

Edgware High Street Conservation Area Appraisal

Front Cover Foreword

Edgware High Street Conservation Area contains some of the oldest surviving buildings in Edgware, with timber framed buildings on the High Street dating from the 16th to 18th centuries and a mid-Victorian terrace on Whitchurch Lane. The area forms a large part of the remaining portion of the original village of Edgware centred on the old Roman road of Watling Street, before suburban growth and road widening from the late 19th century onwards considerably altered the area's appearance. Although originally designated in 1980, this is the first character appraisal and management strategy that has been produced for this conservation area.



99-101 High Street, with War Memorial in foreground



1-12 Whitchurch Lane

Introduction

The purpose of this appraisal is to provide a clear analysis of the architectural and historic character and appearance of the conservation area, which will help form the basis for making sustainable decisions about the future of the area. The appraisal is linked to the Management Strategy for the conservation area, which identifies opportunities for enhancement along with policies to protect the character of the area.

Planning Policy Context

This appraisal and management strategy are set within the broader context of conservation area policy guidance for Harrow contained within the Adopted Unitary Development Plan (2004), the emerging Local Development Framework and the forthcoming Harrow Conservation Areas Supplementary Planning Document. It is also set within national policy guidance provided by Planning Policy Guidance Note 15 and the 1990 Town and Country Planning Act (Listed Buildings and Conservation Areas).

It is important to note that no appraisal can be completely comprehensive and that the omission of a particular building, feature or open space should not be taken to imply that it is of no interest.

Location

Edgware High Street Conservation Area is situated on the western side of the High Street and lies completely within the London Borough of Harrow. Following its initial designation in 1980, the conservation area incorporated 81 to 111 High Street (odds only) and since its extension in 1991 has included the shopping parade of 1-12 Whitchurch Lane (inclusive). The designation includes land at the rear of these properties as well as the pavements to the front and covers the two telephone kiosks and the War Memorial on the High Street.

Archaeology, History and Development of Edgware High Street

Present-day Edgware is largely a product of early 20th century suburban development, but its origins date back to at least the Roman occupation of Britain. The original settlement was focused along the High Street, part of a much longer road known by the Anglo-Saxons as Watling Street and more recently referred to as the Edgware Road. The road also marks the boundary between the ancient parishes of Edgware in the east and Little Stanmore in the west, with the conservation area lying solely on the western side.

The Edgware Road was one of the key thoroughfares constructed by the Romans to link London with St Albans and the north. Although Roman remains have not yet been found in Edgware itself, the road would have generated substantial traffic, trade and settlement. Nearby archaeological investigations have shown Roman impact at Brockley Hill, which is widely thought to be the site of the former Roman settlement of *Sulloniacae*. To the south of Edgware and to the east of the main road, remains of a late 3rd century A.D. house in Burnt Oak were discovered in 1971.

The name Edgware is of Saxon origin and is thought to have derived from “*Ecgi’s*” or “*Aeges*” weir or fishing pool”, in reference to the Edgware or Dean’s Brook that runs to the south of the main settlement. Despite no specific entry in the Domesday Book of 1086, it is likely that the medieval manor of Edgware was in existence by this time, possibly included as part of Kingsbury or Stanmore. The growth of Edgware during the medieval period is unclear, although the parish church was in existence by the mid-13th century, with the present day St Margaret’s Church on the eastern side of the High Street built a century or so later (and substantially remodelled in the 18th and 19th centuries).



