



Stamford New Road Conservation Area

Conservation Area Management Plan
Consultation Draft
October 2015

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1 Introduction

1.1. Context

- 1.1.1 The Stamford New Road Conservation Area was designated on 16th June 1986 by Trafford Borough Council. In 2012 the Stamford New Road Conservation Area was placed on the Historic England “Heritage at Risk Register” classified as a Conservation Area at Risk.
- 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 the Stamford New Road has been prepared in conjunction with a Conservation Area Appraisal (adopted October 2014) that defined and recorded the special architectural and historic interest of the Stamford New Road Conservation Area.³ The Appraisal reviewed the boundary of the Conservation Area in 2014 and concluded that it should be extended to incorporate the Altrincham Interchange and several areas to the rear of Stamford New Road and Railway Street. A plan of the adopted revised boundaries is included on Map 1.

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).

- 1.1.7 See policy 1 and appendix C for details of control measures in Conservation Areas.
- 1.1.8 This draft Conservation Area Management Plan has been published by Trafford Council following the submission of a draft by Purcell.
- 1.1.9 The proposals set out by this Management Plan shall undergo a period of public consultation and will be submitted for consideration at a public meeting in the area to which they relate.⁴ The local planning authority shall have regard to any views concerning the proposals expressed by persons attending the meeting or during the period of consultation.⁵

1.2. Significance Statement

- 1.2.1 The Conservation Area Appraisal describes the special interest of Stamford New Road Conservation Area as *'an area defined by the development of the Altrincham railway station; from the early 19th century development of Railway Street and late 19th to early 20th century speculative commercial development of Stamford New Road, to the early 21st century refurbishment of the station. The Conservation Area is a cohesive group of good quality development in a variety of architectural styles, detailing and expression, which contributes to a high-level of aesthetic value. Commercial parades exhibiting these design details express the pride and wealth exhibited by the owners and builders of the time, testifying to the prosperity and confidence of the town. The scale, massing and form of buildings on Stamford New Road results in a strong building line and sense of enclosure, which contributes to the visual interest and rhythm of the street scene. Significant pedestrian routes contribute to the finer grain and spatial interest of the Conservation Area while functional historic rear elevations contribute positively to integrity and evolution. The consistent use of traditional building materials and local details repeated throughout the Conservation Area provides a sense of visual harmony.'*

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.'*⁶

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

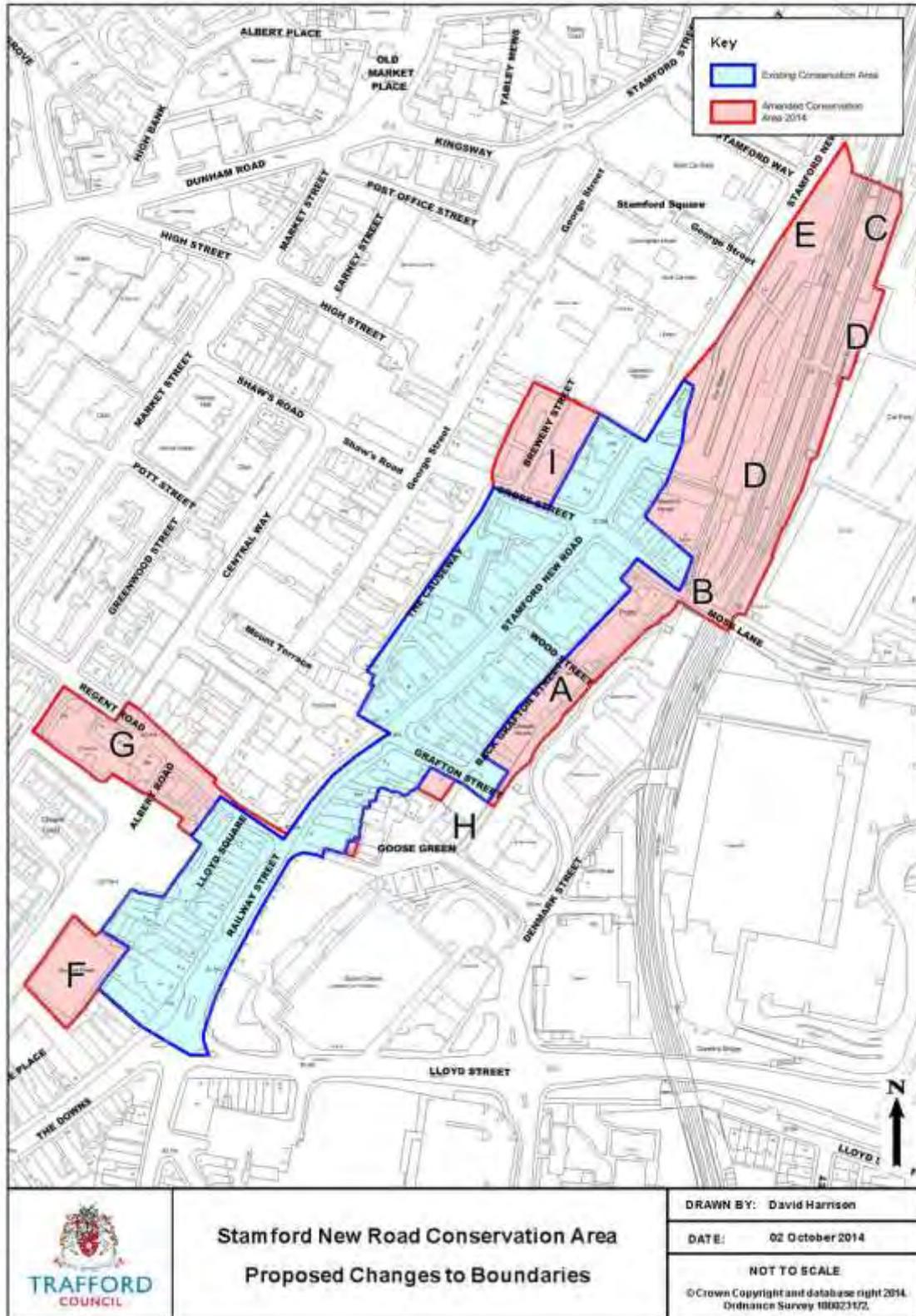
⁵ Section 71 (3) Planning (Listed Buildings and Conservation Areas) Act 1990.

