



**Broadwater Conservation Area Management Plan
Supplementary Planning Document**



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1 Introduction

“Our built heritage represents the very best of our past. It provides a huge resource that can play an important role in the future of our towns, cities and rural areas in giving the stimulus provided to regeneration and the promotion of sustainable development” - Heritage Works, English Heritage, 2005.

1.1 The Broadwater (Marymead) Conservation Area was designated in December 2007 and fig 1 (overleaf) illustrates its boundary. A conservation area is defined by the Planning [Listed Buildings and Conservation Areas] Act 1990 s.69 as being an “area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”. English Heritage note that the area of Broadwater (Marymead) has a special and distinctive character that warranted its designation.

1.2 The management plan is the next step after the designation process and preparation of the character statement. The plan provides guidance to enable the effective management of change and secure the preservation and enhancement of the character and appearance of the conservation area. This is in accordance with the Planning [Listed Buildings and Conservation Areas] Act 1990 s.71 and 72; s.71 specifically requires the local planning authority to formulate and publish proposals for the preservation and enhancement of their conservation areas and to submit these proposals for public consideration.

1.3 The character statement provides a comprehensive assessment of the physical character and appearance of the conservation area and defines what elements are of merit, what the key issues are, what opportunities exist for preservation/enhancement and which elements detract from the conservation area.

1.4 Its purpose is to provide a benchmark for assessing the impact of development proposals on the character and/or appearance of the conservation area.

1.5 The management plan is based on the Conservation Area Appraisal⁽¹⁾ and advice from English Heritage⁽²⁾.

1 Broadwater (Marymead) Conservation Area Appraisal, BEAMS, 2009

2 Guidance on the Management of Conservation Areas, 2006 and Understanding Place: Conservation Area Designation, Appraisal and Management, 2011

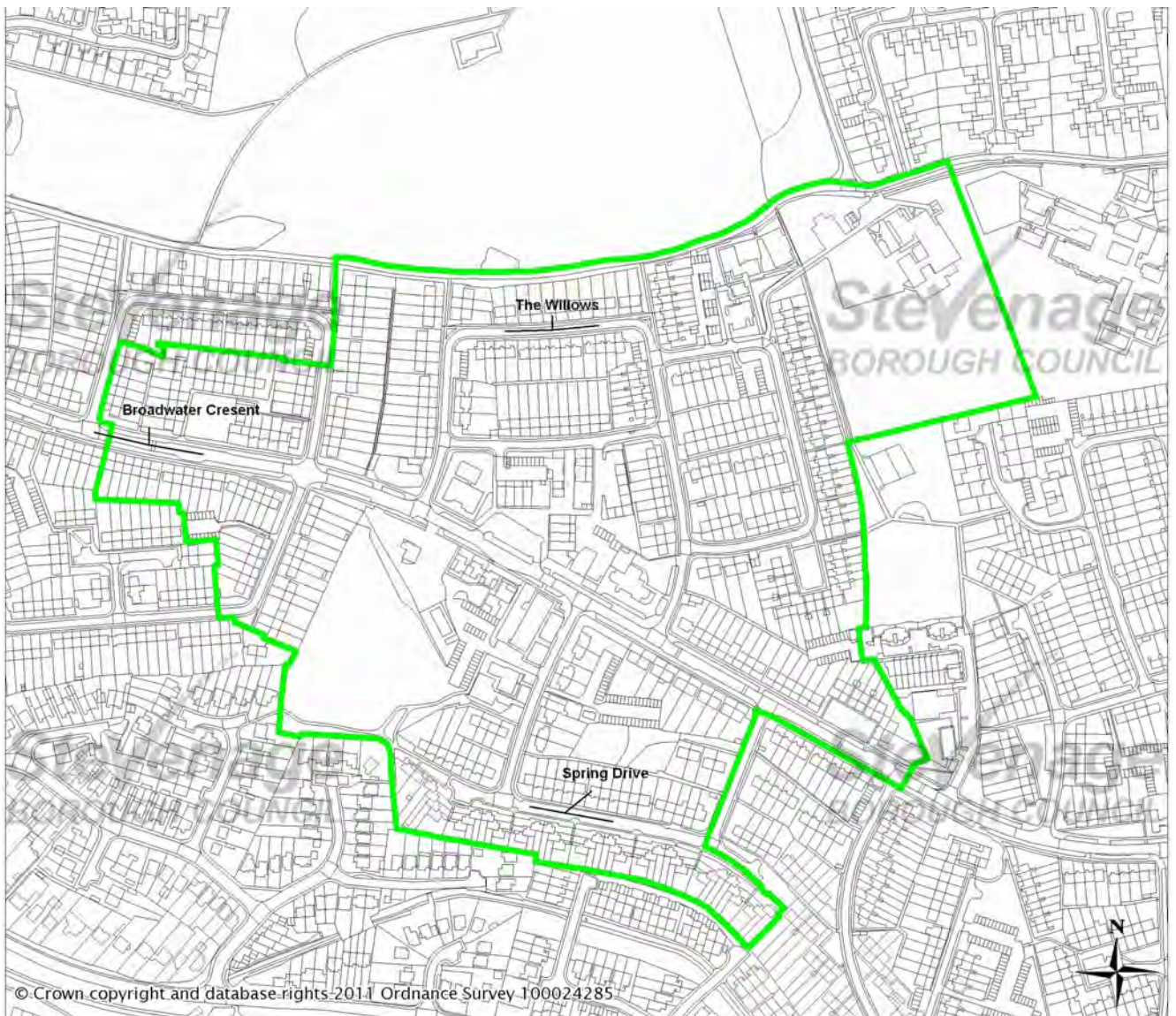


Figure 1 Broadwater (Marymead) Conservation Area map (Green line denotes boundary)

2 Conservation areas and planning procedures

2.1 The Council has a duty to only allow developments in a conservation area that preserve or enhance its character or appearance. Demolitions, alterations, extensions and other works affecting the character or appearance of properties in a conservation area will probably require planning permission and/or listed building consent or conservation area consent.

