



New London Road Conservation Area Appraisal

June 2023

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Introduction

Purpose of this Appraisal

As part of a programme reviewing all of the Councils Conservation Areas this study has been undertaken for New London Road. The New London Road Conservation Area was designated on the 10 March 1981. The boundary was amended on the 30 April 1991, when the southern boundary was extended to include Oaklands Park. There were short reports prepared for designation and amendment of the boundaries, but until this appraisal there has been no comprehensive review undertaken.

This appraisal examines and defines the character of the New London Road Conservation Area. The scope of the appraisal includes assessment of the adjoining areas. Some aspects of the area contribute to the special character, for which the Conservation Area was designated, some have a neutral effect and some even detract from the area. These will be identified to help further the planning aim to 'preserve or enhance the character or appearance of the Conservation Area'. It was not designated purely to protect existing buildings or spaces.

The aims of the appraisal are:

- Define the special character of the area.
- To raise awareness amongst property owners, occupants, businesses and the general public of the heritage importance of the area.
- To help inform owner, occupiers, professionals and developers when they proposed alterations, extensions and redevelopment.
- To inform Chelmsford City councillors and officers when determining planning applications.
- To inform Essex County Council, as highway authority, when making proposals.

- To justify the existing boundaries and consider possible changes.
- To provide a basis for the future enhancement of the area.

The boundary to the Conservation Area has been reviewed as part of the appraisal process.

Conservation Areas

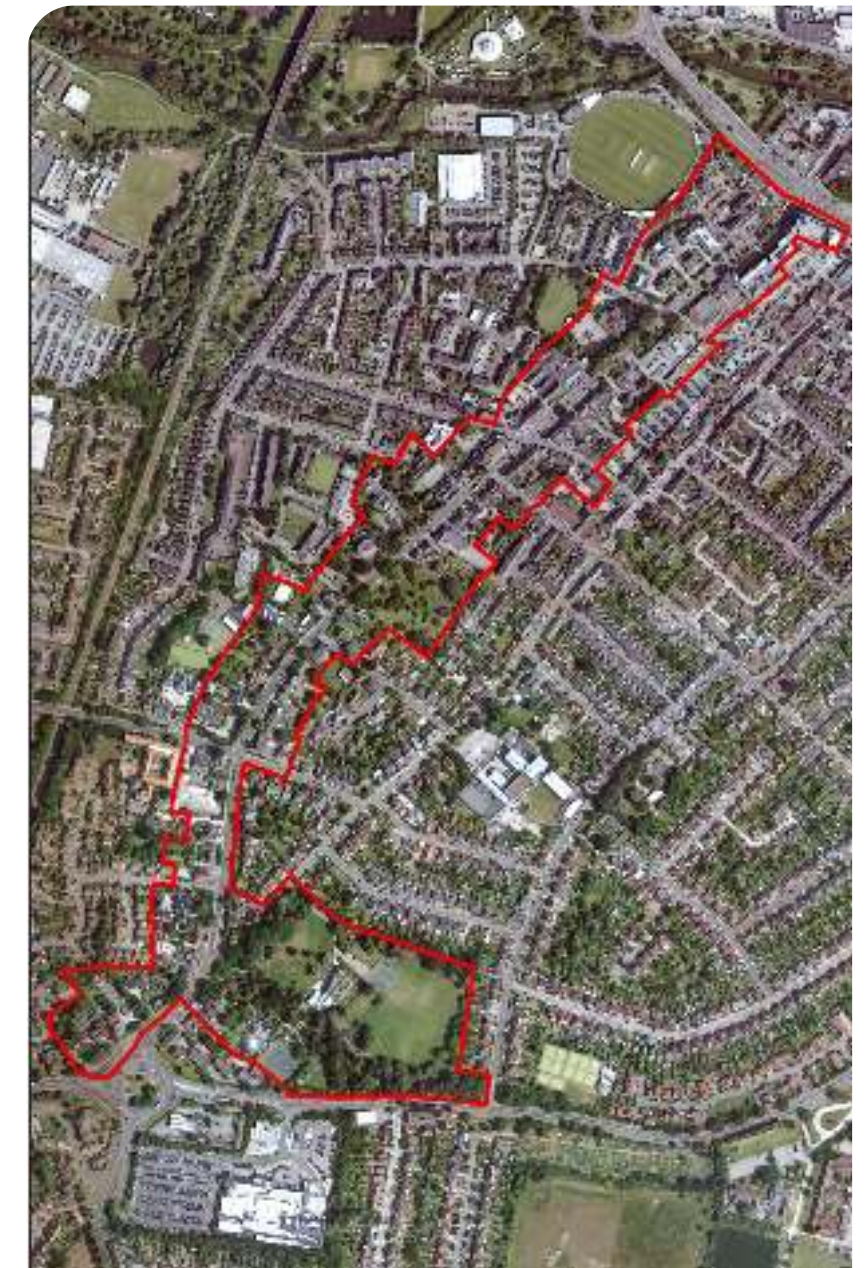
Conservation Areas are 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act).

Designation of a Conservation Area places firmer planning controls over certain types of development, including extensions, boundary treatments, the demolition of unlisted buildings and works to trees. It does not prevent any change to an area and it may be subject to many pressures, both good and bad, that will affect its character and appearance. Due to the commercial and mixed use of many of the buildings within the New London Road Conservation Area, planning permission is required for most external alterations. In addition to this, many of the buildings are listed and any internal or external alterations therefore requires Listed Building Consent.

During the post war years, there was widespread redevelopment of the town centre, which involved the demolition of many historic buildings. Since the designation of the Conservation Area, combined with greater appreciation of the importance of historic buildings and the listing of many buildings, the historic character of New London Road has been protected more effectively.

Chelmsford City Council, as the local planning authority (LPA), has a duty to designate areas of special character as Conservation Areas. Once designated, the LPA has various duties imposed by the Act, including considering

whether development proposals and street scene works will preserve or enhance the character of the area, and formulating proposals for enhancement.



New London Road Conservation Area

Planning Policies

National Policy

The National Planning Policy Framework provides a national policy on the designation of (Paragraph 191) and enhancement opportunities within Conservation Areas. Paragraph 206 provides the requirement to look for opportunities for new development within Conservation Areas 'to enhance or better reveal their significance'

The Planning (Listed Buildings and Conservation Areas) Act 1990 also provides requirements with regards to Conservation Areas. Section 69 (2) requires local authorities to review their past activities in this areas including existing Conservation Areas. S71 also requires local planning authorities to formulate and publish proposals for the preservation and enhancement of Conservation Areas and consult the public in the area in question; taking into account the views expressed.

Local Policy

Chelmsford City Council's Local Plan (adopted May 2020) sets out the policy basis for change in the area. Strategic Policy S3 states the requirement to conserve and enhance (where appropriate) the historic environment. Within this policy the Council also has the requirement to designate and keep under review Conservation Areas in order to preserve or enhance their special architectural or historic interest, with an emphasis on retaining and where appropriate improving the buildings and/or features that make a positive contribution to their character or appearance.

Policy DM13 Section C provides requirements with regards to development and demolition within Conservation Areas. This section of the policy is used when determining permission for planning applications within a Conservation Area.

Policy DM14 protects non-designated heritage assets to which some of the buildings within the Conservation Area are under this classification; these buildings are identified by the Council's Register of Buildings of Local Value. The purpose of this policy is to avoid or minimise the harm to non-designated heritage assets from new development proposals.

Policy DM15 refers to the protection, enhancement and preservation of sites of archaeological interest and their setting.

With regards to the protection of trees within the Conservation Area, Policy DM17 applies to trees, woodland and landscape features. As a result of this policy proposals cannot cause unacceptable harm to trees within the Conservation Area or Registered Park and Garden. This also applies to trees subject to Tree Preservation Orders.

Policy DM23 ensures proposed development consists of high quality and inclusive design. This must be compatible with its surroundings with regards to scale, siting, form, architecture, materials, boundary treatments and landscape and ensures any new developments are kept in character with the Conservation Area.

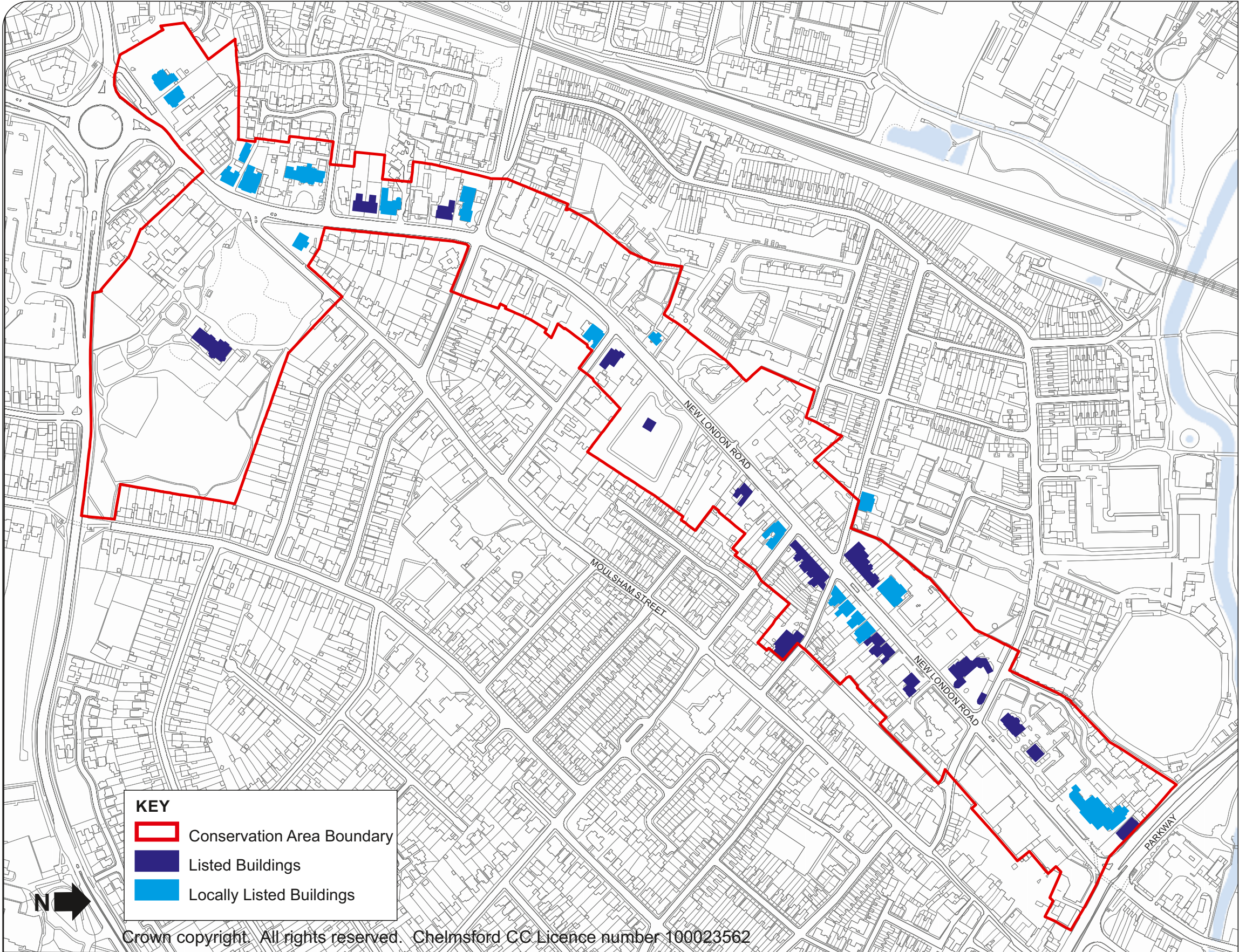
Policy DM28 permits tall buildings (above 5 storeys/16m in height) within the City Centre, subject to various criteria, including that the building does not detract from the setting of heritage assets.

Planning Guidance

The Making Places Supplementary Planning Document (January 2021) provides guidance on design within development proposals for different areas, including the built environment. This section covers guidance for development within designated and non-designated heritage assets, listed buildings and Conservation Areas.

