

Goose Green Conservation Area – Supplementary Planning Document SPD5.2a



TRAFFORD
COUNCIL

Conservation Area Management Plan - March 2016



Goose Green Conservation Area Conservation Area Management Plan

Contents

1	Introduction	1
1.1.	Context	1
1.2.	Significance Statement	2
1.3.	Purpose of a Conservation Area Management Plan	4
1.4.	Methodology	4
1.5.	Planning Policy Framework	5
1.6.	Conservation Area Policy Guidance	6
2.	Design Analysis and Guidance	7
2.1.	Introduction	7
2.2.	Architectural Styles & Features	7
2.3.	Shop Fronts, Advertisements & Signage	8
2.4.	Building Materials	10
2.5.	Boundary Treatments	11
2.6.	Public Realm	12
2.7.	Scale & Massing	12
2.8.	Other Features	13
3.	Conservation Area Management Policies	15
3.1.	Conservation Principles and Philosophy	15
3.2.	Adoption & Enforcement	15
3.3.	Design, Materials and Techniques	16
3.4.	Shop Fronts, Advertisements & Signage	17
3.5.	Public Realm	18
3.6.	Boundary Treatments	19
3.7.	Demolition, Extensions & New Development	19
4.	Implementation and Review	21
Appendix A:	Bibliography	22
Appendix B:	Contacts	23
Appendix C:	Control Measures Brought About By Designation	24
Appendix D:	Glossary of Architectural Terms	25

1 Introduction

1.1. Context

- 1.1.1 The Goose Green Conservation Area was designated on 4th February 1973. The boundaries were subsequently extended in 2014.
- 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 Goose Green has been prepared in conjunction with a Conservation Area Appraisal that defined and recorded the special architectural and historic interest of the Goose Green Conservation Area.³ The Appraisal reviewed the boundary of the Conservation Area and the boundaries were amended and adopted in October 2014 to include those areas marked on Map 1.
- 1.1.7 This Conservation Area Management Plan has been published by Trafford Council following the submission of a draft by Purcell.
- 1.1.8 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.⁴ The local planning authority had regard to views concerning the proposals

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

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

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

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

expressed by persons attending the meeting and during the period of consultation and amendments were made as appropriate.