2.2 At the time of writing, none of the buildings within the Broadwater (Marymead) Conservation Area are listed. You should confirm whether the property is listed prior to consideration of a potential scheme as listed buildings have more stringent management methods.

2.3 The Council generally requires more detail than usual with applications submitted for listed building consent or for planning permission and conservation area consent for buildings within a conservation area.

2.4 The following section provides a brief overview of applications in conservation areas but you should always contact the Council to clarify how your proposals might be affected by conservation area designations.

Building alterations

2.5 In a conservation area you sometimes need planning permission for changes to buildings which would normally be permitted elsewhere. This might include extensions, alterations, dormer windows, satellite dishes or altering the external appearance of a property. You should contact the Council to determine how your proposal might be affected.

Demolition

2.6 For any unlisted building within a conservation area, a planning application to demolish a building is not required, however conservation area consent will be necessary. Conservation area consent is required to totally or substantially demolish most buildings within a conservation area.

2.7 Conservation area consent is also required to totally or substantially demolish a gate, fence, wall or railing over 1m high where it is next to a highway (including a public footpath or bridleway) or public open space; or over 2m high elsewhere.

Works to trees

2.8 The Council requires six weeks notice in writing before felling or cutting back the majority of trees in conservation areas, even if they are not specifically protected by a tree preservation order (TPO). In giving notice it is necessary to specify precisely what works are to be carried out.

2.9 Tree Preservation Orders (TPOs) are designed to protect important trees that make a significant contribution to the character and appearance of the area. Any works to trees covered by a TPO must be approved by the Council. At the time of writing, there are no trees within the Broadwater (Marymead) Conservation Area covered by TPOs.

Advertisements

2.10 Additional planning procedures apply to the display of advertisements within a conservation area. In particular prohibiting the use of advertising hoardings around building sites and the use of captive balloons for advertising.

Enforcement

2.11 The failure to comply with any of the special planning procedures listed above could lead to prosecution by the Council. It is therefore advisable to consult the Council before proceeding with any works, which might affect the character and appearance of a conservation area and/or a listed building.

It is always advisable to discuss any proposals with the Development Management team at Stevenage Borough Council at the earliest opportunity.

Please see our website for further information and direct contact details.

Alternatively you may telephone the Council on 01438 242159.

3 The aims

3.1 The management plan has four objectives:

Objective 1

To establish and define the significance of the conservation area as a whole and of the individual elements which contribute to that significance, building on the character appraisal.

Objective 2

To assess and define the threats and opportunities within the area and how these impact on the significance of the individual elements and of the conservation area as a whole.

Objective 3

To provide a benchmark for assessing and managing change.

Objective 4

To provide guidance to ensure that the character and appearance of the conservation area will be maintained through the effective management of change and that opportunities to enhance the character and appearance are maximised.

4 In context

Planning policy context

4.1 The management plan will support existing planning policy as adopted by Stevenage Borough Council.

Regional Spatial Strategy [RSS] – The East of England Plan

4.2 The management plan complies with policies ENV6 and ENV7 of the RSS as adopted May 2008.

4.3 It should be noted that the regional level of plans (The East of England Plan) is proposed for revocation.

Stevenage District Plan 2nd Review 2004 [SDP]

4.4 The management plan supplements the following saved policies within the SDP:

Policy number	Policy title
Town-wide	
TW2	Structural open space
TW9	Quality in design
TW11	Planning requirements
Transport	
T6	Design standards
T13	Cycleways
T14	Pedestrians
T15	Car parking strategy
T16	Loss of residential car parking
Environment	
EN10	Green Links (EN10/5)
EN13	Trees in new developments
EN15	Ancient lanes and associated hedgerows (EN15/14)
EN17	Wildlife sites (EN17/31)

Policy number	Policy title
EN21	Other sites of nature conservation importance
Neighbourhood centres	
NC1	Large neighbourhood centres (NC1/4)

Table 1 - Policies of particular relevance in the Stevenage District Plan (2nd Review)

4.5 This list is not intended to be exhaustive.

Emerging planning policy

4.6 Emerging planning policies within the Site Specific Policies document are relevant as material considerations. The following policies are of particular note:

SSP01	Housing allocations (SSP01/05)
SSP05	Local and neighbourhood centres (SSP05/05)
SSP10	Wildlife sites (SSP10/23)
SSP12	Green Lungs (SSP12/05)
SSP13	Ancient lanes and hedgerows (SSP13/14)
SSP14	Horse and pony route
SSP15	The Green Way

Table 2 - Policies of particular relevance in emerging local planning policies (Site Specific Policies)

Wider planning policy framework

4.7 The following is a list of existing policy and strategy documents which are supported by the management plan:

NPPF - National Planning Policy Framework
A Better Life - The role of culture in the sustainable development of the East of England Plan, 2006
The Biodiversity Action Plan, 2010
The Stevenage Green Space Strategy 2010

Table 3 The wider planning policy framework

4.8 For up to date details of relevant planning policy please refer to our website www.stevenage.gov.uk.

5 A brief history

5.1 The conservation area lies approximately two miles to the south of the town centre, beyond Shephalbury Park. The area originally consisted of open fields, with Marymead Spring clearly visible, as shown by figure 2.



Figure 2 Ordnance Survey Map of the Broadwater (Marymead) site in 1923 (green line denotes current conservation area boundary)

5.2 The conservation area is bounded by Shephall Lane to the North and Spring Drive to the south, with Broadwater Crescent running through the site (east to west). The eastern edge of the site includes Shephalbury Park Primary School but excludes the open space at Nokeside, whilst the western edge of the site ends partway through Marymead Drive and Nodes Drive. The overall character of the area has been shaped by the New Town development of the mid 20th century.

5.3 Broadwater developed as a small settlement on Hertford Road, and was used during the pre-railway period as a coach stop. The resulting decline in coach travel after the introduction of the railway in the mid 19th century resulted in the Broadwater area largely remaining as open fields.