The Historic England Conservation Areas Management and Designation Advice Note 1 provides guidance regarding the identification, designation and management of Conservation Areas including the appraisal and enhancement of these areas.





Heritage, Conservation and Designation

The present Conservation Area follows New London Road as its central spine, from Parkway to the Miami Roundabout, including Oaklands Park. There are 34 listed buildings within the Conservation Area. The majority of the listed buildings are from the first phase of buildings in the 1840s. There are 23 buildings included within the Councils Register of Building of Local Value, which predominantly include buildings which date from the mid-late nineteenth century expansion of the area.



Character Statement

New London Road was laid out in the early 1840s, after the land was assembled by a consortium. Individual plots were sold off with covenants which specified a setback building line, size of houses and materials. This created a unified appearance, giving a grand tree lined approach to the town centre.

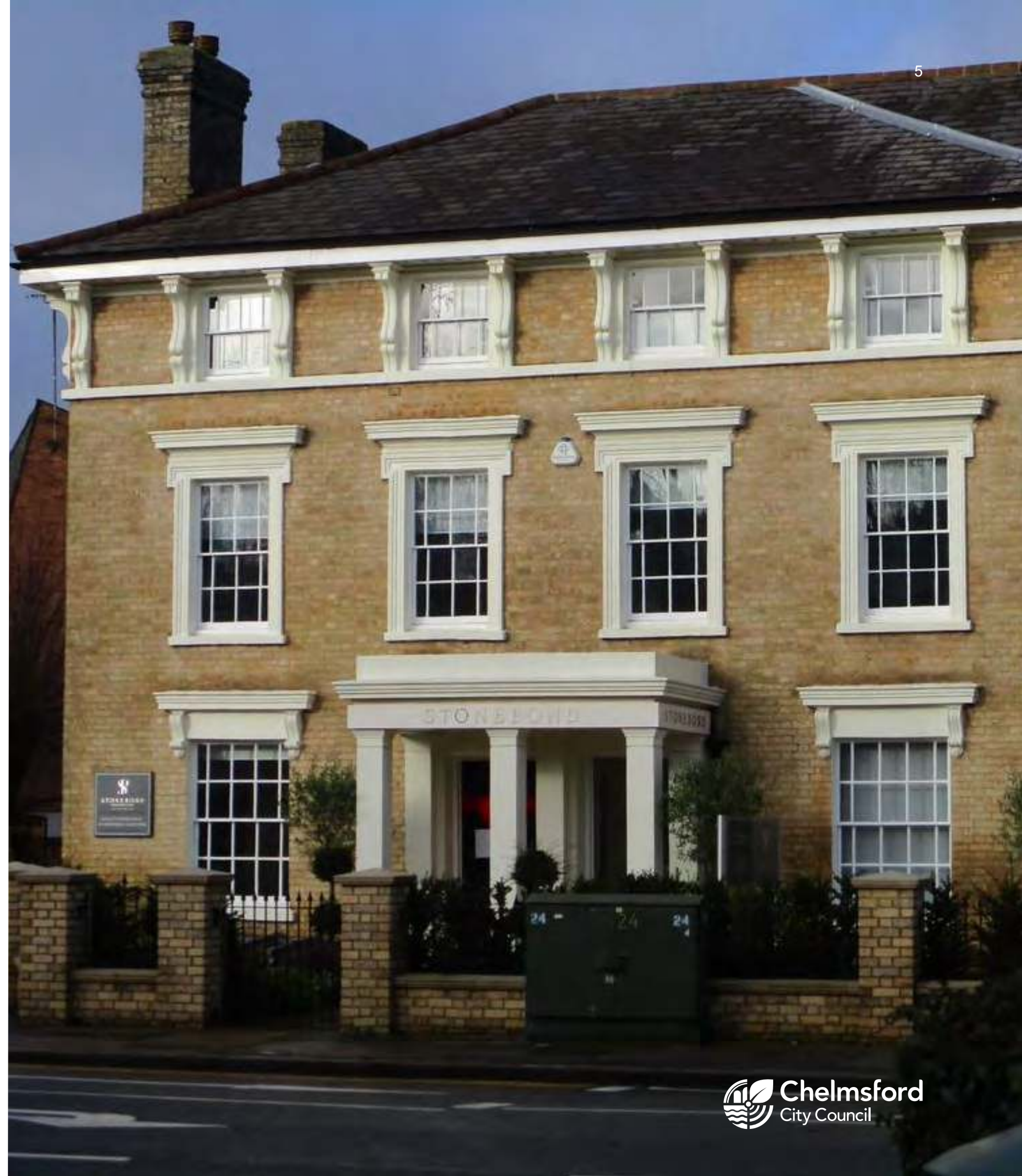
This character remains today with a unified appearance of generally 2 and 3 storey buildings of mainly gault brick and slate roofs, with sash windows and a variety of architectural detailing. The gardens and mature trees play an important role in giving an arcadian character.

There is a hierarchy of buildings and spaces with larger villas and terraces on New London Road and more modest buildings on side roads. There is an area of large-scale commercial buildings to the northeast corner and late nineteenth century and early twentieth century housing, commonly in red brick, to the south. The use of buildings is mixed, with residential, office, educational and community buildings. There is a strong predominance of commercial uses to the north and residential to the south.

Open spaces, including Oaklands Park and the non-conformist cemetery, are important areas of open character with specimen trees and public use.

Busy traffic and highway paraphernalia are intrusive, particularly so at junctions. Parkway and the Miami roundabout sever the pedestrian connections to the area and are intrusive.

The area is vibrant and characterful with many of its original 1840s buildings remaining, together with a uniformity of building scale, design and materials, with some variety through its individual character areas. Its verdant appearance providing a landscape setting to the buildings. Boundary walls, gardens, mature trees and landscaping are important features.



Location and Landscape Setting

The city is located centrally in the county of Essex, with the former Roman Road between London and Colchester passing through as the former A12 along Moulsham Street and Springfield Road, bridging the Rivers Can and Chelmer. The underlying geology is boulder clay, which forms a plateau along the line of the Roman Road, and merges with a seam of London Clay to the south.

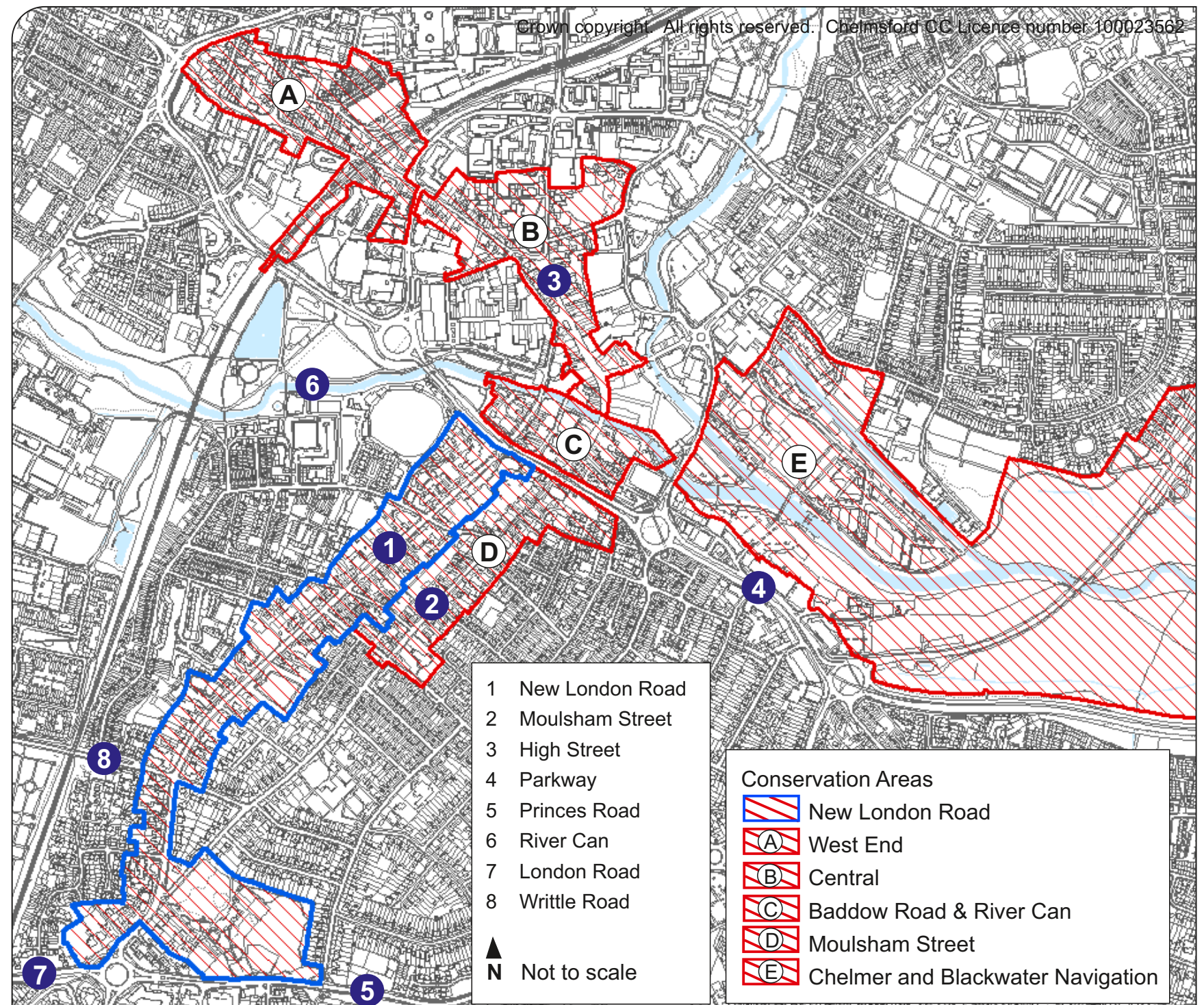
The city centre is within a valley, with New London Road rising from the River Can. The population of the whole city is approximately 170,000. The New London Road area falls within the unparished Moulsham and Central Ward.

The New London Road areas physical character is derived first from its relationship with the River Can and the rising valley. The important crossing point to the east, on the main route from London to East Anglia, meant that the commercial development occurred at Moulsham and the area to the west was retained essentially as farmland. The diversion from the Medieval High Street and Roman Road, means that its alignment is parallel with the old route.

The historic core of the city is to the north, centred on the former Market Place, Shire Hall and the cathedral.

Landscape setting

The centre of the town, including the New London Road area, had a rural setting until widespread expansion from the mid nineteenth century. The immediate setting of New London Road is urban; however, the non-conformist cemetery and Oaklands Park are wedges of land providing green space within the Conservation Area.



Origins and Development

Archaeology

New London Road is located just beyond the extent of the Roman Town within Chelmsford, known as Caesaromagus (Caesar's market place). Roman archaeology has been found on Anchor Street, Roman Road and Moulsham Street.

In 1839, archaeological finds in the form of a Roman urn (dated between 43AD and 409AD) were found on Elm Road (formerly known as Cherry Garden Lane) which highlights the area as a Roman Cemetery area on the outskirts of the town.

When Parkway was constructed part of thirteenth century friary was found, including the remains of a piped water system.

Materials and Details

Brick is the most prevalent building material within New London Road. When the road was developed in the early 1840s the building plots were sold off with covenants, requiring among other things, all buildings to be built of brick or finished with stucco. Gault brick is the defining characteristic of New London Road. Much of the brick was made locally from the claypits on the west side of the road. The bricks were originally cream in colour, but many are weathered to a mottled grey. In some instance overly harsh cleaning has resulted in too crisp an appearance with damage to the bricks and pointing, and for terraces or semis a sharp contrast with their neighbours. Brickwork is mainly laid in Flemish bond, commonly with gauged arches to principle elevations. Mortar is lime based, with exposed aggregate, finished flush, or occasionally penny-struck. Repairs and repointing in hard cement based mortar have been done in some instances, which detracts from the appearance of the brickwork and is incompatible with the traditional building construction. Projecting string courses, corbelled eaves and other brick or stone detailing is a feature of the area, which on later building is of contrasting colour.