⁶ Section 71(1) Planning (Listed Buildings and Conservation Areas) Act 1990.

- 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.⁷
- 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 Stamford New Road Conservation Area.⁸ 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.

⁷ Historic England (English Heritage), *Guidance on Conservation Area Appraisals*, (2006) para 2.8.

⁸ Historic England (English Heritage), *Guidance on Conservation Area Appraisals*, (2005).



Map 1: Conservation Area Boundary with extensions adopted 2014

1.4. Methodology

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

1.5. Planning Policy Framework

- 1.5.1 This section outlines the legislative and national policy framework for Conservation Area Appraisals and Management Plans.
- 1.5.2 The NPPF (paragraph 126) states:
- 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.'*⁹
- 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

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

- 1.5.5 A number of policies and proposals of the Revised Unitary Development Plan adopted in 2006 are currently 'saved', such as ENV21 Conservation Areas and ENV22 Conservation Area Designation, until they are replaced by the Land Allocations Development Plan Document.

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 characteristics of the historic buildings and structures in the Stamford New Road Conservation Area. This design guidance should be used as a reference for building owners and occupiers as to the suitable styles, materials, shop fronts and advertisements that should be used within the Conservation Area. It will also be used by Trafford Council to determine the outcome of applications for changes to the properties. This document should be read in conjunction with the Stamford New Road Conservation Area Appraisal and the Shop Fronts Planning Guidelines, 1997.
- 2.1.2 There are a wide variety of architectural styles and features evident throughout the Conservation Area and it is this rich texture which provides much of its character. Buildings date from the early 19th century through to the 21st century and are generally constructed in brick, with stone or terracotta detailing. Buildings within the Conservation Area draw inspiration from the Arts and Crafts movement of the early 20th century, Tudor revival styles and the Cheshire Vernacular. Italianate detailing is also common across the area, with bracketed cornices and polychromatic brickwork.
- 2.1.3 The character and appearance of Stamford New Road has been substantially eroded over time as commercial premises change hands and upper floors become vacant or change use. Inappropriate piecemeal development of shop fronts, signage, windows, doors and materials have all had a negative impact on visual amenity and historic significance of the area. Outdated street furniture and tired road surfaces add to the cluttered appearance and poor condition of the streetscape. This robust guidance for the Stamford New Road Conservation Area has been produced in order to improve the character and appearance of the Conservation Area.

2.2. Building Types and Uses

- 2.2.1 The Stamford New Road Conservation Area is characterised by an eclectic mix of styles such as grand Victorian and Edwardian commercial parades, prominent public buildings and some railway and light industrial structures.
- 2.2.2 The earliest phase of development within the Conservation Area is along Railway Street, where the buildings are markedly simpler and plainer in their architectural detailing to the south-west of the Conservation Area. These buildings date to the early-mid 19th century.
- 2.2.3 The most distinctive feature of the Conservation Area is the highly ornate and repetitive commercial parades that sit hard on the road, proclaiming the wealth and pride of their owners. These large commercial buildings were designed to showcase the latest products for sale and attracted shoppers through high levels of embellishment, ornate detailing and sumptuous entrances. Date and name stones at high level on the buildings further illustrate the pride of the owners. The Baroque revival Stamford House at 1-11 Stamford New Road is a highly ornate example of an Edwardian office and shop development in a conspicuous position adjacent to the railway station.



1-11 Stamford New Road following a recent regeneration project



17-23 Stamford New Road, a commercial parade in good condition with a limited amount of vacancy



Good example of a well-maintained property (31 Stamford New Road)

2.2.4 Interspersed between the commercial Edwardian and Victorian parades are prominent public buildings. Examples include the Yorkshire and Lancashire Bank (63 Stamford New Road), the Station Hotel (44 Stamford New Road) and Manchester and County Bank (32-34 Railway Street, now the County Galleries). Defining historical features of these buildings include splayed corner entrances, a strong building presence on the street, dominant street frontages and eye-catching architectural details. The palate of traditional materials, scale and massing of these buildings contribute to the visual interest and historic character of the Conservation Area.



63 Stamford New Road, showing the corner entrance



County Galleries is a good example of neo-Jacobean architecture



44 Station Road is in good condition but requires some high level maintenance

- 2.2.5 Structures associated with the new railway and station such as station buildings, warehouses and light industrial buildings such as 4a-b Moss Lane can also be found within this Conservation Area. The growth of Altrincham is closely linked to the development of first the Altrincham and Bowdon railway line, followed by the new station on Stamford New Road in the 1880s.



4a-4b Moss Lane

2.3. Architectural Styles and Details

- 2.3.1 The Victorian and Edwardian commercial parades includes characteristic architectural features such as decorative red gauged brick and terracotta pediments, classical motifs, large display windows, grand corner or street entrances and upper floor showrooms. Oriel windows, pilasters, polychromatic detailing and stone detailing all add interest to the front facades. The prominent decorative gables and pediments are highly significant; creating a repetitive pattern and rhythm to roofscapes.
- 2.3.2 Stamford New Road is characterised by a distinct and varied roofline, undulating facades, ornate splayed corner treatments and turrets. Some parade developments make use of Italianate detailing with Romanesque round arched openings, polychromatic brickwork and wide bracketed cornices. The use of Arts and Crafts motifs and half-timbering from the Cheshire Vernacular on oriel windows and gable ends can also be seen.
- 2.3.3 Examples that have retained traditional features and are considered to be in-keeping with the character and appearance of the Conservation Area include Stamford House (1-11 Stamford New Road), 31 Stamford New Road and 17-23 Stamford New Road.



