



Linotype Estate Conservation Area

Conservation Area Appraisal April 2016

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1 Introduction

1.1. Designation of the Linotype Estate Conservation Area

1.1.1 The Linotype Estate Conservation Area was designated on 4th July 1985 by Trafford Borough Council. There are no known records of any extensions or alterations to the boundary.

1.2. Definition of a Conservation Area

1.2.1 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.

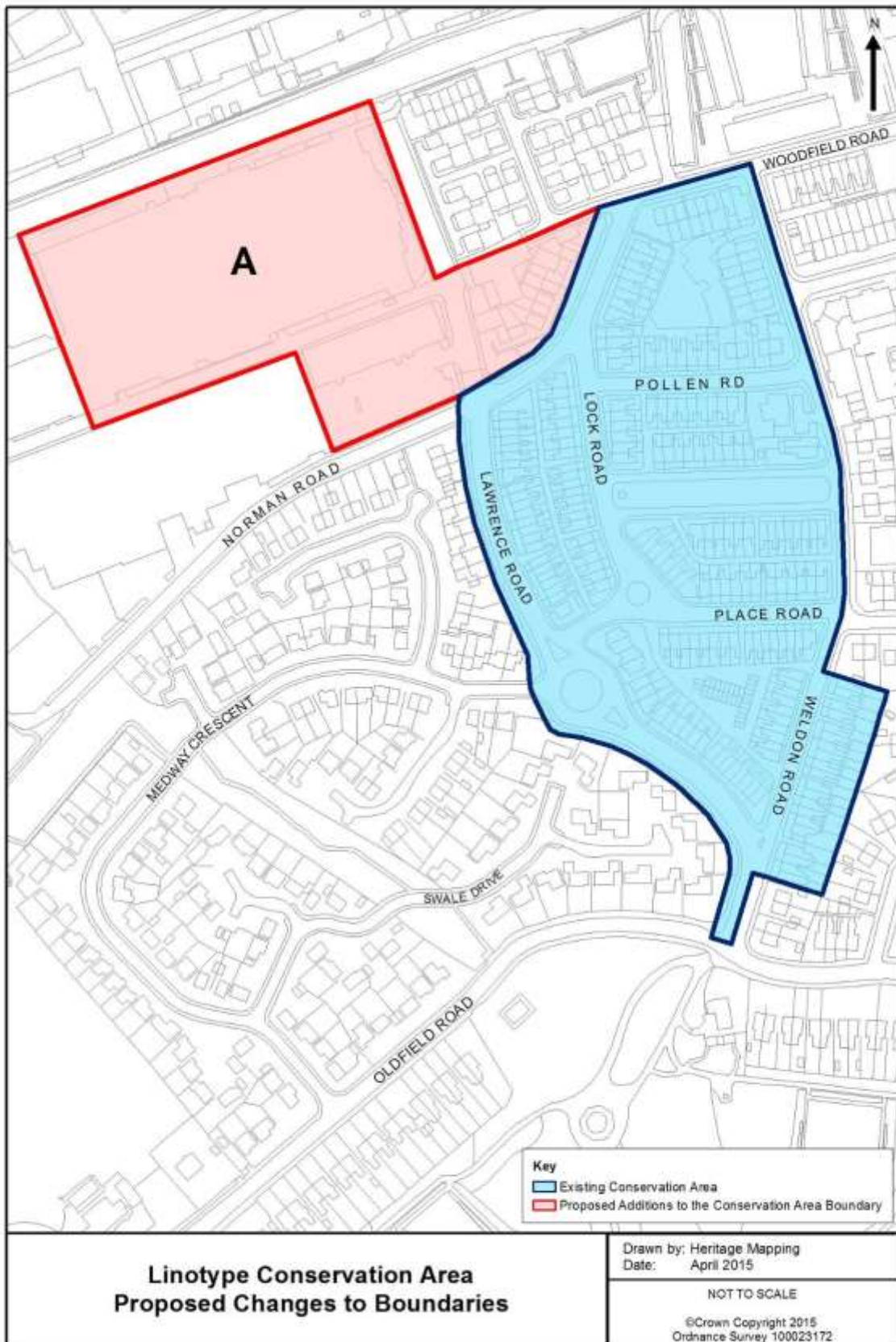
1.2.2 Conservation area designation recognises the unique quality of an area as a whole. It is not just the contribution of individual buildings and monuments, but also that of features such as topography, layout of roads, pathways, street furniture, open spaces, and hard and soft landscaping which assist 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.

1.2.3 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 yards.³

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



Map 1: Conservation Area Boundary with extensions

1.3. Value of a Conservation Area Appraisal

- 1.3.1 The National Planning Policy Framework (NPPF) stresses the need for local planning authorities to set out a positive strategy for the conservation and enjoyment of the historic environment. Local planning authorities are required to define and record the special characteristics of heritage assets within their area. This appraisal fulfils the statutory duty placed on the local planning authority *'to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.'*⁴
- 1.3.2 Conservation areas may be affected by direct physical change or by changes in their setting or in the uses of buildings or areas within it. A clear definition of those elements which contribute to the special architectural or historic interest of a place will enable the development of a robust policy framework for the future management of that area, against which applications can be considered.⁵
- 1.3.3 The purpose of the Appraisal is, in accordance with the methodology recommended by Historic England, to define and record the special architectural and historic interest of the Linotype Estate Conservation Area.⁶ This appraisal has been used to prepare a 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.
- 1.3.4 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 Linotype Estate Conservation Area.
- 1.3.5 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 development and result in an educational and informative document for the local community.⁷
- 1.3.6 The Town and Country Planning (General Permitted Development) (England) Order 2015 (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.

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

⁵ Historic England, *Guidance on Conservation Area Appraisals*, (2006) para 2.8.

⁶ Historic England, *Guidance on Conservation Area Appraisals*, (2005).

⁷ Historic England, *Understanding Place: Conservation Area Designation, Appraisal and Management*, (2011), paras 1.7 & 1.9.

- 1.3.7 The Linotype Estate Conservation Area is subject to an Article 4 direction which controls development within the area. Permission must be obtained for:
- The enlargement, improvement or other alteration of a dwelling house. (This includes all extensions, windows, doors, cladding, and dormers.)
 - The erection or construction of a porch outside any external door of a dwelling house.
 - The erection, construction, maintenance, improvement or alteration of a gate, fence, wall or other means of enclosure.
- 1.3.8 Guidance on appropriate development in the Conservation Area was contained within Supplementary Planning Guidance note PG23 (Nov 2000). This guidance has been replaced by the Management Plan that has been written to accompany this Conservation Area Appraisal.
- 1.3.9 This Appraisal will provide a character assessment of the present Linotype Estate 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 the continued use of the Article 4 direction and assess if statutory action is required to safeguard 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 extensions are also shown on map 1 (page 2). Consequentially the document will provide background evidence for assessing the acceptability of development proposals.
- 1.3.10 Further guidance and proposals will be detailed in the corresponding Linotype Estate Management Plan which should be considered in conjunction with this Appraisal.

1.4. Scope of the Appraisal

- 1.4.1 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 Linotype Estate 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.
- 1.4.2 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 Linotype Estate Conservation Area. Such information should be considered in conjunction with the Appraisal during the course of decision making by the local planning authority.
- 1.4.3 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 Linotype Estate Conservation Area significant. Ultimately special attention shall be paid to the desirability of preserving and enhancing the character or appearance of the Conservation Area.⁸

- 1.4.4 This Conservation Area Appraisal has been produced by Trafford Council following the submission of an initial draft by Purcell.

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

2. PLANNING POLICY CONTEXT

2.1. National and Local Planning Policies

2.1.1 Policy Framework provide the legislative and national policy framework for conservation area appraisals and management plans.

2.1.2 The NPPF (paragraph 126) states:

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

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
- *the desirability of new development making a positive contribution to local character and distinctiveness;*
- *and opportunities to draw on the contribution made by the historic environment to the character of a place.'*⁹

2.1.3 The 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 assets include designated heritage assets and non-designated heritage assets identified by the local planning authority (including local listing).'* The guidance also states that a designated heritage asset is one that is classed as: *'A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park or Garden, Registered Battlefield or Conservation Area designated as such under the relevant legislation.'*¹⁰ A non-designated heritage asset is a building, monument, site, place, area or landscape identified as having a degree of significance that is not protected under legislative framework.

2.1.4 The Enterprise and Regulatory Reform Act (ERR) 2013 introduced measures to enable owners and local planning authorities to enter into non statutory Heritage Partnership Agreements to help them manage listed buildings more effectively. They will also remove the requirement for Conservation Area Consent, while retaining the offence of demolishing an unlisted building in a conservation area without permission.

2.1.5 The measures will reduce burdens by granting listed building consent automatically for certain categories of work or buildings through a system of national and local class

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

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

consents. They will also increase certainty and reduce the numbers of unnecessary consent applications by creating a certificate of lawfulness of proposed works to listed buildings.

- 2.1.6 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 are:
- Policy R1 – Historic Environment relating to designated and non-designated heritage assets;
 - Policy L7 – Design; and
 - Policy W2 – Town Centres and Retail.
- 2.1.7 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.
- ## 2.2. Conservation Area Policy Guidance
- 2.2.1 This appraisal has taken into consideration methodologies and advice outlined by Historic England in the following publications:
- Measuring and Assessing Change in Conservation Areas, (2005);
 - Guidance on Conservation Area Appraisals, (2006);
 - Guidance on the Management of Conservation Areas, (2006);
 - Understanding Place: An Introduction, (2010);
 - Understanding Place: Historic Area Assessments in a Planning and Development Context, (2010);
 - Understanding Place: Historic Area Assessments: Principles and Practice, (2010)
 - Understanding Place: Conservation Area Designation, Appraisal and Management, (2011);
 - Understanding Place: Character and Context in Local Planning, (2011);
 - Streets for All: North West, (2006); and
 - Conservation Principles Policies and Guidance, (2008).
- 2.2.2 The Historic England 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.
- 2.2.3 Further guidance has been issued by Historic England 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 Historic England, ‘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’.

2.2.4 In addition, consultation of the Historic Environment Record 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.

2.2.5 The proposals set out by this appraisal underwent a period of public consultation and were submitted for consideration at a public meeting in the area to which they relate.¹¹ The local planning authority had regard to all views concerning the proposals expressed by persons attending the meeting or during the period of consultation.¹²

2.3. Control Measures Brought About By Designation

2.3.1 In determining applications for development in conservation areas, local planning authorities must pay special attention ‘to the desirability of preserving or enhancing the character or appearance of that area’.¹³ This requirement, as set out in legislation, is also reflected in national and local policy.

2.3.2 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’,

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

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

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

the requirement is relaxed to allow the removal of trees of stem diameter up to 100mm to be removed without giving the Council prior notice.

- Should the notified tree work be unacceptable to the Council, the latter will make a Tree Preservation Order during the six week notification period, thus ensuring continuity of protection. Local Authorities cannot insist upon a replacement for a tree lawfully felled within a conservation area, unless the tree is also protected by a Tree Preservation Order.
- Certain categories of advertisement which have deemed consent under the Advertisement Regulations are restricted in areas of special control.

3. THE SUMMARY OF SPECIAL INTEREST

3.1. History

- 3.1.1 The estate's original connection with the Linotype & Machinery Company Ltd is the key component of its historical value: without this connection the Estate would not have been designed and built as it was. The Company, established in 1889, took advantage of the improved transport links in Altrincham in the late 19th century and followed the trend for industrial development along the Bridgwater Canal. The Estate that was built to accompany the new factory echoed similar ventures carried out by other industrial figures in Britain, which sought to house the working community in a purpose-built estate designed holistically to contain dwellings and leisure amenities.
- 3.1.2 The Linotype Estate was built in one phase between 1897 and 1901, and it is evident from historic maps that the terraces closest to the factory were completed first. The variations of a similar architectural style repeated throughout the Conservation Area is especially interesting in its attempts to convey a sense of layered development.
- 3.1.3 The survival of the main office block at the factory ensures that some of the estate's historic context remains. Also largely lost are the open amenities spaces, resulting in quite a densely-packed residential area, as opposed to the original layout which was buffered with sports' pitches and allotments.

3.2. Architectural Value

- 3.2.1 The estate workers' cottages on the Linotype Estate Conservation Area have a surprisingly rich architectural quality given that they were holistically designed and constructed in a five-year period. The seven principal architectural styles have variants in their detailing which subtly sets each one apart. For example, varying gable sizes, different window styles, some being set behind front gardens and others fronting almost directly onto the pavement.
- 3.2.2 The particularly unusual gable-fronted houses have retained their original street front roofline, ensuring that this feature has not been diluted by modern additions. This style and a large number of the other architectural styles prevalent throughout the Conservation Area are atypical of the standard late 19th-century terrace typeset.
- 3.2.3 The sense of architectural layering adds to the character of the Conservation Area. There are areas, however, where this original character has been obscured following the installation of unsympathetic UPVC windows with large panes, rather than characteristic timber-framed windows with smaller lights. There is potential for this to be addressed and character re-instated through the installation of more sympathetic windows and front doors.
- 3.2.4 The Linotype Works is in contrast a large scale industrial building. The main office block provides a key focal point and is designed to impress, with decorative terracotta detailing. The industrial character of the other key parts of the building, such as the Boiler House and Drawing Office, is evident through their more robust detailing and functional

nature, though these still provide examples of attractive architecture within the canal-side setting.