Thornwood House, New London Road



Melford Villas, New London Road



122-136, New London Road

To the south end of the road, where much of the development dates from the late nineteenth century onwards, the use of red brick and render is more common. Occasionally brickwork has been painted. Terracotta sunflowers are a particular feature of the area.



Moulsham Grange, New London Road



Phoenix House, New London Road

There are some exceptions, with the use of timber weatherboarding (228-230 New London Road), flint (Our Lady Immaculate Church) and modern terracotta cladding (Priory Place, Greenwood House & Fenton House), on buildings within the north-east are of the Conservation Area.



Highfields detail, New London Road



228-230, New London Road

The colour palette of the street scene is light/neutral with gault brick or white, grey and buff tones being the most prevalent to the north of the area. To the south of the area, the use of red brick is introduced into buildings. Render is generally finished in cream or white.



The White House, New London Road



Cherry Wood Grange, New London Road

The roofscape is comprised of pitched gabled and hipped roofs, mostly clad in blue-gray natural slate. The arrival of the railway in 1843 meant a cheap and plentiful supply of Welsh slate. The earlier buildings generally have hipped roofs with red or grey half round or canted hip and ridge tiles. Simple roof forms, punctuated with large chimneys and occasionally modest dormer windows are a feature of the area. There are occasionally decorative display gables on later buildings, such as the Dutch Gables at Southborough House and numbers 216 and 218.

Well defined entrances are a feature of the area, often with render or stone doorcases or porticos, or with recessed entrances. Semi-circular or rectangular fan lights with four or six panels front doors are common, with moulded arches, key stones and porches providing decoration.

Timber vertically sliding sash windows are found throughout the area, with many buildings retaining their original windows. Concealed sash boxes, deep reveals and stone cills are typical. The earlier windows are divided into small panes, whilst the latter nineteenth century buildings larger panes.



Southborough House, New London Road

Use of Buildings and Spaces

General description

Development of New London Road began in the 1840s. The majority of the buildings dating from the first twenty years development survive, with only minimal demolition and rebuilding, with much infill development.

The buildings are predominantly detached and semi-detached villas, classical in design. Gault brick is used predominantly, as are slate roofs. The majority of buildings are two and three storey with the exception of a few single storey, such as The Royal British Legion. Where rear wings exist, they are generally well hidden, as minor features, subservient and small scale. The building line is generally regular and set back from the road, in accordance with the original covenants. The rear of the plots along New London Road provide an important garden setting to the buildings and help to define the character of the area. Secondary roads off of New London Road tend to have buildings of a modest scale, particularly those developed in the 1840s, including Queen Street and Anchor Street.

The original domestic function of the buildings is immediately apparent. Some of the buildings have been converted to office use, which has led in some cases to car parking at the front or rear of the buildings.

The quality of the area, both architecturally and historically is derived from the core group of buildings along New London Road, with the detailing and setting of the houses remaining virtually intact, together with the impact of mature trees and garden settings.

The whole area is dominated by mature trees. Those lining the main road, combined with the setback building line, screen the buildings in long views along the road and give a distinct green edge. The trees to the sides and rear of the buildings are equally important, providing a back drop to the built form and maintaining a more intimate

and human scale. The spaces around the buildings provide an open setting for the buildings and help to give a lower density character on the periphery of the city centre. To the rear of plots there is generally an open, tranquil garden character.

The feeling of a grand ceremonial approach to the town, along a wide, tree-lined avenue, bordered by large mansions with an open green setting to the front and rear, remains today.

Townscape

New London Road is a wide carriageway lined by mature trees, combined with a setback building line and open frontages which give an open verdant character to the Conservation Area.

The predominating character is prescribed by groups of traditional mid-nineteenth century villas and terraces along the road. The terraced properties are well-proportioned and have a domestic scale within narrow spans and pitched roofs. Villas have a larger scale with hipped roofs on spacious plots.

There are contrasting commercial flat-roofed properties located at the most northern part of New London Road as the character of the Conservation Area urbanises on the east side of the road.

Age of Buildings

The majority of the listed buildings date from the 1840s, when New London Road was formed. Although there are many buildings, extending the course of the Conservation Area originating from this time, the oldest tend to be concentrated at the most northern half of the road in continuous built up frontages. There is a large cluster of listed buildings in this area, as a result of this.

There are continuous stretches of late nineteenth century and early twentieth century development extending development south-eastwards, along with a small degree of infilling from the twentieth and twenty-first centuries. The construction of properties within the open green spaces to the rear of the development fronting New London Road has occurred evenly between the north and south of the Conservation Area, again from the late twentieth century.

Views and focal points

View points within the Conservation Area are linear in mainly a northern or southern direction along New London Road, with historic buildings enhancing the view within different parts of the Conservation Area. Where there are road junctions and open space views are created.

Activities and Uses

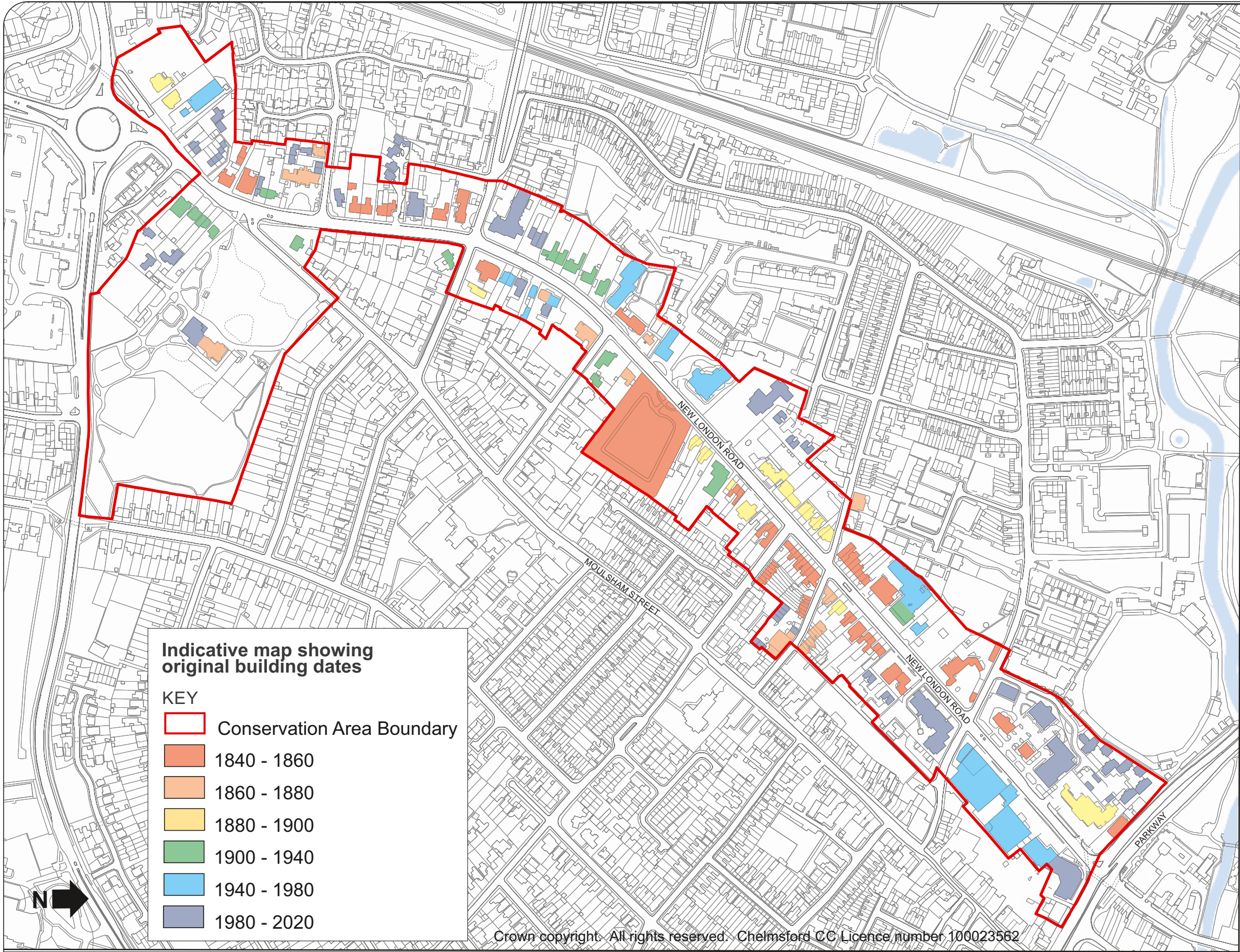
The buildings within New London Road have a mixed commercial and residential use. The northern end closest to the City Centre comprises a mixture of buildings with varied uses including commercial, business, educational and ecclesiastical. Buildings within the south of the Conservation Area are mainly mixed between residential and commercial use.

The road is heavily dominated by vehicular traffic particularly during rush hour and school drop off and collection times.

Oaklands Park provides a recreational use to the area with its public park setting which incorporates the Chelmsford Museum.

Open Spaces, Trees and Landscape

The Conservation Area benefits from large areas of designated open space in the form of the non-conformist



cemetery and Oaklands Park, which were developed in the mid-19th century. The spaces provide an open landscape setting within the area and are available for public use.

In terms of layout, the majority of buildings are set back from the main road in a linear pattern parallel to the road, with the exception of a few. Within the landscape of the road there is a mature tree line, which helps limit the impact of the busy road on properties. Within the designated open spaces, mature trees are a key feature defining character and as with buildings these are also set back from the road limiting the impact of traffic upon the space.

There is one courtyard development and ancillary out buildings are generally located at the rear of the properties, often lining the side roads. Pockets of back land development undermine some plots.

Front boundaries

Low level brick walls with brick piers lining pavement are prevalent in the Conservation Area which gives an open character to the frontage of buildings, usually with matching materials and stone copings. Metal railings and hedges boundaries are also found in the area. There are few examples of close boarded fences to road frontages, which detract from the appearance of the area.

Public Realm

The public realm of New London Road is varied between hard-surfaced road and open green space. Within the road setting extensive street furniture and highway paraphernalia detract from the character of the area, especially in areas where schools and junctions are located. The surrounding main arterial road of Parkway to the north and Miami roundabout to the south are busy and intrusive, especially during peak times, which detracts from the setting. For pedestrians, there is use of subways in these locations, however these are poorly maintained and uninviting for use. Traffic during the day is also increased at drop off and collection times by the 3 schools within the Conservation Area.



Anchor Street junction



Parkway junction



Miami roundabout - view towards Miami roundabout

Throughout all areas the footpaths are poorly maintained and vary between tarmac and textured concrete slabs which are damaged in some places, however the effect of the hard landscape is softened by trees lining the road in some areas. Where they remain, granite kerbs provide a robust and attractive edging. Large unit concrete slabs, textured and weathered, give an appropriate appearance reminiscent of stone slabs.

