

London Borough of Havering

Rainham Conservation Area Character Appraisal and Management Proposals



prepared by
The Paul Drury Partnership



Rainham Conservation Area
Character Appraisal and Management Proposals

Contents	Page no:
Appraisal	
1.0 Introduction and background	4
2.0 Planning policy framework	6
3.0 Summary of special interest: Rainham Conservation Area	8
4.0 Assessment of special interest	10
5.0 Suggested boundary changes	22
6.0 Community involvement	22
7.0 Summary of issues	22
8.0 Contact details	23
Management proposals	
9.0 Introduction and background	23
10.0 Management proposals for Rainham Conservation Area	
Appendix A Extract from <i>Guidance on conservation area appraisals</i> (English Heritage, 2006)	
Appendix B Designation report for Rainham Conservation Area	
Maps	
Map 1 Location and context	10
Map 2 Historical development	12
Map 3 Townscape analysis	16
Illustrations	
Plate 1 Rainham Triangle, 1905 (<i>Dagenham & Rainham Past, Sue Phillimore, 2000</i>)	



The Paul Drury Partnership

114 Shacklegate Lane
Teddington
TW11 8SH

Tel: 020 8977 8980

Fax: 020 8977 8990

Email: info@pdpartnership.com

All maps are reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Officer © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. All photographs by The Paul Drury Partnership unless otherwise acknowledged.

Rainham 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 Cranham and North Ockendon – to the funding of new churches and schools.

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.

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 buildings material (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, the display of advertisements, 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 web-site. 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 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 Developments 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 Rainham Conservation area

3.1 Designation of the conservation area

Rainham Conservation Area was designated in April 1968 and was one of the first conservation areas in the Borough, with Romford and Cranham, to be designated. There have been no extensions to the boundary since then. The designation report focuses on the *“old buildings which give the village its character”*, but recognises the need to include other sites and buildings *“having a definite bearing on the character of the village”*. In this case, the focal group consists of the Church of St Helen and St Giles, the Vicarage, Redberry, the War Memorial, Rainham Hall and The Lodge, the stable block adjoining The Lodge, and 2-8 Upminster Road South. Other than this, the report does not specify the special interest.

3.2 The listed buildings in the Conservation Area are: at grade I, the Church of St Helen & St Giles; at grade II*, Rainham Hall, the forecourt railings, gates and piers to Rainham Hall; The Lodge, and the stable block at Rainham Hall. Listed at grade II are the garden wall of Rainham Hall between Nos.15-37 Wennington Road; No. 29 Broadway (Redbury or Redberry), The Vicarage, and the War Memorial and K6 telephone kiosk. Locally listed buildings are Nos. 9-27 Upminster Road South, 12 Broadway, The Bell PH, The Angel PH, and Broadway Cars.

3.3 The garden of Rainham Hall and the churchyard, which both have public access (although very limited in the case of Rainham Hall's garden), are included in the

London Parks & Gardens Trust's *London Inventory of Historic Green Spaces* for Havering.

3.4 Additional qualities identified

- The Conservation Area is part of an ancient settlement which developed in medieval times and retains a distinctive identity through its clear physical separation from surrounding built development.
- It is also still defined and identified with natural features – a spit of high land separating Rainham Creek, the Ingrebourne river and Rainham Marshes - which were the reason for the original settlement.
- The early origin (pre-1086) and relatively unaltered appearance of the church and its significant position as a landmark provide a focus for the Conservation Area; and the churchyard provides a well-used semi-public open space, which is also very important as a setting for the buildings.
- The area has, at its centre, a very high quality group of listed buildings (grade I, II* and II), which are architecturally significant, but also indicative of the economic history of the village through its association with trading from successive Rainham wharves – medieval, Georgian and early 20th century.
- The unlisted buildings in Broadway and Upminster Road South provide an appropriate backdrop for the listed buildings, and in their own right help to retain the character of a traditional settlement despite the proximity of modern built development. Many 19th century shop-fronts survive in whole or in part.
- Many small traders and a range of local services survive, giving the area a lively and independent local character, which is not dominated by the standard frontages of national retailers.
- The three public houses retain much of their character and detailing, and also act as landmarks at the entrances to the village.
- Alleys and paths from the main streets, which indicate the historical pattern of development, give glimpses of rear gardens and the creek, and wider views out to the setting of the Conservation Area.
- Gardens and open spaces have many fine mature trees which complement the listed buildings, and also diminish the effect of less attractive elements in the Conservation Area.
- The path to and from Tesco has contributed positively to the townscape with its arch on the street frontage, and by making a direct link may encourage use of the village shops.