3.3. Streetscape and Open Spaces

- 3.3.1 The Linotype Estate is a quiet residential area, with slightly busier roads at its western and northern edges which lead to and from the industrial estate. The architectural diversity and combination of front gardens set behind low walls or hedges and houses fronting almost directly onto the pavement add some variety to the streetscape, which is predominantly typified by rows of red brick terraces.
- 3.3.2 The well-maintained planted scheme throughout the Conservation Area adds further visual interest to the streetscape, most notably on the two roundabouts, which retain the planting from the Oldfield Hall estate, rather than having been replaced with standard municipal-style alternatives.
- 3.3.3 The open spaces in the Conservation Area are key features and include the planted strip in the centre of Bemrose Avenue, the planted roundabouts and the small rear yards accessed via the turfed ginnels between the terraces. The estate was originally conceived and built with far more open spaces for use as sports pitches and allotments, many of which have unfortunately been lost and re-developed.
- 3.3.4 The proliferation of the car parked on the road has some negative impact on the streetscape, which was not originally designed at a time when cars were commonplace, and has increased in recent years as residents of the new Budenberg development also park their cars on the estate.

3.4. Views and Landmarks

- 3.4.1 There are no landmark buildings within the current Conservation Area boundary, as the character of the domestic terraces is one of homogenous design. However, the Linotype Works main elevation with its central clock tower is a key landmark feature due to its formal front façade. The Boiler House on the north side of the factory is also a key feature as seen from the Canal.
- 3.4.2 Key views are primarily internal ones of domestic streetscapes. Views from inside the Conservation Area looking outward have been marred by dense modern development in the immediate surrounding area.

3.5. Communal Value

- 3.5.1 The Linotype Estate has communal value to the people who live there and who have lived there in the past, as it has always been a residential estate, originally to house workers employed only a short distance away. The Conservation Area is valued by the present and former residents, probably including the former Linotype employees and the children brought up on the estate in high quality houses with excellent amenities.

3.6. Significance Statement

- 3.6.1 The special interest of the Linotype Estate Conservation Area stems predominantly from the large-scale survival of the original estate plan form, and its association with the late 19th-century movement for providing homes and amenities for workers. The presence of the Linotype Works immediately adjacent provides the historic context for the construction of the estate and a grand and impressive flagship office building to demonstrate the company's stature. Although its setting has drastically changed in recent years and been subjected to a number of new developments, the Conservation Area retains its original street plan and distinctive variety of architectural styles. The collection and dispersal of these architectural styles create an impression that the estate has developed over a period of time.

4. ASSESSMENT OF SPECIAL INTEREST

4.1. Introduction

4.1.1 This section of the appraisal comprises a detailed analysis of the special interest of the Linotype Conservation Area with regard to its location and setting, character and plan form, historic development, building development phases, archaeology and architectural quality and built form.

4.2. Location & Setting

4.2.1 The Linotype Estate Conservation Area is located in Altrincham in the borough of Trafford. It was designated on 4th July 1985 by Trafford Borough Council and there are no known records of any extensions or alterations to the boundary.

4.2.2 Access is primarily via the A56 Manchester Road to the east, which forms part of a major artery into central Manchester, approximately eight miles to the north-east, from the south-west. The M56 is approximately three miles to the south-west. The Bridgewater Canal, originally created at the instruction of the Duke of Bridgewater in the 18th-century, borders the Conservation Area close to its northern edge.

4.2.3 The setting of the Conservation Area is primarily residential to the south and west. John Leigh Park lies immediately to the south of the Conservation Area and sits on a hill overlooking Broadheath to the north. The L & M Business Park, the site of the original Linotype Factory, borders the Conservation Area to the north-west and there is a large cluster of industrial and business estates and a retail park on the opposite side of the canal.

4.2.4 There is a large proportion of modern development in the immediate vicinity of the Conservation Area. Most conspicuous amongst this is the Budenberg HAUS Projekte, a regeneration scheme retaining the façade of the early 20th-century Budenberg Factory on Woodfield Road flanked by two large new residential buildings designed by Foster + Partners overlooking the canal. The project was completed in 2005 and dominates views north from the Conservation Area.

4.2.5 The Linotype Conservation Area borders a proposed boundary extension to the Sandiway Conservation Area to the south (see map 2, p.14).

Topography and Geology

4.2.6 The land on which the Conservation Area sits is higher at the south end and slopes gently downwards towards the canal.

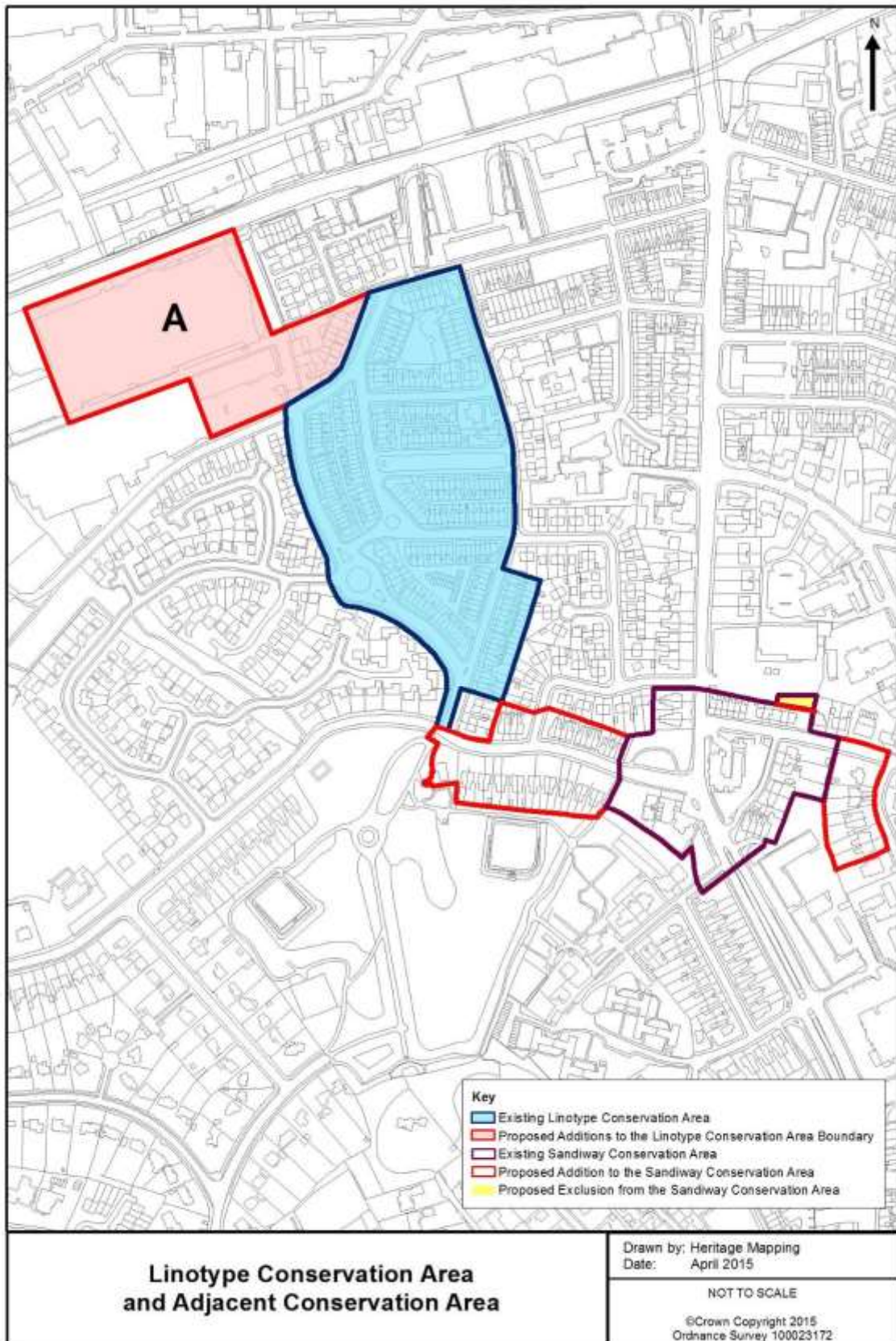
4.2.7 The geology of the site 'comprises siltstone and sandstone of the Tarporley Siltstone Formation, overlain by deposits of sand and gravel.'¹⁴

4.2.8 Local stone was predominately used for building up until the 19th-century, when their prodigious use in the construction of the growing industrial towns surrounding

¹⁴ Wessex Archaeology, *Woodfield Road Historic Area Assessment, Broadheath, Altrincham* (2011) 1

Manchester exhausted sources of local stone.¹⁵ Brick construction, as seen in the Linotype Conservation Area, became very common, as did the import of stone from further afield via railway and canal networks.

¹⁵ Historic England, *Strategic Stone Study – A Building Stone Atlas of Greater Manchester, Introduction*. (London: Historic England, 2011) 1



Map 2: Adjacent Conservation Area Boundaries

4.3. General Description, Character and Plan Form

- 4.3.1 The Linotype Estate Conservation Area is roughly ovoid in shape; narrow at the top and bottom, and wider in the centre. The boundary encompasses the 19th-century workers' Estate between Lawrence Road and Weldon Road. The buildings are generally terraced and exhibit a variety of architectural styles. There are some examples of modern (post-1930s) buildings which do not reflect the character of the 19th-century workers' houses. The roads are secondary, local-access only thoroughfares, resulting in a quiet residential suburb despite its proximity to the busy A56.
- 4.3.2 The Conservation Area is a predominantly built up environment; however, there is a strip of green landscaping along the centre of Bemrose Avenue which is planted with trees, and roundabouts on Lawrence Road and Place Road retain historic trees. The original workers' estate was laid out with amenities such as allotments and extensive sports grounds (including cricket, hockey, bowling, tennis and football) but these have since been lost to adjacent residential development.

4.4. Historic Development of the Linotype Conservation Area

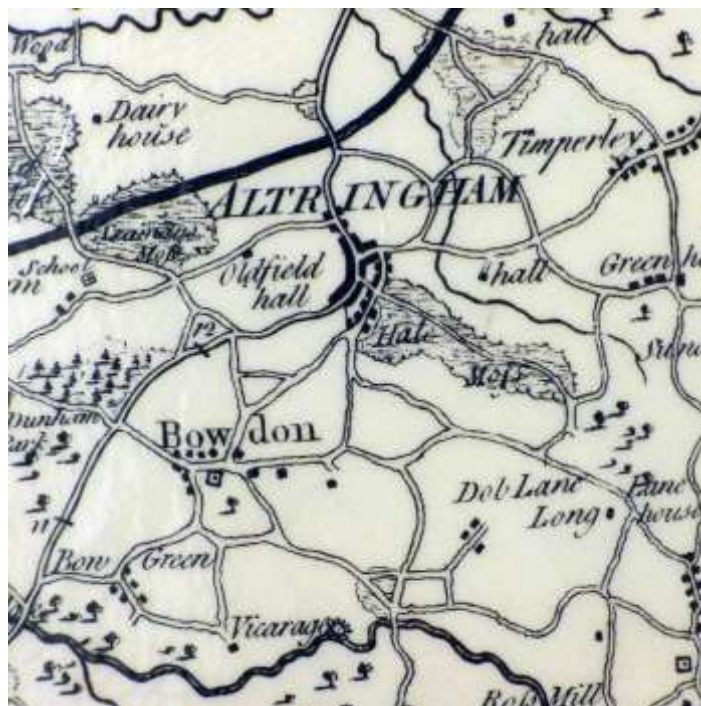
- 4.4.1 Below is a summary of the historic development of the Linotype Estate Conservation Area. For further detail on the history of Altrincham please refer to Appendix C.

Early History

- 4.4.2 There is evidence of some prehistoric activity in the general area of the study site. A Mesolithic/Neolithic flint arrowhead and a Neolithic flint scraper have been found within 1km of the Conservation Area.¹⁶ A Roman road passes close to the north-west of the current Conservation Area boundary, cutting through the Linotype Works building on a south-west to north-east trajectory. This indicates a higher level of activity in the area during this period.
- 4.4.3 After this time the area was used as agricultural land and from 1409 the land was inherited by the Booth family from the de Masceys (of Dunham Massey) to later become part of the Oldfield Hall estate. Oldfield Hall itself, on the site of what is now John Leigh Park to the south of the Conservation Area, was probably first built in the 17th century. It was rebuilt in the mid-18th-century and later demolished in 1917.
- 4.4.4 From the Burdett map of Cheshire of 1777, which notably depicts the Duke of Bridgewater's Canal (built 1759-76) cutting through the land just to the north of the site, there is no evidence to suggest that the site had any earlier use other than as agricultural land until its later development. This is also evident in the site's depiction in the 1876 Ordnance Survey (see map progression at section 4.4). This supposition is further supported by the land being part of the Oldfield Estate until the establishment of the Linotype Works there.¹⁷

¹⁶ Wessex Archaeology, *Woodfield Road Historic Area Assessment, Broadheath, Altrincham* (2011) 7

¹⁷ <http://list.english-heritage.org.uk/resultsingle.aspx?uid=1390816> (accessed 4 November 2014).



