

Basingstoke Town

Conservation Area Management Plan



Basingstoke
and Deane

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BASINGSTOKE TOWN CONSERVATION AREA ACTION PLAN

MANAGEMENT PLAN

1.0 INTRODUCTION

The management plan for the Basingstoke Town Conservation Area has been prepared in accordance with English Heritage guidance: *Understanding Place: Conservation Area Designation, Appraisal and Management*, 2011 and the consultation Historic Environment, Advice Note: *Conservation Area Designation, Appraisal and Management*, 2015. The purpose of the management plan is to present proposals to achieve the preservation and enhancement of the Conservation Area's special character, as identified in the appraisal. The Management Plan and Appraisal documents will be adopted as a Supplementary Planning Document. The Management Plan and Appraisal should be read together and in conjunction with the advice on our web page. The Management Plan sets out an action plan to work with service providers, to secure environmental improvements to the Conservation Area where resources allow.

1.1 National Planning Policy Framework and National Planning Policy Guidance Compliance

The management plan and accompanying conservation area appraisal comply with the National Planning Policy Framework (NPPF) produced by the Department for Communities and Local Government 2012 and the accompanying National Planning Policy Guidance (NPPG), (2014), as set out below.

Paragraph in NPPF	NPPF expectations of CA Review coverage	Management Plan and Appraisal coverage	Does the CA Review comply with NPPF Statement?
7.	NPPF identifies three dimensions for sustainable development: social, economic and environmental, the latter specifically including the protection and enhancement of the natural, built and historic environment.	The purpose of the Management Plan is to present design principles and actions to preserve and enhance the Conservation Area's special character, which is identified in the appraisal.	✓
17 bullet 10.	Appropriate conservation of heritage assets forms one of the 'Core Planning Principles' that underpin the planning system.	The Management Plan and Appraisal will be adopted as an SPD, supporting the delivery of the saved Local Plan 1996-2011	✓

		historic environment policies.	
56.	Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.	The Appraisal defines the special character of the Conservation Area, as the basis for contextual analysis of the area, for new development.	✓
58.	Requires planning policies and decisions to aim to ensure that developments establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to work and visit. Developments should respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation and be visually attractive as a result of good architecture and appropriate landscaping.	The local character and history of the area are set out in the Appraisal.	✓
60.	States that policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.	Local distinctiveness is set out in the Appraisal.	✓
126.	States heritage assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance. Local planning authorities should take into account: ● the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; ● the wider social, cultural, economic and environmental benefits that	The Appraisal identifies heritage assets, the Management Plan considers the benefits of conservation of the historic environment and identifies opportunities for development to make a positive contribution to local character and distinctiveness. The Appraisal identifies the contribution made by the historic environment to the character of a place.	

	conservation of the historic environment can bring; • the desirability of new development making a positive contribution to local character and distinctiveness; and • opportunities to draw on the contribution made by the historic environment to the character of a place.		
133 and 134.	State: Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.	The Appraisal forms the basis of an assessment into whether harm is substantial.	
137.	Encourages local planning authorities to look for opportunities for new development within Conservation Areas and ... within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.	The Management Plan considers opportunities for new development.	

Planning Practice Guidance: (Department for Communities and Local Government, 2014)

Paragraph/section in NPPG	NPPG expectations of CA Review coverage	Management Plan and Appraisal coverage	Does the CA Review comply with NPPG Statement?
Design – Section 1: The Importance of Good Design	As a core planning principle, plan-makers and decision takers should always seek to secure high quality design.	The Appraisal defines the special character of the Conservation Area, as the basis for contextual analysis of the area, for new development.	✓
Section 3	Focuses on the qualities that define well designed	The Appraisal defines the character of the Conservation Area.	