Character Areas and Area Analysis

Character Area 1 – Ebenezer Church to New Writtle Street

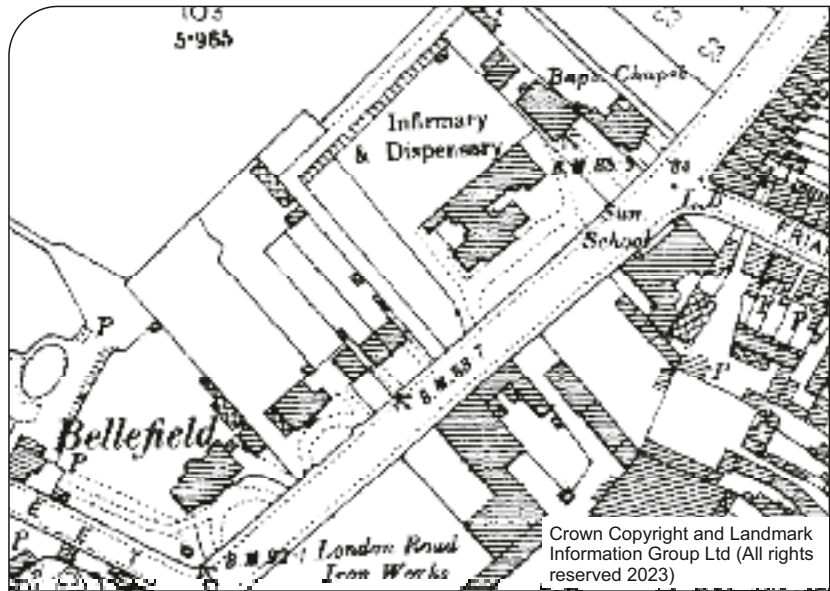
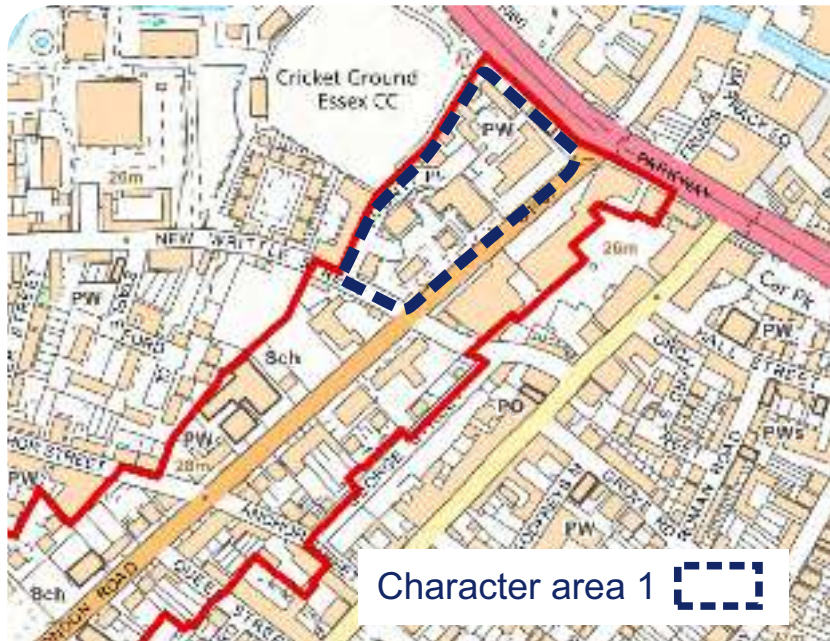


Image of character area 1896 -1897



Map of character area

Summary Description

This character area forms an important gateway at the entrance to the Conservation Area. The buildings are set back from the roads edge and the use of gault brick predominates. The buildings dating from the 1840s; The Ebenezer Baptist Chapel, Thornwood and Bellefield are highly significant as part of the early development of the road and for their architectural quality. Open frontages, trees, boundary walls and the spaces between buildings are important in defining the character of the area. County Place includes a series of landscaped spaces. Buildings are 2-3 storey in scale. New London Road has commercial and community uses, with residential use to the west. Brick and slate are the main materials used. Parkway, highway paraphernalia and surface car parking are negative features to the Conservation Area.

Character Description

This area covers the northern and western parts of the Conservation Area, with Parkway severing New London Road where it continues towards the City Centre, included within the Baddow Road and River Can Conservation Area. This character area is bordered by the Essex County Cricket Ground to the west and Moulsham Street Conservation Area to the east.

The area begins where Parkway severs New London Road; an abrupt and intrusive feature constructed in 1969. A pedestrian underpass connects both sides of New London Road with connections to the City Centre.

On the approach from the north the linear form of New London Road gives views south. Parkway, its busy traffic and the highway paraphernalia at the junction are intrusive features. The underpass gives a well-used connection, but is unwelcoming for pedestrians.

In views from the north the large scale commercial buildings (character area 2) are a dominant feature. The mature trees which flank the start of New London Road are important in defining the arcadian character of the remainder of the whole road.

The Ebenezer Baptist Church is a focal point at the start of the Conservation Area. Its gault brick reflects the wider material pallet. Its east elevation has five lancet windows and decorative parapet. To the rear there are various additions and a school room 1878, beyond which the group of trees are the start of a green edge to Parkway. The Church is an important architectural and community feature, but its setting is harmed by the large expanse of surface car parking to its frontage, the intrusion of Parkway and the backdrop of the County Cricket Ground floodlights, particularly in views from the east.

The main land use within this area is commercial, with buildings within the County Square development used as offices, however there is a residential use behind this that borders the Essex County Cricket Ground that is accessed via County Place from New Writtle Street. Many of the commercial offices are currently vacant, with clear signage advertising the free office space. Some of these commercial offices are within Listed Buildings such as Thornwood and Bellefield, with the surrounding lime trees protected under a Tree Preservation Order.

The Chelmsford and Essex Hospital has an elaborately decorated entrance block, with Dutch gables and ornate bay windows. The remainder of the building is simpler in form, reflecting the character of the wider area. The surface car parking to the frontage is unduly intrusive.

County Square has a well designed landscaping scheme which provides a series of semi public spaces, which include a bronze statue of Graham Gooch, (1992 by John Doubleday).

The residential area of County Place consists of 7 buildings housing 39 2 to 3 bedroom apartments. The 3 storey buildings are within a landscape setting and have been constructed with materials sensitive to the listed buildings within the context. The area provides views of the Essex County Cricket Ground to the west and glimpse views of New London Road to the east.

History

This part of New London Road lies on the outskirts of the Roman town of Caesaromagus and was part of the Friary from 1221, evidence of which was found during the construction of Parkway. The area largely formed the agricultural outskirts of the town until 1839 when the land was assembled for development (see main history section).

The Ebenezer Baptist Church, Thornwood, Bellefield each date from the 1840s as part of the early development of the road. Bellefield (1841-2) designed by James Fenton for his brother-in-law John Copland, later home of Frederick Chancellor. Thornwood (1848) was also designed by Fenton for another of the development company partners, his other brother in-law John Copeland Junior.

The original layout included an infirmary, replaced by the Chelmsford and Essex Hospital, 1882-3 designed by Frederick Chancellor and Charles Pertwee.

In 1992 the area known as County Square was redeveloped with office buildings adjacent to Bellefield and Thornwood. Flats were built on the west side adjacent to the cricket ground.



Thornwood, Bellefield & County Place



Chelmsford & Essex Hospital



Bellefield House



Ebenezer Baptist Church

Key Characteristics

- High level of highway traffic connecting to and from Parkway
- Buildings have a predominantly commercial use
- Residential properties adjacent to the Essex County Cricket Ground and Ebenezer Church provide a mix of uses
- Defined building line and large frontages to buildings providing open space and distance from the highway

Buildings and spaces

- Buildings made from gault brick with stone trims and detailing. Roofs of buildings are grey slate
- 2 to 3 storeys in scale
- Recent developments (Example 100 New London Road) have been made with materials sensitive to adjacent listed buildings
- Ebenezer Baptist Church, Thornwood and Bellefield are listed buildings due to age and architectural quality
- Chelmsford and Essex Hospital; a prominent building retaining original features. Assists with enhancing the character as still used as a Hospital
- The open setting to building and trees provides a spacious character

Public Realm

- Extensive street furniture and heavy traffic detracts from character of the area
- Subway poorly maintained, intrusive and uninviting
- Mostly hard surfaced, with the trees lining the road providing softening
- Large areas of poorly maintained tarmac footpaths. Where granite kerbs and large textured concrete slabs remain they contribute to character
- County Square is a well design and maintained semi-public space, with extensive planting

Opportunities for Enhancement

- Re-use of empty buildings
- Overhead floodlights for the Essex County Cricket Ground, detract from the views of the area due to over bearing appearance
- Improving the pedestrian underpass
- Reducing the impact of Parkway and its highway paraphernalia
- Retention of matures trees and new tree planting
- Screening and landscaping to reduce the impact of car parking

Potential Boundary Amendments

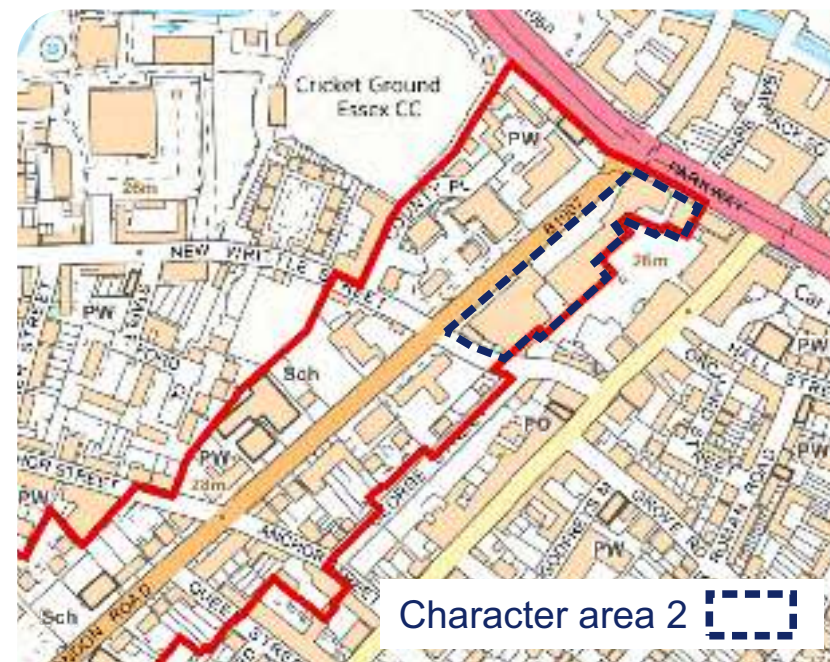
There are no amendments to the boundary within this character area proposed. The surrounding area does not hold significant historic or architectural interest to warrant inclusion within the Conservation Area



Character Area 2 – County Court to New Writtle Street (East)



Image of character area 1896 - 1897



Map of character area

Summary Description

The New London Road Conservation Area has 6 distinct character areas, with the second character area within the north-eastern section of the Conservation Area. This area is predominantly defined by commercial buildings, with large scale buildings of 4-5 storeys. The set back building line and trees lining the edge of the road are important features.

Character Description

This character area lies to the north of the New London Road Conservation Area and covers a section of the area adjacent to Parkway, an intrusive road severing New London Road, where it continues to the City Centre. There are no listed buildings within this area, however a set of 4 London Plane trees benefit from a Tree Preservation Order. The remaining trees are protected by virtue of being in a Conservation Area.

As a branching road allowing traffic to head south to leave and north to enter the city, this part of New London Road is particularly busy with highway traffic at all times of the day.

On the boundary of where the road intersects with Parkway sits Priory Place, a five-storey building which houses the Chelmsford County Court as well as large corporations. As a curved building on the corner of the junction this building is particularly prominent within the character area with views from both Parkway and the northern section of New London Road heading towards the City Centre.

Sitting to the rear of Priory Place is Friars House which is on the eastern boundary of the New London Road Conservation Area, this is a building of multi-use with commercial businesses occupying the first storey and the remaining used as residential apartments.

Fenton House and Greenwood House, adjacent to Priory Place on New London Road, are five-storey and four-storey buildings used as commercial offices. Many of the offices within these buildings are vacant; with clear signage advertising office space for let. A selection of London Plane trees are placed within the front boundary of these offices

adjacent to the highway; that are protected under a Tree Preservation Order. The low wall and trees help to mitigate the impact of car parking to the frontage.

Carlton House is a four-storey building previously used as commercial office space. Recently, converted to residential apartments. To the rear of Carlton House, permission has been granted for a further development of a five-storey building providing a further 8 residential apartments.

The Kwik-Fit garage is a single storey building used for the repair and servicing of motor vehicles. This covers a large service area with low height blue railing providing protection from the highway. Vehicles awaiting repair or servicing are parked on within the frontage of the land. Its long low form and metal cladding give the building an industrial appearance which appears poorly related to the context.

Mansard House is a three-storey red brick building located adjacent to the junction of New London Road and New Writtle Street, with the frontage of the building facing New Writtle Street. This building is currently used by Open Road, a charity providing assistance for persons recovering from drug and alcohol addiction.

History

This part of New London Road lies on the outskirts of the Roman town of Caesaromagus and was part of the Friary from 1221, evidence of which was found during the construction of Parkway. The area largely formed the agricultural outskirts of the town until 1839 when the land was assembled for development (see main history section).