A detail of Altrincham from the Burdett map of Cheshire, 1777

Victorian Linotype

- 4.4.5 As noted above, development of the Linotype site first occurred in the last quarter of the 19th-century with the construction of the first Linotype Works building in 1897 by the Linotype and Machinery Company Limited. This was evidently part of a wider development trend in this area to the north-west of the growing town of Altrincham, along the edge of the Bridgewater Canal, for various industries such as a saw mill and an engineering works.
- 4.4.6 Joseph Lawrence originally established the Linotype Company in 1889, at which time the company was located on Oxford Road in Manchester.¹⁸ The company was formed to produce specialist typesetting machinery, which was a great success, particularly in the printing of newspapers. The company quickly out-grew its city-centre site and consequently moved to Altrincham.
- 4.4.7 The main office building to the east end of the factory site was designed by Stott and Sons, a firm specialising in industrial buildings such as mills. It was listed at Grade II in 2004:
- 4.4.8 'A boldly-detailed and well-preserved office building of 1897 which forms the prominent centrepiece of a massive printing machine factory developed on a greenfield site in Altrincham. Its ambitious scale and the richness of its exterior detailing distinguish from many other commercial buildings of the period and its clock tower ensures its continued prominence in the landscape.'¹⁹

¹⁸ <http://www.mosi.org.uk/media/33870636/thelinotypeandmachineryco.pdf> (accessed 4 November 2014).

¹⁹ <http://list.english-heritage.org.uk/resultsingle.aspx?uid=1390816> (accessed 4 November 2014).

- 4.4.9 The main office building is seen in early photographs sitting in front of a wide open lawn (later built on with a new factory block called Woodfield House and now covered with housing). The tall boiler house chimney is a distinct feature in the background (now demolished).



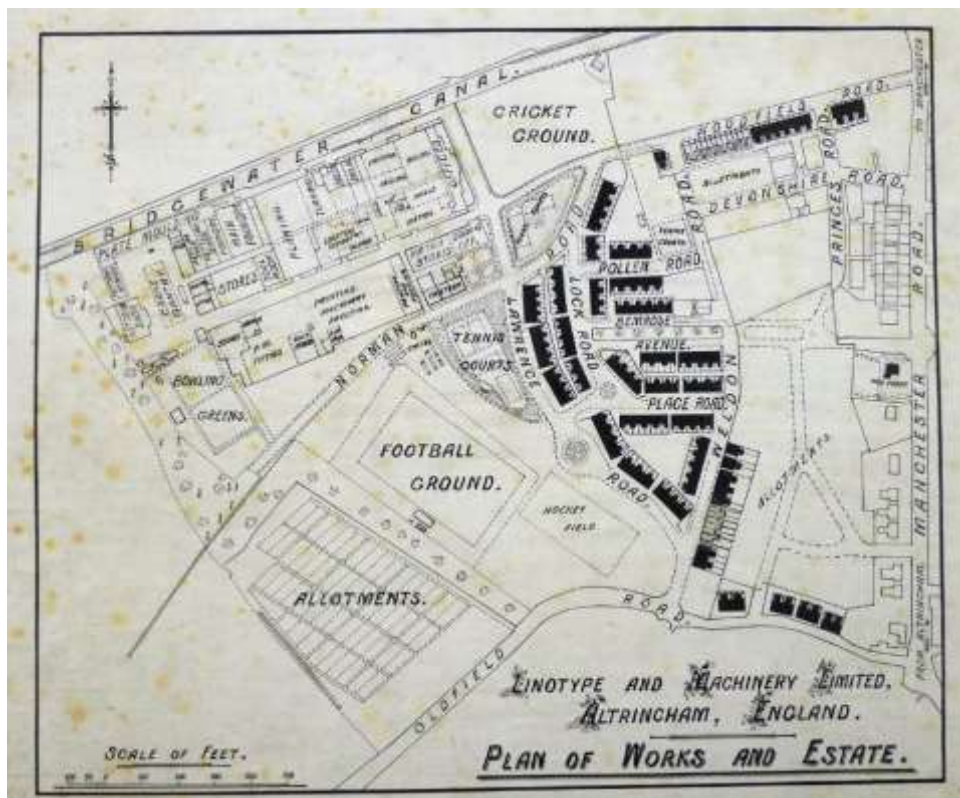
Postcard of the Linotype Works, 1904 (TL2533a, Trafford Lifetimes)

- 4.4.10 It was not long after the erection of the first works building that the factory buildings were expanded, with the Printing Machinery Erecting Department in 1910 and the Drawing Office and Matrix Store in 1921.
- 4.4.11 This secondary phase of work notably included the development of housing to the south-east of the main factory buildings. 185 houses were built between 1897 and 1901, on streets named after the company directors. The houses were also designed by Stott and Sons, with recreational grounds and allotments set out as part of the development, located to the west of the current Conservation Area. This echoes the context of contemporary theories on housing for industrial workers, pioneered in the late 19th- and early-20th-centuries at sites such as W. H. Lever's Port Sunlight and the Cadbury brothers' Bourneville. Both these sites are particularly important as early examples of the application of garden suburb ideas.²⁰
- 4.4.12 Although the Linotype Estate was laid out on a less extensive scale, it is possible to identify the influence of garden suburb ideas in the combination of the irregular street pattern, smaller groups of houses and integral allotments. This is perhaps most apparent when its design is contrasted with the slightly earlier, but equally socially-driven, model village of Saltaire built by Titus Salt for his worsted mill workers in the second half of the 19th century.
- 4.4.13 The layout of the Estate was influenced by the established pattern of field boundaries and trees on Oldfield Hall land. The roundabout on Lawrence Road and the strip of greenery and trees on Bemrose Avenue in particular were formed around existing groups of trees.

²⁰ Gillian Darley, *Villages of Vision* (1978), p. 278.



1894-95 OS Map of Saltaire



An undated plan of the Linotype Estate, showing the plan of the estate (PLA/1/6, Trafford Local Studies Centre)

20th Century Linotype

- 4.4.14 During the First and Second World Wars, the Linotype Works was requisitioned for the manufacture of weaponry as part of the war effort. Some sense of the scale of their operation in the Second World War can be gleaned from a contemporary report, stating:

*'More than a million and a half complete units and parts of Hewitzers, anti-tank guns, Bren guns, Bofors guns, Browning guns, 2-pounder tank and anti-tank guns, aeroplanes, armoured fighting vehicles, &c. have flowed from the works of the Linotype and Machinery Limited since 1939.'*²¹

- 4.4.15 The factory escaped any damage from enemy bombers targeting the industrial city of Manchester. However, Nos. 67-79 Lawrence Road were bombed on 22nd December 1940 leaving them uninhabitable. On the site of these houses are now late 20th century semi-detached dwellings, indicating that the original houses did not survive. The adjacent terrace ends with an awkward $\frac{3}{4}$ gable.

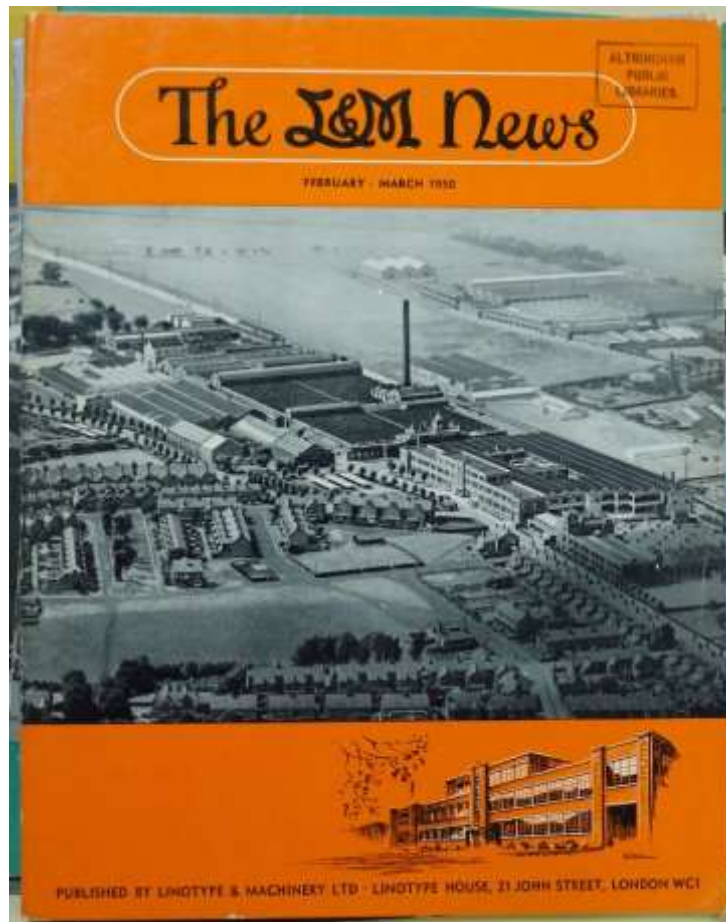
- 4.4.16 After the end of the Second World War the factory returned to its original purpose. The parent company of the Linotype Works, located in Germany, was bombed during the War and subsequently all the manufacturing moved to this site. As a result the factory became a world leader in this type of machinery.

- 4.4.17 The company immediately expanded their works buildings. In 1950, for example, the Linotype and Machinery Works magazine publicised the 1946-47 Woodfield House, built opposite the main office building and designed by Henry S. Fairhurst, on the cover of their quarterly magazine:

*'Reproduced on the front cover is a recent aerial photograph of the L&M Works in Altrincham, Cheshire [...] includ[ing] the three-storey building erected since the war. [...] It has added an additional floor space of 169,400 square feet, the whole of which is devoted solely to the manufacture of Linotypes.'*²²

²¹ T/623/4L1N, *Linotype Machinery Limited*, Trafford Local Studies Centre.

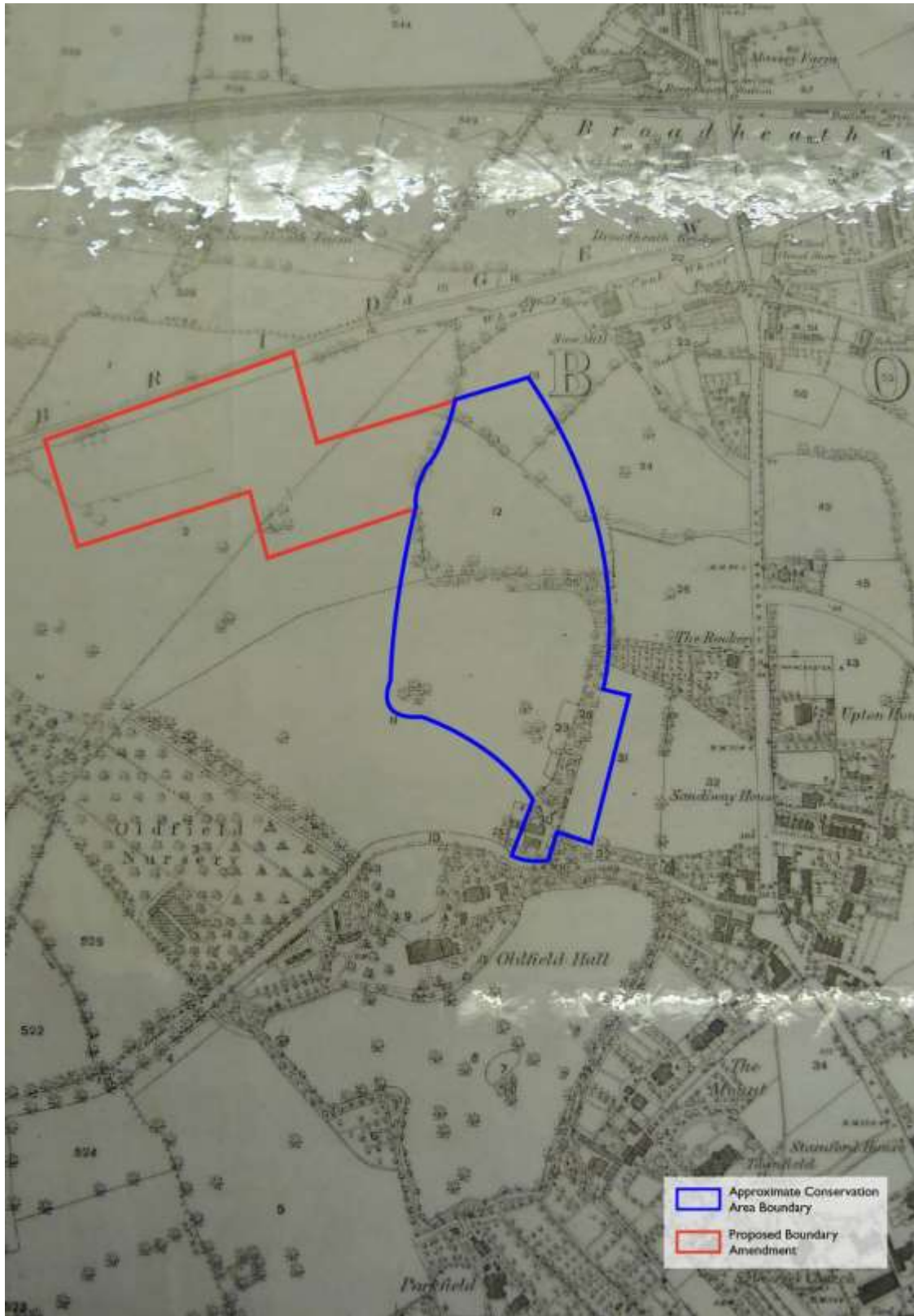
²² *The L&M News*, February-March 1950, TRA/616/12/3/4, Trafford Local Studies Centre.



