



Old Market Place Conservation Area

Conservation Area Management Plan
April 2016

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1 Introduction

1.1. Context

- 1.1.1 The Old Market Place Conservation Area was designated on 8th February 1973 by Trafford Borough Council. It was extended on the 12th of September 1985, a second time on the 1st of April 1992 and then more recently in October 2014 to include Church Walk, Victoria Street, north side of Stamford Street, Springfield Road, some of Shaws Road, Groby Road, south side of Townfield Road and east side of Richmond Road.
- 1.1.2 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. Section 71 of the Act imposes a duty on the local planning authority to formulate and publish proposals for the preservation and enhancement of Conservation Areas. Proposals should be publicised and incorporate public comment.
- 1.1.3 Conservation Area designation recognises the unique quality of an area as a whole. It is not just the contribution of individual buildings and monuments, but also that of features such as topography, layout of roads, pathways, street furniture, open spaces, and hard and soft landscaping which assist in defining the character and appearance of an area. Conservation Areas identify the familiar and cherished local scene that creates a sense of place, community, distinctiveness and environment.
- 1.1.4 The extent to which a building positively shapes the character of a Conservation Area depends not just on their street elevations but also on their integrity as historic structures and the impact they have in three dimensions, perhaps in an interesting roofscape, or skyline. Back elevations can be important, as can side views from alleys and yards.²
- 1.1.5 If the Conservation Area is conserved and inappropriate alterations are prevented, the benefits will be enjoyed by the owners, occupiers and visitors to the area. It is in the public interest to preserve the area but preservation also benefits individuals as a pleasant environment helps to maintain property
- 1.1.6 The boundary of the Conservation Area in 2014 concluded that it should be widened to incorporate several additional areas, largely residential in character, such as detached and terraced housing on the peripheries. A plan of the adopted revised boundaries is included on Map 1.
- 1.1.7 It is proposed in the CAA and in this Management Plan that the properties shown on map 2 and listed below should be considered for an Article 4 direction.
- 2-18 (even) The Mount
 - 2-32 (even) Richmond Road

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

² Historic England (English Heritage), *Understanding Place: Conservation Area Designation, Appraisal and Management*. (2011), para 2.2.21

- 1-11 (odd) Townfield Road
- Groombridge House and Beech Hurst (off Townfield Road)
- 1-11 (odd) and 2-12 (even) Springfield Road
- The Parsonage, nos. 3-4 and nos. 6a-8 Groby Place
- Glen Mona, Sylvan Grove
- Haslemere, Oakfield, The Knowle, Stoneleigh, Dunham Road
- Lindsey and Doonfoot and 1-8 (odd and even), Groby Road
- Cramond House, Netheroyd and no. 40 Regent Road
- 22-34 (even) Market Street

1.1.8 Under the Town and Country Planning (General Permitted Development Order) 2015, the classes of permitted development that have been proposed to be withdrawn are: Schedule 2 Part 1 Class A , B, C and D and Part 2 Class A, as such planning permission must be obtained for:

- The enlargement, improvement or other alteration of a dwelling house. This includes all extensions, windows, doors, cladding, and dormers;
- The erection or construction of a porch outside any external door of a dwelling house; and
- The erection, construction, maintenance, improvement or alteration of a gate, fence, wall or other means of enclosure.

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1.1.9 See policy 1 and appendix C for details of control measures in Conservation Areas. Affected residents will be consulted individually prior to an Article 4 direction being put in place after the adoption of the Management Plan.

1.1.10 This Conservation Area Management Plan has been published by Trafford Council following the submission of a draft by Purcell.

1.1.11 The proposals set out by this Management Plan were subject to a period of public consultation and were submitted for consideration at a public meeting in the area to which they relate.³ The local planning authority had regard to views concerning the proposals expressed by persons attending the meeting and during the period of consultation and amendments were made as appropriate.

³ Section 71 (2) Planning (Listed Buildings and Conservation Areas) Act 1990.

1.2. Significance Statement

1.2.1 The special interest of the Old Market Place Conservation Area is defined in the Conservation Area Appraisal as *'the medieval settlement core of Altrincham that retains evidence of the pre-1290 Charter layout in the current street scene. The Conservation Area has the character of an historic market town with a variety of inter-linked building types including civic, commercial and residential. The majority of buildings are 19th century or earlier and have high aesthetic value for architectural detailing and local distinctiveness. Small scale buildings utilising historic burgage plots front the street to create a strong building line and traditional materials give a sense of visual harmony. The Conservation Area is the meeting point of several major routes and the Market Place and later Market Street are a significant public gathering place, illustrating the continuous inhabitation of Altrincham from the medieval period to the present day. The continued use of the Historic Market Quarter of Altrincham as a vibrant civic and communal space makes it a significant heritage asset to the town'*.

1.3. Purpose of a Conservation Area Management Plan

1.3.1 The National Planning Policy Framework (NPPF) stresses the need for local planning authorities to set out a positive strategy for the conservation and enjoyment of the historic environment. Local planning authorities are required to define and record the special characteristics of heritage assets within their area. This Management Plan fulfils the statutory duty placed on the local planning authority *'to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.'*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 that accompanies this Management Plan is, in accordance with the methodology recommended by Historic England, to define and record the special architectural and historic interest of the Old Market Place Conservation Area.⁶ This Management Plan should be read in conjunction with the Appraisal. It sets out actions to maintain and enhance the special character of the area, as defined in the Appraisal. These documents will support the positive and active management of the Conservation Area through the development control process, including support for appeals.

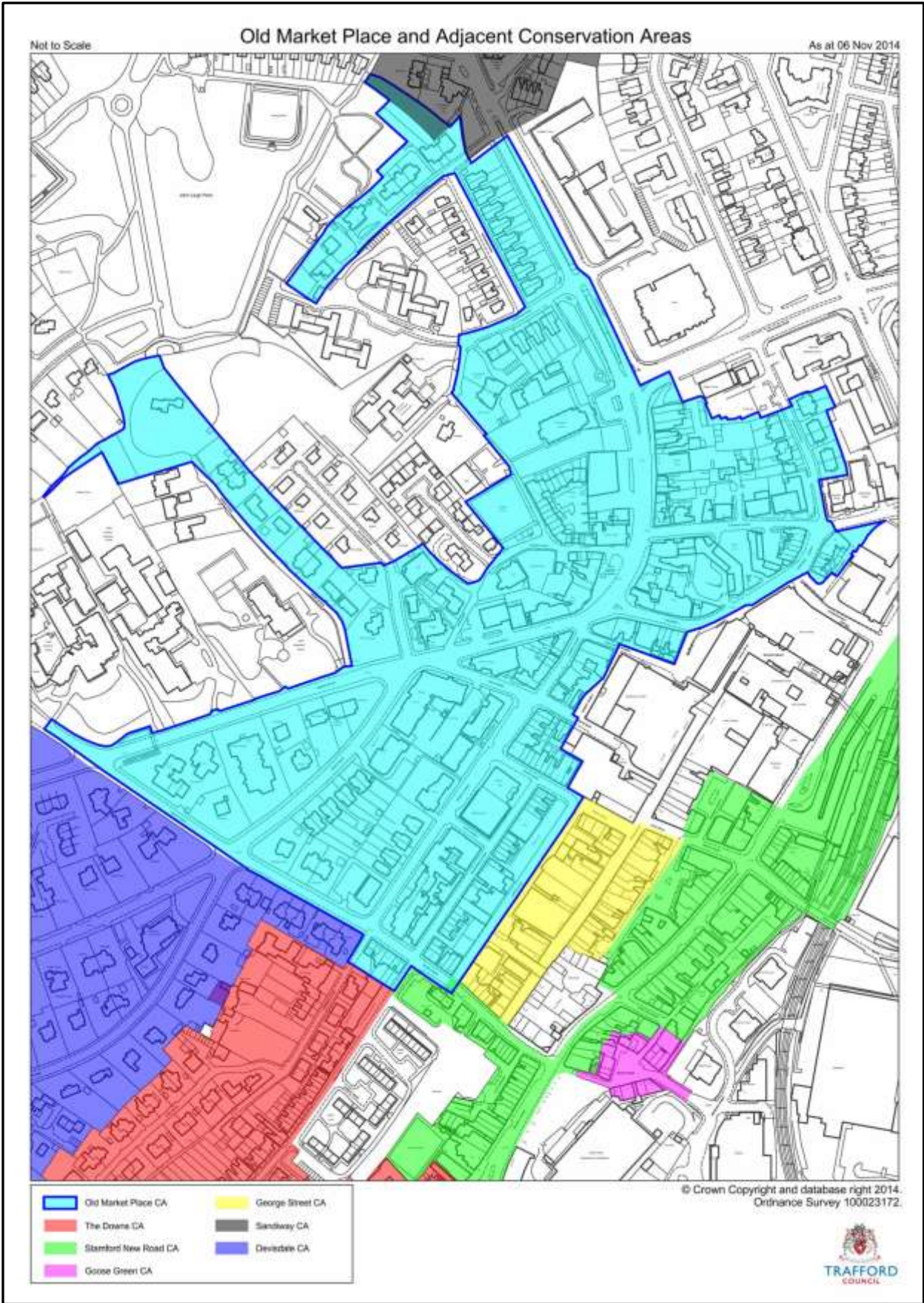
1.3.4 This Management Plan includes examples of historic buildings that have either been appropriately or inappropriately extended, repaired and / or otherwise altered. The positive examples set out in this document are a guide for what will be expected from developers and owners wanting to build new or make future changes to buildings in the Conservation Area. The poor examples set out in this document or other such like examples of buildings containing similar unsympathetic features will not be required to

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

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

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

take retrospective action, unless such features or works constitute unauthorised development. For new planning applications it will not be acceptable to use inappropriate examples as a precedent to justify new proposals for development.