Example of the poor maintenance



New shop fronts within Stamford House



Detail of the vegetation seen along Stamford New Road

2.3.4 The Victorian and Edwardian revival of Cheshire's distinctive vernacular architecture is also a prevalent feature throughout Altrincham and the wider area. Stamford New Road has a limited number of explicit examples of this style, seen at 16-22 Railway Street and 15 Regent Road. Details within this style include the use of traditional Cheshire black and white half-timbered detail on oriel windows and gable ends.



Example of Cheshire Vernacular at 15 Regent Road



Example of Cheshire Vernacular at 16-22 Railway Street

2.3.5 Early-mid 19th century development along Railway Street is generally two storeys in height, are smaller scale and have little of the ornate embellishment seen elsewhere. The plain facades do not equate to structures of less significance, as the buildings represent the early development of Altrincham. Some reserved classical details such as quoins, arched window openings and pilasters can be seen. These properties have a strong building line with a narrow plan form along the street and greater depth to the rear. The consistent width to frontages results in a rhythm to the street scene, contributing to local distinctiveness. This simple architectural style coupled with the historic appearance is more vulnerable to minor cumulative changes. Common alterations that are harmful to the appearance of the Conservation Area include painted brick facades, replacement shop fronts and replacement windows. Many vacant shop units can be found within these buildings and upper floor vacancy is also a significant problem.



A good example of a building (36-40 Railway Street) that retains its original windows and is in use across all three floors.



24-30 Railway Street are three properties that have been extensively altered and have potential for enhancement. Note the inappropriate (and vacant) shop fronts and recently painted façade. Traditional windows survive on 24-26 but have been replaced with uPVC in an inappropriate square design at 30.



The painted façade of 46 Railway Street (formerly The Downs Hotel). The simple design of these buildings leaves them vulnerable to harmful cumulative change over time.

2.3.6 Victorian and Edwardian revival styles are also found throughout the Conservation Area, including High Victorian, Baroque (1-11 Stamford New Road), Jacobethan (32-34 Railway Street) and Classical (63 Stamford New Road).



High Victorian and Baroque architectural styles



Jacobean and Classical architectural styles

- 2.3.7 The railway buildings within the Conservation Area are High Victorian in style, with Italianate details such as deep bracketed eaves, stone detailing and polychromatic brickwork in red, blue and buff. This includes the original station buildings and associated Clock Tower. Timber platform canopies with ornate ironwork survive.



Railway station platform buildings

- 2.3.8 The light industrial buildings such as late Victorian warehouses at 4 Moss Lane and 4a-b Moss Lane are a relatively rare building type within the Conservation Area but may have originally been more prevalent, as a resource for the large-scale commercial and retail premises along the main road. These buildings are characterised by simple red brick facades with minimal detailing, large timber-framed windows and simple pitched roofs. Surviving painted lettering advertising the owner of the warehouses is significant as it further emphasises the pride placed in the commercial development of Altrincham in the late 19th century. They are often found to the rear of the main shopping street, near to the railway lines such as 2-4 Back Grafton Street.



Industrial (now renovated) buildings along Back Grafton Street



4 Moss Lane

2.4. Building Materials

- 2.4.1 There is a distinctive palette of building materials employed throughout the Conservation Area. The majority of buildings are constructed from red brick laid in traditional bonds with pitched blue slate roofs and white painted timber windows. There is variation in the tonal range of red brick and embellishment is usually picked out in terracotta, gauged brick, blue brick or sandstone. There are smaller numbers of buildings constructed from sandstone or white brick.
- 2.4.2 The early-mid 19th century buildings along Railway Street are constructed in red brick, although some examples have been painted or rendered since construction. Large well-proportioned timber-framed windows can be found on the upper floors and roofs are simple pitches, clad in blue slate.

- 2.4.3 It is common for higher quality red brick to be used on the principal elevation, with cheaper Cheshire bricks on the side and rear elevations. This is indicative of the historic manipulation of materials to reduce costs.
- 2.4.4 Classical-influenced buildings are characterised by high levels of ornate detailing, often in stone or terracotta while Arts and Crafts inspired designs make use of half-timbering, barge boards, gable ends and ornate tiles.
- 2.4.5 Roofs are predominantly blue Welsh or Westmorland slates while traditional windows are sliding vertical sashes with glazing bars. Traditional shop fronts make use of classical features and are generally constructed in timber.
- 2.4.6 Detracting materials within the Conservation Area are inappropriate uPVC replacement windows, traditional windows in a poor condition and replacement shop fronts in modern materials such as plastic fascias and aluminium windows frames.
- 2.4.7 High levels of architectural detailing have survived intact on the upper floors of the commercial parades but a lack of on-going maintenance has led to a deterioration of fabric in many cases. Timber-framed windows survive in most cases but the fenestration on the upper floors of 17-23 Stamford New Road have all been replaced with inappropriate uPVC windows.
- 2.4.8 The prominent public buildings within Stamford New Road are characterised by an eclectic mix of mass-produced and local materials, dating from the late 19th and early 20th century. The buildings are generally brick built, in traditional bonds, often with stone and terracotta detailing. There are two examples of sandstone used as the principle building material. Roofs are pitched and predominately clad with blue slate, while Stamford House (1-11 Stamford New Road) is clad in green Westmorland slate. Windows are predominately traditional timber but are often in a poor condition.