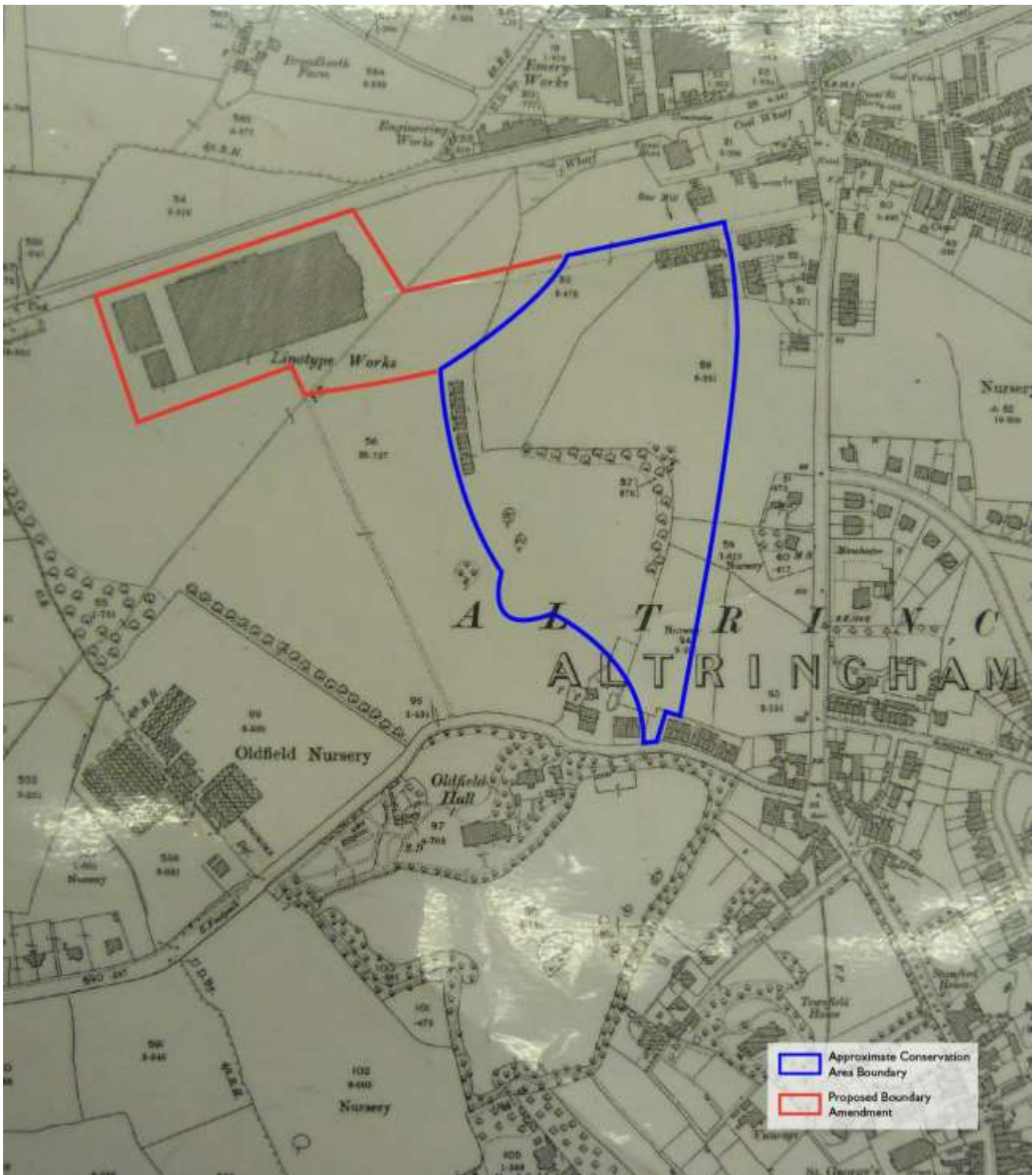
The front cover of The L&M News, 1950, showing a new addition to the Linotype Works complex (TRA 616/12/3/4, Trafford Local Studies Centre)

- 4.4.18 In subsequent years the Conservation Area has become increasingly residential in character, shaped both by the wider residential development of the surrounding area, with other Estates being constructed to the east and west (on the original development's sports pitches and allotments), and by the post-war decline of the manufacture industry in Britain. This trend is also reflected in the history of the Linotype Company; although still operative under the name 'L&M', the company today manufactures printing presses and stitching machines, its original product now being obsolete. The main office building from the late 19th century still survives, though much of the rest of the factory site is either vacant or in other industrial use.
- 4.4.19 Most of the wider workers' estate also survives, with the exception of minor pockets of redevelopment, such as on the bomb site on Lawrence Road. In recent years new housing has been built on the triangle of land between Norman Road and Woodfield Road, and to the north end of the Conservation Area on Woodfield Road and Weldon Road. These have taken some reference from the Linotype workers' cottages, with the use of gables and mock timber framing. Woodfield House was demolished to make way for housing, creating a new domestic setting for the front elevation of the Linotype Works office.
- 4.4.20 The Works itself is currently subject to proposals for redevelopment into housing. The scheme retains the office building for commercial use, as well as retaining the Boiler and Dynamo House, parts of the Traveller Bay (end gable elevations and part of the structure) and the façade of the former Drawing Office.

4.5. Map Progression



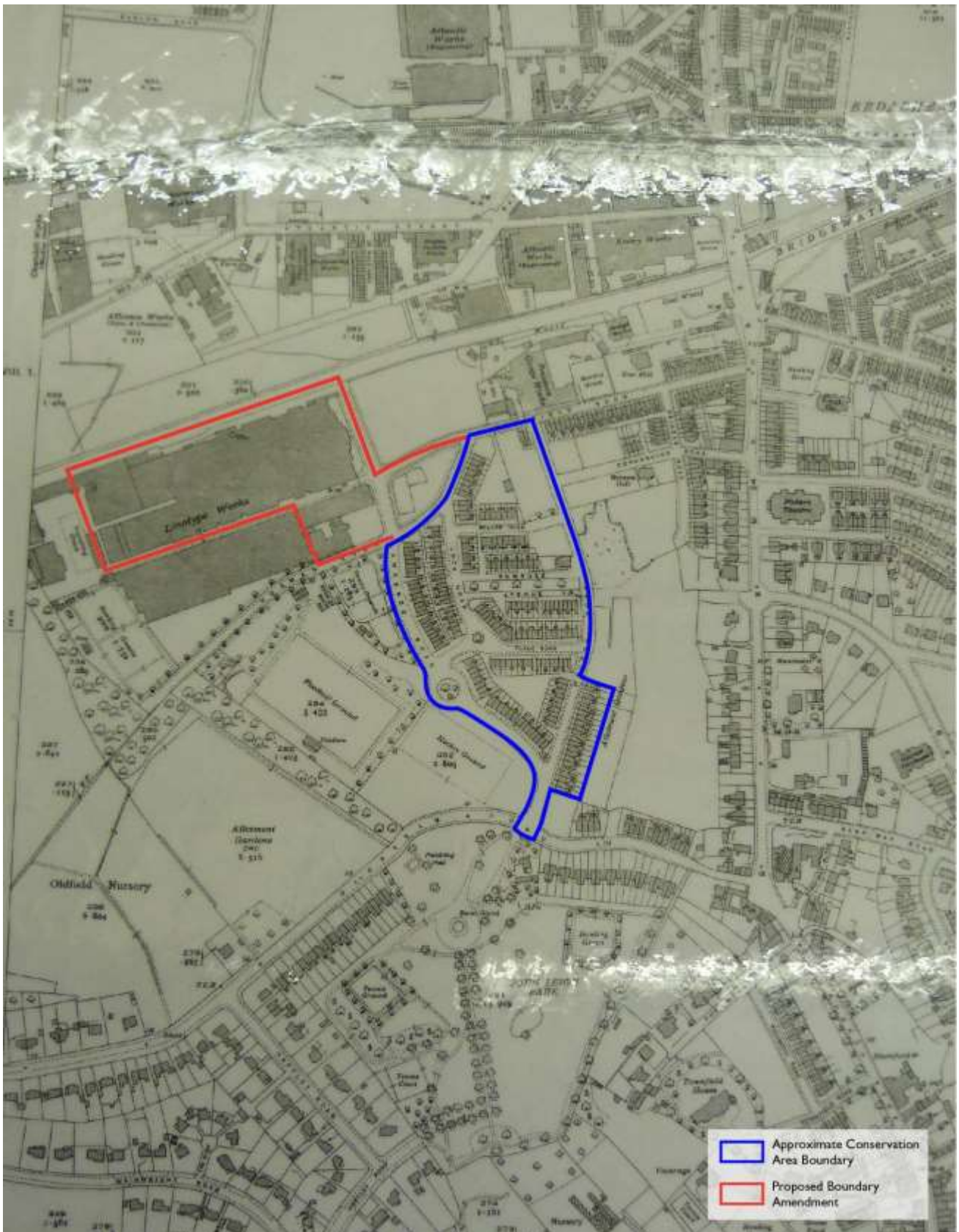
Map 3 1876 Ordnance Survey (Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to Prosecution or civil proceedings. Trafford Council OS License No. 100023172)



Map 4 1898 Ordnance Survey (Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to Prosecution or civil proceedings. Trafford Council OS License No. 100023172)



Map 5 1910 Ordnance Survey (Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to Prosecution or civil proceedings. Trafford Council OS License No. 100023172)



Map 6 1935 Ordnance Survey (Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to Prosecution or civil proceedings. Trafford Council OS License No. 100023172)



Map 7 1966 Ordnance Survey (Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to Prosecution or civil proceedings. Trafford Council OS License No. 100023172

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4.6. Building Development Phases

- 4.6.1 The Linotype Estate Conservation Area is notable for its original creation in virtually a single phase: 1897-1901. The slightly differing architectural styles identified in section 4.5 may initially cause confusion for the casual viewer as the different styles may be perceived as the results of phased construction. The somewhat arbitrary location of the varying styles, however, makes it unlikely that this was the case. It is far more likely that the estate was originally conceived to deliberately look that way, thus creating a more layered and textured environment.
- 4.6.2 It is not entirely clear in what order the workers' houses were constructed. The 1898 1:2500 Ordnance Survey indicates that the two most northerly terraces on the west side of Lock Road were finished first as these are the only buildings evident in the space now covered by the Conservation Area. The map additionally shows completed terraces to the north-east of the Conservation Area on Woodfield Road.
- 4.6.3 The buildings marked in grey on map 8 are not original to the 19th-century estate and are not considered to be of particular interest. The two pairs of semi-detached houses on Lawrence Road are mid-20th-century in date, the northern end of the neighbouring terrace having been destroyed by bombing in the Second World War. The two pairs of semi-detached houses at the east end of Pollen Road are of a similar age and were built on the former tennis courts.
- 4.6.4 Within the boundary extension, the Linotype Works date from 1897, with the former Drawing Office from 1921. The housing in the triangle of land between the workers' cottages and the factory are 21st- century.



Map 8: Building Dates Plan

4.7. Archaeology

Previous Archaeological Work

- 4.7.1 An Archaeological Assessment was carried out in 2003 in advance of the Budenberg development to the north of the Conservation Area.²³
- 4.7.2 An Historic Area Assessment and Design Brief for Woodfield Road were carried out for Wessex Archaeology in 2011. This covered the site of the Budenberg project, the Linotype Works and the Linotype Conservation Area, and informed the proposals for the redevelopment of the Linotype Works site.
- 4.7.3 The Greater Manchester Heritage Environment Record records no results within the Linotype Conservation Area.

Sites of Archaeological Interest/Visible Archaeological Remains

- 4.7.4 There are no visible archaeological remains within the Conservation Area.

Potential for Underground Remains

- 4.7.5 The site of the Conservation Area was open agricultural land before the construction of the Linotype Works and the workers' houses. However, the Historic Area Assessment concluded that there was high potential to discover regionally or locally significant finds associated with the Roman period, due to the presence of the Roman Road running north-east to south-west just to the north-west edge of the current Conservation Area boundary, and of 19th-century to modern evidence of industrial and residential development.
- 4.7.6 There is also low potential to discover regionally or locally significant prehistoric evidence due to an increased level of activity in the area at that time, as well as evidence of medieval field boundaries and outlying agricultural structures.²⁴