5.4 The area came to prominence in the mid part of the 20th Century, when Stevenage was designated as the first New Town in 1946. Broadwater was chosen as the 3rd New Town neighbourhood, and work began in 1953. The area was developed as a low density, two storey dwelling area, with three storey neighbourhood centres.

5.5 The designs of the two storey terraced housing varied throughout the Broadwater area, and this is reflected in the conservation area, with terraces built comprising of 6-10 houses with long rear gardens. Some of the first houses constructed were "Wimpey no-fines" homes, which were built using a new construction method involving large reusable moulds held in place whilst concrete for the outer structure of the dwelling was poured in all at once.



Figure 3 Marymead housing 1954 and Wimpey no-fines housing

5.6 The church of St Peter was designed in 1954 by N. F. Cachemaille-Day and Partners, and constructed in 1955. The church became one of the local landmark buildings, mainly due to its interesting architectural design and attractive east elevation.

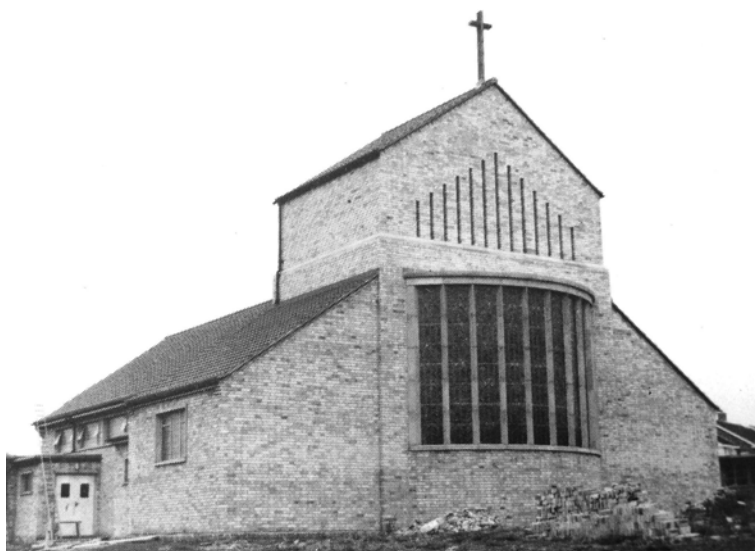


Figure 4 The Church of St. Peter shortly after construction

5.7 Some of the most significant development occurred in 1956 and 1957. The early residents of Broadwater (Marymead) would have had little in the way of local amenities, and so The Man in the Moon Public House was built. In addition, the Marymead shopping centre comprising of ground floor retail units and 1st and 2nd floor flats was built in 1957. The shopping centre

became the focal point of the neighbourhood centre, creating a self-contained neighbourhood. Although originally known as a neighbourhood centre, the shopping area at Marymead is designated as a 'local centre'.

5.8 Further development has seen the construction of the 6th Stevenage Scout Group building (converted to Baden Powell Memorial Hall and now operating as Whormerley Spiritualist Church and Centre), which was built in a unique "Butler Blocks" style. These were lightweight blocks which were quick and easy to lay.

5.9 The primary school followed in 1959, with later development comprising of the construction of Burydale Children's Home and Gladstone Court (flats for the elderly), the tallest building in the area at six storeys. This development led to a complete neighbourhood where one could live from birth to old age, a principle which was reflected in the Building for Life criteria⁽³⁾.



Figure 5 Marymead shops, Broadwater (Collings, 1987)

5.10 The Broadwater (Marymead) Conservation Area is a good example of a Mark 1 New Town neighbourhood. It comprises early Stevenage Development Corporation architecture in the form of housing, garaging, a church, retail units and a community centre.

3 <http://webarchive.nationalarchives.gov.uk/20110107165544/http://www.buildingforlife.org/>

5.11 For a detailed analysis of the area history please refer to the Broadwater (Marymead) Conservation Area Appraisal, available from the Council's website.

5.12 The conservation area is in a good to fair condition and has a number of attributes and features which have a positive impact upon the character of the area. These relate to its spatial layout, green and open spaces, trees and the design of the buildings within the area. There are, however, some negative issues which could be better controlled through the adoption of a management plan.

5.13 The plan includes an analysis of the area which outlines the area's strengths and acknowledges key issues. The following sections consider how best the strengths can be enhanced and preserved. It also provides guidance on maximising opportunities to prevent erosion of locally distinctive features.

6 An analysis

"The character appraisal should provide the basis for developing management proposals for the conservation area." - Guidance on the Management of Conservation Areas, English Heritage, 2006.

6.1 This section considers the strengths, weaknesses, opportunities and threats associated with the conversation area. This information has been compiled from a number of sources including the conservation area appraisal, site surveys and previous consultation comments.

Strengths

6.2 The Broadwater (Marymead) Conservation Area was designated in 2007 and there are a number of strengths which warranted its designation:

- Best surviving example of a New Town neighbourhood.
- Architectural and historic qualities of the buildings, including:
 - An interesting variety of house styles and materials;
 - An example of Radburn housing;
 - Examples of Modernist construction techniques;
 - An array of 1950's porches;
 - Original garages;
- A selection of original features such as Crittal windows, cast concrete lamp posts and bollards.
- Contribution of the green spaces to the character of the area, including Marymead Spring, an area of wet deciduous Hornbeam/Alder woodland with spring sources.
- The Church of St. Peter is a building of local importance, and there are a number of landmark buildings such as the Man In The Moon public house.
- Layout, mass and scale of area as developed in mid 20th century has been retained.
- Significant views along Broadwater Crescent, Shephall Lane and Marymead Spring.
- Trees and hedgerows of significant merit including ancient lane hedgerows at Shephall Lane.
- Neighbourhood centre provides a focal point for the neighbourhood.