Rainham conservation area character appraisal map 1: Location map

— Conservation area boundary

4.0 Assessment of special interest

4.1 Location and setting

Situated twelve miles east of the City of London, Rainham is on the edge of Rainham Marshes which border the Thames, although it is separated from them by the railway line and the A13, one of the main eastward routes out of London. It is therefore the closest of Havering's conservation areas to the River Thames, and very close to the borough's boundary. The majority of the settlement is to the north of the A1306, but the historic village centre lies on the B1335 to

Wennington on the old London to Southend route. Divided by the valley of the River Ingrebourne from neighbouring Hornchurch, and with open countryside to the north and east, the settlement is still physically isolated from nearby suburban development, with only the approach from the west being densely built up.

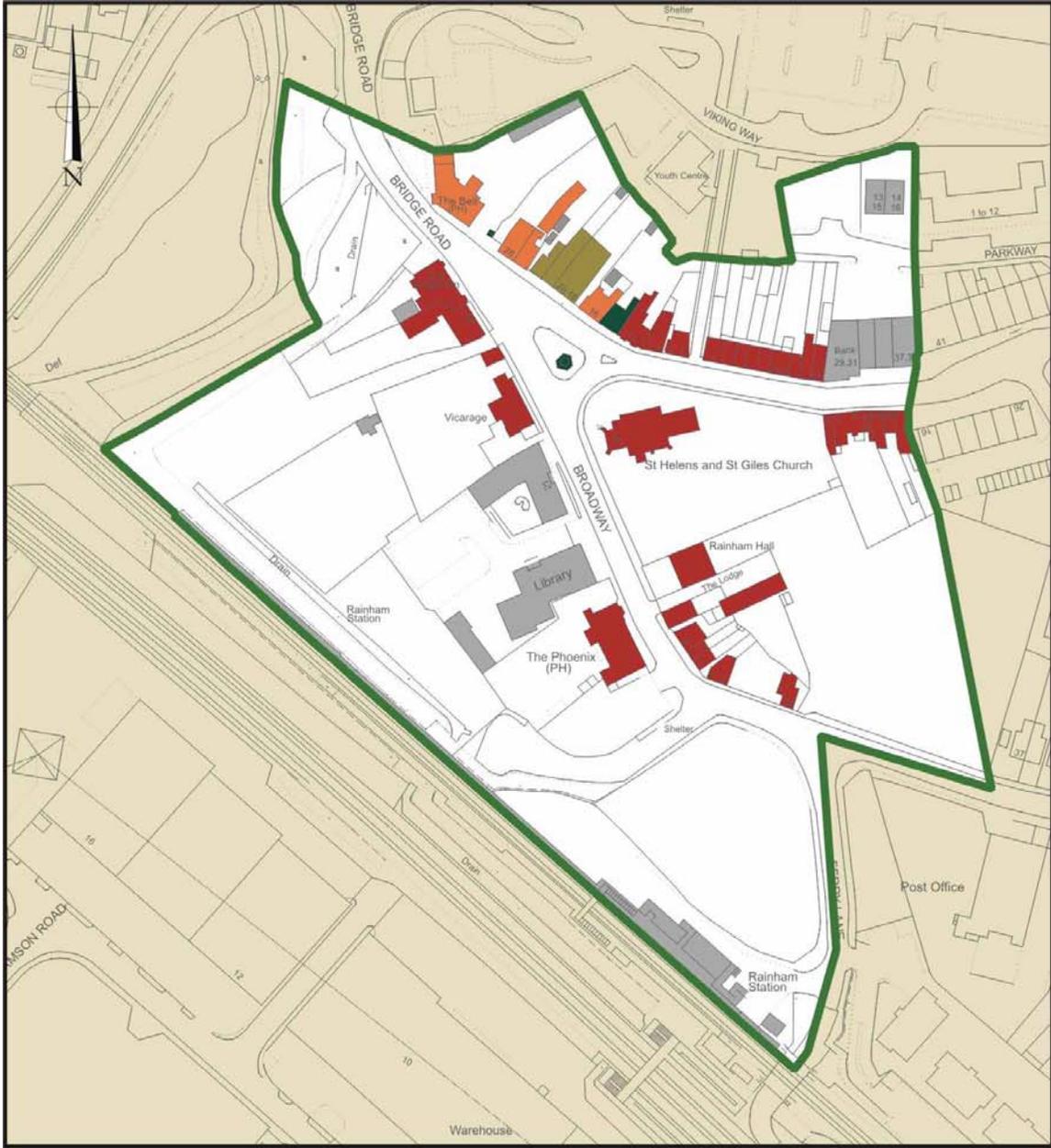
4.2 Landscape setting, topography and archaeological potential