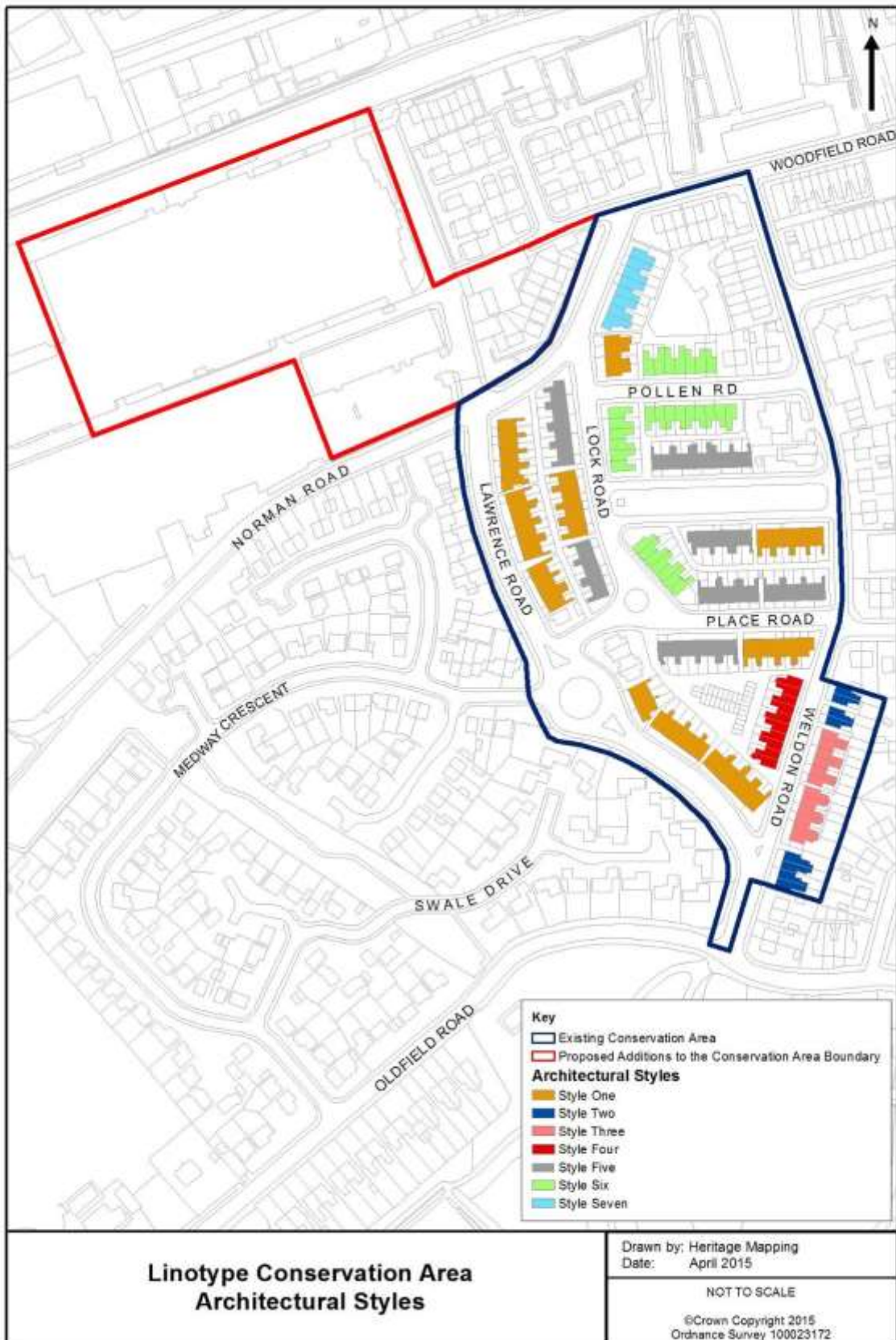
²³ University of Manchester Archaeological Unit, Nevell M, Hradil I, Champess B & Hill C, The Budenberg Engineering Works, Budenberg Gauge Co Ltd, Broadheath, Altrincham: an archaeological building survey of an early 20th century engineering complex (2 vols), (2003), cited on <http://archaeologydataservice.ac.uk/archsearch/record.jsf?titleId=1936355>, accessed 21 January 2015

²⁴ Wessex Archaeology, *Woodfield Road Historic Area Assessment, Broadheath, Altrincham* (2011) 23

4.8. Architectural Quality & Built Form

Cottage Styles: Overview

- 4.8.1 There are seven discernible styles of the workers' cottages throughout the Conservation Area. These are shown on map 9 and discussed in further detail on the following pages. The houses within this Conservation Area are generally two or three storeys in height and constructed using red brick. Characteristic original features throughout the Conservation Area include multi-light windows (sometimes with small coloured panes in the upper section) and timber doors with glazing to the upper third section only. The principal brickwork also survives, including distinctive mottled and textured bricks which are contrasted with smooth pressed bricks.
- 4.8.2 There are a large number of uPVC windows and doors throughout, some echoing the aforementioned original styles, but many which are starkly modern and inappropriate to their setting. UPVC windows and doors have markedly thicker frames which affect the proportions of the 19th-century elevations.



Map 9: Character Styles

Style One

4.8.3 This is the most distinctive and prevalent style in the Conservation Area, characterised by its unusual roofline. It is most commonly extant on Lawrence Road with additional terraces on Place Road, Lock Road (a variant on this style, without the mock timber-framed gable) and Bemrose Avenue.

4.8.4 On the principal elevation of these buildings, the third floor attic windows are set half way up the pitch of the slate roof. This results in an unconventional stepped pitched roof. Gabled dormers extending perpendicularly to the first step of the pitched roof are another distinctive feature, many of which have mock timber framework painted black against the white gable background. This varies in style from completely straight extending timbers, to curved, or a combination of the two. This appears to have been originally conceived as a way to create the impression of established evolution.

4.8.5 Original windows are timber framed with small glazed panes in the form of:

- Ground floor: four panes high and eight or six panes wide, with slightly thicker glazing bars every two panes vertically and along the bottom of the top pane horizontally.
- First Floor: four panes high and six panes wide, with slightly thicker glazing bars every two panes vertically and along the bottom of the top pane horizontally.
- Second Floor: three panes high and eight panes wide with slightly thicker glazing bars every two panes vertically.

There appear to have been side hung casements, two window panes wide, in the original windows.

4.8.6 A good example of original doors and windows is at No. 85 Lawrence Road.



No. 85 Lawrence Road which potentially has original windows and door

- 4.8.7 This style is constructed using a mottled and textured red brick laid in a stretcher bond with shallow arched red brick lintels over the ground floor windows and front entrances.



A

A The terraces on Lawrence Road.



B

B A detailed view of a principal elevation showing two different styles of mock-timber framing on the gable. The middle house door and windows are authentic to the original styles in the conservation area.



C

C An end elevation showing the unusual section shape of the terrace.



D

D The variant style on Lock Road.

Style Two

- 4.8.8 This style, much plainer than Style One, is less common in the Conservation Area and is concentrated at the south end of Weldon Road. These buildings have a pitched slate roof, doors set under shallow arched brick lintels with a plain fanlight, and a canted bay window at ground floor level.
- 4.8.9 The original windows were timber sash windows, two-over-two panes for the central window in the bay on the first floor and to the larger window on the second floor, with one-over-one panes for the other windows. Examples are at No.12 Weldon Road.
- 4.8.10 It appears that no original doors have survived in this house type, though several have plain rectangular fanlights above the door which is likely to be an original feature. The doors on house type three are likely to be appropriate for use in this style (see section below).



Original style sash windows at No. 12 Weldon Road



Typical examples of style two on Weldon Road

Style Three

- 4.8.11 This is another less prevalent style in the Conservation Area and is concentrated at the south end of Weldon Road, although there is a lone terrace house further up the same road exhibiting much the same style.
- 4.8.12 These buildings are constructed using mottled and textured red bricks with pressed red brick dressings. The main entrances are set under a recessed porch with a pointed arch brick lintel over. On the ground floor are shallow box or canted bay windows with flat roofs.
- 4.8.13 Original windows were timber sashes, either two-over-two or one-over-one panes. Original doors were timber panelled, with two vertical panels and a top horizontal panel glazed. Fanlights above are plain rectangles. A good example of original style windows and doors survives at No. 24.



A typical example of style three on Weldon Road



Examples of original style windows and door at No. 24 Weldon Road

Style Four

- 4.8.14 This style is located on the west terrace at the end of Weldon Road only. To compensate for the slightly sloping gradient of the land, the elevation and roofline are stepped. The main entrances are paired with a sloping scallop-tiled porch roof over. All windows are set under shallow arched brick lintels.
- 4.8.15 The original timber window designs, all of which survive on this terrace, are four, three or one bay wide with larger plain glass panes to the lower two thirds and groups of four small panes above. The original design appears to have had colour glass in the small upper panes to the ground floor windows, though some properties have lost these.
- 4.8.16 Original doors have three by four panes of coloured glass to the top half of the timber door, with diagonal boarding to the lower half. Three of the eight original doors have been replaced, while two others have had the smaller panes of glass replaced with one large glazed pane. No. 9 Weldon Road is a good example of surviving original windows and doors which retain the multi-coloured glass panes.



A typical example on Weldon Road



No.9 Weldon Road with surviving original windows and door

Style Five

- 4.8.17 This style is prevalent in the central section of the Conservation Area and is the second most common after Style One. It is typified by its shallow pitched roof with small gable dormers (painted white) over the paired entrances with a chimney stack protruding directly out the top of the gable. As with many of the other styles, there are shallow arched brick lintels over the ground floor windows and doors.
- 4.8.18 Very few original windows and doors survive within these houses. The original style appears to have been timber framed with four or three bay wide frames with each bay containing a large pane of glass taking up the lower two thirds and a small rectangular pane. Each window had a side hung casement containing both the lower and upper paned of one bay.
- 4.8.19 The original door style is the same as for style one; painted timber with vertical board panels to the lower two thirds and with a rectangular pane of glass in the top third of the door. Only two examples survive where both the original windows and doors are extant: Nos. 66 and 68 Lock Road.



A typical example on Lock Road



Original window and door at No. 68 Lock Road

Style Six

- 4.8.20 This style is very similar to Style Five, with larger gabled dormers and contrasting black timber detailing. It is concentrated in the northern half of the Conservation Area. The entrances have sloped porches roofed with scallop tiles and the windows are set under shallow arched brick lintels.
- 4.8.21 Original windows are the same as style four; four, three or one bay wide with larger plain glass panes to the lower two thirds and groups of four small panes above. Some good examples survive on Lock Road. Doors are also the same style as style four; three by four panes of coloured glass to the top half of the timber door, with diagonal boarding to the lower half.



A typical example on Pollen Road



Good examples of surviving windows and doors at Nos. 57 and 59 Lock Road

Style Seven

- 4.8.22 The two terraces on Norman Road are a further variant on Style Six. The same gabled dormers with black timber detailing are present but the sloped porches with scallop tiles extend right across the elevation to form the roof of the box bay windows at ground floor level. The same shallow arched brick lintels are set over the first floor windows.
- 4.8.23 Original door and window designs are the same as style six, except for the addition window panes on the returns of the ground floor bays. None of the original windows appear to have survived but most of the uPVC replacements are in the correct design, though with thicker glazing bars than the original designs. Some of the original doors have survived, though a few have had the small glazed panes to the top half replaced with large panes.



A typical example on Norman Road



No. 19 Norman Road with original door and replacement uPVC windows in the original style

Local Details

- 4.8.24 The houses in the Conservation Area originally had timber doors and window frames. These have survived in some instances but have commonly been replaced with UPVC alternatives which are either unsympathetic in design or have discernibly thick frames which affect the proportions of the fenestration. Typical original windows are multi-paned, sometimes with coloured glass, and original doors having glazing in the upper section only.
- 4.8.25 Though difficult to tell in places because of the levels of replacement of windows, the side hung casements on ground floor windows appear to have typically been situated on the side of the window nearest to the door. This means that pairs of houses had window designs that had mirroring compositions.



An original style window and door on the left; on the right, a modern replacement door in a similar style and thick-framed UPVC windows.



An example of coloured glass in replacement UPVC windows.



Modern large pane windows on the left and right, with windows of the original proportions in the centre.

- 4.8.26 Further examples of original window and door designs, as well as inappropriate examples, are given in the accompanying Conservation Area Management Plan.

Present & Former Uses

- 4.8.27 The Linotype Estate Conservation Area was originally conceived as a residential area with amenities for the local community employed at the Linotype Works. It still retains its primarily residential function but many of the local amenities, most notably the wealth of sports pitches and allotments, have been lost and the land given over to later residential development.
- 4.8.28 The office block of the Linotype Works remains in commercial use, with the factory behind used for various industrial purposes.

Public Realm

- 4.8.29 Public realm features within the Conservation Area are of fairly standard designs. The street lamps are of a standard municipal design throughout but some are painted black with gold detailing to imitate the palette of traditional style lamps.
- 4.8.30 The roads and paths are generally well-maintained, though with some evidence of ad hoc repairs. Substantial stone curb stones from the original development survive.



Original kerb stones on Weldon Road

- 4.8.31 The two roundabouts in the south-west section of the Conservation Area are planted and carefully maintained. The trees on these roundabouts and on Bemrose Avenue pre-date the Linotype estate and survive from the Oldfield Hall estate. The earliest Ordnance Survey to show the completed workers' estate (1910) shows the two distinctive roundabouts, one large and another small. The earliest roundabout most akin to a modern roundabout in Britain is believed to be in Letchworth Garden City, dating from 1909. The smaller of the Linotype Estate roundabouts was always situated at the junction of Lock Road, Place Road and the cut-through to Lawrence Road. This roundabout is therefore an extremely early example of the modern standard. The larger was originally an island in the middle of Lawrence Road, so not technically a roundabout until the later exit off Medway Crescent was created.
- 4.8.32 The Linotype Works site retains 19th-century metal railings and gate posts, though these are rather worn and in need of maintenance.
- 4.8.33 To the south end of the Conservation Area on the corner of Weldon Road and Oldfield Road, railings associated with the original Estate also still survive, though are much overgrown by the adjacent hedge.



The roundabout between Place Road and Lock Road.

Open Spaces, Parks & Gardens, & Trees

- 4.8.34 The estate's original sports pitches and allotments adjacent to the Conservation Area have largely been lost and redeveloped as further housing. Principal areas where open spaces have survived, however, include the planted strip along the centre of Bemrose Avenue and a small communal garden set between the houses on Pollen Road, Norman Road and Weldon Road, which was formerly a bowling green.



The planted central strip on Bemrose Avenue

- 4.8.35 The houses generally have very small front garden areas. These range from simple plant beds, small lawns and gardens set behind a low fence or wall. There does not appear to be a common theme of historic boundary treatments to most properties and it is therefore likely that the front gardens originally had no boundary treatment. The only set of houses that have evidence of historic boundaries are to the east side of Weldon Road (styles one and two) where there are some arch headed stone gateposts (though some are damaged) and low stone walls adjacent.



