

Hale Station Conservation Area – Supplementary Planning Document SPD5.11a



TRAFFORD
COUNCIL

Conservation Area Management Plan – July 2016



Hale Station Conservation Area Conservation Area Management Plan

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1 Introduction

1.1. Context

1.1.1 Hale Station Conservation Area was designated by Trafford Borough Council on 14th August 1986. There have been no extensions or alterations to the boundary. In 2015, proposals were put forward for extensions to the boundary to incorporate Seddon Road and Heath Road and to extend the boundary along Ashley Road to the edge of South Hale Conservation Area. These are now adopted as part of this CAA.

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 prices.

1.1.6 This Conservation Area Management Plan for Hale Station has been prepared in conjunction with a Conservation Area Appraisal that defined and recorded the special architectural and historic interest of Hale Station Conservation Area.³

1.1.7 It is proposed in the CAA and in this Management Plan that the properties in the list below and shown on map 2 should be considered for an Article 4 direction, which controls development of the properties.

- Nos. 2-18 Lisson Grove

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

³ Historic England (English Heritage), *Guidance on Conservation Area Appraisals*, (2005).

- Roseneath, Loughrigg, Woodburn, Overton, Totterdown, Sandown, Marconia, Aldford, Morar, Woodcroft – Seddon Road
- Nos. 1-11 Heath Road
- Nos. 1-15 (Odd) Midland Terrace
- Nos. 150, 150a, 150b, 155 and 157 Ashley Road
- No. 6 and Victoria House on Victoria Road

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and Country Planning (General Permitted Development Order) 2015, the classes of permitted development that have been withdrawn are: Schedule 2 Part 1 Class A, B, C and D and Part 2 Class A, as such planning permission must be obtained for:

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

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

1.1.10 This draft Conservation Area Management Plan has been produced by Trafford Council following the submission of an initial draft by Purcell.

1.1.11 The proposals set out by this Management Plan shall undergo a period of public consultation and were submitted for consideration at a public meeting in the area to which they relate.⁴ The local planning authority had regard to the views concerning the proposals expressed by persons attending the meeting and during the period of consultation.⁵

1.2. Significance Statement

1.2.1 Hale Station Conservation Area is centred on the attractive Italianate station buildings that epitomise the growth of a rural village into a wealthy suburb and thriving retail centre, all within 30 years at the end of the 19th century. It is one of the best surviving examples in the borough.⁶

1.2.2 The arterial route of Ashley Road bisects the railway line and is significant for its diverse independent shops, cafés and amenities that represent the heart of the Hale economy. The varied textures of the Arts and Crafts movement can be seen at first floor level while on

⁴ Section 71 (2) Planning (Listed Buildings and Conservation Areas) Act 1990.

⁵ Section 71 (3) Planning (Listed Buildings and Conservation Areas) Act 1990.

⁶ University of Manchester, Trafford Urban Historic Landscape Characterisation, Interim Report, 2008

the ground floor the shop fronts vary considerably from traditional Victorian window displays to modern illuminated fascias.

- 1.2.3 Branching out from Ashley Road are late 19th and early 20th century streets of speculative suburban villas, developed for the growing middle classes. They represent an early element of suburbanisation and illustrate the changes that occurred in the landscape in the 19th century.⁷ Their importance cannot be overstated for setting the pattern for English suburban housing, following on a smaller scale into the Edwardian and inter-war periods.⁸
- 1.2.4 The large suburban villa is a key characteristic of Hale Station Conservation Area; one of the wealthiest residential areas in the country. The architecture is both narrow in design and yet widely varied at the same time. The residential properties are designed in the Arts and Crafts style, strongly drawing on the turn-of-the-century Domestic Revival architecture but each building is individual, with fanciful asymmetrical plan forms, decorative timber and plasterwork and contrasting brick colours and patterns. Many original features have survived.

⁷ University of Manchester, Trafford Urban Historic Landscape Characterisation, Interim Report, 2008

⁸ English Heritage, Listing Selection Guidance, Domestic Structures, 2011

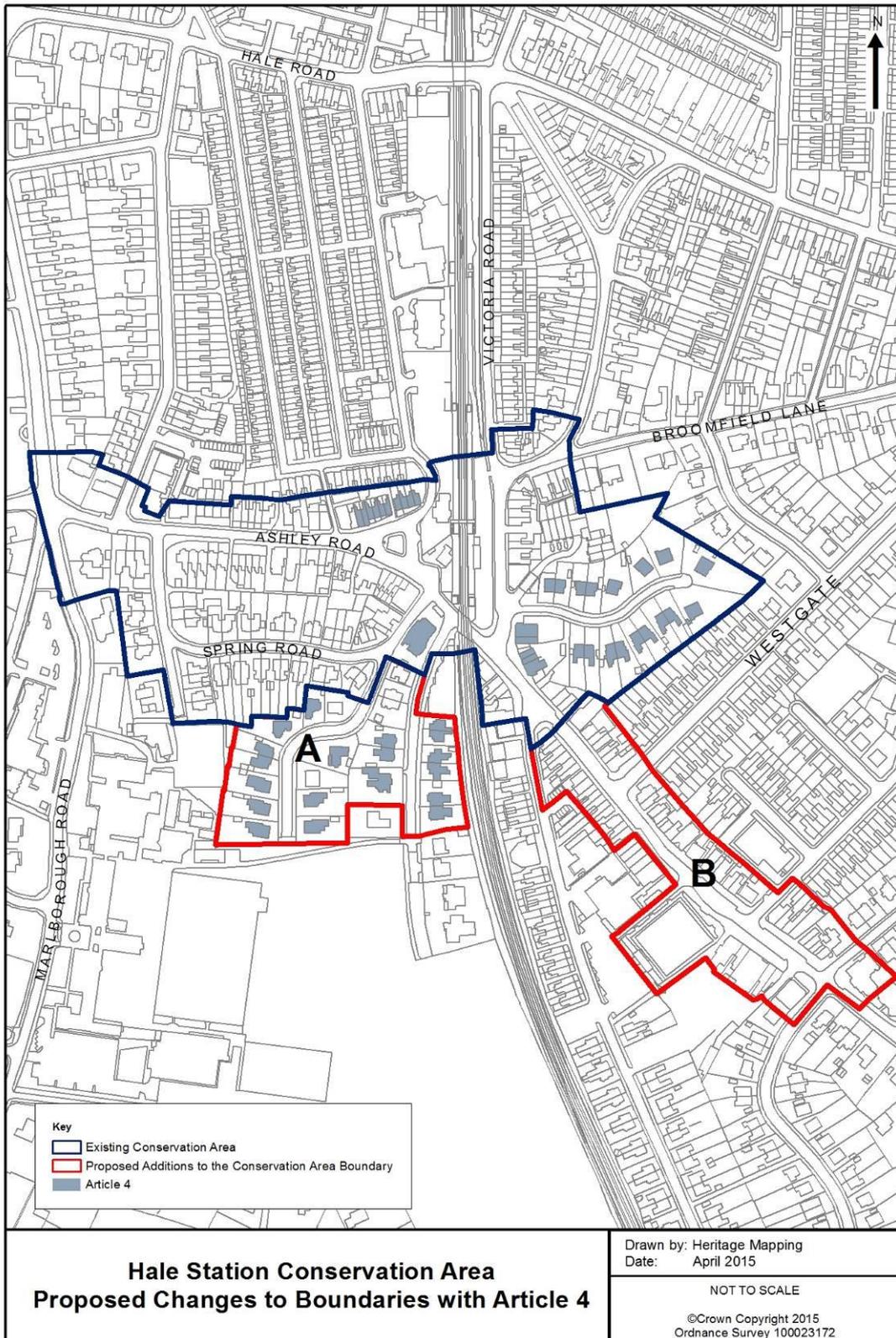
1.3. Purpose of a Conservation Area Management Plan

- 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.'*⁹
- 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.¹⁰
- 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 Hale Station Conservation Area.¹¹ 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 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.