Map 1: Conservation Area Boundary with Extensions adopted 2014

1.4. Methodology

- 1.4.1 This Management Plan builds on work carried out for the preparation of the Old Market Place Conservation Area Appraisal. Several site surveys were carried out during the course of preparing the Appraisal, where photographs were taken and features of the Conservation Area noted. Historic research was carried out in local archives and a summary of the special interest of the Area was prepared.
- 1.4.2 For this Management Plan a more detailed site survey of the Conservation Area was carried out on 15th July 2015. Survey sheets were filled out for each identified architectural style, which recorded building materials, shop fronts, upper floors, boundary treatments and rear extensions. Extensive photographs were taken and details of the public realm and streetscape noted and photographed.

1.5. Planning Policy Framework

- 1.5.1 This section outlines the legislative and national policy framework for Conservation Area Appraisals and Management Plans.
- 1.5.2 The NPPF (paragraph 126) states:

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

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
- *the desirability of new development making a positive contribution to local character and distinctiveness;*
- *and opportunities to draw on the contribution made by the historic environment to the character of a place.'*⁷

- 1.5.3 The Enterprise and Regulatory Reform Act (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.
- 1.5.4 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

⁷ Department of Communities and Local Government, *National Planning Policy Framework*, (2012) para. 126 .

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

- 1.5.5 In addition the Trafford Core Strategy, formally adopted on 25th January 2012, contains the following policy on the Historic Environment:
- Policy R1 – Historic Environment relating to designated and non-designated heritage assets.
 - Policy R2 – Natural Environment.
 - Policy L7 – Design
- 1.5.6 A number of policies and proposals of the Revised Unitary Development Plan adopted in 2006 are currently 'saved', such as ENV21 Conservation Areas and ENV22 Conservation Area Designation, until they are replaced by the Land Allocations Development Plan Document.
- 1.5.7 All the borough's planning policies and supplementary planning guidance is available on the council website and should be consulted alongside this Management Plan:
<http://trafford.gov.uk/planning/planning.aspx>.

1.6. Conservation Area Policy Guidance

- 1.6.1 This appraisal has taken into consideration methodologies and advice outlined by Historic England (formerly English Heritage) in the following publications:
- Measuring and Assessing Change in Conservation Areas, (2005);
 - Guidance on Conservation Area Appraisals, (2006);
 - Guidance on the Management of Conservation Areas, (2006);
 - Understanding Place: An Introduction, (2010);
 - Understanding Place: Historic Area Assessments in a Planning and Development Context, (2010);
 - Understanding Place: Historic Area Assessments: Principles and Practice, (2010);
 - Understanding Place: Conservation Area Designation, Appraisal and Management, (2011);
 - Understanding Place: Character and Context in Local Planning, (2011);
 - Streets for All: North West, (2006); and
 - Conservation Principles, Policies and Guidance, (2008).

2. Design Analysis and Guidance

2.1. Introduction

2.1.1 This section is intended to define the key original characteristics of the historic buildings and structures in the Old Market Place Conservation Area. This design guidance should be used as a reference for building owners and occupiers as to the suitable styles, materials, shop fronts and advertisements that should be used within the Conservation Area. It will also be used by Trafford Council to determine the outcome of applications for changes to the properties. This document should be read in conjunction with the Old Market Place Conservation Area Appraisal all other relevant Council supplementary planning guidance, in particular those relating to shop fronts and adverts.

2.1.2 The heritage significance and character of Old Market Place Conservation Area has been eroded by vacant shops, under-used upper floors, loss of residential boundary treatments, poorly maintained green spaces and a scruffy public realm. Deterioration of fabric on tenanted units, the condition of rear elevations and the cumulative loss of traditional features on residential and commercial properties also have an adverse impact on the Conservation Area. This robust guidance for the historic environment within the Old Market Place Conservation Area has been produced in order to improve the character and appearance.

2.2. Building types and uses

2.2.1 The Old Market Place Conservation Area has medieval origins and many structures on the Market Place and along Market Street date to the late Georgian period; generally from 1800 to 1835. However, these buildings may incorporate fabric from earlier structures. To the rear of the corner of Regent Road and Norman's Place, can be found part of a modest 18th century mill and mill house.

2.2.2 The Conservation Area also has commercial buildings dating to the late 19th and early 20th century, established as the prosperity of the area increased. As development moved towards Stamford New Road, developers attempted to breathe new life into the Old Market Place by creating new opportunities for businesses and retailers, including construction of the Old Bank in the late 19th century. There are many commercial buildings in the Cheshire Vernacular style, centred around the Old Market Place and along Market Street. They are generally in retail use such as independent clothing retailers or financial services.



Arts and Crafts detailing on an Edwardian development on Market Street

- 2.2.3 Residential properties within the Old Market Place Conservation Area date to the building boom of the late 19th and early 20th century. They can be found on outlying streets that converge on the central Market Place. To the south-west are some earlier residential properties that have been converted to commercial and restaurant use.
- 2.2.4 The public buildings within the Old Market Place Conservation Area provide a rich texture to the character and appearance of the Conservation Area. This is further enhanced by a high quality of architectural design and the integrity of features. Civic buildings such as the mid- 19th century town hall on the Old Market Place, the replacement town hall on Market Street, political clubs, the hospital and churches all feature within the Conservation Area.
- 2.2.5 Altrincham Hospital is a significant element of the Conservation Area and occupies a large site facing onto Market Street and backing onto Greenwood Street. The buildings range in date from 1870 to the 1960s. The site has recently been vacated following completion of the New Altrincham Hospital on Railway Street.



Old Market Tavern incorporating the old Town Hall



Altrincham Market House and covered Market Square

- 2.2.6 The replica Market Cross at the heart of the Old Market Place Conservation Area dates from the late 20th century and was erected as part of the towns 700th Charter celebrations; it is an important reminder of the former use of the space. It formed part of wider public realm improvements including paving and the installation of replica stocks, which are now in a poor condition.

- 2.2.7 The disused bowling green and pavilion to the north of Albert Place is surrounded by high concrete boundary walls and dense vegetation. The disused bowling green and associated pavilion are in a state of disrepair and represents a development opportunity.



Replica market cross



Replica stocks on the Market Place, currently in a poor condition



The former bowling green and pavilion are in a poor condition

2.3. Architectural styles and details

- 2.3.1 Late Georgian buildings within the Conservation Area are simple in their detailing and ornamentation and take the form of two to three storey buildings. Buildings fall into two categories here; firstly those simple and diminutive structures to the north and east of the Conservation Area along Church Street that may have earlier origins. These have been substantially altered externally and some are in a poor condition. These buildings are generally in retail use on the ground floor. Secondly there are the structures along Market Street, which relate to a period of relatively affluent development in the late 18th and early 19th century and remain in a good condition today. These are generally of three storeys and retain traditional sash windows and features such as fan lights and timber doors. These buildings are used as offices although there is some retail use. There is another group of late Georgian terraced houses on the southside of Regent Road, some used as offices, others as retail at ground level.

- 2.3.2 Examples that have retained traditional features and are considered to be in-keeping with the character and appearance of the Conservation Area include 30-36 Church Street, 8 Dunham Road, the National Trust Estate Office and 7 Market Street.



Late 18th century buildings along Market Street



2-8 Dunham Road with 20th century extensions and entrance

- 2.3.3 The architectural style of many of the later buildings within the Conservation Area follows the popular 19th century tradition of revival styles, taking inspiration from classical, Italianate, Tudor revival and Cheshire Vernacular. Arts and Crafts can also be seen across the Conservation Area along with domestic revival motifs.

- 2.3.4 The Victorian and Edwardian revival of Cheshire's distinctive vernacular architecture is a prevalent feature throughout Altrincham and the wider area. Old Market Place has a number of high-quality examples of this style, dating from attempts to revive the prosperity of the area in the late 19th century. Vernacular details in Altrincham are generally more prevalent on domestic-scale buildings such as public houses but are used within the Old Market Place Conservation Area to great effect on large commercial developments such as the Old Bank and Bank House and 2, 2a, 4, 4a Old Market Place. Details within this style include the use of traditional Cheshire black and white half-timbered detail on oriel windows and gable ends, stained glass and leaded lights. Early 20th century examples of Cheshire Vernacular are important local details and should be retained – the photographs below show good examples of this style.



