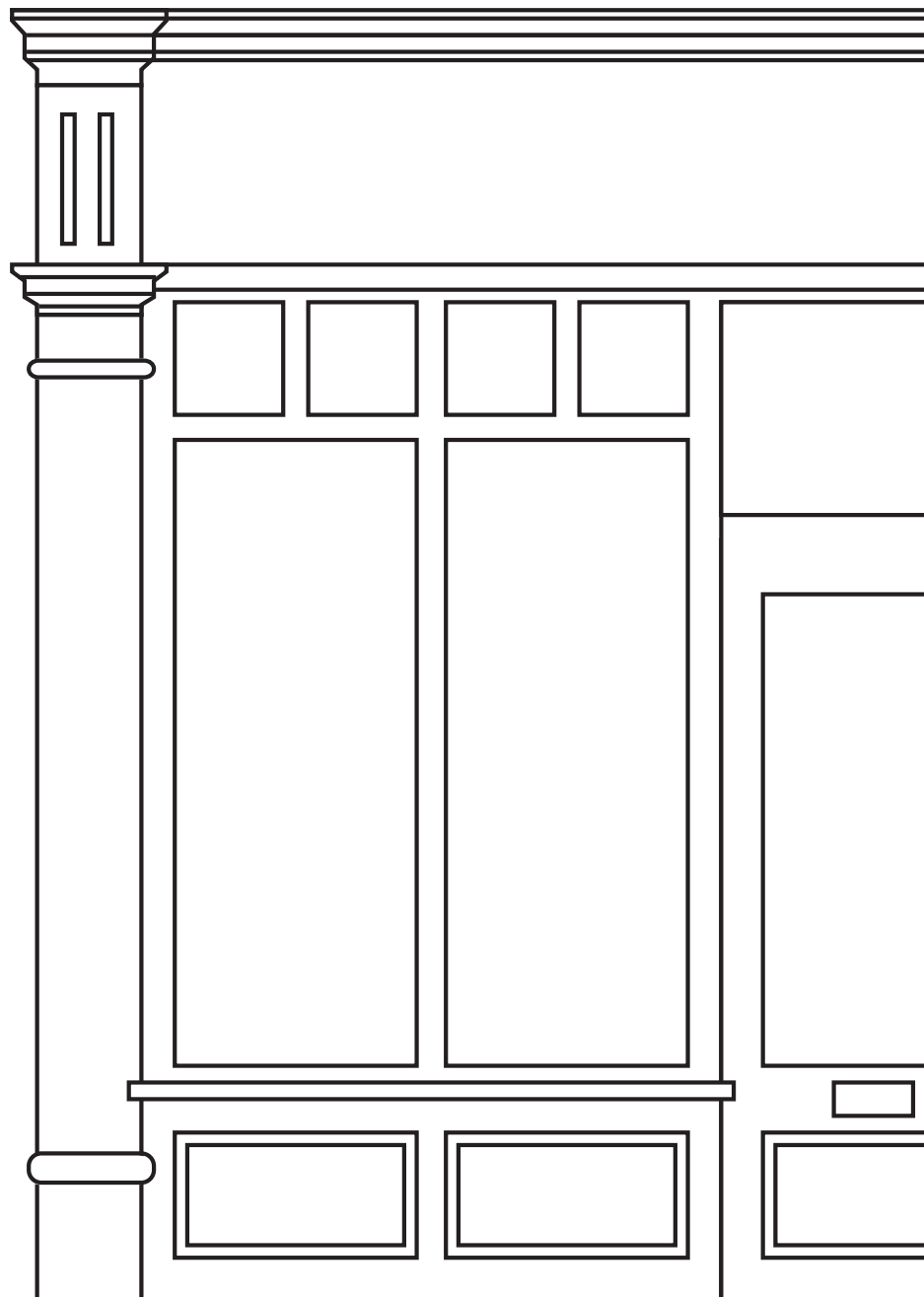


BILLERICAY CONSERVATION AREA SHOP FRONT AND DESIGN GUIDE

Supplementary Planning Document

July 2015



Monday to Friday
10am to 5pm



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Foreword

Billericay's special interest derives from a combination of elements that together, form the town's well-established character and appearance. The historic buildings together with their architectural features, such as distinctive windows, doors and fanlights or other characteristic details are very important to Billericay's distinctive historic character.

It is therefore important that these elements are protected to ensure that the qualities that make the Billericay Conservation Area appealing are preserved and enhanced.

Billericay residents are rightly proud of their town and want to see it protected for future generations.

This guide has been developed with Billericay Town Council to provide residents, property owners, landlords and tenants with an overview of what is considered acceptable or unacceptable in development terms for the Billericay Conservation Area.

We ask that any person, corporate body, property owner, landlord and/or tenant contemplating making changes to a building within the Billericay Conservation Area seek advice in the first instance from Basildon Borough Council's planning department on **01268 533333**.

Cllr Richard Moore

Cabinet Member for Regeneration and Planning

Contents Page

1. Introduction	1
2. Conservation area plan	1
3. Building styles	2
4. Design principles	4
5. Shop fronts	5
6. Signs and advertisements	9
7. Awnings and blinds	14
8. Alfresco Eating	14
9. Security	14
10. Windows and doors	15
11. Satellite dishes	17
12. Railings	17
13. Air conditioning and extraction units	17
14. Other alterations and extensions	18
15. Demolition	19
16. Buildings of local interest	19
17. Listed buildings	20
18. Sun Street article 4 direction	21
19. Applying for permission	21
20. Glossary of terms	23

1. Introduction

Billericay has a busy and thriving shopping area set within a historic core which should be preserved and wherever possible enhanced. The High Street, which is lined with shops and commercial premises, comprises a collection of traditional and more modern buildings which are occupied by a mix of national and local retailers as well as pubs and restaurants. The attractive historic buildings provide a strong sense of place and the generally pleasant public realm contributes to the vitality of the town centre.

The town's well established character and appearance derives from the quality and relationship of buildings in the area, their density and massing, the number of historic buildings, and the presence of trees and other green features. Architectural features, such as distinctive windows, doors and other characteristic details are also very important to Billericay's distinctive historic character and should be protected.

By protecting these features not only will Billericay retain its historic identity, it will encourage investment in the town centre and strengthen the quality of the shopping experience.

This Design Guide has been produced to give advice to residents, property owners, landlords and tenants on shop fronts, advertisements and alterations to buildings within Billericay. It applies to the whole of the Billericay Conservation Area as shown in Section 2, though its principles may be appropriate to other parts of the Basildon Borough. It has been adopted as a Supplementary Planning Document (SPD) and is a material consideration when determining appropriate applications for development, listed buildings and advertisements.

The SPD will supplement the Conservation Area Character Appraisal and associated Management Plan for the area, along with supporting policies in the Development Plan and Government policy relating to the conservation and enhancement of the historic environment contained within the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG).

