and should be retained.

Intrusion

12. Inappropriate 20th century development of poor quality new design that does not respect the historic character of the Conservation Area has had an effect on the character of the area. Examples include numbers 79, 81 and 74-78. The mid to late 20th century building raised on concrete posts located on Central Way, to the rear of no. 72 George Street, is particularly intrusive (Photograph 22), as is the space below it (Photograph 25). Multiple extensions, extensions in low quality materials such as corrugated plastic sheeting and alterations to the rears of properties give the structures an inappropriate unkempt appearance that does not reflect the historic character of the area (Photograph 24). Views from Regent Road to the north are interrupted by the intrusive concrete bridge. The views at the southern end of the conservation area are dominated by the intrusive mid to late 20th century development of the Graftons and tower block (Photograph 24).



Photograph 24: Extensions Facing Onto The Causeway



Photograph 25: Space Underneath the Intrusive Structure to Rear of 72 George Street

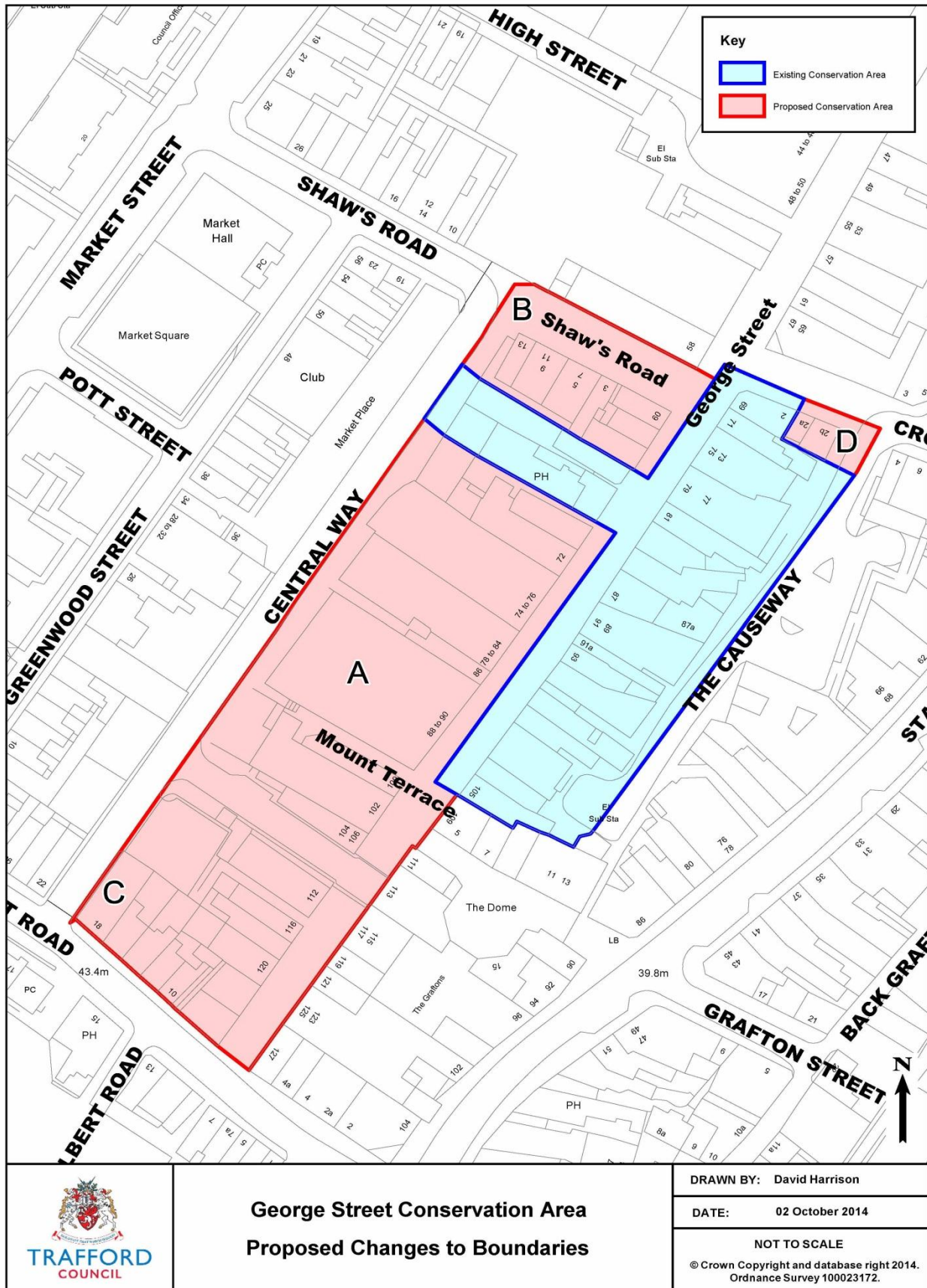
6.3 Problems, Pressures and Capacity for Change

