

# **GOSFORTH CONSERVATION AREA MANAGEMENT PLAN**

## **May 2009**

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## **SECTION 1: INTRODUCTION, AIMS AND CONTEXT**

### **1.1 Introduction**

Gosforth Conservation Area was designated in April 2002. A Conservation Area is defined by the Planning (Listed Buildings and Conservation Areas) Act 1990 s.69 as being an “area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

A character statement was adopted as Supplementary Planning Guidance (SPG) under the Unitary Development Plan (UDP) in April 2002 by the Development Control Committee. It was updated to be factually accurate and photographs added in 2005. The Character Statement provides a comprehensive assessment of the physical character and appearance of the Conservation Area and defines what elements are of merit, what the key issues are, what opportunities exist for preservation and enhancement and which elements detract from the Conservation Area. Its purpose is to provide a benchmark for assessing the impact of development proposals on the character and/or appearance of the Conservation Area.

The Management Plan is the next step after the designation process and preparation of the Character Statement for the area. The plan provides guidance through policy statements to enable the effective management of change and secure the preservation and enhancement of the special character and appearance of the Conservation Area. This is in accordance with Section 71 of The Planning (Listed Buildings and Conservation Areas) Act 1990 and Government Guidance in Planning Policy Guidance Note 15 – Planning and the Historic Environment para 4.9.

The structure and content of the Management Plan is based on guidance published jointly by English Heritage and Office of the Deputy Prime Minister (ODPM) (now Department for Communities and Local Government) in August 2005.

### **1.2 Aims of the Management Plan**

The Management Plan is based on the Gosforth Conservation Area Character Statement (adopted 2002, updated 2005). It has four objectives:

1. To establish and define the significance of the Conservation Area as a whole and of the individual elements which contribute to that significance, building on the Character Statement.
2. To assess and define the threats and opportunities within the Conservation Area and how these impact on the significance of the individual elements and of the Area as a whole.
3. To provide a benchmark for assessing and managing change.
4. To provide policy guidance to ensure that the character and appearance of the Conservation Area will be maintained through the effective management of change and that those opportunities to enhance the character and appearance are maximised.

### **1.3 Context of the Management Plan**

The policy context of the Management Plan is outlined in Appendix 1. The Management Plan will take the form of a Supplementary Planning Document (SPD) to the Local Development Framework (LDF).

### **1.4 Gosforth Conservation Area**

Gosforth Conservation Area, designated in 2002, lies between one and two miles to the north of Newcastle City Centre. It is an area of suburban development along the northern edge of the Town Moor and to either side of the old Great North Road. The Area represents some of the earliest and finest Victorian and Edwardian residential developments, along with considerable mid-twentieth century suburban housing. The Conservation Area was established to help preserve the character of this traditional residential district of the City. The detailed description of the Area is contained in the Gosforth Conservation Area Character Statement (adopted 2002, updated 2005).

## **SECTION 2: SIGNIFICANCE AND CHARACTERISTICS OF THE CONSERVATION AREA**

**NB.** This section must be read in conjunction with the Gosforth Conservation Area Character Statement (adopted 2002, updated 2005). The Conservation Area has been divided into sub-areas (see map attached), only a brief outline of the characteristics of each sub-area is provided below – for a detailed street by street description of the character and significance of each sub-area please consult the Character Statement.

### **2.1 Listed Buildings**

The nationally listed buildings (all grade II) that enjoy statutory protection within the Area are:

**62-70 The Drive**  
**7-21 The Grove**  
**23-33 The Grove**  
**32-36 High Street**  
**38-52 High Street**  
**The County Hotel**  
**1 & 2 Roseworth Terrace**  
**All Saints Church, West Avenue**  
**Trinity Church, West Avenue**  
**39-73 Graham Park Road**

See Appendix 2 for Planning Procedures regarding works to listed buildings.

### **2.2 Local List Buildings / Spaces**

These buildings and open spaces have been designated as being locally important which make a positive impact on the environment and enhance the character of the Area.

Inclusion on this list carries no statutory protection, but will be noted as a material consideration in any planning decisions.

**ID: 104      Gosforth Central Park**  
**ID: 228      St Nicholas' Church Yard**  
**ID: 105      Gosforth Hotel, corner of High Street/ Salters Rd**  
**ID: 108      Gosforth Squash Club & Moor Court**  
**ID: 3        27 Moor Road South**  
**ID: 272      Ye Old Jockey Public House (now Northern Lights), High Street**  
**ID: 131      Kenton Lodge School, Kenton Road**

See Appendix 2 for Planning Procedures regarding works to unlisted buildings in a Conservation Area.

### **2.3 Sites of Archaeological Interest**

The Historic Environment Record (HER) highlights sites of interest and should be consulted at an early stage in any proposed new development. Entries can be accessed on line at Sitelines [www.twsitelines.info](http://www.twsitelines.info)

Alternatively contact:  
Tyne and Wear Archaeology Officer  
West Chapel  
Jesmond Old Cemetery  
Jesmond Road  
Newcastle upon Tyne  
NE2 1NL  
Tel 0191 281 6117

## **2.4 Tree Preservation Orders (TPOs)**

A Tree Preservation Order (TPO) is a legal document which makes it an offence to wilfully cut, uproot, top, lop or cut the roots of trees without permission from the local authority. TPOs apply only to trees, not shrubs or bushes. There are over 20 designated TPOs in Gosforth Conservation Area.

## **2.5 Sub Area 1 High Street**

### **2.5.1 Statement of Significance**

The High Street is at the central and historic core of the Conservation Area. It was part of the old Great North Road from London to Edinburgh. Although much of the traffic has been diverted with the creation of the A1 by-pass, it is still a major traffic route out of Newcastle City centre. The high level of traffic, with its attendant dirt, noise and health and safety concerns is a major issue of this part of the Conservation Area. It detracts from what is potentially a fine local centre and focus for the community.

### **2.5.2 Landscape Setting**

There are areas of hard (and to a lesser extent soft) landscaping within this sub-area that are of a poor quality and have a lack of consistency in relation to street furniture and floorscape materials, which could be improved.

### **2.5.3 Ownership and Landuse**

The southern section of the High Street retains a largely residential character, mostly in private ownership. The northern section, from the junction with Elmfield Road on the western side and the County Hotel to the east, is the commercial retail centre.

## **2.6 Sub Area 2 East of High Street**

### **2.6.1 Statement of Significance**

This is a relatively spacious sub-area of settlement with large plot sizes and detached housing and flat complexes.

## **2.6.2 Landscape Setting**

This sub-area contains the major open spaces in the Conservation Area – Central Park and the Cricket Ground. The stone boundary walls along Moor Road South are an important element in the sub-area.

## **2.6.3 Ownership and Landuse**

The ownership is mostly private residential properties, the obvious exceptions being the public park and the Cricket Ground.

## **2.7 Sub Area 3 West of High Street**

### **2.7.1 Statement of Significance**

This sub-area contains most of the Victorian and Edwardian terraces and some of the early, Edwardian semi-detached developments.

### **2.7.2 Landscape Setting**

Street trees play a very important role in both the character and appearance of this sub-area. Also important are the boundary walls and gardens.