	places and spaces, stating that: <i>A well designed space has a distinctive character.</i>		✓
Paragraph 020.	Lists the physical aspects that contribute to distinctiveness, including the local pattern of street blocks and plots, building forms, details, materials, style and vernacular. It further adds that: Distinctiveness is not solely about the built environment – it also reflects an area’s function, history, culture and its potential need for change.	The Appraisal examines the local pattern of street blocks and plots, building forms, details, materials, style and vernacular. The area’s function, history and culture are documented in the Appraisal and the Management Plan identifies potential need for change.	✓
Conserving and Enhancing the Historic Environment – Section 3: Decision-taking. Paragraph 009	Explains the importance of ‘significance’ in decision-taking, in terms of direct physical change or change to the settings of heritage assets.	The Appraisal forms the basis of an assessment into significance in decision-taking.	✓
Paragraph 013	Queries what is the setting of a heritage asset and how should it be taken into account? [The setting of a heritage asset is defined in the NPPF].	The Appraisal forms the basis of an assessment into the setting of a heritage asset.	✓
Paragraph 018	Deals with harm in relation to conservation areas, in deciding how to assess if a proposal causes substantial harm	The Appraisal forms the basis of an assessment of harm.	✓
Paragraph 019	Deals with the question: How can proposals avoid or minimise harm to the significance of a heritage asset? Noting: ‘If the building is important or integral to the character or appearance of the conservation area then its demolition is more likely to	The Appraisal forms the basis of an assessment of harm.	✓

	amount to substantial harm to the conservation area.'		
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1.2 Strengths, weaknesses and opportunities of the Conservation Area

The significant qualities of the Conservation Area are the product of the town's development from the Middle Ages until the First World War. These qualities can be summarised as follows:

- Topographical position on the southern side of the valley of the River Loddon;
- Legible medieval and later street pattern, including market place, east-west and north-south street alignments, alleyways and yards;
- The survival of timber framed buildings, historic inns, civic and ecclesiastical buildings, 19th and early 20th century banks and residential developments;
- Important green open spaces reflecting the former edges of the town.

It was during the 20th century that Basingstoke was substantially extended. As an Extended Town under the London Overspill plan population, increased from c.17,000 in the town in 1951 to c.105,000 by 2011. In the 1960's the canal wharf was infilled to make way for a bus station and a large part of the historic town was demolished to make way for a new shopping precinct, including a multi-storey car park. The design, scale, massing and materials used in this and subsequent town centre developments are alien to the scale and grain of the historic development of Basingstoke. Although these and later developments lie outside of the Conservation Area boundary, they have a significant impact on the setting of the historic core of the town.

1.3 Issues

The Basingstoke Town Conservation Area Appraisal, which is published in association with this Management Plan, identifies the positive and negative features of the town and provides an outline of the main issues that affect its distinctiveness. A summary of the principle issues is as follows:

- Unsympathetic alterations to properties;
- Lack of maintenance to properties;
- Unauthorised and poorly designed outdoor advertisements;
- Poorly coordinated public realm including visual clutter from the overprovision and mix of types of parking and street signage, bollards, seating, planters and street lights;

- Prominence of traffic and parking areas in the street scene, that fail to take account of the character of the Conservation Area;
- The overbearing impact of Festival Place on the Conservation Area.

1.4 Sites for Opportunity

Sites within the conservation area, where opportunities exist to improve the character and appearance of the area are set out in the accompanying Appraisal.

2.0 MANAGEMENT PLAN PRINCIPLES

This section provides general guidance for the management and enhancement of the Conservation Area, which are subject to resource implications, followed by guidance and actions that are specific to issues within the five character areas which are defined in the Conservation Area Appraisal.

This guidance is divided into proposed principles (which state the Council's position or view on development within the Conservation Area and which will be controlled through the development management process, once the Management Plan is adopted as a Supplementary Planning Document (SPD)) and actions (where further work is required in order to resolve an issue or an issue which requires action but cannot be addressed through the development management process alone).

2.1 Traditional shopfronts and advertisements

There are very few original shopfronts that survive in the Basingstoke Town Conservation Area. Notable exceptions that remain legible in the street scene include 2 Wote Street, 15 Church Street, 20 Winchester Street and 28 London Street. There are also a number of traditional shopfronts obscured behind by modern advertising. These provide an opportunity to reinstate the former character and appearance of some of these commercial buildings.

A number of historic buildings have been compromised by poorly designed shopfronts, including inappropriately sized and detailed fascias, and use of poor materials and colours. Some modern shop buildings include overly large fascias which have a negative impact on the character and appearance of the Conservation Area.

The existing Traditional Shopfronts and Advertisements SPD does not provide precise guidance on scale, design, position and use of materials for outside advertisements. There is also very limited guidance on external seating areas which is permitted via the Council's licensing team.

The environmental quality of the top of town has suffered with a wide variety of inappropriately sized and scaled signage and the use of materials of poor visual quality.

