









## BROMBOROUGH POOL 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 following is a list of features that are part of Bromborough Pool Conservation Area's special character:
  - Important example of a village created by wealthy industrialists that helped to revolutionise the working and living standards of its occupants.
  - Historic residential area surviving within a large industrial area.
  - 16 individual or groups of listed buildings, reflecting the high level of significance of the village.
  - The ancient site of the Court House designated as a scheduled monument and an important local history site.
  - Buildings dated back to the early 1850s.
  - Simple, but carefully detailed terraced housing
  - The architecturally interesting public buildings of the school, church, village hall and social club
  - Buildings within the area are almost entirely from the Victorian period and have escaped the wholesale alteration that has significantly damaged the character of other historic areas.
  - Residential and primary public buildings set out on a grid surrounded by open green spaces.
  - Houses are of 5 different types
  - All houses are constructed of red brick with a Welsh slate roof. Other materials are confined to the public, factory and higher status buildings.
  - Timber sliding sash windows would have featured on all of the houses.
    These are generally still present on all of the listed terraces and some of the semi-detached houses.
  - There are relatively few extensions within the conservation area of significant size.

#### 2.0 ROLE OF THE MANAGEMENT PLAN AND IMPLEMENTATION

- 2.1.1 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.
- 2.1.2 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 visually affecting 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 5 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 Pool is location within an area of designated primary industrial land specifically set aside for employment purposes only. The land within the conservation area is mostly either designated as being residential or as sports grounds. The construction of buildings on land designated for sports grounds is only permitted in certain instances, as set in policies RE5 and RE6 of the UDP. Applications for planning permission would be assessed for compliance with the policies set out in Section 7 of the UDP and Policies CH1, CH2 and CH22 set out in Section 11 of the Unitary Development Plan, as well as Supplementary Guidance Note SPG36.

DESIGNATION OF LAND WITHIN UDP		
Issue	Location	
The future re-designation of land within or around the conservation area in the Unitary Development Plan may be detrimental to its character or setting or may have an adverse effect on potential future schemes that may lead to the enhancement of the area.	Throughout	
Policy		
The future re-designation of land within or around the conservation area in the Unitary Development Plan should be considered in terms the effects on of its special character and setting.		
The future designation of the land within or immediately adjacent to the conservation area should not adversely affect development that may bring about the regeneration of the area and/or the enhancement of the setting of groups of buildings and the area as a whole.		
Action	Priority	
Consider special character of area before any proposed changes of policy	Mid-long-term	

DESIGNATION OF OPEN SPACE WITHIN THE CONSERVATION AREA	
Issue	Location
The open spaces around the conservation area are critical as part of the significance planned village. The current designation of most of the open space within the conservation area as either sports grounds or residential is insufficient in terms of protecting it from future development. The designation of the land to the northern end of York Street as primary industrial neither benefits the area in terms of protecting its setting or allowing the construction of more housing to	Existing open spaces.

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help regenerate the area.	
Policy	
The future re-designation of land within or around the conservation area in the Unitary Development Plan should be considered in terms the effects on of its special character and setting.	
The upgrading of the designation of the sports ground land should be considered or the writing of a specific policy within the UDP	
The designation of land within the conservation area that is currently classified as residential but used as public green space or for recreation should be reconsidered.	
The designation of the land to the northern end of York Street as primary industrial should be reconsidered.	
Action	Priority

Reconsider the designations when reviewing the UDP.

NEIGHBOURING PRIMARY INDUSTRIAL LAND		
Issue	Location	
Whilst the industrial use of land around Bromborough Pool is part of its historic character, the design of individual buildings and treatment of their sites can be detrimental to the setting of the conservation area and its listed buildings.	Land around the conservation area.	
Policy		
The setting of the conservation area and its historic buildings should be considered in any proposals for the industrial area		
The current policy affecting the design of buildings / landscape around Bromborough Pool should be reconsidered.		
Action	Priority	
Reconsider designation policy around the perimeter of the conservation area, taking the opportunity to create a buffer zone or encourage lighter industry when the use of the land changes.	Long-term	

APPLICATION AND INTERPRETATION OF EXISTING POLICY		
Issue	Location	
Policies CH1, CH2 and CH22, 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		
Ensure that all new development within the conservation area complies with polices CH1, CH2 and CH22 together with the relevant sections of PPG15.		
Action	Priority	
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	

