

London Borough of Havering

Cranham Conservation Area Character Appraisal and Management Proposals



Prepared by
The Paul Drury Partnership



Cranham Conservation Area

Character Appraisal and Management Proposals

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Cranham Conservation Area

Character Appraisal

1.0 Introduction and background

1.1 The historical development of Havering

The London Borough of Havering, the second largest London borough, has a population of about 225,000 and covers an area of 11,227 hectares (approximately 40 square miles), half of which lies within the Green Belt. To the north and east, the borough is bordered by the Essex countryside and, to the south, by a three mile River Thames frontage; but, although the M25 defines its outer edge, the character of the Essex landscape and its villages extends into the borough well within both the motorway and the administrative boundary between Greater London and Essex. Pevsner¹ remarks of Havering that *“the character of its buildings is shared equally between the suburbia of its western neighbours and the rural vernacular of the Essex countryside. This mix is unique in East London, comprising still remote medieval parish churches along the Thames marshlands, tiny rural villages, farmhouses set in open fields, a scattering of mansions, leafy Edwardian suburbia, and at its heart the brash commercialism of Romford.”* This summary is also an appropriate description for the range of conservation areas in Havering.

1.2 The London Borough of Havering was created in 1965 from Romford Borough and Hornchurch Urban District, reviving the name of the medieval Liberty of Havering, to which they once belonged. The administrative origins of Havering are in the medieval parishes which were grouped together to form the administrative units of Chafford Hundred in the south, and the Royal Manor and Liberty of Havering in the north and west. The Liberty consisted of three large parishes²: Romford, as the market town; Havering atte Bower, where the royal palace stood till the 17th century; and Hornchurch. Chafford Hundred had a cluster of much smaller parishes of isolated farms and hamlets, and included Cranham, North Ockendon and Upminster, of which Corbets Tey was part, and Rainham, a little port on higher land above the marshes where the Ingrebourne River meets the Thames. Topography has naturally dictated most administrative boundaries and the pattern and chronology of settlements - from the grazing lands of Rainham marshes and the alluvial Thames floodplains, to the siting of the royal palace at Havering atte Bower on the high northern ridge; and, in the 20th century, the location of the RAF airfield at Hornchurch.

1.3 For most of its history, the villages and manors of Havering were part of the agricultural life of Essex, with many manor houses set within parkland. From the later 17th century and through the 18th century, the area gained popularity as a rural retreat for merchants from the east end of London, who often became active benefactors, their manorial role extending – as with the Benyon family at

¹ Cherry, O'Brien, Pevsner: The Buildings of England: London 5: East (Penguin, 2005)

² A parish is understood to mean the smallest administrative unit in a system of local government, having its own church.

Cranham and North Ockendon – to the funding of new churches and schools. Trade focused on Romford and Hornchurch, important towns on the road to London, and on Rainham, transporting local produce and passengers to London and the continent along the Thames.

- 1.4 Development of Havering in the 19th century followed the broad pattern of most outer London boroughs, particularly those to the north and east of London, which absorbed expansion from the crowded east end of London. The establishment by a Shoreditch parish of the Cottage Homes for destitute children and orphans at Hornchurch, now St Leonards Conservation Area, is a reminder of the acute problem of poverty and poor living conditions in the east end in the late 19th century and the contrast with then-rural villages such as Hornchurch. The extension of the railway network during the second half of the 19th century initiated suburban development around station locations, both in established centres, or at new locations such as Gidea Park. Gidea Park was a late example of the local landowner as entrepreneur; the social ideals of the garden city and late Arts & Crafts movement combining with shrewd land investment to establish a discrete high quality suburb. But it was only in the 1930s, with the combined circumstances of the sale of most of the large estates, new arterial roads, the Underground, low interest rates, cheap building materials (and the opportunism of building societies in encouraging a desire for the light and air of rural suburbia), that speculative development flooded into the spaces between settlements. This blurring of the boundaries between village and countryside was only halted by Green Belt legislation in the 1930s and the post-war planning acts.

1.5 **Background to the conservation area appraisal**

Conservation areas

Conservation areas are areas of 'special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'³ and were introduced by the Civic Amenities Act 1967. Designation imposes a duty on the Council, in exercising its planning powers, to pay special attention to the desirability of preserving or enhancing the character or appearance of the area⁴. In fulfilling this duty, the Council does not seek to stop all development, but to manage change in a sensitive way, to ensure that those qualities which warranted designation are sustained and reinforced, rather than eroded. Designation also imposes a duty on the Council to draw up and publish proposals for the preservation and enhancement of its conservation areas and to consult the local community about these proposals.⁵ These duties have been emphasised by BV 219 (see below).