Following the development in 1839, this area of New London Road included a Sunday School for the Ebenezer Church to the north, with various buildings adjacent to the road. To the south of this area (in the current location of Kwik-fit and Mansard House) an iron foundry opened in the 1840s specialising in the production of agricultural equipment, it later became the Crown Works, this was demolished to become residential housing before being

developed as a petrol station in the 1960's. Fragments of the original iron work survive to the rear of the site. In 1955, the building used in conjunction with the Ebenezer Church was demolished and the use of the land became more commercialised; with the area being used as a petrol station and car garage/showroom. During this time frame other buildings were also used as factories.

In the 1960's, both Fenton and Greenwood House were developed providing commercial uses. Following the construction of Parkway in 1969, office use expanded. Priory Place was redeveloped in 2008.



Carlton House



Three Rivers statue



Kwik fit



Mansard House

Key Characteristics

- High level of highway traffic connecting to and from Parkway
- Buildings have a predominantly commercial use
- Residential properties above businesses adjacent to Parkway providing a mixed use within the area
- Trees to the edge of the road

Buildings and spaces

- Building are metal/tile cladded with large glass windows to the front
- 4 to 5 storey in scale
- Buildings set back from the roads edge
- Carlton House (101 New London Road) recently approved to become residential accommodation; with land behind also approved for residential use with associated development
- Frontages to buildings used as car parking for offices, 4 (more?) London Plane Trees provide shelter to busy highway from Fenton and Greenwood House. Trees are subject to Tree Preservation Order, remaining trees are protected by virtue of being within a Conservation area

Public Realm

- Extensive street furniture and heavy traffic detracts from character of the area
- Subway poorly maintained, intrusive and uninviting
- Hard-surfaced area, with the trees and landscaping towards the junction of Parkway lining the road providing softening
- Large areas of poorly maintained tarmac footpaths

Opportunities for Enhancement

- Improvements to pedestrian underpass
- Re-use of empty buildings
- Reducing the impact of Parkway and its highway paraphernalia
- Retention of protected trees and new tree planting to screen and reduce the impact of car parking
- Recladding or redevelopment of office buildings
- Redevelopment of the Kiwk-Fit garage

Potential Boundary Amendments

There are no amendments to the boundary within this character area proposed. The surrounding area currently forms part of the Moulsham Street Conservation Area, with other parts not holding significant historic or architectural interest to warrant inclusion within the Conservation Area.



View north from New Writtle Street, showing verdant character

Character Area 3 – New Writtle Street to Non-Conformist Cemetery

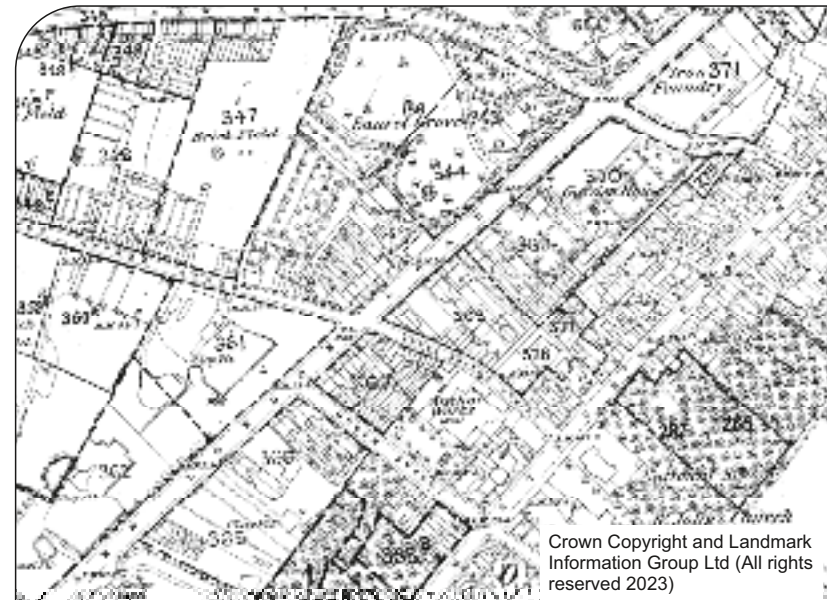
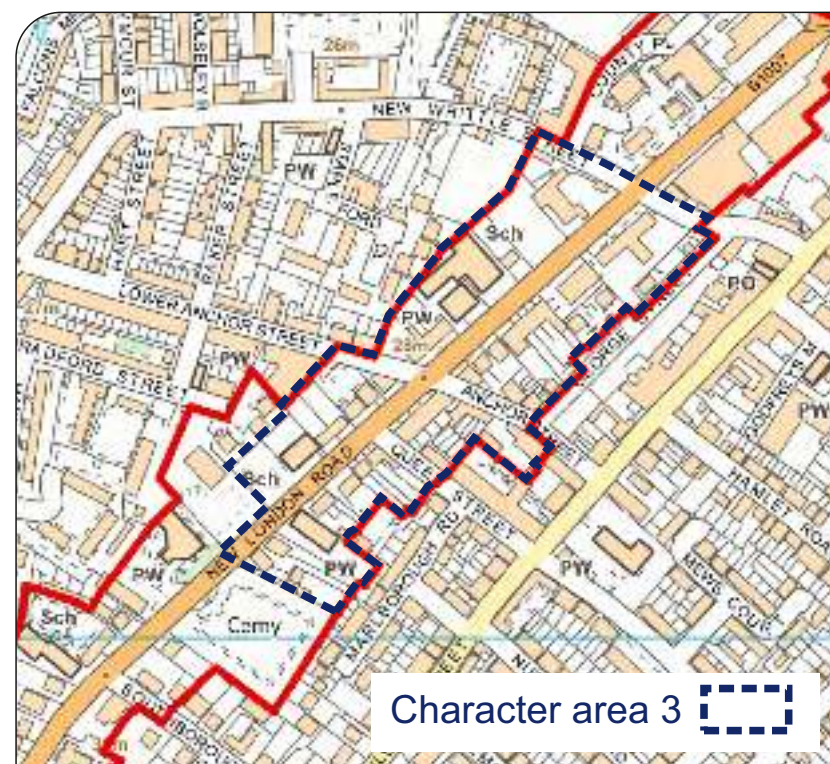


Image of character area 1874



Map of character area

Summary Description

This character area lies within the heart of the Conservation Area. Buildings within this area are set back from the roads edge and are constructed of gault brick. Many of the buildings in this area date from the 1840's which hold significance for their age and architectural quality. More recent developments, such as Chelmer Lodge retirement Home, use materials sensitive to the Conservation Area. Buildings in this area are 2-3 storeys in scale with mixed commercial, community and residential uses. Highway paraphernalia and surface car parking are negative features of the area.

Character Description

This area covers a large part of the Conservation Area, from New Writtle Street and heading south to the non-conformist cemetery, which is bordered by the Moulsham Street Conservation Area to the east.

The character area begins at the junction of New London Road and New Writtle Street. On approach from the north, users are given a linear view to the south as well as views of the Chelmer Lodge Retirement Home, 106 New London Road and glimpse views of the Chelmsford Club, beyond its boundary walls and mature trees. The Chelmer Lodge Retirement Home is a prominent building that whilst being a recently constructed building uses materials sensitive to the Conservation Area and replicates the building line which defines the area. The Chelmsford Club followed the development of New London Road in 1839, which was formerly known as Laurel Grove with grounds that extended to Our Lady Immaculate Catholic Church. There are original ancillary buildings; a lodge cottage (106 New London Road), stable block and coach house, now in different uses. The land to the south and west originally forming part of its extensive grounds are now Our Lady Immaculate Primary School playing fields. The school grounds of are partly enclosed by the high wall of the former walled garden, the mature trees make an important contribution to the character of the area. The school building which is visible from the road detracts from the character of the area due to its sprawling low form, canopy, materials and car parking and fencing to the frontage. The egrated as part of the buildings for the primary school.

On the eastern boundary of this section, many of the buildings have remained largely unaltered since their original construction and retain the definitive building line and scale, together with sash windows, slate roofs and brick detailing; defining characteristics of the road. The retained frontages have allowed trees to be used to enhance the southern linear view and lessen the impact of the heavy traffic from the road on the buildings. These buildings have a predominantly commercial use. Various rear additions have been made, with that at 135-137 a good example of a contextual contemporary addition.



Chelmer Lodge retirement Home



The Chelmsford Club

When progressing south along New London Road, the Our Lady Immaculate Church dates from 1848 is an important architectural feature which enhances the historical character of the road and provides a community use contrasting with the commercial buildings opposite. The buildings opposite and adjacent to this are early buildings constructed during the development of New



Our Lady Immaculate Church

London Road, these use materials such as gault brick and stone detailing which reinforces the character of the area. This building group is locally listed due to its unaltered appearance and architectural, townscape, social and historic interest.

Heading further south the uses of buildings on New London Road, when the western side retaining a mixed commercial and residential use in contrast to the eastern area which focus on a residential use. Numbers 122-136 (grade II listed) are a grand terrace dating from the mid-1840s, of notably larger scale than the buildings in the context. The frontage of 132-136 has recently been enhanced with new walls, railings and landscaping. The buildings to the east (131-145 New London Road) continue to follow the character of the road with regards to use of materials and scale, using landscaping and mature trees to provide distance from the busy highway. These buildings are also locally listed due to their largely

unaltered appearance. Buildings to the west use similar materials and scale however the established frontages are used for parking for the commercial businesses using parts of this building, which detracts from the character of the area. Within this area views are linear to the north and south however on junctions of Anchor/Lower Anchor Street and Queen Street views open to the east and west.

Both Anchor Street and Lower Anchor Street were constructed soon after the initial development of New London Road and can be seen on historical mapping dating to 1851, however at this time few buildings were constructed on these roads. Buildings within Lower Anchor Street are predominantly 2 storey scale buildings (with some 3 storey exceptions) constructed of gault brick and slate roofs, however some buildings have a rendered finish to the front. The buildings in this area are mixed between commercial and residential properties.



Anchor Street

The buildings within Anchor Street differ slightly to other parts of the Conservation Area. The buildings bordering the street (145 New London Road) has an attractive curved corner. In this area, buildings are more compact, as terraced properties with little spacing between, as well as

having no front boundary to provide space from the highway; however rear gardens are still a key feature. Buildings are two storey but much more modest in scale than New London Road, constructed from gault brick with slate roof. Like New London Road this area has a mixed commercial and residential use. This area is dominated by on street parking which when heading east links onto Moulsham Street and the neighbouring Moulsham Street Conservation Area, where the building forms are more in character with this area.

Heading south along New London Road to the east is a group of listed 2 storey terraced buildings which have been unaltered since their construction in 1841-1842, retaining much original features and character. These buildings made of gault brick are residential dwellings with the exception of 147 which is a commercial restaurant that was built as a public house. The frontages to these buildings have cottage gardens defined by brick walls and railings (with no vehicle parking), which provide an attractive setting. Buildings on the west side of New London Road are three storey buildings with commercial use. Like other buildings in the area these are made of gault brick with slate roofs, however the frontages are used for commercial parking, which detracts from the street scene.

Queen Street was also constructed during the initial development of New London Road and like Anchor Street links to the Moulsham Street Conservation Area. Buildings on this road are more modest, with smaller frontages however also boast the extensive rear garden (which in some cases is used as parking) that properties upon New London Road itself also benefit from. This gives a spacious backland character. The buildings are predominantly constructed from gault brick with slate roofs; however, some of these have been rendered and some roofs use clay plain tiles rather than slate, which is more characteristically used in the Conservation Area. The terraced buildings are 2 storey in scale, reflecting the modest scale of the other secondary roads off of New London Road, however some buildings are an exception with 2.5 to 3 storey scale forms and visually conform with the characteristics of the Moulsham Street Conservation Area rather than the New London Road. Unlike the

parallel streets of Anchor and Lower Anchor Street, the buildings on Queen Street have a residential use. This area is heavily dominated by on street parking. Boundary walls are an important feature at the start of the road. 1-7 Queen Street is an early 1840s terrace, with brickwork doorcases and other original features, but has been considerably altered. Reinstatement of historic features and uniformity here would be an enhancement.