Like many of the other conservation areas in the urban fringes of the Borough, the village is embedded in suburban development on one side, but surrounded by open countryside on the rest. In this case, the River Thames's marshes, and its tributary the Ingrebourne emerging onto the Thames at Rainham Creek, define the south and west of the village. From the north round to the south east, open and flat countryside extends across the M25 and into Essex, dotted with farms, sand and gravel pits and country parks. The alluvial marshlands of Rainham are only 1.5 to 1.8 metres (5ft -6ft) above sea level, and the rest of the area rarely rises above 18 metres (60ft). However, the alignment of the Thames at that point protects them from the worst storms. The entire Conservation Area is an Archaeological Priority Area and the Greater London Archaeological Advisory Service must be consulted about all applications within it.⁷

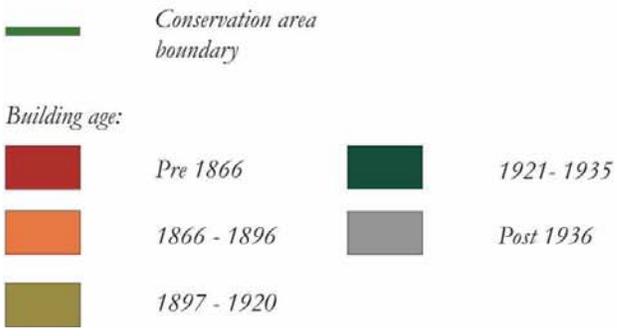
4.3 General character

Rainham Conservation Area has retained the appearance of a village - focused on its fine Norman church, Rainham Hall and the local shops - despite its proximity to industrial land to the south west and suburban Hornchurch to the north-west. Its separation from other development is still pronounced, especially when approached from the eastern part of the A1306 and from the lanes to the north and east. The centre of the village visually and historically is the church and churchyard, the latter being well used and a strong visual focus because of its location close to the shops and between the two main streets which converge to the west of the church at the open space around the War Memorial. Next to the church, Rainham Hall, The Lodge, the stable block, the vicarage and Redbury House - all listed buildings - define the historic centre, as do the continuous frontages of varied 18th and 19th century shops and houses on Broadway and Upminster Road South, which form an attractive traditional setting to the churchyard. The creek-side path and small park provide a contrast to the busy road through the village, and a view out. The street frontages are in strong contrast to the haphazard and mostly neglected backlands of the shops of Upminster Road South and Bridge Road, which face the new Tesco; these back views provide an unfortunate first sight of Rainham on the new footpath from the car park to the centre. Similarly, the eastern 'gateway' to the village, the approach from the rail station, is marred by neglected or poorly maintained sites.

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



Rainham conservation area character appraisal map 2: historic development



4.4 Origins and historic development

Neolithic, Iron Age, Romano-British and important Anglo-Saxon remains, suggesting continuous settlement from the Bronze Age through to early Saxon times, have been found in the area around the village. The name may be from the Saxon *roeginga-ham*, the 'settlement of the prevailing people'. The river crossings to Kent pre-date the Roman occupation, and numerous long and short ferries have been introduced over the centuries. The 'short ferry' from Erith in Kent to the hamlet of Rainham Ferry was established in the 12th century. Medieval Rainham was one of the fourteen parishes of the Chafford Hundred, occupying its south westerly corner adjoining the Liberty of Havering. As a small port for coastal shipping, Rainham Creek was used as means of ferrying out stock - there was extensive grazing on the marshes - as early as 1200. Local trade and employment continued to relate to the intensive river traffic and to focus on the creek and its wharves, providing shipwrights, watermen and lightermen.