Damaged original stone gateposts and original brick pathways on Weldon Road

- 4.8.36 Many of the houses have one or two steps up to the front doors due to the slightly undulating ground level. There has been extensive replacement of these steps, though a handful of concrete steps incised with a diagonal pattern survive on Pollen Road which could be an indication of the historic style of these steps. Surface treatments of paths

also vary greatly, with the only indication of historic surfaces also being on Weldon Road where there are grey bricks with incised diamond patterns.



Possible original steps to the right on Pollen Road, with replacement steps on the left

- 4.8.37 As is characteristic of terraced housing, there are alleys (locally known as 'ginnels') between each section through which the rear of the properties are accessed. These are an important feature of 19th-century terraces, and would originally have been used for the delivery of fuel and other everyday tasks for which it was not desirable to bring through the front door. Unusually these ginnels are set to grass rather than being cobbled as would normally be expected.
- 4.8.38 The triangular plot onto which the houses at the south end of Lawrence Road and Weldon Road, and Place Road all back was formerly an open space. This has been filled in during the late 20th-century with an incongruous modern garage complex.



A ginnel leading to the garage area between Lawrence Road, Place Road and Weldon Road.



The ginnel between the Lock Road and Lawrence Road terraces.

- 4.8.39 The Conservation Area and much of its wider setting are predominantly closely-packed residential properties. However, neighbouring to the south, is John Leigh Park, a mid-sized public park that was historically the grounds of the now-lost Oldfield Hall.



The main entrance to John Leigh Park from Oldfield Road

Development Opportunities

- 4.8.40 The Conservation Area was originally designated as the complete estate and, with the exception of the loss of its sports grounds and allotments; it has survived almost completely intact. Opportunities for development are limited to the sensitive redevelopment of late 20th century houses.
- 4.8.41 In a triangular plot of land behind Weldon Road, Place Road and Lawrence Road are a block of later 20th century garages. These are of a utilitarian design which could be improved or replaced with better quality garages. Replacement with residential buildings would be inappropriate as it would intensify the level of housing and reduce off street parking, which is beneficial in taking the pressure off street parking.
- 4.8.42 Within the boundary extension, the Linotype Works are already proposed for redevelopment for housing, with the retention of the key parts of the historic listed building. The site is allocated for residential-led development in the UDP and Core

Strategy, which means that it is likely to be redeveloped as housing in the future even if the current proposals are not implemented.

Landmarks & Key Views

- 4.8.43 Being a relatively modest residential area, there are no landmark buildings within the present Conservation Area boundary; everything has been designed more or less on an equal footing.
- 4.8.44 Landmark features within the boundary extension of the Conservation Area include the Linotype Works office building, the clock tower of which stands tall over the later modern development between the business park and the Conservation Area. The factory's northern façade, with its distinctive lettering identifying the building, is also a key feature as seen from the canal.
- 4.8.45 The Budenberg Factory on Woodfield Road is another key historic building adjacent to the Conservation Area which reflects the industrial nature of the canal banks. Since redevelopment the modern Foster + Partners residential blocks flanking the original factory are very dominant in views northwards from the Conservation Area and contrast starkly with the modest domestic nature of the estate workers' cottages.



A The clock tower of the Linotype Factory, viewed from Norman Road.

B The view north up Weldon Road, with the Budenberg development dominating the background.

- 4.8.46 The variety and intermingling of architectural detailing adds a deep visual interest to the views inside the Conservation Area, with not one road entirely lined with the same type of house (Lawrence Road excluded, as only one side falls within the boundary of the Conservation Area). Views are particularly noteworthy where there are no later buildings within the streetscape:

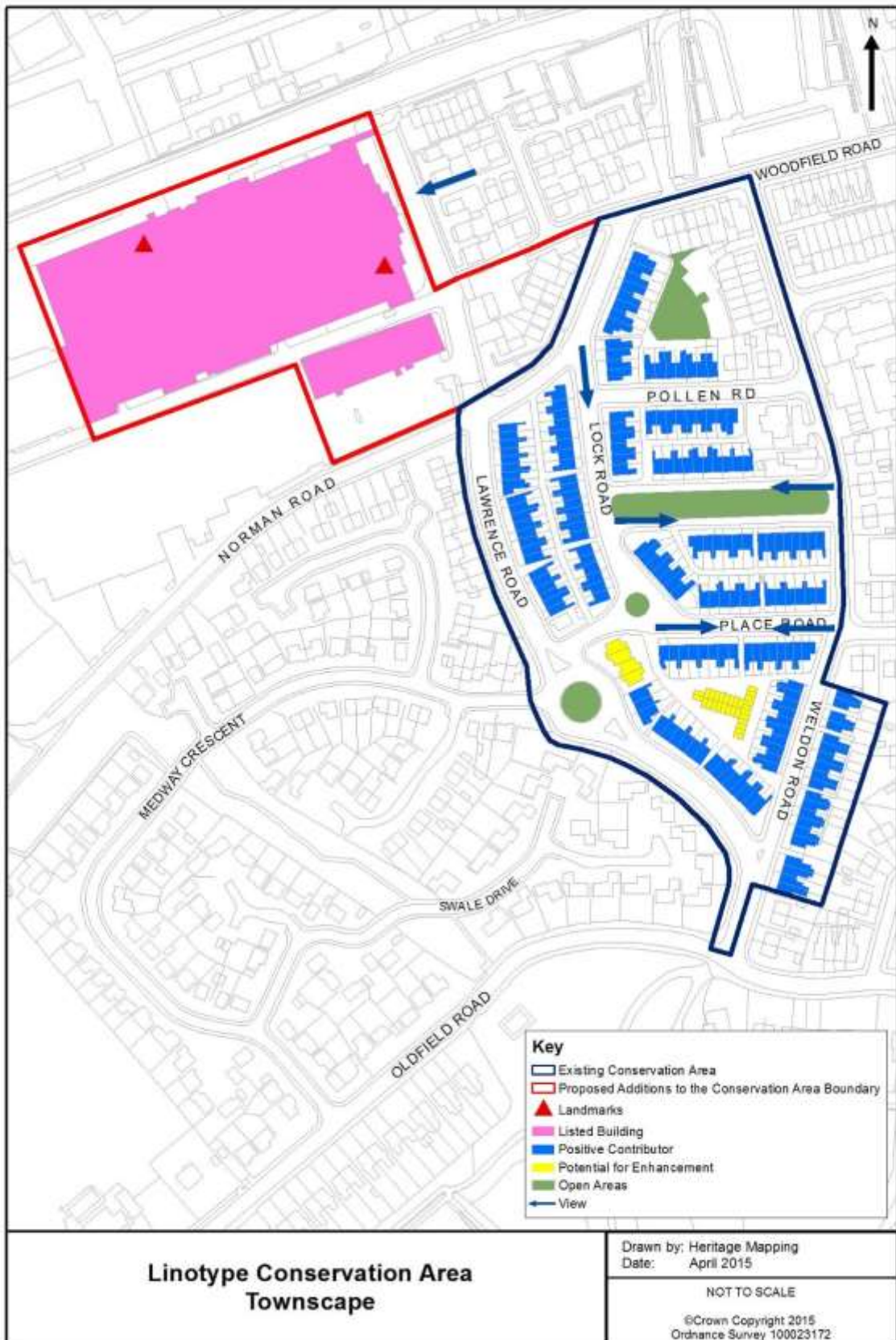
- A North and south on Lock Road;
- B East and west on Place Road; and
- C East and west along Bemrose Avenue.

Shop Fronts

- 4.8.47 The only shop front in the Conservation Area is located at its northern end, fronting onto Woodfield Road. It wraps around the north-east corner of the building, with a door on the corner of the ground floor and large modern windows on either side. Over the door and windows is a stylised classical cornice with ornate consoles and miniature gable pediments above. The business operating from here no longer makes use of the shop front. The windows are screened from the inside, with roller shutters externally and the door is intercom-access only. A shallow set of steps surrounded by railings has also been added recently to access the front door.



The former shop front on Woodfield Road



Map 10: Townscape Analysis

5. AUDIT OF HERITAGE ASSETS

5.1. Introduction

- 5.1.1 A basic audit has been undertaken of heritage assets within the Conservation Area. These include listed buildings and those which make a positive contribution, which are referred to as Positive Contributors. These assets are described in section 5.2 below. 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.
- 5.1.2 This assessment has been undertaken using the criteria of the Historic England at Risk Register condition assessment: very bad, poor, fair and good.²⁵

5.2. Listed Buildings

- 5.2.1 Listed buildings are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990 for their special architectural or historic interest. Listing gives them protection as alterations, additions or demolitions are controlled by listed building consent, which is required by local planning authorities when change is proposed. Listing ranges from Grade I (the highest level of protection) through to II* and II.
- 5.2.2 There is one listed buildings within the boundary of the Conservation Area, the surviving main office block of the Linotype Works to the north-west. Its full listing description is included in Appendix A.

²⁵ <http://www.english-heritage.org.uk/content/imported-docs/f-j/key-to-entries-on-the-register.pdf>, accessed 07/01/2015

Linotype Works



Date: 1897

Condition: Fair to Good

Originally the locus that instigated the development of the area in the late 19th-century, the Linotype works is Grade II listed. The main office block is to the east, was built using red brick and terracotta. It is two storeys high with a distinctive clock tower and large white lettering depicting the building's name and date of construction. Behind the office block to the west are single storey saw-tooth roofed sheds, together with the Boiler and Dynamo House on the northern side adjacent to the canal and the Traveller Bay at the centre of the site. The tall Boiler House chimney has been lost but its base remains. The former Drawings Office and Matrix Store are located next to the site entrance from Norman Road.

The building is summarised in the list description as:

'A boldly-detailed and well-preserved office building of 1897 which forms the prominent centrepiece of a massive printing machine factory developed on a greenfield site in Altrincham. Its ambitious scale and the richness of its exterior detailing distinguish from many other commercial buildings of the period it from and its clock tower ensures its continued prominence in the landscape.'

5.3. Positive Contributors

- 5.3.1 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.²⁶ 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.
- 5.3.2 These elements have been assessed with reference to Historic England criteria set out in their document '*Understanding Place: Conservation Area Designation, Appraisal and Management, paragraph 2.2.21*'.²⁷ The criteria are listed in appendix D.

²⁶ Department of Communities and Local Government, *National Planning Policy Framework*. (Department of Communities and Local Government, 2012).

²⁷ Historic England, *Understanding Place: Conservation Area Designation, Appraisal and Management*. (London: Historic England 2011) para 2.2.21

Terraces of houses throughout the Conservation Area :

- Nos. 21-63 (odd) Lawrence Road
- Nos. 79-111 (odd) Lawrence Road
- Nos. 1-19 (odd) Weldon Road
- Nos. 10-48 (even) Weldon Road
- Nos. 1-31 (odd) Place Road
- Nos. 2-24 (even) Place Road
- Nos. 7-21 (odd) Norman Road
- Nos. 30-72 (even) Lock Road
- Nos. 37-55 (odd) Lock Road
- Nos. 1-17 (odd) Pollen Road
- Nos. 10-22 (even) Pollen Road
- Nos. 1-27 (odd) Bemrose Avenue
- Nos. 2-20 (even) Bemrose Avenue



Date: 1897-1901

Condition: Good

Reason: The surviving original late 19th-century terraces (shown on map 5: Townscape Analysis) in the Conservation Area are the principal positive contributors. Although none are listed, the majority retain their original domestic proportions, architectural styles and detailing. Their continued occupation as residential dwellings has also ensured that they retain their character, except where modern uPVC windows and doors have been added. Where terraces have been truncated and the space filled with mid-late 20th-century development, or where areas originally conceived as open spaces have been developed later, these buildings are not seen as positive contributors to the Conservation Area as they are not original to the late 19th-century workers' estate.

6. ASSESSMENT OF CONDITION

6.1. General Condition

6.1.1 The overall condition of the Linotype Conservation Area is good. All properties are residential, other than a single former retail unit at the north-east corner of the Conservation Area and the Linotype Works which is commercial use. All buildings appear to be either occupied or recently occupied. Building maintenance is generally to a high standard and there are no properties at risk. However, there are several areas of render at high level which are deteriorating.

6.2. Intrusion and Negative Factors

Individual Properties

6.2.1 Bemrose Avenue comprises of three terraces. Nos. 1-15 are three storeys, with the first two storeys brickwork and the top floor rendered and set back slightly. One original window was noted to No. 11, otherwise windows are all modern uPVC. There are multiple spalled bricks. The render is tired in areas, with the gables in poor condition.

6.2.2 Nos. 17-27 are two storeys, with brickwork elevations and small plain rendered dormers above entrances. These houses are generally in good order. There are modern windows and doors to all dwellings. A porch added to No. 19 interrupts the elevation. The garage to No. 27 has a possible asbestos roof.

6.2.3 Nos. 2-20 are as Nos. 17-27. The rendered dormer to Nos. 4 and 6 is in poor condition. No. 8 has had the chimneys and ridge tiles re-pointed to a poor standard and in an unsuitable mortar. Porches have been added to several properties in a variety of styles, detracting from the otherwise uniform appearance. No original windows or doors survive.

