

BROMBOROUGH VILLAGE CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

PART 2 – CONSERVATION AREA MANAGEMENT PLAN

Prepared for Wirral Council by Donald Insall Associates Ltd, 2007 – Wirral Council 2009

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PART 2 – CONSERVATION AREA MANAGEMENT PLAN

1.0 SUMMARY OF SPECIAL CHARACTER

1.1 The special character of Bromborough Village Conservation Area derives from:

- The form of the medieval settlement, which was centred around the church and market cross, and can be discerned from the remains of the historic core. It is a formerly rural village now enclosed in an urban conurbation
- A variety of vernacular residential buildings along The Rake
- The eclecticism of buildings along Bromborough Village Road now in commercial use and with a denser and more urban character
- Despite differences in scale from zone to zone the grouping of buildings of similar size gives some homogeneity to an otherwise diverse range of buildings
- The church, designed by a renowned 19th-century architect, and the associated public buildings around a 'square'; its broached spire being a key landmark both inside and outside the conservation area
- The grounds around the church and the site of the former Saxon church with a variety of trees and shrubs lending it an atmospheric quality
- The variety of experiences within a small geographic area, from the quiet solitude of the churchyard to the busy commercial area along Bromborough Village Road
- The use of local, traditional building materials particularly the local red sandstone
- Boundary walls of local red sandstone with triangular copings along The Rake

2.0 ROLE OF THE MANAGEMENT PLAN AND IMPLEMENTATION

2.1 At this stage of the process the Management Plan is an agenda for future action and consideration. This part of the document relies on the analysis contained in the appraisal to set out the issues and negative factors affecting both the private and public realm. As such it is the first stage in a management plan process which will refine the plan through further consultation, joint officer working and budgetary request.

2.2 It is recommended that the Appraisal, as an audit of the Conservation Area, is adopted by the Council and used as a material consideration in determining any planning applications within or affecting the setting of the conservation area. The Management Plan should be adopted for the time being pending further consultation with the local Conservation Area Advisory Committees and further review. In accord with English Heritage guidance, the Appraisal and Management Plan should be reviewed every five years. This review process may be tied into that of the key Local Development Framework documents to ensure consistency in approach and referencing.

3.0 ISSUES, POLICIES AND RECOMMENDED ACTIONS

3.1 UNITARY DEVELOPMENT PLAN AND OTHER EXISTING PLANNING POLICY

- 3.1.1 Bromborough Village is a designated Conservation Area and contains a number of Listed buildings. Section 11 of Wirral Borough Council's Unitary Development Plan (UDP) contains a range of policies relating to the historic environment. Those of particular relevance to Bromborough Village are CH1 (Listed Buildings and Structures), CH2 (Development in Conservation Areas), CH3 (Control of Demolition in Conservation Areas) and CH20 (Bromborough Village Conservation Area Policies). Supplementary Guidance Note 34 (SPG34) also relates specifically to Bromborough Village.
- 3.1.2 There is a general presumption against inappropriate development unless very special circumstances can be demonstrated. Applications for planning permission are currently assessed for compliance with the policies set out in Section 11 of the Unitary Development Plan, as well as Supplementary Guidance Note SPG34.
- 3.1.3 The following Conservation Area Management Policies relate to the implementation of the UDP. Each policy is structured to show the issue or potential threat, a policy and other actions to reduce that threat.

NATIONAL AND LOCAL CONSERVATION POLICIES	
Issue	Location
Policies CH1, CH2, CH3 and CH20, together with the guidance in PPG15, may not always be rigorously applied during the planning process, resulting in development or changes to buildings which are detrimental to the character of the conservation area.	Throughout
Policy recommendation	
<ul style="list-style-type: none"> Ensure that all new development within the conservation area complies with policies CH1, CH2, CH3 and CH20 together with the relevant sections of PPG15. 	
Action	Priority
<ul style="list-style-type: none"> Rigorous inspection of planning, conservation area and listed building consent applications. Improve allocated resources and knowledge of planning staff to ensure that proper consideration is given to these issues in applications. 	Immediate

3.2 NEW DEVELOPMENT AND ALTERATION TO EXISTING BUILDINGS AND SITES

- 3.2.1 When a proposed new development is generally acceptable in relation to the UDP policies then the following recommendations should be applied to ensure suitable standards in the quality and character of new development, its scale, materials and layout, and its effect on views.