- 1.6 Conservation area designation introduces a general control over the demolition of unlisted buildings, certain boundary walls and fences, and the lopping or felling of trees with a trunk diameter of more than 7.5cm.⁶ It does not, however, control all forms of development. Some changes to family dwelling houses (known as

³ Planning (Listed Buildings and Conservation Areas Act) 1990 section 69

⁴ *ibid*, section 72

⁵ Planning (Listed Buildings and Conservation Areas Act) 1990, section 71

⁶ More details of the effects of conservation area designation and property owners' obligations can be found on the Havering Council website www.havering.gov.uk/planning

'permitted development') do not normally require planning permission. These include minor alterations such as the replacement of windows and doors, or the alteration of boundary walls. Where such changes would erode the character and appearance of the area, the Council can introduce special controls, known as Article 4(2) directions. The result is that some or all permitted development rights are withdrawn and planning permission is required for such alterations.

1.7 *Character appraisals*

A conservation area character appraisal aims to define the qualities that make an area special. This involves understanding the history and development of the place and analysing its current appearance and character - including describing significant features in the landscape and identifying important buildings and spaces and visible archaeological evidence. It also involves recording, where appropriate, intangible qualities such as the sights, sounds and smells that contribute to making the area distinctive, as well as its historic associations with people and events. An appraisal is not a complete audit of every building or feature, but rather aims to give an overall impression of the area. It provides a benchmark of understanding against which the effects of proposals for change can be assessed, and the future of the area managed. It also identifies problems that detract from the character of the area and potential threats to this character, and makes recommendations for action needed to address these issues.

- 1.8 The present programme of conservation area character appraisals, of which this forms part, supports Havering Council's commitment in its Unitary Development Plan policy ENV 3 to preserve and enhance the character and appearance of its conservation areas. The assessment in the character appraisals of the contribution made by unlisted buildings to the character of the Conservation Area is based on the criteria suggested in the appendix of the English Heritage *Guidance on conservation area appraisals* (February 2006), reproduced in Appendix A to this document.

1.9 *Best Value Performance Indicator BV 219*

A local authority's performance in defining and recording the special architectural or historic interest of its conservation areas through up-to-date character appraisals is currently monitored through a culture-related Best Value Performance Indicator (BV 219). This measures annually, based on the total number of the authority's designated conservation areas, the percentage with up-to-date character appraisals.

2.0 **Planning Policy Framework**

2.1 **National planning policy framework**

The legal basis for conservation areas is the Planning (Listed Buildings and Conservation Areas) Act 1990. National policy guidance is provided by Planning Policy Guidance note (PPG) 15 *Planning and the Historic Environment* and PPG 16 *Archaeology and Planning*.

2.2 Regional policy

Havering's planning policies operate within the broad framework of the London Plan (published in February 2004 and now amended), prepared by the Mayor of London. The London Plan also includes Sub-Regional Development Frameworks for all areas of London, as an intermediate step between the London Plan and the boroughs' Local Development Frameworks. Havering is within the East London Sub-Regional Development Framework.

2.3 Conservation policy and guidance in Havering

Unitary Development Plan policies

Havering's current policy framework is provided by the Unitary Development Plan (UDP), adopted in 1993. The UDP is the development plan for the borough and serves two purposes: to bring forward proposals for the development and use of land in the borough, and to set out the Council's policies for making decisions on planning applications. UDP policies can be read on the Council's website. The UDP policy on conservation areas, ENV 3, explains how the Council will implement planning legislation and preserve or enhance the character or appearance of its conservation areas. The UDP also contains a specific policy, ENV 23, for the Gidea Park Conservation Area. The UDP will be replaced in due course by the new Local Development Framework (LDF), explained below.

2.4 Existing supplementary planning guidance

To assist residents and developers, the Council has also issued design guidance, which remains a material consideration when planning applications are being assessed until replaced in new Supplementary Planning Documents (see below). Gidea Park has its own design guide to assist in the detailed interpretation of Policy ENV 23, Article 4(2) directions, and the Gidea Park Special Character Area. There is a Shopfront Design Guide for the Rainham Conservation Area, whose principles are applicable in other conservation areas.

2.5 Environmental Strategies

Within the UDP policy framework, the Council approved in September 1993 a Heritage Strategy for the Borough. In April 2000, a more detailed Heritage Strategy for Romford and Hornchurch was agreed, which is due to be incorporated in the proposed Local Development Framework Supplementary Planning Document on heritage by December 2007. These strategies emphasise that heritage conservation, which was once limited to listed buildings, scheduled monuments and conservation areas, now extends to all aspects of the environment which contribute to a sense of place and a sense of history and are of lasting value to the community. In July 2005, the Council approved the Romford Urban Strategy to provide the key partners in central Romford with an economic and physical vision for the future. This was adopted as Interim Planning Guidance in June 2006 pending the planned adoption of the Romford Area Action Plan in December 2008. This and the Hornchurch Urban Strategy will be adopted as Supplementary Planning Documents within the Local Development Framework.