2.5. Modern development

- 2.5.1 Recent regeneration projects within the Conservation Area have included elements of new development (Altrincham Interchange and 1-11 Stamford New Road). Another successful new development within the setting of the Conservation Area (but outside the boundary) is Altrincham Hospital to the south-west, which is a positive contributor. This development was completed subsequent to the CAA . Late 20th century development at the junction of Cross Street is less successful and looks somewhat dated, such as the building on the corner of Brewery Street and Cross Street. The structure on Cross Street does not integrate with its surroundings and is currently vacant.
- 2.5.2 Some new development has been carried out to the rear of Stamford New Road, on Grafton Street and Back Grafton Street. For example, 5 Grafton Street is of a scale and massing that is in keeping with the character and appearance of adjoining buildings.
- 2.5.3 Recent development has sought to bring historic buildings back into a positive use through regeneration projects. It has also focused on modern design rather than the production of pastiche structures that attempt to emulate the existing buildings. Taking

design cues from the historic buildings without replication is crucial in producing high-quality and innovative new design that will enhance the architectural interest of the Conservation Area.



Altrincham Hospital



Brewery Street and Cross Street



New development associated with former industrial buildings on Back Grafton Street

2.6. Green and open spaces

- 2.6.1 There are few open spaces within the Conservation Area, those that do exist relate to the rear of properties. The majority are now in use as surface car parking. Some properties have courtyards now associated with bars or restaurants.
- 2.6.2 The Bowling Green (to the rear of the north side of Railway Street) is the largest green space within the Conservation Area and yet is unused and in a very poor condition. The pavilion is in an advanced state of deterioration but there is an opportunity to reuse this space.
- 2.6.3 The Altrincham Interchange represents an key landmark and open space within the Conservation Area, but is essentially a drop off and pick up point for public transport. The Clock Tower at the entrance to Altrincham Interchange is a positive element of the Conservation Area and has strong communal value as a prominent feature of Altrincham. It marks the entrance into Altrincham for visitors. The Clock Tower has recently been successfully integrated into a new development around the bus and railway stations.
- 2.6.4 Kings Court is a small area of open space in a good condition that adds significantly to the special interest of the Conservation Area. A similar approach could be taken to Lloyd Square, which is currently a run-down area of car parking and rear elevations.
- 2.6.5 The narrow street frontages of Railway Street and Regent Road open up into a large surface car park (off Regent Road), which is outside the boundary of the Conservation Area but affects the setting in a negative way. Areas of surface parking along Back Grafton Street also represent an opportunity to create positive, public open spaces.

2.7. Shop fronts

- 2.7.1 The majority of shop fronts in the Conservation Area are 20th and 21st century replacements but some retain traditional features and are positive contributors to the Conservation Area. Traditional features on shop fronts that survive include decorative plinths, fluted/plain pilasters, panelled stall risers, fascias and decorative/plain cornices.
- 2.7.2 A number of traditional and replacement 20th-21st century shop fronts that successfully make use of historic features provide a cohesive design with the high quality of architecture present on the upper storeys. Examples include:
- 37 Stamford New Road – individual lettering, fascia below the first floor window line, pilasters at the edges of the property. However, the large expanse of glass without glazing bars or stall risers is less successful in its historic setting.
 - Stamford House (1-11 Stamford New Road) is a single phase development that has recently been restored with a scheme of matching shop fronts. These include even-sized and coloured fascias, stall risers, set back and accessible doorways and a large glazed window with slender supports.
 - 32-34 Railway Street (County Galleries) – use of individual lettering of an appropriate size along a small fascia band.
 - 51 Stamford New Road – This traditional shop front incorporates cornice and brackets, a set back entrance with decorative timber framed door, stall risers and columns.



Stamford House



17 Stamford New Road



51 Stamford New Road

- 2.7.3 The majority of shops in the Conservation Area are independent retailers, which is to be encouraged as it avoids the generic corporate branding of many high streets around the country. Independent stores are to be encouraged; however, many shops are very low-quality and make no attempt to be sympathetic to their historic surroundings. Takeaways, gaming centres and outlet stores often have inappropriate and garish branding and overly large signs. They also suffer from a lack of maintenance and have inappropriate, heavy-duty security features.
- 2.7.4 A number of shop fronts are inappropriate in terms of style, scale, signage, illumination, material and colour. The size of fascias across the Conservation Area is a concern as many are overly large, feature strong colours and do not relate well to their surroundings. Examples include those at 13 Regent Road, 44 Railway Street, 28 Railway Street, 35 Stamford New Road and 57-59 Stamford New Road.



80 Stamford New Road



61 Stamford New Road



13 Regent Road



44 Railway Street

- 2.7.5 The use of modern materials such as aluminium for doors, windows and shop fronts is also inappropriate (16 Railway Street and 53 Stamford New Road) and often accompanied by large fascias, illuminated signs and large window signs. The boxing-in of features and older signage is also considered to be inappropriate, as seen at 66-68 Stamford New Road.
- 2.7.6 Canopies are utilised in some locations to varying degrees of appropriateness. Those at 46 and 14 Railway Street are folding fabric awnings that have minimal intrusion into the streetscape. However, permanent canopies in modern plastic fabrics are generally inappropriate, such as at 28 Railway Street.
- 2.7.7 Security features such as solid external roller shutters have an adverse impact on significance. Vacant shops that are permanently shuttered are detrimental to the Conservation Area as they present a blank and lonely façade to the street. Full size advertisements or hoardings that cover the shop fronts are equally unsatisfactory.



Vacant shops



*25-27 Stamford New Road (Victoria House) –
a poor example of a shop front that is overly large and prominent*



Traditional shop front, harmed by surrounding inappropriate advertising and modern signage, particularly on the upper floors.



Example of a traditional shop front at 10 Regent Road. However the fascia is quite large.



Good example of a traditional shop front incorporating original bracket and pilaster details. Note the slender timber glazing bars and the set back entrance



Example of an overly large fascia that has required the alteration of the window design above



Appropriate use of canopies within the Conservation Area



Two shop fronts exhibiting signage that is too bright or overly large. Note the proliferation of A-boards on the street.