6.3 This list is not intended to be exhaustive. Figure 6 illustrates some of the key features.



Figure 6 A character analysis of the Broadwater (Marymead) Conservation Area

6.4 The individual strengths combine to establish an area worthy of its conservation area status. The Broadwater (Marymead) Conservation Area has a unified urban character. The features illustrate a good example of a new town neighbourhood within the first 'New Town' of Stevenage. The collection of various styles and designs, ground-breaking at their conception, provide good examples of contemporary design from that period.

6.5 The urban characteristics of the buildings are complemented by the green spaces, hedgerows and trees which held equally significant importance during the neighbourhood's conception.

Weaknesses

6.6 The Broadwater (Marymead) Conservation Area is regarded as a generally well-kept neighbourhood and many of the houses have retained their original features; however the following issues have been highlighted.

- The loss of (or poorly maintained) traditional architectural features including:
 - Large number of original 1950s porches replaced
 - Roof tiles replaced with red plastic tile effect roofs;
 - Loss of plain, linear, 1950s style.
- Loss of front gardens when converted to driveway/parking
- Damage to verges due to car parking.
- Small number of inappropriate extensions.
- Boarding up of side of Mogul Indian Takeaway building.
- Invasive CCTV at north end of Willow Links.
- Empty units at local centre.

6.7 The modern architectural design of the detached property built to the rear of 13 Spring Drive is a feature highlighted by the Broadwater (Marymead) Conservation Area Appraisal as a development which does not relate well to the rest of the properties in the area. However, it is noted that the development has a limited impact as it is set back from the road.

6.8 Together, these weaknesses impact upon the conservation area. Poorly maintained buildings, the loss of open space and a neglected public realm all have a negative impact on the appearance and image of the area. Unsympathetic repairs and alterations detract from those features which make the area special. A continuation of such practices could potentially lead to a reduction in the size of the conservation area, or complete removal of designation. If those special features are lost forever, future reviews of the area would determine that there are no points of special architectural or historic interest which it is desirable to preserve or enhance.

Opportunities

6.9 There are a number of opportunities which may provide solutions to some of the mentioned issues.

- Promotion of the historic qualities of the area.
- Strengthening connections to the past.
- Potential redevelopment of car showroom.
- Repave areas of uneven paving.
- Promotion of the area and vacant units to new businesses.
- Introduce parking measures to protect the grass verges.
- Encourage use of traditional materials.
- Enforce breaches of planning law and legislation.
- Maintain and promote area of woodland at Marymead Spring as a strong environmental asset.
- Increase protection for features of the conservation area through planning policy.

6.10 Incremental, unsympathetic changes will erode the character of the conservation area over time. These opportunities can be taken during the lifetime of this plan to preserve and/or enhance the conservation area.

"The twentieth century is often the most undervalued and vulnerable period of building and landscaping." - Understanding Place, English Heritage, 2011.

Threats

- The cumulative negative effect of the continued loss of architectural features.
- The cumulative negative effect of development which threatens the plain, linear 1950s style.
- The demolition of unlisted buildings.
- Redevelopment of car showroom could detract from the traditional layout and key design features if not managed successfully.
- Potential economic decline of local businesses and resultant loss of "focal point" of the neighbourhood.
- Lack of strong local support for the conservation area, with some residents highlighting the need for regeneration.
- The effects of new uses on parking, and the current parking pressures.

6.11 These threats are potentially damaging to the conservation area in the long-term. The pressure for development alongside unsympathetic changes to the existing environment could lead to erosion of all the special local features. It will be necessary for various stakeholders to integrate their activities, to work together and ensure that these threats do not impact negatively on the conservation area as a whole.

STRENGTHS



WEAKNESSES



OPPORTUNITIES

THREATS

Illustrative examples of the analysis: the church is a key strength of the area. Graffiti is a weakness if left untreated. There are opportunities to promote open spaces as key assets. Parking can reduce the quality of verges and is a threat to the area.

7 Development issues

“Conservation areas are not open-air museums but living communities which must be allowed to change over time in order to remain vital and prosperous” - Directgov⁽⁴⁾, 2008.

7.1 The previous children’s home on Burydale did not meet the national minimum space requirements, and reached a state of repair which was no longer sustainable. In 2006, planning permission was granted for the demolition and rebuilding of the children’s home, with a smaller, purpose built facility constructed on site. When permission was granted in 2006, the Broadwater (Marymead) area had not been designated as a conservation area, and so no design parameters outside of those associated with development management were applied. Construction of the new children's home has now been completed.

7.2 The Broadwater (Marymead) Conservation Area Appraisal highlighted the vacant car showroom on the south side of Broadwater Crescent as a site that has a negative impact on the area. The building is of late 20th century construction, and has a grey painted metal clad exterior, which stands out and does nothing to enhance the conservation area. The site is comparatively large for the area at 0.2ha. The site was identified in the North Hertfordshire and Stevenage Housing Land Allocation Assessment (2008) (SHLAA) as a site which is “Suitable, Available and Achievable” for residential development. As such, it is predicted that the site may be brought forward for the development of approximately 13 dwellings in the period 2011-2016. However, since the assessment was undertaken, the car showroom and grounds have come back into use, with used car sales as well as car washing and valeting.



Figure 7 Car showroom as of April 2011

4 http://webarchive.nationalarchives.gov.uk/20080205132358/direct.gov.uk/en/homeandcommunity/planning/planningpermission/dg_10026179

7.3 Feedback from a previous consultation⁽⁵⁾ indicated that whilst the area is a good example of a new town neighbourhood, designation as a conservation area should not inhibit regeneration. New development in the area should respect and reflect the character of the area, providing opportunities for small scale development without compromising the existing assets. In particular, development should not detract from the landmark local centre, which acts as the focal point of the neighbourhood.

5 Conservation Area Consultation, Stevenage Borough Council, 9th July to 17th August 2007

8 Transport issues

"Many problems in conservation areas can arise from, or be associated with, the measures required for traffic safety, control and calming." - Guidance on the Management of Conservation Areas, English Heritage, 2006.