⁹ Section 71(1) Planning (Listed Buildings and Conservation Areas) Act 1990.

¹⁰ Historic England (English Heritage), *Guidance on Conservation Area Appraisals*, (2006) para 2.8.

¹¹ Historic England (English Heritage), *Guidance on Conservation Area Appraisals*, (2005).



Map 1: Plan showing the Conservation Area Boundary with extensions adopted July 2016 and the properties that are proposed to be subject to Article 4 Directions in Hale Station Conservation Area.

1.4. Methodology

- 1.4.1 This Management Plan builds on work carried out for the preparation of Hale Station Conservation Area Appraisal. Several site surveys were carried out in late 2014/early 2015 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 the Management Plan a more detailed site survey of the Conservation Area was carried out in October 2015. Survey sheets were filled out for each area, 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:
- 1.5.3 *'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.'*¹²
- 1.5.4 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

¹² Department of Communities and Local Government, *National Planning Policy Framework*, (2012) para. 126 .

- 1.5.5 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.
- 1.5.6 The measures will reduce burdens by granting listed building consent automatically for certain categories of work or buildings through a system of national and local class consents. They will also increase certainty and reduce the numbers of unnecessary consent applications by creating a certificate of lawfulness of proposed works to listed buildings
- 1.5.7 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.
- 1.5.8 The Council's planning policies and supplementary planning guidance are available on the council website and should be consulted in tandem with this Management Plan: <http://trafford.gov.uk/planning/planning.aspx>.

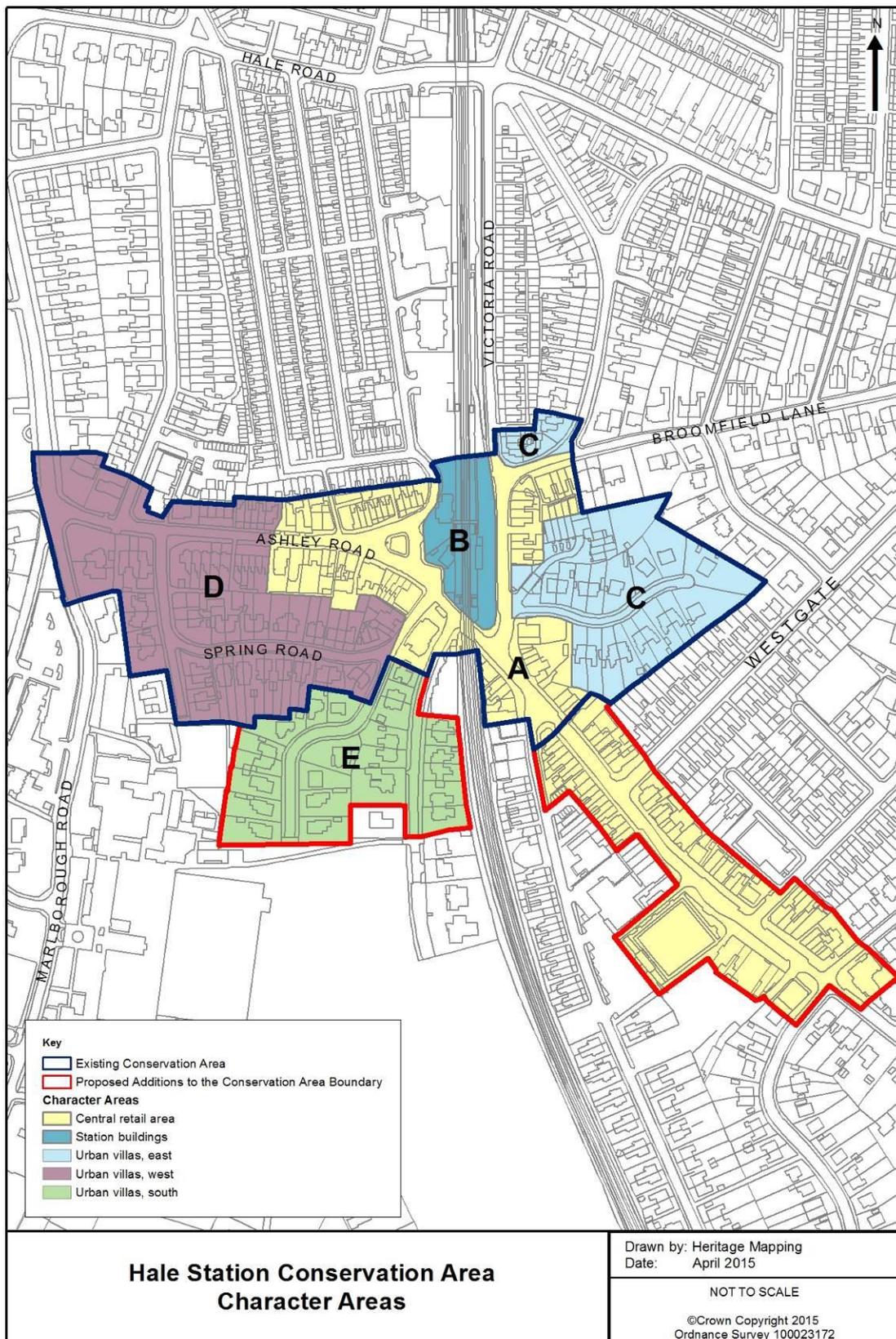
1.6. Conservation Area Policy Guidance

- 1.6.1 This appraisal has taken into consideration methodologies and advice outlined by Historic England (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 Hale Station Conservation Area. This design guidance should be used as a reference for building owners 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 and other new development. This document should be read in conjunction with Hale Station Conservation Area Appraisal and the Shop Fronts Planning Guideline, 1997.
- 2.1.2 Hale Station is comprised of five distinct Character Zones; Central Retail Area (A), Station Buildings (B), Suburban Villas, east (C), Suburban Villas, west (D) and Suburban Villas, south (D). See map 2 below.
- 2.1.3 The main pressures and problems within the Conservation Area relate to the demand for residential accommodation, the pressure to adapt residential houses to 21st century living, incremental changes to historic shop fronts and loss of historic and architectural features.



Map 2 – The five character areas within Hale Station Conservation Area

2.2. Building types and uses

- 2.2.1 Character Zone A is primarily in retail, restaurant and commercial use, as the central retail core running south-east to north-west along Ashley Road. The buildings are generally small in scale, incorporating independent shops on the ground floor with ancillary space, additional shop floors or residential accommodation above. There are also a high proportion of independent restaurants, cafés and several public houses. Residential houses are generally found in short terrace rows, or detached and semi-detached houses set back within their own gardens.
- 2.2.2 Character Zone B is a small area, made up of the Grade II listed station buildings and three other buildings that are now in commercial use. The station buildings remain in transport use associated with the passenger railway line. Much of the surrounding area is given over to station parking.
- 2.2.3 Character Zone C is made up of residential properties. These are substantial detached and semi-detached villas set within private gardens. These were originally designed as a rural retreat from the bustle of the city for Manchester's wealthy industrialists.
- 2.2.4 Character Zone D is predominantly in residential use but historically contained some light industrial uses, now in commercial use.
- 2.2.5 Character Zone E encompasses an area of early 20th century residential housing, including some later residential infill.

2.3. Architectural styles and details

- 2.3.1 Hale Station Conservation Area has a wealth of local details that should be conserved in order to sustain or enhance the historic character and appearance. Details include Arts & Crafts materials and textures, decorative timber and plasterwork, half-timbering, polychromatic brickwork, timber doors, string courses, decorative eaves brackets, dentilated cornices, decorative ridge tiles, terracotta finials, decorative brick chimney stacks, date inscriptions, original windows and leaded lights, tall chimneys, independent shops with distinctive shop fronts and signage, mature gardens and trees, mature hedges and low brick walls.