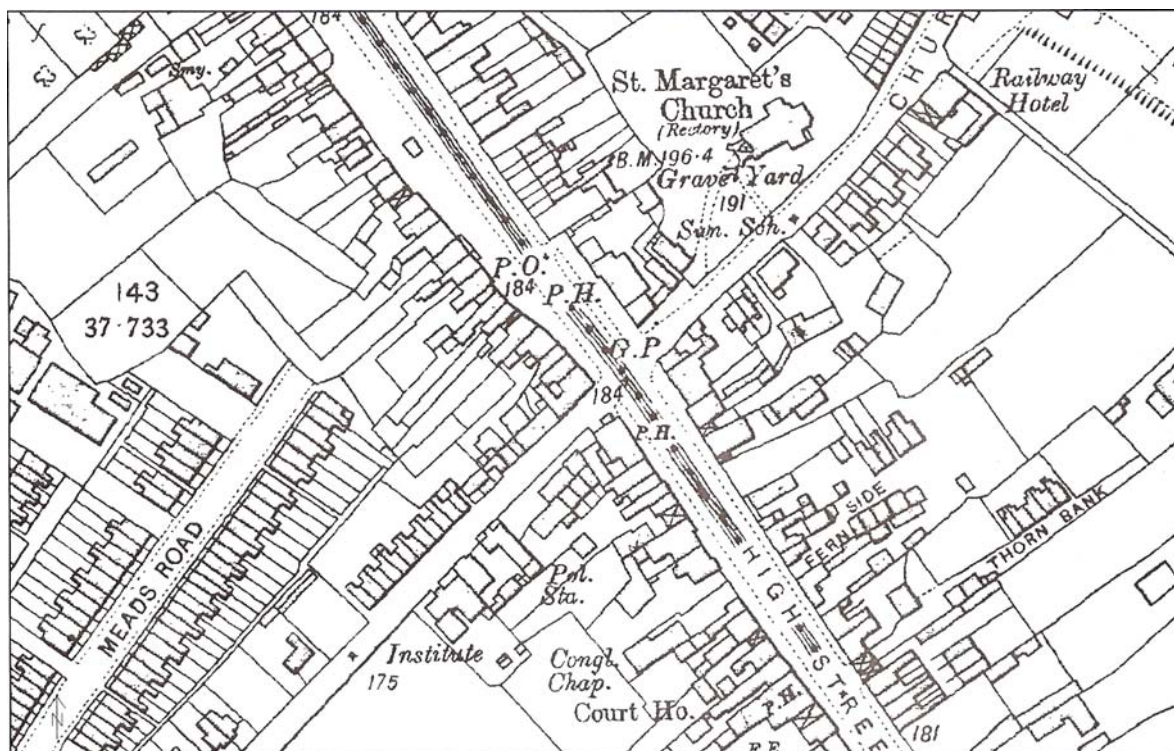
Milne’s Map of 1800, showing rural settlement clustered along the main Edgware Road

Up until the late 19th century, agriculture and the road dominated life in Edgware. The existence of a number of inns and blacksmiths along the High Street in numerous 18th and 19th century surveys underlines the continued importance of the main road as a key stopping point to and from London. The population increased gradually from 120 inhabitants in 1547, to 412 in the 1801 census. Edgware was a farming community, with a mixed land use for arable, pasture and forestry purposes. Regular markets and fairs were held in Edgware from the 1600s until the mid-1800s. The settlement remained clustered along the High Street until the late 19th century, consisting mainly of small, timber-framed buildings.

There were a number of narrow side roads that led off the High Street to isolated farms or properties, including Station Road (known as Church Lane until c.1930) and Whitchurch Lane. The latter road led along to St Lawrence Church in Little Stanmore, but little is known about this road closer to the junction with the High Street. One source describes it as “Poor Lane”, as the location for some of Edgware’s less well-off families. Edgware Police Station has also occupied a site on the southern side of Whitchurch Lane since 1865, although the present day station dates from 1932.

The dominance of the road in Edgware was challenged in the mid-19th century with the onset of the railways affecting long distance coach travel. However, the opening of a branch railway line from Finsbury Park to Edgware in 1867 (which closed to passengers in 1939 and goods in 1964) was not a strong enough factor on its own to result in the suburbanisation of Edgware. The settlement retained a

semi-rural and agricultural composition until the start of the 20th century, with a population of 868 inhabitants in the 1901 census. Despite this, Edgware was a relatively prosperous location and was beginning to attract professionals and businessmen keen to escape the confines of inner London. Speculative development began to encroach along some of Edgware's side roads, with a late Victorian shopping parade built on the northern side of Whitchurch Lane just one example of a growing settlement.



Ordnance Survey Map from 1913-1914, showing increasing suburban growth

The first three decades of the 20th century witnessed substantial change in Edgware, as the settlement became firmly established as part of suburban London. The opening of a tramline along the Edgware Road from Cricklewood to Canons Park in 1904 provided an additional link into central London. It also resulted in the partial demolition of a number of timber framed properties on the eastern side of the High Street to make way for the trams. The High Street was gradually modernised before and after the First World War, with road surfaces tarmaced, new shopping parades built along the eastern side and a granite stone war memorial erected in 1920.