Long-term

## 3.2 NEW DEVELOPMENT AND ALTERATION TO EXISTING BUILDINGS AND SITES

3.2.1 In the event of new development being allowed under the criteria set out above, the following recommendations are made regarding the quality and character of new development, scale, materials, and effect on views:

QUALITY OF NEW BUILDINGS		
Issue	Location	
Any potential buildings constructed within the conservation area may not be of an equal quality and do not have the design attributes of the historic buildings that characterise the area, therefore cannot be shown to be preserving or enhancing its character.	Throughout	
Policy recommendations		
In any new development within Bromborough Pool Conservation Area, there should be presumption in favour of using traditional materials such as red brick and Welsh slate together with any distinctive local details.		
Any new buildings should match the quality of materials and level of architectural design of the original buildings.		
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 neighbouring existing buildings. Modern materials should not be selected purely on the basis of cost.		
The use of imitation materials such as reconstituted stone or slate should not be permitted.		
Action	Priority	
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 any potential new buildings constructed within the conservation area may be detrimental to its predominant agricultural character.	Throughout	
Policy recommendation		
In any new development within Bromborough Pool Conservation Area, there should be a strong presumption in favour of using simple building forms and detailing that characterise most of the historic houses in the area.		
Any new development within Bromborough Pool Conservation Area should respect the original hierarchies of building types with more dominant, complex forms and architectural detail reserved for public buildings.		
Action	Priority	
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, POSITION OR PROPORTIONS OF NEW BUILDINGS Issue Location New buildings may detract from existing buildings in terms of their scale, Throughout massing, position or proportions **Policy recommendations** New buildings generally should be no higher than existing comparable buildings within their immediate vicinity in terms of both their eaves and ridge heights. New buildings should respect the footprint sizes of existing neighbouring buildings and their relationships with each other (spacing), the road and their site boundaries. New buildings should match the floor-to-ceiling heights and general proportions of existing neighbouring historic buildings. It should be demonstrated that any new buildings in or immediately around the conservation area do not adversely affect its setting as a whole or the setting of any of its listed buildings. Action **Priority**

3.2.2 SPG 16 "Landscaping and New Development" and SPG 17 "Trees and Development" set out guidance on landscaping throughout the Wirral. The following are matters which have been identified as particular issues in the Bromborough Pool Conservation Area.

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.

LANDSCAPING ASSOCIATED WITH NEW OR EXISTING BUILDINGS		
Issue	Location	
Poor or inappropriate landscaping around new buildings or extensions to existing buildings can detract from the character of the area	Throughout	
Policy recommendations		
A detailed landscaping scheme should be submitted with any planning application for new buildings or significant alteration to existing sites		
The magnitude of necessary car parking should be considered alongside the level of occupation of any proposed building. Schemes for buildings that require an extent of car parking / number of cars that will detract from the character of the conservation area should be rejected.		
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 species (e.g. native).		
Action	Priority	
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 full landscaping schemes.	Immediate	

**Immediate** 

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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.

3.2.3 Extensions to dwellings are covered by Policy HS 11 in the UDP in terms of house extensions. The policy covers matters relating to scale, materials, design details, dormers, set backs of extensions and retention of amenity space. The following are additional matters which have been identified as particular issues in the Bromborough Pool Conservation Area

EXTENSIONS TO 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		
*		

Extensions to those buildings that have been shown to contribute to the conservation area should only be permitted where it can be satisfactorily demonstrated that the additional structure has no adverse impact on the principal elevations of the parent structure. Extensions should be subservient to the parent building

Extensions onto, or immediately affecting the road-facing elevations of the houses in Bromborough Pool will not be permitted.

The choice of the materials of the extension should be considered so as to provide the minimum 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 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 a building has existing detrimental features, the opportunity should be taken to secure improvements as part of the new building work.

There should be a strong presumption against extensions that adversely affect the balance of pairs or groups of buildings which had symmetry as one of their original predominant design characteristics.

Dormers are not an acceptable addition to buildings within Bromborough Pool

Action	Priority

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Promote an understanding of the special qualities of the conservation area. Use more stringent design criteria in determining future planning applications.	Immediate

3.2.4 In carrying out conversions or alterations to the fabric of buildings and boundaries the following good conservation practice should be applied.