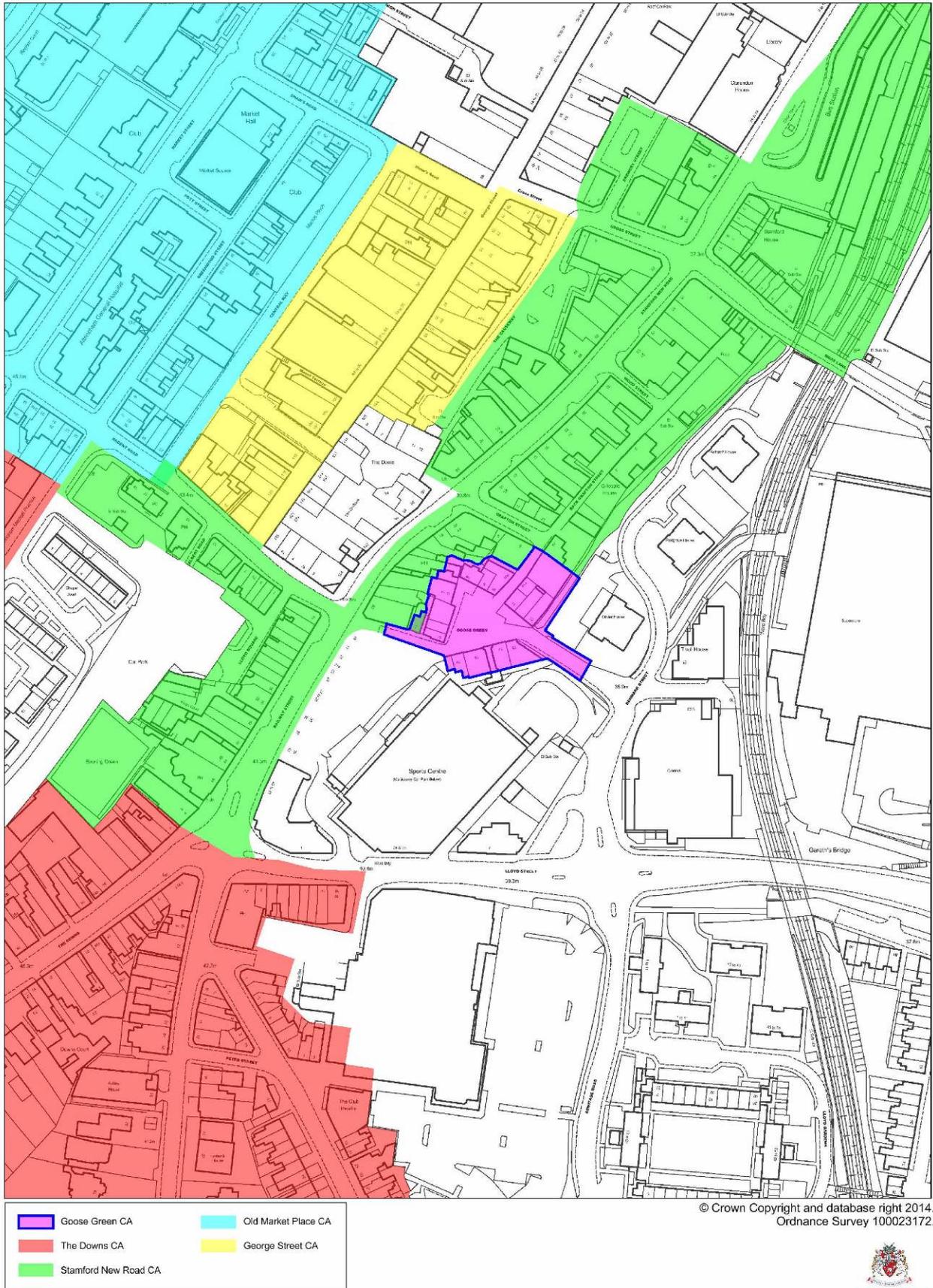
1.2. Significance Statement

- 1.2.1 The significance of the Goose Green Conservation Area is rooted primarily in its historic value. It is notable for retaining much of its historic hamlet character and enclosed nature, which is notably different from the wider surrounding area. This historic character is conveyed through the Conservation Area's architecture, which remains predominantly domestic in design and scale, and the survival of historic thoroughfares and the central open space. The sense of visual harmony is further enhanced through the consistent use of brick. The history of the Conservation Area is evident in the survival of the domestic architecture and its marriage with later shop fronts some of which are of an appropriate style which contributes to and enhances the character of the Conservation Area.
- 1.2.2 A more detailed assessment of significance is included in the accompanying Conservation Area Appraisal.

Goose Green and Adjacent Conservation Areas

Not to Scale

As at 06 Nov 2014



Map 1: Goose Green Conservation Area in relation to neighbouring conservation areas



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.'*⁵
- 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.⁶
- 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 Goose Green Conservation Area.⁷ 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.

1.4. Methodology

- 1.4.1 This Management Plan builds on work carried out for the preparation of the Goose Green Conservation Area Appraisal. Several site surveys were carried out during 2013, during which time 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 further site survey of the Conservation Area was carried out in July 2015.

⁵ Section 71(1) Planning (Listed Buildings and Conservation Areas) Act 1990.

⁶ Historic England (formerly English Heritage), *Guidance on Conservation Area Appraisals*, (2006) para 2.8.

⁷ Historic England (formerly English Heritage), *Guidance on Conservation Area Appraisals*, (2005).

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.'*⁸

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.

5

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 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 policies relevant to the Borough's Conservation Areas:

- Policy R1 – Historic Environment relating to designated and non-designated heritage assets.
- Policy R2 – Natural Environment.
- Policy L7 – Design

1.5.6 All the borough's planning policies and supplementary planning guidance is available on the council website and should be consulted in tandem with this Management Plan:
<http://trafford.gov.uk/planning/planning.aspx>.

⁸ Department of Communities and Local Government, *National Planning Policy Framework*, (2012) para. 126.

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.