Old Bank and Bank House, Old Market Place



Example of the vernacular or Arts & Crafts style features seen within the Conservation Area



33a, 35 & 35a Regent Road was built in a fanciful Cheshire Vernacular style. It retains early 20th century shop windows. To the right is the 18th century mill.



2, 2a, 4, 4a Old Market Place within its setting of modern development

- 2.3.5 Common features for Victorian and Edwardian commercial premises within the Conservation Area include High Victorian, classical and Italianate detailing with Romanesque round arched openings, polychromatic brickwork and wide bracketed cornices. The buildings make use of classical motifs, display windows, corner entrances and upper floor showrooms. Oriel windows, pilasters, contrasting colours and stone detailing all add interest to the front facades.
- 2.3.6 Four phases of Altrincham Hospital are built in restrained classical detailing in brick with ashlar stone dressings. A 1960s extension has an adverse impact on the Conservation Area but has some value as part of the historic evolution of the hospital site.



Altrincham General Hospital, recently vacated for a new site



Various phases of development seen across the Altrincham Hospital site

- 2.3.7 The Conservative Club, Conservative Working Men's Club and the Market House are Italianate in style. Gable ends, contrasting brickwork pilasters, pitched roofs and timber window frames are common features.
- 2.3.8 The Church of England and Unitarian church within the Conservation Area are both 19th century places of worship of different denominations. The Church of St George is built in the Italianate style with Romanesque arches while the Unitarian Chapel makes use of Early English motifs such as plate tracery and lancet windows.

- 2.3.9 The use of Tudor and Jacobethan elements can be seen on many buildings throughout the Conservation Area. Defining features of the buildings include the use of decorative Tudor vernacular half-timbering and Jacobethan stone detailing.
- 2.3.10 Two of the more substantial examples of the Jacobethan Revival style (12 Dunham Road and the Warrant House) have retained their external facades but have been considerably altered internally. 12 Dunham Road has been converted to a service station shop while the Warrant House incorporates parking on the ground floor for adjacent new housing.
- 2.3.11 Altrincham Town Hall is in the Jacobethan revival style with stone mullion and transom windows, Dutch gables, leaded lanterns and a baroque entrance. Red brick has been used, with stone dressings. A modern office building making use of the same motifs such as Dutch Gables and red brickwork has successfully been constructed within this historic space.



Altrincham Town Hall

- 2.3.12 Residential properties within the Old Market Place Conservation Area include both modest semi-detached speculative terraces, and individual detached or semi-detached properties built by affluent owners on a grander scale.
- 2.3.13 Modest semi-detached properties can be found along Townfield Road, Richmond Road and Springfield Road within the Conservation Area. The dwellings are built to look like single villas but are divided by a party wall and two centrally placed entrances. On Townfield Road the houses have two ground floor bay windows, a central gable, stone lintels, round arched entrance porches and Edwardian stained glass detailing. On Richmond Road two canted bay windows rise the full height of the property, with two contrasting bands of stone running across the front façade at lintel height.



Example of the residential properties on Townfield Road with traditional timber windows, doors and stained glass



Example of the residential properties on Richmond Road with distinctive white painted banding. Window replacement is a common concern in this area but boundary walls have been retained to all properties.

- 2.3.14 The odd numbers (west side) on Springfield Terrace are similar in style, with large bay windows and Romanesque arches within a red brick façade. Even numbers (east side) are High Victorian in style and are of a larger scale. Both sides of the street deal with a sloping site by having raised gardens to the front, with a part-basement floor below.
- 2.3.15 Large individual villas are clustered along Sylvan Grove, Regent Road, Groby Place and The Mount. The mid-19th century white brick dwellings make use of Classical or Italianate revival motifs and the later ones are designed in either Arts & Crafts style. Deep bracketed eaves, Romanesque arched windows and stone lintels are common. An interesting use of wide buff bricks can be seen at 12 The Mount and 3-4 Groby Place, unique to the Altrincham and Bowdon area.



Doonfoot House, Regent Road is a high-quality residential property in a good condition. The modern conservatory somewhat detracts from the Conservation Area.



Residential properties on Groby Road retain traditional windows and glazing, with Arts and Crafts architectural features

- 2.3.16 Along The Mount are Classical and Italianate inspired dwellings. Some properties have been built to look like single dwellings but are in fact semi-detached houses. They are in either red or buff brick with large gable ends and Romanesque arched windows, with stone or brick lintels. Shutters survive on 2-4 The Mount.



2-4 The Mount, well maintained but some loss of boundary treatments to create parking

- 2.3.17 Along Sylvan Grove and Regent Road are some large detached villas with Arts & Crafts inspired architecture such as Doonfoot House, Regent Road and The Parsonage and Glen Mona, Sylvan Grove. They are set back within large mature grounds and trees.



Residential properties along Regent Road. Some have replaced traditional timber windows with uPVC and faux-leaded lights

2.4. Building materials

- 2.4.1 Late Georgian buildings within the Conservation Area use a palate of traditional materials and are simple in their design. Some buildings have historic slate roofs in diminishing courses, with some very large slates at the eaves, which should be replaced like-for-like when repairs are necessary, retaining the original courses. Traditional timber sash windows survive in some locations but replacement with uPVC is common. Some buildings have been rendered or painted.
- 2.4.2 The prevalent building materials used on Cheshire Vernacular buildings include handmade bricks, sandstone dressings, decorative clay roof tiles, decorative bargeboards, black and white timber framing, stained glass and dormer windows.
- 2.4.3 The principle façades of High Victorian buildings are often constructed in expensive red brickwork while the rear elevations are built in local handmade bricks. Building materials are commonly Welsh blue slate roofs or clay tiles, red and local brown brick with buff and blue details, timber sash or casement windows and leaded or stained glass.
- 2.4.4 Jacobethan revival buildings make use of red brick with stone dressings, pitched roofs and gables, mullion windows and Baroque entrance and pediment details.
- 2.4.5 Late 19th century public buildings such as the Conservative Club, Conservative Working Men's Club and the Market House are built in local buff white brick with buff quoin and window detailing. The Altrincham Social Club is similarly brick built with blue brick detailing.

2.4.6 The Church of England and Unitarian church are built in red and local brown brick.



East end of Church of St George



Unitarian Church Hall, Sylvan Grove requires some maintenance



Unitarian Sunday School is also in need of maintenance

2.4.7 There are only two examples of buildings built of brick but originally rendered and now painted – at 38 Stamford Street and probably upper level of The Old Market Tavern (former Unicorn Inn) on the Old Market Place. All other currently painted buildings are covering the original brick façade or stone dressings, changing the character and damaging the fabric.

2.4.8 Traditional and historic features have survived well within the Conservation Area; however, some features have been replaced in modern materials such as uPVC windows and rainwater goods, modern doors and signage. Intrusive extensions mar the principle façade of the Social Club and the Conservative Club has uPVC replacements and an intrusive external staircase.



Altrincham Social Club with unsightly front extension



Altrincham Conservative Club with replacement uPVC windows. Beyond is a Jacobean style modern development

- 2.4.9 Condition within the Conservation Area is generally good to fair, with little replacement of traditional features. On revival style buildings, this may be due to the difficulty in finding affordable replacements that are appropriate for the idiosyncratic designs and non-standard window sizes. Decorative half-timbering is in a good condition overall.
- 2.4.10 Victorian and Edwardian commercial buildings have historic timber sash windows that survive in many buildings but some are in a poor condition and there is substantial replacement with uPVC. Doors in particular have been replaced with inappropriate plastic or aluminium examples and render has been applied to brick facades. Some skylights have been inserted into pitched roofs.



Unsuitable materials and designs used on replacement windows along Church Street

- 2.4.11 The materials used on residential dwellings across the Conservation Area are traditional 19th century materials such as Welsh blue slate, local brown bricks and the more expensive red and buff brick. Timber is widely used for gables, porches and window frames. Stained glass survives in the upper panes of many windows and some interesting fishscale leaded lights survive on houses along Groby Road. Arts & Crafts detailing such as half-timbered gables, decorative barge boards and stained glass are common, as are sash windows with slender glazing bars. An issue that requires addressing is the replacement of traditional timber windows with uPVC replacements and the introduction of basement garaging, resulting in the loss of gardens.



Example of the typical architectural features of the area including deep eaves and brackets and wide buff bricks. Windows have been replaced with inappropriate uPVC windows and an unsightly extension has been added (left of image)

- 2.4.12 Replacement of original windows with uPVC is seen to varying degrees across the Conservation Area and is considered to be an inappropriate material for its historic setting. UPVC is not a suitable replacement for traditional timber windows with slender glazing bars, and the replacement of sash windows with casements is also not acceptable.