In order to address these issues and ensure this environment does not continue to degrade, the following principles for advertisements in Basingstoke Town Conservation Area are proposed.



The following principles are additional to the *Traditional Shopfronts and Advertisements SPD (2008)*.

2.1.1 Fascias

- Principle 1: Properties should only have one main fascia sign; multiple fascias will not be permitted even if there are additional businesses within the building.
- Principle 2: Existing fascias of architectural and/or historic interest should be incorporated into design proposals and not be covered by a new fascia sign.
- Principle 3: Fascias on historic buildings should be timber with hand painted signage.
- Principle 4: Fascia's which extend across multiple buildings, even when incorporating a number of commercial units, should respect the depth and proportions of the historic fascia.
- Where large modern fascias may be covering earlier timber fascias of appropriate proportions. Proposals for the changing of signage should investigate the potential to restore traditional shopfronts, and where they survive, their restoration should be encouraged

2.1.2 Projecting and hanging signs

- Principle 5: Hanging signs should respect the character of the individual building and adjoining properties. Businesses should adapt their corporate style to preserve and enhance the integrity of the shopfront and the wider streetscape.
- Principle 6: The design of the sign should complement the colour scheme and design of the fascia, so that it appears as part of the existing shopfront.

- Principle 7: Projecting and hanging signs should not be located above fascia level.
- Principle 8: Projecting and hanging signs on historic buildings should be timber with hand painted signage.

2.1.3 Pavement cafes

External seating on public highways land, requires a licence from the Local Authority. Each licence application is considered on its merits and within the Conservation Area outdoor seating must preserve or enhance the historic and architectural character or appearance of the area. The current licensing guidance for external seating, is being updated to include the following advice:

Outdoor seating barriers shall be:

- Of a temporary nature, able to be erected and demounted easily;
- Suitably secured by purpose designed post and rail system with weighted bases to prevent being knocked down or blown over;
- Of a suitable height, approximately 900mm;
- Manufactured from suitable materials for the banner and stainless steel, chrome plated or black powder coated posts and rails;
- Of one barrier design, in colour scheme to match the café's name or brand logo on some banners provided that letters, figures, symbols or similar features are no more than 300mm in height.
- The colour scheme for banners and external corners should form a visual/tonal contrast for partially sighted people and a low level tapping rail should be incorporated into the enclosure.

2.1.4 A-boards

The display of A-boards outside shops should be avoided. Where A-boards are detracting from the character or appearance of the Conservation Area we will work with Hampshire County Council as the Highways Authority to secure their removal, where resources allow.

3.0 CONSERVATION AREA ACTIONS

The conservation area map, the Appraisal and Management Plan, identify five distinct character areas in the Conservation Area, set out below. Whilst development pressures vary across character areas, there are common threats to the character and appearance the entire conservation area. The following actions are conservation area wide, section 4 looks at actions under each character area.

- Character Area 1: Top of Town
- Character Area 2: Church Square
- Character Area 3: Civic Area

- Character Area 4: Chequers Road
- Character Area 5: Winchester Road

Recent positive changes have been made to the public realm, within the conservation area and these changes are welcomed, however, there is still work to be done with service providers to secure further improvements in lines with the English Heritage guidance, Streets for All: South East, which covers the following:

- Traffic management, including traffic calming; parking restrictions without yellow lines; the use of white lines; guardrails and crossings;
- Historic surfaces and tactile paving;
- Reducing clutter from signs, lights and CCTV, including the use of non-standard signs.

3.1 Traffic management

The quality of some parts of the Basingstoke Town Conservation Area has been eroded through constant levels of heavy traffic and this threat has the potential to erode character even further. The conventional measures to control moving or parked motor vehicles often make their own contribution to the erosion of character and local distinctiveness, through poorly located and overly large road signs, unsympathetic street lighting, clutter, excessive use of road markings and railings.

ACTION 1: Work with highways authority, Hampshire County Council to secure improvements to traffic management and enhancement of the public realm, in line with context-led best practice guidance set out in Streets for All: South East (English Heritage) and Manual for Streets (DCLG).

3.2 Paving

No historic paving materials have survived within the Conservation Area. English Heritage guidance for the South East shows that the use of cobbles is characteristic of historic ground surfaces in north Hampshire. This is supported in historic photographs of Basingstoke Town, particularly Market Place, where cobbled surfaces are apparent. The current palette of materials is uncoordinated as a result of piecemeal changes. Replacement surfacing should reflect Local Authority's Public Realm Guidance (2013).