1. Extensions, alterations and additions to the rear elevations of commercial properties are issues within the area. Inappropriate and intrusive ventilation systems, wiring and extensions using corrugated plastic sheeting are examples of some of the changes that have taken place. Pressures due to an evolving economy instigate changes of use of commercial properties, which also raises the issue of new and inappropriate signage. There are numerous vacant commercial premises throughout the Conservation Area and new proprietors carrying out alterations to facilitate a change in use may further exacerbate the issue. Further inappropriate extension and alterations to the exterior of the structures should be avoided if at all possible. Shop fronts and commercial signage should also be monitored, as additional inappropriate commercial use and signage will inevitably affect the character of the Conservation Area.
2. Examples of mid to late 20th century development have been highlighted within the appraisal as being of an inappropriate design for the Conservation Area. Any proposed new

development within the area should be designed in context with the historic character of the surrounding buildings.

7 Identifying the Boundary

1. The Planning (Listed Buildings & Conservation Areas) Act 1990, the NPPF and best practice guidance produced by English Heritage all state that the boundaries of existing conservation areas should be kept under review. Parts which are no longer special should be excluded. Where drawn too tightly, the Conservation Area should be extended to include more recent phases or plots associated with buildings of historic interest.
2. It is now recognised that Conservation Area boundaries need to be seen within a wider context of urban development. Designated areas should provide protection to buildings that were perhaps not previously considered to be of architectural merit and to the spaces between buildings, such as streets and neutral areas. It is also the case that further information can come to light about the historic importance of buildings and spaces.
3. Taking this into account, it is proposed that the Conservation Area boundary be revised. The following areas have been proposed for inclusion into the Conservation Area. Each extension has been labelled with a letter so that it may be easily identified on the corresponding boundary extensions map.
4. **A** It is proposed that the Conservation Area boundary be extended to include the buildings along the west side of George Street however the boundary will not include Central Way, this is included in the Old Market Place Conservation Area
B 3-13 Shaws Road
C 10-18 Regent Street.
D It is also proposed that the Conservation Area boundary be extended to include nos. 2a and 2b Cross Street, extensions to no. 69 George Street.
5. Many of the buildings in the proposed extensions retain elements of historic character that will enhance the overall character of the Conservation Area. The inclusion of these properties will also, in some cases, provide a buffer zone around the Conservation Area, provide a sense of enclosure to the street scene, consolidate the boundary adjoining adjacent conservations areas such as the Old Market Place and is considered necessary to protect the delicate character of this area and ensure that no further inappropriate development takes place.



Map 18: Proposed Boundary Extensions

8 A Plan for Further Action

1. Below is a summary of the issues and pressures within the Conservation Area that will be addressed in the management plan.
 - Vacancy is an issue within the Conservation Area, around a sixth of the buildings in the Conservation Area and proposed extension are currently vacant in both the ground floor shop and the upper floors.
 - Inappropriate alterations and additions to properties have had a cumulative negative effect on the character of the Conservation Area. These include boxed roller shutters, UPVC windows and doors, painted historic brick work and extensions to the rear elevations of properties in poor quality materials.
 - Many attractive traditional shop fronts have already been lost along George Street. These have been replaced by the standard aluminium type, often with large area of glass, deep fascias, cheap and unattractive materials and/or heavy roller shutters.
 - Inappropriate materials and designs have been used for the signage to shop fronts throughout the Conservation Area. Some of these internally illuminated or incorporate trough lighting which are not methods of lighting sympathetic to the historic character and appearance.
 - Some of the properties along George Street are displaying signs of decay and areas in need of repair.
 - There are examples of inappropriate mid to late 20th century development and poor quality new design. Examples include: numbers 74-78, 79, 81; the mid-20th century building to the rear of no. 72, a concrete building raised on steel posts; and multiple extensions and alterations to the rears of properties.
 - There are examples of inappropriate, low quality boundary treatments. These include the concrete block walls to the rear of nos. 10-16 Regent Road and concrete panel fences to the rear of properties along Central Way.
 - The level of street furniture and varied styles, in certain locations should be assessed. This includes items such as bollards, telephone boxes, signage, advertisements including A-boards and planters. There is scope to investigate the removal or reconfiguration of street furniture to enhance the character and appearance of the Conservation Area.
 - The use of a mixture of highway surfacing materials does not complement the Conservation area. In certain locations the existing single and yellow line restrictions are not installed to the narrower conservation specification, thinner and a paler yellow, which is more complementary to the historic street scene.