Character Zone A

- 2.3.2 Character Zone A exhibits several architectural styles seen throughout the Hale and Altrincham areas. These include Arts & Crafts, High Victorian Gothic, Italianate Classical and some Jacobethan. Arts & Crafts is the predominant style in the area and typical Arts & Crafts details are a recurrent feature. This is often characterised by an eclectic mix of architectural details and materials such as half-timbering, turrets, local brown brick, dormer windows and prominent chimneys, drawing on the vernacular and Domestic Revival traditions. Examples of Arts & Crafts buildings within Character Zone A include No. 159 Ashley Road, No. 124 Ashley Road and No. 149 Ashley Road, which has an interesting corner turret decorated with art deco plasterwork.

- 2.3.3 An example of Jacobethan architecture can be seen at No. 150 Ashley Road. This is a historical revival style, making use of Tudor, Jacobean and Elizabethan details such as ogee gables, stone mullion and transom windows, decorative chimney stacks, oriel windows and parapets.
- 2.3.4 The Cheshire Midland Hotel on Ashley Road is built in a restrained Classical style with hipped slate roof with deep eaves and dentilled cornice, a Classical entrance and sash windows.
- 2.3.5 The earlier buildings within Character Zone A are early 19th century and are designed in a late Georgian, Classical architectural style. This includes features such as simple, repetitive façades, sash windows, pediments, fanlights and solid front doors.
- 2.3.6 Important architectural features of Character Zone A are the short terraces of purpose-built retail units to the west and east of Ashley Road. These comprise of historic shop fronts and showrooms on the ground floor, with accommodation or additional showrooms above. Many of these are unique, making use of interesting details such as terracotta tiles or decorative brickwork and half-timbering.



Early 19th century architecture including burnt header bricks, sash windows and simple façades



Jacobethan style architecture on Ashley Road



Arts & Crafts properties along Ashley Road (east), with stained glass detailing



Detail of the late Victorian brickwork including header bond, red brick window surrounds and brick dentilled eaves. The shop front is also original.



Cheshire Midland Hotel, making use of classical motifs



Custom built shop units of the early 20th century at 163-167 Ashley Road

Character Zone B

- 2.3.7 Character Zone B relates to the immediate area around Hale Station and is largely made up of listed buildings. The station buildings are separately listed in three parts and were built in the 1860s to 1880s in an Italianate style. Italianate architecture is a popular form of Victorian Neo-Classical architecture. It makes use of arched openings, decorative eaves cornices, deep bracketed eaves, multiple pitched roofs presenting portico style gable ends, verandas with balustrades and porches with pediments. The station buildings also have platform canopies with lacework timber valances and slender cast-iron columns.
- 2.3.8 The Station Master's house is now a veterinary surgery and is mid-19th century, but has been built in a traditional cottage-style, with a three bay front elevation, end chimney stacks and four pane sash windows.



Detail of the decorative elements within Character Zone B including iron capitals, pierced timber valance and polychromatic brickwork

Character Zone C

- 2.3.9 Character Zone C incorporates the Arts & Crafts style development of Lisson Grove and the High Victorian houses on the corner of Broomfield Lane and Victoria Road.
- 2.3.10 The houses on Lisson Grove are late 19th century examples of Arts & Crafts architecture, built as semi-detached houses in two distinct styles. The houses are substantial and built in brown brick with red brick detailing, double-pitched roofs and faux timber-framing to the double-height front bay window. The designs incorporate symmetrical façades, half-timbering, contrasting red and brown brick, timber details and large bay windows.
- 2.3.11 Original timber windows within this Character Zone have been retained to a large degree but there are some examples of inappropriate uPVC replacements, particularly on the upper floors. These are detrimental to significance as plastic is not a traditional material and their appearance is often unsatisfactory. Rooflights have been inserted to some roof slopes for additional living space, which can impact on the visual amenity of the Conservation Area. Lean-to brick extensions have been built to the side of some properties on Lisson Grove and are inappropriate for their impact on the streetscape.
- 2.3.12 Nos. 30-34 (even) Victoria Road, Nos. 1-3 (odd) Broomfield Lane and No. 1 Albert Road are good examples of the High Victorian architectural style. This is a late 19th century architectural style, making use of simple Gothic revival features such as polychromatic brickwork and arched openings. The double height bay windows create asymmetrical elevations and a strong visual focal point.



Arts & Crafts architecture on Lisson Grove incorporating polychromatic brickwork, rendering, half-timbering, timber porches and tall chimneys



Houses on Lisson Grove



High Victorian architecture within Character Zone C

Character Zone D

- 2.3.13 Arts & Crafts is the most common architectural style within Character Zone D. Typical features include rendered brickwork or pebbledash, tile-hung walls and black and white half-timbering. Arts & Crafts architecture is characterised by asymmetrical facades, multiple gables interrupting roof lines and low pitched roofs, varied window sizes and styles, casements and leaded lights, timber sashes, bay and oriel windows, textured materials, stained glass and vernacular or local details. The architectural style found here is often more ornate and fanciful than the simpler Arts & Crafts shop units found in Character Zone A.
- 2.3.14 The residential properties along Peel Avenue are large, good-quality residential houses and are set back from the road in substantial gardens, with Arts & Crafts details. On this street is one commercial building set back within a large drive, it has simple architectural detailing and is single storey.
- 2.3.15 Early to mid-19th century terraces within Character Zone D are simple in detailing and make use of large bay windows, steps up to a raised ground floor, round-arched windows and 4 over 4 sash windows. Examples can be seen at Nos. 125-143 (odd) and Nos. 80-98 (even) Ashley Road.
- 2.3.16 The modern annex extension to No. 78 Ashley Road makes appropriate use of matching building materials and detailing. However, the low and wide footprint, with dormer windows is at odds with the traditional scale of the Conservation Area. It is considered to be intrusive and out of keeping with the character of the Conservation Area.
- 2.3.17 Spring Road has a mix of building ages and styles, ranging from large High Victorian terraces to early 20th century Arts & Crafts detached dwellings. Polychromatic brickwork, pointed arches and large double height windows are common features. Arts & Crafts features include original leaded glazing, tile-hung bay windows and rendered façades.



125 and 127 Ashley Road



Italianate decorative elements including polychromatic brickwork



Decorative terracotta and original ground floor windows in this house of 1899



Early 20th century housing, with original leaded glazing on Spring Road.



Inappropriate modern annex at no. 78 Ashley Road

Character Zone E

- 2.3.18 Character Zone E incorporates two streets of Arts & Crafts style houses from the early to mid-20th century. Seddon Road and Heath Road are high quality, well-preserved examples of Arts & Crafts architecture, with strong Domestic Revival and vernacular elements.
- 2.3.19 Seddon Road dates to c.1910 and makes use of Arts & Crafts architecture, as part of the Domestic Revival movement. Features are picturesque, including asymmetrical plans and English vernacular features such as gables, textured bricks, steeply pitched roofs with dormers, tile hanging and plasterwork details. A distinctive feature of this street is the external plasterwork on gable ends and bay windows, with heraldic motifs. The original leaded glazing design on the ground floor windows is also distinctive, as are the deep, almost veranda-like porches with timber columns. Corner turrets can be seen on several properties, although some have lost their pitched roof, and there are some examples of window replacement, although most original windows have been retained. A late 20th century infill development (Endrick Lodge) is not in keeping with the surrounding buildings.
- 2.3.20 Heath Road is also included within this Character Zone and contains high-quality houses in the Arts & Crafts style, with black and white timber-framed gables, red brick on the ground floor and painted render above. The houses have prominent black and white timber-framed gables, red brick and rendering with barge boards and stained glass.

- 2.3.1 No. 2-4 Heath Road is a substantial 1880s pair of semi-detached villas in buff brick with projecting veranda, ground floor windows and a north facing turret extension above the roofline. The building is one of the earliest structures on Heath Road. The building could be aesthetically enhanced with a renewal of rainwater goods, ironwork and lean-to modern extensions to the rear (Seddon Road).