ACTION 2: In accordance with the Public Realm Guidance (2013), (PRG) there should be a presumption in favour of natural stone materials for paving within the primary spaces in the Conservation Area and enhancements to secondary and tertiary spaces, as defined in the PRG.

3.3 Street Signage

ACTION 3: The council's Traffic Management & Engineering team, in consultation with the Conservation team, are introducing new street nameplates, following a traditional

signage design, using traditional methods of mounting where possible. Historic street signs should be restored or reinstated where possible.



ACTION 4: Any proliferation of signs should be avoided and superfluous signs and their posts are currently being removed by the council's Traffic Management & Engineering team. Further signage should be well designed as part of a co-ordinated suite of street furniture to a detail to be established in the Public Realm Strategy and the opportunity taken to remove any signage that remains superfluous, in line with Public Realm Guidance, (2013) proposals that incorporate signage within the paving to reduce street clutter, will be encouraged.

3.4 Lighting

Lighting within pedestrian streets could help to increase night-time use and improve movement through the town at night. The existing street lighting is out of scale and overly prominent in the street scene.

ACTION 5: This council is to work with the highway authority, Hampshire County Council, to ensure new/replacement street lighting is appropriate to the Conservation Area in material, scale design and illumination. They should be visually unobtrusive and where possible incorporated into the existing fabric, such as wall mountings (subject to appropriate consents).

3.5 CCTV

The Local Authority install and manage the CCTV system in the town centre. The majority of cameras are mounted on posts. There are also private CCTV cameras attached to business premises.

ACTION 6: Local Authority to audit CCTV cameras within the Conservation Area to consolidate equipment and posts where possible. Where resources allow a survey of private CCTV cameras should be carried out to ensure the cameras are visually

unobtrusive and where possible incorporated into the existing fabric, such as wall mountings (subject to appropriate consents).

3.6 Street Furniture

Seating, bollards, rubbish bins and planters play a crucial role in the public realm. Following the Public Realm Guidance (2013), the Basingstoke Town Centre Programme and Top of the Town improvements, planters, bins and bollards within the Conservation Area have been replaced.

ACTION 7: Subject to resource implications, that the agreed suite of street furniture, used in the Top of Town, be used throughout the conservation area, allowing the Local Authority to follow a co-ordinated approach to street furniture as set out in the Public Realm Guidance (2013).

3.7 Planting in the public realm

Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management (2015), recognizes the importance of a Tree Strategy to assess the amenity value of trees within the Conservation Area and significant trees are plotted in the conservation area map.

ACTION 8: Work with Local Authority Tree Team to identify trees of townscape significance within the Conservation Area and where possible enhance their growing environment. Where appropriate new street trees should be planted, set into the ground rather than planters.

4.0 THE CHARACTER AREAS

4.1 Character Area 1 – Top of Town

4.1.1 Advertisements

There are a small number of examples where excessive signage is having a negative impact on the character and appearance of the Conservation Area. Signs located within shops and signs which have 'deemed consent', do not require an advertisement consent. However, Discontinuance Orders can be made on specific properties where the Local Authority considers that there is substantial injury to the amenity of the locality.

ACTION 9: Should resources allow, a survey of unauthorised signage is needed in the Top of Town, it may then be considered expedient to serve discontinuance notices on signage which detracts from the character and appearance of the area.

4.1.2 Areas of enhancement

i) Historic alleyways

The historic alleyways (twiterns) are an important element of the morphology of the town. They provide access from the main thoroughfares to the former yards behind the

street frontages. Their significance is being harmed by poor quality alterations to buildings lining these alleyways as well as poor definition along London Street and Winchester Street.



ACTION 10: In line with Public Realm Guidance (2013), this council is to work with the highway authority, Hampshire County Council and business owners to secure improvements to the quality and definition of the alleyways along London Street and Winchester Street.

ii) Telephone kiosks



There are no traditional telephone kiosks in the character areas. The modern examples in London Street along a notional kerb line and are prominent in the street scene. They contribute to a sense of clutter as London Street narrows into Market Place and obstruct long views into Winchester Street.

