



Goose Green Conservation Area

Conservation Area Appraisal
October 2014



TRAFFORD
COUNCIL

Goose Green Conservation Area Altrincham Conservation Area Appraisal October 2014

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1. Introduction

1.1. Designation of Goose Green Conservation Area

1. Goose Green Conservation Area was designated by Altrincham Borough Council on 4th February, 1973. The boundaries of the Conservation Area have not been subsequently extended. Map 1 indicates the original designation with proposed extensions.

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 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.
2. 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.
3. 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 yards³.

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.”⁴

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

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

⁴ Section 71(1) Planning (Listed Buildings and Conservation Areas) Act 1990.

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.⁵
3. The purpose of the Appraisal is, in accordance with the methodology recommended by English Heritage,⁶ to define and record the special architectural and historic interest of the Goose Green 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 development⁷ and result in an educational and informative document for the local community.⁸
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.
7. This appraisal will provide a character assessment of the present Goose Green 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 significant buildings at risk. A review of existing boundaries has also been undertaken to determine if areas should be included or removed from the designation; this discussion is found in Section 7 and the proposed extensions are also shown on Map 1). Consequentially the document will provide background evidence for accessing the acceptability of development proposals.

⁵ English Heritage, *Guidance on Conservation Area Appraisals*. (London: English Heritage, 2006) para 2.8.

⁶ English Heritage, *Guidance on Conservation Area Appraisals*. (London: English Heritage, 2005).

⁷ English Heritage, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: English Heritage, 2011) para 1.7

⁸ English Heritage, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: English Heritage, 2011) para 1.9

8. Further guidance and proposals will be detailed in the corresponding draft Goose Green 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 Goose Green 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 Goose Green 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 Goose Green Conservation Area significant. Ultimately special attention shall be paid to the desirability of preserving and enhancing the character or appearance of the Conservation Area⁹.
4. This draft conservation area appraisal has been produced by the Council following the submission of an initial draft by Kathryn Sather Associates

⁹ 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;¹⁰

“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.”¹¹ 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 2012. Of particular relevance is Policy R1 - Historic Environment relating to designated and

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

¹¹ Department of Communities and Local Government, *National Planning Policy Framework*. (Department of Communities and Local Government, 2012) Annex 2.

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 and Development Context 2010
 - Understanding Place: Historic Area Assessments: Principles and Practice 2010; Understanding Place: Conservation Area Designation, Appraisal and Management 2011
 - Understanding Place: Character and Context in Local Planning 2011
 - Streets for All
 - 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.¹² The local planning authority shall have regard to any views concerning the proposals expressed by persons attending the meeting¹³ 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”*.¹⁴ 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, fence or railings within a conservation area.
 - The extent of ‘permitted’ development is reduced for commercial and residential properties restricting such things as cladding, extensions to the side of the original dwelling or the installation of satellite dishes. Further control measures such as Article 4 directions may be placed upon an area. These may be served to further restrict permitted development rights for example elements or alterations such as windows, doors, chimneys, boundary walls and gate posts and restrict certain types of extensions).
 - Trees with a stem diameter of 75mm or greater, measured at 1.5 metres from soil level, enjoy a measure of protection if they stand in a designated conservation area. The Council requires six weeks written notice of any proposed felling or pruning of such trees, other than the removal of dead wood and the felling of dead and/or dangerous trees, which do not require notification. In the case of the removal of undesirable trees to allow superior trees to flourish, known as ‘selective thinning’, the requirement is relaxed to allow the removal of trees of stem diameter up to 100mm to be removed without giving the Council prior notice.
 - Should the notified tree work be unacceptable to the Council, the latter will make a Tree Preservation Order during the six week notification period, thus ensuring continuity of protection. Local Authorities cannot insist upon a replacement for a tree lawfully felled within a conservation area, unless the tree is also protected by a Tree Preservation Order.

¹² Section 71 (2) Planning (Listed Buildings and Conservation Areas) Act 1990.

¹³ Section 71 (3) Planning (Listed Buildings and Conservation Areas) Act 1990

¹⁴ Section 72 (1) Planning (Listed Buildings and Conservation Areas) Act 1990.

- 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 interest of the Goose Green Conservation Area derives from the following elements:
 - Goose Green is an historic hamlet with its own identity, shown in the 1799 Stamford Estate Map; historically it was possibly associated with the pen where the geese were kept prior to sale at market. It retains both the feeling of enclosure and that of an artisan locality and its structures document the development of Altrincham;
 - Properties located within and adjacent to Goose Green are modest in scale, architectural detail and retain the plan form historic workshops. These details give the area a high level of historic character;
 - The palette of building materials and local details repeated throughout the Conservation Area gives the area a sense of visual harmony;
 - The feeling of enclosure provided by the buildings surrounding Goose Green contrasts to the hectic environment of Stamford New Road and Railway Street to the north and north west respectively. This differentiates between the different phases of Altrincham's development;
 - The lane providing access from Railway Street located to the north west of the Conservation Area, is an historic route from the Old Market Place in Higher Town, through Lower Town (George Street) and the hamlet of Goose Green leading on to Hale Moss, an area of both market gardens and common land;
 - The Conservation Area represents a good example of the use of appropriate shop front design.

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 the Goose Green Conservation Area with regard to its location and setting, historic development and archaeology, architectural quality and built form, open space, parks and gardens and trees.

Location and Setting of Goose Green Conservation Area

2. Goose Green Conservation Area is situated in Altrincham, to the southeast of the town centre. 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 a major sub regional centre serving the south Manchester and north east Cheshire area is located in the south of the borough of Trafford, one of the ten local authorities forming the Greater Manchester region.
3. Altrincham is the principal focus for high quality comparison retail supported by a range of service, leisure, tourism, office and other town centre-type uses including residential. The town provides supplies and services for the surrounding settlements of Hale, Hale Barns, Bowdon, Oldfield Brow, Dunham Massey, Broadheath and Timperley. It also serves as a commuter settlement to nearby Manchester connected by an integrated public transport system including the Metrolink tram service.
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 Valley¹⁵. In the town centre, the ridge also falls away to the east towards Hale Moss. Hale Moss was historically the source of springs and associated with agriculture. In comparison Broadheath lies at about 25 metres, Church Street climbs to the Old Market Place sited approximately 45 metres and Dunham Road (A56) crosses the River Bollin at 23 metres above sea level.¹⁶
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.¹⁷ 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 deposits are largely responsible for the minor

¹⁵ Don Bayliss et al., *Altrincham in 1841: A Cheshire Market Town in Victorian Times*. (Altrincham: History Society, 1994) 4.

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

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

landforms and soils of the area (glacially deposited sands with occasional clay lenses¹⁸), thus the farming potential.¹⁹ 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.²⁰ 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.²¹

6. 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, Bowdon and also at the Old Bank, Old Market Place. More commonly sandstone was used in small amounts for architectural detailing and buff varieties can be found in the Conservation Area often used for cills and coping stones to boundary walls²².
7. Another commonplace rock type to be imported and one used in the Conservation 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 roofing²³.
8. The Goose Green Conservation Area is one of five conservation areas either wholly or partly sited within the Altrincham town centre boundary.
9. The Conservation Area lies to the southeast of the town centre and is bordered by the Stamford New Road Conservation Area to the northwest. Goose Green is a small Conservation Area, triangular in shape formed by two rows of shops and Goose Green Lane to the south. The Conservation Area is bounded by the rear of properties on Grafton Street to the north and Stamford New Road to the west; it incorporates part of Back Grafton Street. Denmark Street is located further to the east, separated from the Conservation Area by the former railway bridge.

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

¹⁹ Don Bayliss et al., *Altrincham in 1841: A Cheshire Market Town in Victorian Times*. (Altrincham: History Society, 1994) 5.

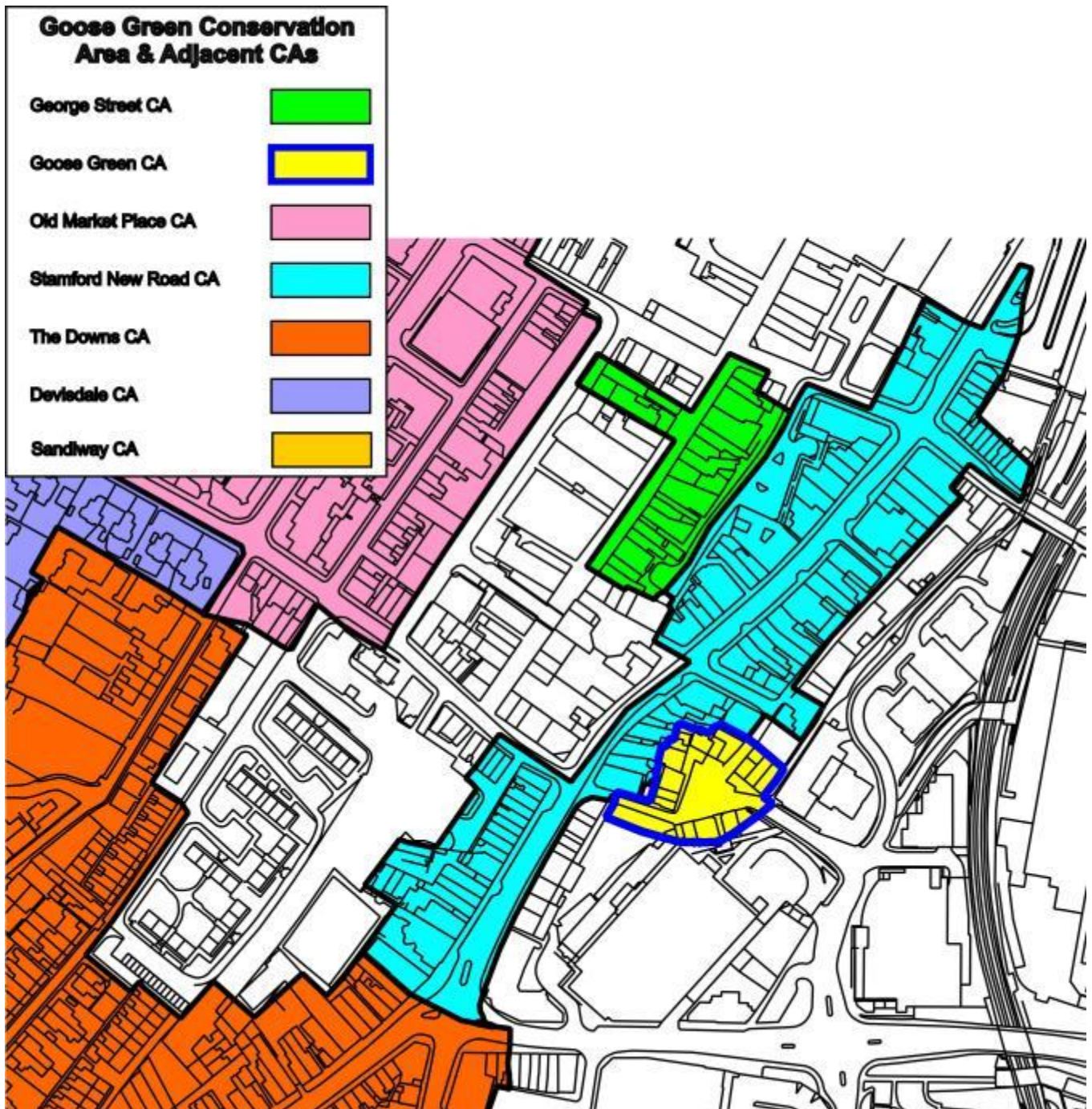
²⁰ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester, Introduction*. (London: English Heritage, 2011) 12

²¹ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester, Introduction*. (London: English Heritage, 2011) 12

²² English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester*. (London: English Heritage 2011) 13

²³ English Heritage, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester*. (London: English Heritage 2011) 12

10. The Conservation Area is topographically at a lower level than the area to the west, and from both the east end of the designation and from the railway bridge just outside the Conservation Area there is a view of the urban landscape rising to the northwest. The backdrop to the Conservation Area is formed by the rear of the properties along Stamford New Road and Back Grafton Street. They do not dominate the character of the area, but they are visible. The Graftons tower block on Stamford New Road, now Travelodge, is clearly visible from the Conservation Area to the northwest and is a visually intrusive building.