### **2.7.3 Ownership and Landuse**

The ownership is mostly private residential properties, with a few small scale light industrial or commercial units surviving in the back streets close to the High Street. There are also a couple of (private) schools in the sub-area.

## **2.8 Sub Area 4 West of Kenton Road**

### **2.8.1 Statement of Significance**

This is a sub-area of mid-twentieth century suburban housing, a mixture of substantial detached houses and traditional suburban semis.

### **2.8.2 Landscape Setting**

The sub-area is formed by a block of parallel streets surrounding a series of conjoining back gardens that are not visible from the public street.

### **2.8.3 Ownership and Landuse**

This is a sub-area of private residential properties.

## **SECTION 3: ISSUES WITHIN GOSFORTH CONSERVATION AREA**

There are a number of issues facing Gosforth Conservation Area. It is beyond the power of this Management Plan to comprehensively address all of them. However, an expression of intention / desirability can be provided here.

### **3.1 Character and Appearance of the High Street**

Gosforth is considered to be a pleasant and desirable area of Newcastle in which to live. It would greatly benefit both the wider area and the quality of the Conservation Area if the character and appearance of the High Street, which is a vital element of the suburb and well used by the community, were to reflect this. However, much of the traditional integrity of the High Street has been undermined by the insertion of insensitive modern shopfronts and the poor quality of the public realm.

#### **3.1.1 Character**

At present Gosforth High Street has the character of a local neighbourhood shopping centre and it is advocated here that this character should be retained and enhanced. Moves towards a more 'City Centre' street character should be resisted, especially those that would increase the bar/club culture on an evening. Gosforth High Street lies at the heart of a large family oriented residential area. While it is good to have life on the High Street in the evenings, the usage should be such that supports a family friendly environment, restaurants rather than an excessive number of bars.

In order to preserve and enhance the local character of this neighbourhood centre, where possible, a mix of uses will be encouraged between the types of shops, restaurants, and other public amenities located on the High Street.

The retail experience is that of small scale individual shops. While some common high street stores provide valuable amenities in the High Street and Shopping Centre, it is important that these do not come to dominate, if a degree of local distinctiveness is to survive on Gosforth High Street. Where possible, a rich variety of traditional shops should be encouraged.

#### **3.1.2 Living Over the Shop – Upper Floor Usage**

Greater use could be made of the upper floors of shop premises if the residential letting or ownership of the upper floors were to be encouraged. This would help to maintain the property, increase security and enhance the residential nature of the Area.

#### **3.1.3 Appearance**

Two key areas are identified as having the potential to improve the appearance of Gosforth High Street:

1. An improvement in the public realm
2. The production and adoption of a Shopfront Design Guide (see Section 4.9 and a draft version at Appendix 3)

### **3.1.4 Public Realm**

At a national level there have been a number of initiatives and campaigns in recent years that seek to enhance the appearance of our streetscape – the English Heritage ‘Save Our Streets’ and ‘Streets for All’ campaigns, the English Historic Towns Forum ‘Manual for Streets’ and the independent ‘Living Streets’ initiative all encourage debate at local level about the details of street ‘clutter’ that contribute to the character and appearance of a street.

All these campaigns urge a reduction in street signage and clutter aimed at creating an environment that is hospitable to all and not dominated by the demands of the car. In order to reduce clutter on the High Street, where possible, the following guidelines should be respected:

- Restrict signs to those which convey essential information only
- Remove superfluous signage
- Locate necessary signage on existing lamp posts, columns or buildings
- Use dark or receding colours for posts and the back of signs
- Co-ordinate necessary items - bins, street cabinets, bus stops, benches
- Site them to the back of the pavement in a discrete colour
- Have a common design code that is simple, elegant and appropriate to context
- Respect local designs and authentic materials

There are numerous open areas or corners of the High Street that would benefit from a ‘facelift’. A unified design theme that would serve to give the High Street greater coherence and enhance local distinctiveness would be beneficial. Again, where possible, the following guidelines should be adhered to:

- Historic materials should be retained
- New materials should respect local traditions and be appropriate to surroundings
- Use cut slabs to conceal inspection covers
- Retain historic kerbing and drainage
- Avoid obtrusive colours and road markings
- Tactile paving at crossings should be integrated with surrounding paving in terms of colour

The High Street would also benefit from having a dedicated area of public space using appropriate traditional materials which would enhance the area. A possible site is the area at Trinity Square.

Some attempts have already been made towards summer pavement cafes that help to increase a family friendly environment. This would be greatly facilitated by an improvement in the ambience created by the public realm. It would be beneficial if any major development taking place in area also contributed to upgrading the public realm.

### **3.1.5 Shopfront Design**

Many of the recent shopfronts on Gosforth High Street detract from the traditional appearance of the fine stone buildings or Victorian brick terraces in which they are housed. The appearance of Gosforth High Street could be much improved if individual shops displayed a greater awareness of the historic streetscape of which they form part.

Consideration will be given to adopting and implementing a Shopfront Design Guide to help restore the traditional character and local distinctiveness of the High Street (see Section 4.9 and a draft version at Appendix 3).

### **3.1.6 Gosforth Shopping Centre**

While a more contemporary approach to the shop fronts will be appropriate within the Shopping Centre, the general approach regarding high quality design and materials and the basic rules governing scale, proportionality, contained in the Shopfront Design Guide should apply equally here.

## **3.2 Traffic**

### **3.2.1 High Street**

The Great North Road which runs down Gosforth High Street has traditionally been a major thoroughfare into and out of Newcastle upon Tyne. It has lost some of its significance with the diversion of the A1. It is now the B1318, but still carries significant traffic volumes and is also a main public transport corridor. To a large degree, however, traffic is also a source of life to the High Street, especially with the frequent bus services that pass through Gosforth and these should be preserved.

The Council has developed a Central Gosforth Transportation Study which examines the ways of reducing the impact that traffic has on the High Street corridor. Any environmental enhancements resulting from this work would be beneficial.

### **3.2.2 Parking**

Parking in Gosforth is at a premium both on the High Street and in the residential streets.

The availability of parking to serve the commercial uses along the High Street is also an issue which is being examined as part of the Council's Central Gosforth Transportation Study. The Council will be examining parking management for the whole of Gosforth with particular attention to the parking requirements of the commercial areas along and around the High Street and effects on adjoining residential streets.

### **3.2.3 Traffic Calming**

The residential streets either side of the High Street are witnessing an increasing pressure for traffic calming measures. While there are statutory requirements governing these, they should also reflect the character of the Conservation Area.

- Strategically placed street trees provide useful barriers that can slow traffic while enhancing the character and appearance of the Conservation Area.
- The use of traditional materials like granite setts instead of tarmac speed bumps
- Retaining the traditional style kerbs and scoria blocks when widening pavements
- Keeping signage to a minimum and re-using existing posts
- Maintain a dialogue between the Highways and Conservation sections of the Council.

### **3.2.4 Home Zones**

'Home Zones' are considered to be of potential benefit in preserving and enhancing the character and appearance of the Conservation Area (providing any associated signage is kept to a minimum).

It is suggested that the areas of local residential streets either side of the High Street are considered for the status of 'Home Zones'.