Back on New London Road, to the south of Queen Street, buildings tend to have a more residential use than commercial. The properties within this area are characterised as two to three storey buildings mainly semi-detached dwellings with defined spacing between, giving a spacious layout. These dwellings benefit from being largely unaltered from their construction in the mid 1800's. Rear gardens are also a defining element of the character of the area which are retained for dwellings with residential use. For some buildings with commercial use these spaces are used to accommodate parking which prevents vehicles parking from using the frontage of the building (where possible) or on the highway itself.

St Anne's primary school is one of three schools in the road. Its well treed grounds form a green break in the developed frontage and its boundary wall is a feature. The building and its grounds make a positive contribution to the Conservation Area, but street furniture in this area detracts from the setting. Street parking within this area is increased, particularly outside of peak hours where parking is not restricted. Further to the south the use of the buildings' mixes between commercial and residential as some funeral director businesses are placed next to the non-conformist cemetery.

History

This part of New London Road contains many buildings constructed within the original development of New London Road from the 1840s.

The Chelmsford Club, formerly known as 'Laurel Grove', was designed by James Fenton in 1845 where he lived until 1857.

Other listed buildings such as Garden House (113-115 New London Road), 122-136 New London Road, St John's Terrace (125-129 New London Road), Carew Terrace (147-161 New London Road) and Mason Villas date from the early development of the road. Carew Terrace is believed to be one of the first terraces to be built on the road.

153 New London Road was home to local historian Hilda Grieve.



Anchor Street, Lower Anchor Street & New Writtle Street 1920



Anchor Street looking north up New London Road

Key Characteristics

- High level of traffic connecting to the south of the city
- Buildings have a mix of commercial and residential use, greater concentration of residential to the south
- Terrace, semi-detached and villas
- Mature trees
- Spacious gardens settings to larger buildings
- Defined building line and frontages to the buildings provide open spaces used as parking or residential gardens and distance from the highway
- Restaurants, dentists, schools and churches provide a range of community use, the K6 telephone box is also a listed feature
- Brick boundary walls

Buildings and spaces

- Constructed with gault brick, with stone trims and detailing. Roofs are predominantly made from grey slate however some exceptions with clay plain tiles (138-142 New London Road)
- Two to Three storeys scale. Modest scale in side roads
- High proportion of buildings (106-108, 113-115, 125-129, 122-136, 147-161, 179-181 New London Road) are listed buildings due to age and architectural quality
- More recent developments (such as Chelmer Lodge Retirement Home) have been constructed with materials sensitive to adjacent listed buildings

Public Realm

- Heavy amount of highway paraphernalia – particularly adjacent to St Anne's school
- Footpaths consists of a mix of large textured concrete slabs however some of these are damaged. Some areas have been replaced with tarmac which is damaged and detracts from the character of the area

Opportunities for Enhancement

- Our Lady Immaculate Primary School; improvement to frontage, landscaping, boundary treatments and building facades use of screening to reduce the impact of the parking area
- Improving paving on public footpaths; replacing broken slabs and poorly tarmacked areas
- Retention of mature trees
- Landscaping to frontages
- Retention and reinstate of architectural features
- Mixed quality of commercial signage

Potential Boundary Amendments

- Inclusion of greenspace to rear of Chelmsford Club



Street frontage adjacent to Anchor Street

Character Area 4 – Non-Conformist Cemetery, Birketts and Christ Church

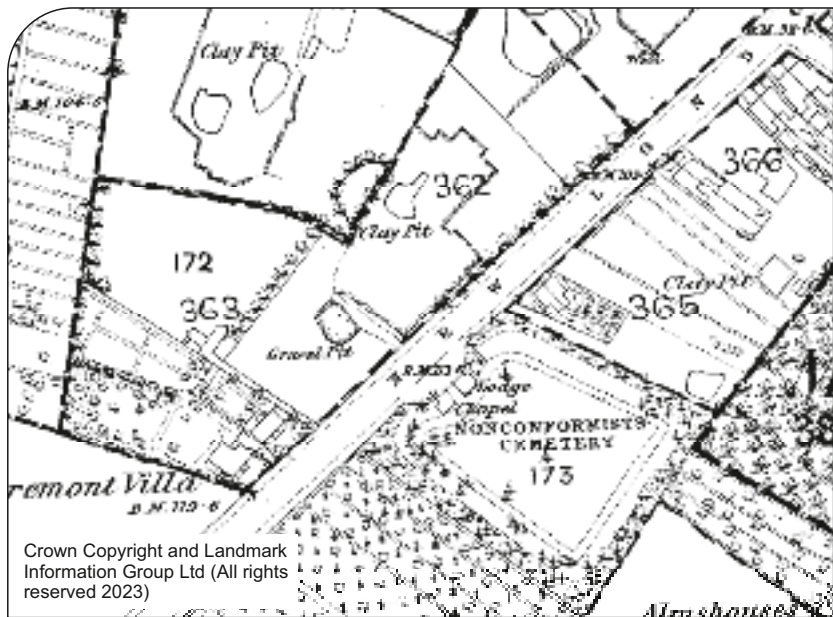
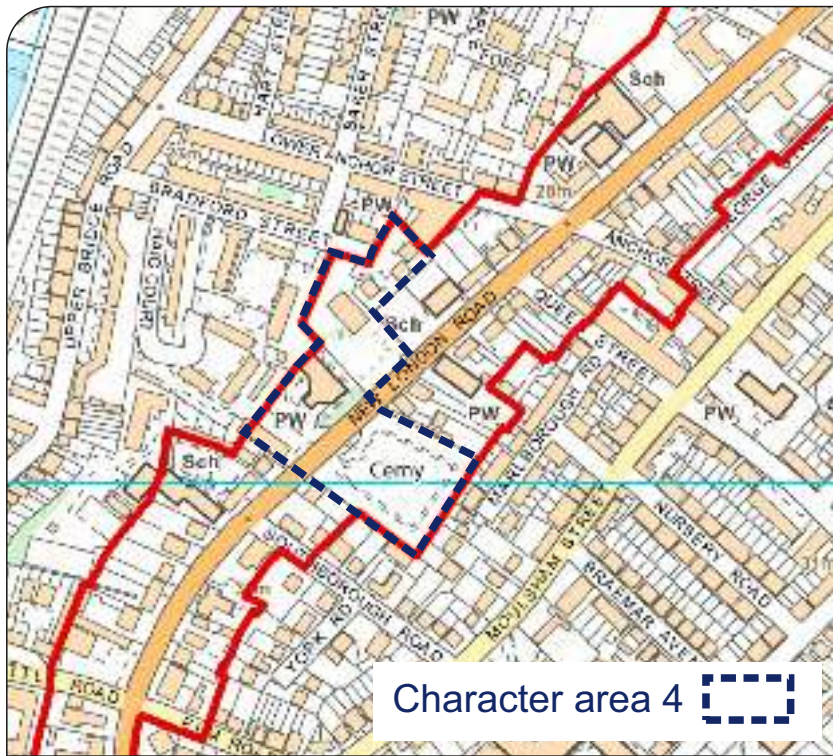


Image of character area 1874



Map of character area

Summary Description

This character area lies within the centre of the Conservation Area. It includes the Non Conformist Cemetery, Birketts Solicitors, Christ Church, the Royal British Legion and land to the east of Bradford Street. This area is predominantly characterised by its landscape character; open space and mature trees. The buildings have landscape settings and vary in design and scale.

Character Description

This character area covers the central part of the Conservation Area, where the City Centre lies to the north and Southborough Road and St Cedds School to the south.

This area begins at the eastern end of Bradford Street, which lies to the rear of St Anne’s school and is on the western edge of the Conservation Area. 100-123 Bradford Street consists of 3 three-storey buildings residential flats with associated parking, constructed of red brick with concrete tile roofs. The site is well screened from New London Road. The well treed spacious grounds contribute to the spacious characteristic of this part of the Conservation Area.

160-162 New London Road (Birketts), is a 2 ½ storey building of a classical design; its Palladian window, modillion cornice and rendered quoins give an appearance somewhat grander than the refined simplicity found elsewhere within the Conservation Area, but its extensive landscaped grounds provide a befitting setting, The landscape setting and mature trees contribute to the spacious character. The site is lower than New London Road, a result of the clays on the west side of the road, which historically supplied bricks for the development of the area. The parking area to the frontage is well integrated and screened with landscaping. The roadside is enclosed by a low brick wall with railings. The building is used for commercial purposes which forms part of the mix of uses in this central area.

Following the road south the Christ Church United Reformed Church is set on a sloping site. Its large scale is

partly mitigated by its landscape setting and justified by its public function. It dates from 1970-1 and uses buff brick with long rectangular windows and projecting mullions. The tall sanctuary is based on an octagonal plan form. Its bulky massing detracts from the character of the area, but its landscape setting and the lime trees to the roadside are important.



United Reformed Church

Adjacent to this site, also sharing views of the non-conformist cemetery is the Royal British Legion building, a single storey prefabricated building divided into structural bays, with a timber fascia and large pane horizontal windows. The building itself, which can be seen from the road with little screening, has a negative impact on the character of the area due to its form and materials. The extensive hard surfacing and car parking also detract from the appearance of the site.

Opposite Christ Church on the eastern side of the road is the non-conformist cemetery, designed by James Fenton during the original development of New London Road and opened in 1846. Buried within the cemetery are key influential figures to the City such as Chelmsford Company founders

James Fenton and John Copland, as well as Charles Pertwee who designed several buildings on New London Road. The cemetery is enclosed by a gault brick wall, on the roadside curving inwards towards the entrance, historically with symmetrical chapel and mortuary lodges. It is a significant open space within the Conservation Area. Within the cemetery there are a number of mature trees which make an important contribution to the character of the area, including a rare evergreen Turner Oak.



Views inside the Cemetery



Cemetery entrance

History

The history of this character area is rather varied, with dates of developments ranging from the 1840's to more recently in the 1980's. The non-conformist cemetery dates back to the 1840's when plans were unveiled by the Chelmsford Company (comprising of John & Edward Copeland, James Fenton, Thomas Greenwood and William Collins Wells), with the layout remaining unaltered however, the original chapel and mortuary lodges have been demolished. The cemetery is home to many influential figures in Chelmsford, including several associated with the founding of New London Road.

The change in levels on the western side of the road is a result of the claypits which were used to supply the materials for the production of the gault bricks typical of the locality.

The buildings for 100-123 Bradford Street were constructed in 1980's.

Adjacent to this the development of 160-162 New London Road originally consisted of residential housing, however from the mid 1950's this has had a predominant commercial use.

The Christ Church United Reformed Church was built 1970-1, shortly after the Royal British Legion Hall in 1963, both on the site of a large villa called Lyndhurst.

Key Characteristics

- Open landscape settings, including the non-conformist cemetery
- Buildings have a mix of commercial, community and residential use
- Mature trees providing screening of highway to key buildings
- Set back building frontages
- High level of traffic and parking on the highway
- Dedicated bus lane running from south to north

Buildings and spaces

- Building scale and form varies from single storey to three storey buildings, within landscape settings
- Variety of materials used to construct buildings, gault brick used for buildings such as 160-162 and 164 New London Road. Red brick used for 100-123 Bradford Street. Timber cladding used for 166 New London Road.
- Non-conformist cemetery provides a key open space within the road

Public Realm

- Heavy traffic and on road car park parking detracts from character of the area
- Mostly hard surfaced, important green space within the cemetery
- Footpaths consists of a mix of large textured concrete slabs, however some of these are damaged. Some areas have been replaced with tarmac which is damaged and detracts from the character of the area

Opportunities for Enhancement

- Royal British Legion building; improvement to frontage, landscaping, boundary treatments and building facades to reduce impact of building and parking area. Potential redevelopment site
- The Christ Church United Reformed Church – improvement to façade of building and retention of mature trees, landscaping and boundary treatments
- Non-conformist cemetery – removal and clearing of overgrown bushes, retention of mature trees, maintenance and repair of gravestones and boundary walls

Potential Boundary Amendments

There are no amendments to the boundary within this character area proposed. The surrounding area does not hold significant historic or architectural interest to warrant inclusion within the Conservation Area.