Map 1: Goose Green Conservation Area in Relation to Nearby Conservation Areas

General Description, Character and Plan Form

11. The Conservation Area is derived from its early identity as a small hamlet between the workers' housing of Lower Town (George Street) and Hale Moss, which evolved into a small area of workshops and dwellings. The Conservation Area is accessed from the southeast via a former railway bridge leading from Denmark Street and from the southwest via an historic lane leading from Railway Street. Access from the north is granted via Back Grafton Street (see Map 1). The character of the Conservation Area is one of a quiet square, which is considerably different to the busy linear streets of shops to the west and north.
12. Goose Green comprises two rows of commercial properties that meet at a point to the north to form the triangular shape of the Conservation Area. The buildings contain a mixture of shops, restaurants, cafes and a beauticians. The properties are predominantly Georgian and Victorian converted terraced dwellings exhibiting a vernacular character. The buildings are constructed from brick, over two or three storeys; with timber framed sash or casement windows, timber doors and door surrounds and blue slate roofs. Repeated details such as the use of traditional blue slate for roofs, brick chimneys, and timber doors and stone number plaques give the area a sense of visual harmony.
13. Numbers 3-6 Goose Green are formed from a two storey brick terrace of Flemish bond. The roof is pitched, blue slate with gables to the ends of the structure. The roof line to numbers 5 raises half a storey above that of numbers 3, 4 and 6. The roofs are of blue slate with brick chimneys (thought to be constructed from Cheshire commons), the windows and doors to numbers 3-4 are painted timber. The windows to numbers 5 and 6 are also timber but the doors appear to have been replaced more recently replaced with UPVC doors.
14. The buildings do not have many decorative elements, but all openings are surmounted by a brick soldier arch. At ground floor level numbers 3 has a panelled timber door and single pane window with stone sill. There are awnings over the door and window. Number 4 also has a timber door, but with single upper pane and single pane window with stone sill. There is an awning over the window. At ground floor level numbers 5 and 6 each have a UPVC paneled door and a UPVC single pane window that are the same size as numbers 3 and 4. The scale and design of the windows in numbers 5 and 6 are appropriate for the Conservation Area, but the use of modern materials makes the new additions stand out and detract from the historic character of the building.
15. Numbers 7 and 8 are again a two storey brick property constructed from Flemish bond adjoining numbers 3-6 to form a terrace, although they were built at a slightly later date, between 1835 and 1852. They were originally recessed slightly from numbers 3-6, but a small entrance extension dating to the mid to late 20th century has been added to the south corner. At ground floor level this contains the doorway, which is of timber, with a small awning above and window to first floor level. There are two, two storey, 20th century, metal framed glazed bays enclosing the windows of the historic building at ground and first floor levels. The roof is of blue slate with stone ridge tiles and brick chimney. Number 8 is currently vacant.

16. Number 8a is a three storey brick building constructed from header bond with a stretcher course adjoining numbers 9 and 10. This property is adjoined to 9 and 10, as indicated by the stretcher course that extends across all three addresses. The third storey may be a later addition. There have been alterations to the doorways and to the windows, including blocking up window openings. The two storey metal framed bay is a late 20th century addition. At ground floor level 8a has a pair of timber doors with glass paneling to the upper sections. To the east of the doorway is a large single pane shop window. There is 21st century signage above the doorway and the large shop window. To the west of 8a are tall, black cast iron railings providing access to the rear of the Faulkners Arms, public house, situated on Stamford New Road.
17. Numbers 9 and 10 date to the end of the 19th century and are a three storey terraced brick building constructed from header bond with stretcher course, and terracotta string course that extends over the doorways as a hood mould at ground floor level. There are large multi light timber windows to the ground floor and timber sashes to the first floor. The doorway openings have soldier arches and segmental arched fan lights. There has been a dormer extension and there is now a multi-pane window stretching across the expanse of the roof. The roof is of blue slate with a brick chimney to the east end. To the rear of number 10 is number 10a, a mid to late 20th century two storey brick structure with pitched roof and classical details such as soldier arches to windows and an arched door opening.
18. Numbers 11-13 date to the end of the 19th century. They is a two storey terraced brick building constructed from header bond with stretcher course, and terracotta string course extends over the doorways as a hood mould at ground floor level. Contrasting brick is used to the openings and corners of the property. The roof is pitched in form clad with blue slate with late 20th century/early 21st century roof lights inserted at number 12. There are also brick chimneys with chimney pots that appear to be rendered in a cementitious material. The windows to the first and ground floor are timber, multi pane of various configurations. The doors are timber with segmental arched fan lights. There is currently a modern awning over numbers 11 and 12. To the rear of number 11 is 11a, a mid to late 20th century brick extension of two storeys with soldier arches to the windows and doorway.
19. Numbers 15 to 20 are a late 20th century brick development over three storeys. The building has commercial properties to the ground floor and offices above. The scale and massing of the development is inappropriate for the character of the area. The windows are a combination of two storey bays with pitched roof that interrupt the roof line, modern mullion and transom windows, casement windows and large pane shop fronts to the ground floor. The glazing bars are very prominent and not in keeping with traditional timber windows on the west and east side of Goose Green. There are mock Victorian lamps attached to the façade.
20. The streetscape is of flagged stone paving with areas of brick paving and areas of cobbles. The street furniture consists of red iron fingerpost signage, black iron bollards and the lighting is Victorian style street lanterns. There is a raised brick planter to the front of numbers 11-13 and a free standing Victorian water pump between numbers 8 and 9. In the

centre of the former green, there is a bronze statue on a brick plinth with an interpretation plaque underneath.

4.2. Historic Development of Altrincham & Goose Green

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 centre²⁴. 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 rejoining 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 boundaries²⁵.
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'.²⁶ 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 'Alweard'), a Saxon lord. Thus one can extrapolate that in the Anglo-Saxon period Altrincham had a population of not more than 30-40²⁷ and that it lay within the manor of Dunham.

²⁴ Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 9

²⁵ Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 9.

²⁶ J. Dodgson. *The Place Names of Cheshire, part 2*. (Cambridge: English Place Name Society, 1970).

²⁷ Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 10.

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.²⁸
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 Cheshire²⁹.
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 market³⁰, 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.

²⁸ Don Bayliss. (ed.) *Altrincham : A History*, (Timperley: Willow Publishing, 1992) 12.

²⁹ Michael Nevell, *Altrincham North West Vol. 5 (Issue 15 for 2000)*, 19

³⁰ Don Bayliss (ed.), *Altrincham: A History*. (Timperley: Willow Publishing, 1992) 16

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 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 Chester³¹.
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 less³². 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 town³³. 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 exist³⁴.
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.

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

³² Don Bayliss (ed.), *Altrincham: A History*. (Timperley: Willow Publishing, 1992) 27

³³ Michael Nevell, *Archaeology North West* Vol 5 (Issue 15 for 2000) 18.

³⁴ Don Bayliss (ed.), *Altrincham: A History*. (Timperley: Willow Publishing, 1992) 18.

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 forms.³⁵ 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 butter market 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 innovation also proved a spur to the development of the roads. The main one to

³⁵ Don Bayliss. (ed.), *Altrincham: A History*. (Timperley: Willow Publishing, 1992) 33.

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 introduced³⁶.



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'³⁷. A 1789 directory refers to Altrincham as 'the seat of a considerable manufactory in the worsted branch' and a town characterised by 'plain dealing'³⁸. 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 1801³⁹.

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

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

³⁷ Broster's *Chester Guide 1782*, Altrincham Section, collated by Trafford Local Studies Centre.

³⁸ 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.

³⁹ Don Bayliss et al., *Altrincham in 1841 – A Cheshire Market Town in Victorian Times*. (Altrincham: Altrincham History Society, 1994) 52.

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 Downs⁴⁰. 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.



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

⁴⁰ Don Bayliss (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 93.

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 noted⁴¹.



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

⁴¹ Don Bayliss, (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 36.

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 year⁴². 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.

24. 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 1895⁴³.

25. 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.

26. 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

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

worked in the growing industrial expansion of Broadheath. Towards the end of the century more working class housing was developed on the Linotype estate⁴⁴.

27. 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 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 Downs⁴⁵.

20th Century Altrincham

28. 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 firms⁴⁶.

29. 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 route⁴⁷.

30. 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 1932⁴⁸.

31. 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

⁴⁴ Don Bayliss (ed), Altrincham: A History. (Timperley: Willow Publishing, 1992) 93

⁴⁵ Don Bayliss (ed), Altrincham: A History. (Timperley: Willow Publishing, 1992) 89.

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

⁴⁷ Don Bayliss, Altrincham: A History. (Timperley: Willow Publishing, 1992) 84

⁴⁸ Don Bayliss (ed.), Altrincham: A History. (Timperley: Willow Publishing, 1992) 79.

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 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.

32. 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.

33. 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 Goose Green

34. The first piece of cartographic evidence of the area of Goose Green is the Stamford Estate map of 1799. This provides an overview of the state of Altrincham in the middle of the Georgian period and allows some of the buildings still standing today to be identified. The area of Goose Green was clearly occupied by cottages at this time. The upper and middle classes occupied larger houses clustered in Higher Town, the area around the Old Market Place, Church Street and Market Street. The poorer families lived in Lower Town in denser housing located at George Street, Goose Green and the bottom of the Downs.⁴⁹

35. The 1835 tithe map (and schedule of apportionments dated 1838) showed that the area of Goose Green was still occupied by residential properties and the triangular arrangement of Goose Green was in existence at that time (see Map 5)

36. There were properties in the same position as existing numbers 3-5, 8a and 9 Goose Green. A vacant plot was located to the rear of 3-5 Goose Green which is now occupied by No. 2, Franks Restaurant. There were also dwellings to the northeast side of Goose Green, in the approximate position of numbers 11-13.

⁴⁹ Don Bayliss. (ed.), *Altrincham : A History*. (Timperley: Willow Publishing, 1992) 93.

37. Access to Goose Green at this time was via a lane from the west, which is still in situ today and via a road from the southeast, the position of which has not changed, - providing access from Denmark Street. The tithe apportionments are recorded to contain between 1-3 houses and garden space. Some of the properties were owned by the Earl of Stamford, who had leased or sold the properties lease hold to others.
38. The Board of Health review generated a corresponding map which dates to 1852 (see Map 6). This shows that more cottages had been erected along the east and west sides of Goose Green in the positions of numbers 7 and 8. The 1852 map indicates that there were four separate properties in this space at that time, marked as numbers 1413-1417. These are all registered as houses in the Altrincham Survey Book of References. To the northeast of the area number 1424, lying along a north-east south-west axis, was described as a house with stable attached. By 1852 there had been an extension to number 1422 and two small outbuildings erected in this area. This area is later marked as a smithy on the 1876 OS map. The land to the west side, to the rear of numbers 3-8 had also been further developed by 1852, with the addition of a smithy to the rear of number 7/8. To the southwest of the Smithy, number 1400 is registered as a Bakehouse.
39. The railway lines are also visible on the 1852 Board of Health map, as are associated railway buildings for Bowdon Station and south of Goose Green was previously the site of a railway siding. The construction of the railway resulted in the isolation of Goose Green from Pinfold Brow. The land to the south side of Goose Green remained undeveloped.
40. The 1876 Ordnance survey map of Cheshire shows an alteration to the site to the rear of numbers 3-6 Goose Green, (see Map 7). There was formerly a courtyard with smithy to the north, but the smithy building had been demolished by 1872 and outbuildings relating to numbers 3-6 were erected to the east side. Number 2 (Franks Restaurant) Goose Green was erected to the west side of the area.
41. The area changed considerably again in 1880, the two stations of Altrincham and Bowdon were closed and replaced by a new station in 1881 (still in use). This also resulted in the creation of Stamford New Road, extending in a straight line north from Railway Street at junction with The Downs. This further isolated Goose Green, divorcing it from George Street.
42. The east side of Goose Green was altered with the addition of Back Grafton Street. By 1897, the industrial complex to the northeast had been demolished and three terraced structures in the locations of current numbers 11-13 Goose Green were erected. One can assume therefore that numbers 11-13 Goose Green were erected between 1876 and 1897 (see Map 8), and whether there are any remnants of any structures relating to smithy is currently unclear.. Furthermore dwellings in the location of numbers 8a-10 Goose Green appear to have taken their present plan form between 1876 and 1897, again possibly due to formation of Back Grafton Street.
43. Other changes to Goose Green the area during the late 19th century include the erection of two rectangular buildings to the north of numbers 11-13 Goose Green. The original use of

these properties is unknown, but the ventilators in the roof of the building to the north appear to indicate an industrial use.