2.8. Advertisements

- 2.8.1 Signage across the Conservation Area is eclectic and has no uniformity in terms of scale, materials, colour or use.
- 2.8.2 The use of A-boards on the pavements is a concern along Stamford New Road due to the busy pedestrian traffic along this route. A-boards are used more effectively on Moss Lane in conjunction with the new 1-11 Stamford New Road development, where the pavement is wider.
- 2.8.3 Date and letting signs are ubiquitous and intrusive due to a short-term tenants and high levels of vacancy in the shops and upper floors. Many fill entire windows while others project from the buildings at first floor level.
- 2.8.4 The use of signage within upper floor windows related to the shop below can be intrusive, overly large and reduces the usability of the spaces within (for example 74 Stamford New Road). Signage relating to separate upper floor uses can sometimes be confusing and hard to relate to their location (4 Moss Lane).
- 2.8.5 There is one large advertising board within the Conservation Area at the Altrincham Interchange. While the board itself is relatively unobtrusive, it blocks sightlines to the historic railway shed (Atlanta Chambers to the rear of Stamford House), which could be an asset to the Conservation Area in the future.



*Overuse of signage and advertising at
53 Stamford New Road*



48-50 Stamford New Road – Here, ground floor hoardings used to advertise development opportunities in the area.

2.9. Condition and Vacancy

- 2.9.1 Vacancy or under-use of the upper floors is a widespread issue seen across the Conservation Area, linked to the vacancy of shops on the ground floor and the need for renovations to bring the upper floors up to a suitable standard for use.
- 2.9.2 The use of the majority of these buildings is ground floor retail with residential or office use on the upper floors. Within the Conservation Area, problems relate to the vacancy of shop units, intrusive security provision and under-used upper floors. The lack of investment from tenants or owners has led to a deterioration of the fabric along Railway Street and Stamford New Road; acknowledged by the inclusion of the Conservation Area on Historic England’s register of Conservation Areas at Risk.
- 2.9.3 Few upper floor spaces appear to have been converted to residential use although ancillary office use linked to the retail units below is fairly common. Most buildings, particularly the commercial parades, were built with separate upper floor access so this should not preclude additional uses such as development for residential use.
- 2.9.4 Under-use and lack of investment has ensured that the majority of traditional timber windows have survived, but some are now in a poor condition. There are surprisingly few window replacements with modern materials along Railway Street and Stamford New Road.
- 2.9.5 Condition of the buildings within the Conservation Area is generally fair but most are suffering from an ongoing lack of maintenance, which is leading to deteriorating fabric. Prominent and highly detailed façades are neglected and vacant buildings are at risk of rapid deterioration, with many ground and upper floors under used.
- 2.9.6 Dense vegetation and a lack of maintenance is a concern. A particularly poor example is Victoria House (25-27 Stamford New Road), which has vegetation growing between the buildings and suffers generally from a lack of maintenance.

2.10. Rear elevations

- 2.10.1 The rear elevations of Railway Street and Stamford New Road are in a reasonable condition but suffer from a lack of maintenance such as clearing rainwater goods and repairing brickwork. From Back Grafton Street and The Causeway, intrusive features that cannot be placed on the front elevations can be seen, such as satellite dishes, air conditioning, ventilation and ducting. A high proportion of traditional windows survive on these elevations but are also in a poor condition.
- 2.10.2 The buildings along the main streets are set out in typical 19th century plan, with a front elevation facing the street and an L-shaped outshot projecting to the rear for additional ancillary space. These service elevations are often accompanied by an historic single storey brick outhouses attached to the main block, which are of some heritage value.

- 2.10.3 High brick walls are used as secure boundary treatments on these elevations, and should be retained as a traditional feature of the area.
- 2.10.4 There is scope to enhance the character and appearance of the rear elevations within this Conservation Area, particularly along Back Grafton Street and Lloyd Square. This would also create a positive new space that could be used by pedestrians to connect Railway Street and Denmark Street to the new Altrincham Interchange. Brick walls to the rears of properties should be retained while existing surface car parking could improve through landscaping.
- 2.10.5 Brewery Street is surrounded on all sides by rear elevations. The blank facades to the north of the large modern shopping developments are detrimental to significance. It should also be noted that Brewery Street is used regularly by large vehicles for deliveries.



Rear of Stamford New Road, within Lloyds Square, showing intrusive air conditioning units and some painted rear elevations.



Typical issues to the rear of properties including vegetation growth, air-conditioning units, bins and brickwork in poor condition.

2.11. Scale and Massing

- 2.11.1 The Conservation Area is characterised by a strong building line, facing onto narrow pavements and a busy street. Buildings are predominantly three storeys but reduce in scale towards Railway Street in the south west. Further north, 1-11 Stamford New Road is on a monumental scale and draws the eye in views along the street.
- 2.11.2 The size and shape of plots are determined by the historical plot sizes, which are long and narrow. Commercial development took the form of shopping parades, with long, tall buildings split into narrow individual shop units. There are few gaps in the building lines but Kings Court is one passageway where glimpses to the rear elevations can be seen. Opportunities for development and open space lie to the rear or the main commercial streets, for example on Back Grafton Street and Brewery Street.

2.12. Public Realm

- 2.12.1 Stamford New Road Conservation Area has a strong sense of enclosure resulting from a combination of height and scale and buildings fronting closely onto the street. There are very few open spaces and few trees.
- 2.12.2 The public realm is made up of busy roads and heavily-trafficked pavements for pedestrians. The road surfaces are an eclectic mix of varying conditions including stone setts, concrete paving slabs, York stone, tarmac and brick. The recent Altrincham Hospital development has seen high-quality modern surfaces introduced such as rectangular stone pavers. These are appropriate for high traffic areas but more traditional surfaces could be considered as funding allows, for other areas and back streets to preserve the character and appearance of the Conservation Area.