2. Billericay Conservation Area

The Listed Buildings and Conservation Areas Act 1990 places a duty upon local authorities to determine which parts of their administrative areas are of special architectural or historic interest which it is desirable to preserve or enhance and then to designate them as Conservation Areas.

Billericay Town Centre was identified as one such area and formally designated a Conservation Area in September 1969. Following a Conservation Area Character Appraisal and the preparation of the Conservation Area Management Plan in 2011, the boundaries of the Conservation Area were revised in September 2013.

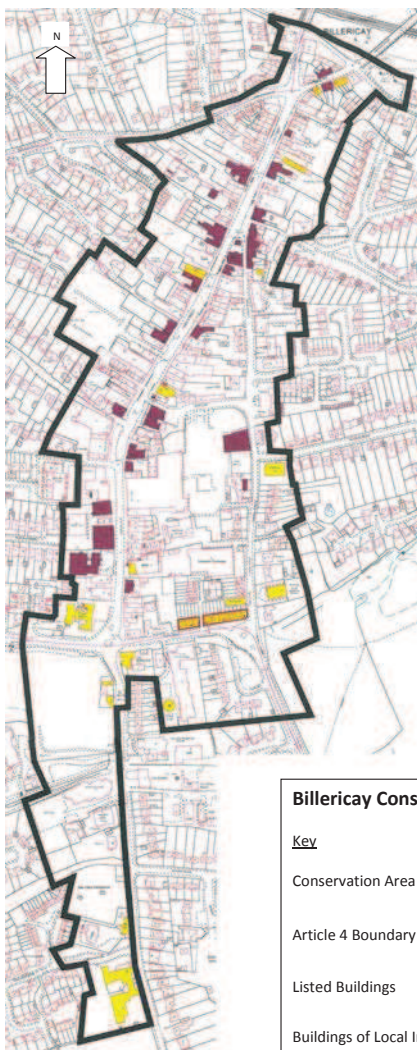
The Conservation Area in Billericay is the largest in Basildon Borough. It is characterised by a collection of buildings dating from the fifteenth to the nineteenth centuries, which are modest in scale, rarely above two storeys in height and mainly used as High Street shops.





There are more than 40 Listed Buildings within the Conservation Area along with several buildings of local interest which include both commercial and residential properties. Additional protection has been placed on the terraces on Sun Street in the form of an Article 4(2) Direction to prevent changes being made to them that would detract from their historic integrity.

The Conservation Area, as stated in the Character Appraisal and Management Plan, comprises of two main streets, High Street and Chapel Street, running almost parallel north south and converging at their northern ends.

The area then extends northwards to Crown Road and northeast to include the terraces in Norsey Road and the Festival Gardens in Crown Road. The properties on the south-east side of Western Road are also included.

The area extends south to include Sun Street and the west side of Laindon Road from the playing field at Sun Corner down to the former Quilter County Junior School.



Billericay Conservation Area:	
<u>Key</u>	
Conservation Area Boundary	
Article 4 Boundary	
Listed Buildings	
Buildings of Local Interest	

3. Building Styles

Billericay is fortunate to comprise several building styles that have survived to the present day, and reflect the growth and prosperity of the town. Within its historic core, buildings within Billericay are mainly two or three storeys and occupied as shops, offices or private dwellings. Typically buildings would be two storeys, sometimes with attics, with only the grandest buildings reserved for a three storey scale. Their architectural styles range from the medieval period right up to the present day, though can be grouped into the following categories:



fig.1: 1-7 Chapel Street

Medieval/Post Medieval

With the exception of the brick tower on the church of St Mary Magdalen, all surviving buildings from this period in Billericay are timber framed and of two storeys such as the Chequers Inn and 1-7 Chapel Street. Several examples incorporate gabled crosswings (see figure 1), these are usually jettied and with exposed timber framing, original plaster finishes or feather-edge timber weatherboarding. Plain clay tiles are used on the roofs, which are steeply pitched, often indicative that these roofs originally were thatched. Vertically sliding sash windows have largely replaced what would originally have been smaller, side-hung casement windows or leaded lights. Occasionally 20th century shop fronts have been installed in the buildings which otherwise retain their domestic appearance.



fig.2: 22-24 High Street

Georgian

Buildings in this period are characterised by their grandeur and Classical appearance, particularly on the High Street as demonstrated in figure 2. Buildings are usually taller than the preceding era and finished in narrow pointed Flemish Bond red brick (alternating stretchers and headers), though grey or buff bricks are also used. Feather edge weatherboarding or shell/pebble dashing is also used on some of the smaller terraced cottages. Buildings are typically two storeys, sometimes with attics and occasionally three storeys for the grandest properties. Roofs are slightly less steep or of a gambrel form comprising attic rooms illuminated by small bonnet dormers, which may be recessed behind a parapet roof to enhance the dominance of the front façade. The roofs are generally set with the ridges parallel to the street.

Panelled entrance doors are used, often with a fanlight above, set within dominant doorcases comprising a simple hood or pediment on brackets, above pilasters or on supporting Doric columns depending on the buildings status, with steps up from the street. Raised brick or stone string courses and quoins may also be used. Windows are typically six over six double hung timber sashes. Buildings have an elegant proportionate appearance and, where not part of a terrace, are of a simple symmetrical or other balanced form. There are a few Georgian shop fronts in Billericay consisting of bow windows with small panes of glass set in a grid of glazing bars. Sometimes buildings exhibiting a Georgian façade conceal older timber framed buildings which were 'updated' at that time. The more imposing buildings comprised wrought iron railings to enclose their street frontages.



fig.3: 75-77 Chapel Street

Victorian/Edwardian

Though less grand than their Georgian counterparts Victorian and Edwardian buildings continued to be two storeys and constructed of Flemish or English Bond (courses of stretchers above headers) red brick with larger timber sash windows or casement windows following the introduction of plate glass. Roofs are finished in Welsh slate below decorative clay ridge tiles with dominant chimneys. Slate roofs are generally at a shallower pitch of 30 to 35 degrees. Buildings may comprise projecting angled bays and/or half timber effect painted gables. Decorative timber porches above tiled entrance paths are typical.

Doors are usually panelled with the upper parts glazed. Exposed rafter feet, tile hanging, decorative bargeboards, roof finials, and patterns in the brickwork or tiles may also be used, particularly in later Arts and Crafts properties of the period which can be seen in figure 3. Where the buildings are of a commercial nature the shop front is integrated into the design, following the proportions of the upper floor. Front boundaries tended to be enclosed by low brick walls topped with cast iron railings or timber fences and gates.



fig.4: 4 Mayflower hall, Chapel Street

Early 20th Century

There are only a few buildings in the Billericay Conservation Area of this period. Notable buildings include Mayflower Hall (figure 4), constructed in the 1920s and the 1930s Police Station and Royal Mail Sorting Office. This era is characterised by buildings of good proportions, but simpler lines with fewer decorative features.