In a Home Zone all road users, pedestrians, cyclists and motorized vehicles all enjoy equal rights to the use of the highway. There is an automatic speed limit of 20mph enforced and essentially a different mindset is required, particularly from drivers, towards the use of the road.

Recent proposals for traffic calming measures, particularly east of the High Street, are requiring a level of signage that will seriously detract from the character and appearance of the Conservation Area.

It is proposed that ultimately the need for continual reminders in the form of increased signage and symbols painted upon the roads would be reduced if a Home Zone culture could be accepted across the residential areas of the Conservation Area.

Entry to the Home Zone would be marked as the driver turned off from the High Street by a raised road surface in suitable materials that indicates joint use of the pavement / road – the principle already exists for some streets. A uniform entry system that could be clearly recognizable by road users and detailed in materials that are sympathetic to the character and appearance of the Conservation Area should mark the junctions from the High Street into the residential side streets.

## **3.3 Trees**

Trees, whether street trees or garden trees, form a traditional and important element in the character and appearance of Gosforth Conservation Area; they should be preserved or replaced as appropriate. For further details see 'Trees Newcastle – A Tree Strategy for Newcastle upon Tyne' adopted as SPD (2002) or contact the Landscape and Ecology Section of Newcastle City Council; or refer to the websites quoted below.

### **3.3.1 Tree Loss**

Tree loss is a noticeable trend in Gosforth. There are many causes:

- An aging tree population, most of the larger mature trees date from the nineteenth century.
- Garden refurbishment including patios, larger garages, parking and drives in front gardens.
- Street trees in declining health due to vehicle collisions, root severance by driveway construction, services excavations and footpath repairs.
- Trees already under stress are more vulnerable to disease and fungal decay organisms.
- Replacement trees are costly and cannot be planted where an existing tree has been felled unless there is a broad grass verge free of services. Tree bases cannot be ground

out because the roots are usually intertwined with services – underground cables and pipes.

- Climate change, bringing more frequent periods of waterlogging and drought may hasten the decline and loss of trees in Gosforth.

### **3.3.2 Street Trees**

The care and management of street trees in Gosforth are considered by the Council to be very important issues. They have been the subject of a research report available on the City's website <http://www.newcastle.gov/wwwfileroot/regen/plantrans/HighwayTreesReport> The document outlines good practice on how to deal with the paving around street trees and how best to manage street trees. There is also guidance available on the planting and specification of street trees, including recommended species <http://www.newcastle.gov/wwwfileroot/regen/plantrans/TreeDesignGuideMay06.pdf>

### **3.4 Property Extensions and Adaptations**

In the prosperous areas of the City, such as Gosforth, homes are undergoing development pressures akin to the Great Rebuilding of the seventeenth and eighteenth centuries when homes grew from single storey dwellings to two storey houses. At present we are experiencing similar demands to expand domestic accommodation from two to three storey dwellings. Sanitary arrangements are also undergoing a revolution, from the expectations of one bathroom per household that persisted throughout most of the twentieth century, to now at the beginning of the twenty-first century aspirations are increasingly moving towards every bedroom being ensuite.

The historic housing stock was not designed to accommodate these extra rooms and development pressures are leading to large and often unsightly extensions with 'dormers' projecting from all available roof elevations or extensions infilling the spaces between properties. These are often representative of modern aspirations but not in character with the traditional buildings or the spacious plots sizes. There is a fundamental tension here that will not permit the Conservation Area to remain unchanged. People who live in Gosforth do not want to move or leave the area, but they do seem to desire significantly larger houses.

The tide of greater expectations in respect of domestic space requirements seems to gather momentum year on year so that it seems imperative that decisions be taken to manage this change. Saying no to large scale development of these properties does not seem to be a long term option. The recommendations of Conservation Area designations are increasingly at odds with the aspirations of residents within these areas.

In addition, the increase in the level of car ownership and the subsequent desire to park cars within a boundary of a property has led to the loss of boundary walls and front gardens which has had a significant impact on the character and appearance of the Conservation Area.

For general guidelines, see Section 4.7.

## **SECTION 4: FUTURE MANAGEMENT**

### **4.1 SWOT Analysis**

#### **4.1.1 Strengths**

- Historic suburbia
- 'Green leafy suburbia'
- Quality of building stock
- Established gardens
- Large, spacious plot sizes
- Some established open spaces
- Residents that take a pride in the history and appearance of their property
- Street trees and mature garden trees
- Highway grass / cobbled verges
- Survival of historic road surfaces in back lanes
- Survival of architectural details on residential and commercial buildings
- Green space represented by enclosed back gardens

#### **4.1.2 Weaknesses**

- Poor quality shop front treatments on the High Street
- Incremental erosion of traditional features
- Loss of original features such as sliding sash windows and inappropriate replacements in relation to materials (e.g. Upvc) or design (e.g. mock sliding sash or casement)
- Inappropriate dormers and rooflights
- Painting of stonework
- Infill development
- Heavy traffic on High Street
- Intrusive parking
- Lack of appropriate parking spaces
- Poor quality of public realm on the High Street
- Poor quality boundary and floorscape treatments
- Retention of redundant signage / street furniture
- Excessive and/or inappropriate signage (particularly on the High Street)
- Proliferation of street clutter and standardized highway treatments and controls
- Loss of front gardens to hardstanding for cars
- Insensitive repairs and refurbishment to fabric and features
- Poorly maintained buildings and sites in prominent locations within the Conservation Area, particularly on the High Street.

#### **4.1.3 Opportunities**

- New traffic proposals
- Shopfront Design Guide for High Street
- Improvement of shopfronts in the Area
- Improvement in public realm in High Street

- Management of commercial signage and advertising
- Upgrading of Shopping Centre
- Trinity Square development
- 'Home Zones'
- Enforcement of parking restrictions
- Reinstatement of original boundary treatments
- Consideration of the implementation of Article 4(2) Directions
- Consideration of the implementation of Section 215 Notices
- High Street Café/Restaurant culture

#### **4.1.4 Threats**

- Quality of new development within the Conservation Area
- 'Pastiche' or unsympathetic new build
- Loss of green / open space
- Loss of small scale industry / workshops in hinterland
- Intrusive unsympathetic traffic calming measures
- Loss of street and garden trees
- Loss of grass verges
- Bar/club culture on High Street
- Lack of diversity in High Street shops
- Increased 'clutter' on the High Street
- Increased signage and roadmarking on highways
- Unsympathetic shop front designs and signage
- Use of inappropriate materials and workmanship
- Piecemeal erosion of character due to incremental development / household extensions and dormers
- Infill of spacing between properties due to household extensions
- Loss of front gardens to off-road parking
- Loss of front boundary walls to off-road parking
- Replacement windows in inappropriate design and materials
- Poorly designed / placed renewable energy generators
- Increased number of satellite dishes in obtrusive positions
- Low quality design of boundary walls and gates
- Erosion of character and scale of back lanes

## **4.2 Archaeology**

As detailed in Unitary Development Plan (UDP) Policy C4.2, where a proposal may affect a site or area of archaeological interest, the developer will be required to submit an archaeological desk based assessment, in advance of a planning decision. This is essentially a research document, undertaken by a professional archaeologist on behalf of the applicant, in order to determine the potential impact upon the archaeological remains. Where necessary, this will be followed by archaeological evaluation trenching.