1.6. 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 spaces in the Goose Green Conservation Area. This design guidance should be used as a reference for building owners and occupiers as to the acceptable styles, materials and level of change that are permissible. It will also be used by Trafford Council to determine the outcome of applications for changes to the properties or new development within the Conservation Area.
- 2.1.2 This section will also look at other buildings and features within the Conservation Area, and the public realm, including the distinctive planting, in terms of their typical features and character.
- 2.1.3 Currently, the heritage value and special interest of the Conservation Area is relatively intact; however, there is potential for the further cumulative effect of small, but still intrusive, changes and features to erode this.
- 2.1.4 The Goose Green Conservation Area neighbours the Stamford New Road Conservation Area and is close to three others: The Downs, George Street and the Old Market Place. It is important that any proposal within any of these conservation areas which may affect the setting of the others takes into account the guidance relating to all affected areas.

2.2. Architectural Styles & Features

- 2.2.1 The accompanying Appraisal identifies two principal architectural styles within the Conservation Area: a vernacular Georgian domestic style; and a Victorian domestic style with Queen Anne references. In essence, these are simple, classically-influenced styles with minimal decoration, for the most part restricted to subtly contrasting brickwork such as soldier arch lintels.
- 2.2.2 The fenestration patterns are simple and balanced throughout the Conservation Area, with some instances where modern intervention has interrupted the original balance of the façade; for example, the dormer roof extensions at Nos. 9 and 10 Goose Green and the box windows at No. 7. Poorly-designed alterations/additions have the potential to negatively affect the established architectural style which characterises the Conservation Area. Generally speaking, the upper storeys of the buildings in Goose Green have been subject to less change than the ground floors. Unless proposals seek to reverse inappropriate change, such as the installation of more appropriate traditional windows, the upper storeys should continue to remain as unchanged as possible.



Nos. 11-13 Goose Green, which have lost their original architectural balance due to the addition of extra windows at ground floor level.

2.2.3 The domestic scale of the buildings, generally two storeys in height, are a significant feature of the built environment within the Conservation Area, and an important contributor to its hamlet character. Together with the simple architectural styles extant within the Conservation Area, the buildings have quite a modest appearance which sets it apart from the wider area.

2.3. Shop Fronts, Advertisements & Signage

2.3.1 The surviving domestic character of the Conservation Area stems from its origins as a residential area with some associated commercial activity, but the conversion of what today appears to be all its buildings into commercial premises, has seen a number of ground floor shops and eateries established. The Conservation Area consequently demonstrates a special blend of domestic character and commercial purpose.

2.3.2 There are existing supplementary guidelines for appropriate shop front design and features within Trafford. However, in the case of Goose Green much of this guidance would be inappropriate as it does not reflect the gradual conversion of the historically domestic buildings within the Conservation Area into commercial properties which have retained their domestic character.

2.3.3 The shop fronts within the Conservation Area range from larger, full-length ground floor windows (particularly on the modern building on the south side of Goose Green) to smaller windows which retain their original proportions and entrances (most notably on the north-west side of Goose Green). There are also a number of awnings present which are a manageable means of identifying a property as a retail outlet and suit the buildings in this Conservation Area better than standard fascia shop fronts, which would completely obscure and detract from the modest proportions and architectural styles of the buildings within Goose Green. Windows should ideally be timber framed with multiple panes. There are examples where the original opening has been retained but filled with a single pane replacement window (No. 3 Goose Green), which dilutes the buildings' architectural character.



Modern shop fronts on the south side of Goose Green

- 2.3.4 Proposed alterations to the principal elevations looking onto Goose Green should respect the established architectural style and proportions. Well-designed awnings may be an acceptable means of denoting a shop premises but these should not detract from the elevation of the building, or the appearance of the Conservation Area as a whole. The replacement of the original window openings with large shop fronts is wholly inappropriate.



Shop awnings, No. 3 Goose Green

- 2.3.5 Additionally, the commercial nature of Goose Green has instigated a number of signs and advertisements within the Conservation Area. These are defined as *'any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction'*.⁹ Although advertisements are to be expected in a commercial area such as Goose Green, there is potential to significantly detract from the special interest of the Conservation Area if they are left unmanaged. Consequently, signage should be proportionate to the established architectural scale, as well as appropriately designed and illuminated so as to not detract from the architectural interest of the Conservation Area.