These buildings are finished in a variety of brick bonds or painted render. Windows may be of timber or metal construction. Metal windows would have been made at the Crittall works established nearby at Silver End. Roofs are typically steeply pitched and hipped constructed of machine made plain clay tiles with simple chimneys.



fig. 5: 8-10 High Street

Post 1940s

Although there are a couple of examples where new buildings sought to replicate previous Georgian styles, the majority of buildings constructed during this time, particularly the 1960s and 1970s had little or no regard to the past heritage, its scale or architectural styles in the High Street or in relation to the traditional buildings they replaced (figure 5). New buildings were more about function over form and comprised over-sized dominant structures with few architectural details, plain in form and alien in character both in the use of modern materials, their excessive depth, bulk and large areas of flat roofs. Several of these buildings would offer opportunities for redevelopment in a more sympathetic manner to the Billericay Conservation Area.



fig.6: 112-118 High Street

21st Century

In recognition of the past mistakes, new buildings from the 1990s onwards have sought to reflect more traditional forms, through well proportioned elevations fronting the High Street with greater vertical emphasis, use of red brick, painted render, projecting gables, stone mouldings and sash windows. Such examples include Waitrose (figure 6) and nos. 140-142 High Street. Several residential developments have also been constructed on back land off the High Street, in traditional forms in a variety of traditional materials. Mansard roofs are a traditional feature of Billericay, but some contemporary buildings have too great a plan-depth to accommodate appropriately proportioned mansard roofs, with the result that they can appear out of character with the Conservation Area.

New development proposals must preserve or enhance the character of the Conservation Area. Therefore development which detracts from the character or appearance of the Conservation Area in terms of its height, bulk, scale, form, detailing and material will not be permitted. This applies to both residential and commercial buildings. Proposals affecting Listed Buildings, both internal and external, will also require separate Listed Building Consent.

4. Design Principles

Whilst some residential properties enjoy limited permitted development rights, nearly all works that materially affect the external appearance of a building in the Conservation Area requires permission from the Local Planning Authority in the form of planning permission or advertisement consent. In case of doubt we recommend you seek advice from the Planning Department before undertaking works in the Conservation Area.

New development proposals must preserve or enhance the character of the Conservation Area. Therefore development which detracts from the character or appearance of the Conservation Area in terms of its height, bulk, scale, form, detailing and material will not be permitted. This applies to both residential and commercial buildings. Proposals affecting Listed Buildings, both internal and external, will also require separate Listed Building Consent.

Such applications will need to ensure that the special architectural and historic qualities of the building are not compromised by the alteration of interior layouts and individual features of interest as these should be respected and left unaltered as far as is possible. Due to the special nature of historic buildings, advice on the acceptability of alterations should be sought from the planning officers of Basildon Borough Council.

Wherever the opportunity arises, Basildon Borough Council and Billericay Town Council will support schemes which improve the appearance of buildings in the Conservation Area. However, the use of concrete tiles, artificial slate, panels of concrete, plate glass or stretcher bond brickwork will not be supported as these are not traditional materials or styles appropriate for use in a historic environment.

When considering the design of new buildings, Basildon Borough Council will take into account the impact of the proposal on the setting of all heritage assets and with particular regard to the following elements:

- **Scale** – The tradition in Billericay is that buildings are generally between two and three storeys in height and new buildings should follow this pattern.
- **Massing** – Traditional buildings in Billericay have a shallow plan form with additional depth provided by cross-wings and extensions, usually to the rear.
- **Form** – Buildings should be designed with a roof form appropriate to the area. Simple gabled roofs are the most common form in the area and are encouraged.
- **Grain** – New development must have regard to how the existing buildings in the locality relate to the street including boundary treatments such as walls, gates, fences and railings.
- **Siting** – On the High Street the buildings should be positioned close to the road to reflect the traditional building line and respect the location of the adjacent buildings. However consideration must also be made to relevant street safety standards to ensure accessibility is not restrictive.
- **Materials** – The palette of materials to be used should reflect the historic materials of the area.

Planning permission or advertising consent is also normally required for the following:

- a new shop front or the alteration or replacement of an existing shop front
- a new fascia
- a new or replacement external security grill or shutter on a shop front
- a projecting blind
- a satellite dish except on a dwelling house enjoying permitted development rights where the dish is not on a chimney, wall or roof slope visible from the highway
- new or replacement of any plant, air conditioning, ventilation or extraction equipment where the equipment will be fixed to the outside of the property and materially effect on the external appearance of the building

NB: Alterations or extensions to buildings within the Conservation Area without the required planning or listed building consents may be subject to enforcement action. Also any alterations to a listed building without the necessary listed building consent is considered an offence under the Planning (Listed Buildings and Conservation Areas) Act 1990.

5. Shop Fronts

The design of the shop front should be appropriate to the scale, proportions, design and often age of the building as a whole, for example, storey heights, sub-division, detailing etc. So that it does not dominate a building with more than one floor, its height should be no greater than the height of the ground floor. Good design should reinforce the individuality and quality of the building. Where existing shop fronts do not make a positive contribution to the street scene, or actually detract from it, a substantial visual improvement will be required when proposals for replacement are made. A simple 'like for like' replacement will not be acceptable. A shop front that is sympathetic with its host building and the character of the Conservation Area will be supported.



A traditional shop front at 104 High Street

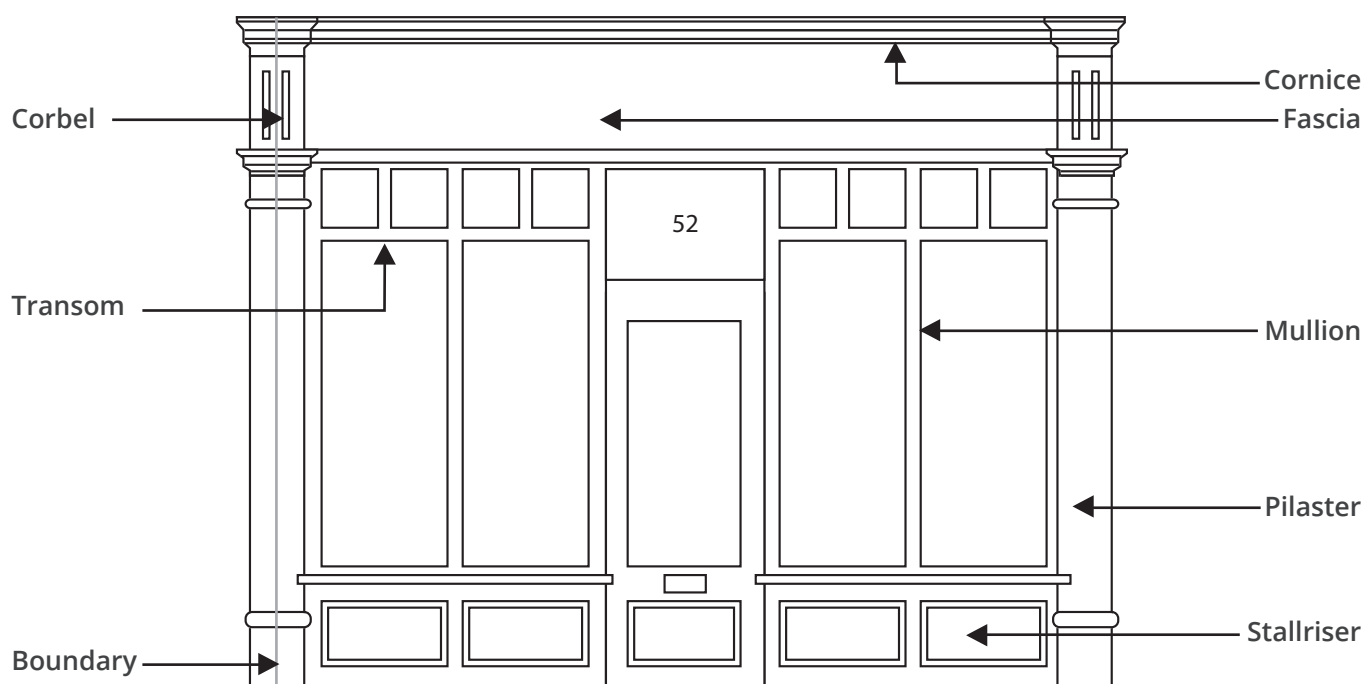
New shop fronts should respect the scale and design of the premises in which they are installed. They should not involve the removal or alteration of features which are of historical or architectural interest. Existing windows should not be enlarged above ground floor level, nor should fascia extend above the level of the first floor window cills or link two or more shop units which are of historical or architectural interest. Box fascia are unacceptable because of their bulk. Internally illuminated fascia signs are not appropriate in the Conservation Area, but on new or replacement shop fronts modern LED lighting can be discretely installed behind timber mouldings within the cornice at the top of a fascia to illuminate the fascia.