QUALITY OF NEW BUILDINGS	
Issue	Location
Proposed new buildings within the conservation area may not be of equal quality and may lack the design attributes of the historic buildings that characterise the area, thereby failing to preserve or enhance its character.	Throughout
Policy recommendations	
<ul style="list-style-type: none"> In any new development within Bromborough Village Conservation Area, there should be a strong presumption in favour of using traditional materials such as local red sandstone, soft textured red or red-brown brick, and Welsh slate. 	
<ul style="list-style-type: none"> The use of render may be considered, where over-painted in a neutral colour, provided it can be demonstrated that it does not adversely affect the setting of neighbouring buildings. 	
<ul style="list-style-type: none"> Any new buildings should match the quality of materials and level of architectural design of the original buildings, although simplification of the detailing may be acceptable. 	
<ul style="list-style-type: none"> The use of contrasting modern materials of the highest quality may be appropriate if it can be satisfactorily demonstrated that they do not have an adverse effect on the setting of the existing buildings. 	
<ul style="list-style-type: none"> The use of imitation materials such as reconstituted stone or slate should not be permitted. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by relevant design details including materials. 	Immediate

CHARACTER OF NEW BUILDINGS	
Issue	Location
The appearance of proposed new buildings within the conservation area may be detrimental to its predominantly vernacular and rural character.	Throughout
Policy recommendation	
<ul style="list-style-type: none"> In any new residential or commercial development within Bromborough Village Conservation Area, there should be a strong presumption in favour of using simple building forms and detailing, which characterise most traditional buildings in the area. 	
<ul style="list-style-type: none"> Any new public buildings within Bromborough Village Conservation Area should respect the building forms and detailing that characterise the existing public buildings. 	

Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and insist that all applications are accompanied by relevant design details. 	Immediate

SCALE, MASSING, PROPORTIONS AND POSITION OF NEW BUILDINGS	
Issue	Location
New buildings may detract from existing buildings in terms of their scale, massing, proportions or position.	Throughout
Policy recommendations	
<ul style="list-style-type: none"> New buildings should respect the footprint size/shape and massing of existing neighbouring buildings and their spatial relationships with each other, the road and their site boundaries. 	
<ul style="list-style-type: none"> New buildings generally should be no higher than existing comparable buildings within their immediate vicinity in terms of both their eaves and ridge heights. 	
<ul style="list-style-type: none"> New buildings should match the floor-to-ceiling heights and general proportions and massing of existing neighbouring buildings. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by relevant design details. 	Immediate

PLAN FORM AND LAYOUT OF NEW BUILDINGS AND INFILL DEVELOPMENTS	
Issue	Location
New buildings and infill developments may detract from the townscape and historic development patterns that characterise the conservation area.	Throughout
Policy recommendation	
<ul style="list-style-type: none"> New buildings and infill developments should fit within the established pattern of buildings defined by historic boundaries throughout the conservation area. (<i>NB</i> Infill development between Nos 2 and 22 The Rake will not normally be permitted, see Policy CH20). 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by relevant design details. 	Immediate

EFFECT OF NEW DEVELOPMENT ON VIEWS	
Issue	Location
New development or extensions to existing buildings may further adversely affect views of buildings within the conservation area, the setting of the conservation area or views out of the conservation area.	Throughout
Policy recommendation	
<ul style="list-style-type: none"> Applications for planning permission for new development or significant extensions to existing buildings within the conservation area must demonstrate, where appropriate, that views of existing buildings, the setting of the conservation area, and views out of the area are not further adversely affected. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by relevant design details. 	Immediate

3.2.2 SPG16 (Landscaping and New Development) and SPG17 (Trees and Development) set out guidance on landscaping throughout the Wirral. Four groups of trees currently benefit from Tree Preservation Orders, three along the churchyard boundary and the fourth fronting Church Lane. In addition to protection of these trees, the following landscape features are those giving rise to particular issues within Bromborough Village Conservation Area.

LANDSCAPING FOR NEW OR EXISTING BUILDINGS	
Issue	Location
Poor or inappropriate landscaping around new buildings or extensions to existing buildings may detract from the character of the area.	Throughout
Policy recommendations	
<ul style="list-style-type: none"> A detailed landscaping scheme should be submitted with any planning application for new buildings or significant alteration to existing sites. 	
<ul style="list-style-type: none"> The extent of car parking provision should be considered alongside the level of occupation of any proposed building. Schemes for buildings where the scale of car parking detracts from the character of the conservation area should be rejected. 	
<ul style="list-style-type: none"> New buildings should preserve existing areas of mature trees and other landscaping. Where any trees are removed, they should be replaced with semi-mature trees of the same or more appropriate native species provided these will not interrupt established views either when planted or when mature. 	
<ul style="list-style-type: none"> New boundary treatments should reflect the prevailing historic boundary treatments of the area. 	
<ul style="list-style-type: none"> Surfacing for drives, paths and hard-standing should be of high quality, use traditional materials and preferably be of permeable construction. 	

Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special landscape qualities of the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by full landscaping schemes. 	Immediate

PROTECTION, RETENTION AND PROVISION OF HEDGES AND TREES	
Issue	Location
To maintain and enhance the character of the area attention needs to be paid to the retention of hedges and trees that contribute to the character and appearance of the conservation area, and the provision of new trees and hedges where appropriate.	Throughout
Policy recommendations	
<ul style="list-style-type: none"> Hedges of native species should be retained as curtilage boundaries. 	
<ul style="list-style-type: none"> Trees which contribute to the character of the conservation area should be retained and if needing to be removed for reasons of health and safety, replaced by trees of appropriate species and maturity. 	
<ul style="list-style-type: none"> Planting of further trees and hedges of native species should be promoted, particularly on boundaries that currently have unsympathetic boundary treatments. 	
<ul style="list-style-type: none"> When new trees are planted the impact of the tree on important views, both now and when it reaches maturity, must be carefully considered. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of hedges and trees within the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by full landscaping schemes showing the retention of trees and hedges and any replacement planting. 	Immediate

- 3.2.3 The majority of Bromborough Village Conservation Area has been identified as “Primarily Residential”. Extensions to dwellings are covered by Policy HS11 in the UDP. Policy HS15 applies to non-residential uses in Primarily Residential areas and Supplementary Planning Guidance Note 43 (SPG43) provides advice on shop front design. These policies cover matters relating to scale, materials, design details, dormers, set backs of house extensions and the retention of amenity space. The following are additional matters which have been identified as potential issues in the Bromborough Village Conservation Area

EXTENSIONS TO EXISTING BUILDINGS	
Issue	Location
Extensions to buildings within the conservation area may detract from the significance of the individual building or the setting of adjoining buildings.	Throughout
Policy Recommendations	
<ul style="list-style-type: none"> Extensions should only be permitted where it can be satisfactorily demonstrated that the additional structure does not detract from the character and appearance of the area or of any building that makes a positive contribution to it. 	
<ul style="list-style-type: none"> Extensions should be subservient to the parent building. 	
<ul style="list-style-type: none"> Where extensions are proposed they should be prioritised towards the less significant areas of the building (for example, a rear elevation or previously altered area). 	
<ul style="list-style-type: none"> Alterations should be chosen that require the least possible degree of permanent loss of or change to historic fabric (for example, minimising the size of new structural openings). 	
<ul style="list-style-type: none"> The choice of materials for the extension should minimise visual distraction from the original structure. Generally, it should be assumed that materials should match in terms of colour and texture. Traditional and/or natural materials such as sandstone, brick, timber and slate should be used unless an alternative can be adequately justified in terms of its visual effect on the conservation area. Where buildings are extended using traditional forms and materials, the inconspicuous dating of the new element(s) should be encouraged. 	
<ul style="list-style-type: none"> Where a building has existing detrimental features (for example, a poor quality porch or inappropriate windows), the opportunity should be taken if possible to secure improvements as part of the new building work. 	
<ul style="list-style-type: none"> Dormers should not be accepted on buildings constructed before the late 19th century that do not already feature dormer windows. Roof-lights may be considered acceptable for such buildings but they should be confined to rear elevations and be of a scale and design appropriate to the building in which they are installed. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications. 	Immediate

CHANGES OF USE	
Issue	Location
Changes of use of an existing building can lead to a number of incremental changes which result in an adverse effect on the conservation area.	All buildings
Policy recommendation	
<ul style="list-style-type: none"> In considering applications for change of use, the council will normally request information on the design of refuse storage, waste pipes, extraction vents, ventilation fixtures, satellite dishes and aerials, any other fixtures, signage and car parking. 	

Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and seek relevant design details for applications. Where information cannot be insisted on a note should be attached to the permission indicating any area of concern regarding such incremental changes. 	Immediate

NON-RESIDENTIAL USE	
Issue	Location
Proposals for changes of use for non-residential uses may result in detrimental change to the character of the area.	All non-residential buildings
Policy recommendation	
<ul style="list-style-type: none"> Ensure that proposed changes of use are of an appropriate scale in relation to neighbouring buildings ; large-scale new developments will not normally be permitted. Ensure that proposed change of use or new development does not result in a detrimental change to the character of the area. In considering applications for change of use or new development, the council will normally require full design details and information on the mitigation of noise and disturbance, details of parking provision, arrangements for deliveries by vehicle, refuse storage, waste disposal, ventilation and other fixtures, and signage. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by relevant design details. 	Immediate

SHOP FRONT DESIGN	
Issue	Location
Design of shop fronts may have an adverse effect on the character of an individual building and the appearance of the conservation area.	All shop buildings
Policy recommendation	
<ul style="list-style-type: none"> Ensure shop fronts conform to guidance published in SPG43 with particular reference to the impact on the character of the conservation area. Resist internally illuminated signs and ensure that any signs are of a quality suitable to the building to which they are attached and the part of the conservation area in which the building is set. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning 	Immediate

applications and require that all applications are accompanied by relevant design details.	
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- 3.2.4 UDP Policy CHI (Listed Buildings and Structures) and the national guidance PPG15 Annex C Guidance on Alterations to Listed Buildings (<http://www.communities.gov.uk/documents/planningandbuilding/pdf/142838.pdf>) set out the controls over work to listed buildings. Any alteration, internal or external, which affects the special interest of a listed building, structure or its curtilage, requires Listed Building Consent.

CHANGES TO LISTED BUILDINGS	
Issue	Location
Certain changes to listed buildings, such as insertion of replacement windows and changes to chimneys, boundary walls and roof coverings, may be detrimental to the appearance of individual buildings and their immediate setting, and may also provide a poor precedent for other building owners.	Listed buildings
Policy recommendation	
<ul style="list-style-type: none"> Ensure that any proposed alterations to a listed building are sympathetic to its historic fabric and appearance, and that the need for any alterations is fully justified. Owners of listed buildings should be notified of unauthorised changes to their buildings. Where evidence is available, (eg in the form of dated photographs) enforcement action should be taken to ensure that either the original fabric is reinstated or an application for retrospective consent is granted for alterations that are considered acceptable. 	
Action	Priority
<ul style="list-style-type: none"> Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by relevant design details. Carry out a survey of all listed buildings, photographing them and noting any changes. Prepare guidance leaflets for local residents. Notify building owners of unauthorised changes and take necessary enforcement action. Where changes are unenforceable and not attributed to the current owners, the potential for grant-funded reinstatement should be investigated. 	<p>Immediate for new applications.</p> <p>Short to mid-term for other measures.</p>

3.3 GENERAL GUIDANCE AND CONSERVATION AREA ENHANCEMENT

- 3.3.1 In addition to the rigorous and consistent implementation of existing policies, local authorities can carry out a wide range of activities to further preserve and enhance conservation areas. These relate to building condition, management of the public realm, highway matters, extended planning controls, public information and involvement of local groups in securing improvements to the Conservation Area.

- 3.3.2 Some of the following recommendations have implications in terms of staff resource and finance. They are set out as an agenda for future action.
- 3.3.3 Most of the buildings in Bromborough Village are in use and reasonably well maintained. Local authorities have a range of powers to secure the repair of historic buildings, both listed and unlisted, seriously at risk. Keeping buildings in use is the best way to ensure that they are well maintained. Good maintenance of historic buildings is the key to avoiding costly and often damaging repairs.

CONDITION OF INDIVIDUAL SITES AND BUILDINGS	
Issue	Location
The condition of an individual site or building can be detrimental to the appearance of the area and may set a poor example to other owners.	Throughout
Policy recommendations	
<ul style="list-style-type: none"> The local authority should serve Section 215 notices on owners of buildings or land whose condition adversely affects the amenity of the area, requiring them to remedy the detriments or face the necessary costs for the local authority to do so. 	
<ul style="list-style-type: none"> Under section 54 of the Planning (Listed Buildings and Conservation Areas) Act 1990, urgent works notices should be used to secure emergency or immediate repairs on any unoccupied building (or part of a building) within a conservation area where it adversely affects the character of the area. Where the building is unlisted a direction from the Secretary of State will be required. 	
Action	Priority
<ul style="list-style-type: none"> Prepare a guidance leaflet and issue to all residents within the conservation area explaining the benefits of good, regular maintenance and appropriate repair techniques. Regularly visit the conservation area, noting any sites or buildings in a poor condition. Serve relevant notices where appropriate. 	Immediate to Mid-term

- 3.3.4 The public realm is a major feature in the overall appearance of an area. Where responsible for highways, the local authority can make a major contribution to the well being of conservation areas. In the case of Bromborough Village, opportunities should be taken within a repair and maintenance regime to improve the surface treatment of pathways and pavements, in order to preserve and enhance the appearance of the conservation area.
- 3.3.5 The design of street lighting, signage and other street furniture requires careful consideration, both within the conservation area and in the immediate surroundings in order to preserve and enhance the setting of the conservation area.