⁹ Section 336, Town and Country Planning Act 1990.



Inappropriate commercial signage

2.4. Building Materials

2.4.1 Red brick, in a range of different bonds, is the predominant building material within the Conservation Area; the high proportion of red brick buildings is one of its key characteristics. The surviving and characteristic chimneystacks within the Conservation Area are also red brick and should not be concealed behind any sort of render or be painted. Welsh blue slate tiles are the principal roof covering and any replacements should be of that material. Together, this forms a very traditional palette of materials. There are, however, notable instances where obvious repairs have been carried out using a cement mortar, resulting in thick, obtrusive pointing which detracts from the brickwork. Instead, a traditional lime mortar should be correctly applied in order to retain the aesthetic quality of the brickwork and also ensure its condition (cement-based mortars can cause unsightly spalling and damage to the brickwork).

10



Thick, unattractive pointing at No. 13 Goose Green, where there is also evidence of spalling brickwork which is detracting from the otherwise attractive brickwork.

2.4.2 There are a notable number of traditional timber-framed windows in a variety of different styles (casement, sash, etc.), a number of which are believed to be replacements, rather than surviving original windows. There are some instances where inappropriate uPVC or aluminium windows have been inserted. Paragraph 4.3.13 of the accompanying Appraisal sets out clear examples of appropriate and inappropriate windows within the Conservation Area. Gabled and dormer windows are not established historic features within the Conservation Area, yet these features have been incorporated into the more recent

development within the boundary. These are stylistically inappropriate and should not be repeated as it will dilute the established architectural character of the Conservation Area.

- 2.4.3 There are also instances where rooflights have been inserted into the pitched roof, indicating that attic rooms have been converted into useable spaces. Additionally, a pair of large, two-storey box windows have been attached to the façade of No. 7, which are wholly incongruous and made all the worse by the presence of steel roller shutters. These features, although they can be quite small when considered individually, cumulatively cause significant harm to the Conservation Area.



Inappropriate box windows, No. 7 Goose Green

- 2.4.4 Doors within the Conservation Area were originally timber and there are a number of sympathetic timber replacements which respect the slightly rounded arch of the historic door openings. These set a good precedent for the sympathetic replacement of doors in the Conservation Area. However, there are also incongruous replacements, including uPVC examples, which square off the original opening and detract from its architectural value. These are set out in detail in paragraphs 4.3.14 - 4.3.16 of the accompanying Appraisal.



Inappropriate replacement doors and ground floor windows, Nos. 5-6 Goose Green

2.5. Boundary Treatments

- 2.5.1 There are few boundary treatments within the Conservation Area as its spatial configuration is such that the buildings front onto the central open area. Where boundary walls are present, they are low and constructed of red brick with stone coping and areas of

supplementary timber fencing. This is appropriate to the Conservation Area as the sense of central open space is not significantly altered and the red brick continues the prevalent building material. However, it would not be appropriate to extend this boundary treatment to create further ‘pockets’ of space as this would dilute the positive contribution of the central space. The enclosure of forecourts in front of cafes or other catering outlets may be tempting but is not appropriate within the Conservation Area. Likewise, the erection of decking or similar either in front, to the side or to the rear of properties is not appropriate.

2.6. Public Realm

2.6.1 The central open space is a characteristic feature of the Conservation Area. The hard surfacing and public realm features were recently overhauled as part of the first phase of the Altrincham public realm improvement work. The scheme is being implemented in response to the *Public Realm, Movement and De-Cluttering Study* commissioned by the Council in 2012.

2.6.2 The resulting public realm features are of a high quality and reflect the history of Goose Green with goose motifs in the design of the seating and smaller setts (rather than large slabs) which are sympathetic with the hamlet character of the Conservation Area. It is important that any subsequent public realm work continues this high-quality scheme to ensure Goose Green remains a coherent space. The steps being taken to reduce vehicular traffic and improve the pedestrian environment will also contribute to this.