6.2.4 Pollen Road comprises of two matching terraces, each of two storeys with brick elevations, a half-timbered dormer gable, slate roofs and clay tile porch roofs. All houses are in good condition generally, though there is inappropriate ribbon pointing to No. 3. Original timber casement windows and doors are still present to Nos. 1, 3, 11 and 14, with stained glass to some. Cast iron rainwater goods, with decorative brackets to downpipes, are still present to some properties, though replaced in plastic to some. The gable wall to Nos. 10 and 17 are painted. The dormer to Nos. 14 and 16 is in poor condition. There are spalled bricks to chimneys generally and some are partially dismantled. The porch roofs are in poor condition.



Inappropriate ribbon pointing to No. 3, with correctly recessed pointing to No. 5

- 6.2.5 Weldon Terrace is a pair of semi-detached houses, each one bay wide and one of which is in use as a retail unit. The building has brickwork walls and slate roofs, with a projecting shopfront to No. 71 and bay window to No. 73. All windows have been replaced in uPVC casements, with face-fixed shutter boxes to No. 71.
- 6.2.6 Norman Road has a single terrace of two storeys with brickwork elevations, slate roofs, half-timber dormer gables and a clay tile roof at ground floor to both bay window and porch. Brickwork and roofs are in reasonable condition. Windows to No. 15 may be original, though elsewhere there are uPVC replacements. There is brickwork spalling to the chimneys generally. Scalloped tiles to porch roofs have generally been replaced with straight edges other than on Nos. 7 and 21.
- 6.2.7 Lock Road comprises of six terraces of various styles. Nos. 37-43 are as per Norman Road. Brickwork and roofs are in reasonable condition. All windows and doors have been replaced. There is brickwork spalling to chimneys generally. Scalloped tiles to porch roofs have generally been replaced with straight edges to Nos. 37 and 39.
- 6.2.8 Nos. 45-55 are similar to Nos. 37-43 other than the dormer being wider, not having a bay window to the ground floor and therefore having a freestanding canopy to front doors. Brickwork and roofs are in reasonable condition. All windows and doors have been replaced other than No. 53. There is brickwork spalling to the chimneys generally. The canopy to No. 45 has been replaced with an enclosed porch. There is ribbon pointing to gable wall of No. 55.
- 6.2.9 Nos. 57-71 are as per Nos. 45-55 other than the dormer which matches Nos. 37-43. Brickwork and roofs are in reasonable condition. Approximately half of the windows and doors have been replaced (Nos. 63-69). There is brickwork spalling to the chimneys generally. The chimney to No. 57 has been partially dismantled and capped.
- 6.2.10 Nos. 30-44 are as per Nos. 17-27 Bemrose Avenue and are generally in good order. There are modern windows and doors to all. The front wall to No.30 appears to have been rebuilt and a garage added to the side. Porches or canopies have been added to Nos. 30, 32 and 44.

- 6.2.11 Nos. 46-60 are as per Nos. 1-15 Bemrose Avenue. There are UPVC windows to all properties. No. 46 has an added bay window with vertical tiling above which detracts from the symmetry of the terrace. The chimney to No. 46 has been partially dismantled. The render panel to No. 46 is cracked and in poor condition.
- 6.2.12 Nos. 62-72 are as per Nos. 30-44 and are generally in good order. There are modern windows to all properties, though there are some doors to an historic pattern. The gutter is blocked at Nos. 66 and 72, which has caused staining and damage to the brickwork below.
- 6.2.13 Place Road consists of four terraces which broadly match Bemrose Avenue in layout. Nos. 1-15 are as per Nos. 1-15 Bemrose Avenue. There are a mixture of timber and UPVC windows, with No. 7 possibly retaining the original design. The chimney to No. 3 has been painted, which is now peeling. Some flashings are missing below the rendered sections.
- 6.2.14 Nos. 17-31 are as per Nos. 17-27 Bemrose Avenue and are generally in good order. There are modern windows and doors to all properties and a porch added to Nos. 23, 25 and 29 which interrupt the elevation. The render to the dormers to Nos. 19-21, is cracked and failing.
- 6.2.15 Nos. 2-12 and Nos. 14-24 are both as per Nos. 17-31. A canopy has been added to Nos. 2 and 14, with an asphalt roof to No. 14. The dormer gable is in poor condition and the chimney capping is missing to Nos. 8 and 18. The brickwork at ground floor is painted to No. 20. There are no original windows or doors.

- 6.2.16 Lawrence Road comprises of six terraces, all are as per Nos. 1-15 Bemrose Avenue other than the top section of each gable having been rendered with imitation timberwork painted on. There are a mixture of timber and uPVC windows, none of which are original. Render panels are in poor condition to several properties. A brick porch has been added to Nos. 31 and 35 which do not match any other properties on the estate. A garage has also been added to the side of No. 35. Canopies have been added to Nos. 79-83.



Imitation timberwork painted onto gable, in poor condition

- 6.2.17 Weldon Road comprises of four terraces and two pairs of semi-detached houses, all of which are of brickwork elevations and slate roofs but differ in style from those elsewhere on the estate. Nos. 10-16 are in good condition. The chimney is partially dismantled to No. 16. Windows and doors have been replaced, though the sash window to No. 12 is possibly original.
- 6.2.18 Nos. 18-28 are in reasonable condition. No. 20 has been poorly repointed in badly matched mortar. There are several slipped slates to the roofs. The sash windows to Nos. 24 and 26 are original. The central stone mullion is missing to the bay window of Nos. 20, 22 and 28. There are original doors to Nos. 24-28.
- 6.2.19 Nos. 30-40 are in reasonable condition. The sash windows to Nos. 36 and 40 are original. The central stone mullion is missing to the bay windows of Nos. 32 and 38. There are original doors to Nos. 32, 38 and 40.
- 6.2.20 Nos. 42-48 are broadly matching pairs of semi-detached houses. The chimney is partially dismantled to Nos. 44 and 46, and is fully dismantled to No. 42 with an unsuitable modern flue provided instead. The ridge to No. 42 has an asphalt upstand, presumably to a rear extension at roof level and there is a rooflight to No. 44. No original windows are present.
- 6.2.21 Nos. 1-19 are largely unchanged and well maintained terraces. There are original casement windows to Nos. 1, 7, 9, 13, 15 and 17, and original doors to Nos. 3, 5, 9, 13 and 15. There are tiled canopies over the entrance doors. The brick has been painted at plinth level to most properties. Some areas of re-pointing are required.

Open Spaces and Areas

- 6.2.22 A variety of boundary treatments have been used where properties have a private front garden, including fences, walls and hedges, detracting from otherwise uniform terraces. The Conservation Area also includes historic railings to Lawrence Road which are generally obscured by vegetation. Where visible, these are in need of decoration.



Historic railings in need of maintenance

Intrusive Development

- 6.2.23 There are several very recent 21st-century residential developments within the Conservation Area, these are typically designed with reference to the historic terraces and whilst not contributing anything of merit they are not detrimental in terms of scale and material. The removal of historic railings at the boundary of these new developments may have had a negative impact and should be avoided on any future developments. The less recent additions on Lawrence Road are not sympathetic in material or massing to the historic fabric and have a negative impact on the setting.

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Unsympathetically designed modern housing on Lawrence Road

- 6.2.24 The garage complex within the space between houses on Weldon Road, Place Road and Lawrence Road is incongruous with the character of the Conservation Area.

6.3. Problems, Pressures & Capacity for Change

- 6.3.1 The main issue within the Linotype Conservation Area is the replacement of original timber windows and doors with unsympathetic uPVC examples with around 60-70% of houses having replacement windows or doors. It is usually the cost of the timber window and door frames verses the cheaper uPVC that is the cause of these changes. The frames of the uPVC windows typically do not follow the original window design and are therefore incorrectly proportioned within the elevations. Doors have often been replaced with off-the-peg examples which do not reflect the historic styles that featured timber doors with glazed lights to the top half of the door. The wide variety of windows and door styles means that the balanced rhythm of the houses and co-ordination of the buildings is lost and gives a disjointed appearance to the streetscapes.
- 6.3.2 Replacement of windows and doors has at times been carried out without permission despite having Article 4 Directions in place. There are a small number of good cases where home owners have replaced their windows with sensitive timber frames which match the original designs. These are identified in the Management Plan.
- 6.3.3 There is also pressure for extensions to the rear of properties, which would mean the loss of original outriggers and a change to the character of the ginnels behind the property as they become more built up. Some flat roofed extensions have been carried out without permission from the Council.
- 6.3.4 This area has a relatively high turnaround of home owners, as it is popular with first time buyers. This means that, despite leafleting by the Council, people living in the Conservation Area are often unaware of the designation and what this means for their property maintenance and upgrade. The constraints of the Article 4 designation do not appear to be explained in proper detail by estate agents or solicitors when purchases are made.
- 6.3.5 On street parking can be an issue within the Conservation Area. Parking costs for residents of the Budenberg development are very high, which leads them to park on the Linotype estate instead, causing an excess build-up of cars.
- 6.3.6 Within the Conservation Area boundary there is a set pattern of streets and green spaces. 21st-century housing development has filled vacant sites at the north of the Conservation Area in recent years. Therefore there is little capacity for any major development within the existing boundary.
- 6.3.7 Change that could be accommodated includes the sensitive upgrade of windows and doors to historic designs and appropriate materials, as well as the potential to replace later 20th-century houses and garages that have designs unsympathetic to the character of the Conservation Area. The more recent 21st-century housing at the north end of the Conservation Area has been designed with reference to the style and architectural detailing of the existing houses, such as through the use of mock timber framing. They have been successful in providing a design which is appropriate to their setting, so any redevelopments of existing unsympathetic houses should consider taking a lead from these examples.

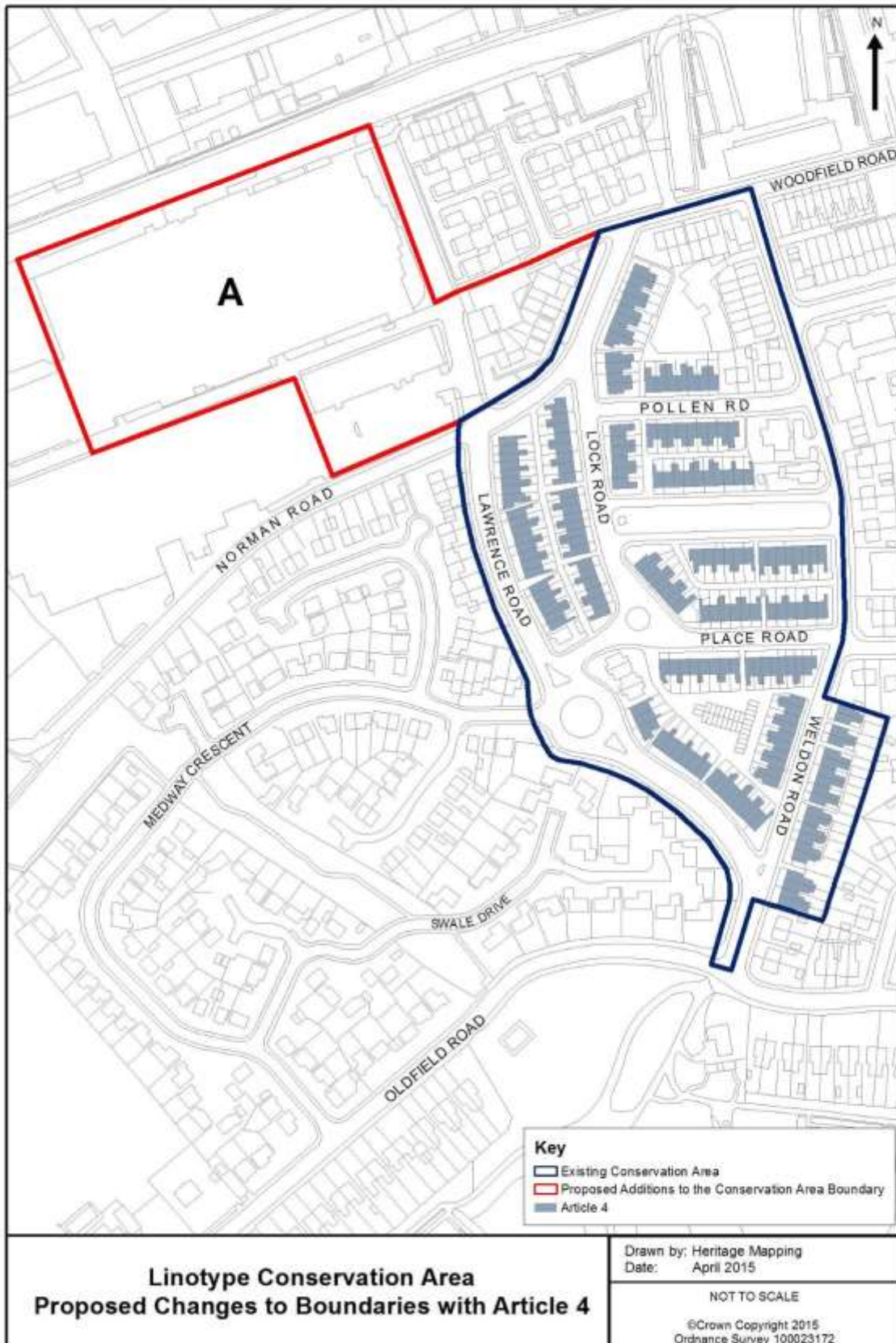


New residences on Norman Road

- 6.3.8 Within the boundary extension, as already identified by the proposals for the Linotype Works site, there is a much higher potential for change. This site offers the possibility of removing elements of low or no significance, while retaining and enhancing the key parts of the listed building, such as the office block, the Traveller Bay, Boiler House and Drawings Office.
- 6.3.9 Views north out of the Conservation Area are visually dominated by the large modern Budenberg development. The new buildings are in stark contrast to the small scale domestic nature of the Conservation Area and any further new development in the vicinity of the area needs to take into account the effect of views into and out of the estate.