8.1 Broadwater Crescent is the main route through the Broadwater (Marymead) Conservation Area. The road has a number of traffic calming measures, predominantly in the form of road humps. The road provides access to the local centre shops, as well as facilitating strong public transport links, and should be considered in a positive light.

8.2 The speed of traffic using Broadwater Crescent as a route to bypass the traffic/roundabout on the A602 Broadhall Way was previously a problem, and the traffic calming measures along Broadwater Crescent are a response to this.

8.3 The parking provision within the area reflects the overall situation in Stevenage, with insufficient parking spaces for the number of cars. This has resulted in cars parking on grass verges, causing considerable damage. Wooden posts have previously been inserted into verges to prevent parking and these have been effective despite not being used extensively.



Figure 8 Damage to the grass verge caused by parking

8.4 The conservation area appraisal notes that the creation of off-street residential parking has necessitated the removal of some front gardens which are considered key features of the built environment. A careful balance needs to be found between the loss of front gardens and the loss of amenity green space or verges.



Figure 9 Examples of the loss of front gardens for parking

8.5 Cycling and pedestrian routes are important considerations for sustainable transport and there are a number of routes through the area, as figure 10 illustrates.



Figure 10 Scenic cycle routes along Shephall Lane

9 The Management Plan

9.1 All development in the conservation area, or which forms part of its setting, must respond to its immediate environment and context, in terms of scale, alignment, form, materials and detailing. This plan sets out a series of design guidelines aimed at ensuring appropriately designed development in the conservation area.

Alterations and extensions

9.2 Alterations and extensions should not dominate an existing building's scale or alter the composition of its main elevations. Any alterations, including partial demolition, should respect an existing building and its materials. All new work should complement the old in quality, texture, colour and method of construction. Given that a significant strength of the area is the visual attractiveness of front porches and brick work, artificial wall claddings and coatings would be considered inappropriate on any elevation and front porches should normally be of flat roof construction. Walls and stone detailing which have traditionally not been painted should remain undecorated.



Figure 11 Designs illustrating the plain, linear 1950s style

Layout

9.3 Building footprints provide a reference of the spatial layout and how the conservation area has developed over time. For the Broadwater (Marymead) Conservation Area the layout of the buildings involves a number of U-shaped housing developments arranged back-to-back and back-to-side. This produces a number of terraces which front on to the street. In addition, there are also a number of rows of terraces along Broadwater Crescent, as well as a Radburn housing development at Burydale. Figure 12 is a map which illustrates the building layout. Where possible, we will seek to retain the traditional urban layout in this area.

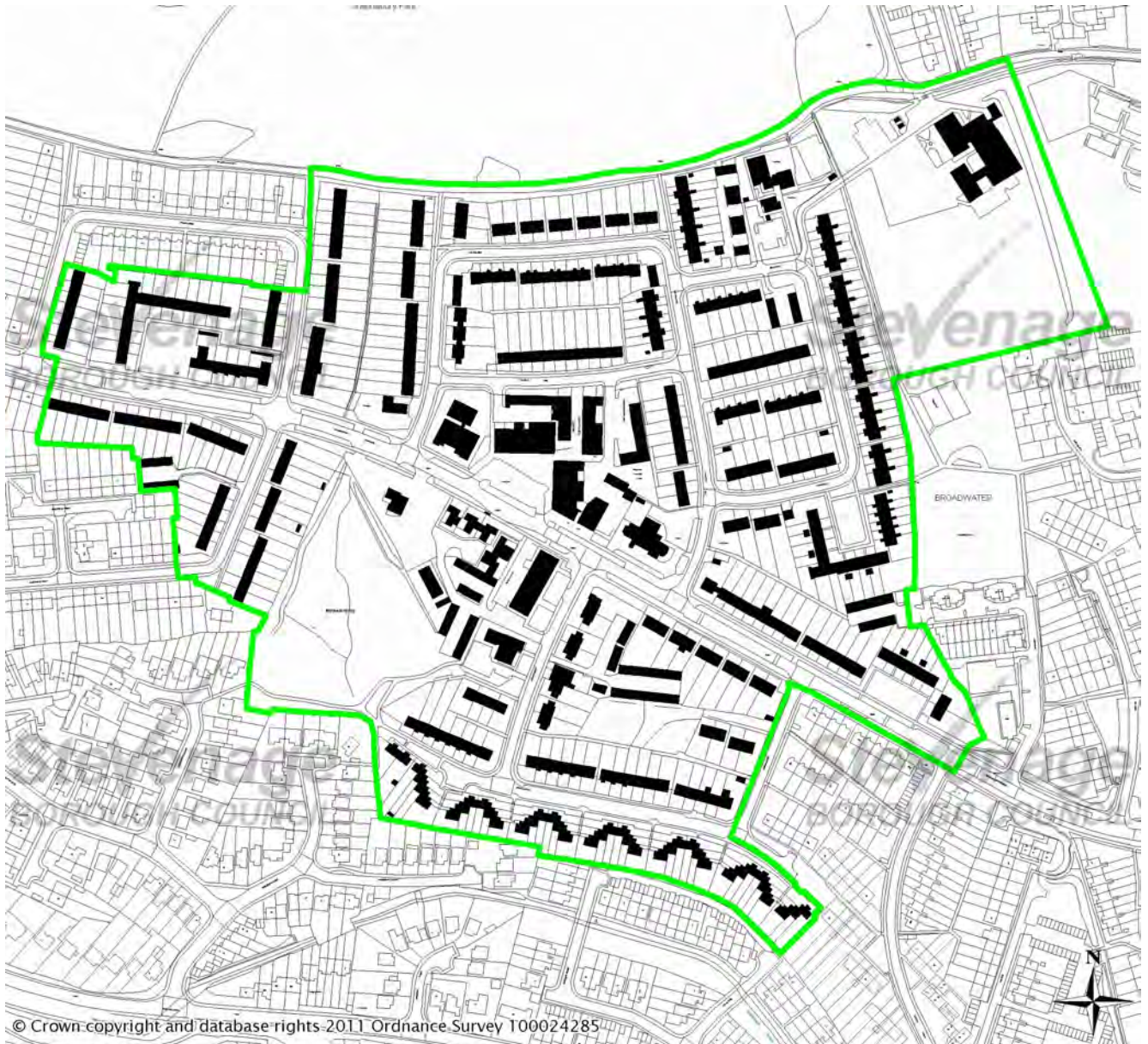


Figure 12 The built form of the Broadwater (Marymead) Conservation Area

Materials

9.4 The predominant building materials are brickwork walls of varying colour, clay tile/pantile roofs with some monopitch roofs, UPVC casement windows (with only a few original Crittall casement windows retained) and a mixture of UPVC and timber doors. For new applications, Conservation Area Consent provides the applicant the opportunity to illustrate how the predominant building materials will be incorporated.