- Some of the historic ginnels are in a state of disrepair, with poor surfaces, examples of inappropriate materials such as 20th century tiling to the walls, and loss of historic fabric such as the covering of setts with tarmac. These negative factors are having a detrimental effect on the character and appearance of the Conservation Area.

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Appendix 1: An Audit of Heritage Assets

Positive Contributors

1. The term a 'positive contributor' identifies a non-designated heritage asset which makes a positive contribution to the surrounding area. They are classed as heritage assets as they are identified by the local authority as having a degree of significance, meriting consideration in planning decisions, because of their heritage interest⁴⁹. They should be considered in addition to listed buildings, and buildings entered into the local list. A single building, group or landmark can be classed as a positive contributor. Identification within the appraisal focuses primarily on a building or structure and does not necessarily take in account the positive contribution made also by landscaping, spaciousness and other historic structures within the curtilage or setting of positive contributors. These characteristics amongst others must also be taken into account during the decision making process. Where a building, structure or site is not identified in the appraisal as a positive contributor, this does not necessarily mean the building detracts from the character or appearance of the Conservation Area. Further enhancement may be required or investigation into the potential significance of the building, structure or site.

2. These elements have been assessed with reference to English Heritage criteria set out in their document *Understanding Place: Conservation Area Designation, Appraisal and Management*, paragraph 2.2.21⁵⁰. The guidance uses the following questions to assess if an element should be considered for positive contribution:
 - Is it the work of a particular architect or designer of regional or local note?
 - Does it have landmark quality?
 - Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?
 - Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?
 - Does it contribute positively to the setting of adjacent designated heritage assets?
 - Does it contribute to the quality of recognisable spaces including exteriors or open spaces with a complex of public buildings?
 - Is it associated with a designed landscape eg a significant wall, terracing or a garden building?
 - Does it individually, or as part of a group, illustrate the development of the settlement in which it stands?
 - Does it have significant historic association with features such as the historic road layout, burgage plots, a town park or a landscape feature?
 - Does it have historic associations with local people or past events?
 - Does it reflect the traditional functional character or former uses in the area?

⁴⁹ Department of Communities and Local Government, *National Planning Policy Framework*. (Department of Communities and Local Government, 2012).

⁵⁰ English Heritage, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: English Heritage, 2011) para 2.2.21

- Does its use contribute to the character or appearance of the area?

Positive Contributors

Proposed Extension, Address: 2a Cross Street

Built: 1876-1897, **Condition:** *Fair*



Description: This building reflects a substantial number of other elements in the Conservation Area in age, style, materials and form. The building reflects the traditional functional character and former uses in the area. This 2 story terraced building is built from handmade Cheshire which is laid in a header brick bond, the roof of the building is pitched and cladded with blue slate. The ground floor windows at the property have been altered to accommodate the business purpose, whereas the first floor window is a tall shaped aluminium casement window which has cream brick detailing, a stone sill and a cream brick header. The ground floor has replacement shop frontage, which has a part metal, part clear-glazed doorway. The building has a regular form and a symmetrical composition. It illustrates the development of the settlement in which it stands.

Address: 2 Cross Street and 69 George Street

Built: 1876-1897, **Condition:** *Good*



Description: This building reflects a substantial number of other elements in the Conservation Area in age, style, materials and form. The building reflects the traditional functional character and former uses in the area. This 3 story terraced is built from handmade Cheshire brick which is laid in a header brick bond. The roof is pitched cladded with blue slate and features external brick chimneys. The ground floor windows at both properties have been altered to accommodate the businesses purpose, whereas the first floor windows are tall shaped aluminium casement windows which have cream brick detailing, stone sills and cream brick headers. The second floor has a series of wooded square windows which have stone sills. The ground floor has traditional-styled shop frontage, which has a modern part metal, part clear-glazed doorway. Other architectural elements include decorative patterned brickwork and corbel detailing to the second floor. The building has an irregular form and an asymmetrical composition. It illustrates the development of the settlement in which it stands.