2.6 *Local Development Framework*

The Local Development Framework (LDF) will replace the current UDP in due course. The LDF will consist of a portfolio of Local Development Documents (LDD), which collectively will guide development in the borough up to 2020. Supplementary Planning Documents (SPD) will expand policies set out in the Development Plan Documents (DPD) and the Council intends in due course to prepare a SPD for heritage issues, including local heritage. This will be supported by adopted and published conservation area character appraisals and related management proposals.

2.7 **Conservation areas in Havering**

There are nine conservation areas in Havering, representing a variety of survivals from different periods of its past. Although all are distinctly individual in character, some share common characteristics because of their location or origins. The southern group of Corbets Tey, Rainham, Cranham and North Ockendon, for example, share medieval administrative origins in the Chafford Hundred, and three of them also maintain their strong focus on the parish church; some retain their manor or manorial farm, which reinforces the surviving village character, even when the modern settlement is partially engulfed by suburbia, or closely pressed by industrial development. Havering atte Bower in the north of the borough also strongly retains this impression, with all the above components present. St Leonards, RAF Hornchurch, and Gidea Park, although totally different from each other, are all survivals of single historical periods and their particular ideas and architectural style. Romford, although originating with its parish church, today represents the evolution of the shopping function - from market to parade to arcade to modern mall - which defines its special interest as much as its medieval core.

3.0 **Summary of special interest of Cranham Conservation Area**

3.1 **Designation of the Conservation Area**

Cranham Conservation Area was one of the first conservation areas to be designated in Havering, on 2nd April 1968. The designation report stated that land surrounding the group of listed buildings should only be included if it contributes to the character of the area, "*which derives from its being a group of buildings and trees in open country*". One of the reasons for designation was pressure for new development in The Chase; there was also a need to control demolition, tree felling and extensions or alterations. An earlier report of 31st October 1967 defines the special interest of the Conservation Area as the following:

- The focus of the Conservation Area is an important group of historic buildings, which retains an unusual isolation in relation to the suburban development to the north and west.
- The parish church is the centrepiece, and has associations with the founder of the American State of Georgia. It is closely associated with Cranham Hall, which is a fine example of colour-washed stucco.
- There are two cottages and a fine quadrangle of brick-built slate-roofed farm buildings, which are a vital element in the group and are in the forefront of the view from the north-west.

- The whole group is well treed.
- 3.2 The listed buildings in the Conservation Area, all at grade II, are: the Church of All Saints, a railed tomb to its west, Cranham Hall, and the garden walls of Cranham Hall. Nos. 62, 64, 68 and 70 Front Lane are included in the Council's Local List. There are two green spaces within the Conservation Area, which are included in the London Parks and Gardens Trust's *London Inventory of Historic Green Spaces*. These are All Saints churchyard, which has public access, and the garden of Cranham Hall, which does not. Cranham Marsh, at the south west corner of the Conservation Area, is a designated Site of Importance for Nature Conservation and is managed as a nature reserve by the Essex Wildlife Trust. A number of public rights of way cross the Conservation Area. All of the Conservation Area is within the Thames Chase Community Forest Area.