44. Between 1908 and 1937 there were a couple of minor additions to the area. Part of the property to the west of 8a, within the Faulkner's Arms yard, appears to have been removed at this time and another building erected to the north of numbers 11-13 (see Maps 9 and 10) Goose Green. Photograph 1 shows some of the buildings on the west side before mid-20th century alterations to doors and windows.



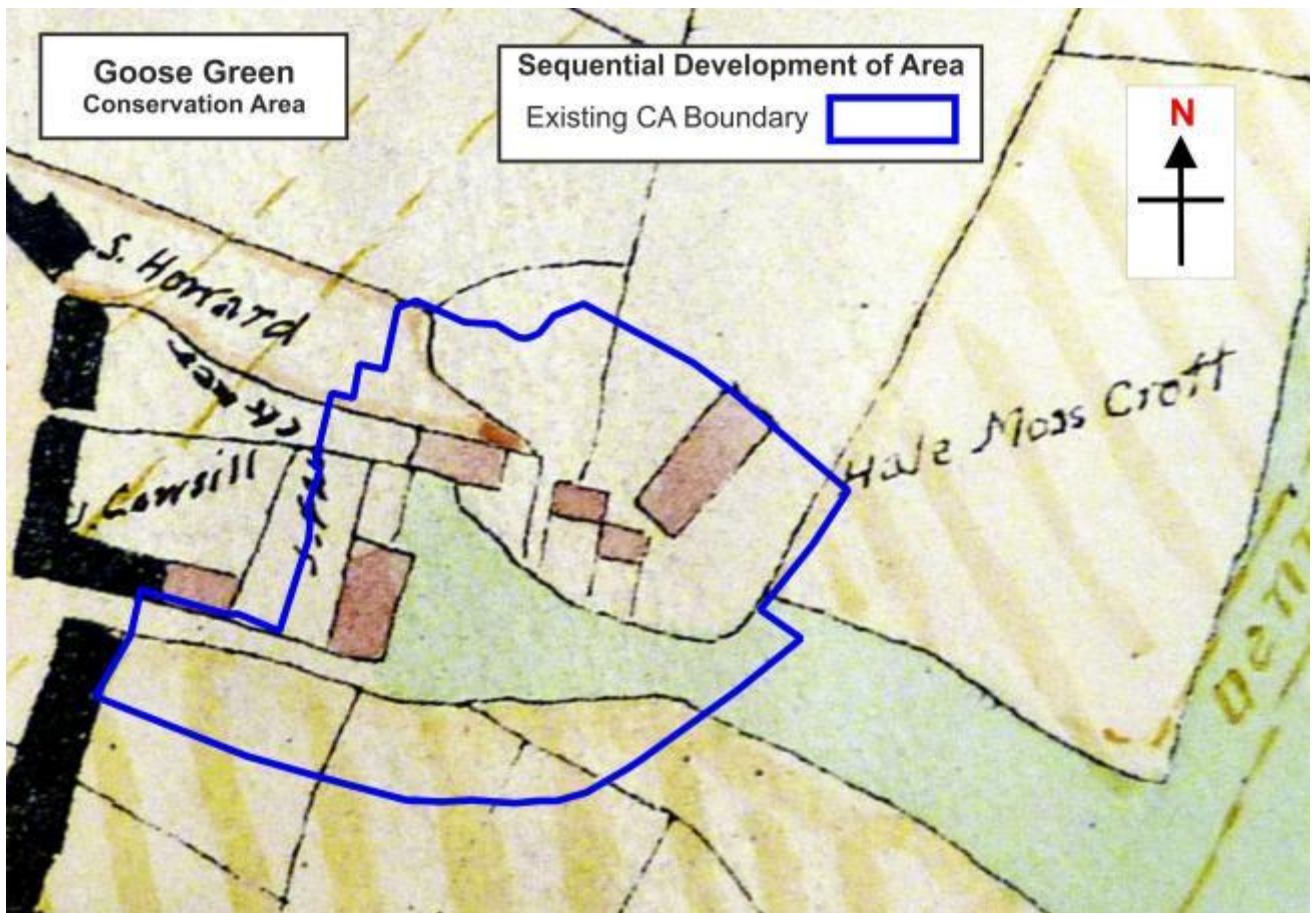
Photograph 1: Goose Green in 1944 (Trafford Lifetimes, TL 5909)

45. In the 1960s a scheme of improvement was undertaken across Altrincham and this resulted in the alteration of a number of buildings at Goose Green. The aim was to turn the area into a quiet backwater with smaller boutique shops.
46. Post 1965, numbers 10a and 11a were erected, filling in the small existing gap sites. Numbers 15-19 were also erected, and the former alleyway to the rear of number 3 was in filled, (see Maps 11 and 12).

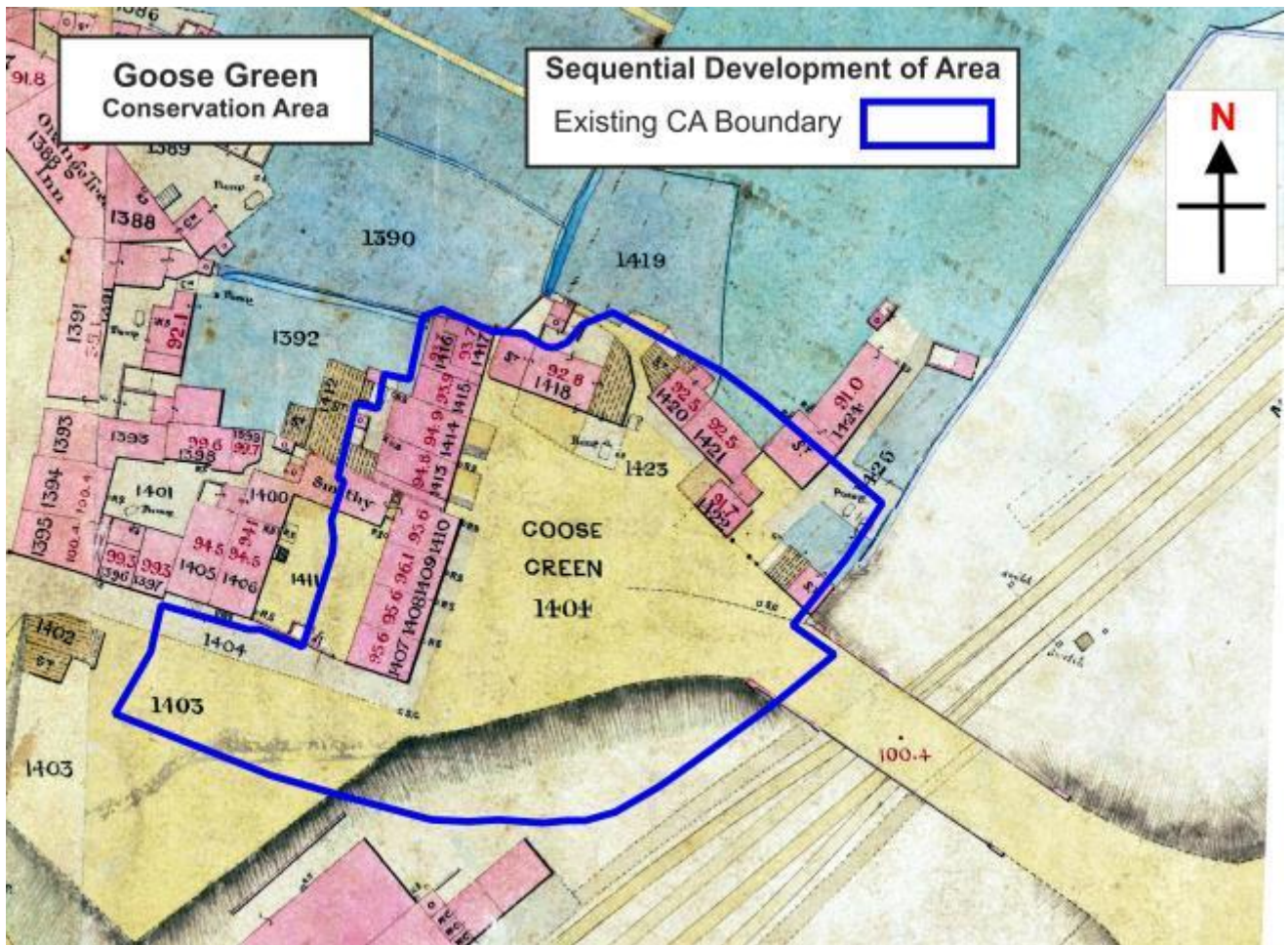


Photograph 2: Number 6-8 Goose Green (Trafford Lifetimes, TL7935)

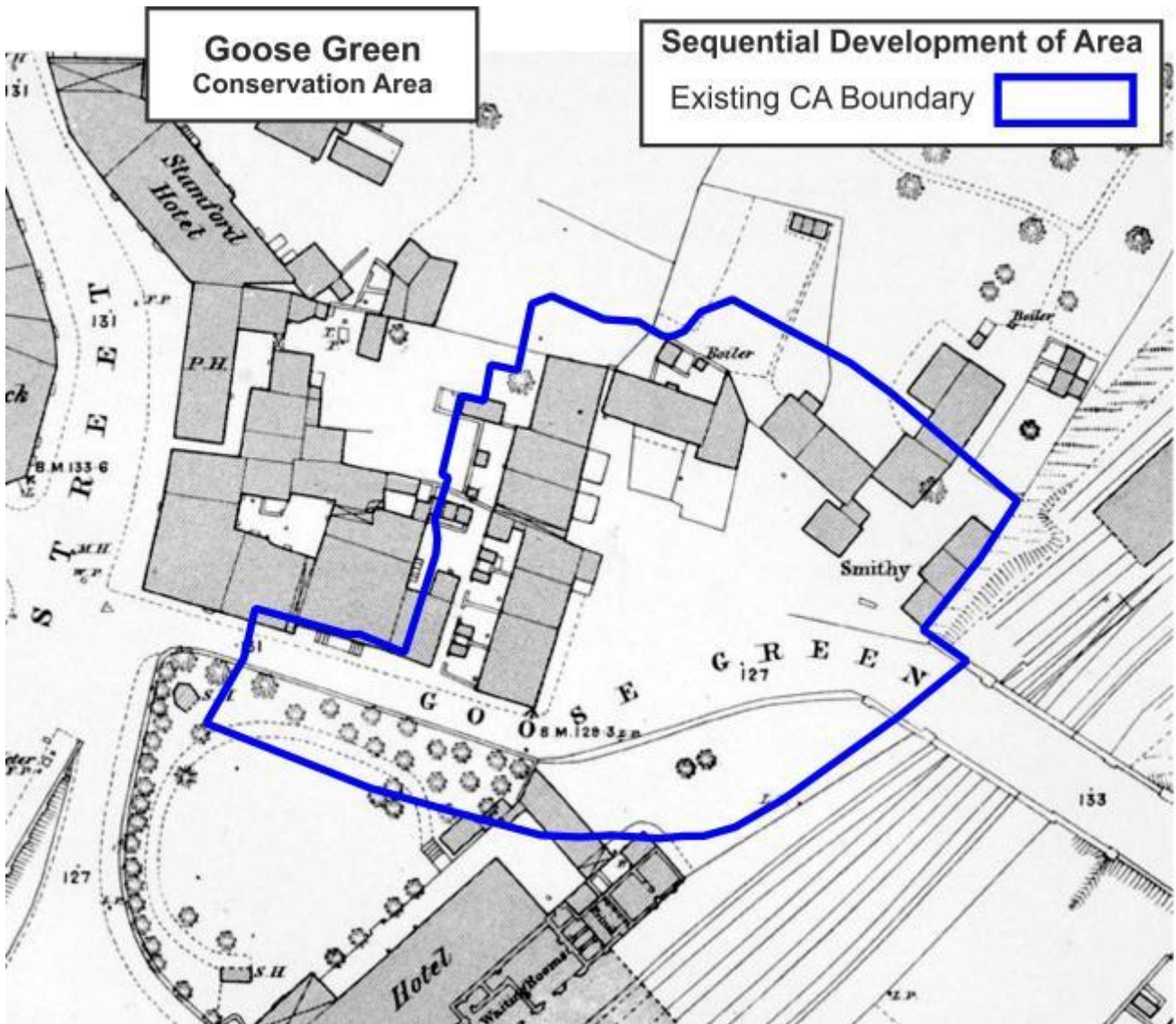
Sequence of Maps Showing Development of Goose Green