On a traditional building, a timber fascia is more appropriate, either with painted lettering or with individual letters of another material. Materials used should be in keeping with the character of the building. Corporate styles may be required to be sympathetically adapted to particular buildings and stallrisers should be retained or replaced.



Here is a modern shop front constructed in a traditional form designed to suit the Georgian façade of this much older listed building at 63 High Street

Shop fronts should be based on a set of principles which achieve a satisfactory relationship between the shop front and the building as a whole. Various elements are used to enclose a shop window and entrance e.g. pilasters, fascia, stallriser and where such elements presently exist they should be retained and incorporated into any redesign.



Components of a traditional shop front

Pilasters: These separate each shop from its neighbour, defining the width of each building and usually coinciding with the party wall. Traditionally they were columns which projected slightly from the wall.

Corbels or Consoles: Brackets, often decorative, which project at the top of pilasters to support the cornice.

Cornice: This defines the top of the shop front, providing a break between the shop front and the rest of the building.

Fascia: This is one of the most dominant elements of a shop front, displaying the name and type of shop. The fascia should be contained within the shop front, separated from adjacent fascia by pilasters. For good appearance, it should be kept well below the first floor window cills. A traditional fascia is usually no more than 380 millimetres high.

Stallriser: A stallriser protects the base of the shop window from damage and splashing, and provides the building with a visual anchor to the ground. A traditional stallriser should be at least 500 millimetres high, or to the top of the pilaster base. A stallriser should be inserted whenever a shopfront is being refitted.

Door and doorway: Traditional shop fronts often have a recessed doorway which invites shoppers in. This also provides relief in the frontage and helps to break down the scale of the shop front. Entrance doors should have a clear opening at least 900 millimetres wide.

Window: This allows the display of goods for sale and attracts the customer. Stickers and posters placed in shop windows or shelves/units backing onto the shop window detract from the appearance of a building, the street scene and the image of the business and should be avoided. A sub-divided window should relate to windows on upper floors.



Shop fronts should relate to the style of the building. Opportunities to re-instate original shop fronts will be supported



Corporate images can be successfully incorporated into traditional shop fronts as in these examples



Good examples of new shop fronts at 80 and 140 High Street

By improving individual shop fronts and ensuring those that are of a sympathetic design are maintained, the overall street scene can be improved as shown in the second illustration below. Shop fronts should relate to the building on which they are located, and not be allowed to stretch across two or more buildings.



STREET FRONTAGE BEFORE SHOP FRONT IMPROVEMENT



STREET FRONTAGE AFTER SHOP FRONT IMPROVEMENT

6. Signs and Advertisements

In addition to the shop front itself, consideration must also be given to the design of signs and advertisements.

The fascia is the best place to advertise a business where the premises comprise a display window. The fascia design, size and depth should be in keeping with the architectural style of the building. Signs and advertisements on shop fronts will normally be restricted to the ground floor front wall area of the building. Advertisements should be designed so that they are of a size, design and materials that complement the character of the building and the area as a whole. Large modern internally illuminated signs are inappropriate and should be avoided.

Lettering and marking needs to be sympathetic to the architectural detail of a building. The amount of information provided on the sign should be the minimum necessary to advertise the business to avoid excessive clutter. In general serif letters are more appropriate than enlarged type-faces as they are more strongly defined and have better articulation. Individual letters should neither be too widely spaced nor cramped together, as legibility will be impaired. Italic letters should be avoided.

Lettering, logos and symbols should be regarded as minor points of emphasis on a building and should not conflict with the major focal points of the façade, even though they are intended to attract business. Individually applied raised letters constructed of metal or timber have a good visual impact. Painted lettering with shading is also effective. Typically capital letters rather than lowercase lettering is preferable. The actual size of the lettering should be determined by the need to be reasonably legible to pedestrians, though not unduly obtrusive in relation to the buildings fascia or overall façade, and be integrated with all the other elements that make up the overall street scene.

The application of simple gold leaf lettering in traditional script to upper floor windows to advertise first floor businesses will normally be supported where other external advertising may be inappropriate.

Colours used should harmonise with the remainder of the buildings and the streetscape. Greens, blacks and browns are appropriate for traditional shop fronts in historic areas. Vibrant and garish colours are inappropriate in the Billericay Conservation Area.

Projecting signs should be a traditional wooden hanging sign mounted in a moulded frame. This should be sited at fascia level, below first floor window cills, and should not obscure architectural details. To ensure pedestrian safety it needs to be at least 2.4 metres clear of the ground. So as not to over-dominant the building frontage such signs should normally not exceed a depth of 750mm and project no more than 950mm (including brackets) from the face of the building. They should be no more than 300mm wide. Only one hanging sign will normally be permitted per building, which should be externally illuminated by spotlight if required. On listed buildings smaller non-illuminated hanging signs may be more appropriate.

Nameplates that require planning or listed building consent such as those identifying a doctor or dentist who operates from the premises are permissible if constructed of traditional materials (brass or timber) less than 400cm² and installed adjacent to an entrance door.

Illuminated signs in shop windows should be avoided.

It is best not to obscure shop windows by a visual clutter of advertisements and stickers or by placing display racks with their backs to the window, as this obscures the goods for sale or services available within the shop premises.