Where assessment and evaluation have established that proposed developments will adversely affect archaeological remains, developers will either be required to preserve the

remains in-situ or to implement a full archaeological excavation to allow the preservation by record of the archaeological deposits (UDP Policy C4.3).

The programme of archaeological work will follow procedures set out in Planning Policy Guidance (PPG) Note 16-Archaeology and Planning. Advice and specifications are available from the County Archaeologist.

Where historic buildings or structures (listed or unlisted) are proposed for alteration, restoration or demolition, the developer may be required to appoint an archaeologist or buildings historian to undertake a programme of building recording, in accordance with a specification provided by the County Archaeologist.

### **4.3 Protected Species**

Any development within the Conservation Area should recognise the requirements for protected species. This is most likely to relate to the presence of protected species on development sites or in properties subject to demolition, extension or regeneration. Those most likely to be involved are bats and their roosts in existing properties. Any development must meet the legislative requirements, as set out in PPS9, ODPM circular 06/2005 and the Habitats Regulations, as amended 2007. The requirements are set out on our website: <http://www.naturalengland.org.uk/conservation/wildlife-management-licensing/default.htm>

### **4.4 Potential Development Sites**

There are limited sites remaining within the Conservation Area that have the potential for large scale or new development. Several are currently used for highly prized car parking or are protected by Council green space policies.

#### **4.4.1 The corner of Salter's Rd and High St**

This is the site of a former school, presently used as a car park. There is the potential for new build here, subject to access issues being addressed and the retention of parking provision on site. Any development here would need to reflect the importance and prominence of the location and be of high quality to enhance the entrance to the Conservation Area. The mass and scale would have to be in keeping with the surrounding buildings and serious consideration would need to be given to impact on views along the High Street.

#### **4.4.2 159 – 183 High Street**

This terrace has been the subject of enquiries for redevelopment and would benefit from care and attention. The stone façade would have to be retained to preserve the character and appearance of the High Street and the mass and scale of the local building stock would have to be respected. A retail, commercial use should be retained at street level, but mixed use development could be considered.

#### **4.4.3 Open space to the rear of Roseworth Terrace, presently used for car parking and the car park off, between the High St and the Cricket Ground.**

This area could be improved by carefully landscaped development that respected the mass, scale and materials of the old Bulman Village.

#### **4.4.4 Green Space on High Street**

Within the Green Space Strategy it is designated as amenity green space and scores as high quality. It is in an area with very little open space and must be retained.

#### **4.4.5 The Green at the end of Elgy Road**

This is designated as amenity green space in the Green Space Strategy and designated as local open space within the Unitary Development Plan (UDP) and should therefore be retained as valuable green space.

### **4.5 Demolition of Existing Buildings**

There is a general presumption against the demolition of buildings within conservation areas. The demolition of unlisted buildings which contribute to the character and/or appearance of the Conservation Area will not be considered acceptable (Policy C3.1 Newcastle upon Tyne Unitary Development Plan). Planning Policy Guidance (PPG) Note 15: Planning and the Historic Environment, states: 'the general presumption should be in favour of retaining buildings which make a positive contribution to the character or appearance of a Conservation Area' (para 4.27).

Given the variety of the housing styles and quality of the housing stock in Gosforth it is impossible to list those specific buildings considered to make a contribution. It is the overall streetscene, spacing and massing within the mature streetscape rather than the individual buildings which are significant.

Buildings which can be clearly stated to be of significance are those connected to the historical development of the area.

Prior to the Council considering the proposed demolition of any building to facilitate the development of a new and larger building within a conservation area, it will require a full assessment of the heritage / conservation value of the building addressing the following points –

- The building is of no architectural or historic merit in its own right.
- The replacement building respects the footprint of the existing building and maintains the setting and character of the area through the provision of gardens to front and rear and spacing between neighbouring properties and retaining significant landscape features.
- That the scale and massing of the replacement building is in keeping with that found in the immediate surrounding area.
- The replacement building is of architectural merit and reflects local tradition or detail in a contemporary rather than pastiche manner.

In each instance written justification should be submitted as part of the Conservation Area Consent application, in accordance with PPG15.

Development of a replacement building, where demolition is agreed, should be informed by the principles set out below.

## **4.6 Guidance to Inform the Design of New Buildings**

The following sets out generic guidance for new development within the Conservation Area and covers matters such as scale, mass, footprint, setting and materials. It is important that, in the first instance, scholarly / archival research is undertaken which would inform the design of any new build within the Conservation Area. A methodology of assessment of the quality of a particular development can be found in 'Building for Life' produced by the Commission for Architecture and the Built Environment (CABE). New development within a conservation area should not score below 16.

### **4.6.1 Urban Grain**

- The historic grain of the area falls into several character periods – the nineteenth century stone buildings of the old Bulman Village, the Victorian and Edwardian terraces, the early twentieth century substantial semis and the mid twentieth century residential development comprising suburban semis and apartment blocks.
- The key characteristic is the relationship between the footprint of the building and the land or plot in which it is set. Typically developments do not occupy the whole plot.
- Sub-division of plots should be resisted where possible to preserve and enhance the setting and appearance of the Conservation Area.
- New development should look to develop a footprint that is materially smaller than the site to ensure that the spaciousness, setting and appearance of the Conservation Area is maintained and enhanced.
- Where the demolition of existing buildings to redevelop is considered acceptable (see Sub-Section 4.5) development should respect the footprint of the existing building.
- Development should look to maintain clear visual separation from adjacent buildings to preserve the appearance of the Area and avoid a terracing effect in houses not designed to be terraced.

### **4.6.2 Scale and Mass**

- Typically, existing buildings are between two and three storeys in height.
- Development within an existing street should respect the scale and massing of the neighbouring properties.
- The development of key sites identified in Sub-Section 4.4 should consider the topography

of the site and key views through the Conservation Area when considering potential scale and massing. Large plot sizes should be avoided to encourage variation in scale and massing.

#### **4.6.3 Design**

- Given the diversity of building design within the Conservation Area, from the development in the nineteenth century to that of the twentieth century, new development should generally be of the twenty-first century and should not look to copy existing designs. Any proposal will be assessed on its own merits.
- Design solutions should be of the highest quality. Contemporary design solutions which reflect the context of their setting and the wider Conservation Area will be welcomed.
- Pastiche or pattern book designs are not considered appropriate and would neither enhance the appearance of the Conservation Area or maintain the existing diversity of design, a key characteristic of the Conservation Area.
- New build will be expected to achieve high energy efficiency ratings as an integral part of the design rather than 'a last minute add-on'.