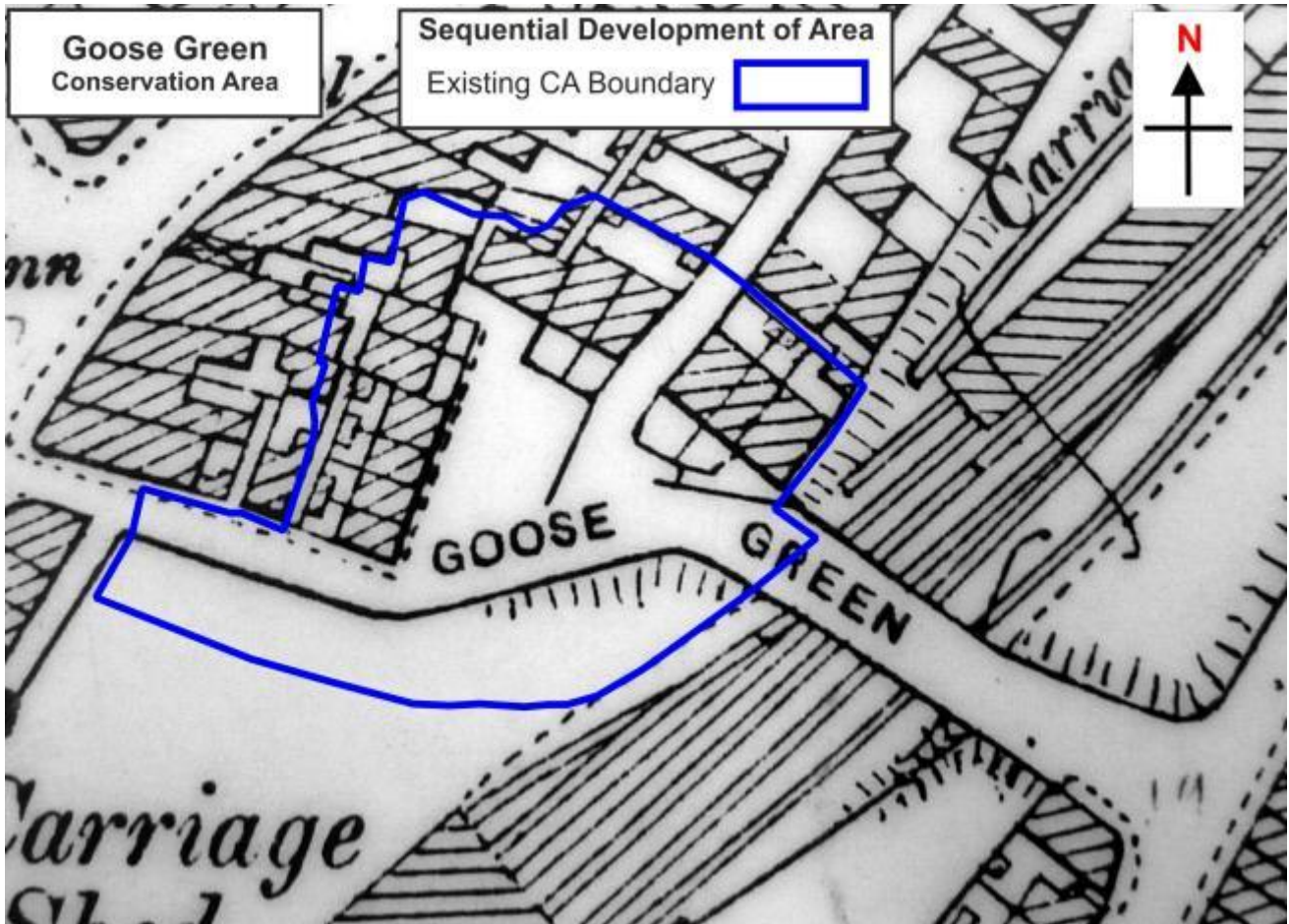
Map 5: 1835 Tithe Map includes approximate location of current Conservation Area boundary



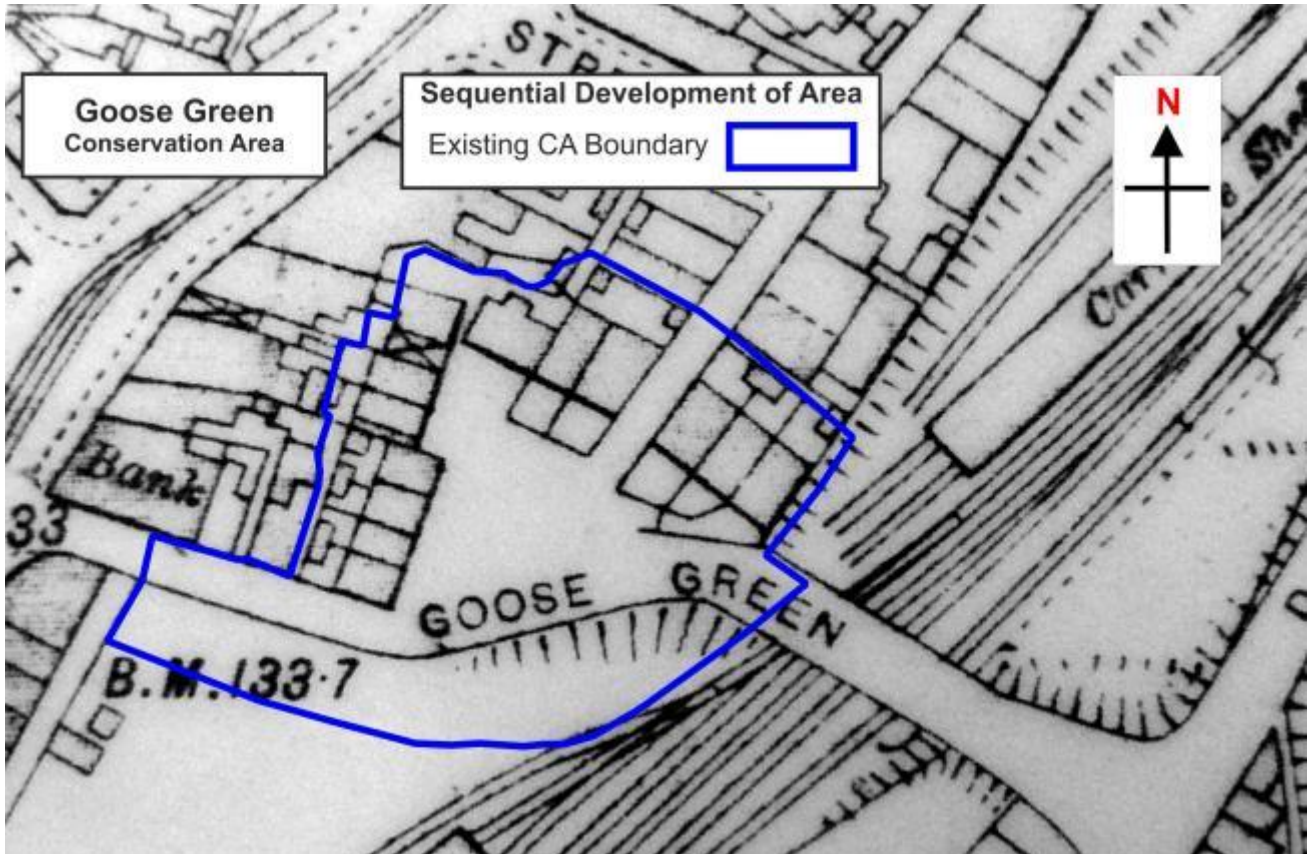
Map 6: 1852 Altrincham Board of Health includes approximate location of current Conservation Area boundary



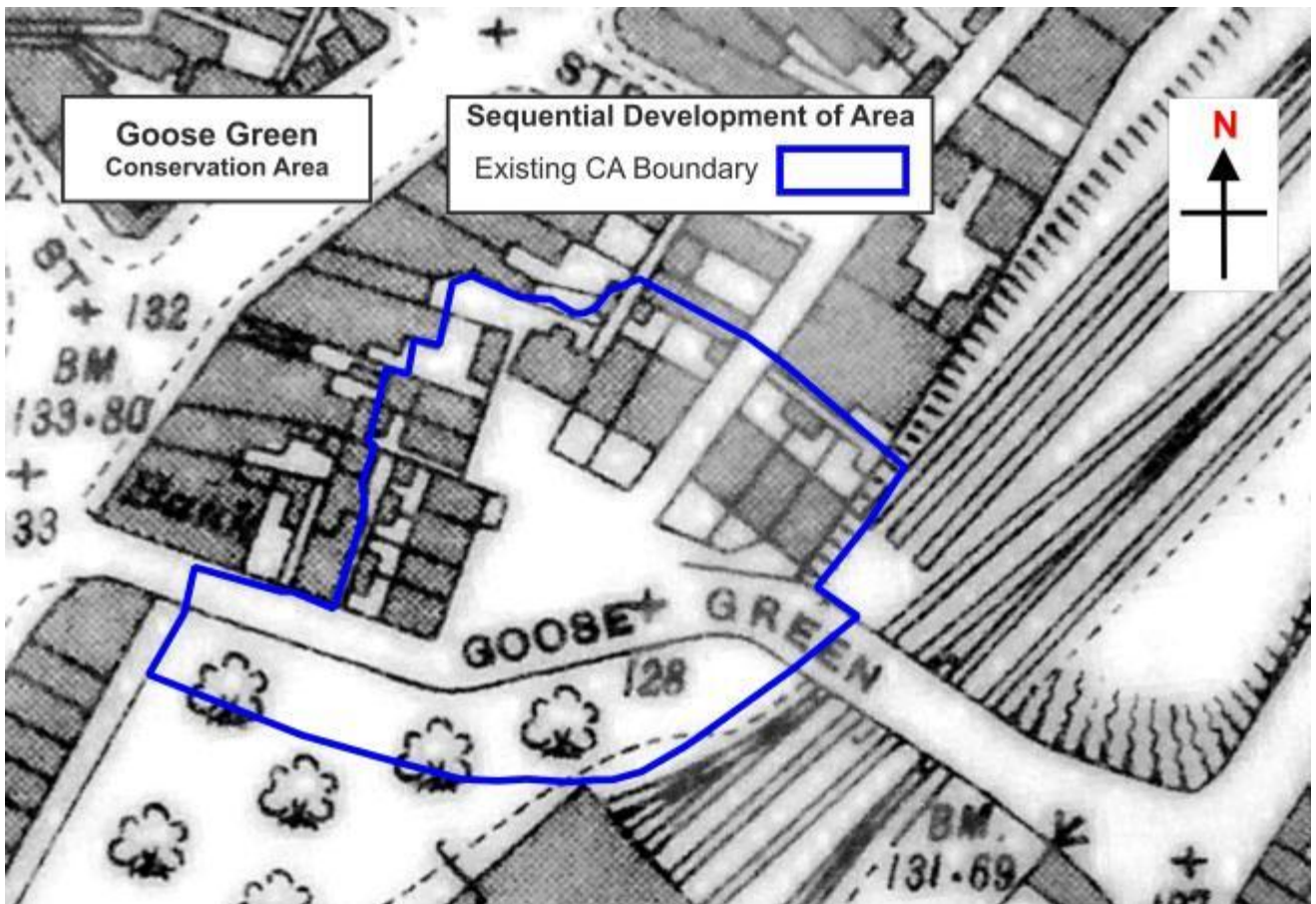
Map 7: 1876 OS Map includes approximate location of current Conservation Area boundary