4.5 Little growth took place until the 1860s. There were 44 houses in the parish by 1670 and the village remained relatively small until the coming of industry and the railway and subsequent suburban expansion. Its population increased from 868 in 1868 to 3,897 in 1931, with the introduction of industry and the establishment of the village as the nucleus of a dormitory suburb, and nearly doubled again after World War 2 to 7,666 in 1951. The road pattern also remained much the same from medieval times to the later 19th century. In the Middle Ages, settlement clustered around the church, but the church is the only medieval building surviving. By the 17th century, the wharf and ferry across the Thames were well established, and there were several public houses. Hardly any buildings remain from this period; apart from the late 12th century church (the oldest in the Borough), the earliest surviving buildings are probably Nos. 2-8 Upminster Road, a group of timber framed cottages of about 1700, and the vicarage, a late 17th century house encased in brick in 1710.



Plate 1: Rainham Triangle in 1905



2-8 Upminster Rd South, dating from the C17th

4.6 Trade increased from the early 18th century and the prominent houses of this period, Rainham Hall and Lodge, and Redberry (or Redbury) House, were built with the profits of trade from the wharf. John Harle was the owner of Rainham Wharf and associated granaries in the early 18th century and built Rainham Hall in 1729. The wharf was replaced in the early 20th century and continued in use in various ownerships until 1969.

- 4.7 In 1854, the railway line owned by the London Tilbury and Southern Railway was opened as far as Tilbury, with a station at Rainham. The railway line made the 'long' ferry route redundant, but pleasure steamers continued to call. When the line was electrified in 1961, a new station was built. Later 19th century and early 20th century housing growth was mainly to the east of the village centre, but a new shopping parade was built in Upminster Road South in 1907. Three public houses were re-built in the village in the late 19th and early 20th century, and some later 1970s public buildings and offices - their design now appearing utilitarian and unsympathetic to the historic setting - are unfortunately prominent. The construction of a Tesco superstore and a public car park on the edge of Rainham has re-defined access to the village centre, with a footpath from the car park to Upminster Road South.

4.8 **Spatial analysis**



The approach from the north west, Bridge Road, and from the east at Ferry Lane

- The conservation area's geographical centre is the churchyard, which is the most important space in the village, just as the church is the main landmark. The open views to the west emphasise the tightly-knit frontages of the streets which form the church's setting and create a sense of enclosure for the churchyard. The churchyard is both a through-route and a sitting-space, and the small scale of the church complements its intimate character. From this central space, of which the open triangle of road around the War Memorial - formerly the village green - is a natural extension, narrow routes lead off and there are glimpses through to backland such as the garden behind Redberry House, the rear areas behind Bridge Road's east side, and the new footpath to Tesco. The amount of road surface involved in the 'triangle', and the use of the clock-tower and War Memorial as a traffic roundabout, mean that the buildings struggle to maintain a presence in the face of traffic and tarmac, although the new A13 and the Ferry Lane bypasses were intended to reduce traffic through the centre.
- 4.9 The approach from the east along Wennington Road is the least attractive in townscape terms, despite its proximity to the garden of Rainham Hall, which is hidden behind a wall at this point. The Ferry Lane junction is wide, the adjoining vacant site unkempt, and the Phoenix's car park no more than functional. The curve in the road which reveals Rainham Hall and the church emphasises the positive contrast between this 'gateway' area and the traditionally-scaled main

street, defying the dreary public library, car park entrance and Council offices opposite. The path past The Lodge gives wonderful glimpses of the stables and the Hall's garden and trees, and the semi-public forecourt allows the Hall's magnificent frontage to be properly appreciated as a complete composition at a distance. Similarly, the expanse of churchyard between Rainham Hall and the church allows the long view which reinforces its role as the focus of the village. Opposite, the long and wide side access to Redberry indicates its former connection with the wharf and provides a view beyond the street and an appreciation of Redberry's massing and importance in the street.



Redberry's access,(previously to the wharf), entrance to Rainham Hall garden, and former station access: these narrow lanes record the grain of historic development

- 4.10 The approach from the north along Bridge Road gains from the contrast with the wide open spaces of the Tesco car park and its accompanying road system, so that the two Victorian public houses, The Bell and the Angel Inn, appear to act as door-keepers of the historic centre, and the little open space at the entrance to the footpath along Rainham Creek suggests alternative views. The church's stumpy tower and spire are an immediate focus ahead, surrounded by good trees.
- 4.11 The approach from the north east along Upminster Road South is more conventional, with suburban ribbon development and modern shops and commercial premises gradually giving way to the smaller scale 19th century shops opposite the churchyard; but the church and churchyard again draw attention, well set off by the visually and historically important listed corner group at Nos. 2-8. The footpath from the public car park at Tesco gives a very different perspective on the village centre, exposing unattractive rear elevations and piecemeal extensions; however, the increased pedestrian activity from this link adds to the liveliness of the centre and links it to the hinterland, even if the architecture of the store is not a positive asset.