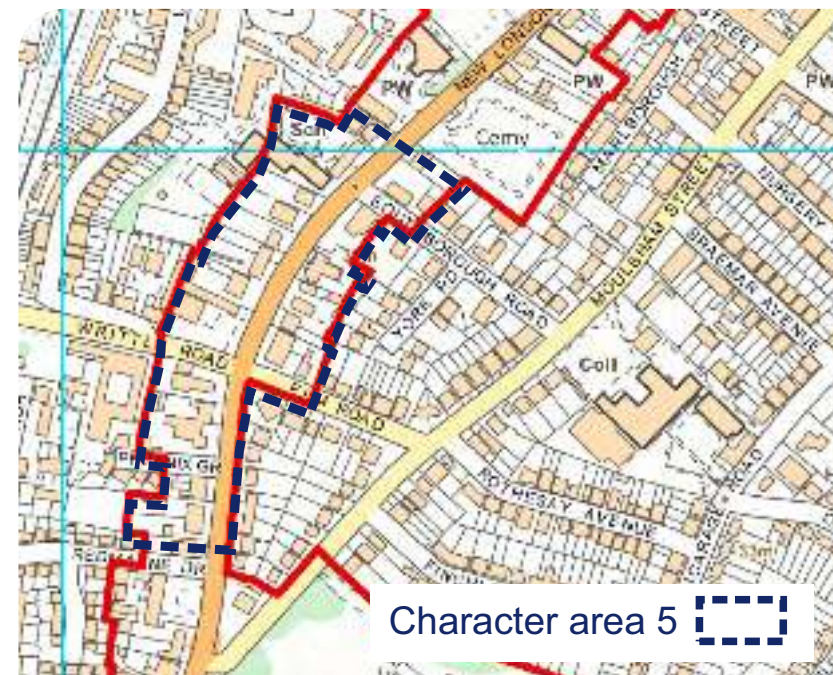


View north from area adjacent to Southborough Road

Character Area 5 – Southborough Road to Moulsham Street



Image of character area 1874



Map of character area

Summary Description

This character area forms a large part of the southern half of the Conservation Area with large 2-3 storey villas and semi-detached buildings. Buildings within this area date back to the 1840's, with St Phillips Priory (178 New London Road), 198 New London Road, 200 New London Road, Phoenix House and Osborne Place (numbers 206-208) all holding significance for their architectural quality and as part of the early development of the Road. Open frontages, trees, boundary walls and the spaces between buildings are important in defining the character of the area. Gault brick and slate are the main materials, with render and red brick becoming more common to the south. There are several recent developments of sympathetic design. Use of buildings is mainly residential with some commercial use.

Character Description

This area covers the southern part of the conservation area, leading from the area to the south of the Non-Conformist Cemetery adjacent to the junction with Moulsham Street.

The villas adjacent to the non-conformist cemetery are typical of the area; The Manse (199 New London Road) has a gabled wing and bay window more typical of the later nineteenth development of the road to the south. It uses stock brick with red brick and stone detailing, incorporating sunflower motifs which are a common feature of the area. The villa is framed by mature trees which give an arcadian character to the road.

Southborough Road was constructed after the initial development of New London Road, this area formerly comprised of almshouses and a nursery, before the development of the road in the early 1900's. The road entrance is lined with early twentieth houses that have some unity through their design, materials, setback and scale. There is a replacement house of contemporary design within the former walled garden to 201 New London Road, whilst beyond the Conservation Area it is unduly imposing for its secondary frontage location.

Southborough House (2 Southborough Road) dates from 1908 and is grade II listed. It was designed by a leading architect of the period C B H Quennell. It occupies a prominent position on the corner of Southborough Road and New London Road. Its Arts and Crafts style, with rough case render, Dutch gables and leaded light windows give a distinctive character, which is unique within the Conservation Area. The hedged boundaries provide a setting which is befitting of its Arts and Crafts character.

On the western side of the road lies 176 New London Road a gault brick villa, followed by a locally listed building of St Phillips Priory, built between 1843-1845 and formerly known as Claremont Villa until 1851. Now a presbytery, the building is typical in its materials (gault brick, stone trims and grey slate) but has an elevated position with ornate detailing with feature bay windows and a segmental doorcase. This building along with Southborough House and 199 New London Road are a varied group which make an important contribution to the character of the Conservation Area.



St Phillips Priory

Adjacent to St Phillips Priory lies St Cedd's School (178A New London Road), the front part of which lies within the Conservation Area. The school fronts onto New London Road with a pedestrian access and extends west to a Haig Court outside of the Conservation Area, with car parking and road access to the rear off of Upper Bridge Road. The low form and flat roofs do not reflect the character of the area, but their materials, boundary walls and trees help to relate to the wider context. To the rear there is a small green space defined by buildings and mature trees. Due to the use of the building along with the established bus lane, the amount of highway furniture is increased at this point which detracts from the character of the area and is visually intrusive.

Following the road south, buildings to the west largely conform with the defined character of the area regarding scale, form, setback frontages and large rear gardens. Mature trees and landscaping giving a green edge to the road. Red brick, plain tiles roofs, display gables and bay windows are common to this latter nineteenth century development. 180-186 New London Road were designed by local architect Charles Pertwee. In this area the predominant use of the buildings is residential.

201 New London Road dates from 1878 and frames the entrance to Southborough Road. The brick wall to its former grounds along Southborough is an important feature. The open setting to the south provides an important opening in the street scene.

Further south, up to Elm Road the building group is varied. Setback frontages remain important. The buildings at 213-215a make no positive contribution to the area. The flat roof of 211 is particularly offensive. 219 New London Road is an early villa, but has been considerably altered and its setting is dominated by hard surfacing.

Kenwood House (190 New London Road) uses a cream brick, is set back and has mature trees to its frontage, but its display of gables are somewhat alien to the context. Cherry Wood Grange has a mixture of building forms and massing, with a 3-storey corner. The symmetrical range fronting Writtle Road is a facsimile of the original 1840s villa which was considerably altered and extended when in use as a hotel. The landscaped frontage is an important feature.

At this point the level of highway paraphernalia increases due to the crossing junction of Writtle Road and Elm Road (formerly known as Cherry Garden Lane during the construction of New London Road and established in 1898), linking Writtle to the west and Moulsham to the east. Adjacent to the junction to the east is New London Court (219 New London Road), which is an early villa but has been considerably altered and negatively impacts the area by use of rendering, flat roofs bad signage and tarmac surfacing to the front of the building. Limited tree and planting to the main frontages limit this impact. The Conservation Area also includes the first section of Elm Road which benefits from low walls and mature hedging to line the road. Elm House Vets has a series of gables, round headed windows and a tower. Parking restrictions limit on street park and result in an uncluttered approach to New London Road.

From this point the Conservation Area focuses on the buildings to the west which have a mixture of uses, with the BBC Essex building (198 New London Road) being within prominent view on the south-west corner of the junction. It was built in 1843 as a dwelling, formerly known as Falcon Villa, it is included on the local list. The frontage building is 2 storey which contains sash windows, French doors, stone cills and architraves which complement the character of the area. To the rear there are historic ancillary buildings on Writtle Road and unsympathetic flat roofed additions. The landscaped frontage and mature Copper Beech make an important contribution.

Adjacent to this are buildings with a mix of residential and commercial use, with the Chess Homeless Shelter (200 New London Road) and the British Red Cross Building. The Chess building consists of a small landscaped frontage with parking to the rear, which is accessed from Upper Chase, adjacent to Writtle Road. The building dates from 1843 and is constructed of gault brick with sash windows and stone trims, with a fourth bath added to the south. The British Red Cross building is a recent construction, also contains a small landscaped frontage and the same parking layout. The building itself is contemporary in character, but uses materials and forms sympathetic to the context, the massing breaks up the scale of a large footprint building.



211 Extension



BBC Essex



British Red Cross & CHES buildings

Phoenix House (204 New London Road) dates from 1848, it is a large locally listed two storey villa, now divided into three individual houses. The building has sash windows, materials and detailing which reflect the character of the area. To the rear, modern housing erodes its garden setting, beyond the Conservation Area. The scale and spacing of buildings of this group of building south of Writtle Road is important to the character of the area.



Street line facing Phoenix House

The last properties included within this character area are 206 and 208 New London Road (known as Osborne Place) which are also listed buildings. These semi-detached houses, constructed in 1841-1842 are two storey, constructed of gault brick, stone trims and slate roofs, with spacious frontage with mature landscaping to lessen the impact of the highway. These properties also benefit from large rear gardens and original boundary walls which adds to the character of the area. Within the rear garden of 208 New London Road lies an original coach house which includes a coal shed, hay loft, trough, stables and coach store. With the original fabric and finishes to the building remaining, this building, listed by virtue of being attached by the curtilage boundary wall, provides considerable character and an important contribution to the setting of the building.

History

Several of the buildings within this area date back to the 1840's, with St Phillips Priory (178 New London Road), 198 New London Road, 200 New London Road and Phoenix House and Osborne Place (206-208 New London Road) dating from the early development of the road. These buildings have remained largely unaltered since their original construction. These buildings are listed or locally listed due to their architectural and historic interest.

The introduction of Southborough Road in the early 1900's provided the construction of key buildings such as Southborough House, which was designed by C B H Quennell for Francis Crittall, founder of the renowned metal window company.

The crossroad of Elm Road and Writtle Road has provided key links to Moulsham and Writtle however in original construction this was named as Cherry Garden Lane.

Key Characteristics

- Buildings have a mix of commercial, community and residential use
- Mature trees providing screening and verdant character
- High level of traffic and parking on the highway, particularly close to schools
- Dedicated bus lane running from south to north
- Defined setback building line and large frontages to buildings providing open space and distance from the highway
- Boundary walls and hedges an important feature

Buildings and spaces

- Building scale and form varies from 2 to 3 storey buildings, within landscape settings

- Variety of materials used to construct buildings; gault brick used for the majority of buildings. Red brick and clay plain tiles used for 180-186 New London Road. Some properties such as 219 New London Road, 202 New London Road and 204 New London Road use rendering rather than brickwork
- Some negative buildings, such as 211A New London Road stand out from character of the area due to flat roof, form and balconies added to the frontage

Public Realm

- Heavy traffic and on road car parking detracts from character of the area
- Intrusive highway paraphernalia – particularly at the pedestrian entrance to St Cedd's School
- Mostly hard surfaced, gardens are landscaped to provide smaller green spaces
- Footpaths consists of a mix of large textured concrete slabs, however some of these are damaged. Some areas have been replaced with tarmac which is damaged and detracts from the character of the area

Opportunities for Enhancement

- Enhancement or Redevelopment of 211 New London Road and 219 New London Road
- Reducing the impact of highway paraphernalia
- Retention of matures trees and new tree planting
- Screening and landscaping to reduce the impact of car parking within property frontages
- Improving paving on public footpaths; replacing broken slabs and poorly tarmacked areas

Potential Boundary Amendments

There are no amendments to the boundary within this character area proposed. The surrounding area does not hold significant historic or architectural interest to warrant inclusion within the Conservation area.