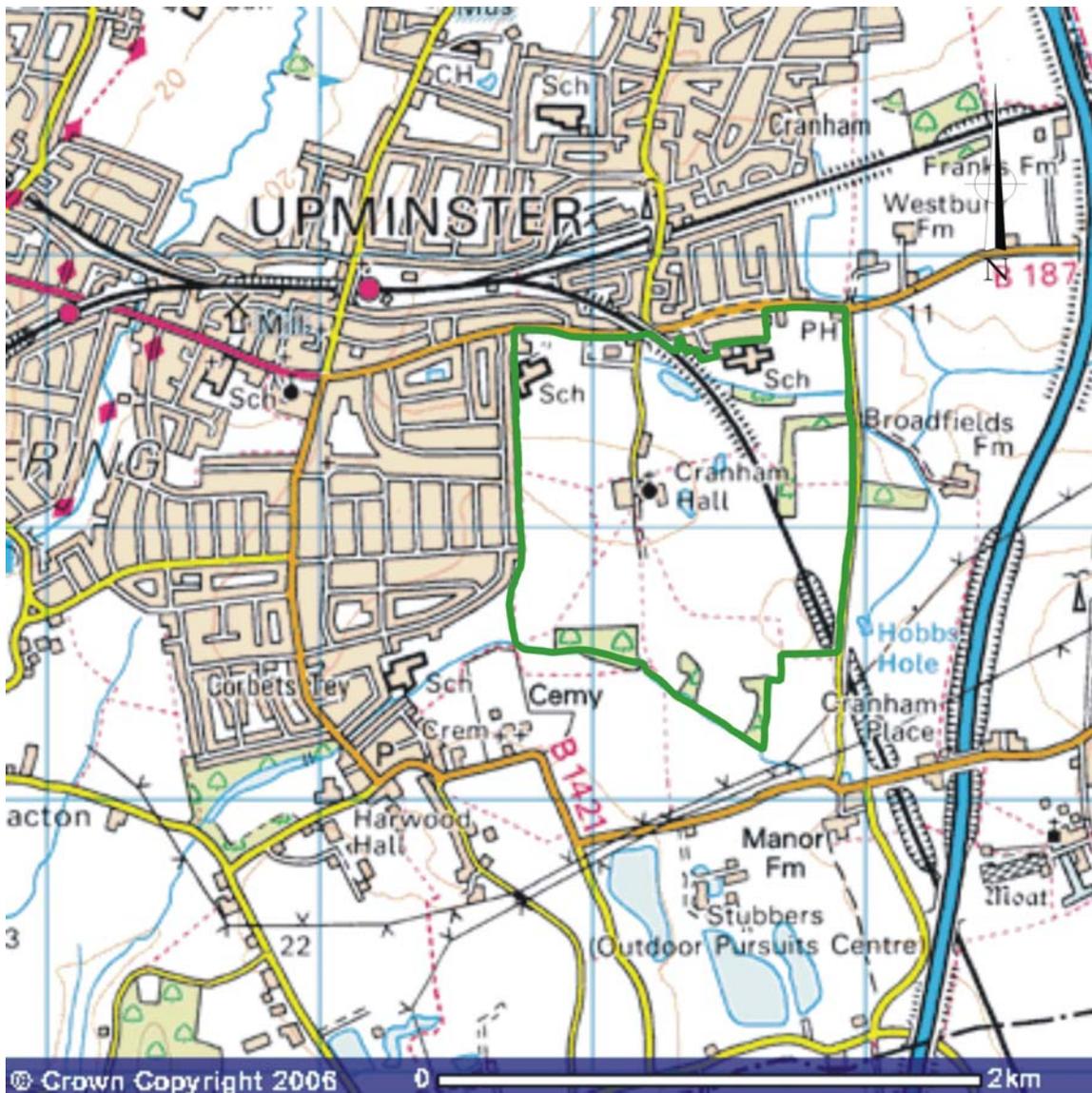
3.3 Additional qualities identified

Most of the special interest of the area defined at designation survives and the definition above is therefore still valid, although there has been more building in The Chase, and there is deterioration in the fabric of the Hall's garden walls. The farm buildings are now in business use, having been mostly unused and with the west side partly destroyed by fire, but their exterior appearance is relatively unaffected in views from outside the Conservation Area. The following points of special interest should be added for emphasis:

- The extensive open field setting on all sides gives distant views of the group, and the church is a landmark from a number of distant points.
- The narrow and heavily planted approach along The Chase (see photo below) provides a dramatic contrast to the views which open up at its southern end
- The Conservation Area's open aspect is in strong contrast to the densely built-up suburban areas to the north and west, which form a highly noticeable 'hard edge' especially visible from the north west of Cranham Farm (see photo on page 15).



Entrance to The Chase from St Mary's Lane



Cranham conservation area character appraisal map 1: Location map

— Conservation area boundary

4.0 Assessment of special interest

4.1 Location and setting

Cranham Conservation Area is located a short distance south-east of Upminster, just inside the M25 motorway and close to the railway line between Upminster and Southend-on-Sea. It is immediately south of St Mary's Lane (the B187 between Upminster and Brentwood), and is separated by open land from the rest of the built up area known as Cranham, with access along a narrow track, The Chase, to a group of buildings – the Hall, the church, and the former farm – which are the focus of the Conservation Area. To its west and north, the land is heavily

built up; to the east and south it is open. The two schools – the Coopers' Company School and Oglethorpe Primary - and other buildings included in the Conservation Area are immediately inside its northern boundary, St Mary's Lane.