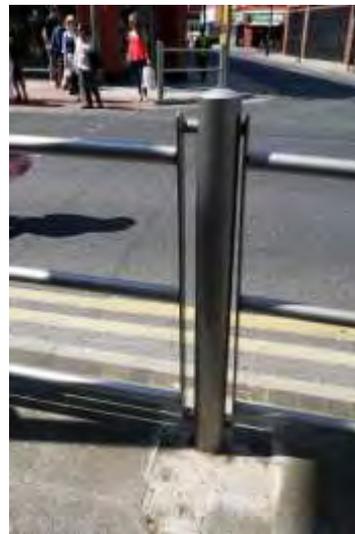
Modern surface treatments on Stamford New Road



Piecemeal tarmac surfaces to Brewery Street



Traditional paving on Back Grafton Street



Modern barrier systems

- 2.12.3 The road along Stamford New Road is fairly narrow and double yellow lines and other road markings lead to a cluttered feel. There is an opportunity to replace these with narrower 'conservation' style markings to reduce their impact.

- 2.12.4 Street furniture in the Conservation Area is hard-wearing and largely inappropriate for its historic setting. Street furniture including lighting columns, litter bins and bollards varies in style, material and colour throughout the Conservation Area. Stainless steel bollards and barriers give a municipal feel, however more traditional iron bollards and lamp posts do survive at the entrance to Back Grafton Street.
- 2.12.5 Boundary treatments within the Conservation Area are limited along the main streets due to strong building lines, while those to the rear and along back streets are traditional in character, for example tall brick walls separate rear yards of properties from the street.
- 2.12.6 There is an opportunity for enhancement along Back Grafton Street as an under-used space in a fairly poor condition. Repairs to rear elevations and boundary walls, along with repairs to traditional road surfaces and street furniture would create a positive new space that could be used by pedestrians to connect the top of Railway Street and Denmark Street with the new Altrincham Interchange. Currently the deteriorating road surfaces, poorly-lit spaces and crowded parking arrangements deter people from using this route.
- 2.12.7 Historic ginnels are also a key feature of the Conservation Area, and lead from the main streets to the back, or service streets. These historic streets are surfaced with a variety of setts and impressed blue bricks.
- 2.12.8 Brewery Street is also an opportunity for enhancement, both the public realm and rear elevations. However, issues are caused by its mixed ownership and the regular use of the street by large vehicles for deliveries and services.



Mixed road surfaces along Back Grafton Street could be enhanced and parking restricted to create an attractive pedestrian thoroughfare



The open space of Lloyd Square that has potential to be enhanced



The entrance to the well-maintained Kings Court from Railway Street



Open Space along Brewery Street with potential for enhancement

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 Stamford New Road Conservation Area must be the preservation and enhancement of its character, appearance and special architectural and historic interest.
- 3.1.2 Commercial and retail buildings constructed by speculative developers in the late 19th and early 20th century are a key characteristic of this Conservation Area. They have high historic value, highlighting the wealth and pride of owners as well as the prominence of the area. This illustration of pride is displayed in the aesthetic value of the Conservation Area, with a strong building line, highly ornate features and high-quality architectural detailing. Some of the current low level retail and commercial use is not commensurate with the original importance of these buildings.
- 3.1.3 The cohesive group of buildings curve gently along Railway Street and Stamford New Road towards the station. The scale, massing and form of buildings results in a strong building line and sense of enclosure, which contributes to the visual interest and rhythm of the street scene. However, vacant shop units, under-used shop floors, a lack of maintenance and deterioration of structural fabric are harming the appearance and character of the Conservation Area. Additionally, shop fronts and signage that are inappropriate for their sensitive historic setting are resulting in an adverse impact on the character of the Conservation Area.
- 3.1.4 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 ground floor commercial and retail units with appropriate shop fronts and signage.
- To ensure that building owners and local estate agents are fully aware of the Conservation Area and any new legislation that might affect the introduction of advertisements and signage. This will include full consultation periods.
- 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 and the enforcement options available to the Council. A particular priority within the Conservation Area is Station Hotel.

3.3. Design, Materials and Techniques

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

Aims

- To ensure a consistent use of traditional building materials and local details throughout the Conservation Area, preserving the sense of visual harmony and character and ensuring that historic fabric does not become irreversibly damaged or lost through the use of inappropriate materials and techniques.
- To enable the visual unity of the streetscapes to be restored over time with shop fronts, architectural detailing, windows and doors in the appropriate design and use of materials.

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

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

Policy 7

Existing red brick walls (or those utilising terracotta) should not be painted. Where repairs are needed to the brickwork this should be done with like-for-like replacements. Moulding brickwork, terracotta and faience should be replaced on a like-for-like basis.

Policy 8

Lime mortar matching the colour and material composition of the existing pointing and render should be used for any repointing or re-rendering works to historic buildings and boundary walls. The re-painting of existing render should be carried out in pastel colours only.

Policy 9

Elements such as gables and oriel windows should be repainted white with black timber where such features are part of the original design.

Policy 10

Established architectural detailing and features should not to be removed or replaced, unless on a like-for-like basis if poor condition requires it. Repairs or refurbishment to original architectural detailing such as cast iron details stonework, glazed ceramic or decorative terracotta should replace the minimum fabric necessary.

Policy 11

Rainwater goods should be black cast iron or aluminium.

Policy 12

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

Policy 13

If refurbishment of historic or traditional shop fronts is required this must be carried out on a like-for-like basis and replacing the minimum fabric necessary to make the repair. If modern or inappropriate shop fronts are to be replaced, these should be replaced in a traditional style using appropriate materials (see section 3.4).

30

Policy 14

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

Policy 15

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

3.4. Shop Fronts, Advertisements and Signage

Sections 2.7 and 2.8 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 improve vibrancy and vitality of the streetscape and to bring back the coherence of commercial and retail units with appropriate, high-quality shop fronts and signage.
- To provide detailed design guidance for owners and applicants regarding alterations to premises, including appropriate design of shop fronts and the accommodation of new commercial uses.
- To enhance the positive contribution traditional shop fronts make to the Conservation Area and setting of heritage assets.

Policy 16

Proposals should follow the principles set out in the Shop Fronts Guidance, 1997 and this Management Plan. Advertisements, signage and shop fronts will be assessed on their effect on amenity and public safety.