ACTION 11: Work with the service provider, to consider the design, number and siting of new telephone kiosks which should respect the character and appearance of the

townscape. Consideration should be given to relocating the existing kiosks in London Street to a less prominent position, that allows uncluttered views into Market Place and along Winchester Street. The replacement of telephone kiosks with traditional K6 red telephone boxes, should be considered, designed by Sir Giles Gilbert Scott in 1935 to coincide with the Jubilee of King George V, these boxes were produced by the Royal Mail until 1983.

iii) Post boxes

There are no traditional post boxes in the character area. The three post boxes in London Street occupy a prominent position and have negative impacts on the quality of the street scene. In combination with the telephone kiosks and other elements of street furniture, they create a sense of clutter along the approach to Market Place.

ACTION 12: Local Authority to work with service provider to investigate the possibility of the relocation of the existing post boxes in London Street to a less prominent position, such as outside or within the Post Office building.

iv) The Yards

Basingstoke's former yards remain legible within the Commercial Centre Character Area. The yards to the south of Winchester Street and London Street lack townscape definition largely due to loss of enclosure along New Road. They are all currently used as car parks and are of low townscape quality. The frontage along New Road could benefit from some form of development to improve the townscape and definition of the yards.

The yards to the north, including Joice's Yard and Feathers Yard, are defined by buildings that back onto them and so retain a sense of enclosure. However, they are both used as car parks and are of poor townscape quality.

There are no immediate development proposals for the yards but they may benefit from enhancements such as de-cluttering and improved landscaping.



ACTION 13: When the opportunity arises to consider landscaping works, including re-surfacing and planting of trees in line with Public Realm Guidance (2013).

4.1.3 Sites for change

i)Cross Street

The northern side of Cross Street is characterised by shrubs and trees set back from the original building line and lacks townscape definition. The demolition of the Bluecoat School and other buildings during the period of the Town Development has resulted in the loss of enclosure.



ACTION 14: Should the opportunity arise, this area should be developed, at the back of the pavement to reinstate the line of development to this part of the Conservation Area, in accordance with the Top of the Town Concept Masterplan 2014 and the Central Area Action Plan 2003.

ii)Central Car Park

This is a large and poorly defined open space used for car parking on the northern side of the Conservation Area.



ACTION 15: This area, should the opportunity arise, be developed with reference to the established grain, scale and pattern of development that characterises this part of the Conservation Area, in accordance with the Top of the Town Concept Masterplan 2014, the Central Area Action Plan 2003 and the 2001 Central Car Park Development Brief. Landscaping works, including re-surfacing and planting of trees in line with Public Realm Guidance (2013) should also be considered if the opportunity arises.

iii) New Road (south)

The quality of the townscape along the southern margins of the Conservation Area is poor and lacks definition. It is characterised by car parking areas, large modern buildings set back and facing onto the parking areas and views onto the rear of buildings along London Street and Winchester Street.



ACTION 16: New Road (south), should the opportunity arise, be developed to create definition in the street scene with reference to the established grain, scale and pattern of development that characterises this part of the Conservation Area, in accordance with the Top of the Town Concept Masterplan 2014, the Design Guidance for Upper New Road 2005 and the Central Area Action Plan 2003.

4.2 Character Area 2 – Church Square and Glebe Gardens

4.2.1 Areas of enhancement

i) St Michael's Church Car Park



The open area between St Michael's Church and Church Cottage is enclosed by high quality historic buildings and is currently being used as a car park. This area is considered to have high potential for significant enhancement, as a significant element of the townscape.

ACTION 17: Subject to resource implications for the owners of the land, the Church, improvements to surface treatments could be undertaken. This may include the use of resin bonded gravels instead of tarmac and stone setts to provide channels and demarcation where required, in line with Public Realm Guidance (2013).

ii) Church Square and Church Street



The southern side of Church Square lacks townscape definition. The existing building line does not follow the established pattern and results in a loss of enclosure. As a result the largely unrelieved blank walling of Festival Place has an overbearing impact on the village-like character of the area.

ACTION 18: Consideration should be given to the layout of the roads, landscaping and buildings in this area to enhance definition and quality of the streetscape. Initially, the introduction of trees in planters to soften the impact of Festival Place, to reinforce the townscape quality of Church Square and to improve air quality, also the planting of appropriately scaled espalier trees along the northern boundary of the Garden of Remembrance to reinstate the historic building line in Church Square and reinforce a sense of enclosure in accordance with the Basingstoke Central Area Vision Action Plan Update (2013).

iii) Timberlake Road footbridge



The current link between upper and lower Church Street is via a footbridge over Timberlake Road. This is a poorly designed link which creates an unwelcoming passage between Top of Town and Church Square and detracts from the coherence of the conservation area as a whole.