Rainham conservation area character appraisal map 3: character analysis

- | | | | | | |
|--|-------------------------------------------------------------------------------------------------|--|----------------------------------------------------|--|-----------------------------|
| | <i>Conservation area boundary</i> | | <i>Neutral building</i> | | <i>Historic green space</i> |
| | <i>Listed building</i> | | <i>Building with a negative impact on the area</i> | | <i>Key view</i> |
| | <i>Locally listed building</i> | | <i>Area with a negative impact</i> | | <i>Poor continuous view</i> |
| | <i>Building making a positive contribution to the area</i> | | <i>Open space</i> | | <i>Poor view</i> |
| | <i>Building with opportunity for enhancement</i> | | | | <i>Focal point</i> |
| | <i>Shopfront with opportunity for enhancement (work ongoing under HERS for some shopfronts)</i> | | | | |

4.12 Character analysis

Activity and uses

The village's origins in river-based activity, and its location at the edge of agricultural land to the east and former grazing land on the marshes, mean that historically it has focused on combining the two with trading via the Thames to London and the continent. Since the mid 19th century, the arrival of the railway to supersede commercial and passenger transport by river, and the industrial expansion of Dagenham to the west, has changed not just the occupations, but also the appearance and logic of the village, with the successive wharves no longer a functional part of the scene. However, the small shops and local services, the station, the three public houses, the large supermarket and the library all generate sufficient activity from their residential catchment area for the village to appear as an integrated and to some extent self-sufficient community. The ownership of Rainham Hall by the National Trust, and the historic value of the Norman church establish the village as an attraction for visitors.

4.13 Architectural quality and contribution to special character



Key listed buildings are all in Broadway: (clockwise) Rainham Hall & stables, Redberry, the church and the vicarage

The *Broadway* contains most of the Conservation Area's listed buildings. The church is listed grade I; Rainham Hall, its railings, gates and piers, The Lodge and stable block are listed grade II*, and No 29 Broadway (Redberry), the Vicarage, the War Memorial, the garden walls to Rainham Hall, and the K6 telephone box are all listed grade II. *Bridge Road* provides the setting for the 'set-piece' views of the church. Broadway at the south-eastern end begins

inauspiciously with a collection of five small 19th century houses, all of which could make a better contribution to the townscape with more sensitive treatment. The Phoenix is a good quality Victorian public house, which has survived with little change, but could be much improved by a better quality car park setting to bring out its positive aspects. The Lodge and Rainham Hall dominate the street as it continues north, with the fine detailing of railings, brickwork and forecourt as an introduction to the grand front elevation. Pevsner describes the house as “*sumptuous though small*”. The church is a complete Norman church of high quality and makes its impact because the simplicity of massing and features allows attention to be concentrated on its materials (stone, flint rubble and later brickwork), and details. Fortunately, the attractions of Rainham Hall and the church distract the eye from the functional 1970s public library and Council offices opposite.

- 4.14 The west side of the street is rapidly redeemed by The Vicarage, an early 18th century house with probable 17th century origins, which forms a group of high quality with the well-restored little former toll-house (now Broadway Cars) at its north side and Redberry at No. 29. Redberry dates from about 1800 and has retained its traditional joinery; it has a slightly later coach house and stables behind and its important contribution to the street is further enhanced by its setting - the carriageway at its side with well-detailed stone and granite sett paving, and the long brick wall to the Vicarage garden. Its neighbour, The Angel public house, is a good companion, its lower ridge line allowing Redberry to maintain some dominance with its tall attic storey, but The Angel’s appearance is not improved by dull brown stained fencing which conceals the pub garden. The Bell on the other side of Broadway (*see second photo on next page*) is more elaborate, with a grand two-storey porch with over-sailing first floor and turned columns to the ground floor; all this is in contrast to its bleak forecourt and the adjoining automated WCs. The Bell has the effect of an entrance lodge to the village centre. Like The Phoenix, it has retained its glazing pattern – in this case, small pane upper sashes – which adds greatly to its character and importance. Sadly, its car park and access, to the south east of The Bell, are blots on the townscape.
- 4.15 The north east side of Broadway has a series of groups of modest two and three storey town buildings at Nos.12-28, mostly of the late 19th and early 20th century, which form a pleasantly modest backdrop to the central triangle and listed war memorial. Some suffer from poor shop-fronts, bland treatments and PVCu replacement windows. No. 12 is 18th century, and should be listed; it is in need of repair, as the timber beam over the shop-front is visibly deteriorating. Nos.18-24 (*see photo below*) are interesting architecturally, and dated on the gables as 1907; the symmetrical composition with Arts & Crafts influences contrasts gables at either end with mansard roofs in the centre pair. The casement windows survive, but not the shop-fronts. Most of the stacks survive, and the rear stacks (and the side view of No 18 along the passageway) are important in establishing the three dimensional form of the group. At the rear of Nos. 26-28, a long two storey brick building – possibly a stable or coach house originally - appears to have been in domestic use, although its southern façade has a stained glass window.