Policy 17

Advertisements should not detract from the building or shop frontage. Signage that is of an appropriate scale and style will be required and the use of appropriate materials, colours and illumination will be key to their success.

Policy 18

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 19

Awnings and canopies within the Conservation Area will need to be carefully designed using traditional materials (plastics are strongly discouraged) or subtle colour-schemes to be considered appropriate. Retractable canopies are favoured over fixed ones. 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 20

Large advertising hoardings or large format banners will not normally be permitted within the 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 21

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 22

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

Policy 23

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

Policy 24

Proposals for shop fronts should have a presumption in favour of preserving traditional and historic fascias, whether this is through repairs, replacement or reinstatement. Alterations to shop fronts should first consider the visual relationship the shop has with its host buildings and its surroundings

Policy 25

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 fine vertical glazing divisions while architectural features, such as cornices and stall-risers should be retained as part of any alterations or repairs. Replacement shop fronts should make use of these traditional features as has been incorporated into the refurbishment of Stamford House formerly Station Buildings.

Policy 26

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. 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

Shop fronts should be in harmony with the buildings and not be overly dominant within the street scene. Garish and neon colours are not acceptable. 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 28

The use of powder or plastic-coated aluminium is strongly discouraged. Signage with individual lettering will be encouraged rather than large flat fascias. Traditional materials and methods of advertising will be encouraged. Traditional fascias consist of painted timber with painted, metal or timber lettering. Aluminium framing or reflective plastics are not acceptable within the Conservation Area, while joinery should be high-quality.

Policy 29

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

Policy 30

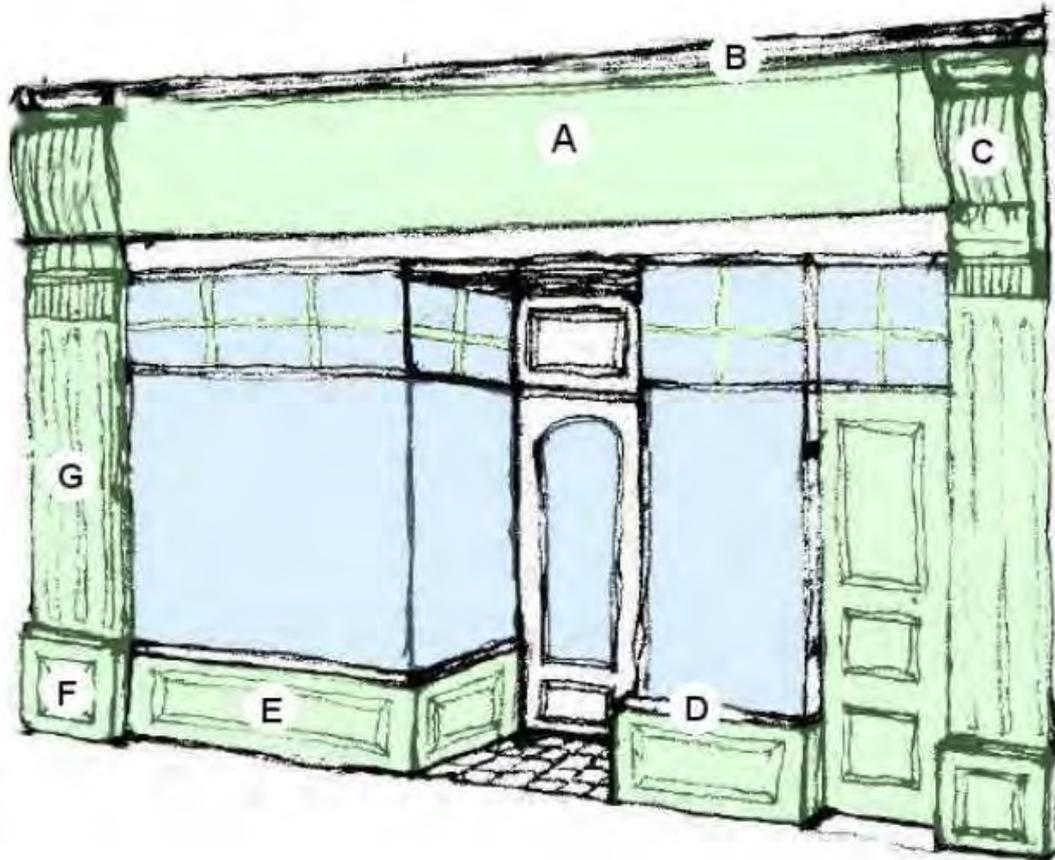
The use of appropriate illumination to pick out the key characteristics or architectural qualities of listed buildings and those within conservation areas maybe acceptable where appropriate and where there is no significant harm to any neighbouring residents or highway safety.

Policy 31

The location, size and style of the door and doorway should reflect the proportion and character of a building. More ornate buildings will require additional features for the entrances to be in-keeping with the character and appearance of the Conservation Area, for example corner entrances. Depending on the original design, doorways should either be flush with the pavement or recessed within a splayed entrance. Doors should be constructed in timber and should be panelled.

Policy 32

Security features should not detract from the character and appearance of the Conservation Area. Shatterproof and laminated glass is preferable, and internal shutters and grilles should only be used if absolutely necessary. Where such shutters and grilles are used they should still allow for views into the premises. External grilles and roller shutters are less appropriate and are unlikely to be supported.



Key

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

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

3.5. Boundary Treatments

Sections 2.4, 2.6 and 2.12 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 ensure the consistent character of the Conservation Area is preserved.

Policy 33

Boundary treatments should not be added along Stamford New Road or Railway Street as this would detract from the strong building lines facing the street within the Conservation Area.

Policy 34

To the rear of properties and alongside streets such as Back Grafton Street, historic and traditional boundary treatments should be retained or replaced on a like-for-like basis. New and replacement boundary treatments should normally comprise red brick walls between 1.5- 2 m in height. Low-quality boundary treatments such as concrete panel fencing or reconstituted stone should be avoided. Planted treatments, railings and security fences would be inappropriate within this urban setting.