#### **4.6.4 Materials**

- Structurally, stone is typically found in the earlier, nineteenth century developments of Bulman Village whilst brick is typical of the later nineteenth and twentieth century developments. Stone is occasionally found in detailing in later developments.
- New development should look to use brick in a structural manner, reflecting the character and appearance of the Conservation Area. There is much variety in the types of brick used previously. As such the choice of brick in terms of colour and finish should be informed by the immediate locality.
- It is recognised that other materials, such as timber, glass and steel, can contribute to the character and appearance of the Conservation Area. The manner in which such materials are used is particularly important and should add detail to the building.
- Materials should be of a high quality and should have a long life span. The use of sustainable materials will be encouraged.
- Poor detailing and workmanship can diminish the appearance of materials and their contribution to the overall design of a building. Materials and building methods should be as high in quality as those used in existing buildings.
- A diversity of materials will be encouraged although not to the detriment of simplicity in elevational treatments. Finer grain detailing will be considered acceptable if it contributes to the appearance of the streetscape.
- The tone and colour of materials is important and will help contribute towards the

integration of new development within the existing landscape. For example, the use of a local material to add detail to a modern building can often help give the new building context in its location.

#### **4.6.5 Setting and Views**

- Development should look to maintain the spaciousness of the existing built form. Whole sites should not be considered purely for buildings but should allow for the setting of the building on all sides.
- Front gardens, in keeping with the depth found on that street should be included. Back of pavement development is not considered appropriate to the character or appearance of the Conservation Area.
- Space between developments should be allowed for to maintain visual separation of buildings within the streetscene and encourage new views into or out of the Conservation Area. Garages should be considered part of the development to avoid the loss of such spacing.
- Where possible the size of rear gardens should reflect those found adjacent.
- Key views into, out of and within the Conservation Area should be maintained by any new development.
- Where possible new development should enhance existing views. Development which obscures or has a detrimental impact on such views will not be considered appropriate to the preservation or enhancement of the appearance of the Conservation Area.
- Key views include those of the Town Moor, Central Park, along the High Street and the setting of listed and locally listed buildings.

#### **4.6.6 Boundary Treatment**

- Traditional boundary treatments form an important part of the character and appearance of the Conservation Area and should be retained. Where original detailing survives it should be repaired and reinstated where missing, replicating original detail and materials.
- Where remnants of earlier details, relating to historical developments, survive such as gate piers, these should be incorporated into the boundary scheme and should influence the choice of materials and design.
- Typical boundary details are stone (on Moor Road South, The Grove, Elmfield Road, Westfield Drive) or brick plinths, with stone coping and iron railings, although various elements may have been lost over time. Shorter walls may have a hedge above to add height. In each instance care should be taken that the brick or stone used is in keeping with the surrounding environment.
- The use of engineering bricks or other modern bricks with smooth non-textured surfaces

and a solid colour finish is not considered appropriate. Bricks should be of an appropriate texture and colour.

- Railings, if replaced, should relate to historical precedent. (Pastiche or 'heritage' designs should be avoided as they may be inappropriate to the specific, local setting.)
- Timber boarded fencing is not considered an appropriate treatment in front gardens. It visually detracts from views of streets and the wider Conservation Area.
- Gates, where considered appropriate, should be subservient to the boundary treatment, and should not stand taller or proud of any part of the boundary scheme. They should be designed as part of the scheme and should be simple rather than decorated. Heritage influenced gates should be avoided where there is no historical reference.

#### **4.7 Property Extensions and Adaptations**

The most common form of development within Gosforth Conservation Area is household extensions to the side or rear with alterations to roofs to include dormers and rooflights to facilitate loft conversions.

Newcastle City Council has recently produced a 'Guide to Planning, Building and Development. It can be obtained from the Development Management Service of the City Council. In addition, there is existing supplementary planning guidance "Extending your House – A Design Guide series" for householder development available on the City Council website ([www.newcastle.gov.uk/planning\\_services](http://www.newcastle.gov.uk/planning_services)) which covers rear, front, side and roof extensions. This should be referred to when making an application. Additional guidance on appropriate works can be found in "Living in a Conservation Area". See also Planning Procedures contained within Appendix 2.

In addition to this guidance schemes should look to avoid running into the adjacent property to maintain visual separation when designing side extensions and prevent a terracing effect which results in a material loss of spaciousness and setting within the Conservation Area.

Extensions should not dominate an existing building's scale or alter the composition of its main elevations. Any alterations, including partial demolition should respect an existing building and its materials. All new work should complement the old in quality, texture and colour as well as method of construction. Artificial wall claddings and coatings or artificial roof slates will not generally be allowed on any elevation.

##### **4.7.1 Materials**

Planning permission will include conditions to ensure that traditional materials, appropriate to a particular building or site are used. Historically the predominant building materials and finishes within Gosforth Conservation Area are natural sandstone or brick.

##### **4.7.2 Roofs**

The roof is one of the most important parts of a property as it makes the building wind and watertight and can bring harmony to a townscape. The original roof material, ridge tiles and hip tiles should be retained and reused or replaced on a like for like basis.

#### **4.7.3 Dormer Windows and Rooflights**

The conversion of loft space and the installation of inappropriate dormer windows and/or rooflights have a negative impact on the appearance of a building and detract from the character of a roofscape. Dormer Windows should be of a modest size, and be built in traditional materials and designs. There will be a presumption against dormers on the front elevations of buildings where they do not preserve and enhance the character and appearance of the Conservation Area. Where the Council has control, rooflights should be a 'conservation style' in design, materials and size and should be fitted flush with the plane of the roof.

#### **4.7.4 Masonry, Brickwork and Pointing**

When repairing a building in a Conservation Area the original character of masonry and/or brickwork walls should be maintained by paying particular attention to the size, shape, colour and surface texture of any new materials and to the mix, colour and texture of the pointing.

#### **4.7.5 Windows and Doors**

Windows and doors are important components of a building and any alteration or replacement can significantly alter its character and appearance. Wherever possible the original windows and doors should be retained and repaired in order to keep the integrity of the original design so preserving the character and proportions. The efficiency (thermal capacity and soundproofing) of the windows can be increased through the use of appropriate secondary glazing or draughtproofing; although care must be taken that it does not compromise any original internal features.

Imitation replacement window styles and inappropriate replacement window materials (such as Upvc) are poor alternatives for traditional single pane, timber, vertical sliding sash windows. Mock sliding sash windows generally have heavy top opening casements for the opening section, while Upvc windows have thicker, cruder frames than timber windows. These unsuitable styles and materials impact on the proportions and overall appearance of a window and a building. The character of a house is then changed, which has a detrimental impact on the overall appearance of a townscape and a Conservation Area.

#### **4.7.6 Chimney Stacks and Other Architectural Details**

The shape, height and variety of chimney stacks and other architectural details on buildings in a Conservation Area contribute greatly to the local character and should be retained and repaired.

#### **4.7.7 Rainwater Goods**

Where they survive, original cast iron rainwater goods, such as gutters on brackets, downpipes and hoppers contribute to the character and appearance of buildings in a Conservation Area. Upvc rainwater goods attached to fascia boards have a negative impact

on the appearance of a traditional house. Where possible original rainwater goods should be retained and repaired, or replaced on a like for like basis.

#### **4.7.8 Colour and Painting**

The architectural unity of Gosforth Conservation Area, in whole or part, may depend on the use of specific colours for the decoration of joinery or railings. Therefore original colour schemes should be retained. Walls and stone detailing which have traditionally not been painted should remain undecorated.