2.7. Scale & Massing

2.7.1 The historic built environment within the Conservation Area is characteristically small and domestic in scale: the historic buildings generally being two storeys in height with modern rooflights indicating the presence of attic rooms in some instances. The extension of the buildings within the Conservation Area upwards, as has been done at Nos. 9 and 10, is not appropriate and distorts the original and characteristic scale and massing, which has otherwise survived generally intact. The domestic scale is a defining feature of the Conservation Area and should be preserved. Additions to the front of buildings are not appropriate. The tightly compacted built grain within the Conservation Area makes it unlikely that extension to the side or rear of buildings would be achievable, and would also be inappropriate.



Inappropriate roof extension, Nos. 9 and 10 Goose Green

- 2.7.2 The modern development on the south side of Goose Green is slightly larger, being three storeys in height. Although there is some attempt to break up its large mass with slight modulations in the roof and building lines, this development very much still looks like a single, very plainly designed unit, rather than a series of individual buildings which comprise the historic terraces on the opposite sides of Goose Green. Although pastiche design should be avoided at all costs, new development should better reflect the context of the Conservation Area.

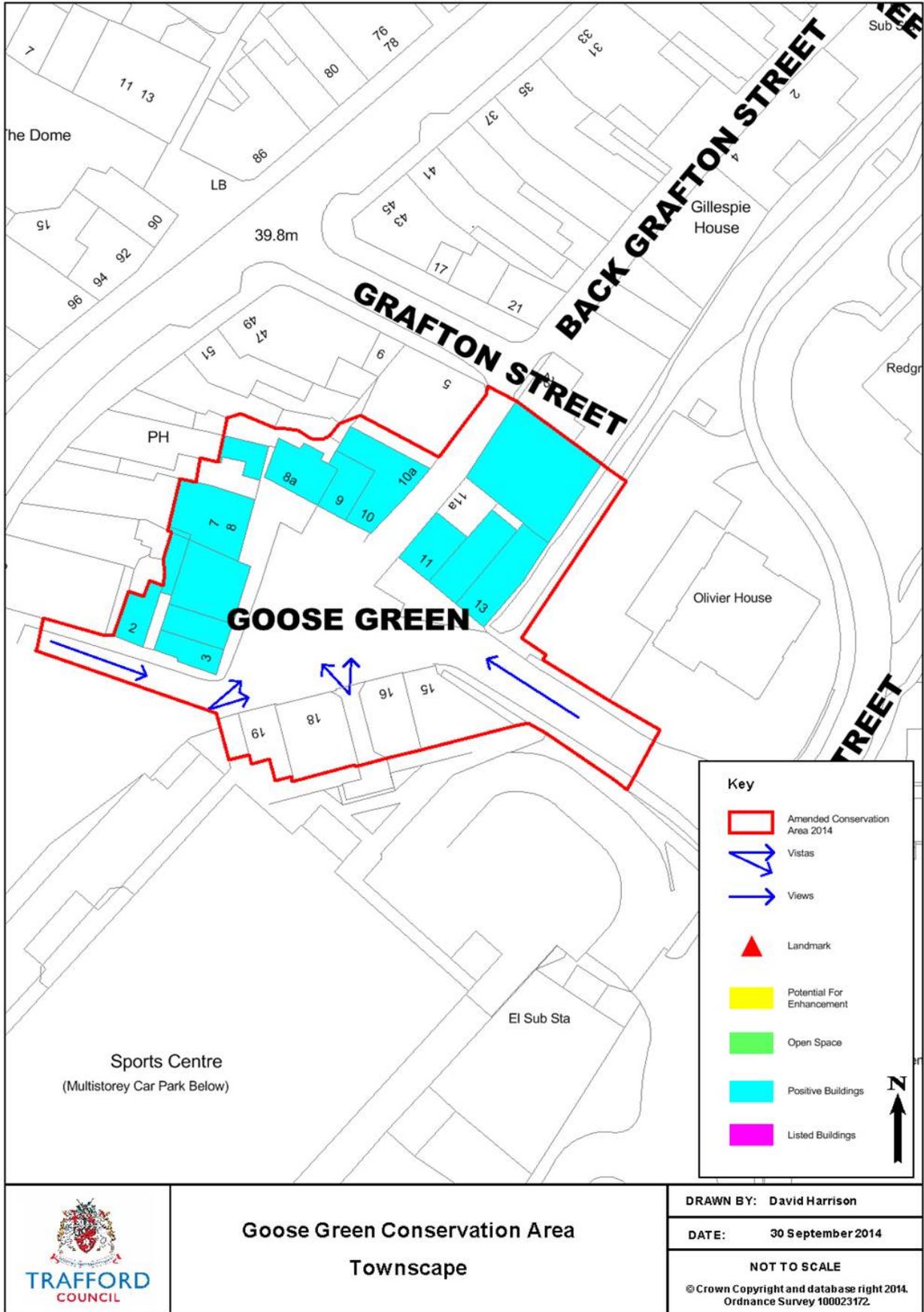


Modern development on the south side of Goose Green

- 2.7.3 Notably taller developments have been constructed within the setting of the Conservation Area in the post-war period and more recently. This should not be taken as a precedent that further larger buildings are acceptable. It is recognised that central urban space is at a premium and therefore it is desirable to make as much use of the available space as possible. However, buildings exceeding the established height of the built environment within the Conservation Area need to be carefully considered so that negative impact and any effect on the ability to appreciate the special architectural and historic interest of the Conservation Area is minimised.

2.8. Other Features

- 2.8.1 The open space in the centre of the Conservation Area is a key characteristic feature and facilitates a number of the key views identified in the accompanying Appraisal. The dynamics and use of this space has altered slightly for the better now that the public realm improvements have been completed and parking is not allowed. It is important that, going forward, it remains an open space and any problems that re-surface concerning vehicular traffic and parking are reviewed and addressed.



Map 2: 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 Goose Green Conservation Area must be the preservation and enhancement of its character, appearance, and special architectural and spatial interest.
- 3.1.2 The Goose Green Conservation Area is characteristically domestic in appearance but commercial in purpose. It is important that the latter does not negatively impact on the former and that the 'tucked away' hamlet character of the Conservation Area is preserved.
