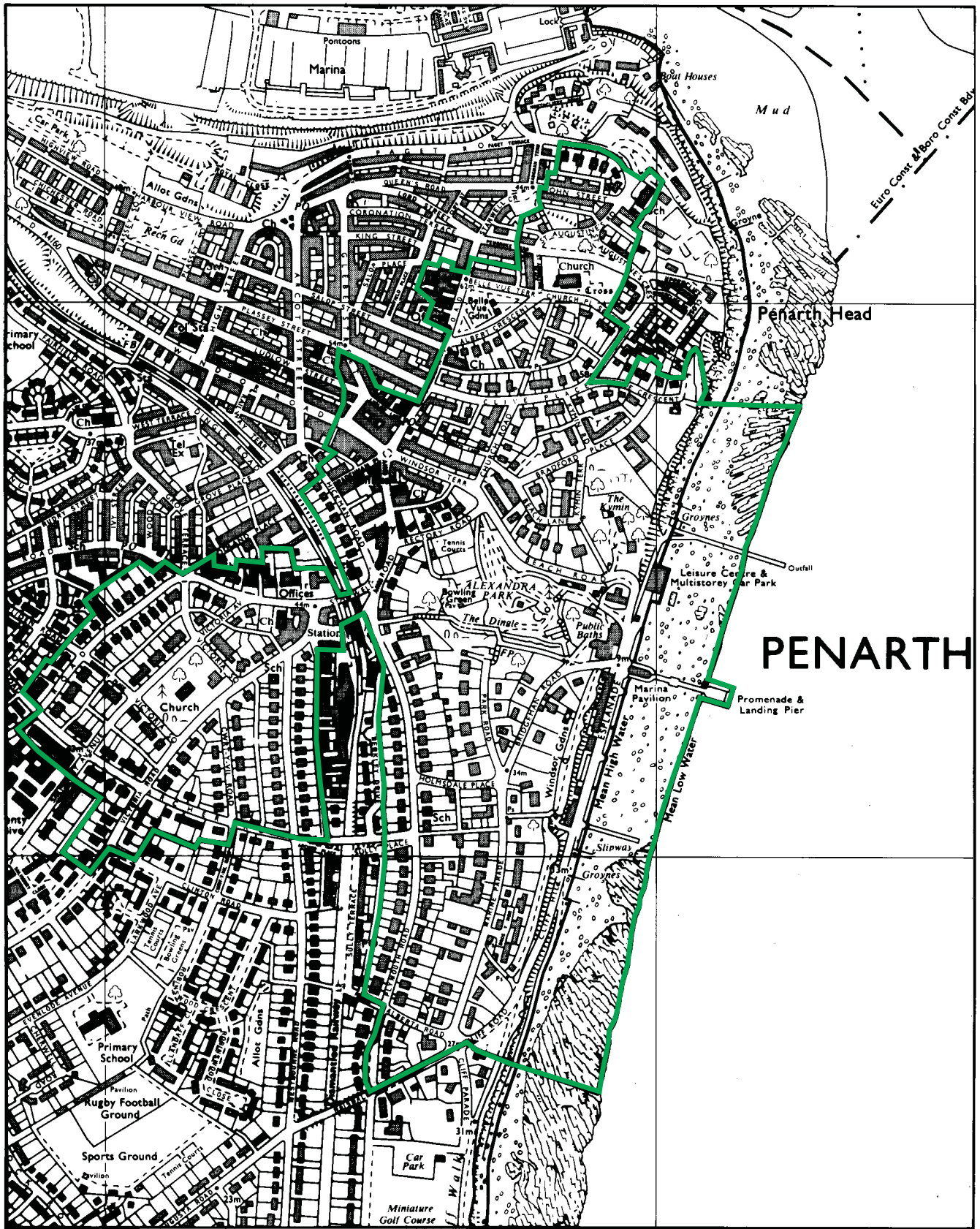
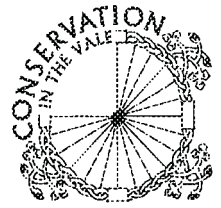


PENARTH CONSERVATION AREA



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Scale 1:10,000

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The Penarth
appraisal

Penarth Conservation Area Appraisal

***Draft Document Submitted to
Public Works and Planning Committee
of the 14th November, 1994***

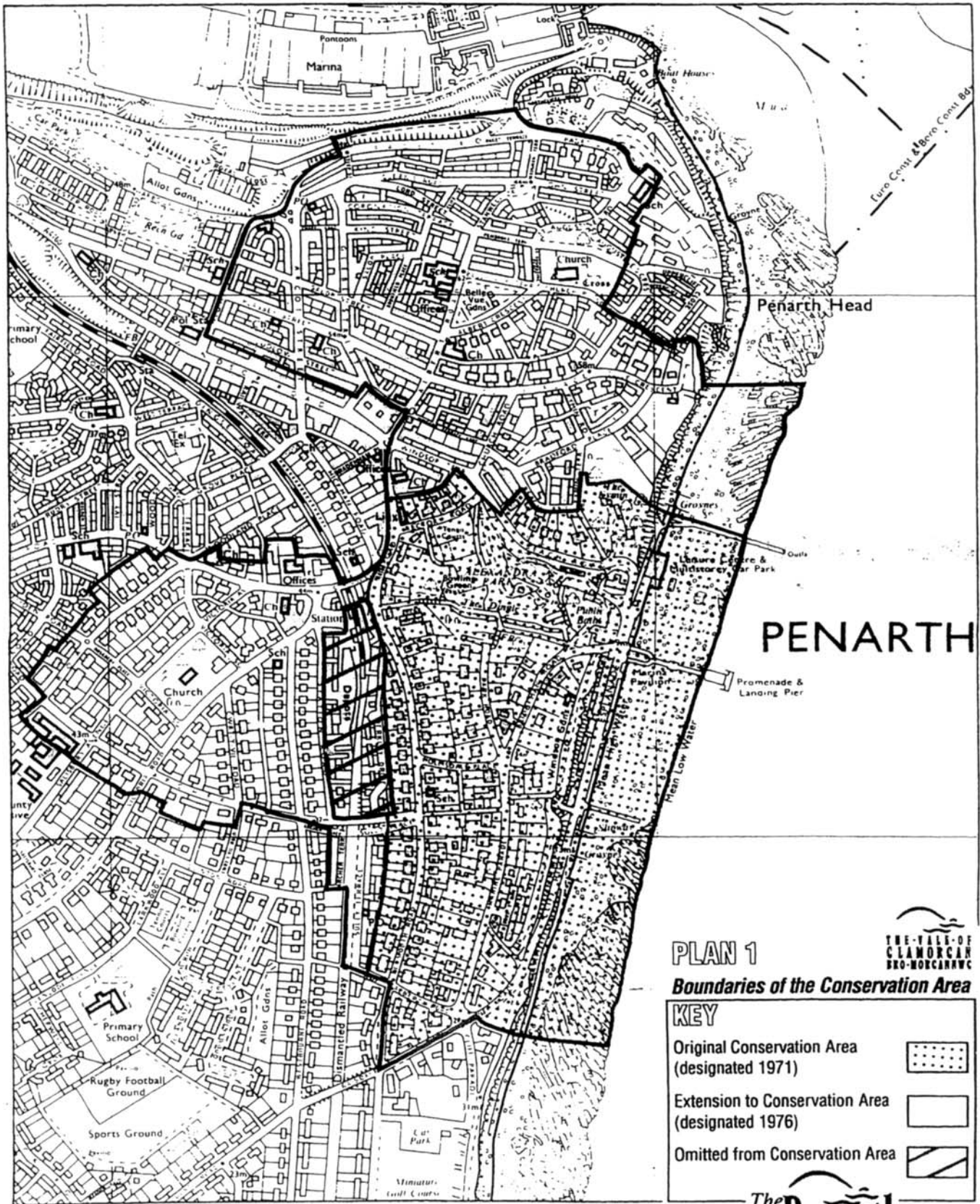
***and subsequently adopted
further to public consultation
on 26th February 1996***

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PENARTH APPRAISAL

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PLAN 1

Boundaries of the Conservation Area

KEY	
Original Conservation Area (designated 1971)	
Extension to Conservation Area (designated 1976)	
Omitted from Conservation Area	



LIST OF PLANS

1. *Boundaries of the Conservation Area*
2. *Sub-Areas*
3. *Marine Parade and The Esplanade*
4. *Victoria Square and All Saints*
5. *Town Centre*
6. *Clive Place and Environs*
7. *Belle Vue Gardens and Saint Augustine's*
8. *Town Area*
9. *Key Townscape Areas*
10. *Additions and Omissions*
11. *Suggested Conservation Area Boundary*

PART ONE:

Appraisal



PREFACE

In 1971, the former Glamorgan County Council designated parts of Penarth as a Conservation Area. The area was further extended by the Vale of Glamorgan Borough Council in 1976. The 1971 and 1976 boundaries are illustrated on Plan No. 1.

Designation is, however, only a preliminary action designed to conserve and enhance the special character and appearance of Penarth. Indeed, without further evaluation producing agreement concerning the best attributes within the Conservation Area, designation is of little practical value.

This document is intended to provide such an appraisal and a framework for the long term management of the area. The need for such action has been part of legislation since the Civic Amenities Act first introduced the concept of conservation areas in 1967, and is made plain in the Planning (Listed Buildings and Conservation Areas) Act, 1990:

"It shall be the duty of Local Planning Authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas." (Section 71).

Apart from the legislative support for an appraisal, one is required to tackle local problems which have occurred and which continue to place particular pressures on the character of the Conservation Area. For example, the unified appearance of Victorian residential streets has been particularly vulnerable to small changes which, taken in combination, are threatening their character. The architectural and historic justification for the inclusion of certain areas within the Conservation Area is now questionable. As many Victorian buildings are in excess of 100 years old, their condition is causing concern and prospects for reuse are diminished. The likelihood of redevelopment on many larger sites has increased and it is now opportune to re-evaluate the most recent standards of new development. Clearer planning objectives are essential to achieve more effective design control.

Conservation areas are designated by local authorities who have particular accountability within the planning system to ensure effective management within them. It is important that the Council's corporate service strategy recognises the aims of the designation. It is also essential that the actions of other public bodies and agencies respect the character of the area.

The document is also written against the background of a proposed new Planning Policy Guidance Note (Number 15, Wales, Historic Buildings and Conservation Areas).

AIMS OF THE APPRAISAL

- a) *To provide supplementary guidance in support of the emerging Vale of Glamorgan Local Plan.*
- b) *To establish consensus on the essential character of the Conservation Area from which clear policies for conservation and enhancement can be produced.*
- c) *To review the boundaries of the Conservation Area and where appropriate make recommendations for change.*
- d) *To make recommendations on the scale, form and character of new development proposals.*
- e) *To make suggestions for the enhancement and maintenance of the landscape, roads, boundaries, enclosures and any other relevant features of the Conservation Area.*
- f) *To review and, where appropriate, recommend additional buildings suitable for statutory listing.*
- g) *To form a basis for discussion and participation on issues raised in this appraisal.*

1. INTRODUCTION: CONTENT OF THE APPRAISAL

1.1. *The document is arranged into two main sections involving:-*

- *an assessment of the Conservation Area's character,*
- *management issues.*

1.2. *The assessment of character is descriptive and provides an up-to-date evaluation under the following headings:-*

1. *Historical Background.*
2. *The Architectural Context.*
3. *Townscape and Urban Design.*
4. *Summary and Conclusions.*

1.3. *The Architectural Context considers individual buildings, sources of architectural style, materials of construction and architectural detail. It identifies locally important buildings and summarises the current scope of statutory powers for their protection. The Townscape and Urban Design Section provides commentary concerning the character of the wider area through which key townscape areas and frontages are recognised. The recognition of these is of particular importance to the formulation of policies in the management section of the appraisal.*

1.4. *The second part of the document considers the situation with regard to future management in the Conservation Area. It examines:-*

- *the current and emerging land use policy context through the East Vale Local Plan and Draft Vale of Glamorgan Local Plan.*
- *proposed changes in the boundaries and coverage of the Conservation Area in response to the conclusions of Part One.*
- *policies relating to the retention of the existing architectural context, including redundant buildings, minor alteration and repair to domestic property, alterations to shopfronts and advertisement control.*
- *policies for the control of new development, infill, new extensions and redevelopment.*
- *proposals to maintain and enhance the Conservation Area's environmental character.*
- *management policies relating to the Conservation Area.*

2. HISTORICAL BACKGROUND

- 2.1. *The early development of Penarth is related to its establishment as a small Norman settlement under the influence of the Augustinian monastic foundation and Church of Saint Augustine's.*
- 2.2. *The town's present day character is associated with the following key factors:*
- * *the extension of the railway and development of Penarth Dock in response to demand for the export of coal from the South Wales Coalfield. This led to associated housing development for workers on land overlooking the Docks. The dock opened in 1865.*
 - * *the wider residential expansion of the town in response to its attractive coastal setting, initial demand from sea captains, coal magnates and later suburban expansion.*
 - * *the development of the town as a summer holiday resort and centre for excursions involving the development of the pier, esplanade, hotels, Alexandra Park and Windsor Gardens. The Esplanade was laid out in the 1880's.*
- 2.3. *The influence and commitment of the Windsor family, who owned a majority of the land in the vicinity of the developing town, was instrumental in the success of the town in the period between 1860 and 1900. The Conservation Area is exclusively late-Victorian in character.*
- 2.4. *The decline of the traditional industries of South Wales resulted in the decline and closure of the coal exporting docks, including Penarth in 1963. This has not been reflected in a general decline in the town as a whole. The resort nature of the town coupled with its proximity to a source of major employment in Cardiff has meant that Penarth has survived as a residential community.*
- 2.5. *The continued prosperity of Penarth is now illustrated by the conversion of the Dock area into a prestigious marina with residential development, commenced in 1986 by the Council, and the present influence of the Cardiff Bay development.*

3. THE ARCHITECTURAL CONTEXT

3.1. Introduction:

3.1.1. *The purpose of this section is to promote understanding of the local architectural context. Its theme is to recognise the local attributes of buildings and to discuss sources of style, materials and detail. Domestic architecture is most important, reflecting the increasingly suburban quality of the town as it developed over a relatively short period at the end of the 19th Century. Although there is not much outstanding individual design, this does not undervalue well-maintained buildings of the period. They collectively form attractive townscape, recognition of which is essential to the retention of the character of the conservation area.*

3.1.2. *The section is set out as follows:*

3.1 Introduction

3.2 Domestic Architecture

3.3 Other Building Types (Commercial, Public and Religious Buildings, the Architecture of the Resort)

3.4 Materials of Construction

3.5 The Status of Statutory Protection

3.2. Domestic Architecture:

3.2.1. *The development of the Penarth Conservation Area was undertaken predominantly between 1870 and 1900, which explains an absence of examples of late-Georgian, and early Victorian buildings together with the styles associated with them. There are, for example, no large uniformly composed terraces in a classical tradition. An exception in age are the late Georgian coastguard cottages in Marine Parade and Tower Hill.*

3.2.2. *The most important influence on domestic architectural style was the gothic revival reflecting its popularity in architectural theory of the period and "neo-Gothic" influence on design in the wider area, particularly Cardiff. A local school of architects involving names such as Snell, Harris and Richards operated from Cardiff and Penarth itself. They were engaged on many commissions involving the larger terraced, semi-detached and detached house types within the town. Whilst a wealth of architectural detail was used on the main facades of buildings, influenced by a range of styles, there is local unity based upon the use of indigenous materials within a gothic framework. A summary of a local style may be described as follows:*

Roofs:

Roofs feature steep pitches (often greater than 45°) with prominent gables, occasionally hipped gables and dormers rising flush from the wall face. Gables are finished with ornately fretted bargeboards and finials or feature parapets with decorated bathstone copings, ornate "kneelers" and ball finials. Chimney stacks, sometimes of ornate design and constructed in stone, contrasting brickwork or both materials rise prominently from side elevation and roof. The overall effect is dramatic and picturesque, with strong silhouettes against the skyline.

Surface Treatment of Walls:

Local red and yellow brickwork is used in an expressive way, often in contrast, to achieve a striking visual effect. Local stone is regularly used as a coursed, main facade material in contrast with bathstone or brick quoins, window and door surrounds. This framework is used to give special emphasis to the main outlines of the facade, particularly bay windows. The style is enriched by the wide use of many types of decoration which elaborate the facade (string courses, eaves detail, bay parapets, etc.) in stone, brick, special brickwork, terracotta and tilework.

Windows and Doors:

There is a wide variety of style of window and door opening, always in bathstone or brick dressings. There is an almost universal use of vertically proportioned double hung, box frame sash windows, set in reveals so that a minimum of the frame is visible on the external elevation. Doors in better houses exhibit ornate, detailed surrounds and use elaborate frames with over-and side-lights. Porches are also common, using a variety of stylistic influence, applied to the facade. Ornate, turned timber columns are common in some areas.

- 3.2.3. In the later period of development, from the mid 1880's, style reflects the growing influence of the "Queen Anne", "Old English" and "Arts and Crafts" movements. This is particularly evident in Victoria Square, All Saints and in the later stages of Plymouth Road, through the use of strong red brickwork, contrasting render, panelling and the elaborate use of steep gables, bays and dormers. Sash windows lose a more simple, plate glass finish in favour of multi-paned upper sashes. There is the wide application of interesting, colourful stained glass in a variety of styles.
- 3.2.4. Apart from these visual, stylistic influences other common factors provide the key to the character of Penarth's Victorian housing:

Zonal Segregation in House Type and Design: The location of similar types of house in specific streets and areas according to size, style and accommodation expresses the social hierarchy of the Victorian town, as well as the perceived status of individual streets. The hierarchy of house type is also similarly expressed according to the design content of the facades of buildings so that details become more elaborate as they ascend the social order.

The Plan: Terraced and semi-detached house types are most important numerically. The most common, almost universal plan derives from the use of two rooms on each floor, extended by rooms above and (less often) with basement, so that height is a principle variable on the elevation. This type of plan is so common that few examples of double fronted house types exist in terraced and semi-detached form. Access to terraced houses derives from a "shared" front door arrangement so that halls and staircases occur on either side of party walls creating a unified rhythm of openings along the terrace. In semi-detached house types, particularly of the larger three and four floor kind, access is often at the side, providing a hall and staircase in the centre of the plan.

Long terraces are confined to the smallest house types in the town area and in Paget Terrace/Paget Road where terraces exploit the levels and views over "Cardiff Bay". Later, Victorian terraces of three and four floors in height (for example in Clive Place and Victoria Square) often exhibit architectural composition across the terrace, with gables at each end and in the centre to provide visual emphasis.

The best, low density plots were reserved for individually designed, detached villas on sites which overlook the Channel (e.g. in Marine Parade and Bradford Place).