CONDITION/MAINTENANCE OF THE PUBLIC REALM AND PUBLIC AREAS	
Issue	Location
The existing public realm and areas accessible to the public (eg the church yard) may be insufficiently maintained and act as a poor example to conservation area residents.	All areas accessible to the public
Policy recommendation	
<ul style="list-style-type: none"> The existing public realm areas, and in particular the public areas around the church, should be maintained and where necessary replanted/resurfaced to a standard that befits the conservation area and enhances the setting of the existing buildings. 	
Action	Priority
<ul style="list-style-type: none"> Prepare and agree a maintenance plan for the area, including targeted maintenance and monitoring regimes, and carry out physical improvements where necessary. 	Short-term

HIGHWAYS MARKINGS AND SIGNAGE	
Issue	Location
Highway markings, signage and other features may be detrimental to the character, appearance and setting of the conservation area, being visually intrusive and of inappropriate design/materials.	All public roads and pavements
Policy recommendations	
<ul style="list-style-type: none"> Ensure that all future highways features are proven to be necessary and are of an appropriate design and constructed of appropriate materials. 	
Action	Priority
<ul style="list-style-type: none"> Obtain advice on appropriate alternatives to standard practice 	Mid-term

TRAFFIC	
Issue	Location
The level of traffic through the village (in particular at rush hour) is detrimental to the village's rural character.	Roads
Policy	
<ul style="list-style-type: none"> Consider means of managing road usage, eg encouraging alternative routes into the shoppers' car park on the south side of The Rake. (NB new highways features should preserve or enhance the character of the area). Agree improved traffic routes with major distribution companies. 	
Action	Priority
Carry out an assessment of existing vehicular movements and recommend improvements	Mid-term

- 3.3.6 While many local residents may be interested in the history of their area and derive pleasure from the conservation area status of Bromborough Village, others may be unaware of the benefits and responsibilities that designation brings. The Bromborough Society is a local group active in promoting public understanding of the history of Bromborough and acting to preserve the historic environment.

PUBLIC AWARENESS AND CONTRIBUTION	
Issue	Location
Residents are often inadequately aware of the purpose of a conservation area, the benefits designation may have to them and how they may influence its future. The skills and expertise of local residents' groups, individuals or major landowners may be underutilised.	Throughout

Policy recommendations	
<ul style="list-style-type: none"> • Make conservation area information readily available to residents, eg make appraisals/management plans available in local libraries (or other well used public buildings) and on the internet. • Prepare a guidance leaflet and issue to all residents within the conservation area. • Encourage the involvement of The Bromborough Society to help preserve the conservation area's special character and to instigate enhancements where appropriate. • Residents' groups may be particularly useful in the recording of the area in terms of its present day character and historical development. • Encourage dialogue between local residents groups and major landowners to promote enhancement and maintenance works within the conservation area. 	
Action	Priority
<ul style="list-style-type: none"> • Dialogue between local authority, residents groups and major landowners 	Mid- term.

- 3.3.7 In carrying out conversions or alterations to the fabric of existing buildings and boundary structures the following good conservation practice should be applied. Some development within conservation areas, particularly for householders, is within permitted development rights. Depending on the scale of the building works planning permission may or may not currently be required. Even when a statutory consent is not required, the local authority is in a good position to offer advice to property owners and so help them to maintain both the historic interest and commercial value of their property.

GUIDANCE ON STRUCTURAL ALTERATIONS TO HISTORIC BUILDINGS	
Issue	Location
Structural alterations to the main historic fabric of a building can lead to the loss of some of its historic value and visual qualities and can be detrimental to the character and appearance of the area as a whole.	All buildings making a positive contribution to the area
Policy recommendations	
<ul style="list-style-type: none"> • Where alterations are necessary for the continued use of the building they should be prioritised towards the less significant areas of the building (for example, a rear elevation or previously altered area). • Alterations should be chosen that require the least possible degree of permanent loss of or change to historic fabric (for example, minimising the size of new structural openings). • Where replacement of existing original or early fabric is proved necessary it should always 	

be done on a like-for-like basis where possible, not exchanging traditional materials for modern alternatives (for example, repairing a stone wall using stone, not concrete blocks).	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Prepare guidance leaflets for local residents. Through example and encouragement, promote good conservation practice for older buildings and sympathetic change to more recent buildings. Consider putting in place Article 4 directions to protect features of unlisted buildings that form part of the character and appearance of the area. Take enforcement action where appropriate for unauthorised work. 	<p>Immediate for advice to residents' queries.</p> <p>Mid-term for other measures.</p>