#### **4.7.9 Aerials, Satellite Dishes and Alarm Boxes**

Aerials, satellite dishes and alarm boxes can have a detrimental impact on the appearance of a building. Where possible they should be situated inside or to the rear of a property or carefully located to minimise the impact on the character of the building. Planning permission is required if it is proposed to position a satellite dish facing on to a highway.

### **4.8 Part L and Renewable Energy Adaptations and Biodiversity**

A balance needs to be struck between the conservation that preserves and enhances the character and appearance of the 'Conservation Area' and the conservation that preserves the world's limited resources. Before 'renewables' such as solar panels are considered, more passive 'green' measures to reduce heat loss and energy consumption should be undertaken – insulation, draughtproofing, natural lighting and ventilation and installing a condensing boiler and heating controls. These can be more effective both in terms of cost and energy conservation.

Government recommendations for the installation of renewables within a Conservation Area suggest that such measures be restricted to inconspicuous elevations and speak of not allowing development on 'principle elevations fronting on to a highway'. This pragmatic approach aims to preserve the streetscape within a Conservation Area while permitting development to the rear where the public impact will be less. It is the line that will be followed in Gosforth Conservation Area.

Solar panels can be as discrete as conservation roof lights; they should not protrude more than 150mm above the roof plane. Wind turbines attached to buildings, where concerns are about noise as much as appearance will not be permitted.

Opportunities should also be sought to enhance biodiversity through the use of design principles.

### **4.9 High Street Shopfront Design Guide**

It is one of the aims of this Management Plan to maintain and enhance the traditional, architectural character of Gosforth High Street and not to permit poorly designed or alien features which detract from the overall appearance of the area.

The High Street embraces the historic core of the old Bulman Village (1859, east of the High Street) with late Victorian shop development along the west side of the High Street. Gosforth Shopping Centre replaced some of the Bulman Village development during the late 1970s.

In order to facilitate an improvement in the quality and design of shopfronts on Gosforth High Street the Council intends to consider the adoption and implementation of a Shopfront design Guide (see draft version at Appendix 3).

#### **4.10 Article 4(2) Direction(s)**

Article 4(2) Directions can be used to withdraw certain permitted development rights under The Town and Country Planning General Development Order as amended in October 2008. In order to implement such a direction it is necessary to prove that works carried out under the Order have a direct and detrimental impact on the character and/or appearance of the Conservation Area.

An Article 4(2) Direction would be beneficial for the Queen Anne terraces to the west of the High Street (the Poplars, The Drive, Moor Crescent, Leslie Crescent, Moor Place, Woodlands, Oaklands and the High Street). Their formal and uniform design means that any incremental change, by way of permitted development, will have a direct impact on their appearance and contribution to the character of the Conservation Area.

The Council will investigate the possibility of preparing and implementing an Article 4(2) Direction in this Area. Any proposal to implement an Article 4(2) Direction within the Gosforth Conservation Area will be undertaken through consultation with the local community and other consultees.

#### **4.11 Section 215 Notices**

Section 215 of the Town & Country Planning Act 1990 provides the Council with the power, in certain circumstances, to take steps requiring land to be cleaned up when its condition adversely affects the amenity of the area. If it appears that the amenity of part of their area is being adversely affected by the condition of neighbouring land and buildings, they may serve a notice on the owner requiring that the situation be remedied. These notices set out the steps that need to be taken, and the time within which they must be carried out.

The Council will use its discretion and implement Section 215 Notices where appropriate and necessary, taking into account all the local circumstances for example, the condition of the site, the impact on the surrounding area and the scope of its powers.

#### **4.12 Landscaping and Trees**

The landscaping and the presence of trees contribute greatly to the setting of the buildings and the overall character of Gosforth Conservation Area and should be retained. The contribution of large, mature gardens to front and rear is particularly significant.

The Council requires six weeks notice in writing before felling or cutting back any tree in a Conservation Area, even if it is not specifically protected by a tree preservation order. In giving notice it is necessary to specify precisely what works need to be carried out. Residents

should contact the Landscape and Ecology Section of the Council for more information, or refer to 'Trees Newcastle – a tree strategy for Newcastle upon Tyne' adopted as Supplementary Planning Document (SPD) in 2002.

A large number of Tree Preservation Orders (TPOs) are in place. A TPO is a legal document which makes it an offence to wilfully cut, uproot, top, lop or cut the roots of trees without permission from the local authority. TPOs apply only to trees, not shrubs or bushes (see Section 2.4).

#### **4.13 Undoing Damage**

The Council will use opportunities created through planning applications or other proposals within Gosforth Conservation Area to negotiate improvements which remove unsympathetic alterations or additions from existing buildings and streets and which secure the proper repair or restoration of buildings, other structures, streets and the landscape.

#### **4.14 Enforcement**

The City Council seeks to be proactive in encouraging compliance to ensure that development is carried out in accordance within guidelines and in accordance with any granted permission. However, the Council, as a Local Planning Authority, has a duty to consider taking enforcement action where they believe there to have been a breach of planning control. The City Council's practice relating to planning enforcement is to follow Government advice in Planning Policy Guidance (PPG) note 18 – Enforcing Planning Control.

Key aspects of the enforcement service are to investigate alleged breaches of planning control, listed building control and advertisement control. PPG18 advises that, wherever possible breaches should be resolved without the need to take formal action. The Council will seek to negotiate and resolve any possible breaches rather than take formal action.

Where formal action is deemed to be necessary the legal system can be slow and offers the right to appeal at most stages in the process.

Further information on the Planning Enforcement service can be found in the Environment and Planning Services / Planning sub-section of the City Council website – [www.newcastle.gov.uk](http://www.newcastle.gov.uk)

#### **4.15 Conservation Area Boundary Review**

The boundary of the Conservation Area will be subject to review as and when resources permit to ensure that the most appropriate areas are covered by the designation. Any review will be undertaken through consultation with the local community and other consultees.

#### **4.16 Conservation Area Character Statement and Management Plan Reviews**

The Character Statement (adopted 2002, updated 2005) will be subject to a five year review. This review will be undertaken through consultation with the local community and other consultees. The Management Plan will be subject to a five year review commencing from the

date of adoption and amended accordingly. This review will be undertaken through consultation with the local community and other consultees.

## **APPENDIX 1**

### **Policy Context of the Management Plan**

The Management Plan will form a Supplementary Planning Document (SDP) to the Local Development Framework (LDF). In accordance with the Town and Country Planning (Local Development) (England) Regulations 2004, a Consultation Statement (CS), Sustainability Appraisal (SA) and Habitats Assessment (HA) have been produced concurrently with this guidance.

#### **1 Regional Spatial Strategy (RSS)**

The revised Regional Spatial Strategy was formally published in July 2008, this set a broad spatial development strategy for the North East Region. It replaces the Regional Planning Guidance in the Development Plan for Newcastle and is a statutory part of our Local Development Framework (LDF). The Management Plan conforms to policy 32 of the revised RSS.