4.16 *Upminster Road South*, has at Nos. 1-27 the most consistently good group of unlisted buildings in the conservation area, a continuous run of two storey very early 19th century cottages with ground floor shops, many of which retain good fronts and details. The Ship at Nos. 1 & 3, and Nos. 5 (Mr Chippy) and 7 have moulded surrounds to flush sashes. No.5 retains its original shop front surround with decorative capitals to the pilasters. The group at Nos. 9-27 all have simple plain glazed sashes, dentil cornices, chunky stacks and slate roofs - the consistency of the white render and fenestration at the first floor is very important - and most have more-or-less traditional timber shop fronts, although the first and the last two have been entirely rebuilt. No. 13 & 15 still has a 19th century shop front. Across the road, Nos. 10-14 are equally good, although only No.12 (Rainham Cobbler) has been well-treated with a traditional shop-front and timber fascia. The 18th century listed group at Nos. 2-8 links this modest commercial street frontage to the church by turning the corner, with a windowed elevation to the churchyard. The relatively few windows to the street, and the low key shop-fronts, allow attention to focus on the church.

4.17 *Key unlisted buildings*



Broadway Cars, The Bell PH and Nos. 18-24 Broadway – all are unlisted buildings important to the village centre’s character

The groups of shops on the north east side of Broadway and Upminster Rd South all have group value for their modest height and predominantly 19th century and early 20th century date. Of these, Nos.12 Broadway, Nos.18-24 (even) Broadway, Nos.1-27 (odd) Upminster Road South and Nos.10-14 Upminster Road South are the most interesting historically and architecturally. The three public houses are all key buildings and landmarks in the townscape; The Bell is the most dramatic architecturally, but both The Bell and The Phoenix retain much of their original appearance, including fenestration, to the benefit of the townscape. Broadway Cars appears to be part of the curtilage of The Vicarage and should be listed for its group value with this and Redberry.

4.18 *Local details and materials*

Brick and render are predominant, with tiled or slated roofs. The quality of brickwork varies with the age and status of buildings. In the unlisted buildings in Upminster Road South, the unity of the largest group of shops is much enhanced by the unity of materials, render and slate roofs, above the varied shop-fronts. Traditional painted timber shop-fronts prevail, much preferable to the dark stained hardwood which occasionally appears.

4.19 *The public realm*

The public realm's buildings and spaces within the Conservation Area do not as a rule complement the good quality of the buildings. Obvious examples of this are the open area to the north of The Bell, the library and the entrance to the



Poor quality public realm sites: Bridge Road next to The Bell; the library and car park; planters; and uncared for sites at Wennington Road

library car park, the original approach road to the old Rainham Station, now an unattractive dead-end car parking area, and the bleak road treatment around the War Memorial. The path along the creek suffers from being isolated and prone to graffiti.

- 4.20 Although the York stone paved footways in Upminster Road South with granite sett details are a positive feature, the existence of giant (and unplanted) brown stained timber planters, and intrusive telephone boxes, is unfortunate. The ugly planter also appears at the south end of Broadway, accompanied by an equally charmless bench and bin.

4.21 *Greenery and green spaces*

The mature trees which form a backdrop for much of the streetscape are an invaluable part of the Conservation Area, rescuing even the more unattractive corners. There is little necessity for street trees, because gardens and open spaces – such as the churchyard and Rainham Hall's garden - provide the greenery, and even the trees lining the railway have a visual function in softening the views of pylons. The little park at the access to the creek-side path is an important element in the streetscape, and there is a memorial garden to the rear of the library.