ACTION 19: In line with Public Realm Guidance (2013), the highway authority, Hampshire County Council and this council should consider the short-term enhancement of the footbridge and ultimately it's replacement with a high quality, innovative design that reflects local character and traditions.

4.2.2 Sites for Change

i) Lower Church Street entrance to Festival Place

The entrance into Festival Place from lower Church Street is wide and the architectural form lacks definition. The overall form and massing of Festival Place has an overbearing impact on the village feel of this part of the Conservation Area. The poor quality design of the single storey, flat roof that projects from the main west elevation of Festival Place should be considered as an opportunity site.

ACTION 20: There is some potential to enhance this area by introducing a frontage to Church Street that is of traditional scale and form, in accordance with the Basingstoke Central Area Vision Action Plan Update (2013).

4.3 Character Area 3 – Civic Area

There are opportunities to enhance the public realm around the war memorial through hard and soft landscaping, in line with Public Realm Guidance (2013) and the War Memorial Park Management Plan (2013).

4.4 Character Area 4 – Chequers Road

The Chequers Road Character Area contains high quality unlisted buildings that have been identified as making a positive contribution to the character and appearance of the

Conservation Area. They include architectural detailing typical of the late 19th and early 20th centuries that is an important part of their special interest. There has been some erosion of this established character through unsympathetic developments. The Management Plan recommends the serving of an Article 4 direction to restrict the scope of potentially damaging alterations (see Section 6 below) and many of the buildings have been defined as notable on the Conservation Area map, (see Glossary for definition of notable structures).

4.5 Character Area 5 – Winton Square and Winchester Road

The constant level of heavy traffic in Winton Square is having a negative impact on the character and appearance of this part of the Conservation Area. The weight of traffic has resulted in the proliferation of associated traffic management clutter, including guard rails.



ACTION 21: This council will work with the highway authority, Hampshire County Council, to try and secure traffic reduction, a reduction in signage and guard rails where possible.

5.0 PROTECTION

5.1 Existing designations

The existing designations within the Conservation Area are shown on the Conservation Area Map (attached). These designations include:

- Basingstoke Town Conservation Area;
- One Grade I listed building – St Michael's Church;
- One Grade II* listed building – Deane's Almshouses;
- 32 Grade II listed buildings.

5.2 Locally listed buildings

The Borough Council first adopted the Local List of Buildings of Architectural or Historic Interest on 27 March 2007. Although these buildings have no statutory designations the preservation of their character and appearance is a material consideration when determining planning applications. There is one Buildings of Local Interest (BoLI) currently identified within the Conservation Area. The extension along Winchester Road would include Brinkletts House which was added to the Local List in 2009.

5.3 Notable structures

All listed and locally listed buildings in the Conservation Area are regarded as 'positive.' However, there are often unlisted buildings that, together, underpin the special interest of the place and these buildings are defined as notable structures on the attached Conservation Area map. A high number of unlisted buildings in the Basingstoke Town have been assessed as making a positive contribution to the special architectural or historic interest of the Conservation Area. Most of them date from the 19th or early 20th centuries, but a number are older. The Conservation Area Review has identified a number of additional notable structures, that make a positive contribution to the character of the Conservation Area. These include:

- 48 – 50 Church Square;
- 17 Chequers Road;
- 23 Chequers Road;
- 17 – 27 New Road;
- 10 Winton Square;
- War memorial park gate posts.

6.0 ENFORCEMENT

Lack of monitoring and enforcement can undermine the essential understanding of an area as being special and therefore worth preserving and enhancing. Generally there is a lack of 'point in time' information, such as dated photographic surveys, that are capable of supporting actions for enforcement. Commercial premises with their requirements for advertisements and lighting are often the most challenging issues in terms of enforcement facing conservation areas with a commercial core such as Basingstoke Town. This type of development is having a particularly detrimental effect on the character and appearance of the Conservation Area.