The extension of an Underground line (later known as the Northern Line) from Hendon to Edgware in 1924 led to the construction a new station on the southern side of Station Road and opened up Edgware to substantial suburban development. By the early 1930s, a series of shops, cinemas and office buildings occupied the full length of Station Road and dramatically shifted the centre of gravity in Edgware away from the High Street and towards the Underground terminus. The High Street retained its retail orientation, with fishmongers, grocers, undertakers and clothes stores all listed in a 1935 brochure, but it was subsumed on all sides into an essentially 20th century suburb.

The rapid growth had further consequences for the eastern side of the High Street and the southern side of Whitchurch Lane, with buildings demolished as part of road widening schemes. One of Edgware's many public houses, The Masons Arms, was demolished and rebuilt on the southern corner of Whitchurch Lane and the High Street. The tram tracks were removed in the late 1930s and replaced with a trolleybus service. The trolleybuses themselves were replaced with diesel buses in 1962 as the Edgware Road assumed its now familiar association with motor vehicle traffic.

Following the Second World War, changes within Edgware have been more piecemeal, with the further loss of historic buildings along the High Street and Whitchurch Lane. Two of the most significant developments have been the construction of Lanson House in the late 1960s on northern side of Whitchurch Lane where it joins the High Street, and the 1960s demolition of The Boot public house on the corner opposite and its replacement with a modern shopping parade. Along with a number of other

alterations and constructions, these developments have had a considerable impact on the architectural and townscape character within the conservation area.

Character Analysis

Important Views

Given the relatively small and linear nature of the conservation area, the most important views are those which look along the frontages of the High Street and Whitchurch Lane. A key feature of this conservation area is the group value of its buildings, presenting attractive views from both inside and outside the area's boundaries. A number of these views are identified on Designations Map.

Activity and Uses

Whilst agricultural activities no longer exist, the conservation area continues to have a commercial and retail use that maintains a link with Edgware's past. A shopping brochure from 1935 showed that 81 High Street was trading as a fishmonger, while 97 High Street was operating as an undertakers firm called Stonebridge, reflecting what currently exists at these two addresses. 97 High Street, which currently houses a restaurant, has a long association with food and drink purposes. It was the location for the Sawyers Arms alehouse in the 19th century, before becoming a coffee house in the early 20th century. Residential uses continue to exist above the retail units on both streets, adding to the vitality of the area.

Architectural Character

The conservation area contains two distinct collections of buildings, with the timber-framed buildings on the High Street and the Victorian terrace along Whitchurch Lane. This section provides an overview of the main architectural details, although it is by no means exhaustive. Discussion of the shop fronts appears in a later section on townscape character.

The High Street

The High Street represents a remarkable survival of historic buildings, many of which are Grade II listed. The buildings vary in shape, size and age, and present a rustic character that is attractive and quite distinct from the appearance of surrounding properties. Despite the variations, the buildings share a number of common themes which enhance their value as a group. They are essentially rural cottages, constructed from brick, timber, rubble and tile. They are modest in scale and design and are no more than two-storeys in height throughout the range.



81-83 High Street (locally listed buildings)



85-89 High Street (grade II listed buildings)

Some of the current buildings on the High Street date back to the 16th century, such as No. 97, while others are more likely to be from the 18th century, such as Nos. 85-89. Every property however, has witnessed numerous additions and alterations in the past, which generally adds to the character of the area. The timber-framed structures are hidden behind colour washed brick or cement render in most cases, although No. 81 has a brick façade and hung tiles on the side. The Tudor-style timber framing to Nos. 99-101 is an attractive feature, but is a mid-20th century alteration. Nos. 91 and 93 suffered considerable fire damage in the mid 1990s and has been largely reconstructed.

The roofs are one of the defining elements of the buildings, with many built from lower king strut timber frames internally. Externally, the roofs consist of steep pitched slopes with hand made clay tiles. With the exception of No. 97, which has a front facing gable roof slope, the ridgelines run parallel to the road. The properties at Nos. 81-93 and Nos. 99 and 111 have simple gable ended roof slopes, while Nos. 95 and No. 101 have hipped roofs. At certain points where two properties meet, such as Nos. 89 and 91 and Nos. 95 and 97, the roof structure is unusual and complex. This is a reflection of how these properties were built at different stages and in different styles. The variety and quality of roof structures, along with the uneven height of the roofline, provides considerable visual interest which should be maintained from any intrusive alterations. The need to protect what remains is highlighted by the unfortunate loss over the past twenty to thirty years of every chimney stack along the length of the properties, which deprives the buildings of an important and attractive feature.