Layout: *The key factor is the relationship of the siting of the house to the road. Building lines are continuous with no forward projection to the facade other than bay or porch. The front wall, gate piers and dividing walls are designed to contribute to the street facade of the house and often offer elaborate detail.*

3.3. Other Building Types (Commercial, Public and Religious Buildings, the Architecture of the Resort):

- 3.3.1. *The history of development of Penarth, which had no comprehensive plan to provide commercial or public facilities and no preceding historical form upon which to base a developing centre, is reflected in its architecture. Commercial buildings are rarely more than suburban in scale and many of the town's shop units are accommodated in converted houses.*
- 3.3.2. *An exception is in Windsor Road, where the Windsor Arcade and adjoining Lloyds Bank building present an example of Victorian speculative development incorporating the contemporary vogue for arcaded shopping. Constructed in bathstone ashlar, the block exemplifies one of the few buildings in a classical style.*
- 3.3.3. *To the east and west of the Victoria Road junction with Stanwell Road, the two four storey blocks of Royal Buildings are of local importance and provide good examples of the suburban shopping parade. Constructed in red brickwork, with contrasting white and black post and panelled gables, tilework and ornate roofs, the projecting shopfronts are now damaged by the loss of architectural detail, inappropriate alteration and signage.*
- 3.3.4. *Churches constitute a most important form of public architecture and provide special qualities of townscape value. The most important single building in the Conservation Area is the well known, Grade I listed Saint Augustine's Church by William Butterfield, a text book example of high Victorian church architecture. The grade II listed Trinity Methodist Church of 1901 also occupies an important location. A surprisingly orthodox, non-conformist church in 19th century perpendicular style, it features an important, widely visible spire. The Albert Road Methodist Church also features a prominent tower, but without spire. The building appears to be in less good repair in some areas and subject to pressure from vandalism on its rear facades.*
- 3.3.5. *Other non-conformist chapels are generally concentrated within the town area. The best example is the imposing Tabernacle Baptist Chapel which fronts Plassey Street, rebuilt in 1895. This provides a good example of a highly decorated, neo-Classical facade in stone. Originally featuring formal steps, piers, railings and a classically decorated school entrance at ground floor, these elements are now lost by modern additions.*
- 3.3.6. *The Conservation Area has no public or civic architecture which could compare with buildings provided under the wealth and patronage of larger centres. The library in Stanwell Road and former swimming baths on the Esplanade are both in a Jacobean style favoured by the architect to the Windsor Estate, Snell, in the former case partnered with Henry Harris. Each building is listed, Grade 2, and has local individuality.*

3.3.7. The work of locally based architect J. Coates Carter deserves individual attention and would probably merit wider scrutiny had he practised at the centre of the profession. Partnered with the gothic revivalist J. P. Seddon between 1884 and 1904, Carter's later work in Penarth has particular individual style with an "arts and crafts" flavour. The listed All Saints Church Hall is in stylistic contrast to the subdued, revivalist style of the main church in the centre of Victoria Square. In the Paget Rooms of 1906, at one time a cinema, there is a strong contrast between roughcast render and brown glazed brick plinth. The detailing to the arched central entrance, featuring Ionic columns with exaggerated capitals, timber entrance doors, glazing and the flanking shopfronts, is particularly well executed.

3.3.8. The architecture of the seafront has lost quite a lot of its Victorian ambience after the redevelopment of a number of original frontages and replacement by inappropriately scaled and detailed new buildings. The original pier of 1894 remains following rebuilding and alterations in 1926, 1929, 1931 and 1947. Extensive repair works have been undertaken in recent years by the Council as owners, including the recent redecoration of the Indian styled pavilion (by M. F. Edwards, architect). However, further major repair is necessary to ensure the survival of this important structure. The baths, yacht club and shelter/cloakroom adjacent to the Italian Gardens remain as public testimony to the importance of the Channel in the development of the town as a resort.

3.4. **Materials of Construction:**

3.4.1. The use of local materials in Penarth provides particular identity. Three principle materials are in use which are distributed widely within the conservation area:

Local Limestone: Blue lias limestone originally obtained from local quarries, forms an important facade material on domestic buildings and in external boundary walls. In colour closer to grey than blue, it is not now available locally other than through reclamation although it is worked and can be imported through quarries in Somerset. The original, local stone is sometimes of variable quality. A hard stone, it is prone to lamination/erosion on the exposed areas of buildings or to split where movement of the facade has occurred. The nature of the material, which is hard to work, means that it is "brought to course" in various block sizes. It is always used in conjunction with "dressings" of local red or yellow brick and bathstone.

Brickwork: Smooth yellow and red brickwork produced locally at Cogan and from other local works, is widely used both as a main facade material, in dressings and external walls. It is often used in a contrasting, polychromatic fashion. Large terraces in yellows are particularly evident in Clive Place and Church Road. The later fashion for strong red brickwork is particularly evident in the All Saints and Victoria Square areas. Special brickwork and terracotta is used in a range of detail, particularly at eaves, in string courses and applied ornamentation.

Other Stones: There is the limited use of pennant sandstone which is mostly confined to public buildings and churches, notably at the Library and Trinity Church (Stanwell Road), All Saints (Victoria Square) and on Albert Road Methodist Church. It is always used in conjunction with bathstone dressings. In distinction to other local towns, pennant stone is rarely used in domestic architecture in favour of the local limestone. Bathstone is used as an important dressing material, in bay windows, quoins, in coursing, cornices, parapets and in a wide range of minor details. It is only used as a main facade material in a few commercial buildings, notably at the Windsor Arcade.

3.4.2. *As there is little architecture of classical inspiration in Penarth, there is no precedent for large houses and terraces which employ stucco details. Stucco is applied as a plain finish with no applied decoration in early terraces of smaller house types (in Ludlow, Salop, Glebe and John Streets, and Queens Road).*

3.5. **Listed Buildings and County Treasures:**

3.5.1. *The community of Penarth was resurveyed in 1992 and as a consequence there appears little scope to extend the number of listed buildings within the Conservation Area. There are currently thirty entries of which only six incorporate domestic architecture. All of the entries are grade II listed, with the exception of Saint Augustine's, which is grade I.*

3.5.2. *Unlike the remainder of the Vale of Glamorgan, no County Treasures Survey has been completed in Penarth. Whilst a draft survey of some 130 entries has been available since 1981, this has not been published.*

4. TOWNSCAPE AND URBAN DESIGN

4.1. Introduction:

In the preceding section, particular attention was given to the architectural content of the conservation area with an emphasis on the individual building. This section attempts to identify the special assets and positive features which contribute to its wider townscape, and is structured as follows:-

- *a description of the methodology and analysis of survey of the conservation area, and its division into definable "sub-areas". Given its size and variable quality, this is essential to facilitate a character analysis (Paragraph 4.2).*
- *an analysis of the character of each "sub area", defining key frontages and townscape areas (paragraph 4.3).*

4.2. Methodology of Survey and Definition of Sub Areas:

4.2.1. A comprehensive survey was undertaken to appraise the quality of buildings and open spaces. The primary aim was to identify and analyse those constituent elements of the urban form and townscape that collectively contribute to the Conservation Area's character.

4.2.2. The survey aims to appraise the coverage of the present Conservation Area boundary by identifying key townscape areas, spaces and important buildings as well as areas of weak townscape which undermine its character.

The following are identified:

- *Landmark buildings and structures;*
- *Listed Buildings*
- *Key views and vistas (e.g. identifying important view corridors, glimpses, and panoramic or extensive views);*
- *Important open spaces (e.g. green spaces, important road junctions, public, private and semi-private spaces);*
- *Important physical linkages (e.g. key routes linking together sub areas or spaces);*
- *Major edges and barriers (e.g. coastline, rail corridor, changes in topography, changes in the type of development);*
- *Topographical features.*

4.2.3. An important component of the survey comprises an evaluation of the quality of buildings and their frontages. The definitions used are designed to provide an indication of the contribution that buildings collectively make to the Conservation Area. The following categories are used:

- **Key Frontages:** *Important frontages of unified architecture that act as the best buildings or structures within Penarth's Conservation Area;*

- **Context Frontages:** *Important frontages that collectively contribute to the "sense of place"/local identity of the Conservation Area.*
- **Weak Frontages:** *Frontages with virtually no traditional architectural details remaining and of ubiquitous townscape.*
- **Frontage out of Context:** *These frontages generally refer to inappropriate new development.*

4.2.4. *The survey revealed that the Conservation Area can be divided into six relatively distinctive sub areas. Each has its own identity in terms of dominant architecture, land use, scale, form, density and massing of buildings, type of materials and colours, and the type and quality of open spaces, topography, roof profiles and landmarks.*

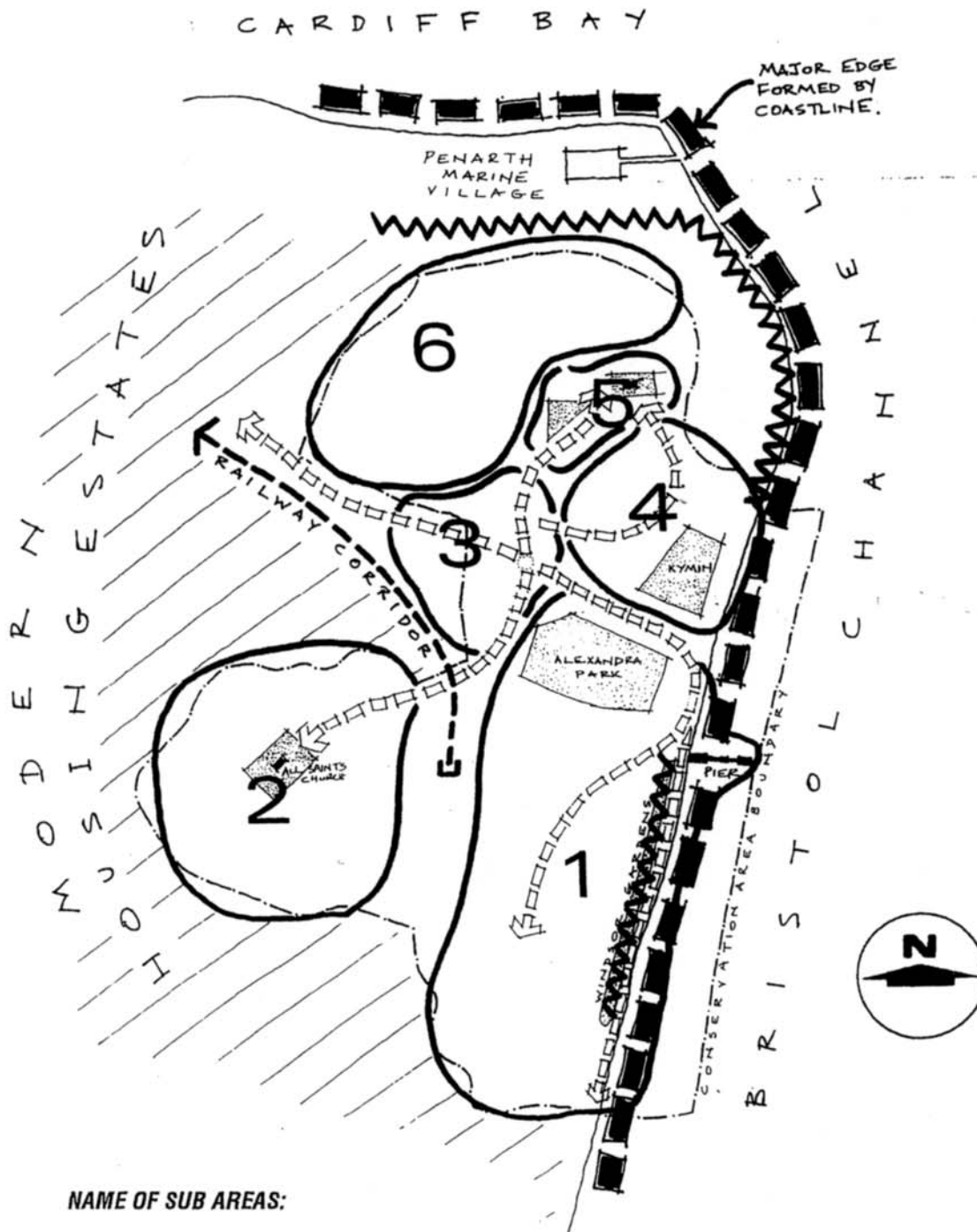
Plan 2 identifies these as follows:

- 1 **Marine Parade and Esplanade;**
- 2 **Victoria Square/All Saints;**
- 3 **Town Centre;**
- 4 **Clive Place and Environs;**
- 5 **Belle Vue Gardens/St. Augustine's;**
- 6 **The Area between Windsor Road, Paget Road and Albert Road;**

4.2.5. *The following sections identify the key characteristics which collectively contribute towards the identity and character of the six sub areas. These also provide design themes and references that should be taken into account when considering proposals for new development or extensions to buildings, as well as the carrying out of schemes that affect the appearance of the streetscape and other open spaces.*

PLAN 2

Sub Areas



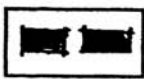
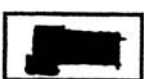
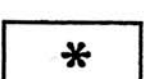

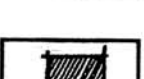
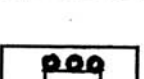
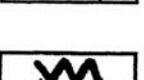
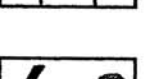

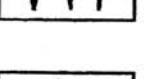
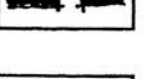

NAME OF SUB AREAS:

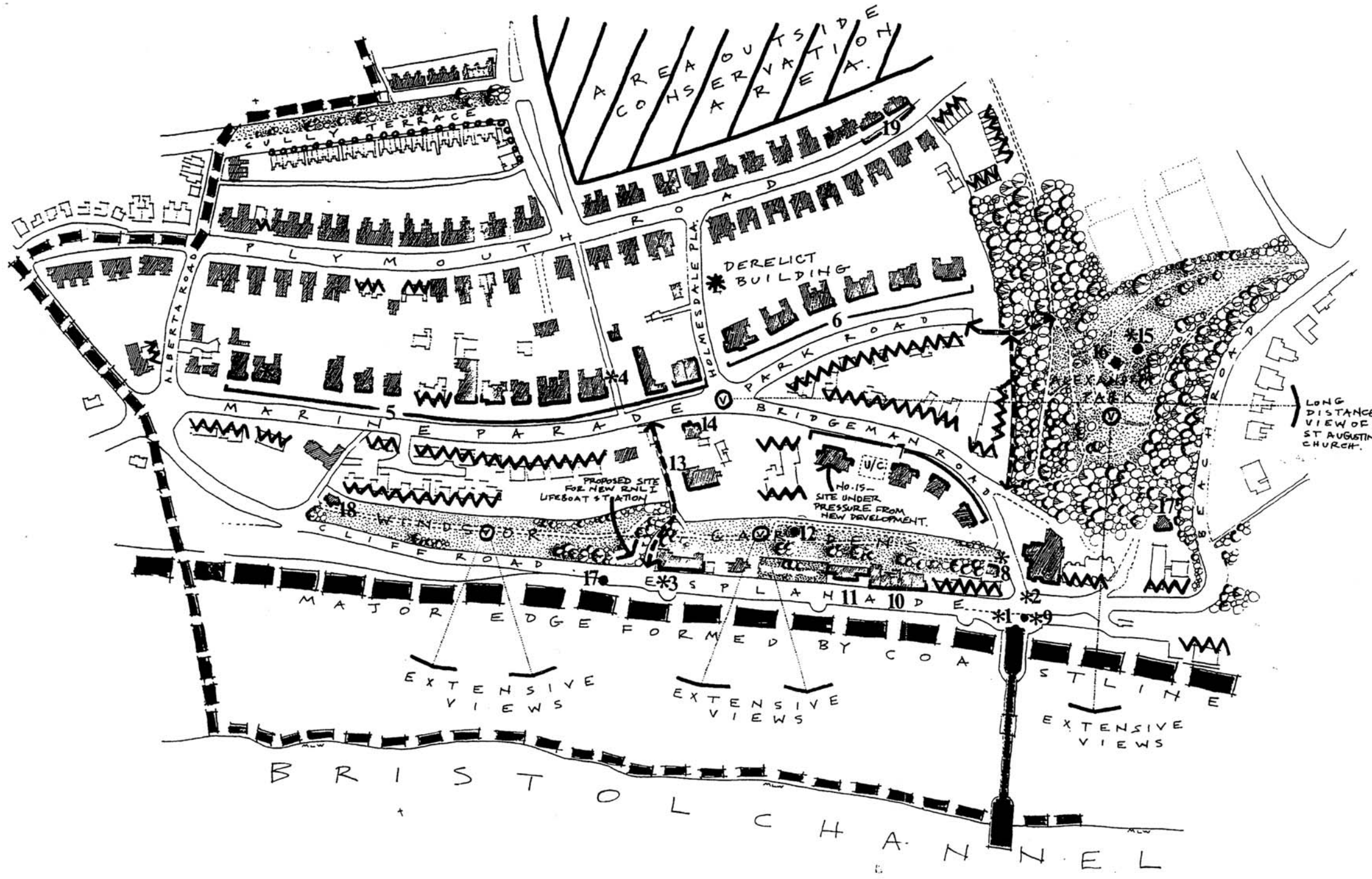
1. Marine Parade and Esplanade.
2. Victoria Square and All Saints.
3. Town Centre.
4. Clive Place and Environs.
5. Belle Vue Gardens/ Saint Augustine's.
6. The area between Windsor, Paget and Albert Roads.



NOT TO SCALE

3

- Conservation Area Boundary (existing) 
- Landmark Buildings & Structures 
- Listed Buildings 
- Key Frontages 
- Context Frontages 
- Weak Frontages 
- Frontages Out Of Context 
- Key Views & Vistas 
- Steep Ridge 
- Major Edge or Barrier 
- Important Open Space 
- Important Footpath 



MARINE PARADE & ESPLANADE

© VGBBC

4.3. Marine Parade and Esplanade

4.3.1. Introduction

This is by far the largest sub area, and is situated in the southern part of the Conservation Area. It contains a number of distinct elements:

- *the Esplanade*
- *Marine Parade*
- *Plymouth Road*
- *Alexandra Park*
- *Sully Terrace/Archer Terrace*

4.3.2. The Esplanade

This is one of the key townscape areas in Penarth, characterised by its close relationship with the coastline providing extensive views across the Bristol Channel towards Lavernock Point and Penarth Head. It includes some of the Conservation Area's best and worst buildings. There are three Grade II listed buildings, incongruous, large modern flat developments, an unsightly multi-storey car park, and mixed commercial/residential units which front the Promenade.

The three listed buildings include the Victorian pier, Penarth Baths and Penarth Yacht Club. These provide examples of Penarth's expansion as a Victorian seaside resort, an image symbolised by the important landmark of the pier. The conversion of Penarth Baths to a public house/restaurant has provided a good example of the re-use of a redundant historic building.

Other key frontages include the Edwardian terrace of commercial/residential properties, Nos. 1-5, The Esplanade. These are characterised by turrets at either end of the building. Their appearance has been weakened by unsympathetic modern shopfront elevations at ground level.

Modern flat developments have greatly undermined the architectural character of the Esplanade. They include the eight storey block of flats known as "Seaview". This prominent building is conspicuous by its incongruous scale, massing, bland architectural materials and details. Another unsympathetic modern block of flats is Windsor Court, constructed in 1963, on the site of two Victorian villas.