National retailers like to have a readily-recognisable brand image. A corporate identity specifically intended for conservation areas might be acceptable. Otherwise, corporate styles must be adapted to suit the special needs of the building and wider Conservation Area by using sympathetic materials, colours and sizes that are appropriate to the architectural style/age of the building as shown below.



Before



After

Over-sized or internally illuminated box fascia and projecting signs will not be permitted in the Conservation Area. The photos above show a successful intervention enabling the replacement of inappropriate signage with a narrower framed fascia sign and externally illuminated hanging sign.



Excessive signage can damage the setting of a building and loses its effectiveness as a successful means of advertising. The appearance of this traditional building would also be improved by the re-instatement of metal railings to emphasize the buildings architectural status.



Individually applied letters on a raised brick string course successfully advertise this business without compromising the integrity of the Grade II Listed Georgian property. The removal or re-siting of the alarm boxes would also improve this building's appearance. These are referred to later in the document.



Signs on flank elevations where there is no display window will generally be resisted.



Fascia signs should not extend across more than one shop front as in this example



Traditional hanging signs and fixtures add interest and are a successful form of advertising

A-boards and Banners: 'A' board advertisements will only be accepted by Basildon Borough Council if situated within the curtilage of the associated premises, no larger than 1100 x 650mm and there is sufficient footway width for pedestrians including disabled pedestrians and those with pushchairs and mobility scooters, to pass by safely. Only one board per business should be displayed and then removed when the business is closed.

Other free-standing advertising signs will not normally be permitted as they can add to general street/advertisement clutter. Temporary banner advertisements will not normally be supported.



Freestanding signs, temporary banners and poorly positioned or excessive numbers of 'A' boards add to street clutter and can pose a danger to the visually impaired, wheelchair users or people with pushchairs and are discouraged.

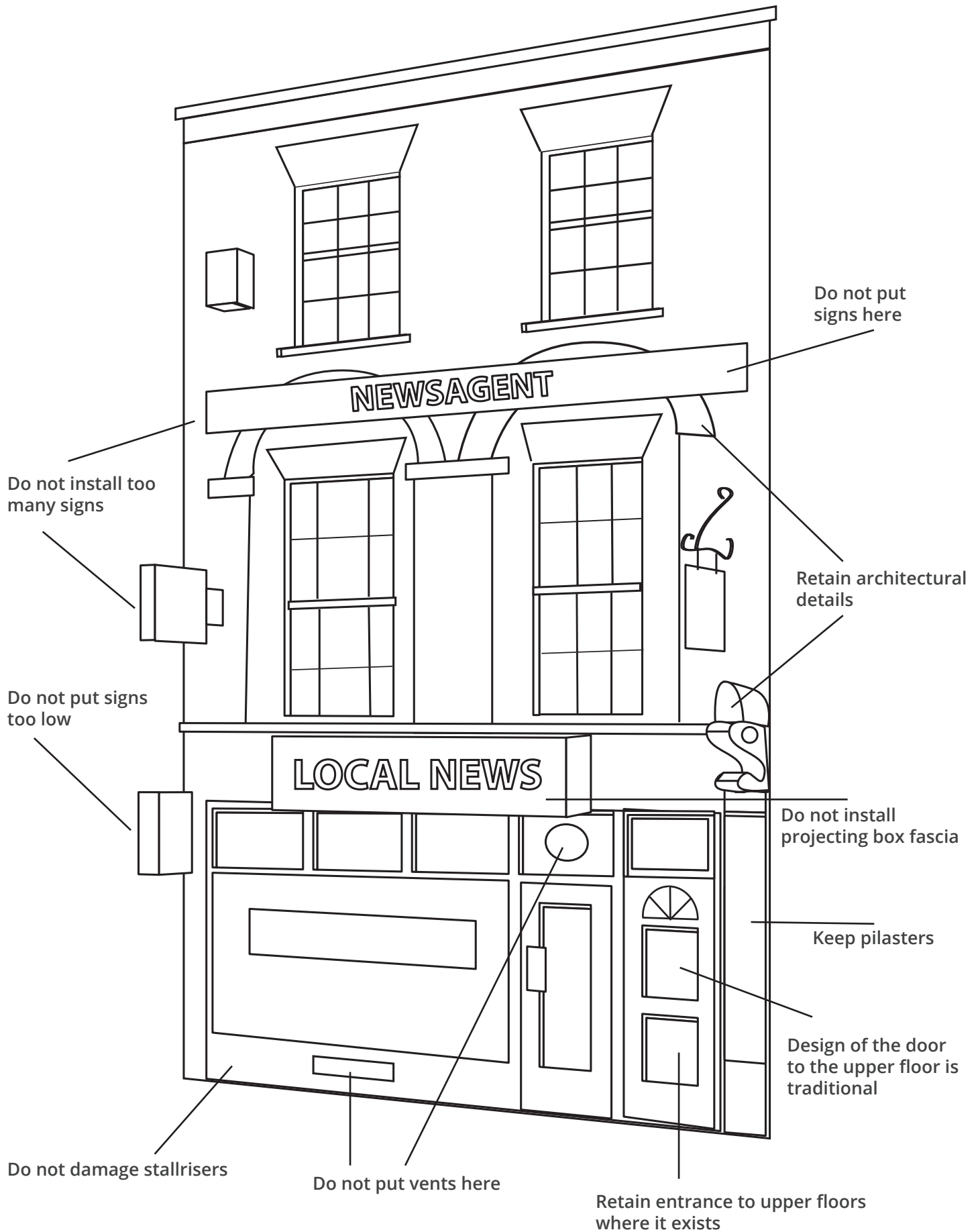


Illustration showing examples of poorly placed advertisements and alterations that can damage the appearance of a building and examples of architectural features that should be retained.

7. Awnings and Blinds

Canopies and blinds: Blinds should be retractable and fold into the fascia so that architectural features are not obscured. For good appearance it should not extend more than 1.5 metres from the shop front. Plastic or shiny materials should be avoided.



Whilst of a traditional pull out form, this awning does not enhance the Conservation Area due to the large advertisement, garish colour and shiny material finish.



Dutch blinds will rarely be approved and never in shiny materials or garish colours which will quickly deteriorate in the sunlight and will soon look shabby. Traditional pull out awnings will normally be supported on buildings that comprise a display window.

8. Alfresco Eating

Table and chairs: Active frontages which include alfresco dining can contribute to the vitality of town centres but such activity may need to be controlled to ensure there is sufficient footway width for pedestrians including disabled pedestrians and those with pushchairs and mobility scooters, to pass by safely.

Tables and chairs located within the curtilage of a business premises are unlikely to require planning permission. However, if tables and chairs are to be placed on the public highway (including footways) a licence from the Highways Authority would be required under the Highways Act 1980. It is also likely to result in a material change of use which would require planning permission from Basildon Borough Council.