6.1 Article 4 directions

Article 4 of the General Permitted Development Order (GPDO) as amended enables local planning authorities to make directions to restrict the scope of permitted development rights to residential and commercial premises, either in relation to a particular site, or a particular type of development anywhere in the Local Authority's

NB. FACTUAL UPDATE. The Article 4 Direction served on 15 October 2015 has been superseded, by a new Article 4 Direction which will come into force on 11 February 2016. Please see web page <<http://www.basingstoke.gov.uk/towncentreconsultation>> for details.

area. Article 4 directions are used to control works that could threaten the character or appearance of a Conservation Area.

Within the residential character areas Article 4 directions are proposed meaning a planning application may be required for development that would otherwise have been permitted development.

Examples of work for which a planning application would then be necessary are:

- The alteration, installation or replacement of doors and windows;
- The provision of a hard surface;
- The erection, construction, improvement or alteration (including demolition) of a fence, gate, wall or other means of enclosure;
- Alterations to a roof, including a change of roof material and installation of roof lights or solar panels;
- The erection, alteration or removal of a chimney, including works to chimney pots;
- The painting of the principal elevation of the existing building, including the painting of previously unpainted brickwork.

Within the Character Area 1 – Top of Town, which has a mix of commercial and residential uses, there are a number of premises that have been painted using inappropriate colours. There are also examples of buildings such as terraces and rows of shops that have been partly painted. This has had harmful impacts on the unity of appearance of street facing elevations. An Article 4 direction is proposed for non-listed buildings, to remove permitted development rights under Part 2, Class C of the GPDO for the exterior painting of the principal elevation of the building, including the painting of previously unpainted brickwork.

It is proposed that the individual service of notice of the direction on individual owners or occupiers within the Top of Town Character Area, would be impracticable given the number of owners and occupiers and the difficulty in identifying and locating those owner occupiers. The GPDO in this instance allows the local planning authority to serve notice of the direction via a press notice.

Individual notice of the direction must be served on owners or occupiers for the dwellinghouses specified below and for statutory undertakers and Crown Land within the Top of Town area.

6.1.1 Potential Article 4 directions in the Basingstoke Town Conservation Area

In addition to the Top of Town blanket Article 4 direction to control exterior painting, the Conservation Area appraisal has identified five groups of houses which are potentially under threat from the loss of either windows, doors, traditional roofs, chimneys or boundary walls or the painting of brickwork.

- These elements form an important part of the character and appearance of the Basingstoke Town Conservation Area and their individual and collective loss is to be discouraged and where necessary managed through additional planning controls. It is suggested that the following groups of houses be brought under the additional controls of Article 4 directions:
- Chequers Road – Nos. 5 – 11 (odd), No.17, No. 23, Nos. 18 – 28 (even);
- Church Square – Nos. 6 – 10 (odd and even), Nos. 30 –50 (even), Nos. 19 – 43 47 (odd));
- New Road – Nos. 38 – 48 (even), Nos. 52 – 58 (even), Nos. 17 – 27 (odd).

It is proposed that to accompany the serving of Article 4 directions, a briefing note will be prepared for owners and occupiers of commercial building and flats within the conservation area to explain their restricted permitted development rights. For example whilst repairs are allowed to be carried out, without planning permission, the material alteration to the appearance of the building would require an application for planning permission.

7.0 IMPLEMENTATION OF THE PLAN

This Management Plan has examined the measures required to protect and enhance the Conservation Area, including specific recommendations for the five character areas. This section looks at how these measures should be implemented.

It is important that the Borough Council and its partners should commit themselves to delivery of the Action Plan, so that individual tasks are built in to the work programmes of teams and individuals.

7.1 Relationship with other documents/frameworks

The Basingstoke Town Conservation Area Appraisal and Management Plan will be adopted as Supplementary Planning Document under the emerging Local Plan, they will inform the development of planning documents (particularly the Basingstoke Town Masterplan) and will carry due weight in the consideration of planning proposals.

The Appraisal and Management Plan comply with the National Planning Policy Framework

7.1.1 National Planning Policy Framework and National Planning Policy Guidance Compliance

The Appraisal and Management Plan comply with the National Planning Policy Framework as set out above.