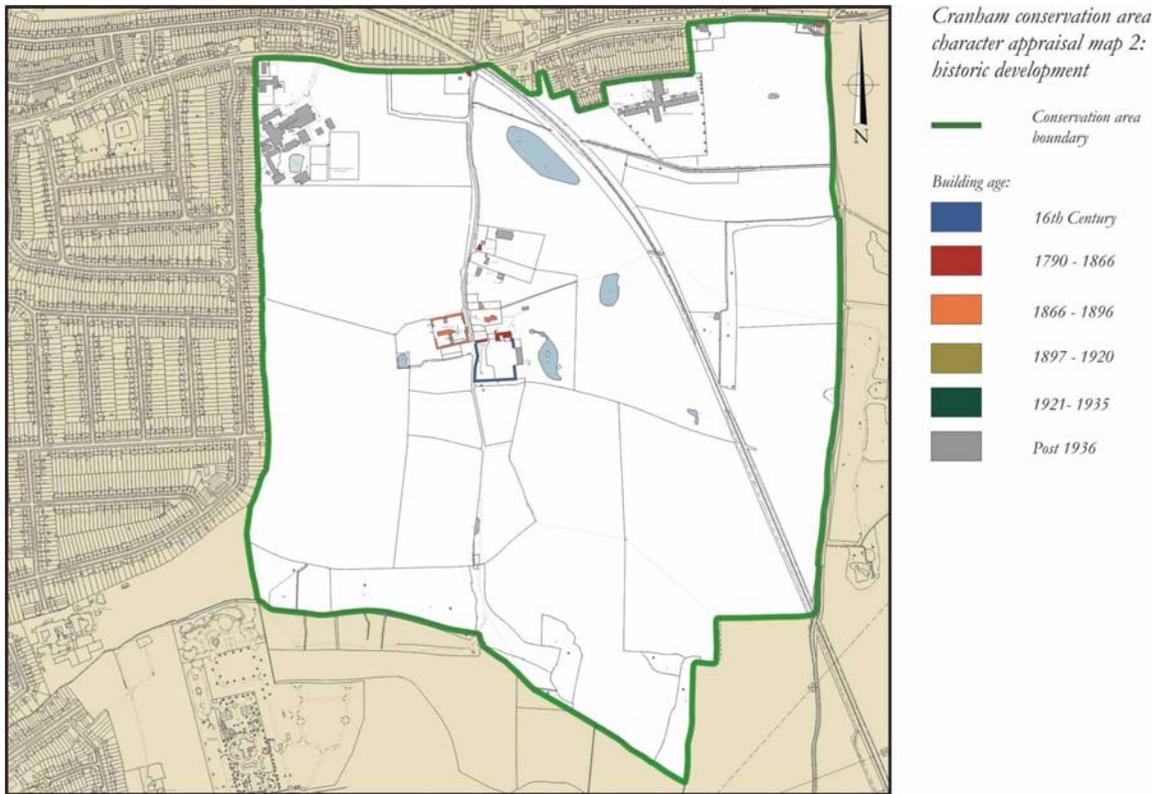
4.2 **Landscape setting, topography and archaeological potential**

The area is mainly flat, with the central group of buildings on a slight rise, so that the urban edge to the north and west is clearly defined on the horizon. The open field setting emphasises the close grouping of the Hall, church and farm buildings in the rural centre of the Conservation Area; in contrast, the schools, two public houses and cottages at the northern fringes of the Conservation Area are more closely associated with the urban edge. There is a lake to the north of the Conservation Area near the road, and three smaller ponds further south around the group of historic buildings. Except for a narrow swathe east-west across its northern part, the Cranham Conservation Area lies within an Archaeological Priority Zone and the Greater London Archaeological Advisory Service must be consulted about any applications involving 0.4ha or more.⁷

4.3 **General character**

Most of the Conservation Area is open fields, providing a setting for the group of 18th and 19th century buildings at its centre. The Chase, the narrow lane by which the group is approached, has the appearance of a private access. The schools, two public houses and cottages on St Mary's Lane and Pike Lane define the northern boundary and emphasise the open nature of most of the Conservation Area and its historic character. There is no vehicular access beyond the central group around the church; further access is by foot, or by horseback. The footpaths across the area are well used, and car journeys along The Chase are primarily for private access and attending the church and church hall. The Chase continues southwards on its original medieval route as footpath 228, connecting with more of the footpath network round the SSSI at Cranham Marsh. At its southern limit, The Chase meets Ockendon Road at Stubbers Outdoor Adventure Centre.

⁷ Further information can be obtained from the Greater London Archaeological Advisory Service at English Heritage.



4.4 Origins and historic development

Like North Ockendon, Cranham was one of the parishes of the Chafford Hundred, a long thin parish narrowing to the south bounded by Upminster on the west, Great Warley to north and east, and North Ockendon to the south. The Conservation Area is towards the south of the parish.

- 4.5 Aerial photographs taken in 1991 show evidence of crop-marks near Spring Wood and some ridge-and-furrow areas.⁸ A church was recorded on the site in 1254, which survived until its replacement in 1873. The manor in which lie the origins of the present Cranham Hall - Bishop's Ockendon or Cranham Hall – was held between the 12th and 14th centuries by the Ockendon family. The estates belonged by marriage in the 18th century to General James Oglethorpe, the founder of the US state of Georgia, commemorated in the church. Cranham Manor and its estates survived together until their separate sale in 1867, when the estate was purchased by Richard Benyon MP; it descended with his other manor of North Ockendon until 1937 when his Essex estates were broken up. Cranham Hall Farm and Cranham Lodge were sold with 415 acres to the Southend-on-Sea Estates Company. The Benyons were substantial local benefactors, funding the re-building of All Saints Church at Cranham by Richard Armstrong in 1873 and giving the site for the building of a school in St Mary's Lane. They also funded the restoration (again by Armstrong) of North Ockendon's parish church and the building of its school and reading room, and the building of the school at South Ockendon.