#### **2 Unitary Development Plan (UDP)**

Under the Planning and Compulsory Purchase Act 2004 a selected number of the Unitary Development Plan (UDP) policies have been saved until such a time as they are superseded by LDF policies. Therefore the Management Plan supplements the following saved UDP policies:

##### **Housing**

- H2 Protection of Residential Amenity
- H3 Protection of Mature Housing Stock/Large Traditional Dwellings
- H4 High Quality Design and Landscaping in New Housing Development

##### **Sustainable Development**

- SD2.1 Regular Review of Protection of Natural Assets and Built Heritage
- SD2.2 Management of Natural Assets and Built Heritage to Conserve and Enhance their Value

##### **Built Form and Landscape**

- EN1.1 New Development to Meet High Standards of Design
- EN2 Appearance of the City
  - EN2.1 Protection of Views into and out of the City
- EN3 Protection of Areas of Greatest Value and Retention of Trees

## **Open Space and Recreation**

OS1.4 Protection of Open Space

## **Nature Conservation**

NC1.1 Protection of Sites of Nature Conservation Importance [SNCI] and Sites of Local Conservation Interest [SLCI]

NC1.5 Protection of Wildlife Corridors

NC1.7 Protected Species Policy

## **Conservation of Historic Environment**

C1 Preservation and Protection of Built Heritage

C2 Listed Buildings

C3.1 Protection of Unlisted Buildings in a Conservation Area

C4 Archaeology

## **Traffic Management**

T2 Traffic Management

T2.2 Introduction of Traffic Calming in Residential Areas

T5.4 Development of Cycle Routes

## **3 Wider Planning Policy Framework**

The following is a list of existing policy documents which are supported by the management plan.

- North East of England Plan: Regional Spatial Strategy to 2021 July 2008 (published by Government Office for the North East).
- PPS1 – Planning Policy Statement 1 – Delivering Sustainable Development.
- PPS9 – Biodiversity and Geological Conservation
- PPG15 – Planning and the Historic Environment.
- PPG16 – Planning and Archaeology.
- “View” Shaping the North East: Submission draft Regional Spatial Strategy 2005.
- Gosforth Conservation Area Character Statement, approved April 2002 as Supplementary Planning Guidance (SPG).
- Your Wildlife – the Newcastle Biodiversity Action Plan (NBAP) was launched in 2001 and approved by Cabinet as Corporate Council Policy and supplementary planning guidance (SPG) in 2003.

- “Trees Newcastle” A Tree Strategy for Newcastle upon Tyne - provides a policy for the protection, care and management of trees in Newcastle, approved 19 June 2002.
- “Green spaces...your spaces” Newcastle’s Green Space Strategy, approved by Executive November 2004.

## APPENDIX 2

### Legislative Framework of the Management Plan: Planning Procedures

The Council has a duty to only allow developments in a Conservation Area that preserve or enhance its character or appearance. Demolitions, alterations, extensions and other works affecting the character or appearance of properties in a Conservation Area will probably require Planning Permission and/or Listed Building Consent or Conservation Area Consent.

The Council generally requires more detail than usual with applications submitted for Planning Permission, Listed Building Consent and Conservation Area Consent for buildings within a Conservation Area. Written guidelines as to the extent and kind of detailed information required are available from the Council's Development Management Service. It is always advisable to discuss any proposals within Gosforth Conservation Area with the Council's Development Management Service at the earliest opportunity.

#### 1 Unlisted Buildings - Householder Development within Brandling Village Conservation Area

Permitted development rights, i.e. the right to make certain types of minor alterations without needing to apply for planning permission, relating to household development have recently changed. On 1 October 2008 new legislation was introduced by Central Government aimed at making development rights more straight forward and easier to understand. The full extent of the changes are available to view on the Planning Portal website at:

<http://www.planningportal.gov.uk/england/genpub/en/>

If you require advice on whether you may require planning permission for any work proposed please contact the Development Management Service by telephone on 0191 232 8520, via email at [planning.control@newcastle.gov.uk](mailto:planning.control@newcastle.gov.uk) or in writing to Newcastle City Council, Development Management Service, Civic Centre, Barras Bridge, Newcastle upon Tyne, NE1 8PH

#### 2 Demolition

Conservation Area Consent is required to totally or substantially demolish most buildings within a Conservation Area. Residents should contact the Development Management Service for more information.

Conservation Area Consent is also required to totally or substantially demolish a gate, fence, wall or railing over 1m high where it is next to a highway (including a public footpath or bridleway) or public open space; or over 2m high elsewhere. Residents should contact the Development Management Service for more information.

#### 3 Listed Buildings

Buildings of architectural or historic interest are listed to protect them from demolition or unsympathetic alterations. The protection afforded by this legislation applies to the whole of a listed building i.e. both exterior and interior, regardless of its grade and to any object or

structure fixed to it or forming part of the land comprised within its curtilage, unless it is a free-standing building, object or structure that has been erected since 1 July 1948.

The main effect of 'listing' is that before any work affecting the special interest of a listed building can be carried out it is necessary to apply to the Local Planning Authority for Listed Building Consent. This is required in addition to any Planning or Building Regulation approvals, which may also be needed. There are circumstances when it is necessary to alter a listed building to suit a new use for example but it cannot be demolished completely or in part, extended or altered in any way, which would change its character without the written agreement of the Council in the form of Listed Building Consent.

It is a criminal offence to carry out work to a listed building, other than minor straightforward repairs, without first obtaining consent and it could lead, upon conviction, to a period of imprisonment and/or a very heavy fine. The Council's Development Management Service may also serve a listed building enforcement notice requiring the building to be restored to its former state. For advice on whether Listed Building Consent is required or likely to be obtained for proposed work, contact should be made with the Council's Development Management Service and/or Historic Environment Section.

### **3.1 Works and Alterations to Listed Buildings requiring Consent**

Listed Building Consent is required for any alteration which affects the character of a listed building. For example, consent would normally be needed for any of the following alterations:

#### **External:**

- Adding an extension
- Changing the roof pitch or roof covering materials
- Inserting roof lights
- Removing, altering or adding dormer windows
- Altering or removing chimney stacks or pots
- Rebuilding walls in different materials
- Covering the existing wall surface in any way, e.g. with render, cladding, paint etc
- Changing the size of door, window or other opening
- Forming new openings, for any reason, including for balanced flues or ventilators
- Altering window frames or doors or replacing them with a different type
- Removing any features (e.g. door cases, balustrades)
- Changing the material of rainwater goods
- Adding any feature (porches, signs etc.)
- Adding a satellite antenna
- Adding security alarm boss or close circuit TV cameras
- Adding external floodlights

#### **Internal:**

- Altering the plan by removing or adding walks or forming new openings
- Taking out or altering staircases, fireplaces, decorative plasterwork, panelling shutters, doors, architraves, skirting etc.

- Installing new ceilings, partitions, secondary glazing etc.
- Filling in cellars
- Removing or replacing floors or floor finishes
- The obliteration of wall painting, decorative tiles, mosaics etc.