Like many other features, the windows on the front elevation of the buildings vary in size and style, with a mixture of old and new. The most frequently used design at first floor level is windows with a predominantly vertical emphasis, where narrow glazing bars divide the glass into a number of smaller sections. The openings are a mix of sash and casement. Bay windows exist, or have existed, at some properties, with the survival of a 19th century shop bay window at No. 97. The bay at No. 95 is a later 20th century addition, but it resembles the bay windows that once formed a part of Edgware Post Office at Nos. 91-93. The dormer windows at Nos. 87-89 at first glance appear to be out of place, but they are a well-established feature of these properties, dating back to at least the late 19th century.

1-12 Whitchurch Lane

The terrace along Whitchurch Lane is a modest, but valuable reminder of Victorian Edgware and is particularly attractive for the uniformity of the built form and the prevalence of original materials and details. The properties date from the late 19th century and are two-storeys high and divided into twelve shop units. The terrace is constructed from yellow common stock bricks, with a hipped tile roof and six identical chimneystacks. The front elevation contains four decorative brackets under the eaves. The windows are all original double hung sliding sashes.



1-3 Whitchurch Lane



10-12 Whitchurch Lane

Townscape and Streetscape Character

With so much of present-day Edgware a product of the 20th century, the conservation area retains a distinctive character with its collection of buildings that pre-date 1900. The Edgware Road still largely defines the townscape character of the conservation area and the importance of Edgware High Street as a busy through route for people travelling to and from London has been retained. However, the road that once made Edgware and other settlements nearer London prosperous through trade and travel is now contributing to the deterioration in the overall quality of the environment due to the noise and pollution from motor vehicles. The High Street no longer feels like the heart of Edgware, with the shift in emphasis east along Station Road to the Underground station. It feels on the periphery of Edgware town centre, both geographically and in terms of importance. The busy crossroads between the High Street and Station Road/Whitchurch Lane, which are cluttered with signage and other street furniture, accentuates this sense of displacement. The situation is exacerbated by the borough boundary that runs along the High Street between Barnet and Harrow, which results in the lack of a joined up approach to the area's maintenance.

The conservation area has two clearly identifiable areas with the buildings on the High Street and on Whitchurch Lane. On both streets, no one single property dominates in terms of its character or appearance. However, there is a high townscape value from the buildings as a collective whole and as a group they create a definitive sense of place and history.

The recessed building line of the properties on the High Street has remained largely unchanged from pre-suburban Edgware, with the hard landscape, open front area and absence of vegetation reflecting the past need for space to collect farm animals, horses, coaches and markets stalls. Today this space provides a good setting for the buildings, as well as creating a wide expanse of pavement to allow greater pedestrian movement through the area. However, this space is currently under utilised and lacks any special care or maintenance. The surfacing is unsympathetic, with the prevalence of concrete slabs and tarmac.



Typical cluttered streetscape character



Obtrusive shop front at 7-8 Whitchurch Lane (newsagent)

The enclosure in front of Nos. 87-89, is in part a reflection on the way such properties historically had small fenced areas to mark the front boundaries. However, the enclosure extends too far into the pavement area and, with its modern and high metal fence, obscures the building's frontage and creates an unwelcoming appearance. Further north, the wide pavement has been used for car parking spaces, which further clutters the openness of the area. The modern glass bus shelter adjacent to the reconstructed smithy has an unsympathetic appearance in the streetscape. In contrast to these obtrusive features, the war memorial, reconstructed smithy (No. 103 High Street) and the red telephone boxes provide well-defined and interesting features in the street scene. The war memorial is bold, simple and stark, while the classic Giles Gilbert Scott design of the phone boxes is clearly an asset, although they feel isolated at the far end of the conservation area, cut off by the side road and new building at No 109.

The shop fronts along the High Street are relatively wide and therefore quite prominent. The buildings have always had an attractive rustic appearance and it would be impossible and incorrect to impose a uniform standard of shop fronts on these properties. They have however, suffered from a number of modern alterations, with few original features remaining on some properties. The fascia boards, stall risers, pilasters and so on are a variety of sizes, styles and colours, and on the whole, do not complement the historic character of the buildings on which they are sited.