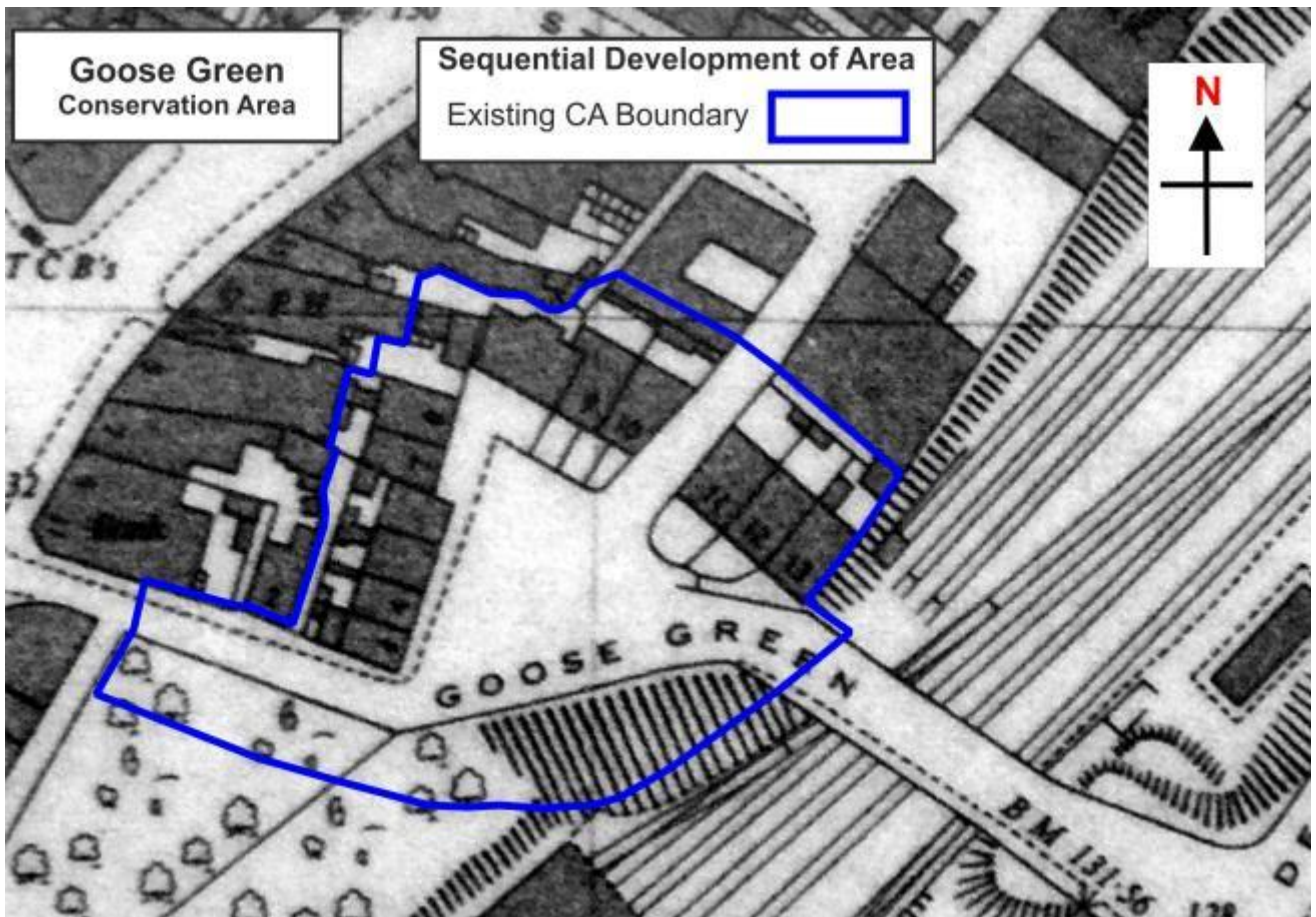
Map 8: 1897 OS Map includes approximate location of current Conservation Area boundary



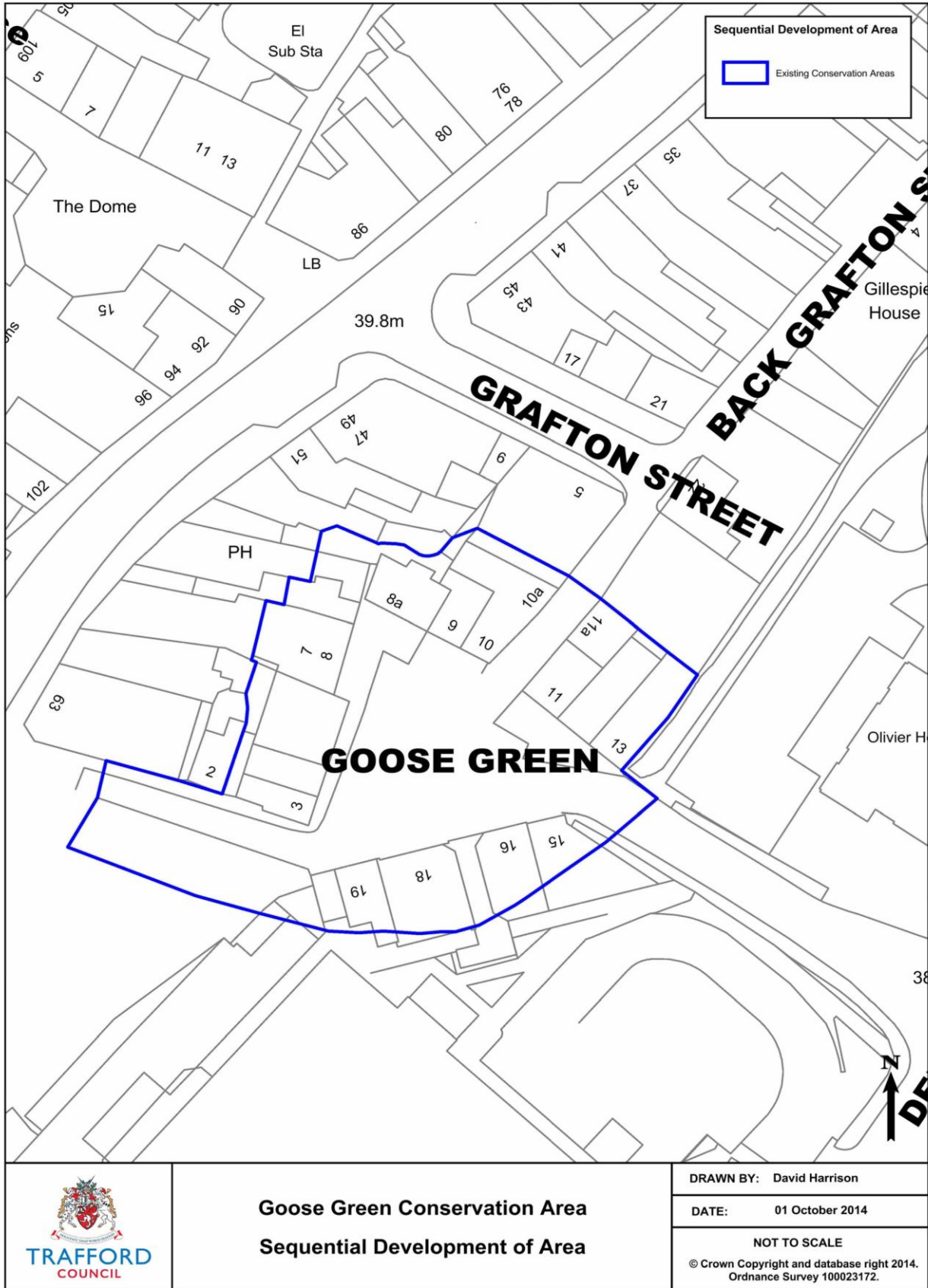
Map 9: 1907-8 OS Map includes approximate location of current Conservation Area boundary



Map 10: 1937 OS Map includes approximate location of current Conservation Area boundary



Map 11: 1965 OS Map includes approximate location of current Conservation Area boundary



Map 12: 2014 includes approximate location of current Conservation Area boundary

Archaeology

Previous Archaeological Work

47. Previous archaeological work within or close to Goose Green Conservation Area Altrincham has 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.⁵⁰
- In 2000 a photographic survey of the buildings ion Arnold's Yard Old Market Place was undertaken by GMAU.
- An archaeological desk based assessment was undertaken for the Altair site in 2007.⁵¹

Sites of Archaeological Interest/ Visible Archaeological Remains

48. There are no sites of archaeological interest identified on the SMR as within the Goose Green Conservation Area. There are also no visible archaeological remains within the Goose Green Conservation Area.

⁵⁰ Michael Nevell, *12 Dunham Road Altrincham An Archaeological Watching Brief within the Medieval Borough* (Manchester: GMAU, 1997)

⁵¹ Dr Peter Arrowsmith, *Altair, Altrincham, Trafford An Archaeological Desk-Based Assessment* (Manchester: GMAU, 2007)

Potential for Underground Remains

49. Altrincham has been settled continuously since the Anglo Saxon period. Due to periodic redevelopment which occurred within and adjacent to Goose Green it is possible that any remains of earlier buildings are more than likely to have been demolished or incorporated into erection of later properties . There is a greater chance of survival of archaeological features to the rear and side elevations of some buildings which delineate property boundaries. The Conservation Area should be treated therefore as having some archaeological potential.

4.3. Architectural Quality and Built Form

Qualities of the Buildings

1. There are no listed buildings within the Goose Green Conservation Area. There are, however, many properties which possess a high level of character and have been identified as positive contributors to the character and appearance of the Conservation Area. The properties are mainly two or three-storey, brick terraced dwellings which date to the 18th and 19th centuries (Photograph 6).
2. A number of buildings retain many historic features such as timber windows, roofs, decorative brickwork and plan form. The architecture is modest and there is a vernacular quality to the buildings. Whilst the majority of properties sited within the Conservation Area have been converted to commercial premises, their former residential use can still be identified properties (Photograph 7).



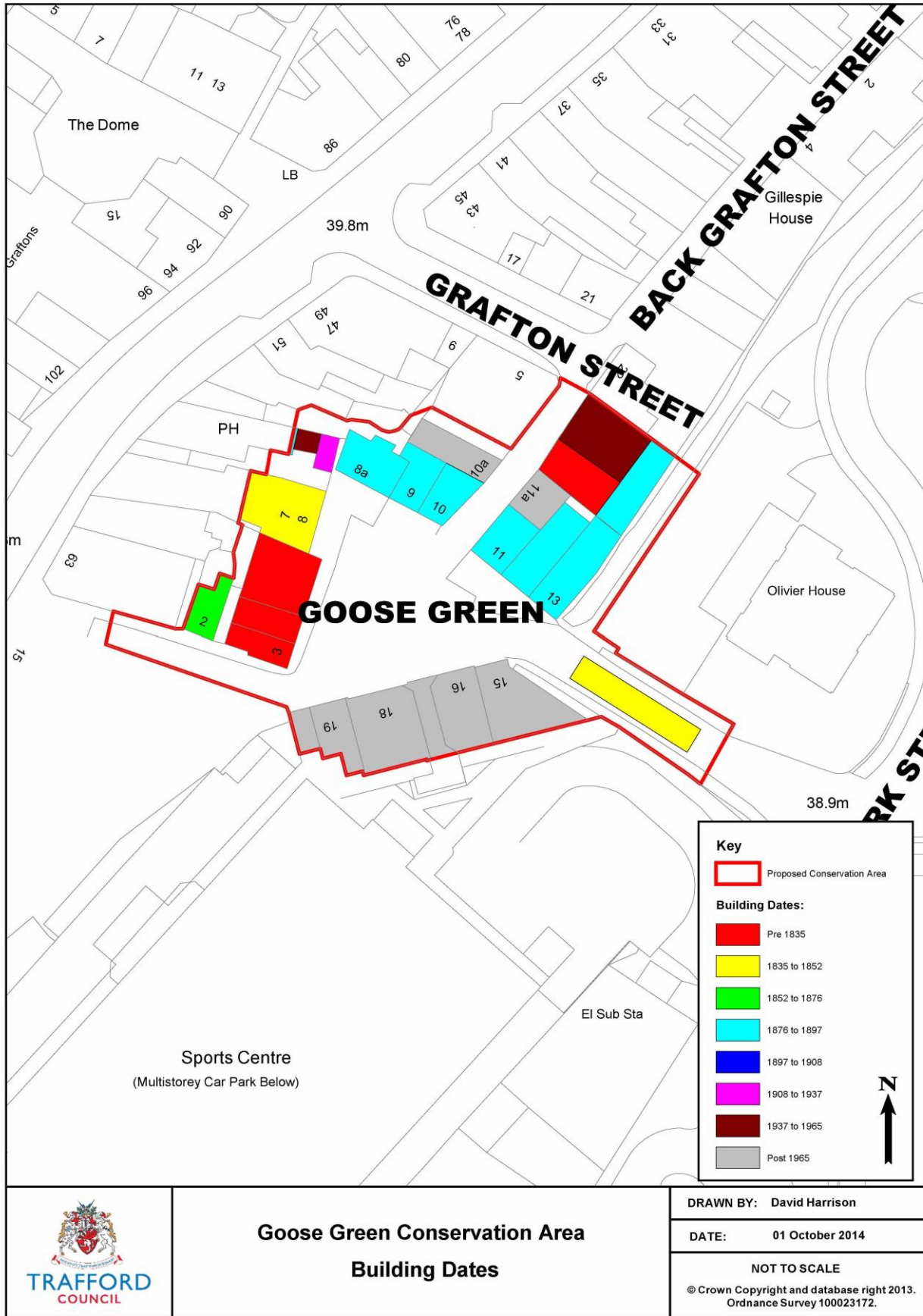
Photograph 6: 3-8 Goose Green



Photograph 7: 11-13 Goose Green

Ages of Buildings

3. The ages of buildings within the Conservation Area have been identified through both a basic visual inspection and map regression. 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 plans 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 13: Ages of Building

Building Materials

4. The predominant building material is red brick. There are examples of a variety of types of brick predominately Cheshire commons and red stock brick. These bricks were used in conjunction with each other to provide contrast to the main body of the building and to decorate certain areas. The properties on the east side of Goose Green provide evidence of this.
5. Roofs are clad with blue slate and the majority of windows are timber framed. There are examples of modern metal framed two storey bays to number 7 Goose Green (Photographs 8,9), late 20th century/early 21st century roof lights to numbers 11-13 Goose Green and a late 20th century dormer extension to numbers 9-10 Goose Green. A number of these alterations diminish the special interest of these heritage assets.
6. There is little boundary treatment evident in the Conservation Area. The majority of properties are accessed immediately from Goose Green. A low brick boundary wall provides a small curtilage to the south of numbers 11-13 Goose Green. A pair of black painted steel gates has been erected to the access to the Faulkner's Arms public house. There are also a number of painted steel lighting columns and bollards located within the public realm. The ground floors of the majority of the buildings located within the Conservation Area house shops or restaurants, some of the restaurants have outside seating areas.