9. Security

Shutters: If grilles or shutters are necessary, the housing should be concealed within the fascia ensuring that this does not protrude too much. Solid security shutters (as illustrated in the left-hand photograph below) will be resisted as they create a 'dead' frontage and encourage graffiti. The best solution is an internal open grille mesh (as illustrated in the right-hand photograph below) which would not require planning permission and would allow views through the display window. The grille mesh could be set immediately behind the glass in order to protect the contents of display windows.



Alarms: These are best mounted on the fascia in an unobtrusive but visible place, ensuring that architectural features are not hidden. They should be fitted where they can be seen but where they are not visually prominent as they should blend in with the background. A visible side wall position is preferable. Listed Building Consent is required to install an alarm on the front of a Listed Building.

Security cameras: These will usually require the consent of Basildon Borough Council unless kept small and sited unobtrusively.

External lighting: Lighting fixtures should be positioned where they do not cast bright light onto neighbouring premises or disrupt the architectural features on the building.

10. Windows and Doors

Windows: Window openings should have a square or vertical proportion and be made up of panes of glass with a vertical emphasis. The frames should be of timber and when set in timber-frame buildings should be mounted almost flush with the front face, but in brickwork the frames should be set back approximately 100mm and fitted over a sub-cill. Any dormer window should be similarly proportioned and traditionally detailed, also with a vertical emphasis to the panes. Further information is provided in Traditional Windows: their care, repair and upgrading (April 2015) by Historic England.

Roof lights: Should be kept to a minimum and avoided on front elevations.

Doors: The traditional styles are solid vertical plank or panelled doors depending on the age and status of the building.

Doorcases: On higher status buildings door cases are a feature in the street scene. The replication of these on modern buildings is not considered to be appropriate unless they are intrinsic to the buildings design.

Eaves and verges: Traditional eaves and verges are simply detailed without soffits, fascias or barge boards.

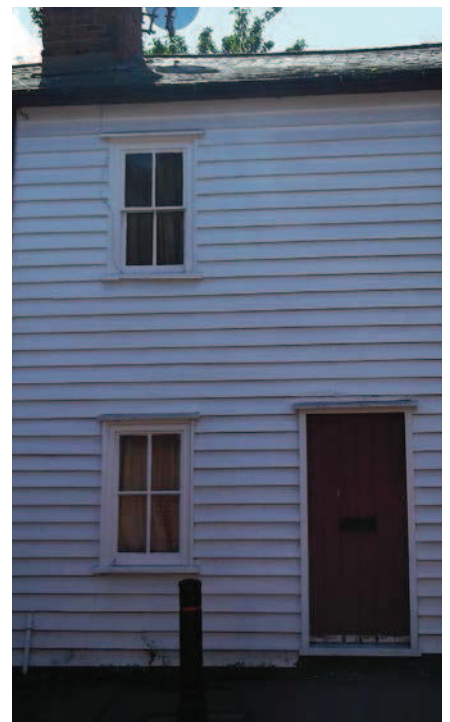
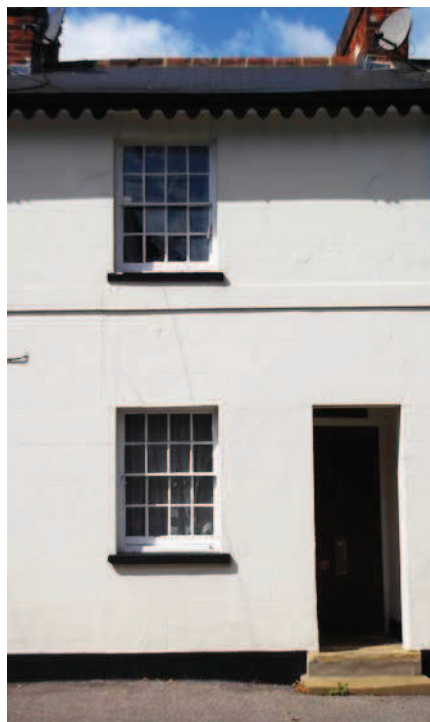
Colours: Conditions will be applied to new developments to ensure that colour finishes are in traditional subdued earthy tones. Garish colours are inappropriate and should be avoided. Where possible, contrasting colours that provide a distinction between the floor and walls should be considered to assist those with visual impairments.



UPVC materials cannot easily replicate timber windows and doors and can erode the character of traditional buildings. Where additional insulation is sought, the installation of secondary double glazed windows behind the original windows should be considered.



This 14th Century Grade II* Listed Building has been seriously compromised by inappropriate UPVC double glazing and enforcement action can be sought.



Traditional timber sash windows and Georgian panel doors should be retained or re-instated on these terraced houses in Sun Street, Chapel Street and Norsey Road.



Timber casement windows are characteristic of this row of cottages in Norsey Road and the terrace in Stanley Terrace which are more in keeping within the Billericay Conservation Area.



11. Satellite Dishes

Consent from Basildon Borough Council is normally required for the installation of satellite dishes on commercial buildings, flats and buildings in multiple occupancy. On private houses which enjoy permitted development rights permission would still be required for the installation of a satellite dish on a chimney, or roof or wall visible from the highway. Larger dishes and/or a second dish on a private dwelling also fall outside the provisions of permitted development. Listed Building Consent is required for the installation of a satellite dish on a listed building and this will not normally be granted. Instead the dish should be attached to an ancillary building or mounted on a post in the rear garden/yard.

12. Railings

The re-installation of traditional metal railings with spike or ball tops is encouraged.



13. Air Conditioning and Extraction Units

Air conditioning plant and extraction flues or vents will normally require the consent of the Basildon Borough Council. Such apparatus should be discretely located on a building so that they are not visible from public areas. Flues should be as small as possible and sited in inconspicuous places where they do not discharge over a neighbouring property.

14. Other Alterations and Extensions

Extensions: These should always relate well to the proportions, form, massing and character of the existing buildings. In order to maintain the character of the original building, extensions should be subordinate and of high quality design, with good detailing and materials which harmonise with the existing building.

Where new and old join, it is good practice to slightly recess or set back the walls of the extension so that the extent of the original building is still legible and to avoid any awkward junctions in the new and existing materials, particularly brickwork. In Billericay there are pairs of semi-detached houses, terraces and groups of buildings where consistency of form and appearance contributes to the character and appearance of the Conservation Area. The addition of a porch on a house in such a grouping is likely to upset the existing uniformity and cause harm. Similarly roof extensions can significantly impact on the appearance of a building.

Where they are not characteristic of the property type the construction of roof dormers will be resisted. Where they are permitted such dormers should be the small bonnet type, without dormer cheeks and with good roof margins all around.

They should be positioned so that they are vertically aligned with the windows in the floors below or such that they maintain the balanced appearance of the overall property. New mansard roofs rarely successfully replicate traditional mansards and will normally be resisted.

Non-designated shops in the Conservation Area can apply for alterations under the normal planning process. However, Basildon Borough Council will seek to ensure enhancements do not harm the character of the area, are sympathetic to the original building and are to a high design standard.