ALTERATION TO HISTORIC FABRIC	
Issue	Location
Alterations to the historic fabric of a building can lead to the loss of some of its visual history and aesthetic value and can be detrimental to the visual setting of the area as a whole.	All pre-WWII buildings
Policy recommendations	
Where alterations can be justified to be necessary for the continued use of the building they should be prioritised towards the less significant areas of the building.	
Alterations should be chosen that require the least possible degree of permanent loss of or change to historic fabric. For instance, secondary glazing (or slimline double-glazing - where no original glass survives) should be installed in preference to the wholesale replacement of existing windows.	
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 materials for modern alternatives.	
Action	Priority
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	Immediate

ALTERATION OR LOSS OF FEATURES ON HISTORIC BUILDINGS	
Issue	Location
Alterations to or loss of specific features on historic buildings can be detrimental to the character of the individual building and the area as a whole.	All pre-WWII buildings
Policy recommendation	
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, chimneys and boundary walls should be carefully considered by the local authority.	
Action	Priority
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.	Immediate

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INSTALLATION OF NEW FIXTURES	
Issue	Location
The installation of new fixtures, such as aerials, satellite dishes, rooflights 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	

#### **Policy recommendation**

The installation of rooflights into existing roof slopes should not generally be permitted. In the limited instances where they may be appropriate, it must be demonstrated that they are not visible from public areas or adversely affect the setting of other buildings. Any rooflights installed should be of a 'conservation' type and fixed flush with the roof covering.

Building owners should be strongly encouraged to only install satellite dishes and aerials in positions not visible from public areas or adversely affect the setting of other buildings.

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.

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
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.	

LOSS OR ALTERATION TO BOUNDARY WALLS	
Issue	Location
The loss of or alteration to original / early boundary walls and railings would adversely affect the character of the conservation area.	Throughout
Policy recommendation	
All existing historic boundary walls and railings should be retained. Alteration as part of any planning permission should only be permitted in exceptional circumstances and when fully justified and mitigated.	
Action	Priority
Promote an understanding of the special qualities of the conservation area. Prepare guidance leaflets for local residents. Take enforcement action where appropriate.	Immediate

ARTICLE 4 DIRECTIONS	
Issue	Location
Small scale alterations to buildings in the conservation area can lead to a gradual and progressive loss to its character. Article 4 directions bring such alterations under control as matters requiring planning permission	All unlisted buildings shown to be contributing to the character of the area
Policy recommendation	
Maintain Article 4 directions in respect of windows and doors; roof coverings and roof features; colour and surface treatment of elevations; and boundary walls	
Action	Priority
Promote an understanding of the special qualities of the conservation area, reassess the current provision and extent of Article 4 directions.	Short to mid- term

#### GENERAL GUIDANCE AND IMPROVEMENTS

3.3.1 The following are recommendations relating to building condition, management of the public realm, highway matters, and involvement of local groups in securing improvements to the Conservation Area. They have major implications in terms of staff resource and finance but are set out as an agenda for future action.

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	
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.	
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.	
Prepare a guidance leaflet and issue to all residents within the conservation area explaining the benefits of good, regular maintenance and appropriate repair techniques.	
Action	Priority
Regularly visit the conservation area, noting any sites or buildings in a poor condition. Serve relevant notices where appropriate. Preparation of guidance leaflet.	Immediate to midterm

CONDITION / MAINTENANCE OF EXISTING PUBLIC REALM AREAS	
Issue	Location
The existing public realm areas may be insufficiently maintained and act as a poor example to conservation area residents.	
Policy recommendation	
The existing public realm areas 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
Improve maintenance regimes and make necessary physical improvements where necessary.	Short-term

DETRIMENTAL CHANGES TO LISTED BUILDINGS	
Issue	Location
There have in the past been a number of detrimental changes to listed buildings, such as replacement windows and doors and installation of satellite dishes. These are not only detrimental to the appearance of the individual buildings and their immediate setting, but they are also setting a poor precedent to other building owners.	Listed buildings
Policy recommendation	
Owners of listed buildings should be notified of unauthorised changes to their buildings. Where evidence is available, (e.g. in the form of dated photographs) enforcement should be taken to ensure the reinstatement of the original fabric unless retrospective consent can be given.	
Action	Priority
Carry out a survey of all buildings, photographing them and noting any changes. 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.	Short to mid-term.