A particular eyesore is the multi-storey car park that obscures views of the northern end of Penarth Beach. Consideration should be given to visually enhancing the appearance of the car park, or sensitively redeveloping the area.

4.3.3. Marine Parade, Bridgeman Road, Park Road

Along these formal roads, lined with a variety of trees such as chestnut, lime and ash, are concentrated some of the most impressive large semi-detached and detached Victorian villas. They are designed in Gothic and Tudor styles, built out of local limestone, with a few yellow brick examples, and are situated in large landscaped gardens. The key frontages include numbers 1 to 15 Marine Parade, (including the grade II listed semi-detached pair of villas at numbers 13 and 14). Along with the west edge of Park Road, numbers 1 to 10, and the south east edge of Bridgeman Road, numbers 7, 9, 11, they provide showpiece elements.

A further key frontage situated along the narrow lane of Tower Hill, is Tower House, the former Coastguard Station and Nos. 1-5 Tower Hill, inclusive of No. 2 Marine Parade. These comprise a grade II listed late Georgian terrace of stone built cottages built for the coastguards.

The two road junctions of Marine Parade, Holmesdale Place and Park Road, and that of Marine Parade, Cliff Road, Alberta Road, Cliff Parade and Raisdale Road require rationalization. Presently they are wide featureless junctions, which would benefit from environmental enhancement and improved traffic management.

The townscape in this area has been greatly undermined by the inappropriate modern housing which fronts the east edge of Marine Parade, and between Park Road and Bridgeman Road. On the unaltered, lower density detached plots in the area, the relationship between each house and its surrounding garden is important to the remaining character.

A good example of contemporary development is the new housing of Portland Close which is located at the junction of Marine Parade/Alberta Road.

4.3.4. Plymouth Road

Examples of Victorian speculative development, these three storey houses of smaller scale than the individually designed villas of Marine Parade, are constructed in red/yellow brick and local limestone. The intimacy of the street is enhanced by the canopy of trees of species comprising lime, chestnut and maple.

4.3.5. Sully Terrace/Archer Terrace

This area contrasts greatly from the rest of the sub area. It comprises terraces of smaller, higher density red brick two storey housing. At one time, the housing fronted the railway line from Cardiff - Penarth - Barry which was closed in 1968. All that remains is a strip of land laid to grass. The housing along Archer Terrace provides a good example of this type of context housing. Sully Terrace, however, is characterised by insensitive alterations, creating a weak frontage.

4.3.6. Windsor Gardens and Italian Gardens

These comprise public parks which have an important visual relationship with the coastline. Windsor Gardens is situated on the cliff overlooking the Esplanade, and is attractively landscaped and grassed, with a bandstand creating a focal point. Extensive, spectacular views of the pier and Bristol Channel are experienced from these gardens. They are linked via a steep flight of steps down to the Shelter (a key frontage) and the small, formal Italian Gardens. These provide a sheltered intimate green space, but are in need of a sensitive enhancement scheme.

4.3.7. Alexandra Park

Perhaps the most important and impressive open space in Penarth is Alexandra Park. Situated in the north of the sub area, it is characterised by a network of pathways that intersect in extensive landscaped gardens. These exploit the changing levels, and are bordered by dense groups of oak, ash, sycamore and pine trees. An important focal point is the gazebo and aviary. The war memorial is a Grade II Listed Building, designed by Sir W. Goscombe John. Panoramic views of the coastline can be experienced from this point.

4.3.8. Soft Landscaping

Throughout this sub area, many of the streets are enhanced by mature trees intrinsically important to the character of the streetscape. It is essential that these trees are retained. Tree Preservation Orders exist at "Parkmount", Bridgeman Road, 4, Bridgeman Road; and within the curtilage of Roxburgh, Plymouth Road.

4.3.9. Street Furniture and Paving

The road surface within the sub area is tarmacadam, with pennant sandstone pavements. The appearance of the pavements has been damaged by the piecemeal repair and replacement of the traditional flagstones with inappropriate modern alternatives. Street furniture lacks co-ordination in terms of styles and colours. Much of the modern street furniture is inappropriate and although some of the original Victorian columns remain, the lanterns have been substituted by modern alternatives.

4.3.10. Key Townscape Areas

The Key Townscape Areas include the Esplanade and Windsor Gardens, the Victorian housing along the west edge of Marine Parade and Park Road (incorporating the tree lined road itself), and Alexandra Park.

4.3.11. Key Frontages

The key frontages and structures are:

1. Penarth Pier, including pavilion and shops, The Esplanade (grade II listed);
2. Inn at the Deep End (previously Penarth Baths), The Esplanade, (grade II listed);
3. Penarth Yacht Club House, The Esplanade (grade II listed);
4. Coastguard Cottage, No. 2, Marine Parade, (grade II listed);
Nos. 1-5, Tower Hill Avenue, (grade II listed);
5. Nos. 1-15, Marine Parade, including the grade II listed semi-detached villas at Nos. 13-14 (west side).
6. Nos. 1-10, Park Road (west side);
7. Nos. 7, 9, 11, Bridgeman Road;
8. North Lodge, Windsor Gardens, Bridgeman Road (grade II listed);
9. Telephone kiosk, in front of pavilion and pier (grade II listed);
10. Nos. 1-5, The Esplanade;
11. The Shelter, The Esplanade;
12. The Bandstand, Windsor Gardens;
13. Bron-y-Glyn, Marine Parade;
14. The Holmes, Marine Parade;
15. The Cenotaph (War Memorial), Alexandra Park (grade II listed);
16. The Aviary, Alexandra Park;
17. Lodge, Alexandra Park;
18. South Lodge, Windsor Gardens;
19. Nos. 3-5 and 7-9, Plymouth Road.
20. Stone lamp column, southern end of the Esplanade.

4.3.12. Conclusions

- 1. The sub area is extremely important in architectural and historical terms. It has extensive key frontages including a number of listed buildings and structures, and important public open spaces;**
- 2. The integrity of the townscape has, however, been undermined by areas of ubiquitous, modern housing and poorly scaled flat developments.**
- 3. A sensitive strategy co-ordinating street furniture and paving should be introduced to improve the quality of the streetscene.**
- 4. An environmental enhancement scheme is required to upgrade the Italian Gardens, and to continue improvements to the Esplanade and Pier.**
- 5. The future of the multi-storey car park requires evaluation. Consideration should be given to physically improving its present appearance.**
- 6. Traffic management improvements would greatly benefit the junctions of Marine Parade/Holmesdale Place/Park Road and Marine Parade/Cliff Road/Alberta Road/Cliff Parade/Raisdale Road.**


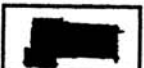
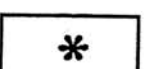



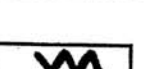
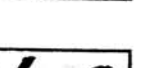
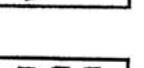
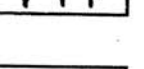
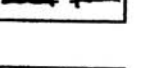
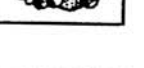
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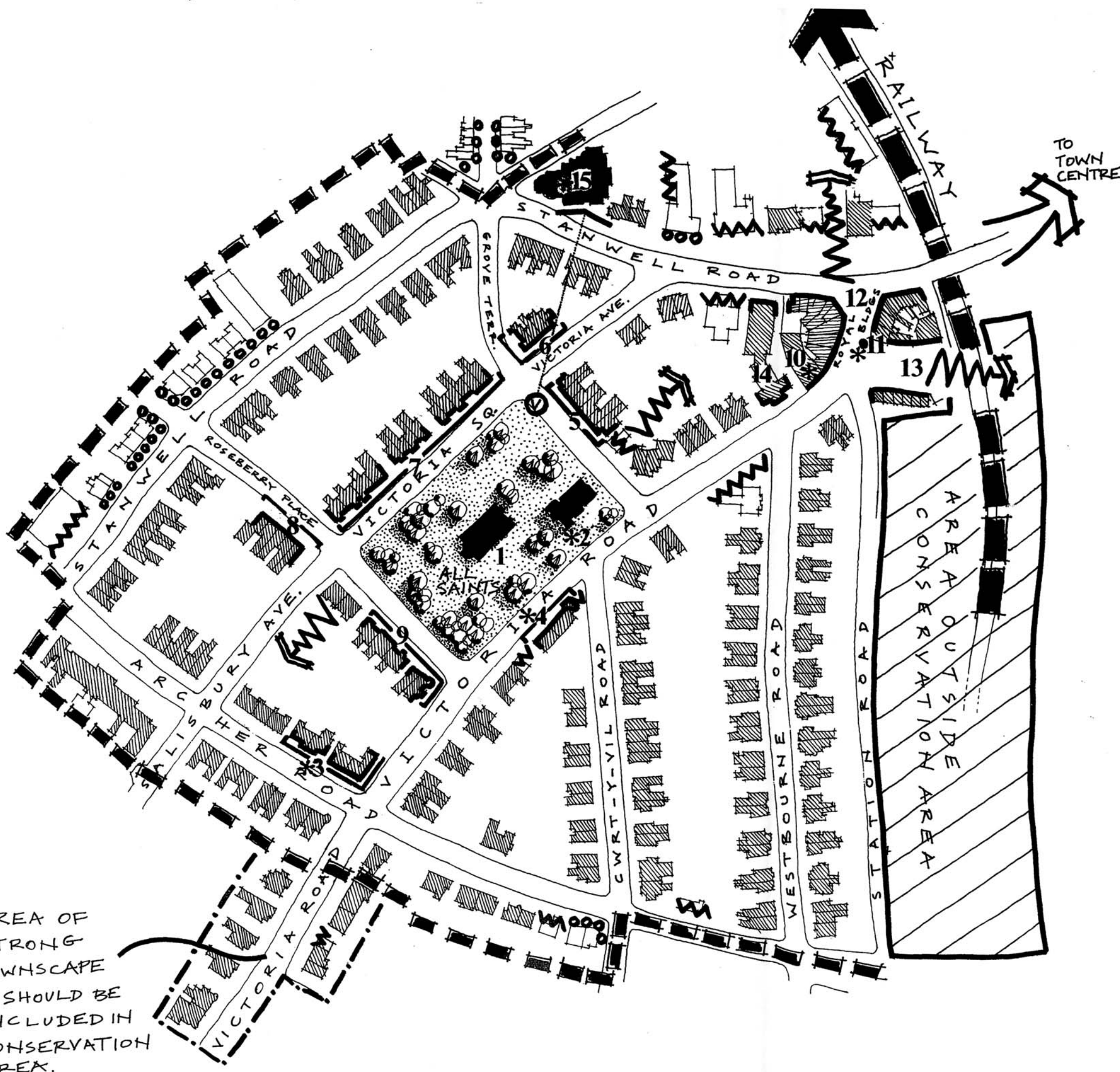


NOT TO SCALE



4

- Conservation Area Boundary (existing) 
- Landmark Buildings & Structures 
- Listed Buildings 
- Key Frontages 
- Context Frontages 
- Weak Frontages 
- Frontages Out Of Context 
- Key Views & Vistas 
- Steep Ridge 
- Major Edge or Barrier 
- Important Open Space 
- Important Footpath 



AREA OF STRONG TOWNSCAPE - SHOULD BE INCLUDED IN CONSERVATION AREA.

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4.4. Victoria Square and All Saints

4.4.1. *This sub area occupies the south west corner of the Conservation Area and comprises the following distinct elements:*

- *Victoria Square;*
- *Junction of Archer Road/Victoria Road;*
- *Residential hinterlands;*
- *Junction of Stanwell Road/Victoria Road and Station Approach.*

4.4.2. Victoria Square

The setting of this Key Townscape Area provides the most impressive example of formal Victorian layout within Penarth. The Church of All Saints, designed by Seddon and Carter, was started in 1890 and occupies the centre of the space. The Parish Hall, a grade II listed building was also designed by Coates Carter in an "arts and crafts" style and completed in 1906. The Square is enclosed by three storey red brick or local limestone terraced and semi-detached, Victorian and Edwardian houses. Of the dozen varieties of tree within the Square, the dominant species are oak, cypress and yew, which enhance the ambience and intimacy of the area.

The key frontages of the Square, along with All Saints Church and the Parish Hall, are concentrated mostly along the north west side. These consist of formal, composed groups of three storey red brick terraces, including numbers 2 to 7, 8 to 21, 23 to 27, Victoria Square, 4 to 6 Victoria Avenue, and also 1 to 5, Roseberry Place. The unique character and continuity of the terraces relies on the repetition of scale and detail on the front and side elevations. Front boundary walls in brick with terracotta copings contribute to the quality of the streetscene.

To the south along Victoria Road the streetscene lacks the imposing qualities of the Square but is greatly enhanced by several grade II listed buildings. These are numbers 20 and 22 Victoria Road, a pair of semi-detached houses designed in an "Arts and Crafts" style circa 1892 by Coates Carter.

The enclosure of the Square is weakened opposite the Parish Hall by views northwards of the modern flat development (Penarth House) on Stanwell Road. A key view is possible of the spire of Trinity Methodist Church, in Stanwell Road. A grade II listed building, this was completed in 1901 to a design by Jones, Richards and Budgen, architects of Cardiff.

4.4.3. Junction of Archer Road and Victoria Road

A collection of key frontages is concentrated at the junction of Archer Road and Victoria Road. These include the large imposing houses at numbers 25, Victoria Road and 24, Archer Road, grade II listed buildings built out of red brick with contrasting black and white timber detailing. The adjacent collection of red brick Victorian houses, numbers 20 and 22, are also grade II listed.

4.4.4. Residential Hinterlands

The surrounding hinterlands around Victoria Square include the wide, tree-lined Westbourne, Cwrt-y-Vil and Stanwell Roads. They comprise semi-detached two and three storey Victorian houses that were speculatively built at the end of the last century and are constructed in local limestone, red and yellow brick. A majority of houses retain their original features.

4.4.5. Royal Buildings and Station Approach

This junction is enclosed by the imposing four storey Royal Buildings, an example of Victorian "parade" style commercial development. Adjacent to the Royal Buildings is the Paget Rooms, a grade II listed building, designed by the local architect Coates Carter. It was built on land donated by the Earl of Plymouth in 1906.

On the opposite side of Stanwell Road, the quality of townscape has been greatly undermined by new developments and extensions. This has resulted in the space becoming exposed to views of a modern flat development (Westwood Court).

Station Approach car park is a particularly important space, bounded along its north and south edges by three storey red brick commercial buildings, which include some Victorian shop frontages. It lacks enclosure on its east edge along the railway line and there are views to the east of modern developments adjacent to the station buildings. As part of an environmental enhancement scheme consideration should be given to landscaping this edge.

4.4.6. Street Furniture and Paving

The road surface is exclusively tarmac with limestone sett drainage channels and pavement kerbing. Still largely intact, these provide texture and visual interest. The pavement surface is traditional pennant slabs. In certain places, the pavement has been damaged by their piecemeal repair and replacement with inappropriate modern alternatives.

A large number of the traditional Victorian lamp poles remain intact, although the original lanterns have been replaced by modern alternatives. In certain cases, particularly in Station Approach, there are examples of inappropriate modern concrete street lights.

4.4.7. Soft Landscaping and Open Spaces

The most important open space is Victoria Square. A concentration of mature trees dominates the space. Many of the wide streets are greatly enhanced by trees formally lining pavements. The trees provide an essential softening of the surrounding buildings, with the "canopy" effect creating a greater feeling of intimacy, reinforcing the suburban character of the sub area. A Tree Preservation Order exists within the grounds of Westbourne School.

4.4.8. Key Townscape Areas

The Key Townscape Areas include Victoria Square, the Royal Buildings and Station Approach.

4.4.9. Key Frontages and Marker Buildings

The most important key frontages, marker buildings and structures are:

- 1. All Saints Church (not listed), Victoria Square;*
- 2. All Saints Parish Hall, Victoria Square (Grade II Listed);*
- 3. No. 25, Victoria Road (Grade II Listed);
No. 24, Archer Road (Grade II Listed);
No. 20 and 22, Archer Road (Grade II Listed);*
- 4. No. 20 and 22, Victoria Road (Grade II Listed);*

5. **Nos. 2 to 7, Victoria Square**
6. **Nos. 4 to 6, Victoria Avenue;**
7. **Nos. 8 to 21, Victoria Square;**
8. **Nos. 1 to 5, Roseberry Place;**
9. **Nos. 23 to 27, Victoria Square**
10. **Paget Rooms, Victoria Road (Grade II Listed);**
11. **Telephone kiosk outside Nos. 5 and 5a, Royal Buildings, Station Approach (Grade II Listed);**
12. **Royal Buildings, junction of Stanwell Road and Victoria Road;**
13. **Nos. 1 to 9, Station Approach;**
14. **Stanwell Road Baptist Church, and Sunday School Rooms;**
15. **Trinity Church and Hall, Stanwell Road (Grade II Listed).**

4.4.10. Conclusions

1. ***This sub area is important in architectural and historical terms. It has a strong identity and cohesiveness, with a number of key frontages and listed buildings.***
2. ***There has been some limited damage caused to street frontages by unsympathetic infilling and extensions, although the traditional character of the area largely remains intact.***
3. ***A sensitive strategy co-ordinating street furniture and paving would greatly enhance the quality of the streetscape.***
4. ***Station Approach is a space that offers a townscape opportunity. An environmental enhancement scheme that reflects its architectural context should be considered.***
5. ***Consideration should also be given to maintaining the environmental quality of Victoria Square, by introducing a management scheme that strengthens its unique identity and sense of place. Such a scheme would incorporate consideration of elements such as surface finishes, landscape and boundary walls.***

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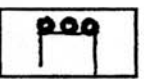
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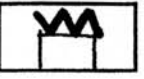
Landmark Buildings & Structures 