Chimneys: Chimneys should be retained or re-instated where they have previously been removed. The reinstatement of any traditional features on a building will be encouraged, particularly in relation to applications for new development.

Gas/Electric Meters - External meter cabinets should be sited to the side of a building or accommodated in a discreet semi-underground box to avoid disrupting the front facade of the property.

Cladding and External Insulation: The application of exterior cladding on buildings in the Conservation Area requires planning approval. Consent will normally be refused for the application of non-traditional forms of cladding alien to the area.

External insulation on existing buildings will require planning permission and applications for external insulation on traditional buildings in the Conservation Area is unlikely to be supported.

Painting/Rendering: Where the building exhibits its original brickwork, this should not be overpainted or rendered as this will detract from the original appearance of the building. The application of garish coloured paint should be particularly avoided.

Repairs: Property owners are encouraged to undertake regular and appropriate repair and maintenance of their properties, retaining or re-instating traditional fixtures/fittings, windows and doors appropriate to their style of building.

Planters: Basildon Borough Council will generally support the addition of one or two well maintained and appropriately sited window boxes and hanging basket floral displays, where these enhance the appearance of the Conservation Area.

Street Furniture: This includes benches, lamp posts, waste bins, bollards, road signs etc. Such apparatus should be well co-ordinated, appropriately sited and kept to the minimum necessary to ensure the proper functioning of the highway. Regular audits of street furniture are encouraged to manage its proliferation and minimise its potential harm to the Conservation Area.

The placing of smaller conservation sized signs on existing lamp posts for example will be supported where it leads to the removal of existing unnecessary poles. Opportunities to remove existing telegraph poles and overground electricity cables should be explored. Narrower yellow conservation lines should be used on the highways where traffic restrictions apply.

Disabled Access: Where the opportunity arises, new development should incorporate level access or access ramps/hand railings, to assist entry into the premises by disabled people or people with pushchairs in accordance with Part M of the Building Regulations 2004 (as amended) and the Equality Act 2010. Such access requirements should not however compromise the architectural design or integrity of the building. Particularly if the building is listed, where greater consideration should be taken about how such access can be successfully incorporated.

15. Demolition

A building in the Conservation Area cannot be demolished without the consent of Basildon Borough Council and failure to obtain such consent is a criminal offence. Conservation Area consent is required for the demolition of any building within the Conservation Area with a total cubic content exceeding 115 cubic metres (as ascertained by external measurement). All applications will need to be accompanied by a reasoned justification for the demolition of heritage assets (including undesignated assets in the Conservation Area), and the applicant must prove the following:

- The building is incapable of beneficial use
- The building is beyond the point of economic repair
- The building does not make a 'positive' contribution to the character or appearance of the Conservation Area
- That the building has been marketed and an alternative use/owner has not been found

Applications to demolish buildings that make a positive contribution to the character and appearance of the Conservation Area will need to be assessed by Basildon Borough Council on a case by case basis, but generally consent will be refused and there will be a presumption in favour of retention. Applications to demolish buildings that make a negative contribution to the character and appearance of the Conservation Area such as 8-10 High Street (as illustrated earlier in figure 5) would be encouraged where it enables redevelopment.

Applications to demolish Listed Buildings or Buildings of Local Interest as identified in the Billericay Conservation Area Character Appraisal November 2011, will not be supported.

16. Buildings of Local Interest

These are buildings that are of undoubted special local interest, but do not necessarily satisfy the national criteria to qualify for listed status. These local heritage assets make a positive contribution to the character and appearance of the Conservation Area because of their architectural merit and their historical associations with the development of the town.

Repairs, alterations and extensions to these local heritage assets should be sympathetic to their character. The buildings/groups of buildings in Billericay that are recognised as Buildings of Local Interest are:

Chapel Street	High Street	Laindon Road	Sun Street	Norsey Road
Old Fire Engine Shed at 15	Former stables / outbuildings to rear of no. 18	Nos.2 and 4	The Rising Sun Public House at no. 2	Nos. 2-4, 12-18 (even)
The Old Meeting Burial Ground	The Reading Rooms at no. 73	Scout Hut at no.56	No's 7-39 (odds)	
Mayflower Hall	Old Council Chamber/Police Station no. 94	Old Quilters School	Stanley Terrace	
United Reformed Church	Royal Mail Sorting Office at no. 136		Albion Court Water Tower	
Rose Hall	Billericay Police Station			

17. Listed Buildings

Buildings are given listed status and afforded statutory protection if they are of special architectural or historic interest. The Billericay Conservation Area contains 43 Listed Structures (35 within the High Street) that include one church, three public houses, two World War memorials and three telephone boxes. All the Listed structures are Grade II with the exception of two that are Grade II*, as indicated below, which English Heritage regards as important buildings of more than special interest.

1 – 5 Norsey Road

6, 8 & 10 Norsey Road (Grade II*)

12 High Street

Sheredays, 22 High Street

Hill House, 24 High Street

38 High Street

40 High Street

41 High Street

43 High Street

The Chequers, 42-44 High Street & 1 Chapel Street

Billericay War Memorial (WW1 and WW2)

St. Mary Magdalen Church

Church House, 46 High Street

Crescent House, 51 High Street

The Chantry, 57-61 High Street

63 High Street

72 High Street

74A, The Cater Museum 74, & 74B High Street

Shelley's, 75-79 High Street

91 High Street

93 & 95 High Street

Telephone Kiosk next to 96 High Street

Regis House, 98 High Street

Foxcroft, 100 High Street

106 High Street

108 High Street

The Red Lion, 113 High Street

The Old Shambles, 133 High Street

Two telephone Kiosks outside 136

137 High Street

The White Hart 138 High Street

Three Horseshoes House, 139 High Street

Burghstead Lodge, 143 High Street (Grade II*)

1 Chapel Street (with The Chequers)

The Nook & St. Aubyns, 3 & 5 Chapel Street

7 & 9 Chapel Street

11 & 13 Chapel Street

The Old Vicarage, 50 Chapel Street

Spa Cottage, 54 and 56 Chapel Street

18. Sun Street

Article 4 Direction

The terraces in Sun Street are the subject of an **Article 4** Direction. This states that planning permission is required in relation to the enlargement, improvement or other alteration of the dwelling houses at 7-15 and 19-39 (odd) Sun Street, Billericay, where this would materially affect the appearance of the elevation fronting Sun Street, and in the case of 39 Sun Street, the elevation fronting Sun Street and Chapel Street.

19. Applying for Permission

Planning applications are required for all new shop fronts, alterations to shop fronts or other alterations that materially affect the external appearance of a commercial building in the Conservation Area. In addition the residential terraces in Sun Street are the subject of an **Article 4** Direction where development proposals materially affecting the street frontages require planning permission.

Development proposals projecting above or forward of the roof slopes, front walls or to the sides of all other dwellings in the Conservation Area will also require planning approval from Basildon Borough Council. Domestic extensions to the rear may be regarded as 'permitted development' where they are single storey, not more than 3 metres deep (on a terrace or semi) or 4 metres deep in the case of a detached house and do not exceed 4 metres in height, with eaves no higher than 3 metres if sited less than 2 metres from any boundary and be finished in materials that are similar in appearance to those used on the existing house.