⁸ Dr Pamela Greenwood, *Archaeology in Havering* (1991)

- 4.6 The earlier Cranham Hall was a brick house built about 1600, lying in the north east corner of a walled garden of about 1.5 acres. Beyond this there was a small park to the south and east. Most of the house was demolished in 1790, with only a small part retained and incorporated into a new house with a main front of 5 bays. A planned farm, Cranham Hall Farm, was built to the west of the garden in the late 19th century; this is also attributed to Richard Armstrong for the Benyon estate. These buildings, with the church and churchyard, form a close grouping, with most of the garden walls still surviving.
- 4.7 Central Cranham became a commuter suburb after the Second World War. Most development occurred north of the railway, including estates built on land from the Benyon estate which was sold in 1937. Development around the eastern edge of the parish spread rapidly, and there were plans for a railway station at Cranham (on the plot of land east of the junction of the railway with The Chase), until the Green Belt Act in 1938 put a stop to further expansion.

4.8 **Spatial analysis**

- On the more distant approach to the Conservation Area from the west along St Mary's Lane, the spire of All Saints Church at Cranham is clearly visible and acts as a landmark on the horizon. Closer, it disappears and is not visible from the entrance to The Chase or along its length, hidden by trees and the houses lining the lane. The Chase, leading to the group around the church, is a narrow lane heavily planted with trees and shrubs, in contrast to St Mary's Lane, which is a busy suburban road giving access to the two schools at the north boundary of the Conservation Area. The Chase's access from St Mary's Lane has the anonymous and informal appearance of a private access drive (see photo on page 9); the sudden way in which the urban sprawl terminates to the west of the Conservation Area is not appreciated until one turns off into The Chase.
- 4.9 For most of its length, this lane does not allow clear views of the surrounding fields, only those through the dense greenery of hedgerows to the west; on the east, intermittent detached houses line the route. At the southern end of the lane, there is no further vehicle access, and public footpaths radiate from the cluster of buildings. The church is dominant not only visually, but also because its churchyard is the only area at this point with public access. The Hall's entrance is securely gated and the farm, a former Victorian 'model farm' with a large quadrangle now converted to work units, has signs and CCTV which discourage access. The public footpath continues the line of The Chase southwards past the former farmhouse, following the high boundary wall of the Hall until it emerges into open fields, with a view to the south termination of the Conservation Area at the well-treed field boundary. The view northwards, from the footpath towards the outside of the long low buildings enclosing the former farmyard, gives a good impression of its size and former importance, although spoiled by the steel skeleton of a modern farm building. Back to the north of the farm, the entrance to the footpath leading west follows the northern range and provides a dramatic view of the hard edge to the adjoining dense suburban development at the Conservation Area western boundary.



*The fringes of inter-war Upminster
Seen from Cranham Farm*



The farm from the southern public footpath

4.10 As the path leaves the protection of the wall – a contrast to the openness of the vista – there is a view back to the former western range of buildings; only incomplete high red brick walls patched with concrete block remain, with small timber cabins against them, but this view is greatly enhanced by the conjunction of the farm with the church spire appearing above its surrounding trees. The churchyard to the east of the lane provides an opportunity to glimpse the front of the Hall, otherwise well concealed by trees and walls from public view. To the east, a footpath leads under the railway line which slashes diagonally across the field to the eastern boundary of the Conservation Area, giving further views back to the house and church.



*Cranham conservation area
character appraisal map 3:
character analysis*

- Conservation area boundary
- Listed building
- Locally listed building
- Building making a positive contribution to the area
- Neutral building
- Building with a negative impact on the area
- Area with a negative impact
- Water feature
- Open space
- Historic green space
- Focal point
- ▲ Key view
- ▲ Continuous view
- ▲ Poor view
- - - Foot path

See next page for larger scale map showing central building group

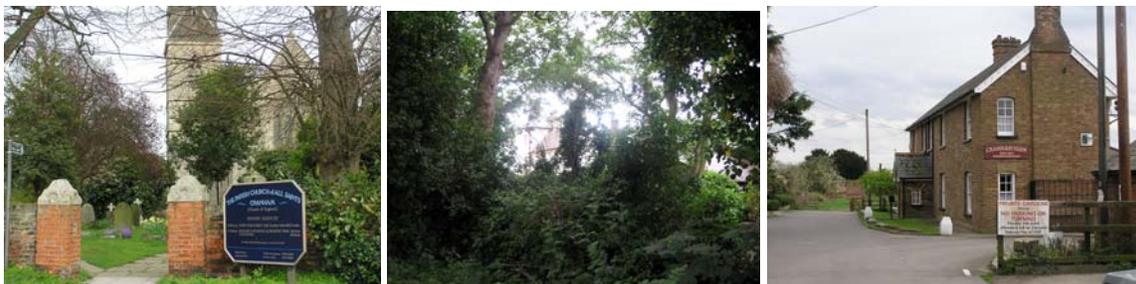


4.11 Character analysis

Activity and uses

Until the later 19th century, most of the parish was in agricultural use. Cranham Hall Farm was one of the largest farms in the parish in the later 18th and early 19th centuries. In 1839, at 474 acres, it was one of only two farms of twelve which had over 100 acres. The farm has now been converted to work units and is also used for livery stables. Apart from the church, the church hall and the business complex, the area is residential.