7. IDENTIFYING THE BOUNDARY

- 7.1.1 The *Planning (Listed Buildings and Conservation Areas) Act 1990*, the NPPF and best practice guidance produced by Historic England 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.
- 7.1.2 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.
- 7.1.3 **Area A: Linotype Works.** This is included within the adopted revised boundary. The factory has a very strong historic connection to the workers' cottages, being the reason for their existence. The factory buildings have interesting historic features, many of which have aesthetic value, particularly the main façade of the office building. There are also good views of the north facades of the factory buildings from the canal. The factory has been proposed for redevelopment. Within any future scheme the most important historic features will be and deserve future protection from a Conservation Area designation. The designation will also ensure that the character of the new build residential properties is not eroded over time through the Conservation Area designation and as permitted development rights will be removed. This will ensure the preservation of the character of the setting of the listed building and Conservation Area.
- 7.1.4 The new houses in the triangular patch of land between Norman Road and Lawrence Road are included for completeness and so that their character is not eroded by incremental changes which affect the setting of the historic workers' cottages.



Map 11: Adopted Boundary Extensions and current Article 4 Directions

8. A PLAN FOR FURTHER ACTION

8.1.1 Below is a list of the key issues within the area which need to be addressed and action points for improvement. These will be expanded upon with management policies in the Linotype Estate Conservation Area Management Plan.

- 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 treatments, 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. The Article 4 direction should therefore remain in place and continue to include measures to control the replacement of windows, doors, rear outriggers and other features to ensure the character of the Conservation Area is maintained and enhanced.
- Replace the current SPG 23 with a Conservation Area Management Plan to provide more robust guidelines on permitted development within the Conservation Area and the implications of the Article 4 direction. Distribute this guidance to property owners on a regular basis.
- Consult with Greater Manchester Archaeological Advisory Service on potential archaeology of the Roman Road which passes across the north-west of the proposed Conservation Area extension if any development is proposed.
- Work with local estate agents to ensure that they are aware of the Conservation Area designation and Article 4 Direction, and that they pass this on to purchasers of property within the area.
- Address the issue of inappropriate materials and methods of repair, such as cement re-pointing, which cause damage to historic buildings. Further guidance regarding the use of materials and methods of repair will be provided in the Management Plan.
- Repair pavements in a co-ordinated scheme to give a coherent and more visually pleasing appearance.
- Any new development proposed within the estate of workers' cottages should be domestic in nature and should reflect the design and characteristics of the existing houses.
- Any new development proposed within the vicinity of the Conservation Area should take into account its special character and appearance, which is of a domestic scale, and should respect this in terms of scale, massing and views.
- The street pattern and green spaces, including the grassed ginnels and historic trees, should be retained in order to maintain the character of the area as a leafy suburb.

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Appendix A: Listed Building Descriptions

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: THE MAIN OFFICE BLOCK TO THE LINOTYPE WORKS

List entry Number: 1390816

Grade: II

Date first listed: 16-Mar-2004

Office block to Linotype and Machinery Works. Dated 1897, with minor late C19 alterations. Built for the Linotype and Machinery Company Ltd. Red brick with buff terracotta detailing, roof concealed behind deep parapets. PLAN: Stepped linear range, extending north south and forming the frontage range to an extensive workshop development to the west.

EXTERIOR: Symmetrical front elevation with 2 storeyed, 7 bay range to centre, and flanking 2 and single storey ranges extending to north and south. Entrance bay slightly advanced with wide banded segmental arched opening below shallow 6-light rectangular overlight. Above, a 3-light mullion and transom window in moulded terracotta sits below a massive rectangular tower, surmounted by a pyramidal spire supporting a flagpole. The tower incorporates clock faces to each elevation set within keyed moulded surrounds, a deep frieze, moulded cornice and ornamental metal parapet railings. The 3 bays either side of the entrance have set-back mullion and ransom windows to the ground floor, and curved 3-light windows supported on pairs of moulded corbels set immediately above the heads of the ground floor windows. The bays are delineated by shallow piers with foliated terracotta ornamentation at their heads. Moulded sill and lintel bands extend through the piers onto the return elevations and flanking ranges. Above the upper floor windows, a deep parapet rises above a dentilled cornice. Recessed panels within the brickwork incorporate the name of the company in tall white lettering-'LINOTYPE MACHINERY' with the date 'A.D.1897' set in a similar panel on the tower, with 'AND 'above and 'LTD' below. Set back 2 storey sections link the central range with longer single bay flanking ranges, all of which have window openings detailed in matching style to the main range. The single storey ranges have deep parapets incorporating decorative terracotta panels.

INTERIOR: Not inspected.

HISTORY: The Office Block was developed as part of an extensive manufactory established in 1896 on a 30 acre site to the south of the Bridgewater canal in Altrincham. The land was purchased from Earl of Stamford's Oldfield Estate and provided land not only for the extensive works site, but also for a development of 172 workers houses known as the Linotype Estate. The Linotype factory employed hundreds of workers in the manufacture of printing machines, and its success led to the enlargement of the Broadheath manufacturing district, and the consequential growth of Altrincham's population in the early C20.

Sources: Nevell. M The Archaeology of Trafford.

A boldly-detailed and well-preserved office building of 1897 which forms the prominent

centrepiece of a massive printing machine factory developed on a greenfield site in Altrincham. Its ambitious scale and the richness of its exterior detailing distinguish it from many other commercial buildings of the period and its clock tower ensures its continued prominence in the landscape.

National Grid Reference: SJ 76271 88912

From: The National Heritage List, <http://www.english-heritage.org.uk/professional/protection/process/national-heritage-list-for-england/>

Appendix B: Contacts

Trafford Council Contacts

General development control enquiries concerning the Linotype Conservation Area should be referred to Development Control. Telephone: 0161 912 3149

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

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

National Organisations

Historic England (formerly English Heritage)

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

Victorian Society

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

Georgian Group

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

Twentieth Century Society

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

Institute of Historic Building Conservation

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

Appendix C: Historic Development of Altrincham

Roman and Anglo-Saxon Period

1. Although there have been no significant archaeological finds to indicate either Roman or Anglo-Saxon settlements in the Altrincham area, the area is notable for being crossed by the Roman road linking the Roman forts at Chester, York and Manchester, Deva, Eboracum and Mancunium respectively. The importance of this infrastructure may also have provided a stimulus for development in the area lasting beyond the Anglo-Saxon period, perhaps also due to its strategic proximity to North Wales and Ireland.²⁸ Indeed, several of these Roman roads are extant today, often being used for dual carriageways or motorways in the 20th-century.²⁹

Medieval Altrincham

2. Although Altrincham is not recorded in the Domesday Book, it seems likely that there may still have been some dwellings there in light of the fact that the neighbouring settlements of Bowden (*Bogedone*) Hale and Dunham (*Doneham*) are all recorded by the survey in 1086.³⁰
3. The development of a settlement in the area there is more certain by 1290, the year in which the by-now established Altrincham was awarded rights by Edward I to hold a market and a fair,³¹ by charter of Hamon de Massey, lord of the barony of Dunham-Massey.³² As was one of 21 settlements in Cheshire with such privileges, these rights both signified and secured the settlement's growing regional importance in subsequent years, a position which was perhaps facilitated by its early and important road links. Although evidently of some regional importance in this period, it is notable that little fabric evidence of the medieval town of Altrincham survives today.

Tudor to Georgian Altrincham

4. Altrincham appears to have grown little in importance in the post-medieval period, retaining a small medieval pattern of streets, despite the continuance of its market and popular fair, which in this period was renamed St James' Fair and referred to more colloquially as Samjam. This medieval street pattern is still evident, for example, as late as 1777 in the Burdett map of Cheshire which depicts Altrincham as no more than a small town, although it was perhaps relatively large in comparison to many of the surrounding villages and towns at this time.
5. The town's failure to expand in this period is in part likely due to changes in its transport links; although its well-established roads remained an important feature of the wider area in the 16th-century, by the 17th-century their use had decreased, possibly because

²⁸ 'Economic infrastructure and institutions: Roads and road transport', *A History of the County of Chester: Volume 5 part 2: The City of Chester: Culture, Buildings, Institutions* (2005), pp. 73-83, <http://www.british-history.ac.uk/report.aspx?compid=57309> (accessed 22 October 2014).

²⁹ Ibid.

³⁰ [http://www.domesdayextracts.co.uk/viewer.asp?X=376500&Y=387500&name=Altrincham, Trafford&town=Altrincham, Trafford&county=.](http://www.domesdayextracts.co.uk/viewer.asp?X=376500&Y=387500&name=Altrincham,Trafford&town=Altrincham,Trafford&county=) (Accessed 22 October 2014).

³¹ <http://www.british-history.ac.uk/report.aspx?compid=40408> (accessed 22 October 2014).

³² 'Alperton - Altrincham', *A Topographical Dictionary of England* (1848), pp. 44-49, <http://www.british-history.ac.uk/report.aspx?compid=50753> (accessed 22 October 2014).

of their poor condition.³³ This situation was to be reversed when the road between Northwich and Altrincham was turn-piked between the years 1753 and 1769.³⁴

6. A simultaneous development in transport connections in this later period was the cutting of the Duke of Bridgewater's Canal in the 1760s, which passed the town to the north-west. The Bridgewater Canal was important in establishing new connections between Altrincham and the expanding industrial city of Manchester, and notably established new industries in the outlying towns and villages, such as Altrincham.
7. One such industry facilitated by the new canal route was market gardening, the canal being essential for transporting produce from outlying areas into the city centre and carrying to these towns by return the city's night soil, which was this industry's primary source of fertiliser.

Victorian Altrincham

8. Further development of the roads occurred in Altrincham in the 19th-century, including the turn-piking of the Warrington-Stockport road in 1820 which instigated further improvements in the connection between Chester and Manchester via Altrincham (later becoming the A56 Manchester Road).³⁵
9. However, the real turning point in the development of Altrincham was to arrive mid-century, with the construction of the Manchester South Junction and Altrincham Railway through Altrincham in the late 1840s, following the passing of an Act of Parliament to implement the railway on 25 July 1845.³⁶ Although this brought even greater connectivity between Manchester and the town, it is recorded that the line opened in 1849 '*without any of the ceremonial usually associated with the inauguration of an important public undertaking.*'³⁷
10. In his *Topographical Dictionary of England* (1848), Samuel Lewis captured something of the character and industries of Altrincham at the cusp of change, shortly after the arrival of the railway but before its impact was fully felt:

'[A] market-town and chapelry, and the head of a union, in the parish of Bowdon, hundred of Bucklow, N. division of the county of Chester, 7 miles (N. by E.) from Knutsford, and 180 (N. W. by N.) from London; containing 3399 inhabitants. The town is situated near Bowdon Downs, and, though small, contains several respectable dwelling-houses, the salubrity of the air rendering it a place of general resort for invalids from Manchester; it is watched and lighted under the general act of the 11th of George IV., and is characterised throughout by cleanliness and neatness.

The trade principally consists in the spinning of yarn, the making of bobbins for cotton and worsted spinners, and the weaving of cotton by hand-looms, and by machinery

³³ 'Economic infrastructure and institutions: Roads and road transport', *A History of the County of Chester: Volume 5 part 2: The City of Chester: Culture, Buildings, Institutions* (2005), pp. 73-83, <http://www.british-history.ac.uk/report.aspx?compid=57309> (accessed 22 October 2014).

³⁴ Ibid.

³⁵ Ibid.

³⁶ *Manchester South Junction & Altrincham Railway Co.: 1848-1931*, 625 MAN REF, Cheshire Archives.

³⁷ Ibid.

driven by steam, for the manufacturers at Manchester and other adjacent towns. The Duke of Bridgewater's canal from Manchester to Runcorn passes within three quarters of a mile of the town, affording a facility of conveyance for coal; and in 1845 and 1846 acts were passed, the first for a railway to Manchester, since completed, and the second for a railway from Birkenhead, by Altrincham, to Stockport. Early potatoes are cultivated here to a great extent for the Manchester market. The market-days are Tuesday and Saturday, the latter for butchers' meat; the fairs, chiefly for the sale of livestock, are held on April 29th, August 5th, and November 22nd.³⁸

11. By the late 19th-century, great expansion of Altrincham had occurred, which is indicative of the shift in the town's status from neighbouring market town to a middle-class suburb of Manchester.

20th Century Altrincham

12. In the 20th-century Altrincham's expansion continued in its pattern of development arising from the railways and in tandem with the on-going growth of Manchester in this period. It is also notable that what had been for so long distinct town boundaries were increasingly blurred as the surrounding towns and villages were simultaneously subsumed into the suburbs of Manchester.
13. Altrincham can be broadly characterised in this period by fairly good-quality housing, symptomatic of the movement in the late 19th and 20th-centuries of Manchester's middle-classes out of the city centre and into the relative rural setting of Altrincham.

³⁸ 'Alperton - Altrincham', *A Topographical Dictionary of England* (1848), pp. 44-49, <http://www.british-history.ac.uk/report.aspx?compid=50753> (accessed 22 October 2014).

Appendix D: Selection Criteria for Positive Contributors

Historic England's guidance *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011) in paragraph 2.2.21 uses the following questions to assess if an element should be considered as a positive contributor:

- 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?