- 3.1.3 There is scope for improvement. In particular, addressing the accumulation of inappropriate alterations will enhance the architectural quality, and managing the advertisements and signage associated with the commercial activity within the Conservation Area will help maintain its visual amenity, which has already been greatly improved by the completed public realm work.
- 3.1.4 The policies below seek to preserve the key historic elements which define the appearance and history of the Goose Green Conservation Area. The policies set the parameters for future change, allowing some flexibility in materials used, whilst insisting on the correct design of replacement features in order to gradually bring back the coherence of the Conservation Area that is an essential part of its special interest.

3.2. Adoption & Enforcement

15

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 the characteristic domestic scale of the buildings and its detached, hamlet feel.
- To ensure the policies and guidance contained within this plan remain up-to-date.

Policy 1

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 2

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

Policy 3

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 4

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 set target timescales and the enforcement options available to the Council.

3.3. Design, Materials and Techniques

Sections 2.2, 2.3, 2.4 and 2.7 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 appropriate design.

Policy 5

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 6

Repairs to the buildings identified as positive contributors in the accompanying Appraisal and identified on Map 2 should be carried out in a like-for-like manner using appropriate traditional materials and techniques, as set out in paragraph 2.4.1 of this Management Plan.

16

Policy 7

Original architectural detailing and features should not be removed or replaced, unless on a like-for-like basis.

Policy 8

The design of any new development within the Conservation Area or its setting should be high-quality and respectful of the Conservation Area's established styles and materials.

Policy 9

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, discrete secondary glazing with a frame that follows the glazing bars of the external window should be used or else conservation standard or 'Slimlite' double glazing.

Policy 10

Rooflights should be restricted to secondary elevations and be of conservation design (i.e. set flush with the surface of the roof and with thin, black frames).

Policy 11

If replacement of doors or windows is proposed, whether the existing are in 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 12

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.

3.4. Shop Fronts, Advertisements & Signage

Section 2.3 of this Management Plan provides further detail relating to the following policies.

Aims

- To protect the Conservation Area from excessive advertisements and signs.
- To preserve the modest, domestic style of the shop fronts characteristic to the Conservation Area.

Policy 13

Where surviving, the original fenestration and proportions of those buildings identified as positive contributors should not be altered in order to accommodate a shop front.

17

Policy 14

The addition of awnings or canopies will be considered on a case-by-case basis. They should be well-designed and of a high quality using traditional materials and stylings, and a muted colour palette.