GUIDANCE ON ALTERATION OR LOSS OF ARCHITECTURAL FEATURES	
Issue	Location
Alterations to or loss of existing features on historic buildings that contribute to their character and appearance can be detrimental to the individual building and the area as a whole.	All buildings making a positive contribution to the area
Policy recommendation	
<ul style="list-style-type: none"> Existing original or early features should be retained if at all possible. Where their replacement is necessary, it should be on a like-for-like basis in terms of materials and design. Any changes to primary features such as windows, doors and chimneys should be carefully considered by the local authority. Repair of worn or damaged features should always be considered before replacement. For example partially decayed timber doors and windows may be easily repaired by a suitably skilled joiner. Upgrading to meet modern requirements should be considered before replacement. For instance draft stripping and secondary glazing should be installed in preference to the wholesale replacement of existing windows. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Prepare guidance leaflets for local residents. Through example and encouragement, promote good conservation practice for older buildings and sympathetic change to more recent buildings. Consider putting in place Article 4 directions to protect features of unlisted buildings that form part of the character and appearance of the area. Take enforcement action if appropriate for unauthorised work. 	<p>Immediate for advice to residents' queries.</p> <p>Mid-term for other measures.</p>

- 3.3.8 The installation of new fixtures can adversely impinge on the character of buildings and the Conservation Area. Recent changes to the General Permitted Development Order 1955 (October 2008) now mean that planning permission can be required for a chimney, flue or soil and vent pipe on a dwellinghouse on its roof or wall fronting a highway and forming a principal elevation or side elevation of the dwellinghouse

GUIDANCE ON INSTALLATION OF NEW FIXTURES	
Issue	Location
The installation of new fixtures, such as aerials, satellite dishes, roof-lights and ventilators, generally detracts from the character of the individual building and the area as a whole. Particular care should be taken in the use and location of microgeneration equipment to minimise intrusion on the building or its setting	All buildings
Policy recommendation	
<ul style="list-style-type: none"> The installation of roof-lights into existing roof slopes should not generally be permitted unless it can be demonstrated that they are not visible from public areas or adversely affect the setting of other buildings. Any roof-lights installed should be of a 'conservation' type and fixed flush with the roof covering. 	
<ul style="list-style-type: none"> Building owners should be strongly encouraged to install satellite dishes and aerials only in positions not visible from public areas or adversely affect the setting of other buildings. 	
<ul style="list-style-type: none"> Building owners should be strongly encouraged not to install ventilators and other fixtures onto roof slopes or prominent elevations. Where they are absolutely necessary their visual impact should be minimised in terms of their location, number, size and design. 	
<ul style="list-style-type: none"> Whilst microgeneration of energy is to be encouraged in terms of conservation principles, the impact on buildings and their settings within the conservation area should be minimised by careful positioning in parts and areas not visible from public locations 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications and require that all applications are accompanied by relevant design details. Prepare guidance leaflets for local residents. Take enforcement action where appropriate. 	Short-term

GUIDANCE ON LOSS OR ALTERATION TO BOUNDARY WALLS	
Issue	Location
The loss of or alteration to boundary walls and gateposts would adversely affect the character of the conservation area.	Throughout
Policy recommendation	
<ul style="list-style-type: none"> All existing historic boundary walls and gateposts should be retained. 	
<ul style="list-style-type: none"> Alteration as part of any planning permission should only be permitted in exceptional 	

circumstances and when fully justified and mitigated.	
<ul style="list-style-type: none"> Demolition of stone walls should generally be discouraged. 	
Action	Priority
<ul style="list-style-type: none"> Promote an understanding of the special qualities of the conservation area. Prepare guidance leaflets for local residents. Take enforcement action where appropriate. 	Immediate

GUIDANCE ON EXISTING UNSYMPATHETIC ALTERATIONS TO HISTORIC BUILDINGS	
Issue	Location
A number of detrimental changes to un-listed buildings have been carried out in the past, most notably the insertion of replacement windows and work such as poorly executed pointing to boundary walls, unsuitable fences and unsympathetic paving. These are not only detrimental to the appearance of the individual buildings and their immediate setting, but they are also providing a poor precedent to other building owners.	All buildings that have a positive contribution to the area
Policy recommendation	
<ul style="list-style-type: none"> Through example and encouragement promote reinstatement of historic features and replacement of unsuitable modern elements. 	
Action	Priority
<ul style="list-style-type: none"> A guidance leaflet should be issued explaining the benefits of reinstatement works. 	Mid-term