2.5. Green and open spaces

- 2.5.1 The Old Market Place Conservation Area exhibits a varied character, ranging from leafy suburban streets to compact, narrow streets. The area around the Old Market Place is an important open space for the public but is currently under-used. However, it has a main arterial road passing right through it dividing it in two and traffic backing up from the traffic lights on the west side and merging traffic on the east side. The space to the rear of the Market House on Greenwood Street is more vibrant and takes advantage of its pedestrianised areas to create café style seating, an outdoor market and meeting points.
- 2.5.2 The Conservation Area has both leafy residential areas that are well planted with many mature trees to the west, and other areas to the east that are urban in character with buildings facing hard onto the street.
- 2.5.3 There are few green public spaces within the Conservation Area, the former bowling green for example is in a poor condition and inaccessible. The large shaded churchyard of the Church of St George is a positive space, as are the green areas fronting onto the A56 in this area.
- 2.5.4 Open spaces are limited due to the narrow building plots, fronting hard onto the street within this urban setting.
- 2.5.5 To the rear of Church Street are several under-utilised spaces that are possible locations for new development.
- 2.5.6 The old hospital is set back behind a mature garden area at the south end of Market Street.
- 2.5.7 Suburban housing surrounding the core of the Conservation Area is characterised by tree-lined streets and mature gardens. Boundary planting is common and many properties

retain front gardens and original stone and brick boundary walls. There is some erosion of character as gardens are replaced with driveways, particularly along Springfield Road.

2.6. Shop fronts and advertisements

2.6.1 Late Georgian buildings along Church Street and Market Street have been subject to constant alteration on the ground floor as retail units have changed hands. Good examples can be seen at 8 and 14-18 Old Market Place, along Market Street and at 30-36 Church Street. These shops fronts are traditional in style with timber fascias, traditional lettering, canvas awnings, windows with glazing bars and stall risers in muted colours. Features such as classical corbels and brackets survive. Inappropriate and intrusive examples of shop fronts can be seen at 2-12 Church Street with modern plastic fascias and overly large signage.



late 18th century buildings at 8-12 Old Market Place retaining traditional features such as windows and railings but with deteriorating and painted fabric and some inappropriate window replacements



Traditional shop fronts along Market Street



Good example of traditional shop fronts at 14-18 Old Market Place (but replacement glazing and doors and painted brickwork)



Good examples of traditional shop fronts and buildings in good condition at 30-36 Church Street



Shops on the Old Market Place in a poor condition, with inappropriate signage, modern windows and painted brickwork.

2.6.2 The quality of shop fronts and signage on those buildings built in the Cheshire Vernacular style is generally high as they make use of traditional features such as stall risers, cornices and timber frames. However, there are some vacancies for example 2, 2a, 4, 4a. Old Market Place is currently empty on the ground floor, leaving large blank spaces within the Conservation Area. This represents a substantial block that is under-used at the heart of the Conservation Area.



Example of an appropriate shop front

2.6.3 Traditional and historic shop fronts presented within the High Victorian style are attractive, well maintained and add to the special interest of the Conservation Area. Traditional features on shop fronts that survive include decorative plinths, fluted/plain pilasters, panelled stall risers, fascias, decorative/plain cornices and inset doorways. A number of 20th-21st century shop fronts have replicated historic characteristics, which attempt to provide a cohesive design with the high quality of historic architecture. Good examples can be seen at 38-40 Greenwood Street, adjacent to the Market House.



Good examples of traditional shop fronts along Greenwood Street



Example of conversion of residential properties to commercial use with modified shop windows



Example of a good shop front on Market Street



Late 20th century shop units are interesting examples with upper floor display windows that should be retained

2.6.4 A number of modern shop fronts within High Victorian buildings are unsuccessful in terms of style, scale, signage, illumination, material and colour. The size of fascias across the Conservation Area is a concern as many are overly large, feature strong colours and do not relate well to their surroundings.



Traditional 'Gothic' window frames are harmed by an intrusive colour scheme and modern signage



Inappropriate modern shop front jarring with the historic surroundings



Inappropriate signage and colour schemes dominate traditional features that do survive such as brackets and fanlights



Inappropriate shop front using aluminium frames, plastic fascia and reflective glass



Inappropriate signage within the historic core of the Conservation Area

- 2.6.5 Public buildings within this Conservation Area do not incorporate many commercial uses so shop fronts and advertisements are limited. The Old Market Tavern (formerly the Unicorn Inn and mid-19th century town hall) has some overly large signs within the upper floor windows advertising a business but otherwise the small plaques and signs displayed are appropriate to their setting and current use.

2.7. Condition and vacancy

2.7.1 The use of the majority of these buildings is ground floor retail with some residential or office use on the upper floors. Problems relate to the vacancy of shop units, intrusive security provision and under-used upper floors. The lack of investment from tenants or owners has led to some deterioration of the fabric.

2.7.2 There is concern about vacancy of spaces on the upper floors and the under use of commercial premises, particularly when associated with shops on the ground floor. This in turn has caused issues with maintenance of fabric and some deterioration can be seen, although the condition is fairer than in other Conservation Areas nearby.



Rear elevations are often neglected and are deteriorating



Buildings on the corner of Stamford Street and Kingsway in a good condition but with recently vacant shop units

2.7.3 Public buildings within the Conservation Area are generally well used and in a good condition with little deterioration of fabric. The exceptions are the Social Club, Old Market Tavern, the Unitarian Sunday School and church hall, which require some maintenance. Upper floor vacancy is less concerning within this building type although the Old Market Tavern is used for several different purposes.



12 Dunham Road, early 20th century with modern shop insertion to side elevation, front façade and rooms are under-used

2.7.4 Some historic features survive on the late Georgian buildings have inappropriate paint schemes covering the original stone and brickwork which is harmful to character and appearance. In general these buildings are in a poor condition with intrusive wiring and ventilation, modern doors and windows and tired render. Rear elevations are also in a poor condition. Some inappropriate security features can be found such as solid roller shutters on Stamford Street and Shaw's Road. .

- 2.7.5 Vacant shops that are permanently shuttered are detrimental to the Conservation Area as they present a blank and lonely façade to the street. Examples include those at 20 Greenwood Street, 28-30 Regent Road and 20 Shaw Road.



Vacant shops and heavy-duty security provision on Post Office Street



Vacant shops along Greenwood Street with inappropriate security features, render and signage



Intrusive ducting and, ventilation inappropriate render in a poor condition and modern signage



Replacement windows and doors are detrimental to these late 18th century properties, particularly the faux-leaded lights



Inappropriate painted brickwork on Stamford Street

- 2.7.6 Due to the high-quality of the residential properties to the north-west and north-east of the Conservation Area there have been few intrusive extensions or alterations. UPVC windows have replaced traditional ones in some houses, to the detriment of the character and appearance of the Conservation Area. Window replacement is prevalent on Richmond Road. More intrusive are several uPVC modern conservatory additions, one with faux stained glass. Other inappropriate brick extensions can be seen along The Mount that obscure the original symmetry of the buildings.
- 2.7.7 Springfield Road has suffered a higher degree of alteration. High retaining and boundary walls to the fronts of properties have been removed from many properties to create additional living space in basements, increase parking space or insert garages below the house. Many have inappropriately inserted garages and some have new uPVC doors and windows at basement level, often in separate occupancy. Rebuilding at basement level has also generally been in unmatching red brick. Unattractive hardstanding and inappropriate block paving are both considered to be out of place for the character of the Conservation Area.
- 2.7.8 The majority of the larger individual dwellings around The Mount are in a good condition although some such as Beech Hurst are deteriorating and in need of repairs.



Some properties along Springfield Road retain their raised gardens but garaging has been inserted at basement level



Raised gardens have been removed from Springfield Road to create additional living space, often without sensitivity to the historic surroundings and using uPVC windows



Where raised gardens do remain, they contrast strongly with those that have been lost

2.8. Modern development

- 2.8.1 The Conservation Area contains a service station on Dunham Road and a Kwik-Fit garage on Church Street, neither of which contribute to the special interest of the Conservation Area and are detrimental to its character.
- 2.8.2 The most recent development within the setting of the Conservation Area (but outside the boundary) is the multi-storey car park serving the Stamford Quarter. The hospital site has recently been vacated but has been identified as a development opportunity in the recently adopted conservation area appraisal.
- 2.8.3 Substantial modern sheltered housing and residential developments have been built within the Conservation Area on Dunham Road and Groby Road, some of which are more successful in integrating with its historic surroundings than others. A residential development on the corner of the High Street and Groby Road is on a very large scale but takes design cues from the surrounding heritage assets such as half-timbering and projecting bays. On the corner of Dunham Road and Regent Road is another residential flat development that is less successful due to the tall brick façades devoid of decorative detailing.
- 2.8.4 The Albert Place housing development utilises some historic detailing such as deep bracketed eaves but is an inwards facing, gated development, which goes against the urban grain of the Conservation Area.
- 2.8.5 Victoria Street contains many late 20th century office developments, which do not generally make reference to their historic surroundings. Materials and scale are both modern and have no relationship to their surroundings. Flat roofs, large expanses of glass and coloured panels are all inappropriate.
- 2.8.6 New development between existing buildings on Kingsway (9-11) is a much more successful example of integrating modern structures into the historic environment. Details such as polychromatic brickwork, gables and Romanesque windows have all been used.