4.22 *Condition of area and built fabric*

Open areas, car parks and 'left-over spaces' are often in poor condition, while the buildings themselves are generally well-maintained. The area behind the properties on the north east side of Broadway is open to view, but the rear



Unpleasant view from the Tesco footpath, and The Bell's bleak car park entrance - a poor setting for the listed K6 phone box.

elevations have a poor appearance, with ad hoc additions of shacks and sheds and badly surfaced random parking areas. The two Victorian rear WCs could be restored. This and the car parking area to the Phoenix and The Bell are the worst maintained spaces.

4.23 *Negative factors: loss, intrusion and damage*

- The two public buildings – the public library and Council office block - are not only very poor examples of low-cost 1970s design (whatever the good intentions of their architects), but are located opposite the best buildings in the Conservation Area, including a grade I and three grade II* buildings.
- Inappropriate and poorly designed shop-fronts and fascias mar 19th century buildings which would otherwise make a positive contribution. Some are chronically bad and intrusive, such as 'Cold Blooded' at No 6 Broadway, next to the listed grade II* The Lodge, with an oversized garish fascia board and blanked-off windows. Others, such as some of those in Broadway, are simply inappropriate, pastiche 'heritage' standard joinery, or blandly boring. In some cases, such as at 14 Upminster Road South, a crude fascia has ruined an otherwise good frontage, which could easily be retrieved.
- Crudely treated and badly maintained private car parks have a very detrimental effect on the Conservation Area. Those at The Phoenix and The Bell seriously detract from the adjacent buildings, while the combined effect of a number of private parking areas facing the Tesco car park and access footpath gives a very poor first impression of the building curtilages on the northern boundary of the Conservation Area, and of the Conservation Area's setting.
- The standard of road treatment and street furniture does not match the quality of the townscape and buildings.
- PVCu windows detract from some otherwise good quality unlisted buildings. Examples are at 26 Broadway and the south eastern end of Broadway.

4.24 *Problems and pressures*

Unfortunately, the intrusiveness and poor quality of the two greatest blots on the townscape, the library and the Council offices at No. 21 Broadway, can only be remedied by radical action to replace them, but the design challenges inherent in this suggest that site specific design guidance is required which is beyond the scope of this appraisal. This could help to ensure that distinctive and appropriately scaled contemporary design of an appropriate scale and mass is proposed. However, the design and current condition of car parks and street furniture which detract from the Conservation Area could be addressed now. Pressure for non-traditional window and shop-front materials and design is a national problem, which has as yet had only limited effect in Rainham; some poor shopfronts result from the use of a former shop as an office.

5.0 **Suggested boundary changes**

No extension to the existing boundary is proposed. However, the effects of any development proposals 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.

6.0 **Community involvement**

Responses made in the course of public consultation have been incorporated in the text where relevant.

7.0 **Summary of issues**

- There is an urgent need for a re-survey of the 1979 statutory List of Buildings of Special Architectural or Historic Interest – there are late 17th century/early 19th century buildings in Upminster Rd South and Broadway which may be listable, No 12 Broadway being a clear example.
- The poor quality of the Council-owned buildings in Broadway severely detracts from the character of the Conservation Area and the nearby listed buildings. Any replacement needs to be extremely sensitive to the scale and character of the Conservation Area.
- There is a need for site-specific shop front guidance, as some have specific features which need retention and others have poor alterations, (eg deep plastic fascia) which could be restored relatively easily. Good examples of restoration can be seen at Broadway Cars and Rainham Cobbler.

- The traffic environment at the junction around the War Memorial is detrimental to the Conservation Area, with expanses of unrelieved tarmac leaving the memorial and clock-tower isolated.
- The 'gateways' to the Conservation Area at all the approaches give a poor impression, particularly at Ferry Lane/ Broadway and the pedestrian way between Tesco and Upminster Road South.

8.0 Contact details

Please contact:

Environmental Strategy
London Borough of Havering
9th Floor, Mercury House,
Romford RM1 3SL

Tel: 01708 432868

Eax: 01708 432696

Email: environmental.strategy@havering.gov.uk

Management proposals

9.0 Introduction and background

- 9.1 The management proposals are based on the character appraisals and provide detailed strategies for the positive management of change within Havering's conservation 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 Rainham Conservation Area

- 10.1 The character appraisal of Rainham 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.