9.5 Some properties in the conservation area have undergone alterations which have utilised more contemporary materials. The cumulative effect of such alterations can erode those features which support the special architectural or historic interest of the area. It is recommended that the potential for an Article 4 Direction is considered for the area (see 'Opportunities for an Article 4 Direction' later in this plan).

Roofs

9.6 The roof is one of the most important parts of a property as it makes the building wind and watertight and can bring harmony to a landscape. It would be preferable to retain, repair or replace (on a like for like basis) original roof material, ridge tiles and hip tiles. Within the Broadwater (Marymead) Conservation Area, clay tile is the traditional and predominant roofing material. In some areas red plastic 'tile-effect' replacement roofs have been installed, and this will be discouraged due to their negative visual impact and inconsistency with surrounding properties.

Dormer windows and rooflights

9.7 The conversion of loft space and the installation of inappropriate dormer windows and/or rooflights may have a negative impact on the appearance of a building and detract from the character of a roofscape. Although many of the properties in this area include monopitch and flat roofs, which are difficult to convert, proposals to add or alter roof windows which are inappropriately designed will be resisted.

Windows and doors

9.8 Windows and doors are important components of a building and any alteration or replacement can significantly alter its character and appearance. Wherever possible the original windows and doors should be retained and repaired. This keeps the integrity of the original design and subsequently preserves the character and proportions of the building. The energy efficiency of windows can be increased through the use of appropriate secondary glazing.

9.9 Many of the original Crittall (metal) windows have been replaced by UPVC windows. These are predominantly of a plain casing style, which acts as a suitable replacement (in part due to the relatively modern housing styles found in the area). However, some houses have used bow fronted UPVC windows, or other more elaborate designs. These windows are not in keeping with the character of the buildings in the area and will be discouraged.

9.10 At the local centre, there is an ongoing issue with the boarding up of windows at a property facing onto Broadwater Crescent. The boards are becoming increasingly weathered and detract from the image of the local centre. We will encourage the removal of the boards and either reinstatement of the glass or the use of a more appropriate material which blends with the building.

Porches

9.11 The differing styles of 1950's and 1960's porches within the conservation area are fundamental to the character of the area and add aesthetic and historical value. Many original porches have either been removed or replaced by modern designs. This includes the use of pitched tiled roofs which are not in keeping with the original porches. We will encourage the maintenance, repair and reinstatement of porches which reflect the original plain, linear style where possible.

Garages

9.12 The garages within the conservation area are of unusual design and construction. Internal garages were not built and instead 'en-bloc' garages were constructed throughout the area, with many added after the houses had been built due to an original under provision. Although very few of the original timber doors with cast iron straps and pintle hinges remain, it would be desirable to make replacements with this traditional style of door. Examples within the town of refurbished doors which are in keeping with the original designs are given in Figure 13. However, the cost of such options will need to be carefully measured against the benefits to the preservation of the area. Opportunities for heritage funding may also be considered.



Figure 13 Examples of traditional and restored garages

Front gardens

The majority of properties in the Broadwater (Marymead) Conservation Area were constructed with significant front gardens facing onto the public highway. Car ownership has increased and some property owners have converted their front gardens into driveways or parking areas. There must be a balance between protecting the local environment and providing for the needs of local residents. We will ensure that applications for driveway crossings are considered against a set of criteria. This criteria will include, but is not limited to, verges, trees, access and safety issues.

Other architectural Details

9.13 Chimney stacks can contribute greatly to the local character and should be retained and repaired.

Aerials, satellite dishes and alarm boxes

9.14 Aerials, satellite dishes and alarm boxes can have a detrimental impact on the appearance of a building. Where possible they should be situated inside or to the rear of a property or carefully located to minimise the impact on the character of the building. The size and number of satellite dishes should also be taken into account when determining their potential impact.

Landscaping and open space

9.15 The Biodiversity Action Plan (2010) contains policies and action for wildlife species and habitats which must guide management and The Green Space Strategy (2010) contains an action plan with recommendations on how green spaces across the town are maintained and improved.

9.16 The attractive wooded area and green open spaces in the Broadwater (Marymead) Conservation Area are a key feature. The original pattern of gardens and grounds and the presence of trees contribute greatly to the character of the area. We will adopt an Amenity Tree Management Policy which will support the importance and protection of trees across the town.

9.17 Green infrastructure assets within the Broadwater (Marymead) Conservation Area are also protected by a number of specific District Plan policies and these policy designations will be carried forward in future iterations of the document to provide a similar level of protection.

9.18 The wooded area at Marymead Spring is an attractive natural area of public land and should be promoted. The area was listed in the Biodiversity Action Plan (2010) as a woodland wildlife site. It is also stated that the overall objective should be to "conserve Stevenage's woodlands and to develop and maintain an appropriate structure within the woodlands to optimise their value for wildlife and people". Promotion to the local community of this wooded area and its heritage will be encouraged.

9.19 Although Shephalbury Park is not within the boundary of the conservation area, access is available from the corner of Shephall Lane. Shephall Lane is protected as an ancient lane with associated hedgerows. The Green Space Strategy includes an action to "Ensure that future maintenance of lane hedgerows balances the needs of local residents, safer routes issues and the needs of wildlife." The park itself provides valuable open space, as well as recreational facilities for sports such as cricket and tennis.