Modern housing development to the rear of Albert Place



Modern development that is out of scale with the historic core of the Conservation Area, particularly the characteristic variation in heights seen between each property along most streets



There are opportunities for development within the Conservation Area (Garden Lane)



Good example of modern development that takes design cues from its surroundings



Modern development on Groby Road that takes design cues from the surrounding Arts and Crafts architecture but is rather monumental in scale



Modern detached development within the residential areas



Modern development to the rear of The Warrant House on Dunham Road is relatively successful but basement parking arrangements do not reflect the urban grain of the Conservation Area

2.9. Boundary Treatments

2.9.1 Boundary treatments within the core of the Conservation Area include low brick walls and planting but generally buildings face hard onto the street, adding to the urban character. The two places of worship are set within high brick boundary walls and considerable grounds. Parts of the low stone boundary wall to the Church of St George are in a poor condition. The hospital building is set back behind a stone boundary wall and garden area along part of Market Street.

2.9.2 Boundary treatments to residential properties are generally low stone or brick walls with hedge or planting above for privacy. Mature trees add to this leafy and private residential character. Boundaries to many dwellings have been altered to accommodate additional car parking to the front of the properties. Condition is generally good for those that survive. Groby Road for example has lost many low stone walls to create easy access for parking and Springfield Road has been substantially altered to create useable basement spaces. This is inappropriate as it diminishes the traditional character of the Conservation Area.

2.9.3 Open areas include those around the Market Place, the churchyards of the two places of worship and the disused bowling green. Boundary treatments to these green spaces are generally in a state of disrepair.



Boundary wall to Church of St George in a poor condition



The disused bowling green boundary treatments are in a poor condition

2.10. Public Realm

2.10.1 The core of the Conservation Area - focused around Old Market Place - has a strong sense of enclosure resulting from a combination of height and scale and buildings fronting closely onto the street. Compact streets lead towards the Old Market Place and open out here. The space is now somewhat cut off from Market Street by a busy arterial route. Streets extending outward from the Market Place have a quieter character and are relatively less busy. The exception to this is Market Street, which continues to be a bustling pedestrian area due to the location of the thriving market buildings and town hall.

2.10.2 Road surfaces are in a somewhat poor condition on many roads, with asphalt patches in paving and tarmac pavements. Other surfaces across the Conservation Area include block paving, stone and concrete slabs and stone setts.

2.10.3 The roads within the Conservation Area are fairly narrow and thickly painted double yellow lines and other road markings lead to a cluttered feel. There is an opportunity to replace these with narrower 'conservation' style markings to reduce their impact or use differing surface materials instead.

2.10.4 The Conservation Area is bisected by the A56, which has heavy traffic throughout the day, merging on the east side and standing at the traffic lights on the west; this is harmful to the character of the Conservation Area.

2.10.5 Street furniture is generally in keeping with the character and appearance of the Conservation Area, with the use of traditional style bollards and some reproduction

Victorian lighting columns. Pedestrian barriers along Church Street are inappropriate for their setting. Highway signs are still excessive and should be considered for removal or consolidation. The replica stocks and market cross on the Market Place are attractive additions with communal value but the stocks are in a poor condition.

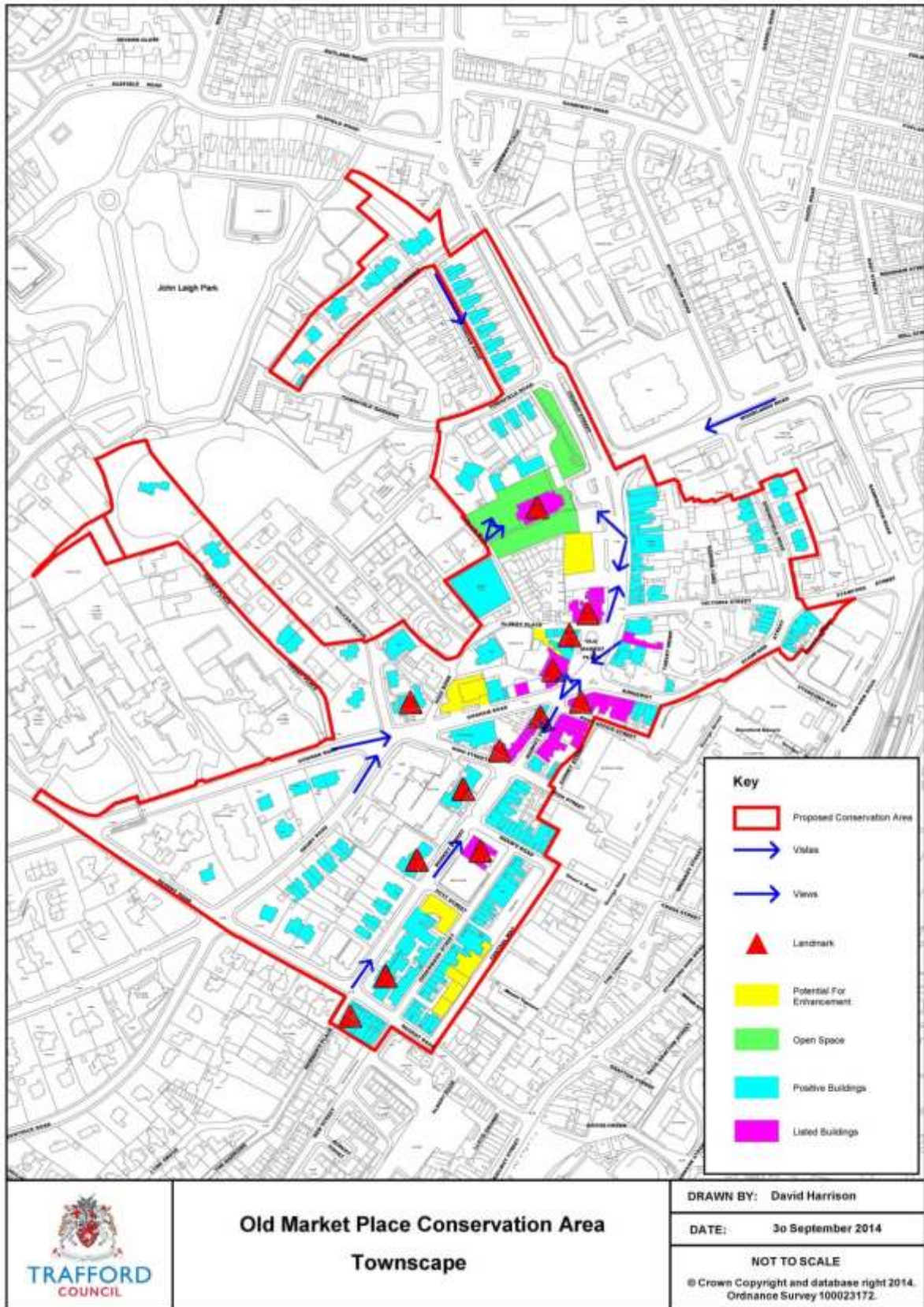


Alleys and open spaces to the rear of the main streets have much historic character (Garden Lane)



Poor condition of boundary treatments and rear elevations

- 2.10.6 On Shaw's Road and the north end of Central Way, brand new public realm with overall pedestrian priority includes stone paving in the form of rectangular blocks and setts in a segmented arch. There are contemporary but high quality wooden seats and metal bins and bike racks. Good sized trees with cast iron grilles have been planted to create a boulevard effect. Contemporary street lamps are in grey with a top reminiscent of gas lamps.



Map 3: Townscape Analysis

3. Conservation Area Management Policies

3.1. Conservation Principles and Philosophy

- 3.1.1 Heritage assets are an irreplaceable resource. The key aim for the protection of the Old Market Place Conservation Area must be the preservation and enhancement of its character, appearance and special architectural and historic interest.
- 3.1.2 Civic and market buildings built in the late 19th and early 20th century are a key characteristic of this Conservation Area, as are the high-quality residential dwellings built in the same period to the north and west. Monumental Cheshire Vernacular buildings are a prominent and defining feature of the Conservation Area, illustrating the pride of developers and the attempt to stimulate growth in the Edwardian period.
- 3.1.3 The Conservation Area is an eclectic mix of uses, building types and ongoing development. It has always, and continues to be, subject to alteration and development pressures. In order to preserve the special architectural and historic interest of the Conservation Area, the policies within this document should be implemented.
- 3.1.4 The Conservation Area was considered to be at risk by Historic England however as of October 2015 it is no longer considered to be “at risk” due to the improvement in its condition. However there are still some vacant shops, under used upper floors, loss of residential boundary treatments, poorly maintained green spaces and an incoherent public realm are all concerns that require addressing. Deterioration of fabric on tenanted units, the condition of rear elevations and the cumulative loss of traditional features such as timber windows, doors and shop fronts also have an adverse impact on the Conservation Area.
- 3.1.5 The policies below therefore set out parameters to manage future change to the Conservation Area. It is not the intention to prohibit change; the policies will stipulate appropriate materials, methods, and designs which will conserve the special character of the Conservation Area where change is proposed.