Arts & Craft Houses on Seddon Road



Arts & Crafts dwellings on Heath Road with original boundary walls

2.4. Building materials

- 2.4.1 Character Zone A makes use of typical mass-produced 19th century materials, such as red brick, local brown brick and some terracotta. Roofs are generally in Welsh slate or clay tile. There are some examples of render within the Character Zone, such as the Cheshire Midland Hotel and as an Arts & Crafts element on some residential dwellings.
- 2.4.2 Character Zone B comprises the train station and the immediate surroundings. The buildings are constructed in red brick, with contrasting brickwork and Welsh slate roofs. The platform canopies and pedestrian bridge are constructed in cast-iron with timber elements and a glazed roof. The station is in need of some maintenance; some brickwork requires repointing, there are areas of rot, although canopies are in a fair condition.
- 2.4.3 Character Zone C makes use of typical Victorian materials such as red brick, local brown brick. Arts & Crafts elements such as half-timbering, textured bricks and timber decorative barge boards and porches are also seen. Roofs are Welsh slate or clay tile.
- 2.4.4 Character Zone D is made up largely of residential properties, built in the late 19th century. They are red brick with Welsh slate or clay tile roofs and timber framed sash windows. Cream Bowdon brick is also used to add contrast (Grafton House and Beaufort, Marlborough Road). Some examples of decorative terracotta tiles can be seen, for example at No. 145 Ashley Road. Arts & Crafts textured materials such as hung-tiles and timber porches can be seen at No. 103 Ashley Road. The earlier 19th century terraces are built in red brick with Welsh slate roofs, with timber sash windows.
- 2.4.5 The materials used in Character Zone E mirror those found elsewhere within the Conservation Area. For example Arts & Crafts textures and materials and mature gardens.
- 2.4.6 Throughout the Conservation Area, original and historic window frames and glazing has remained remarkably intact, with limited modern plastic replacement. Where modern

uPVC has been used on historic buildings it is inappropriate for its visual impact and use of materials. Early 19th century terraces retain timber sash windows with fine timber glazing bars of 6 over 6 and some large bay windows.

- 2.4.7 Spring Road has some examples of modern uPVC replacements. Seddon Road (and two houses on Spring Road) makes use of distinctive timber casement windows with diamond leaded panes on the first floor and rectangular leaded panes with a central oval on the ground floor.

2.4.8 The Conservation Area has a vast variety of doors, many of which are replacements. Traditional doors would be 4 or 6 panelled solid timber doors, with later versions having two glazing panels in frosted or stained glass. Original examples possibly survive at Nos. 135-141 Ashley Road and Nos. 92-98 Ashley Road.



Polychromatic brickwork, rebuilt boundary treatment and a loss of decorative timber detail on the gable end



Cream Bowdon brick found to the west of Ashley Road



Simple early 19th century façades with replacement doors and uPVC windows. Leaded glazing is inappropriate



Simple red brick terraces, bay windows and 6 over 6 sash windows in

Character Zone D



125 Ashley Road, in cream Bowdon brick



Typical Arts & Crafts materials including textured bricks, decorative plasterwork, clay tiles, casement windows and timberwork



Note the original leaded windows on the ground floor and the original external pebbledash

2.5. Scale and massing

- 2.5.1 The architectural features within Character Zone A are often quite simple and properties are built in short terraces, incorporating shops on the ground floor. Many were designed to be shop units while some have clearly been altered since construction, from residential dwellings, such as Nos. 6-10 Victoria Road. The scale is fairly small, usually over two storeys, with additional attic spaces with dormer windows. Around the open space of the Millennium clock tower, the scale of buildings is between two and three storeys; these reduce further to the west along Ashley Road.
- 2.5.2 The scale of Character Zone B is generally single storey, with a long narrow footprint. The Station Master's house and modern Bridge House are two storey, with a more traditional footprint.
- 2.5.3 Character Zone C is made up of substantial residential dwellings. These are generally three storeys or two storeys with large attic floors.
- 2.5.4 Character Zone D features a range of dwellings, from two storey terraces to large two and a half storey detached houses. Bay windows along Spring Road are a feature which add rhythm to the streetscape.
- 2.5.5 Character Zone E is made up of smaller residential houses. Seddon Road contains two storey detached dwellings while Heath Road has larger semi-detached houses often built over two main storeys, with attics and basements.



Typical two storey residential terrace with semi-basement spaces on Ashley Road in



Single storey scale of the buildings within Character Zone B

Character Zone D



Large two storey houses with basements on Spring Road

2.6. Green spaces, landscaping and views

- 2.6.1 The Bowling Green within the Ashley Road extension of Character Zone A is the largest open space within the Conservation Area. The Bowling Green is well maintained and in regular use.
- 2.6.2 Ashley Road has a hard, urban character, with buildings fronting directly onto the pavement. However, the character becomes more residential as the street moves into Character Zone D (to the west) where more gardens, trees and planting can be found. Turning from the main road into the side streets such as Lisson Grove, Seddon Road and Spring Road leads to areas with a much more leafy and secluded character.
- 2.6.3 The western entrance to the station is also an important space, with the visual focal point of the millennium clock tower. This was not historically open space (the site of Siddeley's Brewery) but today it is an important pedestrian intersection. However, heavy vehicle use and intensive parking is detrimental to its character and appearance. Many of the open spaces at the centre of the Conservation Area are used for traffic waiting zones or car parking. This reduces the quality of the public realm for pedestrians.
- 2.6.4 Within Character Zone B, views along Ashley Road and Victoria Road are significant, as the roads widen here to create longer views in both directions. There are several substantial trees next to the railway line and smaller trees lining the tracks.
- 2.6.5 Character Zones C is characterised by established trees, planting and mature gardens with tall hedges. Tree-lined streets as well as trees within the private gardens add to the green character and are an important feature within the Conservation Area. The Character Zone has no public open spaces but is fairly green and leafy, due to private mature planting schemes and tree-lined streets.
- 2.6.6 Character Zone D is at the west end of Ashley Road and is characterised by wide pavements and small, mature front gardens. At the junction with Langham Road, the character opens up but also becomes more secluded and leafy, with large mature trees. The housing plots get bigger at this end, and dwellings are set back within private gardens.

- 2.6.7 Spring Road has a denser urban grain and is less green than Ashley Road, but still retains a suburban character, with hedge planting and lawned gardens. There are no open spaces within Character Zone D.
- 2.6.8 Character Zone E is a leafy suburban area to the south of the Conservation Area. The suburban villas are set within relatively substantial gardens, with lawns, mature trees and large hedges. There are no public open spaces within the Character Zone but directly adjacent to the south are the playing fields associated with the nearby Altrincham Grammar School for Boys.
- 2.6.9 Key views within the Conservation Area include those to the east and west along Ashley Road, with a central focus point of the level crossing at Hale Station. Views across the Bowling Green are also important, as the only green, open space in the Conservation Area.



The Bowling Green to the east of Ashley Road



Leafy suburban character of Lisson Grove



Wide views of Hale Station are a focal point of the Conservation Area

2.7. Shop fronts, advertising and signage

2.7.1 Character Zone A is the central retail core of the Conservation Area and is characterised by small individual units, occupied by independent shops, cafés and restaurants. The independent nature of the units has created a highly unique streetscape that is visually appealing for its vibrant and busy shops.