Listed Buildings 

Key Frontages 

Context Frontages 

Weak Frontages 

Frontages Out Of Context 

Key Views & Vistas 

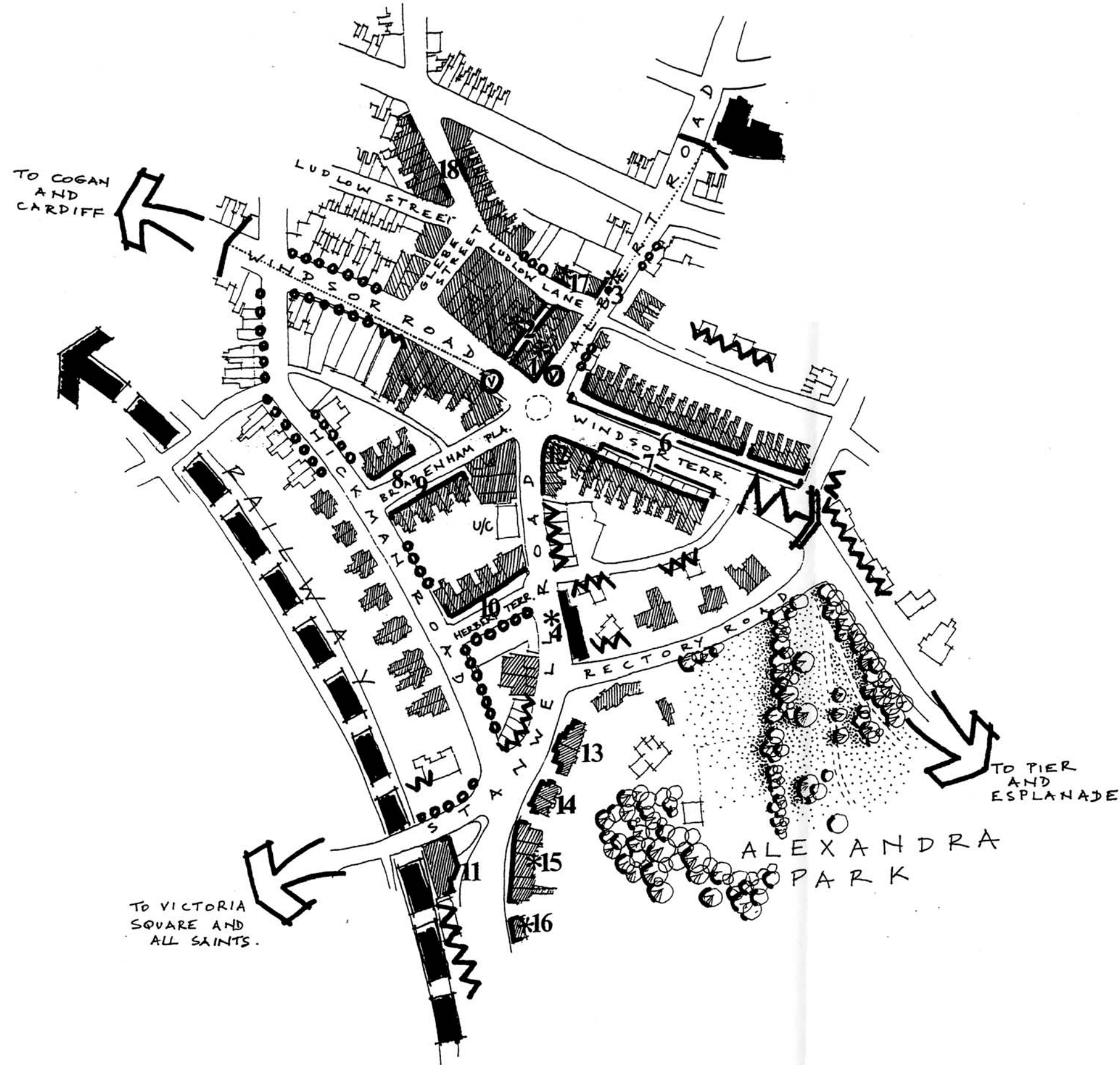
Steep Ridge 

Major Edge or Barrier 

Important Open Space 

Important Footpath 

TOWN CENTRE



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4.5. Town Centre

4.5.1. Introduction

The Town Centre sub area can be divided into four elements:

- *Windsor Road, including the busy main roundabout junction where Windsor Road converges with Windsor Terrace, Albert Road, Stanwell Road and Bradenham Place.*
- *Lower Glebe Street, including the junction where Lower Glebe Street converges with Ludlow Street and Ludlow Lane.*
- *Stanwell Road, including the junction where Stanwell Road converges with Plymouth Road and Hickman Road.*
- *Hickman Road and its residential surroundings.*

4.5.2. Windsor Road

Windsor Road is the main commercial street within Penarth and a popular local shopping destination. Originally it was designed as a residential area, and fronted by nineteenth century two and three storey terraced town houses with landscaped front gardens. At the beginning of the century these houses were converted into shops.

The upper floors of the original town houses remain visible, as exemplified at No. 16-18, Windsor Road (David Morgan/Olivers/Lo Cost). Although in a state of disrepair, these illustrate ornate detail.

The majority of the retail frontages at ground level have been weakened by inappropriate, modern shopfronts. The Windsor Arcade, designed by Edward Webb and opened in 1898 is a grade II listed building. It was built together with the adjoining Lloyds Bank building, also grade II listed.

4.5.3. Main Roundabout Junction of Windsor Road, Windsor Terrace, Albert Road, Stanwell Road and Bradenham Place

This is the main junction within the town centre. The centre of the junction is dominated by the raised roundabout with a small clock tower. The utilitarian design of the roundabout emphasises the highway function of this space.

An attempt was made at the end of the last century to establish the junction as the commercial core of the developing town. Consequently, local examples of good commercial architecture front this space. These include the key frontage of the grade II listed Lloyds Bank building. The facade of the bank, an ashlar fronted three storey block constructed of bathstone creates an important feeling of enclosure to this space.

Situated prominently on the opposite side of the roundabout, is the key frontage of the Andrews Building with its distinctive white oriel windows. Along the frontage of the building a number of relatively undamaged traditional shopfronts remain at number 36, Windsor Terrace, and numbers 5 and 6, Stanwell Road.

From the main junction a view of the important landmark building of the Methodist Church can be observed northwards in Albert Road. On the west side is number 41, Albert Road a grade II listed building formerly used as a Post Office. Built in 1936, the adjacent pillar box is also listed for its group value.

To the east the quality of townscape is weakened by the view along Windsor Terrace of the inappropriate four storey modern flat development (Albany Court), on the corner of Church Road. By contrast, observations north westwards along Windsor Road reveal a long distance view of the greenery of Llandough escarpment.

4.5.4. Junction of Lower Glebe Street, Ludlow Street and Ludlow Lane

This junction has a stronger feeling of enclosure, provided by the surrounding two and three storey commercial buildings. The majority of shopfronts at ground level have been replaced by inappropriate modern alternatives out of context with the local architectural character. Key frontages include a few examples of shopfronts that have retained much of their original detailing. These include numbers 8, 9, 17, 101 and 102 Lower Glebe Street. This space would benefit greatly from an environmental enhancement scheme which could comprise a traffic management or full pedestrianisation scheme.

4.5.5. Windsor Terrace

Windsor Terrace changes suddenly in land use to a predominantly residential street lined with a variety of trees such as chestnut and lime. It comprises the key frontages of two Victorian terraces built mostly out of local limestone (with the exception of numbers 17 to 22 which are rendered) with landscaped front gardens and stone walls. The southern terrace, numbers 23 to 32 is best preserved, although the end units of numbers 23 and 24 have been weakened by inappropriate alterations undermining the continuity of the terrace. The northern terrace, numbers 1 to 22, is less well preserved with only numbers 5, 13, 14, 16, 17 and 22 retaining the majority of their original detailing. Nevertheless, the terrace retains much of its original character.

4.5.6. Stanwell Road

Stanwell Road provides a key link from the town centre to the Victoria Square/All Saints Church sub area. The frontages along the road comprise a mixture of shops and offices, and also some residential uses. The most important building is the grade II listed public library situated on the corner of Rectory Road. Completed in 1904 this was designed by the architect Henry Snell in a Jacobean style and is constructed of pennant sandstone masonry laid in thin courses.

Opposite the library is the retail premises of the Washington Building which was originally designed as two large villas by the architect W. D. Blessley of Cardiff and completed in 1895. The modern shopfronts now detract from the architectural design although the upper floors retain much of the original gothic detail.

Adjoining the Washington Buildings on the corner of Herbert Terrace is the vacant cinema building designed in "Art Deco" style. If it is not possible to re-use this building care is required to introduce new development that retains the scale, enclosure and architectural context of the site. An opportunity exists for creating a more appropriate frontage along Herbert Terrace.

4.5.7. Main Junction of Stanwell Road, Plymouth Road and Hickman Road

A collection of key frontages bound the east edge of the space, including the heavily detailed facades of numbers 2-10 Plymouth Road. Originally constructed in 1886 as residential villas, these grade II listed buildings were later converted into commercial uses.

The quality of the townscape is weakened on the corner of Hickman Road and Stanwell Road by an inappropriate modern parade of shops. The use of materials, architectural detailing and scale of these buildings fail to complement the character of the space.

To the south, along the west side of Plymouth Road, the visual quality of the space is further weakened by modern commercial buildings. Key frontages include the Railway Hotel, a distinctive building, with its imposing red clay tiled roof, and Turner House Art Gallery, a grade II listed building, designed in 1888 by the architect Edwin Seward.

The space would benefit greatly from an environmental enhancement scheme. This could comprise planting trees within the centre to create a greater feeling of enclosure, and enhancing the frontage of Turner House.

4.5.8. Hickman Road and Environs (including Herbert Terrace and Bradenham Place)

To the south between Windsor Road and the railway corridor much of the town centre's most important townscape is presently excluded from the Conservation Area. This includes the key frontages of Numbers 1 to 8 and 9 to 13 Bradenham Place and 1 to 7 Herbert Terrace. Hickman Road is also fronted along its west edge by two storey semi-detached Victorian houses in landscaped gardens, the majority retaining much of their traditional detailing.

4.5.9. Street Furniture and Paving

The road surface is almost exclusively tarmac. The pennant stone slabs that originally surfaced the pavements are rapidly being replaced by inappropriate modern alternatives. This damage is particularly extensive along Windsor Road.

An attempt has been made to introduce co-ordinated, traditional street lighting along Windsor and Stanwell Roads, although the columns are out of scale. Much of the modern street furniture is not related to the local architectural character.

4.5.10. Soft Landscaping

There are few trees and soft landscaping within the town centre. The exception is the residential streets of Hickman Road and Windsor Terrace which are lined with lime and chestnut.

4.5.11. Key Townscape Areas

Windsor Road and Lower Glebe Street provide the best examples of commercial architecture and are identified as key townscape areas.

4.5.12. Key Frontages and Marker Buildings

The most important buildings and structures are:

- 1. Lloyds Bank, Windsor Road (Grade II Listed);*
- 2. Windsor Arcade Building, Windsor Road (Grade II Listed);*
- 3. Pillar box outside Post Office on Albert Road (Grade II Listed);*
- 4. Public library, Stanwell Road (Grade II Listed);*
- 5. Telephone Kiosk, adjacent junction with Stanwell Road (Grade II Listed);*
- 6. Nos. 1 to 22, Windsor Terrace (north);*
- 7. Nos. 23 to 32, Windsor Terrace (south);*
- 8. Nos. 1 to 8, Bradenham Place;*
- 9. Nos. 9 to 13, Bradenham Place;*
- 10. Nos. 1 to 7, Herbert Terrace;*
- 11. Railway Hotel, Plymouth Road;*
- 12. Andrews Buildings, corner of Windsor Terrace and Stanwell Road.*
- 13. Nos. 4 and 6, Stanwell Road;*
- 14. Nos. 8 and 10, Stanwell Road,*
- 15. Nos. 2 to 10, Plymouth Road (Grade II Listed);*
- 16. Turner House Gallery, Plymouth Road (Grade II Listed);*
- 17. No. 41, Albert Road, Post Office (Grade II Listed).*
- 18. Nos. 8, 9, 17, 101 and 102, Lower Glebe Street.*

4.5.13. Conclusions

- 1. The town centre is an extremely important sub-area, and includes good examples of local commercial architecture. It has a strong identity as the commercial heart of the town.*
- 2. A significant change to the integrity of the townscape is the replacement of traditional shopfronts with inappropriate modern styles. The Borough Council's "Shopfront Design Guide" is designed to address this problem.*
- 3. A sensitive strategy co-ordinating street furniture and paving features would enhance the quality of the streetscape. The main commercial core of the centre should be managed with a distinctive identity.*
- 4. Significant townscape areas are presently excluded from the Conservation Area. It should be extended south to the railway corridor to include Herbert Terrace, Bradenham Place and part of Hickman Road.*
- 5. Consideration should be given to enhancing the junction of Lower Glebe Street, the frontage of the railway station and Turner House.*

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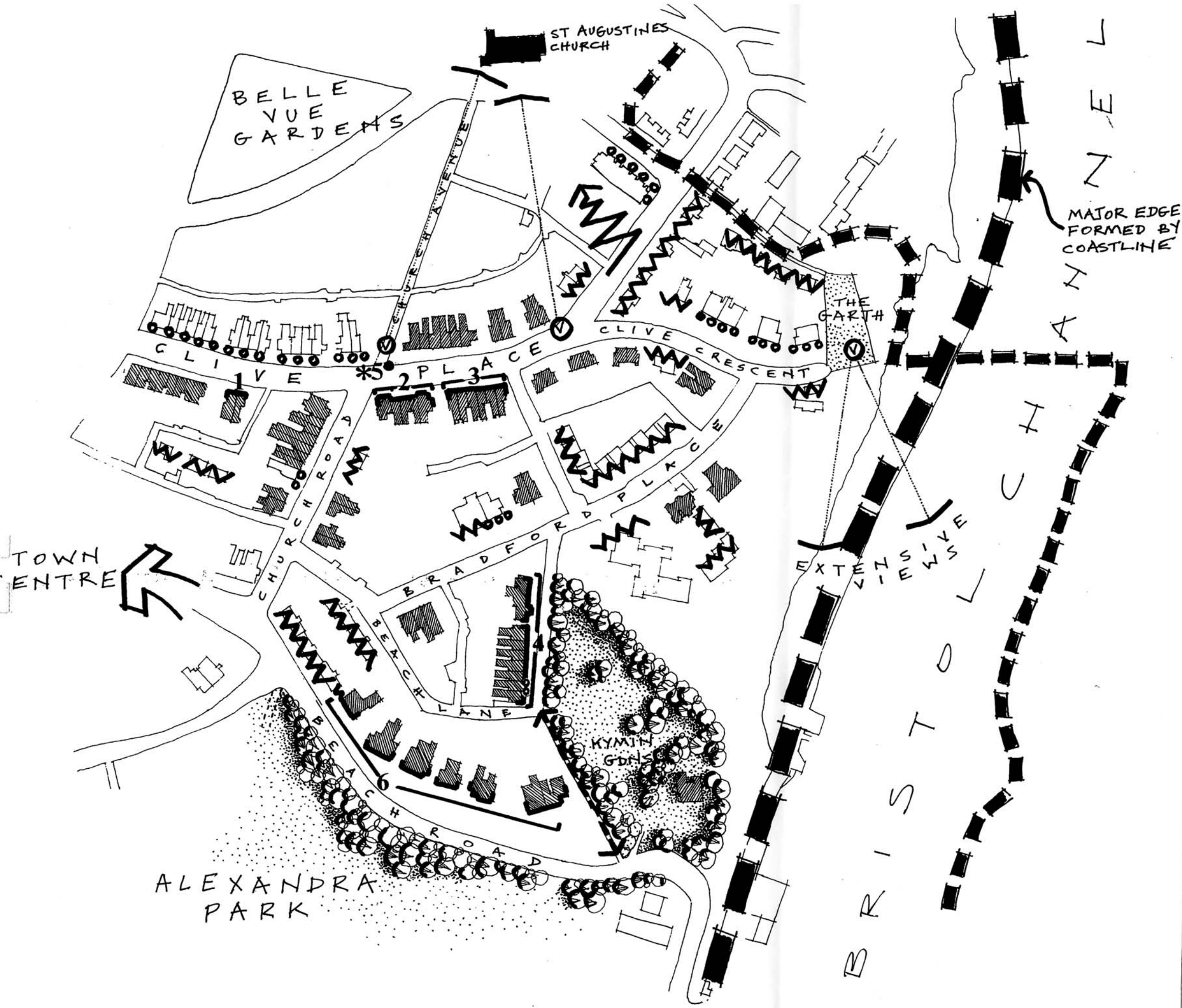
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6

- Conservation Area Boundary (existing)
- Landmark Buildings & Structures
- Listed Buildings
- Key Frontages
- Context Frontages
- Weak Frontages
- Frontages Out Of Context
- Key Views & Vistas
- Steep Ridge
- Major Edge or Barrier
- Important Open Space
- Important Footpath

CLIVE PLACE & ENVIRONS



4.6. Clive Place and Environs

4.6.1. Introduction

This sub area consists of the following main elements:

- *Clive Place, Clive Crescent; and the Garth;*
- *Bradford Place and Kymin Terrace;*
- *Kymin Gardens;*
- *Beach Road.*

4.6.2. Clive Place, Clive Crescent and the Garth

Clive Place is an important tree lined route linking Albert Road and the town centre to the south and St. Augustine's in the north. It is predominantly characterised by two and three storey Victorian terraces and semi-detached houses set in landscaped gardens. These houses are built out of a local limestone, yellow and red brick.

Key frontages include the pair of semi-detached villas, numbers 17 and 19, Clive Place, the formal yellow brick terraces, numbers 21 to 29 Clive Place (with numbers 23, 25 and 27 damaged by inappropriate alterations), and numbers 31 to 41 Clive Place fronting the south side of Clive Place.

To the North East, Clive Crescent is characterised by weak townscape, with a number of inappropriate modern detached and semi-detached houses. There are some semi-detached Victorian houses with inappropriate alterations.

At the end of Clive Crescent is a landscaped open space, situated on the headland known as the "Garth". At this point one can observe dramatic panoramic views of the Bristol Channel and the Esplanade to the south. A small environmental enhancement scheme would greatly benefit this space.

4.6.3. Bradford Place, Kymin Terrace and Kymin Gardens

The character of this area has been severely weakened by modern flat developments. These are conspicuous by their lack of street frontage, out of scale massing, ill defined public, private and semi-private spaces and inappropriate materials.

Key frontages are found at numbers 1 to 9 Kymin Terrace, although No. 2 is greatly weakened by inappropriate alterations. This is an important example of a unified Victorian terrace built out of local limestone. Its setting is enhanced by its relationship with the adjacent landscaped open space at Kymin Gardens. The intimate scale of the terrace and the footpath that provides a link to Beach Road would benefit greatly from an environmental enhancement scheme. This should include simple improvements such as maintenance of railings, enhanced surface finishes and signposting.

4.6.4. Beach Road

Beach Road provides the boundary between the Clive Place sub area and Alexandra Park. It includes the key frontages, numbers 1 to 12. These large semi-detached villas, constructed out of local limestone, are set in landscaped gardens facing the park.

4.6.5. Street Furniture and Paving

The road surface is almost exclusively tarmacadam, with traditional pennant stone slabs surfacing the pavements. Much damage has been caused to the streetscape by the replacement of the pennant stone slabs with modern alternatives. The only examples of original traditional Victorian streetlight columns with their original lanterns are located in and around Kymin Terrace and Beach Lane.

4.6.6. Soft Landscaping and Open Spaces

Kymin Gardens is the largest open space, comprising formal landscaped gardens, enclosed by a dense line of mature trees. The Garth is a smaller informal open space, laid to grass. Many of the streets are greatly enhanced by trees formally lining the pavements.

4.6.7. Key Townscape Areas

The Key Townscape Areas include Kymin Terrace and Kymin Gardens.