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Address: 71 George Street

Built: 1876-1897, **Condition:** *Fair*

Photo required

Description: This building reflects a substantial number of other elements in the Conservation Area in age, style, materials and form. The building reflects the traditional functional character and former uses in the area. This 3 story terraced is built from brick which has been painted on the first and second floors. The roof is pitched cladded with blue slate and features external brick chimneys. The ground floor windows at both properties have been altered to accommodate the businesses purpose, whereas the first and second floor windows are replacement painted timber casements. Other architectural elements include painted brickwork surrounds to window openings and corbel detailing to the second floor replicating that of 69 George Street. The building has an irregular form and an asymmetrical composition. It illustrates the development of the settlement in which it stands.

Address: 83 George Street

Built: 1835-1876, **Condition:** *Good*



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. They reflect the traditional functional character and former uses in the area. This 3 story terrace is constructed from handmade Cheshire brick which is laid in a header brick bond. The roof is pitched cladded with blue slate and features external brick chimneys. The ground floor windows at the property have been altered to accommodate the businesses purpose, whereas the upper floor windows have tall curved top casement windows. The ground floor has traditional-styled shop frontage, which has a modern part-timbered, part clear-glazed doorway with a fanlight. Other architectural features include gauged brickwork, red brick detailing and a stone string-course. The building has a regular form and a symmetrical composition. As a group they illustrate the development of the settlement in which they stand.

Address: 85-87 George Street

Built: 1835-1876, **Condition:** *Good*



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. They reflect the traditional functional character and former uses in the area. These 3 story terraced buildings are built from red stock brick which is laid in a Flemish brick bond, in-addition both ground floors of these properties have a rendered finish to them. The roof is pitched cladded with blue slate and features external brick chimneys. The ground floor windows at the property have been altered to accommodate the businesses purpose, whereas the upper floors have curved top vertical sliding sash windows which have stone sills on the first floor and stone sills and brick headers on the second floor. Other architectural features include gauged brickwork, a stone string-course and an architrave with a keystone around the first floor windows. The ground floor of the buildings have modern-styled shop frontage, which has a modern part metal, part clear-glazed doorways. The buildings have an irregular form and elements of symmetry to the upper floors. As a group they illustrate the development of the settlement in which they stand.

Address: 89-93 George Street

Built: 1876-1897, **Condition:** *Good*



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. They reflect the traditional functional character and former uses in the area. These 2 story terraced buildings are built from red stock brick which are laid in a Flemish brick bond. The roof is pitched cladded with blue slate and features external brick chimneys and eaves brackets. The ground floor windows at both properties have been altered to accommodate the businesses purpose, whereas the windows on the first floor are tall shaped vertical sliding sash windows that have brick sills and brick headers, some of which are not visible at properties 91a-93. The ground floors of the buildings have modern-styled shop frontages, which has a modern part metal, part clear-glazed doorway. The building has a regular form and elements of symmetry to the upper floors. As a group they illustrate the development of the settlement in which they stand.

Address: 95-101 George Street

Built: 1876-1897, **Condition:** *Fair, some issues with vacancy which have led to neglect and disrepair.*



These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. They reflect the traditional functional character and former uses in the area. These 3 story terraced buildings are built from cream with red stock brick detailing at properties 95-99 and cream and blue brick at property 101, these properties are laid in a Flemish brick bond. The roof is pitched cladded with blue slate and features external brick chimneys and at properties 95-99 there are a series of gablettes and decorative ridge tiles. The ground floor windows at the properties have been altered to accommodate the businesses purpose, whereas at first floor windows all the properties have tall curved top windows which have stone stills and brick headers. The second floor however, has a mixture of arched and squared shaped windows at properties 95-99 and semi-circular topped windows at property 101. All the upper-floor windows are vertical sliding sashes which have stone sills and brick headers. The ground floor of the buildings have modern-styled shop frontage, which has a modern part metal, part clear-glazed doorways. Other architectural elements include decorative bargeboards, red brick detailing and a red brick string-course. The buildings have an irregular form and elements of symmetry to the upper floors at the properties 95-97, 99 and 101. As a group they illustrate the development of the settlement in which they stand.