3.2 Article 4 Direction, Adoption and Enforcement

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

Aims

- To maintain the special interest of the Conservation Area, in particular to bring back the coherence of the residential dwellings through appropriate repairs, alterations and replacements.
- To consider the introduction of and consult on a new Article 4(2) direction for the Conservation Area
- To ensure that building owners and local estate agents are fully aware of the Conservation Area and possible Article 4 designations which affect permitted development rights.
- To ensure the policies and guidance contained within this plan remain up-to-date.

Policy 1

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

- *The enlargement, improvement or other alteration of a dwelling house. This includes all extensions, changes to windows, doors, cladding and dormers and other roof alterations.*
- *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.*
- *Provision of hard surfacing*

Policy 2

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

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Policy 3

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

Policy 4

Trafford Council will contact local estate agents on a regular basis, no more than five years apart, in order to keep them up to date with the current designations and that they pass this information on to potential buyers of properties within the Conservation Area.

Policy 5

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

Policy 6

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

3.3 Design, Materials and Techniques

Sections 2.2, 2.3 and 2.4 of this Management Plan provides further detail relating to the following policies.

Aims

- To ensure a consistent use of traditional building materials and local details throughout the Conservation Area, preserving the sense of visual harmony and ensuring that historic fabric does not become irreversibly damaged or lost through the use of inappropriate materials and techniques.
- To ensure the varied character of the buildings in the Conservation Area is preserved through the continued use of an appropriate palette of materials.

Policy 7

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

Policy 8

Repair work is to be carried out using like-for-like materials and using the appropriate traditional technique.

Policy 9

Brick walls or stonework should not be painted or rendered as it harms the original fabric and the character of the building and streetscene. If paint is removed to reveal the original brick or stonework, it should be done using conservation methods. Where repairs are needed to the brickwork this should be done with like-for-like replacements. The predominant building material is to be red or brown brick, with contrasting coloured details.

Policy 10

Lime mortar matching the colour and material composition of the existing pointing and render must be used for any repointing or re-rendering works to historic buildings and boundary walls in order to prevent damage to the original fabric.

Policy 11

Half-timbered elements should be repainted white with black timber where such features are part of the original design.

Policy 12

Rainwater goods should be black cast iron or aluminium or if a new building, in another subtle colour appropriate to the building and context.

Policy 13

Roofs should be replaced or constructed using traditional roofing material; this will normally be either Welsh blue or Westmorland green slate or in some cases, clay tiles.

Policy 14

Repairs, refurbishment or replacement to traditional timber windows and doors on all floors must be carried out on a like-for-like basis and replacing the minimum fabric necessary. Where original windows and doors survive these should be retained. Where doors and windows have to be replaced these should normally be in timber and they should respect the size and form of the original opening(s) and be of an appropriate traditional design. The use of uPVC window frames will not normally be acceptable.

Policy 15

Maintenance should be carried out regularly to ensure vegetation is not damaging brick or stonework and rainwater goods are clear, to avoid deterioration to fabric.

Policy 16

Established architectural detailing and features such as stained glass or decorative joinery are not to be removed or replaced, unless on a like-for-like basis if poor condition requires it. All replacement features to the front of properties must conform to the original design of the property, as described in the design guidance above.

Policy 17

Ducting, ventilation and other functional features should not be installed on the front or other prominent elevations of properties. Additions to rear and ancillary street elevations should be unobtrusive to protect the visual amenity of the Conservation Area.

3.4 Shop Fronts, Advertisements and Signage

Sections 2.6 of this Management Plan provides further detail relating to the following policies.

Aims

- To ensure that traditional and historic shop fronts do not become irreversibly damaged or lost through the alteration or installation of inappropriate shop fronts or advertisements that fail to enhance existing heritage assets.
- To provide detailed design guidance for owners and applicants regarding alterations to premises, including appropriate design of shop fronts and the accommodation of new commercial uses.
- To enhance the positive contribution traditional shop fronts make to the Conservation Area and setting of heritage assets.

Policy 18

Proposals should follow the principles set out in the Council's Planning Guidelines - Shop Fronts 1997 or subsequent replacement guidance and this Management Plan. Advertisements, signage and shop fronts will be assessed on their effect on amenity and public safety.

Policy 19

Advertisements within Conservation Areas and on listed buildings require careful consideration to ensure they do not detract from the building or shop frontage. Signage that is of a scale and style appropriate to the building and its historic setting will be required and the use of appropriate materials, colours and illumination will be key to their success.

Policy 20

The proportions of an advertisement should reflect those of the building and excessively large or repeated advertisements that dominate a building will not be supported. Side elevations of buildings are unlikely to be appropriate for advertisements due to visual harm. Excessive amounts of signage will result in a cluttered streetscape and detract from the building and wider area. Proposals with excessive amounts of signage will not be supported.

Policy 21

Colours should be in harmony with the buildings and not be overly dominant within the street scene. Corporate branding should take some design cues from the area's heritage and individual character to reflect local identity rather than a one-size-fits-all approach to generic branding.

Policy 22

The use of powder or plastic-coated aluminium is strongly discouraged. Signage with individual lettering in a small font size will be encouraged rather than large flat fascias and large lettering. Traditional materials and methods of advertising will be encouraged.

Policy 23

Illuminated signage may be acceptable in certain circumstances, for example in creating attractive and vibrant street scenes during the evening. Internally illuminated fascia boxes are strongly discouraged within the Conservation Area. The preferred option is for external lighting which could include discrete lighting behind individual letters. The luminance levels should comply with guidance set out in the Institute of Lighting Professionals' Guidance Note for the Reduction of Obtrusive Light GN01:2011.

Policy 24

There should be a presumption in favour of preserving traditional and historic fascias, whether this is through repairs, replacement or reinstatement. Traditional fascias consist of painted timber with painted, metal or timber lettering. New fascias should not protrude above ground floor level, project outwards or beyond the edges of the building. In cases where signage has already been increased beyond the original fascia and are considered to be disproportionate, a reduction in their size will be sought.

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Policy 25

The use of freestanding signs such as A-boards on the public highway is unlikely to be permitted as they create a cluttered and unattractive appearance and cause obstructions along the busy streets. They also detract from the historic streetscene and shop window displays.

Policy 26

Large advertising hoardings will not normally be permitted within Old Market Place Conservation Area due to the significant visual impact this would have on its surroundings. However, hoardings advertising key regeneration or housing developments may be acceptable in sensitive areas, subject to appropriate detailing and limited agreed time frames.

Policy 27

Large format banners will only be permitted where a building is to be scaffolded for building or related work, and where such scaffolding covers an entire elevation. No commercial advertisements will be permissible on these. The entire scaffolding mesh must be covered by a 1:1 scale image of the building being constructed/refurbished, or other similar appropriate image for all works other than short term routine maintenance. The advertisement consent will last no longer than the agreed building programme or one year, whichever is the shorter.

Policy 28

Small format banner advertisements are only acceptable for temporary periods to draw attention to specific events or activities within the town. The siting of advertisement banners upon listed buildings and other positive contributors will however be strongly resisted.

Policy 29

Vinyl and window stickers are generally considered to cause substantial injury to amenity by reason of their scale and impact significance. The Council will seek to maintain active open frontages with views into the premises.

Policy 30

Suitable shop fronts include those with a subtle use of colours and traditional design such as inset doorways, stall risers, thin timber glazing supports, and traditionally glazed window displays. Large display windows should have fine vertical glazing divisions while architectural features, such as cornices and stall-risers should be retained as part of any alterations or repairs. Replacement shop fronts should make use of these traditional features as has been incorporated into the refurbishment of Stamford House formerly Station Buildings.

Policy 31

Alterations to shop fronts should first consider the visual relationship the shop has with its host buildings and its surroundings. Consideration should be given to the scale and proportion of traditional shop fronts within the surrounding streetscape, tailoring corporate branding to the individual characteristics of the specific building and the Conservation Area as a whole.

Policy 32

Shop fronts within the Conservation Area should be of high quality and their designs should conform to the guidance on style and material set out in the design guidance section above.

Policy 33

New fascias should not protrude above ground floor level, project outwards or beyond the edges of the building. In some cases, even this can be too large. The most successful fascias fit within the existing boundaries of the shop front i.e. below the cornice. Consideration should be given to the scale and proportion of traditional shop fronts within the surrounding streetscape. New fascias should not obscure existing architectural features or extend across two or more individual shop fronts. The fascia should form an integral part of the design of the shop front surround, rather than be a separate board superimposed upon the building.

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Policy 34

The location, size and style of the door and doorway should reflect the proportion and character of a building and generally be inset from the street. More ornate buildings will require additional features for the entrances to be in-keeping with the character and appearance of the Conservation Area. Entrances should conform to Building Regulations and every opportunity to make the shop accessible should be taken subject to the heritage considerations set out elsewhere in this management plan.