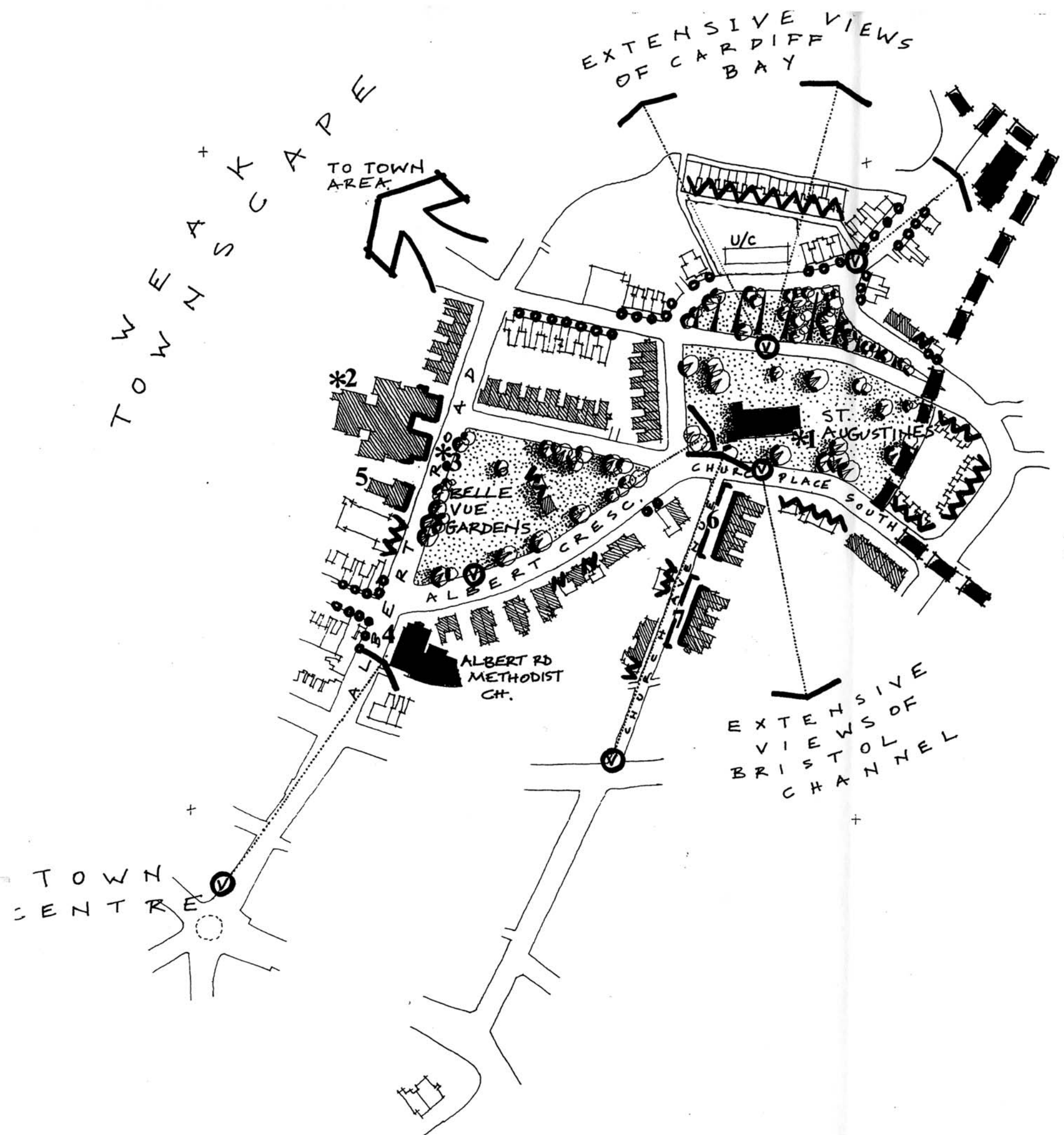
4.6.8. Key Frontages

The key frontages include:

- 1. Numbers 17 and 19 Clive Place;*
- 2. Numbers 21 to 29 Clive Place (south side);*
- 3. Numbers 31 to 41 Clive Place (south side);*
- 4. Numbers 1 to 9 Kymin Terrace;*
- 5. Telephone Kiosk, corner of Church Avenue on Clive Place (grade II listed);*
- 6. Numbers 1 to 12 Beach Road.*

4.6.9. Conclusions

- 1. The townscape of this sub area has been weakened in places by insensitive, flat developments, particularly in and around Bradford Place.*
- 2. The lack of a strategy for managing paving has undermined the quality of townscape.*
- 3. An environmental management scheme should be introduced to improve the setting of Kymin Terrace.*
- 4. A small environmental enhancement scheme would benefit The Garth.*

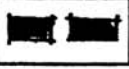
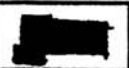




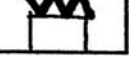
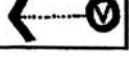






PLAN KEY THE VALLEY OF GLAMORGAN BRO-MORGANNWG



NOT TO SCALE

7

- Conservation Area Boundary (existing) 
- Landmark Buildings & Structures 
- Listed Buildings 
- Key Frontages 
- Context Frontages 
- Weak Frontages 
- Frontages Out Of Context 
- Key Views & Vistas 
- Steep Ridge 
- Major Edge or Barrier 
- Important Open Space 
- Important Footpath 

BELLE VUE GONS & ST. AUGUSTINES

© VOGBRC

4.7. Belle Vue Gardens and St. Augustine's

4.7.1. Introduction

This sub area comprises a number of important elements:

- *Belle Vue Gardens;*
- *St. Augustine's and Environs;*
- *Church Avenue.*

4.7.2. Belle Vue Gardens

Belle Vue Gardens comprises a formal, triangular park. It was opened in 1914 and provides a very important landscape feature, with its mature trees and grassed lawns. The park has retained much of its Victorian character, such as the cast iron railings, gates and posts which bound the edge of the park.

The surrounding buildings range between one and three storeys, creating a strong feeling of enclosure to this key townscape area. The predominant materials include yellow brick, red brick and local limestone. Many of the residential frontages have been damaged by inappropriate alterations.

Key frontages include Albert Road Methodist Church, opened in 1906, and Albert County Infant School. The school, built out of local limestone, was designed by Henry Harris, and opened in 1876. It was extended to designs by Coates Carter in 1883. Its handpainted murals of schoolchildren were painted in 1886 by Norton Nance. Adjacent is another key frontage, the red brick two storey former offices of Penarth Urban District Council, called "Belle Vue". Designed in 1890 by Havelock E. Cornish, its chateau styled twin turrets provide an attractive roofscape.

4.7.3. St. Augustine's Church and Environs

St. Augustine's Church, designed by Butterfield and completed in 1866, is the most important strategic landmark within Penarth's Conservation Area. At around 220 ft. above sea level it occupies the highest ground in Penarth. It can be viewed at long distances from Cardiff Bay, and provides a dramatic impression of the town's setting upon the headland. It is a grade I listed building, built on the site of a smaller church building and ancient religious settlement. The 90 ft. saddle-backed tower sits prominently on the skyline.

The church is situated within its own informally landscaped graveyard area with a collection of mature trees. It is bounded by a stone retaining wall that is in need of repair. Unlike Belle Vue Gardens, this key townscape area is much more exposed to the elements. Impressive panoramic views of Cardiff Bay can be experienced northwards over the rooftops of the two storey terraced houses that step down the headland.

To the west, the grounds of the church are bounded by a terraced row of three storey Victorian houses, built in local limestone, a unified block that has been greatly damaged by unsympathetic alterations.

To the south, the character of this important space has been weakened by the inappropriate semi-detached modern housing units. Long distance views of the Bristol Channel can be experienced between them.

4.7.4. Church Avenue

This forms one of the most important townscape features in Penarth. Laid out in conjunction with the construction of St. Augustine's, the Avenue provides an important vista of the Church tower. The key frontages of Nos. 1 to 11 and 13 to 25, comprise a composed two storey terrace in red brick which create a strong feeling of enclosure and intimacy. Inappropriate alterations and extensions to some of the frontages and unsympathetic new developments have weakened the character of the Avenue. A sensitive environmental improvement scheme, reflecting the local architectural character, would greatly benefit this space.

4.7.5. Street Furniture and Paving

The road surface is almost exclusively tarmacadam, with pennant stone slabs surfacing the pavements. Substantial damage has been caused to the appearance of the pavements by the piecemeal repair and replacement of the traditional flagstones with modern alternatives.

Street furniture lacks co-ordination in terms of styles and colours. Some of the Victorian lamp posts remain, albeit the lanterns have been substituted by modern alternatives.

4.7.6. Soft Landscaping and Open Spaces

The ambience of the enclosed Belle Vue Gardens with its formal landscaping provides a contrast to the more exposed, informal character of St. Augustine's. The presence of mature trees within the open spaces and along the streets greatly enhances the character of the spaces.

4.7.7. Key Townscape Areas

The Key Townscape Areas within this sub area includes Belle Vue Gardens, part of St. Augustine's and part of Church Avenue.

4.7.8. Key Frontages and Marker Buildings

The most important buildings and structures are:

- 1. St. Augustine's Parish Church, Church Place South (grade I listed);*
- 2. Albert Road Infants School including School House (No. 17), (Grade II listed);*
- 3. Telephone Kiosk, Albert Road, adjacent Belle Vue Gardens (Grade II listed);*
- 4. Albert Road Methodist Church;*
- 5. Ex-offices of Penarth Urban District Council, known as "Belle Vue";*
- 6. Nos. 1 to 11, Church Avenue;*
- 7. Nos. 13 to 25, Church Avenue.*

4.7.9. Conclusions

- 1. Although Belle Vue Gardens and St. Augustine's Church are both important key townscape areas, many of the frontages enclosing these spaces are of a weak architectural quality. This is due mostly to unsympathetic alterations, and insensitive new development.**
- 2. A sensitive strategy co-ordinating street furniture and paving features would enhance the quality of the townscape.**
- 3. A sensitive environmental management scheme, reflecting the local architectural character, would benefit Belle Vue Gardens, St. Augustine's and Church Avenue. This should concentrate upon reinstatement, repair and maintenance of original features.**

4.8. Area between Windsor Road, Paget Road and Albert Road

4.8.1. Introduction

This area can be divided into a number of elements:

- *the residential streets of Arcot Street, High Street, Salop Street, Plassey Street, Upper Glebe Street and surroundings;*
- *the junction of Arcot Street, High Street and Queen's Road;*
- *Paget Terrace;*
- *Paget Place, Headlands School and John Street.*

In terms of urban form, it provides an important edge adjacent to Penarth Marine Village and Cardiff Bay to the north. Due to its height, about 200 feet above sea level, much of the area is highly visible from Cardiff Bay.

4.8.2. Typical Residential Terraces

Typical examples include Arcot Street and High Street which comprise terraces of large three storey houses fronting pavements. They are constructed in local limestone with red and yellow brick detailing with slate roofs and dormers at eaves level. Much of the original detailing has fallen into neglect or has been removed as owners have personalised the appearance of their properties. Many display problems of structural disrepair.

Adjacent streets include Salop Street, Plassey Street, Ludlow Street, Upper Glebe Street, King Street, Salop Place and Coronation Terrace. Although the properties are considerably smaller, they exhibit similar uncoordinated renewal problems.

4.8.3. Junction of Arcot Street, High Street and Queen's Road

This was originally planned in the 1860's as Penarth's town centre. Its commercial success was never achieved as the town progressively grew southwards. Nevertheless, examples of key frontages are concentrated at this junction. These include the local limestone frontage of the former St. Joseph's School, and the vacant church building fronting Arcot Street.

Within the centre of this junction an attempt has been made to improve the space with a landscape feature, although it is dominated by the inappropriate 3 and 4 storey residential flat development known as Prince Charles Court. This development greatly undermines the traditional scale, form and character of Penarth's skyline as viewed from Cardiff Bay.

4.8.4. Paget Terrace and Surroundings

Paget Road and Paget Terrace command spectacular views of Cardiff Bay. They are characterised by three storey, bay fronted terraced houses, raised above the pavement. The majority of the frontages have been greatly altered, and the roofscape is extensively damaged by out of scale dormer windows. Numbers 13 to 22 remain fairly well detailed, but are not key frontages.

4.8.5. Paget Place, Headlands School and John Street

Paget Place is a small contrasting area of medium sized, two storey semi-detached Victorian houses. They are built out of red brick, yellow brick or local limestone and set in gardens fronting a tree lined street. It provides the location for the important local landmark of Headlands School, a grade II listed building. The four storey school, built of local limestone and Radyr stone, with red and blue brick detailing, was originally completed as the Penarth Hotel in 1868 by the Taff Vale Railway Company. The architect is unknown.

John Street is fronted by two storey terraced housing finished in local limestone or smooth stucco. The street's traditional character has been weakened by inappropriate alterations to frontages. Nevertheless, it has remained a more composed urban setting of some interest, enhanced visually by the views of Headland School. The recent planting of trees along the pavement has also provided greater formality to the Street. The area lends itself to an environmental enhancement scheme aimed at the streetscape and the accurate restoration of frontages.

4.8.6. Soft Landscaping and Open Spaces

The sub area is characterised by a lack of planting and greenery that would offer visual relief to the linearity of the terraced streets. The few areas of greenery are confined to a strip of land adjacent to Paget Road and Paget Terrace. There is also a small pocket park situated at the corner of Stanwell Crescent and John Street. This has recently been upgraded by the Borough Council. The only formally tree lined street is confined to Paget Place.

A number of Tree Preservation Orders exist within the sub area at Number 4, and Northcliffe Lodge, Paget Place respectively.

4.8.7. Street Furniture and Paving

The road surface is almost exclusively tarmacadam with pennant stone slabs surfacing the pavements. Substantial damage has been caused to the appearance of the pavements by the County Council's piecemeal repair and replacement of the traditional flagstones with inappropriate modern alternatives.

Street furniture lacks co-ordination in terms of styles and colours. Much of the new street furniture is utilitarian. Some of the Victorian lamp posts remain, albeit the lanterns have been substituted with modern alternatives.

4.8.8. Key Townscape Areas

The weak townscape quality of the sub area means that no areas qualify as Key Townscape Areas.

4.8.9. Key Frontages

- 1. Headlands School, Paget Place (Grade II Listed);*
- 2. Former St. Joseph's School, Arcot Street;*
- 3. Vacant Church, Arcot Street;*

4.8.10. Conclusions

- 1. In comparison to the other sub areas within the Conservation Area, its distinctive character rests with a higher density, urban form. This is due to the rows of two and three storey terraced houses fronting pavements, and the absence of trees and soft landscaping features.**
- 2. Few of the buildings retain original Victorian detail. Original features such as sash windows and doors have been replaced by inappropriate modern alternatives. Consequently, the Victorian character of this area has been extensively eroded.**
- 3. Consideration should be given to concentrating environmental improvements at John Street and Headlands School.**
- 4. This area forms an important and highly visible edge to Penarth Marine Village and Cardiff Bay. It would greatly benefit from an urban renewal strategy concentrating on improving the quality of the housing, and the wider environment of terraced streets.**

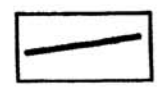
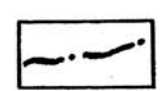
5. SUMMARY AND CONCLUSIONS TO PART ONE

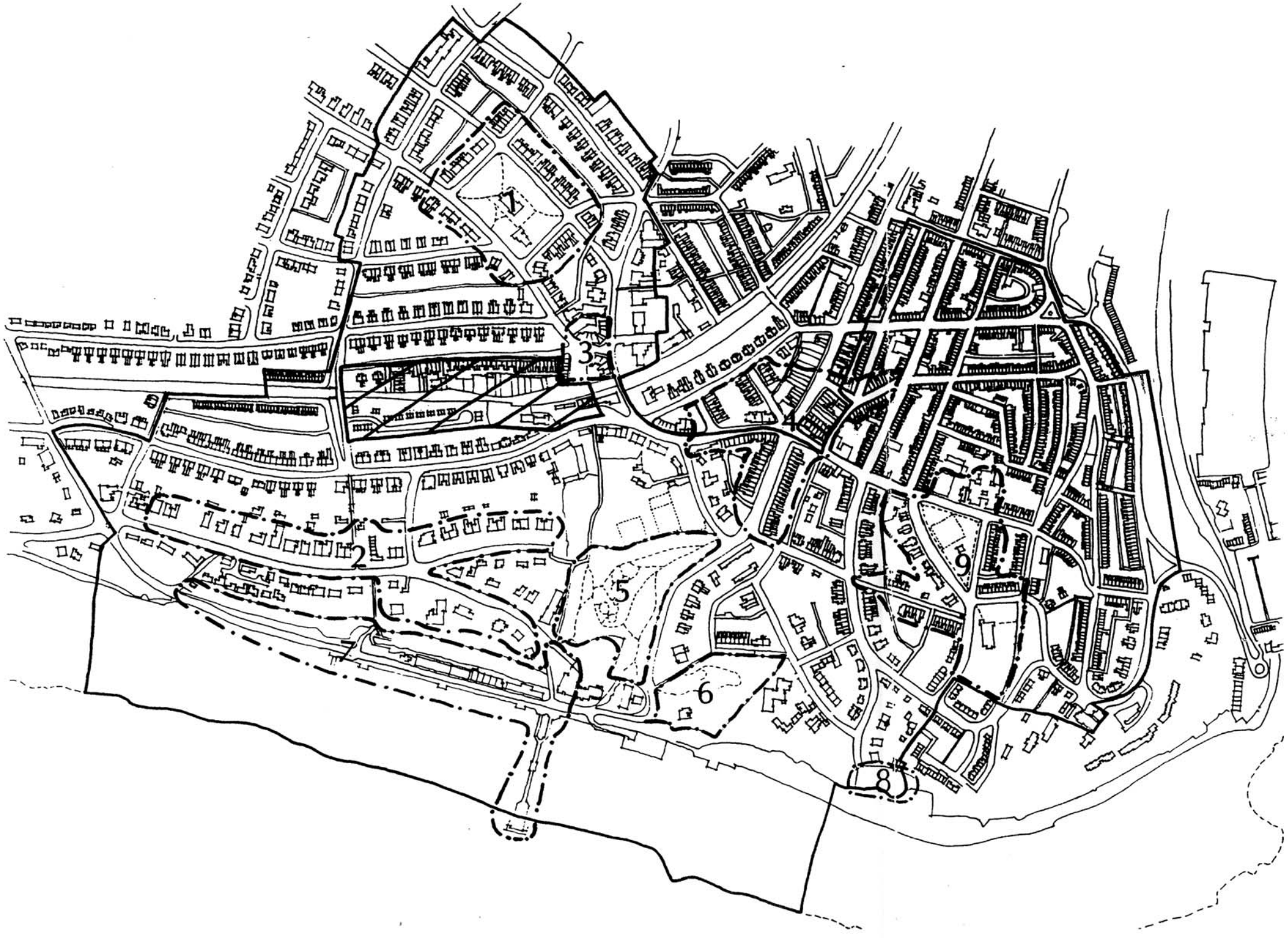
- 5.1. *From the content of Part One, a number of significant issues arise. Although the Conservation Area exhibits a range of mixed uses and contains Penarth town centre, the dominant building type remains residential, with a predominance of terraced and semi-detached house types. Other than on lower density, detached plots where individual design is apparent, the character of housing is defined by the consistent use of local materials within a "gothic" stylistic framework. Despite wide variations in plan and elevational detail, there is a remarkable uniformity of context. This is both a strength and weakness in the character of the Conservation Area as it is particularly vulnerable to minor changes in elevational detail.*
- 5.2. *The Conservation Area is unusually large. It has accordingly been necessary to define six sub-areas in order to facilitate appraisal. Each sub-area is based upon distinctions of character, form and land use. The description of each has been further analysed to define the best, "key townscape areas", "key frontages" and "marker buildings". These provide an inventory of the most valuable features of the Conservation Area upon which the management policies in Part Two of the document are concentrated.*
- 5.3. *Part Two considers in greater detail the current coverage of the Conservation Area and makes recommendations for change. However, from the commentary of the first section, it may be concluded that parts of the Conservation Area have suffered more than others from inappropriate and damaging change. These include:-*
- *Sites in Marine Parade, Bridgeman Road, Bradford Place and on the Esplanade. These sites have attracted redevelopment in recent years given the size of the plots, the attractiveness of the location (exploiting channel views), and problems involving the reuse and repair of the larger, detached Victorian house types.*
 - *Within the denser terraced streets between Windsor Road and the Dock, the smaller terraced house types are of generally earlier and more basic construction, lacked amenities and have exhibited stonework and structural problems. These streets have been badly damaged through inappropriate, poorly co-ordinated repairs.*
- 5.4. *Within other residential areas, inappropriate conversion, alteration and repair remain an important issue which requires to be addressed by owners if the character of the area is not to be progressively damaged. The erosion of original street detail is also of some concern, with a need for consistency in the repair and maintenance of elements such as street paving and lighting.*