Photograph 8: Modern Windows



Photograph 9: Modern Windows with Metal Shutters

7. A three storey development (numbers 15-20), was erected in the early 21st century, added to the south side of the Conservation Area. The building comprises of shop fronts to the ground floor with commercial premises on the upper floors. An internal car park is sited at the west end. The building is constructed from red brick with powder coated aluminium windows and a pitched, composite tile roof (Photograph 10). The design reflects some architectural features present in the Conservation Area Specifically, modest window openings with casement style windows on the upper floors and an oriel window similar to that of number 7 Goose Green with attic level pediment that interrupts the roof line.

Nevertheless the massing, large areas of glazing at ground floor and palate of materials do not sufficiently enhance the traditional construction of adjacent historic buildings.



**Photograph 10: Recent Development,
Numbers 15-20 Goose Green**



Photograph 11: Number 9 Goose Green

Buildings and Dominant Architectural Styles

8. There are two identifiable historic architectural styles within the Conservation Area. Numbers 3-8 Goose Green provide examples of vernacular Georgian domestic architecture; the properties are small in scale, rising to two storeys. Number 2 Goose Green, is of a slightly different architectural style to numbers 3-8 Goose Green. It is of a later period, dating to 1852-1876. It too rises to two storeys but has a large timber framed mullion and transom window to ground floor and a timber sash to first floor. There is also a modern hanging sign of historic character and a Victorian style lamp attached to the facade of the structure. It is considered that the building forms part of a harmonious group of buildings and it is proposed therefore extend the boundary of the Conservation Area to include the property.
9. Numbers 8a to 13 Goose Green do not present many obvious elements of one specific architectural style, but could be classed as Victorian domestic architecture with elements of the Queen Anne style. These include openings and quoin detailing highlighted in contrasting brick quoin detailing.
10. The roofscape of the east and west sides of Goose Green is varied, in particular eaves and ridge lines, suggesting the development of the area was piecemeal and has evolved over a number of years. The roofline of number 8a Goose Green rises to one storey above numbers 9-10 Goose Green. The facade of this terrace has features that extend across all three, suggesting that this building was at one time of a uniform appearance in style and

form and the height of 8a Goose Green appears to have been increased. All of the roofs to the northeast and west are pitched, with their gables to the ends of the row, clad with traditional blue slate. There are numerous examples of chimneys, some are of brick, some appear to be rendered in a cementitious material that is a later addition to the structure.

11. Although the use of uniform building materials, scale and massing lends an air of consistency to the Conservation Area, the difference in architectural detail, form and height demonstrates the historic development of Goose Green. The properties along the east and west sides of the Conservation Area have incorporated shop fronts into modest openings which are proportional to existing openings on the upper floors. This retains to a degree the historic residential character and in particular the vernacular architecture on the west side of Goose Green. Properties on the east of the Conservation Area consist of a larger scale with more examples of decoration such as contrasting decorative brickwork and terracotta hood moulds. Only 8a Goose Green to the north exhibits a much larger shop window and the insertion of square bay windows at 7-8 Goose Green.
12. Existing fenestration present in the Conservation Area consists mainly of white painted timber with smaller examples of UPVC and aluminium framed. Some of the windows are positioned flush to elevations whilst other are recessed behind the face of the wall allowing reveals. Windows positioned on upper floors are predominantly small in scale. Styles include: various timber vertical sliding sashes; two light casement windows with upper opening casements; three light casement windows with central opening casement; a two storey bay window; timber mullion and transom windows; large single pane lights; large shop front aluminium windows; and modern multi single light windows to the dormer extension. There are a number of painted stone cills with either square or cambered brick headers
13. Although many of the timber windows are of an appropriate style, material and painted finish, it is likely a number are 20th century replacements. Examples of appropriate windows are the sliding sashes to numbers 9-13 Goose Green and first floor casement windows to numbers 3 and 4 Goose Green. There are examples of inappropriate roof lights to numbers 11-13 Goose Green, which detract from the positive contribution of the roofscape. Windows to the first floor and entrance doors to numbers 5 and 6 Goose Green appear to be constructed from upvc and whilst an attempt has been made to replicate the original design, the thicker profile to glazing bars and glare of glazing detracts from the character of the heritage asset.



Photograph 12:
3 over 6 Timber Sash



Photograph 13: Casement Window



Photograph 14:
Large Single Pane Light



Photograph 15:
Modern Multi Light Window



Photograph 16:
2 over 2 Sash Decorative Brickwork



Photograph 17:
Oriel Window

14. Numerous doorways (numbers 9-12) within the Conservation Area have adhered to the same style. They are timber doors with glass panels in a four over two formations. These are likely to have been constructed from solid timber when the properties were in residential use. Number 3 has a timber door with glass panels in four over two formations. Number 4 has a timber door with single upper glass panel. Numbers 5 and 6 have modern UPVC doors with upper and lower glass panels. These are clearly constructed from a modern material and result in an inappropriate finish adjacent to a traditional palette of materials which contribute positively to the special interest of the Conservation Area.
15. Numbers 9-11 Goose Green have openings which are decorated with contrasting red brick used in a pattern of headers and stretchers, with a soldier arch and terracotta hood moulds. Doors consist of timber with timber surrounds and some contain the pattern of glazing consisting of four over two panes of glass. They also all have segmental arched glass fanlights. The door design may not all be original, but they have all adhered to this style which gives these numbers 9-11 a more uniform character. Nevertheless it is noted that number 13 Goose Green incorporates a moulded solid panelled door which compliments the architectural style of the property.
16. Others doors within the Conservation Area are less decorative, but still display a brick soldier cambered arch. A number are constructed from timber and those to numbers 3-4 Goose Green are of a wider dimension than those to the north east. Doors to numbers 5 and 6 have been replaced with upvc doors, but the openings retain soldier arches. Within

the proposed extension, the garage building adjacent to number 22 Back Grafton Street incorporates a large dilapidated metal sliding door.



Photograph 18:
Doorways to 9/10



Photograph 19:
Doorways 11/12



Photograph 20:
Doorway to 13



Photograph 21:
Door with Soldier Arch



Photograph 22:
**Modern Extension to Francs-
Still with Soldier Arch**



Photograph 23:
Modern UPVC Doors to 5/6

17. The bonds of the brickwork also add decorative detail to some of the facades. Number 13 and 11 are of a header bond with decorative courses of red brick stretchers, and decorative brick quoins round the windows and doors. Other buildings are of constructed from Flemish bond or English garden bond.



Photograph 24: Header Bond with Stretcher Courses.



Photograph 25: Flemish Bond



Photograph 26: English Garden Bond

18. There are some examples of minor extensions and alterations to properties in the Conservation Area. These are namely the dormer extension to number 10 and the small new entranceway to number 8 Goose Green (Photograph 27). The new entrance way to number 8 although obviously rebuilt has attempted to replicate the variation of adjacent historic brickwork and it is anticipated will weather to the same degree.. The dormer extension to number 10 has increased the scale of the structure and this clearly results in an adverse impact on the roofscape and massing of the heritage asset. (Photograph 28).



Photograph 27: Areas of Recent Alteration Extension



Photograph 28: Recent Extension

19. Further new developments to the north of the Conservation Area sited along Back Grafton Street are less intrusive and it is considered do not result in an adverse impact on the character and appearance of Goose Green . Numbers 10a and 11a Goose Green utilise traditional materials, form and detailing such as sash windows and soldier courses over arched openings (see Photographs 29, 30).



Photograph 29: 11a Goose Green



Photograph 30: 10a Goose Green

Shop Fronts

20. Due to the varying commercial uses of buildings, the facades differ to a degree in style reflecting the occupier. Properties with larger single pane display windows are utilised by a florist and bridal shop. The restaurants and cafes (numbers 9-13) have smaller windows with decorative doorways. There was no intrusive signage to numbers 3 and 4 Goose Green at the time of survey (Photograph 31).

21. There are some awnings present over the ground floor windows. The erection of awnings may be viewed as historically inappropriate to former dwellings and the style and material varies across Goose Green. The housing associated with awnings can be particularly intrusive. It is noted that the signage to 8a Goose Green, the Bridal Shop, is very prominent and to a degree intrusive (Photograph 32). This may be due to the scale of the signage in comparison to the available advertising space, its siting and the fact that there are a number of signs on the facade as opposed to one. The colour and design of advertisement also exacerbates its impact and a more traditional approach in terms of individual lettering and material would have been preferable. . In addition there is currently individual plastic lettering attached to the first floor of the facade of "Lady Zone", numbers 9 and 10 Goose Green and temporary signage on the east elevation of number 10.



Photograph 31: Number 3



Photograph 32: The Bridal Shop Number 9

Public Realm

22. Hard surfacing in the Conservation Area consists of a combination of red brick paving with pedestrian walkways demarcated around the perimeter by way of York stone flags trimmed with stone setts. The walkways are also marked by lines of metal bollards painted black. Other street furniture in the area consists of cast iron lamp posts of an historic character, some lanterns attached to elevations and a black cast iron bin. There is a raised brick planter in front of the House restaurant (number 11-12 Goose Green Photograph 7).
23. There is currently an issue with parking directly in front of the properties which obscures the frontages of buildings and intrudes on views across the public realm. This is having a negative impact on the character and appearance of the Conservation Area. To assist with the issue of parking yellow lines have been applied to the public realm, in particular those around the statue in the centre of the Conservation Area are particularly prominent and to a degree detract from the historic nature of the street scene.

45

Local Details

24. The predominant use of brick is repeated throughout Goose Green Conservation Area and is a recognisable element of local character. Specifically the use of contrasting brick to highlight window and door openings is a detail that is repeated throughout the Conservation Area and Altrincham (Photograph 16).
25. Although the windows vary in style, the majority of examples such as casement and sliding sash are appropriate to the heritage assets. Although the detailing of the windows to more recent development at (numbers 15-19) is not traditional, the windows reflect the scale and form of nearby historic examples.
26. Classical details such as the segmental cambered arches over windows and doors are repeated throughout the Conservation Area. Excellent moulded examples remain at, 11 - 13 and 9 - 10 Goose Green (Photograph 21-23).



Photograph 33: Brick Wall with Stone Coping



Photograph 34: Former Railway Bridge

27. Where boundary walls are present within the Conservation Area they are low and constructed from brick with a stone coping (Photograph 33). The use of the black and white timber framing to form the two storey bay window to number 9 reflects the examples of this revival detail, a prevalent feature to Arts and Crafts architecture and found throughout Altrincham. The Arts and Crafts movement took its inspiration from vernacular details such as black and white timber framing commonly found in Cheshire and known as the Cheshire Vernacular style.