The parade on Whitchurch Lane has a larger degree of uniformity, with narrow and generally discreet frontages. The units share a common cornice line along the length of the front elevation and are still divided by original brick pilasters. The fascia boards are relatively narrow and, despite the variety of styles and colours, are relatively unobtrusive. However, the shop front of Nos. 7-8 has a particularly negative effect on the overall appearance of the parade, with the fascia board cutting across two units. This could have been avoided by copying the process used at Nos. 10-11, where the existing pilaster breaks up the fascia board. The pavement in front of the parade is relatively wide and uncluttered, but suffers from poor paving and dated and dilapidated street furniture. As with the High Street, this space is under utilised.

The spaces to the rear of the main buildings have probably always been relatively industrial and used as storage space for the businesses occupying the main buildings. The present space behind the buildings on both the High Street and Whitchurch Lane does little to enhance the character of the conservation area, cluttered with cars, junk and modern extensions. It is regrettable that numerous flat-roofed extensions to the rear of properties on the High Street have all but obscured the original timber framed buildings from view, while the original L-shape of the buildings on Whitchurch Lane has been lost by rear extensions.

The conservation area boundary is drawn quite tightly around the two sub-areas in order to preserve their special character and appearance. However, buildings and structures just outside the conservation area play an important part in influencing the overall townscape character. The piecemeal nature of new building constructions around Edgware High Street over the past fifty years has led to a range of building styles and sizes, which largely fail to relate not only to the buildings within the conservation area, but to each other. Examples of unsympathetic buildings are discussed in the Problems and Pressures table below.

There are a few buildings outside the conservation area that make a positive contribution the townscape character. On Whitchurch Lane, the locally listed Police Station is an imposing but appealing building, built in mock-Dutch style with modernist, angular details on an otherwise traditional form. On the southern corner of Whitchurch Lane and the High Street, the re-built Masons Arms pub makes a striking use of the corner site by its sheer size alone, with a wide and symmetrical frontage. To the south of the Masons Arms, the Grade II listed Nos. 65-67 High Street links directly in terms of age and style to the buildings further north, although they have been isolated from the main group.

Summary of the Key Problems and Pressures

Problems, pressures and negative features	Location	Description
Road traffic	Mainly High Street, but also affects Whitchurch Lane	The proximity to a major road creates a noisy and congested atmosphere and does encourage the full use or enjoyment of the spaces in front of the historic buildings
Shop fronts	Throughout the Conservation Area	A significant number of shop fronts are modern and unsympathetic to the character of the individual buildings and wider conservation area, with poor designs, oversized fascias and signage, and intrusive illumination. Particularly problematic examples include Nos. 7-8, 10-11 and 12 Whitchurch Lane and Nos. 83 to 95 High Street.
Pavement surfaces	Throughout the Conservation Area	Concrete slabs appear tired, cracked and worn, with patchy areas of tarmac and replacement slabs. Does not enhance the character of the conservation area.
Street clutter	Throughout the Conservation Area	Guard rails, street signage, electricity boxes, car parking, a bus shelter and a prevalence of bollards create a cluttered and obstructed streetscape, with no uniform approach to enhance the setting of the conservation area.
Inappropriate small scale alterations to buildings	Throughout the Conservation Area	Loss of original features such as timber windows or clay roof tiles and inappropriate replacements have a detrimental impact on the conservation area. Examples of poor alterations include the use of plastic windows at 81 High Street and modern awnings at 87-89 High Street.
Impact of modern developments outside conservation area	There are a number of poor buildings, such as the showroom at No. 30 Whitchurch Lane or the 1960s Boot Parade, but the most notable is	Situated on the northern corner of the High Street and Whitchurch Lane, Lanson House has a significant detrimental impact on the character of the conservation area. The building occupies a highly visible location in the street scene, but due to its poor design and proportions, has resulted in a clear break physically and historically between the two sub-areas of the conservation area. It dwarfs 1-12 Whitchurch Lane and meets awkwardly with

	Lanson House	the first timber framed building on the High Street.
Infill developments	Behind or beside plots throughout the Conservation Area.	Given that the conservation area sits within a town centre location, pressures for development are always likely to be greater than in residential areas. Development proposals for sites within or adjacent to the conservation area will have to be carefully designed so as not to detract from the character and appearance of the conservation area.
Changes of use	Throughout the Conservation Area	At present there is a satisfactory mix of use classes throughout the units, but there is always pressure for changes which could have a detrimental impact, such as an over dominance of takeaways.
Neutral features		
Modern and altered buildings	105, 109 and 111 High Street	The modern developments of 105 and 109 High Street are unremarkable architecturally, but have a neutral impact on the conservation area, due to their restrained height and bulk and use of mock timber planted gables. No. 111 has been significantly altered but retains some historic character. The important location of these three buildings on the northern edge of the conservation area and their proximity to listed buildings, means that future alterations and developments must be sensitively handled.