2.7.2 The Character Zone contains a great variety shop fronts that are historic and potentially original. Several exhibit similar features that are likely to be part of an historic scheme but no general unifying style or design for the historic shop fronts on Ashley Road has been identified. It is therefore important that each shop front is carefully considered for its historic value before alterations are carried out. Traditional features include stall risers, pilasters, decorative capitals, slender timber glazing bars and canopies in traditional materials. Photographs and a list of good examples can be found below:

- No. 156a Ashley Road - subtle use of colours and traditional design such as stall risers, thin timber supports and traditionally glazed display windows.
- Nos. 147, 149, 110, 120 and 122 Ashley Road - shop fronts of good quality.
- Nos. 20-28 (even) Victoria Road and Nos. 4-10 (even) Broomfield Lane - high quality historic shop fronts. In particular Nos. 24 and 22 Victoria Road retain fine glazing bars and recessed doorways. However, inappropriate alterations have taken place as the historic Queen Anne-style glazing bars (15 panes in each panel) have recently been removed at No. 24 and a large fascia box and shutter at No. 22 obscures the historic glazing.



Traditional shop front features such as capitals, pilasters and recessed doorways in Character Zone A. Window signage is inappropriate.



Good examples of appropriate fascias and lettering, subtle illuminated signage and a traditional canopy



Traditional shop front at 186 Ashley Road (right), next to two inappropriate modern shop fronts (190-188 Ashley Road) with large fascias and aluminium framed glazing



Original shop fronts, designed as part of a short terrace, with pilasters, slender glazing bars and recessed doorways, 4-10 Broomfield Lane



Historic shop fronts along Victoria Road with slim timber glazing bars and recessed doorways (Character Zone A). The glazing bars to the right were removed in 2015, which is harmful to significance.

- 2.7.3 The majority of shop fronts have been subject to on-going alteration and additions, creating a cluttered streetscape at ground floor level. Common features that are detrimental to the character and appearance of the Conservation Area include overly large fascias (these can be too tall or too wide), large projecting lettering in modern colours and materials, and illuminated signage and lettering. Other inappropriate features include projecting lettering, strong contrasting colours, roller shutters, large expanses of glass and overly large fascias.
- 2.7.4 Canvas canopies are considered to be historically accurate details but some of the current awnings in use are inappropriate for their scale and materials. Appropriate examples can be found at No. 161 Ashley Road, No.161C Ashley Road and No. 163 Ashley Road.
- 2.7.5 Several properties have inappropriate security features that create blank façades and a feeling of unease and insecurity within the area, such as Nos. 179 and 190 Ashley Road. Solid or pierced metal external roller shutters are particularly problematic, especially when shops are vacant for long periods. Some shops have internal shutters that are more acceptable but these solid options are always less successful than those with pierced grills.

2.7.6 Within the Conservation Area, those shop fronts that are considered to be intrusive include: No. 190 Ashley Road (security shutters and overly large fascia), No. 188, Nos. 184 and 178 Ashley Road (large fascia and inappropriate materials), Nos. 174 and 176 Ashley Road (overly wide and large signage), No. 161 Ashley Road (large fascias), No. 175 Ashley Road (projecting lettering), Nos. 189 and 191 Ashley Road (fascias projecting above first floor windows), No. 197 Ashley Road (inappropriate stone cladding), No. 197b (late 20th century entrance cover), Nos. 203-205 Ashley Road (wide fascia covering two shops), and Nos. 136, 140, 114 and 116 Ashley Road (projecting lettering).



Traditional style awnings at 161 and 163 Ashley Road



Inappropriate modern lettering on Spice Lounge, Ashley Road



Original shop front capitals, pilasters and façades are dominated by inappropriate back-lit signage in modern materials within Character Zone A



Inappropriate shop front with no stall riser and a large expanse of glass with no glazing bars at 16 Victoria Road (Dress 2 Party). The darkened glazing at 12-14 is also not appropriate.



Intrusive stone and timber cladding on an historic building at 169 Ashley Road



Two overly large fascias on Ashley Road



Inappropriate stone cladding on the ground floor and signage that does not respect the historic character of the Conservation Area



Overly large fascias on Ashley Road

- 2.7.7 There is only limited shop vacancy within the area although the underuse of upper floors is an issue, seen throughout the wider Hale and Altrincham area. Original features on the upper floors have survived relatively intact. These often demonstrate decorative features, such as bay windows, mock-timber frame detailing and moulded plasterwork. Many retain timber sash windows.
- 2.7.8 Shop fronts are generally well maintained; however, there are timber pilasters missing to some shop fronts, missing lead cappings and flashings, one chimney has been truncated and vegetation noted to some others. There were slipped and missing slates to multiple roofs and spalled bricks were noted.
- 2.7.9 There are no shops within Character Zones C, D or E. Signage and advertisements are limited to estate agents signs, but these can be visually intrusive and create a cluttered streetscape.

2.8. Rear elevations

- 2.8.1 The rear elevations of the shops along Ashley Road within Character Zone A historically consisted of outriggers over one or two storeys and small outbuildings. These are generally constructed in the local brown brick with a pitched Welsh slate roof. These have often been extended over time, either outwards or upwards. Infill development between the outriggers is also common. Attic dormer windows or skylights are common and there is more evidence of incremental change on the rear elevations. For example replacement of original windows with uPVC, new doors and boundary treatments and intrusive plant such as ducting, ventilation and air conditioning.
- 2.8.2 Character Zones C, D and E are all residential and should be considered together. Many residential dwellings within the Conservation Area have been extended to the rear in a relatively unobtrusive way but skylights in the front pitches of roofs and the creation of additional storeys with large dormer windows is harmful to character and appearance.
- 2.8.3 Some of the semi-detached houses within Character Zone C have modern side extensions, which have a visual impact on the Conservation Area and the symmetry or historic character of the building.
- 2.8.4 Terraced houses along Ashley Road in Character Zone D have single storey outriggers and retain many original timber sash windows. Some infill development has occurred such as large glazed conservatories, which are out of character with the Conservation Area. Larger detached and semi-detached villas within this Character Zone also have historic additions to the rear elevations but generally match the original building in materials and scale.
- 2.8.5 A significant number of small extensions to residential properties and other general household alterations have led to incremental alteration which has been harmful to the historic character.



Rear elevations along the residential dwellings of Ashley Road, within Character Zone D

2.9. Boundary Treatments

- 2.9.1 Character Zone A has limited boundary treatments as the buildings face hard on to pavement and shop units open directly onto the street. Traditional timber stall risers should be seen as a historic method of separation between the retail unit and the street, and should be retained for their important division of space.
- 2.9.2 The low stone wall surrounding the Bowling Green on Ashley Road is relatively modern but is in a poor condition and several courses have been knocked over.
- 2.9.3 Within Character Zone B the main boundary treatments are the distinctive white picket fencing around the station buildings, and a brick boundary wall built in blue engineering bricks with stone copings. The timber fencing around the station car park to the east is a low-grade boundary treatment and should be improved. It should either match the original white picket fence surrounding the platforms, or the engineering brick wall.
- 2.9.4 Within Character Zone C the boundary treatments to Lisson Grove include low brick walls (three courses) with stone copings and stone gate piers or brick piers. Mature hedges are planted above the low walls. Stone piers may originally have had iron gates, and some modern replacements can be seen. Some gate piers have been painted, which is inappropriate. Broomfield Lane has low brick boundary walls with stone copings and brick gate piers. These survive well but many gardens have been lost to create parking spaces, as have those along Lisson Grove. The creation of driveways and hardstanding reduces the leafy suburban character.
- 2.9.5 In Character Zone D the dwellings have low stone walls with hedge planting above. These low walls with large rusticated stones are a common feature within Hale and Altrincham. These can be accompanied by simple rounded stone gate piers or larger more ornate examples, depending on the size of the property. The low boundary wall has been removed from some front gardens to create parking spaces. Replacement with modern railings is not uncommon but is not in keeping with the character of the Conservation Area.
- 2.9.6 Nos 135-143 (odd) and Nos. 80-98 (even) Ashley Road are built close to the road and originally had small front gardens or areas. Many of these have now been lost and converted into driveways. Hardstanding is often used but is inappropriate. Some low brick walls and hedges remain to retain the division between the properties.
- 2.9.7 The boundary treatments in Character Zone E vary from low stone walls to a single course of rubble stone and modern brick. The connecting feature is mature hedging surrounding properties. Houses on Seddon Road have large driveways, often supplemented by modern brick gate piers and timber gates or fencing, which is an inappropriate material for this setting. Heath Road has historic low stone walls with hedge planting above. There is some use of modern railings, which are out of keeping with the character of the area. Timber or metal-framed gates are acceptable in this area but should not be solid or taller than existing gate piers.