It is advisable to appoint a qualified Architect to undertake design work, particularly if the works entail alterations to a listed building, where specialist conservation knowledge may be required.

Applications for planning permission can be submitted electronically to Basildon Borough Council's Planning Service on the website www.basildon.gov.uk. Alternatively they can be sent in by post/by hand, where three copies of the completed application form will be required, accompanied by a site location plan identifying the extent of the application site outlined in red on an Ordnance Survey based plan drawn at a scale of 1:1250 comprising at least two road names. These should be accompanied by a set of layout and elevation drawings depicting the proposal at a scale of 1:50 or larger depending on the type of proposal.

Applications relating to shop fronts should include cross sections and an elevation to a scale of 1:20. Applications for replacement windows and doors should also be at this scale. Key details such as joinery should be shown at a scale of 1:5 and all information regarding materials,

fixtures and colour finishes should be provided. A heritage statement should accompany the application to explain the significance of the heritage asset and how it will be affected by the development. A fee would be charged for processing a planning application, the current rates for which can be found on Basildon Borough Council's website.

Applications for permission normally take between 8 to 13 weeks to determine depending on the complexity and will be assessed by Basildon Borough Council in accordance with the requirements of the National Planning Policy Framework at the national level and the relevant Development Management policies contained within the Council's Development Plan at the local level. Consideration will also be had to this guidance along with the Billericay Conservation Area Character Appraisal and Management Plan documents adopted by Basildon Borough Council in September 2013, and any other associated Supplementary Planning Documents.

Listed Building Consent

Separate Listed Building Consent applications are required for works affecting the special architectural or historical qualities of listed buildings. Such works must have regard to the requirement to preserve the buildings historic fabric character and any features of importance. An application for a new shop front, installation of new signs or other alterations will be expected to be supported by detailed information on the impact of such works on the fabric and character of the building in the form of an appropriate Heritage Statement. Internal alterations affecting the historic fabric of the building will normally also require Listed Building Consent. Basildon Borough Council will liaise closely with Essex County Council's Historic Building and Conservation officers for specialist advice on the suitability of such works. No fee is required for processing this type of application.

¹The dimensions quoted could differ subject to any changes to the Town and Country Planning (General Permitted Development) Order 1995 as Amended.

Advertisement Consent

Applications for advertisement consent are required for the majority of new signs. Detailed drawings at a scale of 1:5 will normally be required that clearly shows the construction, lettering, materials and colour finish of each sign, along with an elevation drawing depicting their position on the building.

Building Regulations

Building Regulations approval will likely be required for most forms of new development. Details of the current Building Regulations can be found on Basildon Borough Council's website or by contacting the Building Control Department on **01268 533333**.

Trees

All trees situated within the Conservation Area are protected under Section 211 of the Town and Country Planning Act 1990 (as amended) and therefore no works can be carried out until consent has been given by Basildon Borough Council. Failure to obtain such consent is a criminal offence.

Enforcement Action

Works which are carried out without the necessary planning permission, licence or consent from Basildon Borough Council or the Highways Authority could result in enforcement action being taken. The Council has produced a Regulatory Services Enforcement Policy (February 2015) document which sets out the Council's approach to dealing with potential breaches of planning control.

20. Glossary of terms

Relevant Abbreviation	Term	Definition
-	Advertisement Consent	The display of advertisements may require consent from the Local Planning Authority. This is dependent on the type of advertisement being proposed.
-	Article 4 Direction	Restricts the scope of permitted development rights either in relation to a particular area or site, or a particular type of development. A planning application may be required for development that would otherwise have been permitted development.
-	Buildings of Local Interest	Non-statutory, local designation for buildings of social, cultural, architectural or historic interest which are important to the local environment.
-	Building Regulations	Refers to The Buildings Regulations 2010 (Approved Inspectors etc.) Regulations 2010. They set out what is required in terms of technical performance of building work and the procedures which must be followed. Development must comply with these regulations.
-	Conservation Area	Areas of Towns or Villages which have special architectural or historic interest and deserve to receive careful protection are designated as Conservation Areas. Conservation areas give broader protection than listing individual buildings: all the features listed or otherwise, within the area, are recognised as part of its character.
-	Conservation Area Character Appraisal	Outlines the special architectural and historic interest of the area and provides an assessment of its character and appearance.

Relevant Abbreviation	Term	Definition
-	Conservation Area Management Plan	Outlines the approach to managing future change in the conservation area to ensure they are preserved and enhanced.
-	Designated Heritage Asset	A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.
-	Heritage Asset	A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).
-	Listed Building	Buildings designated to be of 'special architectural or historic interest' by the Secretary of State under the Listed Buildings and Conservation Areas Act 1991.
-	Listed Building Consent	Type of building control that protects buildings of special architectural and historic interest. Consent is required where the demolition of a listed building, or its alteration or extension is likely to affect its special character.
-	Local Plan	Development Plan for the Borough setting out detailed planning policies, proposals for use when determining planning applications and spatially guiding strategic development.

Relevant Abbreviation	Term	Definition
LPA	Local Planning Authority	The local authority responsible for planning matters in its area. Essex County Council and Basildon Borough Council are both Local Planning Authorities for different planning matters in Basildon Borough.
-	Material Consideration	Any consideration that relates to the use and development of land is capable of being a material planning consideration.
NPPF	National Planning Policy Framework	Sets out the Government's economic, environmental and social planning policies for England. It was published March 2012.
-	Planning Application	Most new buildings and major changes to existing buildings or to the local environment require consent from the Local Planning Authority – known as planning permission. A planning application sets out what is being proposed and is submitted to the Local Planning Authority for consent.
PPG	Planning Practice Guidance	Planning guidance to support the NPPF.
-	Outline Planning Application	Planning application that contains few details beyond the general proposed use of the land. Used to establish the principle of development on a site. Details of the proposal are submitted later as "reserved matters" which must be approved by the Local Planning Authority before development can take place.

Relevant Abbreviation	Term	Definition
-	Scheduled Monument	'Scheduling' is shorthand for the process through which nationally important sites and monuments are given legal protection by being placed on a list, or 'schedule'.
SCI	Statement of Community Involvement	A Development Plan document which explains to the public how they will be involved in planning matters in their area. They are a legal requirement of the Planning & Compulsory Purchase Act 2004.
SEA	Strategic Environmental Assessment	An assessment required by EU legislation that predicts and evaluates the effects of implementing a plan, project or programme and identifies mitigation measures necessary to make the plan, project or programme acceptable in environmental terms.
SPD	Supplementary Planning Document	Provide additional, more detailed guidance for the implementation of Local Planning policies. They are material considerations when determining planning applications.
Vertical Windows	Vertical Windows	Windows described as having a vertical emphasis. This is where the vertical dimension of the window is greater than the horizontal.

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