Policy 35

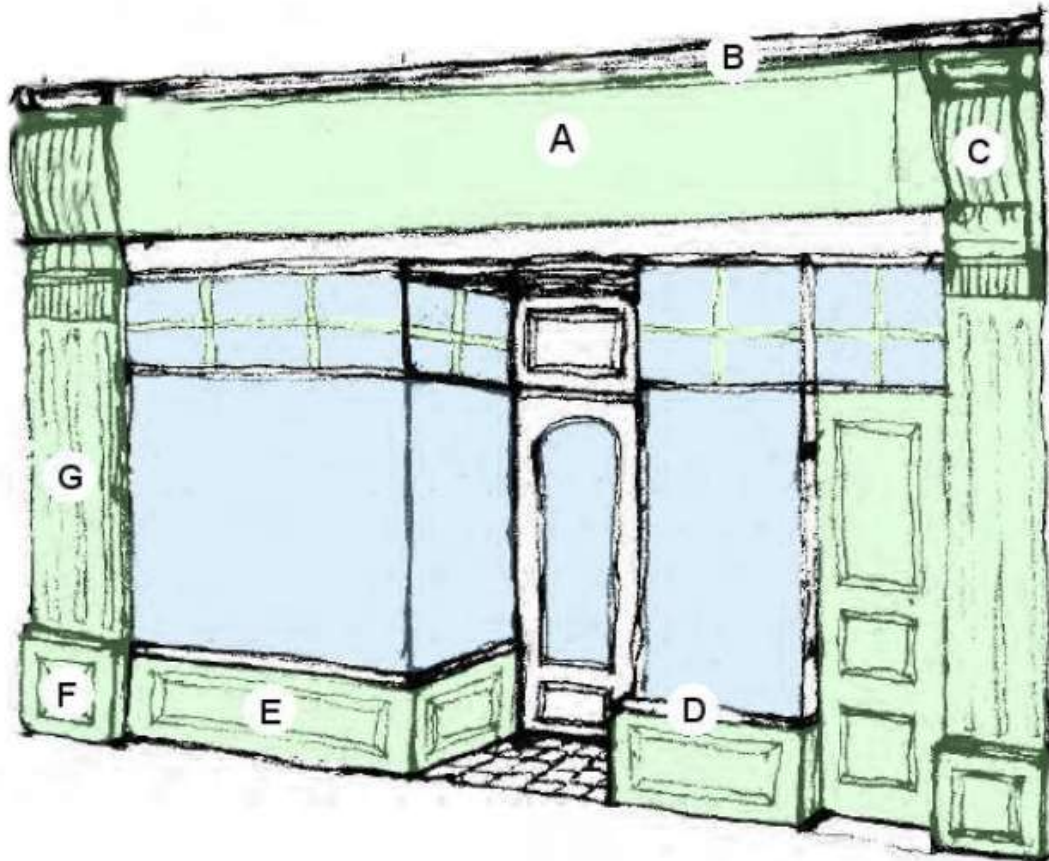
Fixed and retractable awnings or canopies within the Old Market Place Conservation Area will need to be carefully designed using traditional materials (plastics are strongly discouraged) and suitable colour-schemes to be considered appropriate.

Policy 36

The use of appropriate illumination to pick out the key characteristics or architectural qualities of listed buildings and those within conservation areas maybe acceptable where appropriate and where there is no significant harm to any neighbouring residents or highway safety.

Policy 37

Security features should not detract from the character and appearance of the Conservation Area. Shatterproof and laminated glass is preferable, followed by internal shutters and grilles of a mesh or lattice design if they are absolutely necessary. External grilles and roller shutters are not appropriate and are unlikely to be supported.



Key

- A - Fascias
- B - Cornice
- C - Console/Corbel
- D - Sill
- E - Stall-Riser
- F - Plinths
- G - Pilasters

Also note Inset doorway

Key features are described in more detail in the Glossary of terms

3.5 Vacancy and under-use

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

Aims

- To preserve the vibrancy and strong economic and historic presence of the Conservation Area as a local centre of business.
- To ensure chronic under-use is addressed to avoid deterioration of fabric and harm to aesthetic significance.

Policy 38

Retailers should be encouraged to take on tenancies within vacant shop units, for example through the Town Centre Loan Scheme, which provides interest free loans to encourage vacant retail premises back into active use.

Policy 39

Local businesses should be encouraged to take on vacant shops, through the grants and loans scheme led by The Altrincham Forward Town Team, which helps find suitable town centre premises for local businesses and advises on Small Business Rate Relief and Reoccupation Relief.

Policy 40

Applications for repairs, renovation and change of use of upper floors to residential use will generally be looked upon favourably.

Policy 41

Where properties are adversely affecting the amenity of the Town Centre, the Council should use its powers under Section 215 of the Town and Country Planning Act 1990 to require action from property owners to remedy the external condition of the premises. Enforcement action should be taken to require the improvements to be carried out if necessary.

3.6 Boundary Treatments

Section 2.9 of this Management Plan provides further detail relating to the following policies.

Aims

- To avoid low-quality boundary treatments that have an undesirable effect on the character of the Conservation Area and the removal of or damage to boundary treatments that add to the character and appearance of the Conservation Area.
- To ensure the consistent character of the Conservation Area is preserved.

Policy 42

The characteristic low-level front stone or brick boundary walls to residential dwellings are to be retained. Replacement boundary walls are to extend no higher than the original boundary walls. Supplementary planting above these walls is preferred.

Policy 43

Original gateposts are to be retained. Replacement gateposts are not to exceed the height of the original gateposts. Copies of original gateposts are encouraged as acceptable replacements. Gate openings are not to be widened or re-positioned unless it can be proven that access is unsafe. Stone or brick walls and gateposts should not be painted. If paint is removed to reveal the original surface, it should be done using appropriate conservation methods.

Policy 44

Having no boundary treatment is acceptable in locations where this does not already exist, for example properties fronting directly onto the road. Rear property boundaries in these locations, such as high brick walls, should be retained.

Policy 45

Pointing to stone or brick walls is to be minimal and of traditional lime mortar in order to reduce erosion of the original material.

3.7 Residential Extensions and alterations

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

Aims

- To retain the character of the residential dwellings within the Conservation Area. For extensions to other building types, refer to section 3.8.

Policy 46

Extensions which alter the form and massing of roofs of residential dwellings will not be permitted. Loft conversions may be permitted only if conservation rooflights are used and are restricted to the rear elevations of properties.

Policy 47

Two storey rear extensions should respect the form and design of the original building and be subordinate to it. Single storey extensions may be acceptable subject to proposed size, scale, design and materials. Any proposed extensions should be high-quality in design and materials and in-keeping with the character of the property and surrounding historic rear elevations.

Policy 48

Basement extensions will be strongly discouraged, particularly in locations where front gardens, boundary treatments and planting is removed to increase access and light to the front of the basement 'area'. Basement garaging in particular can be harmful to the character and appearance of the property and of the conservation area.

38

3.8 Streetscape and Public Realm

Section 2.10 of this Management Plan provides further detail relating to the following policies.

Aims

- To enhance the character and appearance of the Conservation Area by improving road surfaces that are appropriate for their historic setting where funding is available.
- To enhance key pedestrian routes and reduce the impact of heavy traffic within the Conservation Area.
- To retain and restore historic features which add interest to the character of the area.
- To preserve key views within, into and out of the Conservation Area

Policy 49

The Old Market Place should be redesigned to reduce the dominance of vehicles and to re-establish it as a central public space and gateway to the town.

Policy 50

Historic pedestrian routes, alleys and squares should be preserved. The areas around the market cross and to the Market House are both key areas that should be preserved.

Policy 51

Areas of damaged road or pavement surface are to be repaired, using historic materials where possible and a strategy is to be sought and implemented regarding maintenance, road markings, signage and on-road parking, where resources allow. Surviving historic stone setts, paving and kerbstones must be preserved and kept in good condition. Reinstatement and repair of historic materials is encouraged for example on Albert Place.

Policy 52

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

Policy 53

Assessment of the current street furniture should be carried out to consider the requirement to remove or reconfigure intrusive designs.

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Policy 54

Utility companies and other contractors should be made aware of the importance of the streetscape of the Conservation Area to avoid unsympathetic repairs and poor reinstatement following repairs. Any new proposals for IT infrastructure such as cabinets, masts, columns and the like should not be sited on or adjacent to prominent buildings, positive contributors (see map 2) or within identified important views and vistas

Policy 55

Narrow ‘conservation’ style primrose yellow lines, thin in width and low in profile should be introduced when possible. Utility companies and other contractors should be made aware of this requirement, especially during reinstatement.

Policy 56

Traffic movement should be controlled in favour of pedestrians. A traffic survey could be carried out to understand this issue further.

Policy 57

Key views should be preserved. Particularly those towards the Old Bank and Bank House, around the Old Market Place and along Market Street.