2.9.8 The boundary treatments to residential properties are generally well maintained.



Original low stone wall boundary treatment with planting along Ashley Road



Original stone gate pier at 103 Ashley Road



High brick walling and hedging boundary treatments within the Conservation Area



A mixture of original and modern boundary treatments including hedging, low stone walling and a modern brick wall



Original low stone wall and planting, with gate pier at number 123 Ashley Road. These have been removed from 125 Ashley Road to create space for parking.

2.10. Public Realm

- 2.10.1 The public realm of Character Zone A consists of relatively narrow pavements and busy tarmacked roads. Paving has been replaced on an ad hoc basis in a variety of materials, leading to an inconsistent public realm. The modern red paving setts are at odds with the traditional historic environment. Some areas of block paving to the west are more coherent, while planters and benches around the Millennium clock tower are attractive additions. Historic alleyways are a characteristic feature of Character Zone A.
- 2.10.2 The main pedestrian thoroughfares, particularly to the east of Ashley Road, would benefit from a refurbishment scheme to consolidate the paving, which is a mixture of tarmac, block paving and late 20th century setts.
- 2.10.3 There are limited examples of street furniture in the Conservation Area although benches and standard black bins can be found centring on the station in Character Zone B and the Millennium clock tower in Zone A. Some electrical service units in green can be seen along Ashley Road.
- 2.10.4 The dominance of and priority given to vehicular traffic at the centre of the Conservation Area further reduces the quality of the built environment and public realm.
- 2.10.5 The public realm of Character Zone C consists of block paving or tarmacked surfaces for pedestrians and tarmacked roads. A modern mini roundabout has been introduced to deal with the new entrance to Millfield Court. Lisson Grove also has a tarmacked road and pavements, but is lined with mature trees and has a secluded character due to the mature planting schemes within the front and rear gardens.
- 2.10.6 Character Zone D largely consists of narrow tarmac pavements besides tarmacked roads, with little street furniture. Ashley Road has block paving and some modern setts.
- 2.10.7 Character Zone E has narrow tarmacked pavements and roads.
- 2.10.8 Street lighting is varied across the Conservation Area, with short concrete lighting columns on Heath Road, metal swan neck columns on Spring Road, Peel Road and Lisson Grove and similar, but much taller, columns on Ashley Road.



Streetscape on the side streets such as Lisson Grove is leafy and secluded



Victoria Road



Intrusive parking surrounding the open space of the Millennium clock tower



Historic alleyway between Bath Street and Ashley Road

2.11. New development

- 2.11.1 New development within the Conservation Area and within its setting (outside the boundary) is generally characterised as infill development.
- 2.11.2 Within Character Zone A, No. 161 Ashley Road is an infill development of the late 20th century, constructed in modern materials that are not in keeping with its surroundings. The structure makes use of large expanses of glazing on the first floor, with overly large shop fascias below. No. 6 Cecil Road is a modern addition just outside the Conservation Area boundary but remains within its immediate setting. The design and materials take no design cues from their historic surroundings and are inappropriate. Nos. 1a-1b Heath Road is also outside the Conservation Area boundary but is very prominent from the area around the station. The building has some appropriate detailing such as contrasting brickwork but the two pane-uPVC windows are inappropriate and other detailing such as the classical stone balustrade and blank rear façade is out of character.
- 2.11.3 The 1970s hotel and retail development on Ashley Road, within the setting of Character Zone A, has been excluded from the proposed Conservation Area boundary but is considered to have a negative impact on its setting. The modern design jars with the historic architecture of Ashley Road.
- 2.11.4 Bridge House is a modern addition within Character Zone B, adjacent to the station buildings. It is not in keeping with the historic character of the Conservation Area. It will also be important to consider the future requirements of railway users and how this might impact on the central group of listed station structures.
- 2.11.5 New development within Character Zone C generally relates to residential extensions or infill development on the site of existing buildings. Millfield Court is a modern gated development, which does take some details and design cues from its surroundings, but is out of keeping with the historic grain of the surrounding Conservation Area for its scale and private entrance. It is considered to be an over-intensification in response to a demand for residential accommodation.
- 2.11.6 Side extensions to houses within Character Zone C, particularly along Lisson Grove where the symmetrical front elevations of the buildings are important features, are intrusive and dilute the architectural coherence along the street.

- 2.11.7 Within Character Zone D, No. 104 Ashley Road is a modern infill development of little architectural value that does not relate well to its surroundings. The lack of an entrance on the front façade and the semi-basement windows are inappropriate for its setting. Additionally, the annex extension to No. 78 Ashley Road is intrusive due to its large footprint and lack of respect for its surroundings, although it does take some design cues from its surroundings.
- 2.11.8 Within Character Zone E are some examples of cellars being converted into basements or garaging. No. 1 Heath Road is one example of this, where the visually intrusive access to the garage is on the principle elevation of the house.
- 2.11.9 A potential development pressure on the suburban villa building-type within Character Zones C, D and E includes the addition of extensions, sub-division of plots and infill between the detached properties. Any intensification of development in these areas would reduce green space and alter the setting and erode the character of the Conservation Area. Small extensions to residential properties are a feature of the Conservation Area but there is a danger that these will begin to encroach upon the large gardens of the suburban villas or intrude upon the character of the Conservation Area, as seen at No. 78 Ashley Road. An Article 4 direction on Lisson Grove, Seddon Road and Heath Road will help prevent this in the future.
- 2.11.10 Throughout the Conservation Area, the extension and conversion of upper floors or attics has led to some inappropriate windows and additions on front elevations. For example the substantial additional floor added to Nos. 197-197a Ashley Road. Low-quality and intrusive infill development in the past has also been detrimental - infill development at No. 112-114 Ashley Road for example has inappropriate window openings that are longer than they are wide, with single panes of glass.



Modern gated development at Millfield Court



Modern infill development on Seddon Road



Modern development within Character Zone B



Inappropriate converted basement garage at 12 Spring Road

Modern development on the corner of Spring Road and Ashley Road, inappropriate for its footprint and massing



Modern replica development of the existing houses along Spring Road



Modern development on the corner of Ashley Road and Spring Road



Modern development within the Ashley Road extension (outside the Conservation Area)



Modern development at 1a-1b Heath Road (outside the Conservation Area) with inappropriate windows and large blank elevations