PLAN 9

Key Townscape Areas

KEY

Existing Conservation Area Boundary	
Key Townscape Area	



1. Victoria Square / All Saints
2. Marine Parade / Park Road and Bridgeman Road
3. Royal Buildings and Station Approach
4. Town Centre
5. Alexandra Park
6. Kymin Gardens
7. Esplanade and Pier
8. The Garth
9. Belle Vue Gardens / St Augustines Church

PART TWO:

Management in the Conservation Area



6. **INTRODUCTION**

6.1. *In Part One, consideration was given to an evaluation of the Conservation Area. Emphasis was given to:-*

- *the significance of domestic architecture.*
- *the identification of key townscape areas and frontages.*

6.2. *Part One provides a contemporary description. Part 2 considers existing management policies and makes recommendations for change. These are considered under the following headings:-*

Land Use Policy Context

Contemporary Scope and Content of the Conservation Area

Existing Architecture

New Development

The Environment

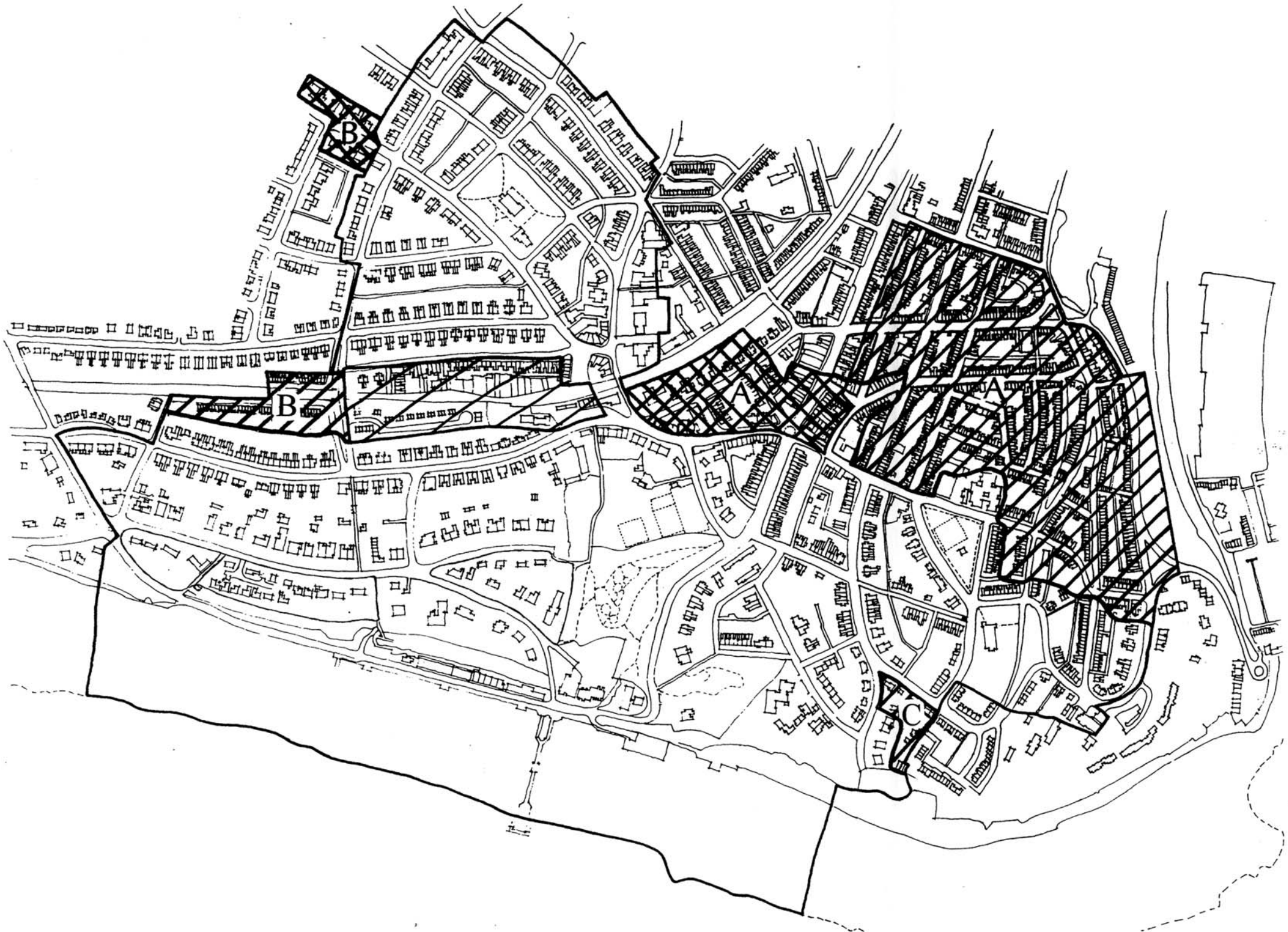
Management

Recommendations.

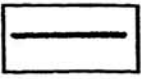


7. LAND USE POLICY CONTEXT

- 7.1. *Section 54A of the Town and Country Planning Act, 1990, makes it important that the Council's policies for its Conservation Areas, insofar as they bear on the exercise of control over development, should be clearly established by a Local Plan.*
- 7.2. *Existing local plan coverage is established by the East Vale Local Plan which was adopted on the 9th February, 1987. This provides broad policies and principles for development relating to the Conservation Area, which are described at Appendix 1.*
- 7.3. *The Vale of Glamorgan Local Plan will supersede the existing document and is expected to be adopted during 1996. It makes specific reference to the control of development in conservation areas through policies ENV.19-28, and 31 (Appendix 2). Paragraph 2.5.85 recognises the damage that has been done to the districts' principal conservation areas through inappropriate new development and the continued effect of small changes to buildings not normally subject of planning control.*
- 7.4. *The Plan recognises that a continuation of measures involving appraisal, grant aid, improved design advice and environmental enhancement will be necessary in order to arrest further inappropriate proposals. In selected key areas it also recognises the need to introduce "Article 4 Directions" under the General Development Order, bringing small changes to buildings under planning control.*
- 7.5. *The Penarth Appraisal has been prepared at a time when there is a great deal of public debate concerning the performance of conservation areas and the relevant enabling legislation. Reference has been made in particular to the inability of local authorities to control minor proposals. This and other issues are addressed by the Government in a new draft Circular (Planning Policy Guidance Note 15: Wales) which will eventually replace existing advice. The management content of the Appraisal is designed to accommodate the developing national policy context.*

PLAN 10 THE VALLE-OF
CLAMORCAN
Additions & Omissions



KEY

Conservation Area Boundary	
"Additions" (Strong Townscape Outside Conservation Area)	
"Omissions" (Weak Townscape Inside Conservation Area)	



Additions

- A. South-west part of the town centre, including part of Hickman Road, Bradenham Place and Herbert Terrace;
- B. Victoria Road, up to Number 39 (east side) and Number 21 (west side).

Omissions

- A. Weak townscape of part of town area;
- B. Weak townscape of Sully Terrace;
- C. Inappropriate modern housing adjacent Penarth Head Lane.

8. CONTEMPORARY SCOPE AND CONTENT OF THE CONSERVATION AREA

8.1. *The following conclusions concerning the boundaries of the Conservation Area may be drawn from the appraisal in Part One:-*

- a. *The 1976 extensions to the Conservation Area include substantial areas of fairly ordinary terraced housing located between Windsor Road and the Dock. These were included for their social and historical relevance as workers housing relating to the development and use of the Dock. As noted in the conclusions to Part One (paragraph 5.2.) they have suffered visually due to poorly co-ordinated repair. Policies based upon conservation area designation are, therefore, no longer entirely appropriate to assist renewal in these streets. There is a need to address the problems through a comprehensive housing strategy based upon repairs, environmental enhancement, and traffic management. Given the area's prominence when viewed from Cardiff Bay, such a strategy would require to take account of co-ordinated standards of design.*
- b. *The 1976 designation is inconsistent in the town centre area through the exclusion of key buildings and a number of streets (Herbert Terrace, Bradenham Place, part of Hickman Road) which focus on the important Albert Road/Windsor Road junction. There are some good terraces which provide a context for the town centre.*
- c. *The original designation of 1971 covered the best detached houses and low density sites overlooking the Channel (in Marine Parade and Bridgeman Road). These areas have suffered badly from inappropriate new development and further permissions exist which will affect key frontages. An issue concerning the increasing density of development in this area is addressed under paragraph 5.3.*
- d. *Minor additions to the Conservation Area may be justified in the area of Victoria Road to include some good quality semi-detached villas. The higher density housing in Sully Terrace, which has also been subject to inappropriate repair should be omitted from the Conservation Area.*

8.2. *These conclusions are incorporated in the policy/recommendations of the appraisal as described in Section 13, and are illustrated on Plan Number 10.*

9. **EXISTING ARCHITECTURE**

9.1. **Background:**

- 9.1.1. *The development of buildings within the Conservation Area during a relatively short period of time between 1875-1900 has now resulted in a concentration of repairs-related issues as building materials such as stonework attain and exceed their useful working life. Although there is not a major problem involving building redundancy and dereliction in Penarth, there is a high proportion of domestic architecture which has been vulnerable to inappropriate alteration and repair. Many buildings exhibit a loss of original features such as brick detail, chimney stacks, windows, doors and boundary walls. Cumulatively, the effect of such alterations across terraces and streets of uniform scale and character has been substantial.*
- 9.1.2. *Inappropriate repair technique involving the maintenance, repair and repointing of local materials (brick and stone) and the lack of a readily available, suitable alternative to the local stone has contributed to a loss in architectural detail. Such repair work can require specialist advice as well as additional cost.*
- 9.1.3. *Measures are required to arrest the further visual deterioration of frontages. Consideration will be given to:-*
- Redundant Buildings and Dangerous Structures (para 9.2)*
- Domestic Architecture: Minor Alteration and Repair (para 9.3)*
- 9.1.4. *Commercial architecture is equally vulnerable to the ill-conceived alteration of shopfronts, poorly considered signage and loss of detail above fascia level. In recent years, the addition of roller shutters designed to counter vandalism and theft have added to arguments concerning the control of development in the area. Such issues are considered in para 9.4.*

9.2. **Redundant Buildings and Dangerous Structures:**

- 9.2.1. *Larger public buildings (for example churches and church halls) have been most prone to redundancy in Penarth. They make a valuable contribution to the character of the Conservation Area through their significance as key frontages and landmark buildings. If redundant, the Council will encourage the introduction of alternative uses designed to sustain retention. It will initially expect owners to seek the appropriate adaptation of such buildings through the application of policies described in paragraph 10.2.1. These are designed to evaluate issues such as structural condition, the cost of restoration and the reasonable prospects for alternative beneficial use.*
- 9.2.2. *The redundancy and disrepair of the larger terraced and semi-detached Victorian house is comparatively rare as demand has favoured both ongoing owner occupancy and conversion to flats. There are, nevertheless, limited cases where vacancy and disrepair have resulted from neglect in maintenance in anticipation of redevelopment. Where such cases are causing a public nuisance, the Council will support action under Section 215 of the Town and Country Planning Act, 1990, designed to maintain the appearance and amenity of sites. It will also seek to enforce court orders through the dangerous structures legislation to instigate repairs where appropriate.*

9.2.3. *A significant proportion of Dangerous Structures Notices have been served in Penarth in recent years where the disrepair of a building, outbuilding or boundary wall has the potential to cause a public hazard. Although these are currently used in a reactive manner as a particular problem occurs, there is a need to survey the Conservation Area to establish the scale of the problem. The situation appears particularly acute in respect of disrepair to boundary walls and outbuildings.*

9.3. **Domestic Architecture: Minor Alteration and Repair:**

9.3.1. **Control Over Minor Development in "Key Frontages":**

Under the Town and Country Planning General Development Order, 1995, some minor developments to houses do not require planning permission. These include items such as alterations to doors and windows, reroofing, construction of porches and the erection/alteration of boundary walls. However, the combined effect of such minor alterations along streets and across terraces has been damaging in Penarth.

It is consequently proposed to direct that certain minor developments will now require planning permission. The effect of any Direction will be for owners to seek approval for the following:

- *The alteration, removal and renewal of all doors and windows where they front a highway.*
- *Re-roofing works, including the addition of rooflights and dormers.*
- *The construction of a porch outside any door which fronts a highway.*
- *Walls, gates and fences: the erection improvement or alteration of a means of enclosure.*
- *The construction of a vehicle hardstanding where it abuts a highway.*

The frontages which it is proposed will be covered by a Direction are identified in Part One of the Report as "Key Frontages" and include:-

1-15, Marine Parade (excluding Numbers 13 and 14, which are Listed).

1-10, Park Road

7, 9, 11, Bridgeman Road

2-7 }

8-21 } Victoria Square

23-27 }

4-6 Victoria Avenue

1-5 Roseberry Place

1-22 }

23-32} Windsor Terrace

21-29 }

31-41 } Clive Place

1-9 Kymin Terrace

1-11 }

13-25} Church Avenue

The Directions, if approved, will control the replacement of original details and encourage the reinstatement/restoration of original detail. Grant aid designed to encourage accurate reinstatement and repair will be given priority in these areas.

9.3.2. Control over Minor Development in "Context Frontages":

Due to the size and number of residential properties contained within the area, it will not be realistic for the Council to sustain controls over minor development other than in the best frontages. Within "context" frontages there will consequently be improved support information, publicity and technical support designed to promote the Conservation Area's objectives.

9.4. Commercial Buildings: Alterations to Shopfronts and Advertisement Control:

- 9.4.1. *Within the predominantly commercial areas in Windsor Road, Glebe Street, Victoria and Stanwell Roads, control over the design and appearance of shopfronts, signage and fascias is particularly important. There are some inappropriate examples of shopfronts which fail to integrate with the wider facade and streetscene due to inappropriate scale, form of material and colour. The Borough Council will strictly enforce control over the appearance of shopfronts in accordance with its approved Shopfronts Design Guide.*
- 9.4.2. *Proposals for new shopfronts, fascias and advertisements will require to illustrate the relationship of the proposal to the wider facade and adjacent shopfronts.*
- 9.4.3. *The provision of security shutters is becoming an increasingly important issue in the design and appearance of shopfronts in the commercial areas. Although the Council has accepted in principle that it is unrealistic to prohibit shopkeepers and businesses from using shutters to secure their premises in the light of growing levels of vandalism and theft, it will expect high standards of design. As a general rule, the roller shutter box and guides should be integrated as sensitively as possible within the existing shopfront so that adaptation of an existing detail is often required. Blinds should be perforated or open weave to allow visibility into the premises at night and avoid a proliferation of hostile closed shutters in the streetscene when shops are closed. Wherever possible, the roller shutter box should be incorporated behind the existing fascia, or detailed in such a way as to be hidden.*
- 9.4.4. *New fascias should be set within the shopfront and its frame rather than give the impression that they have been built on top as a later addition. It is important that the fascia has the correct scale relative to the other elements of the street scene. Fascia signs should be illuminated externally. It will not be considered acceptable to use internally illuminated box signs on traditional buildings.*

10. **NEW DEVELOPMENT**

10.1. **Background:**

An objective of Part One of the Appraisal was to recognise key buildings and frontages which make a particular contribution to the character of the Conservation Area. Although government policy does not preclude new development on, or redevelopment of such sites, their identification in the Appraisal is designed to enable careful evaluation of future proposals. This will be undertaken in accordance with:-

- *stated criteria of assessment (para 10.2.1.)*
- *design briefs, where required (para 10.2.2.)*
- *detailed planning applications (para 10.2.3.)*

The form of extensions to individual buildings is also considered (paragraph 10.3) and a policy relating to infill on key frontages (paragraph 10.4).

10.2. **Redevelopment:**

10.2.1. *The Council will assess redevelopment proposals according to the following principles:-*

a. *Location - within designated "key frontages" redevelopment will not normally be permitted unless verifiable reasons are provided justifying demolition of an existing building. The Council may seek independent, specialist advice on appropriate cases. Factors which will be taken into consideration will include:-*

- *The perceived quality of the building and its contribution to the character of the conservation area.*
- *Evidence to suggest that the building is no longer capable of reasonable beneficial use.*
- *Its structural condition.*
- *The cost of accurate restoration and repair.*

b. *Form, Scale and Quality - developers will be expected to seek early discussion concerning the quality of redevelopment proposals. The Council will require development proposals which achieve a high standard of design and detail within the architectural context of the area in which the proposal is located.*

10.2.2. *The Council will wish to establish detailed design briefs relating to major redevelopment sites. It will provide clearer guidance relating to design expectations, initially through Design Principles and a "Sensitive Development Test" as described in Appendix 3. These should not be treated as rigid formulae, but will provide a framework against which development proposals will be evaluated.*

10.2.3. *In respect of new development full details will be required in support of planning applications and "outline" submissions will not be appropriate. Consent to demolish a building will not be granted unless a suitable scheme of redevelopment has been approved.*

10.3. **Extensions to Existing Buildings:**

In general, new extensions should conform to the character of the existing building and be subordinate in scale to it. Pitched roofs at or in excess of 35 degrees are normally essential. Elevational proportions should conform to those of the parent building. Choice of materials and colour of the external elevation should be carefully considered to conform with the local context.

10.4. **Infill:**

In low density areas of housing characterised by large detached and semi-detached villas, existing garden land may form an essential context to both a building and the wider environment. The loss of such spaces and associated open frontages may cause damage to the character of the Conservation Area. Proposals to develop such land will consequently be carefully evaluated from this point of view.