- 3.3.7 Many of the historic buildings that contribute to the character and appearance of the Bromborough Village Conservation Area are not listed. Features that contribute to the area such as windows, roof materials and boundary walls are at risk from future alteration and loss. Guidance, such as that set out above, can help people to make informed decisions about their historic properties. However the full public benefit of conservation areas can only be ensured through extended planning controls.

GUIDANCE ON ARTICLE 4 DIRECTIONS	
Issue	Location
Small scale alterations to buildings in the conservation area can lead to a gradual and progressive loss of its character. Article 4 directions can bring such alterations under control, by restricting permitted development and requiring planning permission for a variety of building works.	All buildings

Policy recommendation	
<ul style="list-style-type: none">Consider the need for Article 4 directions in respect of windows and doors, roof coverings/features; colour and surface treatment of elevations; and boundary walls.	
Action	Priority
<ul style="list-style-type: none">Promote an understanding of the special qualities of the conservation area, discuss the need for and extent of Article 4 directions, and determine the priority for them in relation to other conservation areas and the resources available.	Short- to mid- term

3.3.8 Section 4.0 of this Appraisal and Management Plan discusses Article 4 directions in more detail.

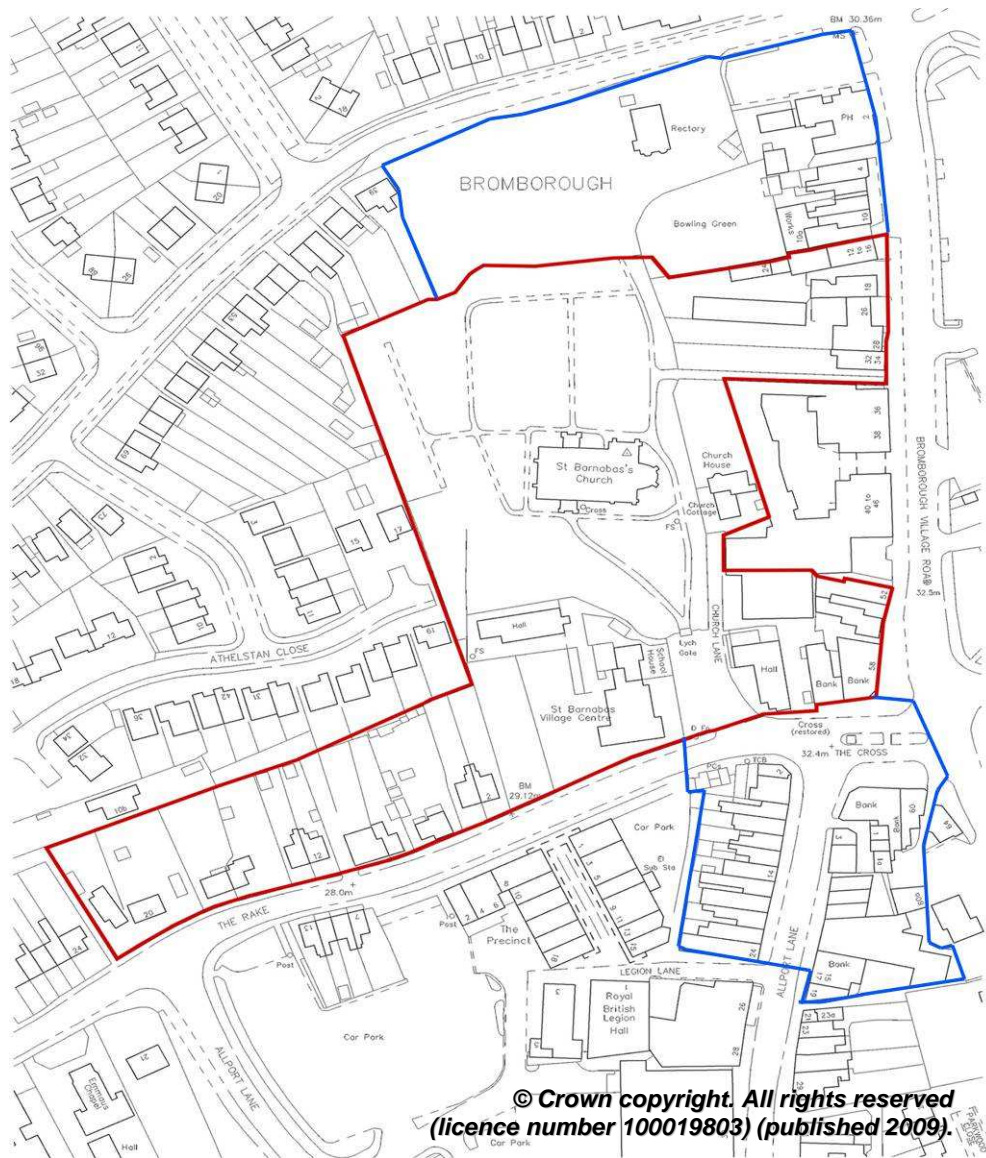
4.0 RECOMMENDATIONS FOR BOUNDARY AMENDMENTS AND PROVISION OF ARTICLE 4 DIRECTIONS