Address: 103-105 George Street

Built: 1876-1897, **Condition:** *Fair*



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. These 3 story terraced buildings are built from cream brick which is laid in a Flemish brick bond. The roof is pitched cladded with blue slate and features external brick chimneys. The ground floor windows at both properties have been altered to accommodate the businesses purpose, whereas the first floor at property 103 the windows are arched in shape and at 105 they semi-circular topped in shape. The top floor windows at 103 are squared in shape and at 105 they are tall in shape, the first and second floor windows are all vertical sliding sash windows which have stone sills and brick headers. In addition the ground floor

has replacement shop frontages, which have part metal, part clear-glazed doorways. Other architectural features include a red and blue brick string-course at property number 103, a red stock brick string-course at property 105 and a red and blue decorative patterned brickwork also at property number 105. The buildings have a regular form and elements of symmetry to the upper floors. As a group they illustrate the development of the settlement in which they stand.

Address: 68 George Street; Bricklayers Arms

Built: 1835-1852, **Condition:** *Good*



Description: This building reflects a substantial number of other elements in the Conservation Area in age, style and materials. It illustrates the development of the settlement in which it stands. This 2 story detached building has a rendered finish with stone detailing. The roof is hipped clad with blue slate and features external brick chimneys. The ground floor of the building has oriel windows, whereas the first floor has rectangular shaped leaded light casement windows. The entrance doorway to the building features a solid panelled door, which is surrounded by a revival detailed doorway. It reflects the traditional former uses in the area.

Proposed Extension, Address: 3-13 Shaws Road

Built: Pre 1835, **Condition:** *Fair*



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. These 2 story terraced buildings are built from Cheshire brick which is laid in a stretcher brick bond, property number 3 however has had the brick painted over in white. The roof is pitched cladded with blue slate and features external brick chimneys. The ground floor windows at the property have been altered to accommodate the businesses purpose whereas at first floor level properties 3-11 have tall shaped wooden windows and number 13 has had its original windows replaced with PVC. The ground floor has a series of replacement shop frontages; in-addition properties 5-11 have part-glazed, part timbered doorways whereas properties 3 and 13 have part metal, part glazed doorways. Other architectural elements of the property include traditional styled window shutters at 5-7 and additional security measures at property 13. The buildings have a regular form and an asymmetrical composition. As a group they illustrate the development of the settlement in which they stand.

Address: 60-64 George Street

Built: 1835-1852 & post 1965, **Condition:** *Good*

These buildings reflect a substantial number of other elements in the Conservation Area in age, style and form, no.64 George Street also reflects age and materials. The terrace appears to be erected between 1835 and 1852 although 60-62 George Street have been substantially altered/rebuilt in late twentieth century. No. 64 George Street has been constructed from painted Cheshire brick with vertical timber sliding sash windows at first floor. The terrace is 2 storeys with pitched roof cladded with blue slate and a brick chimney at no.64. Windows openings at first floor level at 60-62 George Street do not replicate traditional openings at no.64. The ground floor has a series of replacement shop frontages. The buildings have a regular form and overall a symmetrical composition. As a group they illustrate the development of the settlement in which they stand and forma relationship with the terrace at 3-13 Shaws Road.

Address: 66 George Street

Built: 1876-1897, **Condition:** *Good*



Description: This building was erected in 1881 and is the work of Tate and Popplewell, architects of regional note. The design was featured in volume 40 of *The Builder* magazine in the same year. It has landmark quality. This building reflects a substantial number of other elements in the Conservation Area including age, use form, scale and materials. This 3 storey building has a rendered finish to the ground floor and black and white half-timbered detailing to floors one and two. The roof is pitched cladded with blue slate and features external brick chimneys and gablettes. The ground floor windows of the property have been altered to accommodate changes in occupation, whereas the upper floors have retained timber casement windows and an oriel window. The ground floor of the building has a traditional-styled shop frontage, which has a modern part metal, part clear-glazed doorway. Other architectural features the buildings have include a first story canted bay, an irregular form and an asymmetrical composition. It illustrates the development of the settlement in which it stands and was erected as residential accommodation over a shop.

Proposed Extension, Address: 86 George Street

Built: 1876-1897, **Condition:** *Good*



Description: This building reflects a substantial number of other elements in the Conservation Area in age, style, materials and form. This 3 story terraced building is built from brick which is laid in a Flemish brick bond. The roof is pitched cladded with blue slate and has external decorative ridge tiles. The ground floor windows at the property have been altered to accommodate the businesses purpose whereas the upper floors has a mixture of curved topped and semi-circular topped vertical sliding sash windows. The ground floor of the building has a modern-styled shop frontage, which has a modern part metal, part clear-glazed doorway. Other architectural features the buildings have include gauged brick work, a regular form and elements of symmetrical composition to the upper floors. The building reflects the traditional functional character and former uses in the area. It illustrates the development of the settlement in which it stands.