Edgware High Street Conservation Area Management Strategy

Purpose of the Strategy

The preceding Conservation Area Appraisal provides an analysis of the character and appearance of the conservation area to identify what makes it special. It also sets out problems and pressures that are affecting the area. This Management Strategy develops these issues looking at how best to protect the special character, through specific policies and controls. It also sets out opportunities for change, improvement or enhancement. Each section of the strategy is linked to the relevant policy guidance, which provides the framework for the future management and enhancement of the conservation area.

Enhancement Opportunities

This section sets out opportunities to enhance the area through resolving acknowledged problems as identified in the appraisal.

Identified negative feature	Location	Proposed actions
General rundown and cluttered appearance of parts of the conservation area, due to impact of traffic and streetscape alterations	Throughout the conservation area	<ol style="list-style-type: none"> 1. Conservation Team to undertake a street audit in liaison with the Council's Highways Department to identify ways of reducing or modifying street furniture. 2. Conservation Team to undertake a detailed survey of the shop fronts throughout the conservation area. 3. Develop townscape/streetscape improvement plan using information from the street audit and shop front survey. This could include looking at more appropriate and consistent lighting columns and the planting of trees to improve noise problems. 4. Explore potential links with the Canons Park Restoration Project (the High Street once formed one of the access routes into the original 18th century estate). 5. Explore potential links with the London Borough of Barnet regarding wider improvements to the streetscape on both sides of the road. 6. Explore potential for funding for townscape/streetscape improvements through a number of sources including: <ul style="list-style-type: none"> • English Heritage's Heritage Economic Regeneration Scheme • Heritage Lottery Fund's Townscape Heritage Initiative • Planning gain monies obtain through Section 106 agreements • Other sections of Harrow Council, such as the New Harrow Project or the Highways Department
Pavement surfaces	Throughout the conservation area	<ul style="list-style-type: none"> • Liaise with Council's Highways Department to identify opportunities to improve the street surfaces as and when repair and replacement works take place. A uniform design approach should be followed, using appropriate paving materials.
Inappropriate small scale alterations to buildings	Throughout the conservation area	<ul style="list-style-type: none"> • Inappropriate small-scale alterations are often carried out because of a lack of awareness amongst owners and occupiers as to what requires planning permission. A leaflet to inform all owners and occupiers within the conservation area of the planning constraints should be produced and given to each property owner/occupier.

Protective Measures

A number of measures and policies are set out below to safeguard the special character of the area:

Requirements for planning permission and listed building consent

The study has identified that small-scale alterations to buildings and replacement shop fronts have had a detrimental impact on the character of the conservation area. The above table identifies an opportunity to inform owners and occupiers of properties of the type of works that will require planning permission and listed building consent. The following information will be developed into a guidance leaflet:

Generally, many minor building works such as alterations and small extensions do not require planning permission as they are classed as permitted development under the Town and Country Planning (General Permitted Development) Order 1995. However, as the buildings in the conservation area are flats and commercial, they are not covered by the Order and so have no permitted development right beyond those relating to the installation of satellite dishes. Planning permission will therefore be required for development that results in a “material alteration” to the external appearance of the building (section 55 of the Town and Country Planning Act 1990). The control over flats and commercial premises applies nationwide and not just in conservation areas.

Harrow Council, as the local planning authority, can already control works in Edgware High Street Conservation Area that are considered to constitute material alterations. However, the designation of a conservation area and the analysis of its special qualities provide an opportunity to formally define what is considered to be a “material alteration” in terms of development. The material alterations that will require planning permission include:

- The alteration of windows and doors
- The alteration of shop fronts
- The re-covering of a roof in a different material
- The extension of, or alteration to, the roof of a building (including roof lights and dormer windows)
- The cladding of exterior walls in stone, artificial stone, timber, plastic, tiles or other materials

In addition to planning permission, listed building consent will also be required for any internal or external works to a listed structure that affects its special architectural or historic character.