7.1.2 Local Policy Context

- *Emerging Local Plan*
- *Saved Local Plan 2006 including Supplementary Planning Guidance:*
 - *Design and Sustainability SPD (2008, revised 2012)*

- *Conservation Area Appraisals (2003)*
- *Buildings of Local Interest (2003)*
- *Design guide 1 – Shopfronts and Adverts (June 2001)*
- *Design Guide 2 – Extending your Home (June 2001)*

- *Concept Masterplan – a Vision for the future (2014)*
- *Tree Strategy (2014)*
- *Public Realm Guidance Basingstoke Central Area (2013)*
- *The War Memorial Park Management Plan (2013)*
- *Basingstoke Central Area Vision Action Plan Update (2013)*
- *Basingstoke Town Centre Programme. First two year action plan (2013) Second two year action plan (2014)*
- *Landowner policy document: Top of the Town Concept Masterplan (2014)*
- *Corporate Equality Plan (2014)*
- *Tree Policy (2012)*
- *Basingstoke and Deane Borough Council Plan 2013-17 (2012)*
- *Cultural Strategy for Basingstoke and Deane (2012)*
- *A Vision for Central Basingstoke (2007)*
- *Design Guidance for (Upper) New Road (2005)*
- *Basingstoke Central Area Action Plan (2003)*
- *Top of Town Framework (2002)*
- *Streetscape Manual (2002)*
- *Central Car Park, Development Brief, (2001)*

- *Movement, Access, Streets and Spaces Hampshire County Council (2001)*

7.2 Principles

The Traditional Shopfronts and Advertisements principles set out in the Management Plan have been developed to promote an enhancement of the character and appearance of the Conservation Area. These principles should be referred to in addition to the council's existing guidance (2008).

7.3 Delivering the actions

The management plan can only be effective if it is actually implemented. There will be resource implications for each of the actions, however it is recognized the Local Planning Authority have only an influencing role on service providers in most instances. It is important that we identify who can deliver each of the actions and the Action Plan assigns tasks to specific teams or individuals so that they can be included in their work plans and the need for any additional resource identified.

BASINGSTOKE TOWN CONSERVATION AREA ACTION PLAN

IMMEDIATE ACTIONS (6 TO 18 MONTHS)		
Action	Responsibility	Timescale
Adopt Conservation Area (CA) Appraisal	BDBC	After Cabinet Sept 2015
Adopt CA Management Plan	BDBC	After Cabinet Sept 2015
Serve Article 4 directions	BDBC	After Cabinet Sept 2015
Designate revised CA boundary	BDBC	After Cabinet Sept 2015
ACTION 1	BDBC influencing the highway authority, HCC.	After Cabinet Sept 2015
ACTION 2	BDBC's Landscape and Conservation team influencing the highway authority, HCC.	Ongoing
ACTION 3	BDBC's Traffic Management & Engineering and Landscape & Conservation teams working together on this.	Ongoing
ACTION 4	BDBC's Traffic Management & Engineering and Landscape & Conservation teams influencing the highway authority, HCC	Ongoing
ACTION 5	BDBC's Landscape & Conservation teams influencing the Highways Authority	Ongoing
ACTION 6	BDBC	Ongoing
ACTION 7	BDBC's Natural Environment and Landscape & Conservation teams with the highway authority, HCC	Ongoing
ACTION 8	BDBC's Natural Environment and Landscape & Conservation teams with the highway authority, HCC	Ongoing
ACTION 9	BDBC	After Cabinet Sept 2015

MEDIUM TERM PROJECTS (18 MONTHS TO 5 YEARS)		

Action	Responsibility	Timescale
ACTION 10	BDBC'S Landscape and Conservation team with the highway authority, HCC	Ongoing
ACTION 11	BDBC with the service provider Royal Mail	Ongoing
ACTION 12	BDBC with the service provider Royal Mail	Ongoing
The Yards. ACTION 13	BDBC	Ongoing
Cross Street. ACTION 14	BDBC	Ongoing
Central Car Park. ACTION 15	BDBC	Ongoing
ACTION 16 - New Road (south)	BDBC	Ongoing
ACTION 17	St Michael's Church in consultation with BDBC	Ongoing
Monitoring the CAMP	BDBC Officers in consultation with Ward Members	Ongoing until 2019

ASPIRATIONAL/MAJOR DEVELOPMENT		
Action	Responsibility	Timescale
ACTION 19	BDBC, HCC	Ongoing
ACTION 20	Developer funded, Design Brief from BDBC	Ongoing
ACTION 21	HCC, BDBC	Ongoing

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