Uses/Formers Uses

28. The uses of the properties within Goose Green have always been a combination of residential and commercial. The Stamford Estate map of 1799 documents that there were dwellings in the area in the late 1700s, and that some were also used for cottage industries. Cartographic evidence from the 19th century, including the 1852 Board of Health map and the 1876 OS map, also depicts two Blacksmiths within the area. Goose Green was greatly altered in the 1960s when a scheme of improvement and renovation turned the small terraced cottages into commercial premises. Recent development is also continues this use and there are now no known residential properties within Goose Green. Presently properties are utilised as shops, offices leisure, bars and restaurants.

Open Space, Parks and Gardens and Trees

Open Spaces

29. The central open space within the Conservation Area is encircled by buildings resulting in the character of an enclosed piazza. (Photograph 36). Premises border the central open space to the northeast, northwest and south. There is smaller open space consisting of a beer garden to the Faulkner's Arms Pub, located in the northwest corner of Goose Green (Photograph 37) and also forming the small curtilage to the south of numbers 9-13 Goose Green. Whilst historically piecemeal development has taken place along the east and west sides of Goose Green, the addition of the development to the south side, has enclosed the space.

30. There is little soft landscaping present within Goose Green and planting is restricted to several trees within the public realm and to the south of numbers 9-13 Goose Green within the limited curtilage.

Character and Interrelationships of Spaces

31. Access to the Conservation Area is via two routes of historic importance and a later route from the northeast constructed in the late 19th century. Access from the southwest is via a lane which is evident on the 1835 Tithe map of the area. This is quite a narrow, linear passage way that provides a contrast to the open character of the centre of Goose Green. The access from the southeast is over the former railway bridge constructed in the mid-19th century. As this route is raised above the level of Goose Green, the rising topography towards George Street and the Old Market Place is visible forming a backdrop to the Conservation Area.



Photograph 36: Central Open Space



Photograph 37: The Beer Garden, Faulkner's Arms

Key Views and Vistas

32. A key view is looking into the Conservation Area from the former railway bridge (Photograph 39) leading from Denmark Street to the south east. From this approach the shops and restaurants on the northeast side of Goose Green are visible, as are trees and shrubbery to the south of numbers 9-13.
33. The entrance to the Conservation Area from Railway Street provides a contrasting yet attractive and historically significant view (Photograph 38). From this point you can see the narrow lane, the architectural detailing of Nos. 2 and 3 Goose Green, the attractive hanging sign and properties beyond. Unfortunately this view is now marred somewhat by the massing of the recent three storey development, Nos. 15-20 Goose Green, to the south of the Conservation Area. Other attractive views are from the south and southeast of Goose Green incorporating historic properties to the north, east and west.



Photograph 38: Key View into the Conservation Area from Railway Street



Photograph 39: Key View into the Conservation Area from Railway Bridge

34. Further key views within the Conservation Area are looking northeast at the junction of the lane, leading from Railway Street, with the central public realm and looking northwest from the edge of the railway bridge.
35. Views out of the Conservation Area from the railway bridge towards Denmark Street are marred by several large late 20th/early 21st century developments including flats and a cinema. With reference to materials and scale, these developments are a marked contrast to the character and appearance of the Conservation Area.



Photograph 40: Looking Northeast across Goose Green



Photograph 41: View looking northwest from the former railway bridge

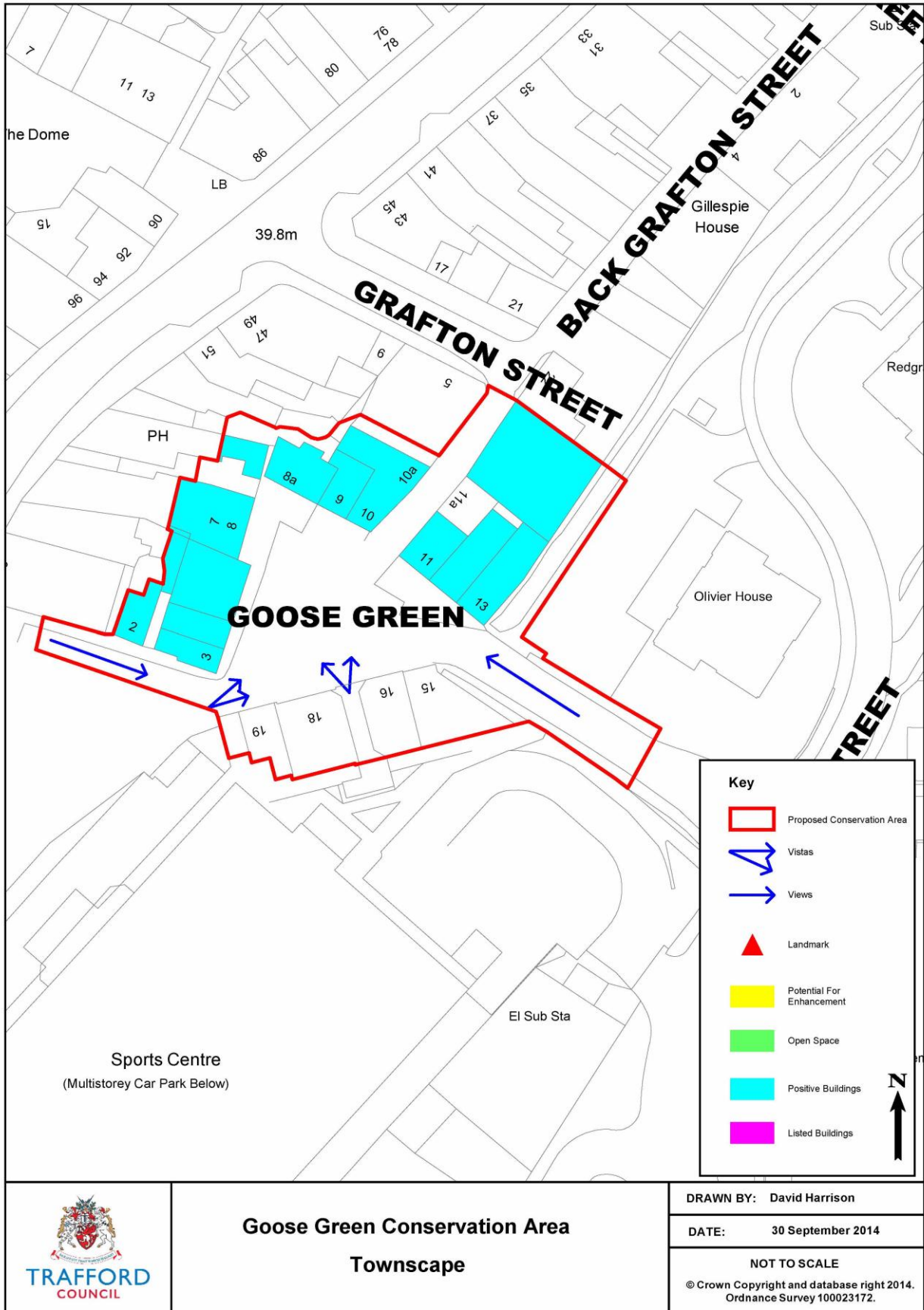
Development Opportunities

36. Due to the compact grain of the character zone there are now no opportunities for new development. The only development opportunities would be the re-use of existing premises. The former garage site on Back Grafton Street, next to No. 22 Back Grafton Street is a potential development site. This structure is identified as a positive contributor, retaining the historic building line along Back Grafton Street leading to Stamford New Road Conservation Area and thus classed as a non-designated heritage asset. As stated in NPPF

paragraph 135, “The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.”

Landmarks and Positive Contributors

37. There are no architectural landmarks within the Goose Green Conservation Area. The 20th century public art in the centre of the public realm contributes interpretation about the historic character of the area and is therefore deemed to be a positive contributor to the area. It is noted however that there may be potential to site the structure more sensitively so the public realm could be further utilised.



Map 14: 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 are referred to as 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 application.
2. This assessment has been undertaken using the criteria of the English Heritage at Risk Register condition assessment.
3. The list of positive contributors 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 within the Goose Green Conservation Area.

6. Assessment of Condition

6.1. General Condition

1. The general condition of Goose Green Conservation Area is considered to be good. A significant issue is that minor alterations have not been undertaken in a sympathetic manner to existing heritage assets. Inappropriate alterations include replacement windows and doors, insertion of rooflights and dormers, replacement signs and advertisements, addition of security measures and repair works using poor quality materials, for example pointing with overly cementitious mortar may act to cause further harm to individual properties. There are also some sections of the public realm which are in a state of disrepair.

6.2. Intrusion and Negative Factors

Individual Properties

1. One of the main issues evident in the Conservation Area is the use of poor quality materials and methods of repair. Many of the historic buildings appear to have been re-pointed in recent years recently using a cementitious material carried out with an unsympathetic finishing technique (Photographs 42 & 43). This has a negative effect on the external appearance of the properties and may lead to problems with water retention and freeze-thaw damage resulting in spalling brickwork.
2. At the time of survey vacancy was an issue within the Conservation Area. Buildings that are partially or fully vacant include numbers 5, 6 & 8. There are also several vacant units in the ground floor of the new development numbers 15-20 Goose Green located on the south side of the Conservation Area,. The garage building in the proposed extension, adjacent to number 22 Back Grafton Street, is currently vacant and is in a state of disrepair.
3. On the side elevation of number 11a Back Grafton Street there is some temporary signage which is too large and not of an appropriate design or material for the Conservation Area. The signage to 8a Goose Green is also obscuring architectural features of the building and deemed inappropriate



Photograph 42: Example of Poor Quality Pointing

Photograph 43: Wall Outside No. 13

4. There are also examples of inappropriate alterations and additions, such as the installation of UPVC windows and doors to 5 & 6 Goose Green and metal glazed bay windows to numbers 7 & 8 Goose Green. These do not adequately reflect the design & material of historic fenestration in the Conservation Area. The alteration of existing roofs to accommodate dormers and rooflights is also resulting in an adverse visual impact on the traditional roofscape. Intrusive additions and alterations to historic properties affect the positive contribution of the heritage asset and have a cumulative effect on the character of the area

Open Spaces and Areas

5. Some sections of the road surface and road markings within Goose Green, Back Grafton Street and the approach from Denmark Street are in poor state of disrepair.
6. There are some areas of spalled brickwork to the lower level of the boundary wall and bridge parapet on Denmark Street. There are some areas of missing stone copings and damaged brickwork on the boundary wall outside no 13 Goose Green.



Photograph 44:
Poor quality Tarmac on Denmark Street



Photograph 45: Back Grafton Street

7. In certain locations within the Conservation Area, the existing single and double yellow line restrictions are not installed to a narrower specification and the visual impact of some lines namely around the public realm within the centre of Goose Green needs further consideration (Photograph 44).
8. There is a proliferation of bollards within the Conservation Area, both lining the pedestrian routes pathways and surrounding the public art in the centre of Goose Green (Photograph 47). Some elements of street furniture such as the red fingerpost sign and waste bin appear incongruous and there is further scope to investigate the removal or reconfiguration of street furniture within the Conservation Area.
9. Although approach roads to the Conservation Area are only a single lane wide, Goose Green is often used by vehicles as a short cut from Stamford New Road via Back Grafton Street to

Denmark Street The resulting volume of through traffic is having a detrimental impact on the quiet environment of the enclosed space. The parking of vehicles on street in some locations within the area is also detracting from the historic character and appearance of Goose Green.



Photograph 46: Inappropriate Signage



Photograph 47: Bollards and Yellow Lines around Statue

Intrusive development

10. With regard to more recent development on the south side of the Conservation Area, it is considered some aspects of the design are unsuccessful such as the scale, massing and use of materials and this has also had a negative impact on key views in to and out of Goose Green (Photograph 47). It is vital that all aspects of fundamental architectural principles are adhered to so that development forms a positive relationship with the adjacent heritage assets and preserves or enhances the character and appearance of the Conservation Area.
11. There are also several recent developments outside the Conservation Area, to the east along Denmark Street (Photograph 41). These buildings are significant in scale and massing, contrasting greatly with the articulation and modest architecture of historic buildings within Goose Green. Subsequently the developments result in a negative impact on the setting of the Conservation Area and effect the experience of entering Goose Green from the south east.