### **3.2 Repairs to Listed Buildings requiring Consent**

Repairs involving replacement with identical features do not require Listed Building Consent if they are for a small area or the work is carried out in situ. Great care should be taken to match the material, construction, moulding and colour of the original feature. In undertaking works of alteration or repair to historic buildings it is advisable to seek the advice of an architect or surveyor who is particularly knowledgeable about restoration techniques and the legislation relating to listed buildings. Prior to carrying out repairs please seek clarification from the Council's Development Management Service and/or Historic Environment Section that the work does not need Listed Building Consent.

## **4 Works to Trees**

Most of the trees within the Conservation Area are protected by Tree Preservation Orders (TPOs). This requires permission to be obtained from the Council for any work to these trees, including pruning. Unauthorised work or damage to a TPO tree, including its roots, is a criminal offence and is subject to a fine of up to £20,000 per incident. The Council still requires six weeks notice in writing before felling or cutting back any tree in a Conservation Area, even if it is not specifically protected by a Tree Preservation Order. In giving notice it is necessary to specify precisely what works need to be carried out. Residents should contact the Development Management Service for more information.

## **5 Advertisements**

It is important that a balance is maintained in retaining the commercial vitality of Gosforth (particularly the High Street) and managing signage and advertising within the Conservation Area in order to preserve and enhance its character and appearance and make a positive contribution to the streetscene. Additional planning procedures apply to the display of advertisements within a Conservation Area. In particular prohibiting the use of advertising hoardings around building sites and the use of captive balloons for advertising. Residents should contact the Council's Development Management Service for more information.

## **6 Enforcement**

The failure to comply with any of the special planning procedures listed above could lead to prosecution by the Council. It is therefore advisable to consult the Council's Development Management Service before proceeding with any works which might affect the character and appearance of a Conservation Area (see Section 4.4).

## APPENDIX 3

### Draft Shopfront Design Guide

The guidelines are intended to provide applicants for planning permission, and others, with a series of criteria against which designs for shopfronts and advertisements will be considered.

Several traditional shopfronts survive on Gosforth High Street, but many have been unsuitably modernised with more regard to the company logo than the historic setting of the building or the character of the wider area. The effect has been to lose sight of the architectural quality of Gosforth High Street and read only the horizontal run of ever larger shop logos.

The intention is to restore traditional shopfronts that respect the design and proportions of the individual buildings, in order to re-establish an appreciation of the whole streetscape. It is important in shopfront design to emphasise the relationship between the shop and the building of which it a forms part. It is also essential to pay attention to the wider surroundings and to ensure that the shop sits well within the streetscape as a whole.

It is important that, in the first instance, archival research is undertaken to establish the history and development of any traditional shopfronts in the Area to inform any proposed repair, refurbishment or replacement.

In future applications will be considered against the general principles already established in Grainger Town within the City Centre:

1. Quality comes first
2. The shopfront must fit its building
3. Scale and proportions must be right
4. Pay attention to the surroundings
5. Retain authentic original material where possible
6. Get good advice and get it early

These general principles are supplemented by specific guidelines:

Traditional shopfront features must be respected and restored where appropriate. (The details matter in creating the overall effect).

Figure 1 to be inserted - similar to that in Grainger Town Guide appropriate to Gosforth, showing fascia etc).

The fascia and cornice mark the division between the shop and the upper floors of the building. The fascia (or frieze) is the traditional location for the shop name. The brackets (or console / corbel) provide a visual stop to the length of the signboard / fascia and their loss is to the detriment of the High Street. Fascias should never run through several distinct elevations, even where premises are occupied by the same business. Conversely, where two users occupy the same building the shopfronts and fascias should relate to each other.

Doors were traditionally recessed to provide more window space. A doorway that is flush with the building line can give a flat weak appearance. The doors need to reflect the period and character of the shopfront and building.

Pilasters (the side columns which frame the shopfront) provide visual and structural support to the fascia and differentiation between stores. Pilasters would usually measure 150 – 200mm; they should not exceed 300mm in width.

Stallrisers and below that the plinth give structural support and protection to the window. Stallrisers were traditionally timber, but stone and even polished granite, if it relates to the style of the scheme, would be acceptable. Fully glazed shopfronts will be considered if they relate well to the building.

## **Materials**

Painted timber which is both versatile and durable is the traditional shopfront material to be encouraged on historic shopfronts. Modern, hard and glossy materials such as acrylic, perspex and upvc will no longer be allowed in the Conservation Area as they are out of place against the traditional materials of older buildings.

## **Colour**

Colour schemes should harmonise with the remainder of the building and the street scene. Strident or harsh colours or garish colour combinations should be avoided. Colour can be used to advantage to emphasise important elements of the design, and to highlight or reinforce the structural elements of the design.

## **Signage and Advertisements**

**Fascia Signs** – The shop signage should be restricted to the fascia / frieze. The fascia should not occupy more than 20% of the total height of the shopfront. Fascias should not obscure window or architectural features.

The height of the lettering should be no more than two-thirds of the fascia and should be well positioned in relation to the length and depth of the fascia. The lettering should be painted or cut-out freestanding letters fixed individually to the fascia. Freestanding letters should be made from metal or wood and must not project more than 50mm from the fascia. Traditionally, the fascia would be painted in a dark colour with lettering in a contrasting lighter colour. Whole fascias of plastic will not be permitted.

In some instances the use of a sub-fascia may be permitted, in which case the fascia should not be used. It is not acceptable to lose these two elements in a single deep shop sign.

**Hanging Signs** – There will be a presumption against illuminated hanging signs, unless such signs advertise goods or services available to the public after normal shop hours.

The erection of non-illuminated projecting signs will receive favourable consideration provided that the sign is painted on timber (and is fixed rigidly to the bracket).

Projecting signs must comply with the following:

- i) only one sign will be permitted on a building
- ii) the sign will be erected at fascia level
- iii) the sign will not project more than 600mm from the face of the building
- iv) the sign board will be no more than 750mm in height

Projecting internally illuminated signs or box signs will not be deemed appropriate to the Conservation Area.

Hanging banners will be discouraged.

**Illumination** – Illumination, where necessary, should be low key and any lighting carefully integrated into the design of the shopfront. The types of illumination considered appropriate and which do not detract from the appearance and character of the Conservation Area are as follows:

- i) Halo illumination behind freestanding letters. The depth of the lettering should still not exceed 50mm.
- ii) For hanging signs, discreet, matt black light fittings with a maximum projection of 100mm attached to the bracket or sign itself.

**Canopies / Blinds** – Only traditional canvas awnings will be considered, which should be designed as an integral part of the shopfront to not obscure any architectural details. They should be inconspicuous when not in use. When open they must be no lower than 2.4m above the pavement and at least 1m in from the kerb in the interests of highway and pedestrian safety.

The 'Dutch canopy' style will not be permitted.

**Security** – Security measures should cause no significant harm to the appearance and character of the building or streetscape.

Laminated glass and internal lattice grilles behind the shop window will be encouraged in preference to external shutters that have a deadening appearance in the street scene when lowered.

Externally, removable mesh grilles fitted over windows and doors may be considered providing they relate to door and window openings and do not obscure other details such as sub fascias, pilasters or stallrisers.

External roller shutters will no longer be permitted in the Conservation Area as they detract from the historic appearance of the building.

Only one alarm box will be permitted per shop and this should be located above the ground floor in an unobtrusive position.