4.1 BOUNDARY AMENDMENT

4.1.1 The current boundary is drawn very tightly around the historic centre of the village and is fairly clearly defined by roads and ownership boundaries. However, it excludes the following key areas:

- The Market Cross: although listed, the cross lies outside the conservation area and its immediate setting has been adversely affected by public realm works. As an important focal point of the medieval village, both visually and socially, its significance has been diluted.
- Allport Lane: the early 20th-century shops at the northern end of Allport Lane, although somewhat altered, are significant in terms of the historical development of Bromborough. A number of earlier, former agricultural buildings lie behind the NatWest bank and immediately adjacent is the former Royal Oak public house (now Thomas C Adams). These buildings have an immediate impact on the setting of the conservation area as well as being of some historic interest in their own right.
- The Rectory: the Rectory and its grounds form an important buffer zone between the churchyard and the residential developments along Mark Rake. The long wall bordering the Rectory garden lies along an historic field boundary and contributes positively to the character of the conservation area.
- Bromborough Village Road: the buildings between the current boundary and the corner of The Rake, whilst not of particular architectural merit, nevertheless contribute to the cohesiveness of the streetscape. The Bromborough public house punctuates the vista and acts as a 'landmark' building for those approaching the conservation area from the north, marking the junction between the more historic parts of Bromborough and the newer commercial areas to the east. Furthermore, the present buildings lie within the footprint of buildings from the 18th century and therefore there has been a street frontage on this section of road for over 200 years.

4.1.2 Consideration should be given to extending the conservation area boundary, where feasible, to include these additional areas as they are of historic importance in the development of the village. The protection afforded by inclusion will help preserve or enhance the character of the existing buildings and spaces within the conservation area.



Plan showing suggested amendments to the conservation area boundary (shown in blue)

4.2 ARTICLE 4 DIRECTIONS

- 4.2.1 The Town and Country Planning (General Permitted Development) Order 1995 allows building owners to carry out a range of minor developments without planning consent subject to limits and conditions. These 'permitted development' rights are automatically limited within conservation areas: restrictions include the addition of dormer windows, various types of cladding and render, the erection of satellite dishes fronting a highway and the reduction in the size of extensions.
- 4.2.2 Amendments for Part 40 for domestic microgeneration equipment (April 2008) and for Part 1 development within the curtilage of a dwellinghouse (October 2008) have altered these rights chiefly in regard to the extent of ancillary buildings in back gardens and solar panels on the front of properties.

- 4.2.3 Article 4 of the General Permitted Development Order enables local authorities to withdraw some specified permitted development rights on buildings or land, such as removal of a chimney, changes around the front boundary of a building, construction of porches, painting of houses or removal of architectural features such as windows and doors. Local authorities must notify local people and take account of their opinions before confirming an Article 4 direction and in certain instances obtain approval from the Secretary of State.
- 4.2.4 Article 4 directions are not just an automatic consequence of conservation area designation, but should derive from a careful assessment of what is of special interest within an area and should be preserved. Permitted development rights should only be withdrawn where there is evidence to prove that such development would damage the character of a conservation area and is currently taking place.
- 4.2.5 In the case of Bromborough Village, there are currently no Article 4 directions associated with the unlisted buildings. In order to protect the existing unlisted original buildings and to encourage the reinstatement of lost features, it is recommended that Article 4 directions are used to withdraw permitted development rights for the following elements:
- Windows and doors
 - Roof coverings and roof features
 - The colour and surface treatment of elevations.
 - Boundary walls.
 - Solar panels
 - Microgeneration