Requirements for archaeological investigations

Due to the age of the settlement, Edgware High Street has significant archaeological importance. This is recognised by the inclusion of the area in an Archaeological Priority Area (APA) known as Edgware Village (see Designations Map). The APA applies to Edgware High Street from Grosvenor House in the south to No. 111 in the north, incorporating Lanson House but not 1-12 Whitchurch Lane. The boundary contains long and narrow plots of land that extend rearwards from the main road. The main archaeological concerns for this area centre on the Roman road and the existence of a mediaeval settlement which spanned both sides of the road

The APA designation does not only apply to below ground deposits but to the fabric of standing buildings. Any alterations or major repairs to these buildings that involves removal or exposure of their historic fabric should be recorded archaeologically. English Heritage may require archaeological evaluation when considering applications for redevelopment. To date, the area has not been had extensive archaeological investigation, so finds have been limited. An excavation at 105-109 High Street in 1997 revealed medieval tenement features.

Pressure for non-shop uses

The study also identified the potential pressure of changes of use to the existing commercial units within the conservation area. The Harrow Unitary Development Plan identifies the High Street and Whitchurch Lane as Secondary Retail Frontage, and as such, policy EM17 is relevant in relation to change of use. The policy states that non-retail uses (i.e. uses other than Class A1) should not exceed 50% in the street frontage. This policy is applied in all secondary frontage areas, irrespective of their conservation area status. It is worth noting that there are units outside the conservation area, such as Lanson House and Handel Parade, which are included within the designated secondary frontage area.

The most recent survey (June 2005) for the entire designated area showed that approximately 37% of all units were operating as non-retail units. This balance will need to be monitored to ensure that this percentage does not increase too much.

Relevant policies

A number of detailed policies are considered to apply in this conservation area and are listed below. These policies flow from the Unitary Development Plan and the emerging Harrow Conservation Area Supplementary Planning Document

Policy 1:

Harrow Council will seek to ensure that all new development respects the character and layout of the area.

Policy 2:

There will be a presumption against the demolition of buildings within the conservation area that make a positive contribution to its character.

Policy 3:

To ensure that the character of the conservation area is both preserved and enhanced, proposals for development should:

- (a) Respect existing properties and areas of open space in terms on bulk, scale and siting.
- (b) Not impede significant views (as defined on the Designation Map), diminish the gap between buildings or intrude into areas of open space
- (c) Respect the existing layout and historical form of the townscape and street scene
- (d) Respect and complement the existing buildings in terms of design, detailing, scale and materials in any proposals for extensions or alterations.

Policy 4:

The retention or reinstatement of original design features such as brickwork details, tiles windows and doors will be encouraged. Where necessary, the Council will require the use of replica features in traditional materials for replacement and new works. Inappropriate materials, such as aluminium and uPVC, will not normally be considered acceptable.

Policy 5:

The re-roofing of properties in inappropriate materials will be resisted and the retention/reinstatement of traditional materials will be encouraged.

Policy 6:

The Council will resist the installation of inappropriate shop front designs, in particular the introduction of large fascias and illuminated signage boards, and will encourage the reinstatement of traditional shop fronts.

Policy 7:

The preservation and enhancement of the streetscape will be encouraged and enacted through wider Council initiatives and external sources of funding and support.

Policy 8:

Where in Council control, the retention or reinstatement of traditionally designed street furniture and materials, such as street lamps, will be required. New street furniture will be required to be well sited and designed. Redundant and unsightly street furniture will be removed where opportunities exist.

Policy 9:

The Council will encourage statutory undertakers to remove excessive and obtrusive signage, bollards and railings, and to improve the design of essential features.

Policy 10:

In both Council and privately controlled areas, the use of appropriate paving, with the aim of creating an uncluttered streetscape, will be required.

Policy 11:

The Council recognises the archaeological importance of the area and will ensure that where development proposals entail ground disturbance, a proper archaeological evaluation of the site is carried out, and that the implementation of appropriate archaeological works is conducted in accordance with an approved scheme, prior to the commencement of development.

Policy 12:

Proposals for telecommunications equipment which detrimentally affect the character and appearance of the conservation area will be refused.