3.6. Rear elevations

Sections 2.9 and 2.11 of this Management Plan provides further detail relating to the following policies.

Aims

- To retain the character of the built environment within the Conservation Area.
- To create positive spaces along minor streets and to the rear of properties within the Conservation Area

Policy 35

Rear elevations should be maintained and repaired on a regular basis and should be kept in a good condition to prevent deterioration of fabric. Timber windows and brickwork in particular should be regularly maintained.

Policy 36

The use of poor quality materials such as corrugated plastic sheeting and uPVC are not acceptable.

Policy 37

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

Policy 38

Additions and installations on the exterior of properties should not be visible from principle elevations. However, rear elevations are simpler in detail and additions should be carefully detailed to avoid harming significance. Solar panels, satellite dishes, fire escapes, ventilation, ducting and air conditioning units should be unobtrusive and only installed if absolutely necessary.

3.7. Vacancy and under-use

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

Aims

- To preserve the vibrancy and strong economic and historic presence of the Conservation Area as a local centre of business.

- To ensure chronic under-use is addressed to avoid deterioration of fabric and harm to aesthetic significance.

Policy 39

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

Policy 40

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

Policy 41

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

Policy 42

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

3.8. Streetscape and Public Realm

Section 2.12 of this Management Plan provides further detail relating to the following policies.

Aims

- To enhance the character and appearance of the Conservation Area by reinstating traditional street furniture that is appropriate for its historic setting.
- To enhance key pedestrian routes within the Conservation Area.
- To retain historic features which add interest to the character of the area.
- To preserve key views within the Conservation Area.

Policy 43

Historic pedestrian routes, ginnels, courts and squares should be preserved.

Policy 44

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

Policy 45

Vehicle restrictions to parts of Back Grafton Street should be considered by the council to reduce the dominance of parking in this area to create a better pedestrian environment.

Policy 46

Municipal bollards, guard rails, street lighting columns seating and bins in modern materials should be replaced when possible with those of traditional or bespoke designs and materials to match existing i.e. historic paving includes setts and impressed blue bricks. Street lighting should be slim line, in tubular galvanized steel, painted black, with warm LED light.

Policy 47

Assessment of the current street furniture should be carried out to consider the requirement to remove or reconfigure intrusive designs. Priorities for lighting improvements include Railway Street, Stamford New Road and Back Grafton Street. Proposals by Trafford Council to improve the Moss Lane junction within the Conservation Area should be implemented.

Policy 48

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

Policy 49

Narrow 'conservation' style primrose yellow lines, low in profile should be introduced when possible.

Policy 50

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

Policy 51

Consider the opportunities to enhance Brewery Street including consolidation of road surfaces, parking restrictions and new development. Improvements to the public realm of other open spaces such as Lloyd Square are also to be encouraged.

Policy 52

Parking on Back Grafton Street should be restricted to allow the route to be opened as a pedestrian thoroughfare. Public realm improvements to street furniture and lighting would help facilitate this as funding allows. In addition surface treatments should be rationalised, unkempt areas resolved and graffiti removed.

Policy 53

Key views along Railway Street and Stamford New Road should be preserved, particularly those that follow the building line of the commercial shopping parades towards the Clock Tower.

3.9. Demolition and New Development

Section 2.2, 2.3, 2.4 and 2.5 of this Management Plan provides further detail relating to the following policies.

Aims

- To encourage regeneration and investment within the Conservation Area 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 identify appropriate opportunities for regeneration and new development.
- 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.

Policy 54

New development should be used to enhance the historic and architectural interest of the Conservation Area. Opportunity areas that have been identified within this Management Plan are Back Grafton Street and Brewery Street.

Policy 55

Find creative solutions to vacancy and development along Stamford New Road to ensure retail units adapt to the 21st century consumer. Investment in residential, leisure and office use can support the main retail function but allow the area to come alive beyond the traditional 9-5 shopping hours. Dialogue with local landlords and users will be vital.

Policy 56

Any new development 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 2.2 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; of a high standard; of an appropriate scale; and use appropriate, high-quality materials. Designs of low quality that do not respect their surroundings should be refused consent.

Policy 57

Demolition may only be permitted if it involves the replacement of a property that has not been defined as a positive contributor to the Conservation Area. The design of any replacement building must reflect the character and appearance of the Conservation Area.

Policy 58

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

Policy 59

The cladding or rendering of existing buildings is not considered acceptable.

Policy 60

The scale of any new development should mirror the existing building and plot sizes. In general, new development should not exceed 2-3 storeys in height.

Policy 61

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

4. Implementation and Review

- 4.1.1 Following consultation and any necessary subsequent amendments, this Conservation Area Management Plan will be adopted by Trafford 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. In addition to further assist implementation the Council will look for opportunities for the production of a guidance leaflet to raise awareness of the historic importance of the area and responsibilities of owners and occupiers, where funding allows.
- 4.1.2 Both Trafford Council and building owners are responsible for the implementation of this plan. It is the responsibility of building owners 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

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)

Historic England

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

Appendix B: Contacts

Trafford Council Contacts

General development control enquiries concerning the Stamford New Road 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 3149

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.

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

Awnings and Canopies

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

Barge Boards

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

Cill

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

Console/Corbel

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

Coping

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

Cornice

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

Crown Glass Bullseye Panes

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

Designated Heritage Asset (NPPF, Annex 2 definition)

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

Fascia

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

Heritage Asset (NPPF, Annex 2 definition)

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

Horns (Sash Windows)

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

Lime Mortar/Render

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

Lintel

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

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

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

Outrigger

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

Plinths and Pilasters

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

Polychromatic decoration

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

Projecting and Hanging Signs

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

Quoin

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

Recessed Doorways

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

Reconstituted Stone

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

Sash Window

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

Stall-Riser

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

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String Course

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