9.20 Shephalbury Park and the north eastern section of this conservation area form part of a Green Link between Gresley Way to the east and Nokeside to the south. This forms an important green wedge providing a link between open spaces and opportunities for informal

recreation. The link is an essential part of the urban structure of the town and protected through policy within the Stevenage District Plan (2nd Review). We will continue to protect this link through emerging planning policies.



Figure 14 Natural woodland at Marymead Spring

9.21 The continued maintenance of this conservation area will be monitored by the Council and emergency ad-hoc works will be completed as necessary. The community should be consulted as the footpaths through the area are well used by members of the public. The area will otherwise be subject to a regular programme of maintenance.

9.22 The potential presence of protected species associated with older buildings should be acknowledged. We will support the improvement of existing habitats and encourage the development of new nesting areas for protected species as appropriate.

Boundary treatments

9.23 Original boundary treatments such as hedgerows, walls and fences play an important part in the character and appearance of the conservation area, and should be retained, maintained or reinstated where possible. Hedges are the most common form of boundary treatment, and their use should be promoted wherever possible.



Figure 15 Hedge boundaries on Burydale and Spring Drive

Amenities and street furniture

9.24 The local centre acts as the focal point for the neighbourhood and provides a range of services to the public, including a local convenience store and hot-food takeaway restaurants. The parking area is well used, with a good turnover of people, and the area has a busy neighbourhood feel. The shopping centre will be protected as a local centre and vacant units will be promoted for re-use. We will encourage the maintenance of appropriate advertising. The shops adjacent on Willows Link do not currently have the same character and proposals to reinvigorate the area will be supported.

9.25 Street lighting improves night-time safety for road users and members of the community. It can reduce crime and the fear of crime during the hours of darkness. Hertfordshire County Council are moving to a part-night street light operation to reduce carbon emissions and overall costs. There are some exceptions to this programme, particularly where safety is an issue.

9.26 We will continue to support the use of light fittings which are appropriate to their location in terms of material, scale, design and illumination, particularly for listed buildings and conservation areas.

9.27 Signage in the area is generally well proportioned and, where possible, is attached to existing columns to prevent clutter. We will continue to encourage this approach. It is recommended that signage is removed as it becomes redundant or is replaced to reduce visual clutter. We will encourage the maintenance of signage in need of repair.

9.28 It is recommended that consideration is given to the siting of new signage. Where possible existing poles should be used. Where supplementary poles are required these should match existing poles. Signs should be grouped to avoid visual clutter. Street signs or finger posts should be carefully planned in a comprehensive manner and should consider a simple but bespoke design to create distinctiveness and legibility.

9.29 Benches can provide an opportunity for people to stop, relax and reflect upon their surroundings. The nearby Shephalbury Park currently provides a suitable seating area. The opportunity for people to sit and relax in the open space creates a feeling of safety for other users as they move through the area.

9.30 Graffiti is a town-wide issue but recent works have repaired areas of defaced brickwork at the local centre. We will continue to adopt this approach and encourage property owners to make similar repairs as necessary. The Council offer a service to commercial and private property owners. An inspection is required and estimate of cost provided. See our website for further details.

Pedestrian and cycle links

9.31 There are a number of links through and near the conservation area. Along the northern edge of the conservation area itself there is a scenic cycle route along Shephal Lane. This route links into the Stevenage Cycleway to the north and east at Broadhall Way. These routes are publicised on the Stevenage Cycle Map (available from the Stevenage Borough Council website). We will encourage the promotion of pedestrian and cycle links as they bring movement into the area, encourage sustainable travel and improve local knowledge of the special historical characteristics of the Broadwater (Marymead) Conservation Area.



Figure 16 Map showing cycle routes in and around the Broadwater (Marymead) Conservation Area

Parking

9.32 Much of the conservation area experiences significant parking pressure. This has led to the use of grass verges and footpaths for vehicular parking, causing significant damage to some grass verges, and completely blocking some footpaths for pedestrian access – particularly in close proximity to the Radburn housing. Where existing measures have been introduced, such as the erection of wooden posts along Broadwater Crescent, verges have begun to repair. However, as not all of the verges have been treated in this way, the existing interventions have simply moved the problem to other areas, and intensified the use of non-managed verges.

9.33 A new Verge and Footway Parking Prohibition Traffic Regulation Order has been successfully introduced in the areas of Bedwell, St. Nicholas, Martins Wood and Pin Green. Civil enforcement officers are issued powers to serve a penalty charge notice for parking infringements of this nature. The Council will consider the introduction of a similar Traffic Regulation Order in the Broadwater area (when funding becomes available).

9.34 Although we aspire to see front gardens retained we recognise that car ownership has increased considerably since the neighbourhood was first developed. It is acknowledged that the demand for off-street parking will continue to increase. The creation of off-street parking protects the streetscape from indiscriminate parking and removes obstructions from the roads. However, we will seek to retain front gardens and verges where possible and new development will be expected to provide sufficient off-street parking in line with our current vehicle parking guidelines.

9.35 A Parking Survey of neighbourhoods in Stevenage has been carried out in some areas. A study of Broadwater is currently being undertaken and will be used to further assess the issue of verge parking.

Advertisements

9.36 For businesses, interesting and eye-catching advertisements play an important role in attracting customers but poorly designed advertisement displays can have a negative effect on the appearance of a building and its surroundings.

9.37 Enhancing the appearance of the street scene and making the best use of the existing historic features creates an attractive, readily identifiable environment and can improve the economic and social vitality of the area.

9.38 All advertisements within the Broadwater (Marymead) Conservation Area should be sympathetic to its historic character, and should not detract from the focal point of the local centre. New advertisement displays will be strictly controlled. There will be a presumption against internally illuminated projecting fascia signs and advertising above ground floor level. Advertisement hoardings of any description will not be appropriate. However, the enhancement of existing shop-fronts should be encouraged, and businesses will be supported where appropriate.