6.3. Problems, Pressures and Capacity for Change

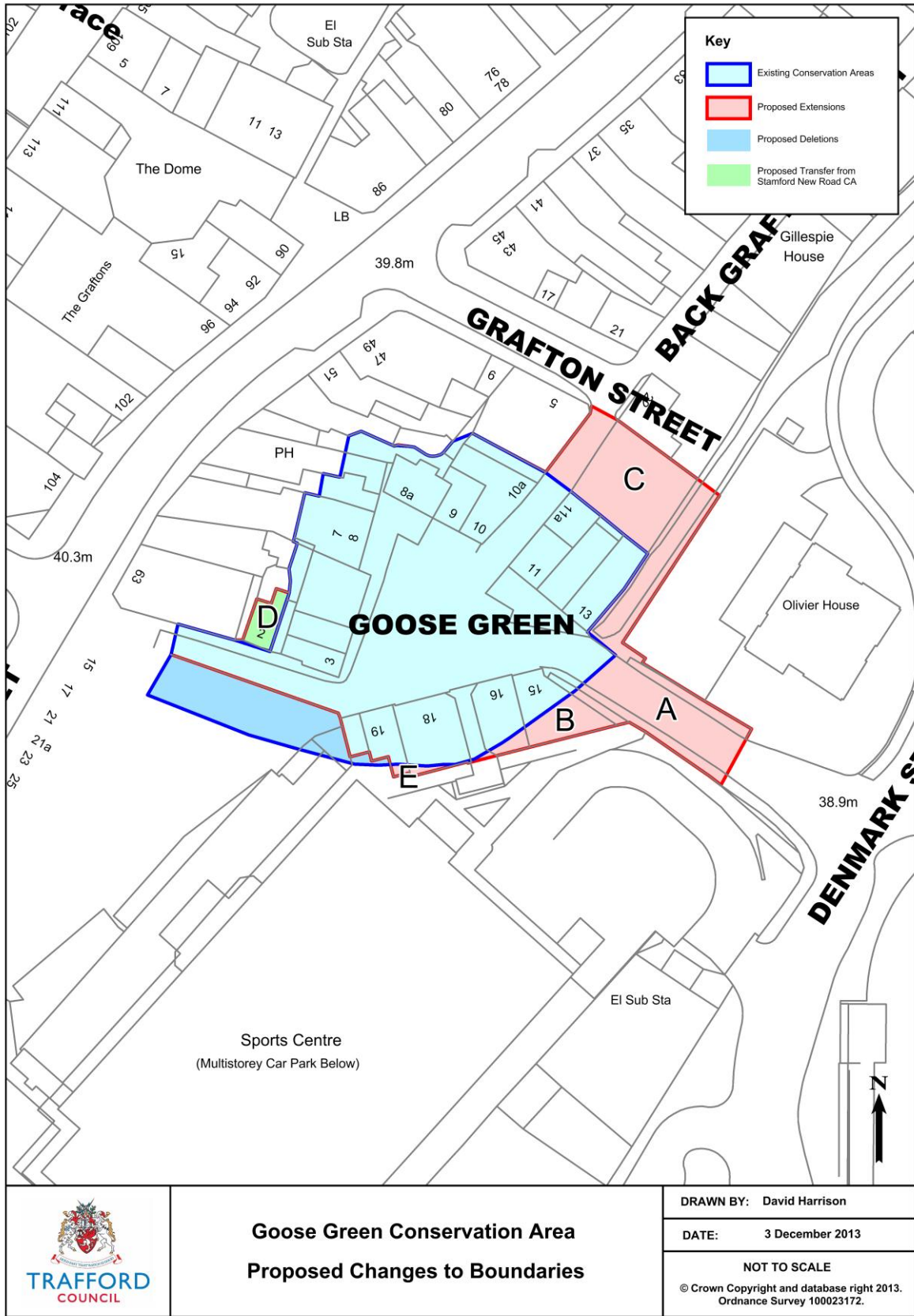
1. Further extension and alterations to the exterior of historic properties should be avoided if at all possible unless to restore missing architectural features or undertake repair works. Shop fronts and associated signage require further assessment and guidance as a change in commercial use may result in proposed alterations which could affect the positive contribution and setting of existing heritage assets.

2. There is also the possibility that existing historic fenestration may be replaced by unsympathetic alternatives deemed to be an inappropriate design and material for the Conservation Area. Appropriate styles displayed within the Conservation Area are timber sliding sash or side opening casement windows. The loss of historic windows could result in the erosion of historic architectural character in the area.

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 reviewed from time to time. Parts which are no longer of special interest 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 map (map 16)
 - **A** To include the former railway bridge to the southeast of the Conservation Area due to the historic brick wall with stone copings and extended to the south to the building lines of the properties to this side of the area.
 - **B** Also proposed for inclusion is the green space to the southeast of the area, but the modern development of flats beyond this and the cinema and car park development along Denmark Street is not included as it is of an inappropriate character and has a negative impact in the setting of the Conservation Area.

C The garage structure to the south of number 22 Back Grafton Street is also proposed for inclusion, as it is thought to date to the end of the 19th century and falls between Goose Green and Stamford New Road Conservation Areas.
 - **D** Number 2 Goose Green, which is internally connected to no. 3, is currently located within Stamford New Road Conservation Area. It is proposed that it is removed from this Conservation Area and included into Goose Green Conservation Area.
 - **E** It is also proposed that the boundary enclosing an area to the south be altered so that boundary is aligned to include the new development, nos.15-20 Goose Green.



Map 16: Proposed Boundary Extensions

8. A Plan for Further Action

1. Below is a summary of the main issues and pressures within the Conservation Area, which will be addressed in the corresponding Goose Green Management Plan.
 - To address the issue of the use of poor quality materials and methods of repair. This includes the issue of re-pointing and replacement of brickwork. Numerous properties in the Conservation Area have been badly re-pointed with inappropriate mortar that stands out in obvious contrast to the brick work. This material may cause water retention within the brick, which when frozen and thawed will cause the bricks to spall. The replacement of traditional materials such as slate or clay tiles, leadwork, cast iron rainwater goods, masonry and joinery and replacement with composite materials can diminish the quality and distinctiveness which heritage assets provide. Further guidance regarding the use of materials and methods of repair will be provided in the Management Plan.
 - To repair spalling brickwork to boundary walls on the former railway bridge. This issue gives one of the main entrance routes to the Conservation Area a dilapidated appearance.
 - To discuss the removal or alterations of inappropriate signage to commercial premises. The signage on the side of number 10 Goose Green as this is of a poor design, of inappropriate modern materials not appropriate for the area. The signage to number 8a Goose Green is of an appropriate colour and material, but not an appropriate size. Also, there are two large signs, where one may suffice.
 - The use of a mixture of highway surfacing materials does not complement the Conservation Area. It is accepted that statutory undertakers patched reinstatements may be difficult to fully control and that some areas, such as Back Grafton Street, are not adopted highway and therefore the responsibility of private frontages. Some patching of surface materials has been carried out as a reactive measure to ensure highway safety. Nevertheless mechanisms and partnership aimed at improving the quality of these surfaces should be fully examined.
 - In certain locations the existing single and double yellow line restrictions are not installed to the narrower conservation specification which would be more complementary. In addition the opportunity to use alternative types of traffic restrictions that can be enforced without the requirement for road markings should be examined.
 - The level of street furniture and varied styles, in certain locations should be assessed. There is scope to investigate the removal or reconfiguration of street furniture to enhance the character and appearance of the Conservation Area.

- The parking of vehicles on street can in some locations detract from the historic character of the area. Ways to minimise the impact should be investigated, along with alternative ways of providing for the parking demands in the area.
- To consider ways of addressing the volume of traffic using the Conservation Area as a through route; this is not the historic use of the area or the character that should be promoted. Future redesign of the town centre should consider ways of avoiding through traffic while maintaining access to the Conservation Area.
- To consider more detailed design guidance for owners and applicants regarding alterations to premises, including shop fronts, to accommodate new commercial uses.
- Intrusive additions and alterations to heritage assets can impact on significance and ultimately will result in a cumulative effect on the character and appearance of the Conservation Area. Alterations include replacement windows and doors of inappropriate design and material, rainwater goods, rooflights, dormers, erection of boundary treatment, wiring and ventilation. The replacement of traditional materials such as slate or clay tiles, leadwork, cast iron rainwater goods, masonry and joinery and replacement with composite materials can diminish the quality and distinctiveness which heritage assets provide.

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Appendix 1: An Audit of Heritage Assets

1. The term positive contributor identifies a non-designated heritage asset which makes a positive contribution to the Conservation Area. These buildings, structures and sites 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 interest.⁵² 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 2.2.21⁵³. 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 e.g. 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?
 - Does its use contribute to the character or appearance of the area?

⁵² Department of Communities and Local Government, *National Planning Policy Framework*. (Department of Communities and Local Government, 2012).

⁵³ English Heritage, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: English Heritage, 2011) para 2.2.21

Positive Contributors

Address: 3-6 Goose Green

Built: Pre 1835, **Condition:** *Good*



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. These terraced buildings are 2 storeys in height and are built from handmade Cheshire brick which is laid in a Flemish brick bond. The roof is pitched, clad with blue slate and features external brick chimneys. The windows of these building are rectangular in shape and have stone sills and brick headers; in addition the windows are within a timber casement. The doorways at all the properties are part timbered, part glazed. Other architectural detailing includes elements of modest traditional shop fronts at properties number 3 and 4, whereas properties numbers 5-6 have modern signage. Another feature includes property number 5 which is a taller in height. As a group they illustrate the development of the settlement in which they stand.

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Address: 7-8 Goose Green

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



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style, materials and form. These terraced buildings are 2 storeys in height and are built from handmade Cheshire bricks which are laid in an English garden wall brick bond. The roof is pitched clad with blue slate and features external brick chimneys. The windows of these building at first floor level are rectangular

in shape and feature cambered brick headers and bricks sills. The doorway at property number 7 is part timbered and part glazed, whereas the entrance at property 8 is aluminium and features security measures at first floor windows. Building has been altered to incorporate 2 story aluminium bay windows. As a group they illustrate the development of the settlement in which they stand.

Address: 8a Goose Green

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



Description: This building reflects a substantial number of other elements in the Conservation Area in age, style and materials. This terraced building is 3 storeys in and 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 windows of these building are rectangular in shape and are within a timber casement. The doorway is part timbered, part glazed painted in white. Other architecture features include stone sills and brick headers to the windows at first floor level, a modern shop frontage with a wide ground floor level window, modern shop signage with security shutters and a 2 story oriel window. It illustrates the development of the settlement in which it stands.

Address: 9-10 Goose Green

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



Description: These buildings reflect a substantial number of other elements in the Conservation Area in age, style and materials. These terraced buildings are 2 storeys in height with additional accommodation in the roof and are 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 windows of these buildings are tall and squared in shape and have stone sills and brick headers; in addition the timber vertical sliding sash windows are painted white. The doorways are part timbered part glazed and feature a fanlight above them. Other architectural features include red stock brick detailing. As a group they illustrate the development of the settlement in which they stand. The use of number 9 contributes to the character of the area.

Address: 11-13 Goose Green

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. These terraced buildings are 2 storeys in height and are built from handmade Cheshire brick which is laid in a header brick bond. The roof is pitched cladded with blue slate tiles and features external brick chimneys. The windows of these buildings are tall and squared in shape and have stone sills and brick headers; in addition the timber vertical sliding sash windows are painted white. The doorways are part timbered part glazed and feature a fanlight above them. Other architectural features include red stock brick detailing and a part-brick boundary wall composing of 3 courses with a flat stone coping. As a group they illustrate the development of the settlement in which they stand. The use contributes to the character of the area.

Proposed Extension, Address: 2 Goose Green

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



Description: This building reflects a substantial number of other elements in the Conservation Area in age, style and materials. This terraced building is 2 storeys in height and is built from handmade Cheshire brick which is laid in a stretcher brick bond. The roof is pitched, cladded with blue slate tiles and features external brick chimneys. The windows of these building are tall and squared in shape and have stone sills and brick headers; in addition the timber vertical sliding sash windows are painted white. The doorway to this building is part timbered; part glazed and features a fanlight above it. Other architectural features include elements of traditional shop frontages such as a traditional signage and a hanging sign. It illustrates the development of the settlement in which it stands.

Proposed Extension, Address: Garage, Back Grafton Street

Built: 1897-1908, **Condition:** *Poor*



Description: This building illustrates the development of the settlement in which it stands. The warehouse built from handmade Cheshire brick laid in a stretcher brick bond. The building features a metal wooden sliding doorway and a roof which is pitched and cladded with blue slate. It reflects the traditional former uses in the area.

Appendix 2: Contacts

Trafford Council Contacts

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

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

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

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

National Organisations

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