Policy 15

Due to the typically smaller windows within the Conservation Area, window stickers and vinyls would not be appropriate as they would significantly detract from the aesthetic value of the historic elevations. Consequently, they should not be used.

Policy 16

The proportions of any proposed advertisement should reflect those of the building. 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 of signage should be avoided as this will result in a cluttered streetscape and detract from the building and wider area. Proposals with excessive amounts of signage will therefore not be supported.

Policy 17

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 18

The use of powder or plastic-coated aluminium is strongly discouraged. Signage with individual lettering will be encouraged in opposition to large, flat fascias. Traditional materials and methods of advertising will also be encouraged such as hanging signs.

Policy 19

Illuminated signage may be acceptable in certain circumstances providing it is well-considered and designed to a high standard; for example in creating attractive and vibrant street scenes during the evening. 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 20

A-boards or other free-standing signage are discouraged as they cause obstruction on the public highway, and cumulatively amount to significant visual harm to the overall street scene.

Policy 21

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.

Policy 22

Signage or advertisements in upper floors windows should not detract from the overall elevation or fenestration. It is recognised that businesses occupying rooms above shops benefit from such features but they should be as discreet as possible so as not to negatively affect the street scene and the character of the buildings and the Conservation Area.

18

3.5. Public Realm

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

Aims

- To enhance the character and appearance of the public spaces within the Conservation Area.
- To enhance key views within, into and out of the Conservation Area.

Policy 23

Where funding permits, Trafford Council should implement a more sympathetic traffic management scheme should one be required upon review of the completed public realm improvements.

Policy 24

Trafford Council should ensure that, once completed, the improved public realm is maintained to a high standard.

Policy 25

The centre of Goose Green should remain an open, public space and the key views within preserved.

Policy 26

Any 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.

3.6. Boundary Treatments

Section 2.5 of this Management Plan provides further detail relating to the following policies.

Aims

- To ensure consistency is established across the Conservation Area.

Policy 27

Original boundary treatments should be repaired using appropriate techniques and materials as appropriate. Concrete is not an acceptable alternative to stone.

Policy 28

Boundary treatments should not encroach upon the central open space, or affect the ability to appreciate this feature of the Conservation Area. This includes any enclosed forecourts or areas of decking.

3.7. Demolition, Extensions & New Development

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

Aims

- To retain and enhance the character of the Conservation Area.
- To preserve the characteristic spatial arrangement within the Conservation Area.

Policy 29

Developers should consult with Trafford Council as early as possible where proposals are likely to impact on the Conservation Area, either directly or its setting.

Policy 30

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

Policy 31

Buildings identified as positive contributors (Map 2) are not to be demolished, partially demolished or substantially altered in any way that dilutes its contribution to the Conservation Area.

Policy 32

Development within the immediate curtilage of Goose Green should be respectful of the historic approaches into/out of the Conservation Area and, where possible, seek to enhance these thoroughfares.

Policy 33

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.

Policy 34

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 Council as a Supplementary Planning Guidance document. The design guide and policies contained within it are 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 or occupiers are to obtain 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 and occupiers informed of the Conservation Area designation, and to review and update this plan on a regular basis.

Appendix A: Bibliography

National Planning Guidelines

- 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, *Supplementary Planning Guidance note PG8* (January 1996)

Historic England (formerly English Heritage)

- 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 Goose Green 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'*.¹⁰ 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.

¹⁰ Section 72 (1) Planning (Listed Buildings and Conservation Areas) Act 1990.

Appendix D: Glossary of Architectural Terms

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.

Dormer Window

A window projecting from the slope of a roof.

Fascia

The horizontal band element of a shop front.

Fenestration

The pattern and style of windows on a building.

Gable

A triangular wall at the end of a pitched roof.

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).

25

Lintel

A horizontal support across the top of a door or window opening.

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.

Queen Anne style

Not to be confused with the architecture from the reign of Queen Anne. Typically a late Victorian style favouring red brickwork with painted white woodwork.

Roofscape

A scene or view of roofs.

Soldier Arch Lintel

A lintel comprising bricks laid vertically (i.e. at right angles with conventional horizontal coursing).