4.12 Architectural quality and contribution to special character



Cranham church

Cranham Hall, from churchyard

Cranham Farm

The church and the Hall are the buildings which establish the character and confirm the history of the Conservation Area. The grade II listed church, built in a Gothic style in 1873 by Richard Armstrong with funds provided by Richard Benyon, is of high quality in design and materials; as a rural church donated by

the local landowner, it is a rarity in Greater London. It makes a significant contribution to the immediate setting, providing an attractive prospect flanked by trees through the churchyard, and at a distance its spire is a local landmark from many points. A railed tomb to the west is listed grade II.

- 4.13 The Hall is appreciated from the main approach as much by its enclosures as by its actual presence, since the frontage can only be seen close up from within the churchyard. The house, listed grade II, is in stucco, with a low pitched slate hipped roof and has three storeys and five bays, with a wide porch. The grade II listed garden walls are from the 16th century, enclosing the previous house on the site. They are heavily patched, and in some places badly repaired. Nevertheless, their visual contribution to the route north/south through the site is considerable and they are the best surviving examples in the borough. The farm has been much altered by the conversion, but the form and materials are sufficiently intact to complement the listed buildings. The buildings form a quadrangle round a yard; the limited apertures emphasise the enclosure from the outside in the view from the south.



The northern perimeter: Pike Lane and St Mary's Lane

- 4.14 On the northern fringe of the Conservation Area, the two public houses on St Mary's Lane, the adjoining cottages and those at the corner of Pike Lane continue the rural character of the Conservation Area, but at the northern end of The Chase by the railway bridge the alterations to Cranham Lodge and the less desirable aspects of the suburban fringe it adjoins (a derelict garden centre and unattractive signage) diminish the character.

4.15 *Key unlisted buildings*

The farm complex, including the cottages and the quadrangle, makes an important contribution to the character of the Conservation Area, figuring in many views as part of the setting of the church and Cranham Hall. Its red brick blends with that of the listed garden walls. The two public houses and the cottage on the corner of Pike Lane and St Mary's Lane also make a positive contribution,



Cranham Farm and its farmhouse

4.16 *Negative elements – loss, intrusion and damage*

Unfortunately, the rural appearance of the approach through the Conservation Area from St Mary's Lane along The Chase is marred by the intrusive white painted bollards lining its verges. Once the building group at the end of the road is reached, the signage controlling access to the former farm buildings (now work units) and to the Hall is very noticeable (which is no doubt the intention); it is at odds with the rural character and detracts from the appearance of the area. On St Mary's Lane, the car park to the Thatched House public house, an extensive roadside area open to the road, detracts from its setting. The window alterations to Cranham Lodge have affected its character and that of the Conservation Area at this point.



Car park to the Thatched House PH, and the entrances to Cranham Hall

4.17 *Condition of area and built fabric*

The only fabric in poor condition is that of boundary walls, both the listed Hall's listed garden walls and the rear buildings of the farm quadrangle. Both have an adverse effect on important views and routes, in addition to the effect on the fabric itself in the case of the Hall's garden wall. The coping and much of the wall has been badly repaired, with poorly-executed pointing in cement mortar.



Walls to Cranham Hall garden



West boundary of Cranham Farm

4.18 *Problems and pressures*

The perceived need on the part of landowners to maintain security, and to control access and the parking of cars, has meant that all three buildings in the central group are affected by intrusive and inappropriate signing and street furniture. Although to some extent understandable (and in any case not within the control of the local authority), this conflicts with the quality of the fabric and setting, particularly since the footpath routes are well used by walkers and runners from neighbouring areas.

5.0 **Community involvement**

Responses made during public consultation have been incorporated into the text where relevant.

6.0 **Boundary changes**

Boyd Hall and the remains of a medieval road pattern, currently outside and to the north east of the Conservation Area, form an important part of the setting of the Conservation Area. Extending the boundary of the Conservation Area to include this area does not appear practical, as it would necessitate the inclusion of a large area of development of little architectural or historic interest. However, the effects of any development proposals within this area on the setting of the Conservation Area would be a material consideration in the planning authority's handling of such proposals. English Heritage's *Guidance on the management of conservation areas* (2006), para 3.15, reiterates the advice in para 4.14 of *Planning Policy Guidance note (PPG) 15* and points out that the effect of proposed development outside a conservation area on its setting, or views into or out of the area, "should be taken into account by the local planning authority when considering the proposal". Further work beyond the scope of this appraisal may be required, so that more detailed policy guidance can be provided on features of interest in this setting area and/or to assess its potential for future designation.