11. **THE ENVIRONMENT**

11.1. **Background:**

11.1.1. *The quality and character of public and private open space within conservation areas can be of equal importance to the buildings they surround. Such spaces include streets, parks and the gardens of houses.*

11.1.2. *The aim of this section of the document is to consider ways in which the Council, other Agencies and individuals can maintain the appearance of these areas. The main consideration is streetscape which is evaluated in paragraph 11.2 and the following sub-sections:-*

- *recurrent detail (paving, lighting, signage, street furniture), (paragraph 11.2.1)*
- *private front gardens (paragraph 11.2.2)*
- *boundary walls (paragraph 11.2.3)*

11.1.3. *Under the Planning (Listed Buildings and Conservation Areas) Act, 1990, a duty is placed upon local planning authorities to prepare proposals for the enhancement of conservation areas. Such opportunities are considered in paragraph 11.3.*

11.1.4. *The Penarth Conservation Area is characterised by attractive parks and groups of trees which contribute to the atmosphere of the town and enhance its maritime setting. In addition, strategic footpaths are of importance in linking the Marina, Esplanade and residential hinterland. These elements are considered in paragraphs 11.4 and 11.5 respectively.*

11.2. **Streetscape:**

11.2.1. **Recurrent Detail:**

This refers to items of streetscape (such as paving and lighting) where an emphasis is on everyday co-ordinated repair and maintenance

- a. *Pavements: the piecemeal repair of pavements and footways has resulted in the removal of traditional pennant flagstones, limestone kerbs and limestone sett drainage channels. Their replacement has resulted in an unco-ordinated patchwork of modern alternatives.*
- b. *Street Lighting: original cast iron columns with "swan necks" have been adapted for use in recent years by electricity. Many of these have now been replaced by galvanised steel columns carrying modern luminaires. Although along some principal traffic routes (e.g. the town centre and Esplanade) lights of Edwardian character have been introduced, they have resulted in much taller columns which are out of scale with adjoining Victorian buildings.*
- c. *Other forms of Street Furniture: The provision of a "family" of street furniture (bins, bollards and signage) to consistent designs and colour would benefit the character of the Conservation Area.*

- d. **Consistency in Provision and Design:** a problem is the inconsistency in the design and provision of recurrent detail. Such elements are largely maintained by South Glamorgan County Council as highway authority, although some utilities affect the reinstatement of roads and pavements through the installation and repair of new equipment.

As far as such details are concerned two principles should be followed:-

- wherever possible original local detail should be retained and repaired, particularly in streets involving "key frontages".
- where detail cannot be reinstated, due to cost or practicality, replacement should be undertaken in materials co-ordinated through a locally agreed range of modern substitutes.

11.2.2. Private Front Gardens:

In many streets the private front garden forms a key element of townscape. The garden has sometimes been removed due to the provision of car parking where, for example, a house has been converted into flats. This has led to the surfacing of the front garden and the loss of the boundary wall which defines the edge of the pavement. Such action greatly damages the continuity in design of the street frontage and can result in the complete loss of the enclosure afforded by mature trees and shrubs.

The provision of forecourt parking has often been required as a result of the application of car parking standards even though the street can comfortably accommodate on street, off peak parking. Wherever possible, flexibility in the application of standards is necessary to take account of the visual consequences of forecourt parking within the wider streetscene.

11.2.3. Boundary Walls:

The inaccurate repair and redevelopment of stone and brick walls is a major issue in the retention of the character of the Conservation Area, particularly as original walls are in excess of one hundred years old. The cost of repair is high, particularly in respect of walls built in local stone. Problems have arisen due to the inappropriate use of modern substitutes (e.g. blockwork) whilst inappropriate repair technique (for example through poor repointing) has accelerated damage.

Some walls remain a priority in terms of retention and repair. These include those:-

- enclosing "key frontages"
- which form a part of the architectural composition of a building,
- enclose the frontage of a listed building,
- frame prominent street junctions and key footpaths,
- retain adjacent land and gardens.

Within "context frontages", it is no longer realistic to require owners to construct walls in local stone unless adequate supplies of the material can be obtained by reclamation. It is, therefore, essential for the Council to coordinate and publicise acceptable substitutes.

11.3. Enhancement Schemes:

11.3.1. *Part One of the Appraisal has identified a number of areas which would benefit from environmental enhancement. Given the size and complex nature of the Conservation Area, it is considered appropriate to consider opportunities within the town according to the following themes:-*

- *as a resort*
- *as a commercial centre*
- *as a Victorian suburb*

11.3.2. The Resort:

Penarth has retained its attractiveness as a resort with an emphasis on the casual day trip. A substantial part of the Conservation Area encompasses the seafront and associated gardens which provide particular qualities.

Recent projects have involved resurfacing of the sea frontage of the Esplanade (funded by Cardiff Bay Development Corporation), redecorating/structural repair to the pier and the reinstatement of railings to the Italian Gardens. The Council is also committed to providing land for a new lifeboat station and slipway at the southern end of the Esplanade.

Further improvements are required to maintain the upgrading of the Esplanade. A programme should involve:-

- *Extension of environmental improvements to the western side of the Esplanade involving resurfacing of the footpath in materials to match the seafront.*
- *Introduction of traffic management designed to provide improved pedestrian crossings at strategic intervals, including the Yacht Club and Italian Gardens.*
- *Improvements to surfacing to the lane between the yacht club building and proposed lifeboat station.*
- *Reinstatement of the bridge linking the northern and southern ends of Windsor Gardens.*
- *Improvement to the Italian Gardens: the Gardens require investment in the repair of retaining walls, surfacing, landscaping and seating. The space would benefit from a focal piece of public art.*

11.3.3. The Town as a Commercial Centre:

A problem in the environmental quality of the town centre lies in the uncontrolled circulation of traffic to and from secondary streets in the Windsor and Stanwell Road areas. The environment of the town centre could be improved through:

- *closing lower Glebe Street to traffic coupled with enhancement of part of the space through resurfacing and landscaping.*
- *closure of the junctions at Bradenham Place and Herbert Terrace with associated environmental improvements.*

- *better control of circulation in the vicinity of the town centre through the introduction of a one way system in Ludlow and Glebe Streets.*

At Station Approach, measures should be introduced to rationalise parking. These might incorporate enhanced tree planting, repaving and improved street lighting.

11.3.4. The Town as a Victorian Suburb:

Within the residential streets of the town attention to details as suggested in 11.2.1. is important. The consistent replacement of detail such as boundary walls, paving, and street furniture within key frontages is crucial to the retention of the Conservation Area's character. Within other streets of contextual importance the reinstatement and maintenance of detail in a visually co-ordinated way using suitable modern substitutes is also essential.

Opportunities for enhancement include:-

- *Victoria Square: retain and reinstate original flagstones and kerbing. Reintroduce railings and gates around the landscaped open space surrounding All Saints Church.*
- *Belle Vue Gardens and St. Augustines: maintain and repair the original railings, pavement finishes and kerbing. Repair and reinstate the limestone retaining wall to the church precinct.*

11.4. Parks and Gardens, Landscape and Trees:

11.4.1. Reference has been made to important urban open spaces enclosed by buildings at Belle Vue, All Saints and to the Italian Gardens on the Esplanade. Other parks provide open areas of high landscape and topographical value enhancing the town's coastal setting. These include:-

*Alexandra Gardens
Windsor Gardens
Kymin Gardens*

These form traditional parks involving steep changes in level so that views from them are significant. It is important that new development undertaken adjacent to them is controlled in terms of scale, massing, roofscape and key views to avoid contextual damage. The Council is committed to a policy of ongoing maintenance and upgrading of these important spaces as resources permit. The overall aim is to maintain and enhance the horticultural variety of trees and shrubs in keeping with local character.

11.4.2. Although conservation area designation provides protection for a majority of trees, there are currently only six designated Tree Preservation Orders within the Penarth boundary. As the process of survey and service of a Tree Preservation Order can draw attention to the specific importance of a tree or group of trees in the character and appearance of the area, a survey of major trees will be undertaken.

11.5. Key Pedestrian Links:

11.5.1. There are a number of important pedestrian routes which enable local movement between different parts of the Conservation Area. These include:-

- **Kymin Path**
- **Tower Hill**
- **Marine Parade/Esplanade**
- **Windsor Gardens - Esplanade**
- **Church Lane**

11.5.2. The condition of these routes is causing concern as boundary walls/ railings (which are normally the responsibility of the adjacent owner), surfaces, drainage and lighting are subject to a lack of maintenance as well as inconsistent repair. It is essential that consideration is given to:-

- **improved signage**
- **the maintenance and repair of surfaces, steps and railings**
- **the consistent control over the appearance of boundaries.**

12. MANAGEMENT OF THE CONSERVATION AREA

12.1. The Need for a Wider Agenda:

12.1.1. A principal aim of the Appraisal has been to focus on local environmental issues. No reference has as yet been made to the importance of a wider strategic understanding of the town's economy and the influence that this may have on the Conservation Area. Issues of relevance include:-

- **the potential loss and decline of town centre retailing through the establishment of out of centre superstores.**
- **a growth in local vandalism and crime leading to a proliferation of protective shutters to commercial premises.**
- **a lack of a comprehensive policy on traffic management, car parking and vehicular access.**
- **the need for a comprehensive housing renewal policy in higher density terraced streets, involving the introduction of more sensitive alterations in a consistent way.**
- **a stated programme of investment in the town's main environmental attractions, in particular the Seafront and associated areas; and the town centre.**

12.1.2 Several initiatives have taken place which consider the wider aspects of economic regeneration in Penarth. Firstly, the Council's Economic Development Strategy introduces a variety of programmes of relevance to management objectives in the Conservation Area. These include, for example, tourism led objectives designed to secure investment in the Esplanade and Penarth Pier. In addition, a Town Centre Forum has been established for Penarth which will focus fresh attention on issues concerning the management, use and environment of the Town Centre.

12.1.3 Secondly, during 1994, a further initiative entitled "Penarth Revival" was instigated through the office of local M.P. Alan Michael. This is designed to bring together all public agencies involved in the future of Penarth. A consultation document emphasises the need to address three key areas:

- **links between the Town, Bay and Penarth Haven**
- **the enhancement and further development of the Esplanade area.**
- **the town centre**

A number of detailed proposals were also put forward for consultation purposes.

12.1.4 Following the launch of the Wales Tourist Board medium term development strategy "Tourism 2000", grant aid has been made available to local authorities to provide significant improvements to visitor amenities and the local environment. Although the Council has not to date prepared a co-ordinated range of environmental improvements in Penarth, the Appraisal could form a suitable basis for initiating such a package of measures at a broad level, and for any future submissions under this programme.

12.1.5 *A co-ordinated approach to these issues is essential if the prime objective of sustaining the Conservation Area and its environment is to be achieved. The heritage value and environmental quality of the town should be acknowledged as an asset upon which to base future policies for renewal.*

12.2. **Involvement:**

12.2.1. *A successful conservation programme can only be achieved through the agreement of all the organisations and individuals who have an interest in the Conservation Area. These include:*

- *the Council*
- *other Authorities and Public Bodies*
- *amenity Societies*
- *the general public*

12.2.2. **The Council:**

has the most significant role in influencing change through:-

- *land use policy contained with the Local Plan*
- *controlling development through planning applications*
- *the management of grant aided programmes (housing renewal and historic buildings grants)*
- *management and maintenance of its estate, including property, parks and gardens.*
- *instigating environmental improvements*
- *economic development, tourism and influencing a wider agenda for helping to secure the economic prosperity of the town.*

As these activities make a major contribution to the appearance of the Conservation Area, they should be co-ordinated and directed by reference to the objectives of the Appraisal. This applies in particular to housing renewal grants, which involve a major financial incentive in the repair of individual properties, and to economic development initiatives.

The Council also has the prime responsibility for co-ordinating the actions of other organisations and individuals who influence change in the area. Although it cannot always insist on compliance with its aims, it can seek to maintain and improve dialogue. The objectives of the Appraisal form the basis for such a co-ordinated approach.

12.2.3. **Other Authorities and Public Bodies:**

There are a number of statutory bodies which influence the environment of the Conservation Area, although none have the central responsibilities of the Council.

These include the County Council which has particular influence as highway authority on the maintenance and appearance of roads, street lighting, street furniture, traffic management and street trees. It also owns and administers a substantial amount of estate within the Conservation Area whose repair and renovation should exemplify best practice.

The Penarth Town Council is instrumental in drawing attention to issues within the Conservation Area as a consultee on planning applications and through its representational role in relation to the form and future well-being of the town. It also owns and manages key properties such as the Council Offices at West House and the Paget Rooms.

Other Bodies maintain plant and equipment in the area, including "statutory undertakers" such as electricity and gas undertakings. They particularly influence the nature and quality of repair to pavements and road surfaces.

It is essential that these organisations adopt the objectives of the Appraisal as a basis for supporting their activities in the Conservation Area.

12.2.4. Amenity Societies:

These include the Penarth Society and other interest groups (e.g. the Victorian Society) which focus public attention on environmental and conservation led issues. Their involvement is advisory and they may provide a valuable local perspective on particular problems.

The Penarth Society has helped to generate ideas concerning improvements to the environment of the town and has co-produced Town Trails with the Town Council. There is a role for it to assist in the preparation and circulation of information supporting the management of the Conservation Area.

12.2.5. The General Public:

Ultimately, it is private owners who play the major role in the Conservation Area as all changes, whether subject to planning permission or not, should reflect the character of the Town. However, the Council can assist in co-ordinating the activities of the individual through improved financial incentives, better information, publicity and technical support.

An acceptance of the wider objectives of conservation should ultimately benefit the individual through a locally sustainable environment and enhanced property values.

12.3. Incentives for Repair:

12.3.1. *Since 1992, the Council has operated an historic buildings grants programme which aims to sponsor the repair of listed buildings and buildings within conservation areas. To date nine grants from this scheme have been awarded in Penarth.*

12.3.2 *Due to the growing demand for this kind of support, in April 1995, the Council established a grant scheme specifically for the repair of buildings within the Penarth Conservation Area. This programme aims to encourage the accurate and sympathetic repair of the Victorian buildings, concentrating on the key frontages of the Conservation Area. The scheme supports 50% of eligible costs, up to a maximum of £5000.*

12.3.3. *A further role in historic buildings grant aid has been its use for enhancing the standards of specification and repair on housing renewal grants. As the maximum level of grant aid which can now be supported under housing repairs grants was significantly reduced in January, 1994, there is further scope for this form of co-operation.*

12.4. **Technical Information and Publicity:**

Although the Council has published advisory guides on listed buildings and conservation areas in general, there is no literature available to support local awareness. This is an omission which might be resolved through partnership with the Town Council and Penarth Society. The role of such advice could be of particular importance with regard to the large number of residential properties contained in context frontages as defined in Part One.

13. **RECOMMENDATIONS**

13.1 *The aim of the final section of the Appraisal is to summarise the recommendations contained within Part Two of the document.*

13.2 **Land use Policy Context** (paragraph 7)

13.2.1 *Although the Appraisal has been prepared in accordance with Section 71 of the Planning (Listed Buildings and Conservation Areas) Act, 1990, it is important to recognise the parallel relationship with the Vale of Glamorgan Local Plan insofar as issues of land use and the control of development are concerned. It will be the Council's intention to publish relevant parts of the Appraisal as supplementary guidance within the Local Plan. In order to achieve this, the Council will have regard to local opinion before formally adopting policies contained in the Appraisal.*

13.2.2 *The issues which will be included as supplementary guidance in the Local Plan will involve the following development control considerations:*

- *the retention and reuse of major public buildings, including churches and church halls (9.21)*
- *control over minor development in key frontages, and directions to remove General Development Order rights (9.31)*
- *alterations to shopfronts and advertisement control (9.4.1 - 9.4.4)*
- *assessment of redevelopment proposals (10.2.1 - 10.4)*
- *private front gardens and boundary walls (11.2.2 - 11.2.3)*

13.3 **Contemporary Scope and Content of the Conservation Area** (paragraph 8)

13.3.1 *It is recommended that the following changes will be made to the boundaries of the conservation area:*

(a) *The following streets will be excluded:*

*High Street, (west side)
Ludlow Street
Plassey Street (Albert Road and High Street)
Salop Street
Arcot Street
Arcot Lane North
Glebe Street (Plassey Street - Queens Road)
Salop Place
Bromfield Place
Chapel Lane
King Street
Coronation Terrace
Queen's Road
Paget Road
Paget Terrace (1-18)
Steep Street
Hill Street
Ferry Lane
Maughan Terrace
Lord Street
Cliff Street*

Stanwell Crescent
Pembroke Terrace (1-10)
Albert Road (1-15, odd numbers only)
Belle Vue Close (9-20)
Penarth Head Lane
Clive Place (47-57, odd numbers only)
Clive Crescent (no. 11 only)
Archer Terrace
Sully Terrace
Archer Place (1-3)
Sully Place

(b) **The following streets will be included:**

Victoria Road (44B-48, even numbers; 27-37 odd numbers)
Clinton Road (21 only)
Hickman Road (School and numbers 5-19)
Stanwell Road (west side, Hickman Road to Bradenham Place)
Albert Road (west side, Windsor Road to Ludlow Lane)
Ludlow Lane (south side, Stanwell Road to Glebe Street)
Glebe Street (1-3)
Windsor Road (2-20, even numbers; 3-23, odd numbers)
Bradenham Place
Herbert Terrace

13.4 **Existing Architecture** (paragraph 9)

- 13.4.1 - *Larger public buildings (e.g. churches/church halls) can make a valuable contribution to the character of the Conservation Area. If redundant, the Council will encourage retention. In assessment of applications for new development, it will apply policies as described in paragraph 10.2.1. (9.2.1).*
- *Where vacancy and disrepair of domestic property has occurred in anticipation of redevelopment and are causing a public nuisance, the Council will support action under Section 215 of the Town and Country Planning Act, 1990 designed to maintain the appearance and amenity of sites. It will seek to enforce court orders, where appropriate, through the dangerous structures legislation (Sections 77/78 of the Building Act, 1984 (9.2.2).*
- 13.4.2 - *an Article 4 Direction under the General Development Order, 1988 will be sought from the Secretary of State requiring planning permission to be obtained for specified minor alterations to properties contained within "key frontages" (9.3.1)*
- *grant aid and technical advice will be given priority on "key frontages". (9.3.1)*
- *"context" frontages in residential streets should be subject of improved information and publicity designed to encourage greater consistency in alteration and repair. (9.3.2)*

13.4.3

Commercial Buildings: Alterations to Shopfronts and Advertisement Control:

- *control over the appearance of shopfronts will be applied through the Council's shopfront design guide. (9.4.1)*
- *proposals for new shopfronts, fascias and advertisements will require to illustrate the relationship of the proposal to the wider facade and adjacent shopfronts (9.4.2)*
- *the introduction of roller shutters will only be permitted subject to a high standard of design, including perforated or open weave blinds and appropriately detailed roller shutter boxes (9.4.3)*
- *new fascias should be set within the shopfront and frame to the correct scale relative to other elements of the streetscene. (9.4.4.)*
- *internally illuminated box signs will not be acceptable on traditional buildings. (9.4.4)*

13.5

New Development (paragraph 10):

13.5.1

Redevelopment:

- *within "key frontages" redevelopment will not normally be permitted. Proposals to demolish will be assessed in accordance with stated criteria. (10.2.1)*
- *development proposals should achieve a high standard of design and detail within the architectural context of the area within which the proposal is located. (10.2.1)*
- *the Council may exercise, where appropriate, the opportunity to prepare and adopt design briefs. (10.2.2)*
- *development proposals will be assessed against design principles and a "sensitive development test" as described in Appendix 3. (10.2.2)*
- *detailed planning applications will be required in support of new development proposals. Outline submissions will not be acceptable. (10.2.3)*

13.5.2

Extensions to Existing Buildings:

- *new extensions should be designed to conform to the scale and character of the existing building. (10.3)*

13.5.3

Infill:

- *the loss of garden land which forms an intrinsic part of the character of the Conservation Area, either as road frontage or as context to the local environment, will be carefully evaluated. (10.4)*

13.6 **The Environment** (paragraph 11)

13.6.1 **Streetscape:**

- as regards "recurrent detail" (paving, surfacing, lighting and street furniture), original details should be retained and repaired, especially on "key frontages". (11.2.1)
- private front gardens, boundary walls which enclose them, and their landscaping are important elements in the streetscene which should be retained, wherever possible. (11.2.2)
- forecourt parking is not normally acceptable in the Conservation Area. (11.2.2)
- the replacement and repair of boundary walls requires detailed attention, particularly with regard to accurate repair and the use of appropriate materials of construction. Walls in specified locations are a priority in terms of retention and repair. (11.2.3)

13.6.2 **Enhancement Schemes:**

- there is a need to identify and bring forward co-ordinated proposals to manage and enhance the town's public spaces. Such proposals might be considered through "themes" in the sense of the town's separate roles as a resort, commercial centre and Victorian suburb. (11.3.1)
- The Resort: further improvements are necessary to upgrade the environment of the Esplanade. (11.3.2)
- The Commercial Centre: changes are necessary to the circulation of traffic within the town centre, enabling the closure of some secondary streets and the introduction of local environmental improvement. (11.3.3)
- The Victorian Suburb: consistent control over replacement detail is important. Opportunities for positive enhancement may be identified at Victoria Square, Belle Vue Gardens and St. Augustine's. (11.3.4)

13.6.3 **Parks and Gardens, Landscape and Trees:**

- recognition is given to the high landscape and topographical value of Alexandra, Windsor and Kymin Gardens. (11.4.1)
- development adjacent to these parks and open spaces requires careful control to avoid contextual damage. (11.4.1)
- commitment is given to the ongoing maintenance of these important spaces, as resources permit. (11.4.1)
- greater recognition is necessary of the importance of trees and tree groups within the Conservation Area. A survey of trees will be undertaken. (11.4.2)

13.6.4

Key Pedestrian Links:

- *key pedestrian routes are identified. (11.5.1)*
- *these require to be enhanced and maintained with greater consistency. (11.5.2)*

13.7

Management of the Conservation Area (Paragraph 12):

13.7.1

The Need for a Wider Agenda:

- *recognition is given to the demand for an ongoing agenda dedicated to wider, economic development issues within the town. Of relevance is the Council's own Economic Development Strategy (reviewed annually), the establishment of a Town Centre forum for Penarth, and the "Penarth Revival" consultation process. (12.1.1 - 12.1.3)*
- *grant aid through the Welsh Tourist Board is now available for improvements to the local environment, with the objective of promoting improvements to visitor amenities. The Appraisal could form a basis for co-ordinating future applications for this source of financial support. (12.1.4)*

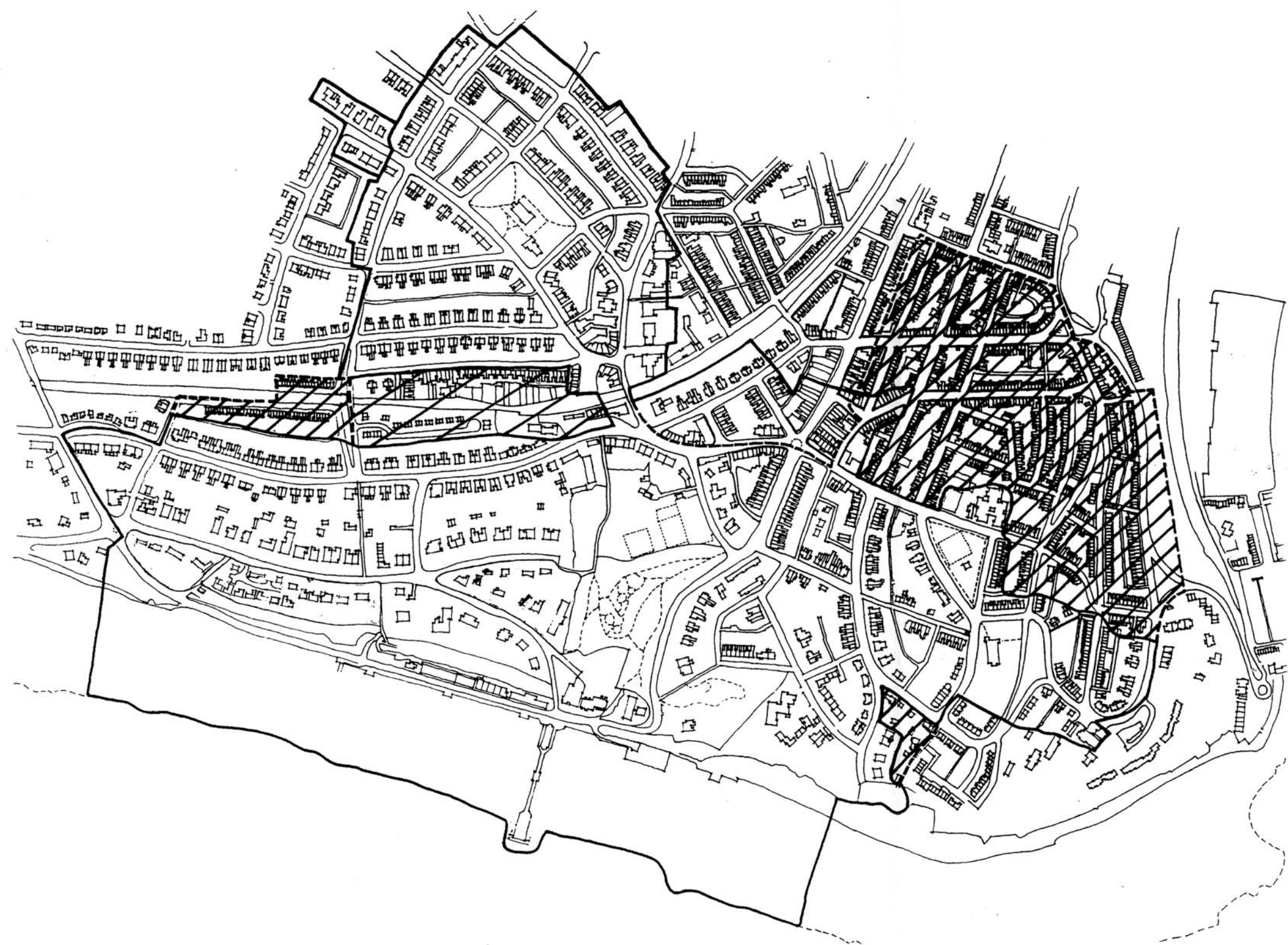
13.7.2

Involvement:

- *a successful programme can only be achieved through the co-operation of all the organisations and individuals who have an interest in maintaining the Conservation Area. These include the Council, South Glamorgan County Council, Penarth Town Council, Statutory Undertakers, amenity societies and the individual. (12.2.1 - 12.2.5)*
- *the Council should establish a grant aided programme dedicated to repair in designated "key areas". There is also a need to provide financial support dedicated to the reinstatement and repair of small detail. The enhancement of housing repair grants to improve basic standards of repair to traditional materials (e.g. stone) should be utilised when resources permit. (12.3.1 - 12.3.3.)*
- *there is a need to publish improved guidance to raise local awareness of the issues raised in the Appraisal. (12.4)*

PLAN 11

Suggested Conservation Area Boundary



KEY	
Amended Conservation Area Boundary	
Proposed New Conservation Area Boundary	
Omitted From Conservation Area	

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Appendices



CONSERVATION POLICIES CONTAINED WITHIN THE EAST VALE LOCAL PLAN (ADOPTED BY THE COUNCIL ON THE 9TH FEBRUARY, 1987)

- C.1 IT IS THE POLICY OF THE BOROUGH COUNCIL TO PROTECT AND ENHANCE THE CHARACTER OF THE CONSERVATION AREAS IN THE EAST VALE
- C.2 ALL PROPOSALS FOR DEVELOPMENT, REDEVELOPMENT, NEW BUILDINGS, ALTERATIONS OR EXTENSIONS WITHIN OR ADJACENT TO THE CONSERVATION AREAS SHOULD REFLECT THE CHARACTER OF THEIR SETTING IN TERMS OF DESIGN, LAYOUT, SCALE, MATERIALS, TEXTURE AND COLOURS
- C.3 PLANNING APPLICATIONS FOR DEVELOPMENT WITHIN THE DESIGNATED CONSERVATION AREAS SHOULD BE SUPPORTED BY FULL DETAILS - OUTLINE APPLICATIONS WILL NOT NORMALLY BE APPROPRIATE
- C.4 THE BOROUGH COUNCIL WILL CONSIDER ON THEIR MERIT ANY PROPOSALS FOR CHANGE OF USE RELATING TO LISTED BUILDING, PROPOSED AND EXISTING COUNTY TREASURES AND OTHER PROMINENT BUILDINGS IN THE CONSERVATION AREAS SUBJECT TO POLICIES C.1 AND C.2.
- C.5 ADVERTISEMENTS WILL BE SUBJECT TO CAREFUL CONTROL. INTERNALLY ILLUMINATED FASCIA SIGNS AND ILLUMINATED BOX SIGNS WILL NOT GENERALLY BE PERMITTED, WHEREAS PAINTED SIGNS OR INDIVIDUAL LETTERS ATTACHED TO FASCIAS ARE LIKELY TO BE ACCEPTABLE IN MOST CASES. THE BOROUGH COUNCIL WILL TAKE ACTION TO SECURE THE REMOVAL OF EXISTING ILLUMINATED SIGNS WITHIN THE CONSERVATION AREAS WHERE IT IS EXPEDIENT IN THE INTERESTS OF AMENITY OR TO REMEDY A SUBSTANTIAL INJURY TO THE AMENITY OF THE LOCALITY
- C.6 PROPOSALS FOR NEW SHOP FRONTS OR ALTERATIONS TO EXISTING SHOP FRONTS SHOULD RESPECT THE CHARACTER AND PROPORTIONS OF THE BUILDING, ITS RELATIONSHIP TO NEIGHBOURING PROPERTIES, AND ENHANCE THE TRADITIONAL CHARACTER OF THE CONSERVATION AREA

CONSERVATION POLICIES CONTAINED WITHIN THE DRAFT DEPOSIT OF THE VALE OF GLAMORGAN LOCAL PLAN

POLICY ENV 19

THE BOROUGH COUNCIL WILL SEEK TO PRESERVE OR ENHANCE THE CHARACTER AND APPEARANCE OF THE CONSERVATION AREAS. PROPOSALS FOR NEW DEVELOPMENT OR ALTERATIONS TO BUILDINGS WILL ONLY BE PERMITTED WHERE THEY PRESERVE OR ENHANCE THE CONSERVATION AREA. PROPOSALS WHICH PRESERVE OR ENHANCE WILL NEED TO REFLECT THE SCALE, DESIGN, LAYOUT, CHARACTER, MATERIALS AND SETTING OF THOSE TRADITIONAL BUILDINGS WHICH ESTABLISH THE CHARACTER OF THE AREA.

POLICY ENV 20

PROPOSALS FOR DEVELOPMENT IN AREAS OF IMPORTANT OPEN SPACE WITHIN AND IMMEDIATELY ADJOINING CONSERVATION AREAS WILL NOT BE PERMITTED.

POLICY ENV 21

THE BOROUGH COUNCIL WILL SEEK TO PRESERVE BOUNDARY WALLS, FENCES, RAILINGS AND GATES IN CONSERVATION AREAS WHERE THEY FORM AN IMPORTANT VISUAL CONTRIBUTION TO THE QUALITY OF THE STREETSCENE.

POLICY ENV 22

WHERE A PROPOSAL FOR DEMOLITION OF AN UNLISTED BUILDING IN A CONSERVATION AREA IS TO BE FOLLOWED BY REDEVELOPMENT OF THE SITE CONSERVATION AREA CONSENT WILL ONLY BE PERMITTED WHERE FULL PLANNING PERMISSION HAS BEEN GRANTED FOR THE REPLACEMENT BUILDING.

POLICY ENV 23

ADVERTISEMENTS WITHIN CONSERVATION AREAS SHOULD RESPECT THE FORM OF THE BUILDING ON WHICH THEY ARE DISPLAYED AND SHOULD NOT BE A JARRING ELEMENT IN THE STREETSCENE AS A WHOLE, PAINTED SIGNS OR INDIVIDUAL LETTERS TO FASCIAS AND WALLS WILL BE ACCEPTABLE IF TRADITIONAL MATERIALS AND SIMPLE TYPE FACE ARE USED. INTERNALLY ILLUMINATED FASCIA SIGNS AND BOX SIGNS WILL ONLY BE PERMITTED WHERE THEY WOULD NOT ADVERSELY AFFECT THE CHARACTER AND APPEARANCE OF A CONSERVATION AREA.

POLICY ENV 24

THE BOROUGH COUNCIL WILL SEEK TO PRESERVE OR ENHANCE THE TRADITIONAL CHARACTER AND APPEARANCE OF SHOPFRONTS IN CONSERVATION AREAS. PROPOSALS FOR NEW SHOP FRONTS WILL ONLY BE PERMITTED WHERE THEY REFLECT THE DESIGN, CHARACTER, SCALE AND PROPORTIONS OF THE BUILDING, AND RELATE SYMPATHETICALLY TO THE CHARACTER OF NEIGHBOURING PROPERTIES.

POLICY ENV 25

THE USE OF SOLID EXTERNALLY FITTED ROLLER SHUTTER SECURITY SCREENS TO SHOPFRONTS AND OTHER COMMERCIAL PREMISES WITH SHOP WINDOWS (e.g. BUILDING SOCIETIES, ESTATE AGENTS) WILL ONLY BE PERMITTED IN CONSERVATION AREAS WHERE THEY WOULD NOT ADVERSELY AFFECT THEIR CHARACTER AND APPEARANCE.

POLICY ENV 26

THE GRANTING OF LISTED BUILDING CONSENT FOR THE DEMOLITION OF A LISTED BUILDING OR BUILDINGS/STRUCTURES LYING WITHIN ITS CURTILAGE WILL ONLY BE PERMITTED IN EXCEPTIONAL CIRCUMSTANCES.

POLICY ENV 27

DEVELOPMENT WHICH HAS A DETRIMENTAL EFFECT ON THE SPECIAL CHARACTER OR SETTING OF LISTED BUILDINGS AND SCHEDULED ANCIENT MONUMENTS WILL NOT BE PERMITTED.

POLICY ENV 28

DEVELOPMENT WHICH ADVERSELY AFFECTS A BUILDING, STRUCTURE OR SITE IDENTIFIED AS BEING OF LOCAL IMPORTANCE WITHIN THE BOROUGH WILL NOT BE PERMITTED.

POLICY ENV 31

DEVELOPMENT WHICH WOULD ADVERSELY AFFECT THE CHARACTER, APPEARANCE, OR SETTING OF DESIGNED LANDSCAPES, PARKS OR GARDENS OF HISTORIC, CULTURAL, AESTHETIC, ARCHAEOLOGICAL OR BOTANICAL IMPORTANCE WILL NOT BE PERMITTED.

NEW DEVELOPMENT: DESIGN PRINCIPLES AND "SENSITIVE DEVELOPMENT TEST"

Design Principles

The following principles should be taken into account:

- **Context of the Site:** take account of the wider setting of the site;
- **Recycling Old Buildings:** when considering a site, the sensitive internal conversion of existing traditional buildings to accommodate modern uses must be a priority;
- **Relevance of Locality:** reflect the spirit and character of the area - "sense of place";
- **Preservation and Enhancement:** reflect the character of the surrounding buildings and open spaces, but avoid mimicking architectural styles and creating fake buildings that devalue the real historic buildings;
- **Creativity and Innovation:** conservation is often mistaken as meaning fossilisation. Aim for creative conservation that ensures continuity but without imposing a straight-jacket on innovative and creative contemporary development;
- **Materials and Details:** use high quality, durable materials. These must complement the surroundings and pay attention to detailing as an integral part of the design but not as an afterthought resulting in superficial motifs or "stick-on" details;
- **Sustainability:** create robust buildings and open spaces that are adaptable, thereby minimising the need for large scale change;
- **Scale and rate of development:** new development should always reflect the human scale of the surrounding townscape. On large sites, avoid the anonymous, out of scale, slab style of development. A more sensitive, incremental style of development is favoured, minimising the painful impact of redevelopment;
- **Access and Permeability:** maintain the high level of pedestrian access and permeability through the traditional fine grain of the townscape.

Sensitive Development Test

- i) **Does the development, by the nature of its land use, form and location qualify it as a landmark building, or a "backcloth" building?**

Penarth's Conservation Area is composed predominantly of "background" buildings. The different combinations of these buildings greatly contribute to the contrasting character of each sub area.

Only in special circumstances would development that contrasts with, or is higher than the "backcloth" buildings be permitted as a new landmark feature. Such a design concept must satisfy the urban design context of the site, and be of exceptional architectural quality.

- (ii) Are there any original, traditional buildings that can be recycled within the site?**

To minimise disruption to the character of the townscape, priority must be placed upon re-using old buildings.

- (iii) Does new development conserve and enhance the character of the sub area, by reflecting local design themes such as land use, scale, massing, materials, height, density, colours, textures, and other features?**

The lack of innovative, contemporary architectural design within the Conservation Area is a matter of concern. Imaginative contemporary development is preferred, providing it harmonises with the surroundings. Replicating or mimicking historical styles and creating fake Victorian buildings which devalue the real historic buildings will be discouraged.

- (iv) Does the development fit into the urban fabric of the locality: the plots, building blocks, streets, buildings and open spaces.**

These physical components form the basis of the Conservation Area. It is important to understand as they reveal the historical development of the site and its setting. The integration of new development within the existing urban fabric is essential to achieve good urban design.

- v) Does the development reflect the traditional human scale of Penarth's Conservation Area?**

Developers should provide more three dimensional material that allows a clearer assessment of how a new development relates to its site and setting. This could comprise a "before" and "after" assessment using photomontage or sketch techniques.

- (vi) Does the development provide "people-friendly" street frontages that clearly define public and private spaces?**

The traditional development pattern is characterised by:

- *buildings forming edged to streets and open spaces. There is a clear distinction between the front and back of properties, with private open space at the back, and semi-private or public open space at the front;*
- *public and private spaces are intentional and clearly defined.*

This definition may be used to provide design guidance to prospective developers, in the appraisal of planning applications and in support of decisions at appeal.