Pre-application discussions

9.39 Any proposed works within a conservation area require special consideration and all applicants are encouraged to seek pre-application advice prior to submission. For extensions, alterations and significant development proposals, applicants are advised to employ the services of an agent or architect with extensive knowledge of working in conservation areas.

9.40 Proposals for development which fall within the conservation area, or which affect its setting, including views into and out of the area, will not be permitted unless they include a detailed assessment which identifies how the proposals will preserve or enhance, or otherwise complement the special character and appearance of the area. We will pay particular regard to the Broadwater Conservation Area Appraisal⁽⁶⁾ when considering development proposals in, or adjacent to, the area.

9.41 Various sources offer guidance when dealing with the maintenance or restoration of period structures. English Heritage provide a great deal of information on heritage protection and understanding your property. See www.english-heritage.org.uk for further details.

9.42 There are a number of magazines and books available on structures which offer specialist advice, assistance and contacts for professional tradesmen. The Twentieth Century Society campaigns for the preservation of Britain's architectural heritage from 1914 onwards. They regularly consult on listed building applications and offer a wealth of expertise on this subject. See www.c20society.org.uk for further details.

Enforcement

9.43 Local planning authorities have a duty to consider taking enforcement action where they believe there to have been a breach of planning control. Key aspects of the enforcement service are to investigate alleged breaches of planning control, listed building control and advertisement control. Wherever possible the Council will seek to resolve breaches without the need to take formal action.

Opportunities for an Article 4 Direction

9.44 Article 4 Directions can be used to withdraw certain permitted development rights under the 1995 Town and Country Planning [General Permitted Development] Order. In order to implement such a Direction it is necessary to prove that works carried out under the Order have a direct and detrimental impact on the character and/or appearance of the conservation area.

9.45 There is a diverse collection of housing types and designs within the Broadwater (Marymead) Conservation Area and different issues in different streets. For example, the loss of front gardens has a much greater detrimental visual impact on Spring Drive, where front

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gardens are sloped, when compared to Burydale and The Willows. However, it is recognised that incremental changes using non-traditional materials, such as the removal of original porches, has a direct adverse impact on the appearance of the conservation area.

9.46 There are also resource implications in dealing with applications, appeals and planning enforcement investigations. It is recommended that an Article 4 Direction should not be designated. It is hoped that by developing a positive relationship with local homeowners, combined with a promotion of the benefits of conservation area status, that the need for restrictive planning controls can be avoided. The area will be subject to a review cycle to measure future change and to identify patterns of change on the conservation area.

Summary

9.47 In conclusion, we will seek to strengthen those elements of the built environment which warranted the designation of the area. The retention of traditional architectural features will be monitored, with particular regard to; the loss of front gardens to driveways, development of porches/addition of pitched roofs and alterations to garages. Proposals to reinstate lost features or repair existing features and/or buildings will be welcomed.

9.48 The success of the conservation area will depend in some part upon the care which individual owners take with the maintenance and repair of their properties, and their surrounding plots of land, and in any alterations or extensions they make. We will promote the conservation area to ensure that local residents are aware of the contribution they are able to make when considering even small alterations to their homes.

9.49 It is recognised that the economic decline of local businesses can pose a threat to the use of buildings located within the conservation area, as well as to the neighbourhood as a whole. As a result the shop units at the local centre should be protected from use class change, and any future redevelopment of the car showroom should be sympathetic to the character of the area and respect the hierarchy of building heights which exist.

9.50 Traffic speed through the area is not considered to be a significant issue as traffic calming measures are already in place but parking remains a significant issue. Action should be taken to repair and maintain grass verges, protecting them from vehicular parking, and contact with local residents and Members is strongly encouraged.

9.51 The area can contribute to local historical knowledge and continue to develop as a strong neighbourhood and community. The New Town neighbourhood principles should not be compromised but the area must adapt to the modern day needs of the local community, especially with regards to parking/car ownership. Open and natural spaces should be fully utilised and accessible to local residents, with promotional literature such as the current Stevenage Cycle Map used to strengthen local knowledge of these assets.

11 Monitoring measures

"Changes in the appearance of conservation areas ... should be monitored regularly" - Guidance on the management of conservation areas, English Heritage, 2006.

11.1 The management plan will be subject to a five year review, subject to staff resources, commencing from the date of adoption. The conservation area appraisal and this conservation area management plan provide a benchmark for assessing change. This may result in a revision or expansion of the existing appraisal and management plan and will include:

- Recording changes;
- Re-assessing the definition of special interest that warrants designation;
- Identifying new issues affecting the conservation area and revising the management plan accordingly.

11.2 Reviews will, where possible, link with the emerging local plan so that development opportunities can be properly considered against the heritage interests of the Broadwater (Marymead) Conservation Area.

11.3 The input of stakeholders including local conservation groups in this process, and in the wider management of the historic environment, such as monitoring buildings at risk, will be welcomed.

11.4 Stevenage Borough Council's Historic Environment Champion will take an active role in championing the importance of Stevenage's historic environment. Officers will meet the Historic Environment Champion and local Council Members as issues arise and these meetings will be used to monitor and review the Conservation Area Management Plan.

11.5 Future iterations of the appraisal and management plan will be subject to public consultation with the local community, relevant stakeholders, and others with an interest in the area. They will be made available on the Council's website and hard copies will be placed in local libraries. Adverts will be placed in local press. Comments received will be taken into consideration in the final drafting of these documents.



Appendix 1



Appendix 1

At the time of writing, there are no statutory listed buildings within the Broadwater (Marymead) Conservation Area. The housing overall is architecturally interesting and one building can be considered of particular local importance to the conservation area.

Church of St. Peter, Broadwater Crescent	Designed by N.F.Cachemaille-Day and Partners in 1954 but not constructed until 1955. The building holds a prominent position on the corner of Broadwater Crescent and The Willows. A building of particular importance to the conservation area due to its interesting architectural design and detailing, in particular its east elevation.
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Table 4