DETRIMENTAL CHANGES TO UNLISTED BUILDINGS		
Issue	Location	
There are a number of instances of detrimental changes to un-listed buildings, such as insertion of replacement windows and doors. These are not only detrimental to the appearance of the individual buildings and their immediate setting, but they are also setting a poor precedent to other building owners.	Un-listed buildings which contribute to the conservation area	
Policy recommendation		
Through example, encouragement and necessary invocation of the Article 4 Direction, promote the reinstatement of historic features.		
Action	Priority	
A guidance leaflet should be issued explaining the benefits of reinstatement works.	Mid-term	

CHANGES TO FABRIC OF UNLISTED BUILDINGS	
Issue	Location
The character of unlisted building may be threatened by future changes to historic fabric.	Un-listed buildings which contribute to the conservation area
Policy recommendation	
Through example, encouragement and extended control, promote good conservation practice for older buildings and sympathetic change to more recent buildings.	
Action	Priority
Continue to operate Article 4 directions to protect unlisted features of interest. A guidance leaflet should be issued explaining the benefits of retaining historic fabric.	Short to mid-term

HIGHWAYS MARKINGS AND SIGNAGE	
Issue	Location
Highway markings and signage can be visually intrusive and detrimental to its character and appearance. Future highways features, such as speed control measures may be visually obtrusive and of an inappropriate design / materials.	Roads and pavements
Policy recommendations	
Reconsider all existing signage, highways features and markings and make necessary improvements to enhance the character of the area, whilst maintaining / enhancing the safety of all village users.	
Ensure that all future highways features, such as speed control measures, railings etc are proven to be necessary and are of an appropriate design and constructed of appropriate materials.	
Action	Priority
Carry out an assessment of existing signage, highways features and markings in terms of their impact on the character of the area. Obtain advice on appropriate alternatives (e.g. narrower lines etc).	Mid-term

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.	-
Policy recommendations	

Make conservation area information readily available to residents, using for instance existing notice boards to publicise boundaries and making appraisals / managements available in local libraries (or other well used public buildings) / on the internet.

Encourage the involvement of amenity groups and stakeholders for the area to help preserve its 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
Dialogue between local authority, residents groups and major landowners	Immediate

# 4.0 RECOMMENDATIONS FOR BOUNDARY AMENDMENTS AND PROVISION OF ARTICLE 4 DIRECTIONS

#### 4.1 BOUNDARY AMENDMENT

- 4.1.1 The current boundary roughly follows the extent of the original village and covers the vast majority of buildings of interest within the immediate area. The boundary is fairly clearly defined by the roads and ownership boundaries, wherever it is practical to do so. It is therefore recommended that the boundary does not change.
- 4.1.2 However, it is recognised that development outside the conservation area has a considerable and often detrimental effect on the setting of its historic buildings. The setting of the conservation area and its listed buildings has not been adequately considered in the recent past when planning applications have been determined. It is therefore recommended that a 'buffer zone' is agreed that will define the area from which development is likely to affect the appearance of the conservation area. The plan in appendix D shows an area approximately 200m wider than the conservation area. Within this agreed buffer zone planning applications for any new developments would need to demonstrate that they do not adversely affect the character of the conservation area and that adequate steps (e.g. planting) have been undertaken to preserve its appearance. Under section 67 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and as stated in section 2.17 of PPG15, the local authority should then publish a notice of all applications within this area, as they would be deemed to affect the setting of the listed buildings. Local residents would therefore also have a greater opportunity to comment on ay applications.

#### 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, the erection of satellite dishes fronting a highway and the reduction in the size of extensions.
- 4.2.2 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

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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.

- 4.2.3 Article 4 directions are not just automatic consequence of conservation area designation, but should be bourn out of 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.
- 4.2.4 In the case of Bromborough Pool, there is currently Article 4 directions applied to withdraw the right to carry out the following:
  - The enlargement, improvement or other alteration of a dwellinghouse
  - Addition or alteration to roofs
  - The erection or construction of a porch outside any external door
  - The installation or replacement of a satellite antennae.
  - Gates, fences, walls and other means of enclosure.
- 4.2.5 In addition to the above it is recommended the Article 4 directions are reinforced to restrict changes to windows and doors of unlisted buildings.