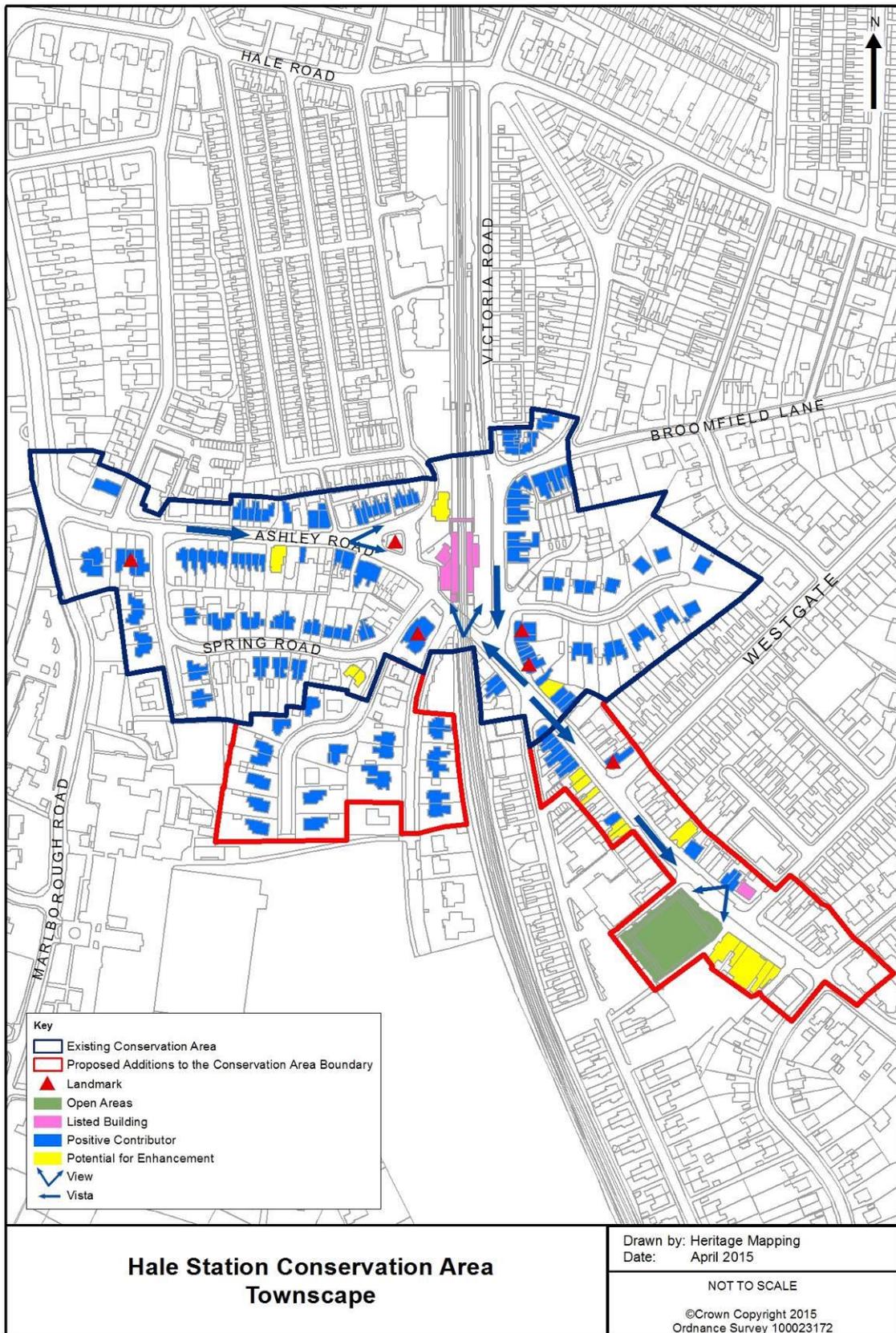
Large property on Heath Road that has potential for enhancement to improve the heritage values/significance



Inappropriate modern development at 6 Cecil Road (outside the Conservation Area)



Inappropriate infill development (left) at 161 Ashley Road



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 Hale Station Conservation Area must be the preservation and enhancement of its character, appearance and special architectural interest.
- 3.1.2 The Conservation Area has a vibrant, independent central retail core, surrounded by attractive suburban streets of late 19th to early 20th century Arts & Crafts housing. Pressure for additional residential accommodation is high and historic shop fronts are often harmed by incremental change. In order to preserve the special architectural and historic interest of the Conservation Area, an assessment of significance and guidance on future management has been undertaken.
- 3.1.3 The ensuing policies 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. Adoption and Enforcement

Aims

- To maintain the special interest of the Conservation Area, in particular to bring back the coherence of the residential dwellings through appropriate repairs and replacements.
- To consult on the addition of an Article 4(2) direction for the properties listed in 1.1.7 and shown on Map 2.
- 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. Consideration should be given to exploring the possibility of the withdrawing permitted development from the following classes: Schedule 2 Part 1 Classes A, B, C and D and F and Part 2 Class A. As such planning permission would need to be obtained for:

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

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

Policy 3

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

Policy 4

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

Policy 5

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

3.3. Design, Materials and Techniques

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

Aims

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

Policy 6

Ensure that adaptations to 21st century uses are sensitive to the historic character and appearance of the building; balancing the need for new facilities with the retention of original features, detailing and decorative 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 to historic buildings is to be carried out using like-for-like materials and using the appropriate traditional technique.

Policy 9

Brick walls should not be painted or rendered, unless this was a feature of the original design. Where repairs are needed to the brickwork this should be done with like-for-like replacements.

Policy 10

Lime mortar matching the colour and material composition of the existing pointing and render should be used for any repointing or rerendering works to historic buildings and boundary walls.

Policy 11

Established architectural detailing and features 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 should conform to the original design of the property, as described in the design guidance above. Vernacular and Arts & Crafts elements are of particular importance and should be repaired using like-for-like materials and using the appropriate traditional technique. Half-timbered elements should be repainted white with black timber where such features are part of the original design. Decorative plasterwork, tiles, chimney stacks, timber verandas and porches and leaded glazing should all be retained where possible.

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Policy 12

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

Policy 13

Roofs should be repaired with the original roofing material; this will normally be either Welsh or Westmorland slate or clay tiles.

Policy 14

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

Policy 15

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

Policy 16

Where it is necessary to replace original windows, the replacement of single glazing with double glazing is acceptable only if the windows require replacing and there is no material change to appearance i.e. making use of slim line/conservation double glazing. Historic glazing should be retained where possible. UPVC plastic windows and standard double glazing is not considered acceptable.

Policy 17

Established architectural detailing and features such as stained glass, fanlights, chimney pots or decorative terracotta and joinery are not to be removed or replaced, unless on a like-for-like basis. All replacement features to the front of properties should conform to the original design of the property, as set out in the design guidance above.

Policy 18

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

Policy 19

The installation of garage doors, modern windows or light wells to serve newly converted basements at the front of the property should not be permitted if they harm the appearance of the Conservation Area. This will include the inappropriate use of materials, the loss of front gardens and boundary treatments or the introduction of hardstanding.

Policy 20

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

3.4. Shop Fronts, Advertisements and Signage

Section 2.7 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.

Advertisements and Signage

Policy 21

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 22

The proportions of an advertisement should reflect those of the building and excessively large 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 or projecting 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 23

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 24

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

Policy 25

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.

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Policy 26

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.

Policy 27

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.

Policy 28

Large advertising hoardings or large format banners will not normally be permitted within Hale Station 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 29

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. The advertisement consent will last no longer than the agreed building programme or one year, whichever is the shorter.

Policy 30

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

Shop Fronts

Policy 31

Suitable shop fronts include those with a subtle use of colours and traditional design such as stall risers, thin timber glazing supports, and traditionally glazed window displays. Large display windows should have vertical glazing divisions while architectural features, such as cornices, pilasters, glazing bars and stall-risers should be retained as part of any alterations or repairs. Replacement shop fronts should make use of these traditional features.

Policy 32

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.

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Policy 33

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 34

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.

Policy 35

The location, size and style of the door and doorway should reflect the proportion and character of a building.

Policy 36

Fixed and retractable canopies within the Hale Station Conservation Area will need to be

carefully designed using traditional materials (plastics are strongly discouraged) and suitable colour-schemes to be considered appropriate. The most appropriate style is a canvas awning that retracts into a slim line box on the building below the first floor building line.

Policy 37

The use of appropriate illumination to pick out the key characteristics or architectural qualities of listed buildings or positive contributors and those within Conservation Areas will also be accepted where appropriate and where there is no significant harm to any neighbouring residents or highway safety.

Policy 38

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. External grilles and roller shutters are visually intrusive and are unlikely to be supported.

3.5. 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
- To avoid the removal of boundary treatments that add to the character and appearance of the Conservation Area.

Policy 39

Boundary treatments should not be added along Ashley Road as this would detract from the strong building lines facing the street within the Conservation Area.