Policy 58

Supplementary planting is to be maintained and positioned so as not to damage boundary walls.

Policy 59

The open spaces within the Conservation Area, including those around the public buildings, are to be maintained and conserved.

Policy 60

Front gardens should remain in use as such and complete paving or gravelling over is not acceptable. Conversions of front gardens to driveways are inappropriate. In particular, the distinctive raised gardens that survive on Springfield Road should not be removed and reinstatement will be looked on favourably.

Policy 61

The disused bowling green and boundary treatment should be brought back into an acceptable condition and solutions should be considered for its future use or development.

Policy 62

The replica stocks and market cross on Market Place should be repaired and refurbished.

3.9 Demolition, Extensions and New Development

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

Aims

- To encourage regeneration and investment that will enhance the character and appearance of the Conservation Area.
- To ensure new development within the Conservation Area is appropriate for its setting is of high quality and innovative in design.
- To preserve potential significance archaeology within the Conservation Area.

Policy 63

Demolition is only likely to be permitted if it involves the replacement of a property that has not been defined as a positive contributor (as identified in map 3) to the Conservation Area and where any replacement development preserves or enhances the conservation area; and it can be demonstrated that the substantial harm or loss is necessary as set out in NPPF. Buildings identified as positive contributors are not to be demolished, or substantially altered in any way that dilutes its contribution to the Conservation Area.

Policy 64

Any new development is to take inspiration from the established Georgian, Italianate, Arts and Crafts, Tudor Revival, Edwardian and Victorian architectural styles which are well-established within the Conservation Area. Use of traditional materials and architectural details would ensure new development is appropriate for its setting. Modern designs that do not respect their surroundings will be refused consent.

Policy 65

Height and massing of new developments should reflect the traditional form of development that gives the conservation area its special character. New development should reflect the

traditional roofscape of the town. Prominent roof top plant and dormer windows will not generally be accepted.

Policy 66

The old Altrincham hospital site represents a major opportunity to transform the historic Market Quarter. Consideration should be given to how this site could become a catalyst for further revitalisation of surrounding streets such as Shaw's Road and Greenwood Street.

Policy 67

Regard will be given to advice from Greater Manchester Archaeological Advisory Service in relation to the potential to uncover archaeological evidence of Anglo-Saxon or medieval features relating to the agricultural activity or settlement in these periods.

Policy 68

Trafford Council will work in partnership with the community, businesses, landowners, funders, investors and retailers to inform new development within the Conservation Area.

Policy 69

Solar panels or solar tiles resembling slates should be discreetly located on secondary elevations. The installation of solar panels on principal elevations visible from the highway is discouraged as it would be detrimental to the aesthetic value of the streetscape.

4. Implementation and Review

- 4.1.1 Following consultation and subsequent amendments, this Conservation Area Management Plan has been adopted by Trafford Borough Council as a Supplementary Planning Guidance document. The design guide and policies contained within it are a material consideration in the determination of planning applications and appeals for proposed works within the Conservation Area. In addition to further assist implementation the council will look for opportunities for the production of a guidance leaflet to raise awareness of historic importance of the area and the responsibilities of owners and occupiers, where funding allows.
- 4.1.2 Both Trafford Council and building owners and occupiers are responsible for the implementation of this plan. It is the responsibility of building owners and occupiers to make the necessary consents for any changes to their property and to avoid making unlawful changes without consent. It is Trafford Council's responsibility to review and determine planning permission for changes within the area, monitor the condition of the Conservation Area, maintain and enhance the public realm, keep building owners informed of the Conservation Area designation and to review and update this plan on a regular basis.

Appendix A: Bibliography

Planning Policies

- Planning (Listed Buildings and Conservation Areas) Act 1990
- Department of Communities and Local Government, *National Planning Policy Framework* (2012)
- Trafford Core Strategy (adopted January 2012)
- Trafford Metropolitan Borough Council, *Linotype Conservation Area, Broadheath, Altrincham, Supplementary Planning Guidance – PG23* (November 2000)

Historic England

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

Appendix B: Contacts

Trafford Council Contacts

General development control enquiries concerning the Old Market Place 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: Control Measures Brought About By Designation

In determining applications for development in conservation areas, local planning authorities must pay special attention *'to the desirability of preserving or enhancing the character or appearance of that area'*.⁸ This requirement, as set out in legislation, is also reflected in national and local policy.

When applied to designated heritage assets such as listed buildings legislation and national policy may take precedence over policies in local Conservation Area Management Plans.

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

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

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

⁸ Section 72 (1) Planning (Listed Buildings and Conservation Areas) Act 1990.

4.2. Appendix D: Glossary of Architectural Terms

Awnings and Canopies

In order to protect goods on display in the shop window from sunlight and offer protection to window shoppers from inclement weather some shop fronts incorporated an awning or canopy. These usually consisted of a blind box with a sprung roller that housed a retractable canvas awning. The Dutch canopy was commonly seen since the 1950s. Unlike the traditional retractable awning, these canopies are not fully hidden when not in use as they only fold back flat against the shop front.

Barge Boards

Timber boards fixed below the eaves of a cornice. They have a practical use in covering and protecting the rafters.

Cill

The horizontal member at the bottom of a window or door to which vertical members are attached. Traditional shop front sills were usually significantly deeper and more substantial than domestic ones, often incorporating decorative moulding and occasionally they were metal coated. They were designed to throw water away from the stall-riser which it sits atop.

Console/Corbel

On shop fronts, located immediately above pilasters, corbels (curved brackets) support the cornice flashing and protect the end of the fascia. Corbels often contained and protected the ends of blinds and shutters, which were located above the shop front.

Coping

A course of masonry or brickwork that caps a wall in order to minimise water ingress. It can either slope in one direction (splayed or wedge coping) or slope in two directions away from a central high point (saddle coping).

Cornice

The cornice, which was often made elaborate and decorative in traditional shop fronts, projects out above the fascia to throw rainwater away from the shop. It also provides a horizontal divide between the shop front and the upper floors.

Crown Glass Bullseye Panes

A type of hand-blown glass common between the 17th and 19th centuries. The glass took the shape of a flat disk, which could be cut to size; the glass is thicker and more opaque towards the centre, creating an effect known as a bullseye.

Designated Heritage Asset (NPPF, Annex 2 definition)

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

Fascia

Fascias are often the predominant element of a shop front, utilised to promote the name of the shop. This is usually found above the main shop window display, running the width of the shop.

Heritage Asset (NPPF, Annex 2 definition)

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

Horns (Sash Windows)

A moulded section projecting beyond the outer meeting-rail joint of a sash window frame. They restrict the weight being put on the frames, and are a feature of sash windows from the mid-19th century when larger sheets of glass began to be used. Their use in modern sash windows is largely decorative.

Lime Mortar/Render

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

Lintel

A horizontal beam or stone bridging an opening, usually above a door or window. It can be a structural load bearing component, a decorative feature, or a combination of the two.

Non-Designated heritage asset (NPPF, Annex 2 definition)

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

Outrigger

A local term used to describe a single storey outbuilding attached to the rear of a dwellinghouse. They were typically half the width of the house with a monopitched roof and originally served as storage or as WCs.

Plinths and Pilasters

Pilasters, or half-columns provide vertical framing to the shop front and provide visual support to the fascia and upper floors. Traditional pilasters were often ornately designed in order to enhance the elegance of the shop front and were designed with a base (plinth) and capital (corbel).

Polychromatic decoration

The use of a variety of colours and materials in the decoration of a building. This is a common local detail found in Altrincham and is used to add depth and interest to the facades of buildings. Common expressions include the use of buff or blue brick in contrast to a red brick building, the use of stone for window and door surrounds, or the use of burnt headers in a house built in Flemish Bond.

Projecting and Hanging Signs

Until the mid to late 18th-century, businesses and retailers advertised their service by using hanging signs. The use of a hanging sign predates fascia signs that extend across a door and shop window which is now an integral part of a traditional shopfront.

Quoin

A dressed or emphasised stone at the corner of a building, used for strength or to create a feature of the corner or an impression of strength. They can be imitated in brick or other materials.

Recessed Doorways

The traditional recessed door is an important element of some historic shops. They allow for an increased window area and a larger display.

Reconstituted Stone

A man-made imitation stone made from crushed stone embedded in mortar, cement or plaster. The surface can be finished to simulate different types of stone.

Sash Window

A window formed of one or more moveable panels formed as a frame to hold panes of glass. The panels are balanced by concealed weights and open by sliding in grooves.

Stall-Riser

The stall-riser, below the shop 'stall', helps to protect against the damp and raises the goods display to eye level. It also forms a solid base to the shop front, providing it with balanced proportions. Often prone to being damaged or becoming dirty, it is generally constructed of durable materials.

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String Course

A horizontal band or moulding, either of stone or brick, that project from the surface of a wall.

Side Hung/Top Hung Casements

A window that is attached to its frame by one or more hinges and opened by using a crank or handle that also serves as a window lock. It can either be hinged at the side (side hung) or at the top (top hung) to open inwards or outwards.