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Proposed Extension, Address: 88-90 George Street

Built: 1908-1937, **Condition:** *Good*



This building illustrates the development of the settlement in which it stands. This 2 story terraced building is built from red brick which is laid in a variation of brick bonds. The roof of the building is flat and the ground floor windows at the property have been altered to accommodate the businesses purpose whereas the upper floor has metal framed windows. The ground floor of the building has a modern-styled shop frontage, which has a modern part metal, part clear-glazed doorway. Other architectural features include corbels, parapet, an irregular form and an asymmetrical composition. The building reflects the traditional functional character and former uses in the area.

Proposed Extension, Address: 116-118 George Street

Built: 1852-1876, **Condition:** *Fair*



These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. This 3 story terraced building is built from cream brick which is laid in a Flemish brick bond, the ground floor at property 116 however, has a white rendered finish to it. The roof is hipped clad with blue slate and features external chimneys. The ground floor windows at the property have been altered to accommodate the businesses purpose, whereas at property 116 the upper floors have vertical sliding sash windows with stone sills and brick headers. Property 118 has replaced its original windows with aluminium casement windows; these windows also have stone sills and brick headers. The ground floor of the building has a modern-styled shop frontage, which has modern part metal, part clear-glazed doorways. Other architectural features the buildings have include a stone string-course, a regular form and elements of symmetrical composition to the upper floors. They reflect the traditional functional character and former uses in the area. As a group they illustrate the development of the settlement in which they stand.

Proposed Extension, Address: 120 George Street

Built: 1852-1876, **Condition:** *Fair*



These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. This 3 story terraced building is built from red stock brick which is laid in a Flemish brick bond. The roof is pitched and clad with blue slate and features a gablette. The ground floor windows at the property have been altered to accommodate the business purpose whereas the upper floors have a mixture of curved topped and semi-circular topped vertical sliding sash windows. The ground floor of the building has a modern-styled shop frontage, which has a modern part metal, part clear-glazed doorway. Other architectural features the buildings have include a stone string-course, a regular form and elements of symmetrical composition to the upper floors. They reflect the traditional functional character and former uses in the area. As a group they illustrate the development of the settlement in which they stand.

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Proposed Extension, Address: 10-12 Regent Road

Built: 1876-1897 **Condition:** *Fair*

Photo required

This building reflects a substantial number of other elements in the Conservation Area in age, style, materials and form.

Proposed Extension, Address: 14-16 Regent Road

Built: 1876-1897 **Condition:** *Fair*

Photo required

This building reflects a substantial number of other elements in the Conservation Area in age, style, materials and form.

Proposed Extension, Address: 18 Regent Road

Built: 1876-1897, **Condition:** Fair



This building reflects a substantial number of other elements in the Conservation Area in age, style, materials and form. This 2 story terrace is constructed from brick which is laid in a variation of brick bonds. The ground floor however has an added decorative patterned stone wall feature and the brickwork on the upper floor has been painted over. The roof is pitched cladded with blue slate and has no external features. The ground floor windows at the property have been altered to accommodate the businesses purpose, whereas at first floor level the windows are tall vertical sliding sash windows which have stone sills and brick headers. The ground floor of the building has a modern frontage, which has a modern part timbered, part clear-glazed doorway. The buildings have an irregular form and an asymmetrical composition. The building reflects the traditional functional character and former uses in the area. It illustrates the development of the settlement in which it stands.

Appendix 2: Contacts

Trafford Council Contacts

General development control enquiries concerning the Goose Green Conservation Area should be referred to the South Team . Telephone 0161 912 3149

General enquiries concerning the Goose Green Conservation Area and listed buildings should be referred to the Local Authority's Conservation Officer. Telephone: 0161 912 3222

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

Enquiries relating to the Sites and Monuments Record should be addressed to Greater Manchester Archaeological Unit: The University of Manchester Oxford Road Manchester M13 9PL Telephone: 0161 275 2321

National Organisations

English Heritage

North West Office Canada House Chepstow Street Manchester M1 5FW

Telephone: 0161 242 1400 www.english-heritage.org.uk Email: northwest@english-heritage.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