7.0 Summary of issues

- There is a need for careful and appropriate repair to Cranham Hall garden walls, which have been badly repaired in the past with poor materials and pointing.
- The entrance to The Chase is unattractive and does not do justice to the character of the area beyond it.
- Inappropriate joinery replacements at Cranham Lodge detract from the approach to The Chase entrance.
- The white painted posts which line The Chase are inappropriate to the character of the Conservation Area and are visually intrusive in the approach to the core group of listed buildings.
- The footpath between Pike Lane and Cranham Hall needs improvement
- The distant views of the Conservation Area across fields, and its rural setting to the south and east, mean that retaining appropriate planting to residential property within the Conservation Area is important. Guidance should be provided on this.

8.0 Contact details

Please contact:
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London Borough of Havering
9th Floor, Mercury House,
Romford RM1 3SL

Tel: 01708 432868
Fax: 01708 432696
Email: environmental.strategy@haverling.gov.uk

Management Proposals

9.0 Introduction and background

- 9.1 The management proposals for Havering's conservation areas are based on the character appraisals and provide detailed strategies for the positive management of change within these areas, in order to preserve and enhance their distinctive character. The proposals aim to *preserve* each conservation area's positive characteristics by the detailed application of planning policies and the implementation of some new controls; and to *enhance* the character of each area by encouraging the improvement or re-development of sites which detract from its character.
- 9.2 English Heritage's revised guidance on conservation area management (February 2006) states in paragraph 5.1 that "The character appraisal should provide the basis for developing management proposals for the conservation area that will fulfil the general duty placed upon local authorities under the Act, now formalised in BV219c, to draw up and publish such proposals. The proposals should take the form of a mid- to long-term strategy setting objectives for addressing the issues and recommendations for action arising from the

appraisal, and identifying any further or more detailed work required for their implementation.”

- 9.3 The English Heritage guidance also suggests (paragraph 5.2) what issues a management strategy might cover. Relevant issues for Havering’s conservation areas appear to be:
- the application of policy guidance, both national and local, and site-specific development briefs
 - establishing procedures to ensure consistent decision-making
 - establishing a mechanism for monitoring change in the area on a regular basis;
 - a rapid-response enforcement strategy to address unauthorised development
 - proposals for Article 4(2) directions, following detailed survey and justification, which will restrict permitted development rights by requiring planning consent for specific alterations to residential properties;
 - intended action to secure the future of any buildings at risk from damage, vacancy or neglect;
 - enhancement schemes and ongoing/improved management regimes for the public realm
 - a strategy for the management and protection of important trees, street greenery and green spaces; and
 - proposals for an urban design/public realm framework for the area (setting out agreed standards and specifications for footway surfaces, street furniture, signage and traffic management measures).

10.0 Management proposals for the Cranham Conservation Area

10.1 Introduction and background

The character appraisal of the Cranham Conservation Area sets out in section 3.0 a list of key characteristics (or ‘positive factors’) which provide the special interest of the conservation area. These are summarised as the ‘Definition of special interest’ of the conservation area. The management strategy sets out the Council’s proposals for protecting these key characteristics. Similarly, the character appraisal examines problems and pressures (or ‘negative factors’) in each character area, summarised at the end of the appraisal as ‘Issues affecting the conservation area’, and the management strategy addresses these with proposals for improved management, enhancement or re-development where appropriate, in consultation with stakeholders.

- 10.2 In the following table of proposals, the first column shows the general categories of proposals; not all conservation areas will generate issues to be addressed in all these categories.

APPENDIX A

Criteria for assessing unlisted building in a conservation area
[from English Heritage guidance *Conservation area appraisals* (2006)]

When considering the contribution made by unlisted buildings to the special architectural or historic interest of a conservation area, the following questions might be asked:

- Is the building the work of a particular architect of regional or local note?
- Has it qualities of age, style, materials or any other characteristics which reflect those of at least a substantial number of the buildings in the conservation area?
- Does it relate by age, materials or in any other historically significant way to adjacent listed buildings, and contribute positively to their setting?
- Does it individually, or as part of a group, serve as a reminder of the gradual development of the settlement in which it stands, or of an earlier phase of growth?
- Does it have significant historic association with established features such as the road layout, burgage plots, a town park or a landscape feature?
- Does the building have landmark quality, or contribute to the quality of recognisable spaces, including exteriors or open spaces with a complex of public buildings?
- Does it reflect the traditional functional character of, or former uses within, the area?
- Has it significant historic associations with local people or past events?
- Does its use contribute to the character or appearance of the conservation area?
- If a structure associated with a designed landscape within the conservation area, such as a significant wall, terracing or a minor garden building, is it of identifiable importance to the historic design?

Any one of these characteristics could provide the basis for considering that a building makes a positive contribution to the special interest of a conservation area, provided that its historic form and values have not been seriously eroded by unsympathetic alteration.