Policy 40

The low-level brick and stone boundary walls to residential dwellings within Character Zones C, D and E are to be retained. Replacement boundary walls are to extend no higher than the original or existing. Supplementary planting such as hedges above these walls are to be encouraged, while the use of modern railings is discouraged.

Policy 41

Original unpainted stone gate piers are to be retained and should not be painted or otherwise altered

Policy 42

Replacement gateposts are not to exceed the height of the original gate piers. Copies of original gate piers in stone are encouraged as acceptable replacements if the original is beyond repair.

Policy 43

Gate openings should not be widened or re-positioned unless it can be proven that access is unsafe. Where gate openings are to be widened or re-positioned on the grounds of highways

safety, Trafford Council will require the applicant to submit a highway consultant's report to demonstrate highway safety implications.

Policy 44

Boundary treatments and front gardens should not be removed to create additional hardstanding, garaging or parking. The reinstatement of lost treatments and gardens will be looked upon favourably.

Policy 45

The low stone boundary wall to the Bowling Green on Ashley Road should be rebuilt and maintained in a good condition. The council to work with owners to find a solution.

Policy 46

Timber fencing is not considered to be a traditional means of enclosure within the Conservation Area and should not be used. Tall and ornate railings detract from the original modest properties and should not be used. Traditional planting and low boundary walls are preferred.

Policy 47

The unpainted timber fencing to the east of the station within Character Zone B should be replaced with white picket fencing or an engineering brick wall with stone copings, to match existing.

Policy 48

Pointing to boundary walls is to be minimal and of traditional lime mortar.

3.6. Green spaces, landscaping and views

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

Aims

- To preserve and enhance the mature planting and suburban nature of the Conservation Area.
- To preserve key views within the Conservation Area.

Policy 49

Mature trees within gardens and along streets should be retained, as their loss greatly diminishes character.

Policy 50

Trees, hedges and mature planting schemes within private gardens are of equal significance as those lining the streets. Existing planting schemes should not be removed to create additional hard standing or space for ancillary facilities. Mature trees should not be removed from individual plots where the house is being extended or replaced. Tree Preservation Orders and Conservation Area legislation should both be used to prevent the loss of important trees. See appendix C.

Policy 51

Where resources allow, a tree management strategy should be prepared and implemented throughout the Conservation Area, taking into consideration Tree Preservation Orders.

Policy 52

The open spaces within the Conservation Area, such as the Bowling Green on Ashley Road, should be maintained as such and protected from inappropriate redevelopment.

Policy 53

Key views should be preserved. Particularly those along Ashley Road and across the Bowling Green.

3.7. Streetscape and Public Realm

Sections 2.6 and 2.10 of this Management Plan provide further detail relating to the following policies.

Aims

- To enhance the character and appearance of the Conservation Area by improving the public realm in a way that is appropriate for its historic setting.
- To enhance key pedestrian routes and reduce the impact of traffic within the Conservation Area.

Policy 54

Historic pedestrian routes, alleys and open spaces should be preserved; particularly Bath Place and the setting of the Millennium clock tower.

Policy 55

Where funding permits, areas of damaged road or pavement surface should be repaired, and a strategy sought and implemented regarding maintenance, road markings, signage and on-road parking. Road markings are intrusive in some areas and narrow 'conservation' style primrose yellow lines of low profile should be introduced.

Policy 56

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.

Policy 57

Surviving historic stone setts, paving and kerbstones should be preserved and kept in good condition, for example on Bath Place. Reinstatement and repair is also encouraged where funding permits.

Policy 58

Discordant lighting columns and different levels of lighting are found throughout the Conservation Area and will be replaced using reduced light levels "warm white" LED lighting. When necessary to replace lighting columns, they should be of the appropriate height to meet recommended safety levels for the type of street but where possible be in a style sympathetic to

the historic character of the area. Where resources allow, historic iron lampposts that require replacement may be replaced with Victorian repro 'post top' luminaires. These replacements will be assessed on a case by case basis.

Policy 59

Street furniture appropriate to its setting should be used; in traditional or bespoke designs and materials.

Policy 60

Where resources allow, a traffic survey should be carried out to understand speeds, volumes and traffic patterns on Ashley Road in order to preserve the historic character of the Conservation Area. Traffic movement should be controlled in favour of pedestrians. Thought should be given to the locations of on-street parking, particularly around the Millennium clock tower.

Policy 61

Where resources allow, consider redeveloping the public realm within Character Zone B to reduce reliance on vehicles and to make the spaces more pedestrian-friendly.

3.8. Demolition, extensions and new development

Section 2.11 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 avoid the adverse impact caused by inappropriate extensions or new development on individual properties and a cumulative effect on the character and appearance of the Conservation Area.
- To preserve potential significance archaeology within the Conservation Area.

Policy 62

Any new development should be of high quality and should take inspiration from the established architectural styles within the Conservation Area. Appropriate features, materials and detailing are to be integrated into the design (see 2.3 of this Management Plan and the extended discussion in the accompanying Appraisal). Modern design is not prohibited within the Conservation Area but should be: sympathetic to its historic context; have regard to appropriate siting; be of a high standard; of an appropriate scale and proportions; and use appropriate, high-quality materials.

Policy 63

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

Policy 64

Demolition is only likely to be permitted if it involves the replacement of a property that has not been defined as a positive contributor to the Conservation Area.

Policy 65

Buildings identified as positive contributors are not to be demolished, partially-demolished or substantially altered in any way that dilutes their contribution to the Conservation Area.

Policy 66

Intensification of use and the sub-division of single historic plots by introducing additional residential dwellings is unlikely to be acceptable.

Policy 67

The scale of any new development should mirror the existing building and plot sizes. The council reserves the right to refuse applications where any proposed development impedes on the building density of the wider area and/or the characteristics of the Conservation Area.

Policy 68

Single storey extensions or the conversion of outbuildings may be acceptable, subject to proposed size, scale, design and materials. Larger extensions will be assessed on a case by case basis. Any proposed extensions should not dominate the existing building, should be high-quality and in-keeping with the character of the surrounding historic rear elevations.

Policy 69

New extensions to the side of properties are unlikely to be acceptable. Where extensions already exist, any further enlargement of the extension is also unlikely to be permitted. Extensions which alter the form and massing of the existing roof lines of residential dwellings are unlikely to be permitted. Loft conversions may be permitted only if conservation rooflights are used and are restricted to the rear elevations of properties. In some cases dormer windows may be an appropriate treatment on historic properties that have evidence of historic attic dormer windows. Pitched gable dormers may be acceptable while flat roofed or overly large dormers are inappropriate.

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Policy 70

Basement extensions and garage conversions 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 light well.

Policy 71

Trafford Council must consult with the Greater Manchester Archaeological Advisory Service on the potential to uncover archaeological evidence of medieval or Anglo-Saxon features relating to the agricultural activity or settlement in these periods if any development is proposed which may affect this.

4. Implementation and Review

- 4.1.1 Following consultation and any necessary subsequent amendments, this Conservation Area Management Plan will be adopted by Trafford Borough Council as a Supplementary Planning Guidance document. The design guide and policies contained within it will be a material consideration in the determination of planning applications and appeals for proposed works within the Conservation Area.
- 4.1.2 Both Trafford Council and building owners/occupiers are responsible for the implementation of this plan. It is the responsibility of building owners/ 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)

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 enquiries concerning Hale Station Conservation Area should be referred to Planning Development Management. Telephone: 0161 912 3149

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

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

National Organisations

Historic England (formerly English Heritage)

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

Victorian Society

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

Georgian Group

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

Twentieth Century Society

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

Institute of Historic Building Conservation

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

Appendix C: Control Measures Brought About By Designation

In determining applications for development in conservation areas, local planning authorities must pay special attention *'to the desirability of preserving or enhancing the character or appearance of that area'*.¹³ 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.

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

Appendix D: Glossary of Architectural Terms

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.

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).

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.

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.

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.

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.

String Course

A horizontal band or moulding, either of stone or brick, that projects 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.