Character Area 6 – Adjacent to Miami Roundabout

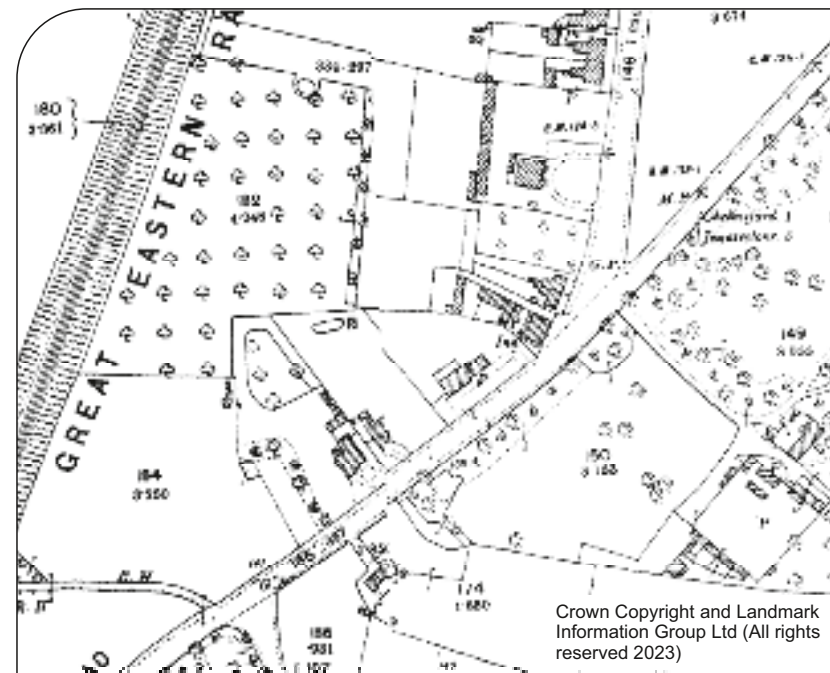
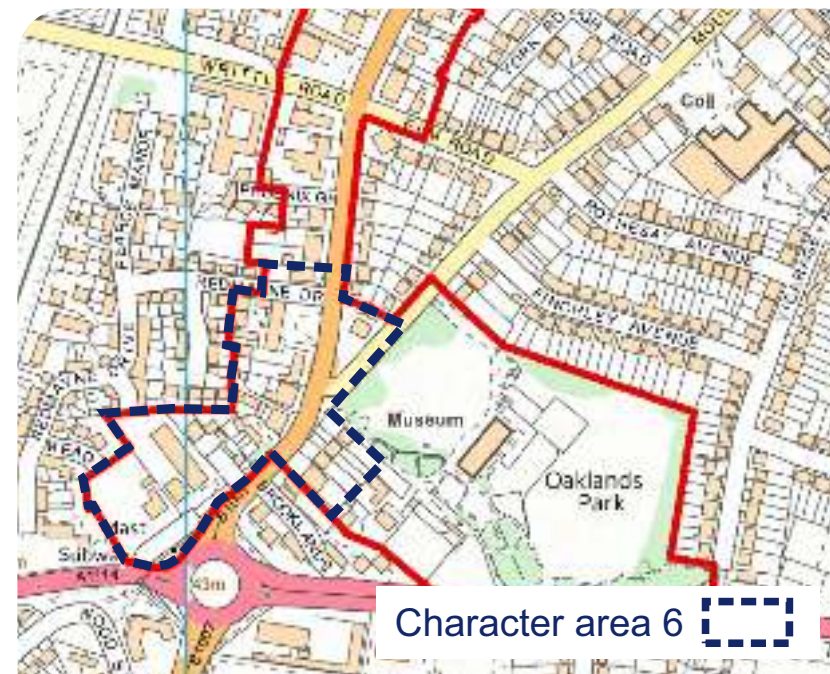


Image of character area 1896 - 1897



Map of character area

Summary Description

This character area lies within the south of the Conservation Area, connecting New London Road with Moulsham Street and the south of Chelmsford. Buildings within this area are set back from the road and mainly constructed of red brick, with some exceptions. The buildings within this area vary in age but follow similar principles in terms of scale and form. An uninviting underpass to the south forms important gateway for pedestrians from the south of Chelmsford, with the Miami roundabout connecting road traffic. The pedestrian underpass, highway paraphernalia and surface car parking are negative features of the Conservation Area.

Character Description

This area focuses on the southern part of the conservation area; mainly on the Western side of New London Road.

The area starts with 210 New London Road which while facing Redmayne Drive has a parking area accessed from New London Road. The two-storey building is constructed and a pan tile roof. It dates from the mid twentieth century and has a neo vernacular appearance. It is a distinctive building, but does not reflect the wider character of the Conservation Area. The building is currently used as a dental surgery, with carparking to both the east (access from New London Road) and west (access via Redmayne Drive) of the building. Whilst the building is set back from the highway, the frontage of the building is mainly hard surfaced and the street furniture in the form of a utilitarian handrail for accessibility to the building creates a negative impact on the area. The lack of landscaping to the area makes the appearance of this handrail and the parking within the area more prominent.

Redmayne Drive was introduced in the mid 1960's and was originally a service road until further development to the west outside the Conservation Area, created a residential development.

Adjacent to Redmayne drive is the locally listed building of Clarence House (212 New London Road), designed by Frederick Chancellor in 1858. The 2 ½ storey building is

constructed from buff brick with yellow brick banding with steep gables, which was extended and converted into residential flats in 2006/2007. The building holds significance within the Conservation Area as a rare and early example of domestic gothic revival architecture within the City which adds to the historical interest of the Conservation Area. The large front garden is enclosed by a boundary wall and mature trees, which screens car parking and gives a landscape setting.

216-218 New London Road is a 2 ½ red bricked building with stone detailing that is currently used as residential properties. The building has Dutch gabled roofs with sash windows. The building has a substantial frontage, the boundary wall to 216 provides screening of car parking.

To the east sits the White House (239 New London Road), a two-storey building designed in 1912-1913 by Charles and W.H. Pertwee with C.H.B Quinnell for W.F Crittall, a notable director and designer of Crittall Windows. The neo Georgian building has painted brickwork walls and quoined corners, making it a distinctive feature. Mature trees and landscaping obscure the sight of the building from the south, which marks the meeting of New London Road with Moulsham Street, which establishes the verdant character of the Conservation Area. The architectural design of the building provides a positive contribution to the Conservation Area and is one of the reasons the building is locally listed.

At the point New London Road merges with Moulsham Street highway paraphernalia is intrusive.

220 New London Road (formerly known as Holly House) is another locally listed building within the Conservation Area. Built in 1842-1843 this is one of the early villas to be constructed on New London Road which has since been converted to offices and used for commercial purposes. The building consists of 2 storeys with stucco walls and gabled slate roofs with parapets. The large rear garden is hard surfaced and used for parking, which prevents vehicles being seen from the road, mature hedging also shields any vehicles parked to the front from view. Parking is accessed through a side road to the south of the property that also allows access for 228-230 New London Road.

*Holly House*

228-230 New London Road are also locally listed buildings built in the 1820's before the construction of New London Road, used as residential accommodation. These paired houses have a hipped roof whilst being timber framed and weather boarded which is rare within the town centre environment and for the Conservation Area, however, are also relatively unaltered in appearance giving historical importance within the area.

*228 - 230 New London Road*

Continuing to the west of the road is the Rising Sun Public House which was built in the early to mid-1800's and is a two storey hipped slate roof building with rendered walls and brick cladding added to the front of the building. Whilst the building is of architectural interest the hard surfacing to the frontage of the building allows for visitors to park with little landscaping or vegetation to lessen the impact of parking to the area.

*Rising Sun Public House*

Opposite to the Rising Sun and on the eastern side of Moulsham Street are four properties (Stuarts, Devoran, Oak House and Stump Cross) which are included in the Conservation Area, designed in the 1930's. These detached 2 storey dwellings modern and modest in comparison to other properties but still follow key characteristics such as large rear gardens (despite the addition of properties to the rear) and large frontages enclosed by brick walls and hedges. Mature trees and landscaping shield the houses from the highway which compliments Oaklands Park and the characteristics of the area. At this point due to the connecting Moulsham Street and the Miami roundabout, highway traffic is drastically increased.

Continuing south to the west of the road is Laurel Grove, a residential development designed in the 1980's with its name taken from the area now encompassing the Chelmsford Club and grounds of Our Lady Immaculate Primary School (see character section 3). The majority of the 2 storey buildings are shielded from the highway by mature trees and landscaping, leaving them barely visible to the road. The development consists of 4 terraces properties and 3 semi-detached buildings, with smaller gardens than other areas. Parking for these properties, accessed from Moulsham Street, is to the rear of the development which lessens the impact on the highway. The fencing and blank gable end on the road edge detract from the appearance of the development.

*Laurel grove*

Adjacent to this is Highfields, a building designed by Chancellor in 1882 with extensions added in 1883. The two-storey red brick building with gabled slate roofs is a good quality Victorian building which is now used as commercial offices. To the north there is a large flat roofed commercial building which extensive hard surfacing and

car parking, which detracts from the character of the area, only partly mitigated by trees and landscaping on the site frontage.



Highfield House

Moulsham Grange is a three-storey red bricked building with gabled roof tiles which is also a locally listed building which is grouped with Highfields. As a relatively unaltered good quality Edwardian building this is listed due to its architectural interest, which is currently redundant.



Moulsham Grange

Its extensive grounds and matures trees make an important contribution to the Conservation Area. The building is setback from the road, with an access road

which is mainly used for parking which combined with the highway paraphernalia, telecoms mast, underpass and the Miami roundabout are visually intrusive and detract from the setting.

History

Buildings within this area are mixed in terms of age with 228-230 New London Road being one of the oldest buildings within the area. A number of buildings such as Clarence House, Holly House, The White House and Highfields were all constructed shortly after between the 1840's and 1880's.

This part of the Conservation Area continued to develop with additional buildings such as Moulsham Grange, Stuarts, Devoran, Oak House and Stump Cross which were constructed in the early to mid-1900's.

Newer developments such as Laurel Grove and Redmayne Drive have followed with construction in the late 1900's.

Key Characteristics

- High level of highway traffic connecting to and from the south of Chelmsford
- Buildings have a mix of residential and commercial uses
- Defined building line and large frontages to buildings providing open space and distance from the highway
- Mix of building types including terrace, semi-detached and villas
- Mature trees
- Spacious gardens settings to larger buildings

Buildings and spaces

- Buildings are predominantly made from red brick and grey slate
- Gabled roofs
- 2-3 storey scale

- High proportion of buildings (212, 220, 239, 228-230, The Rising Sun Public House, Highfields and Moulsham Grange) are locally listed due to age and architectural interest

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- Buildings are predominantly made from red brick and grey slate
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Public Realm

- Extensive street furniture and heavy traffic detracts from character of the area
- Subway poorly maintained, intrusive, and uninviting
- Mostly hard surfaced, with the trees lining the road providing softening
- Large areas of poorly maintained tarmac footpaths. Where granite kerbs and large textured concrete slabs remain they contribute to character

Opportunities for Enhancement

- Improving the pedestrian underpass
- Reducing the amount of street furniture
- Redevelopment of the commercial building adjacent to Highfields
- Retention of mature trees and landscaping

Potential Boundary Amendments

There are no amendments to the boundary within this character area proposed. The surrounding area does not hold significant historic or architectural interest to warrant inclusion within the Conservation Area.

Character Area 7 – Oaklands Park

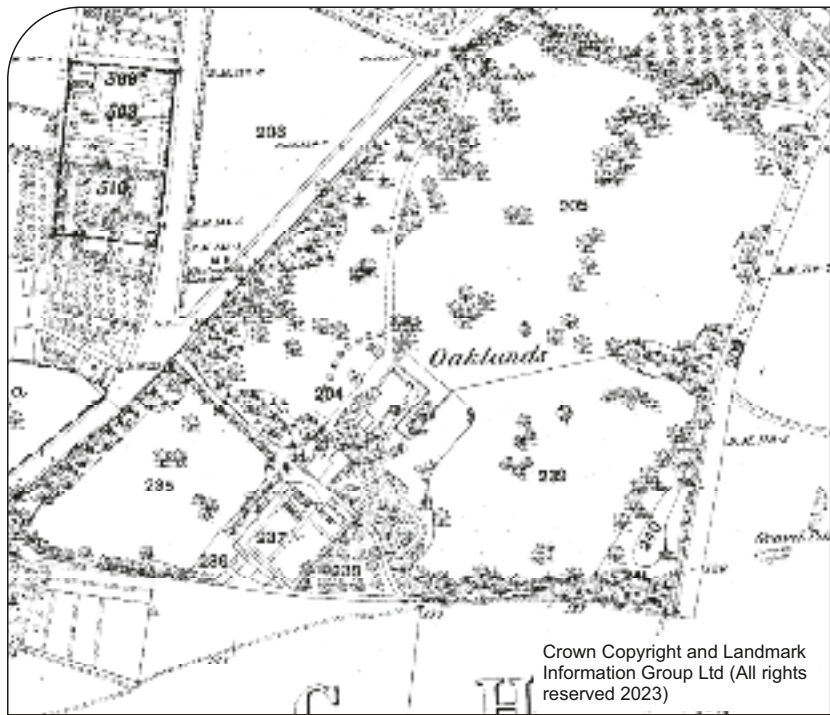
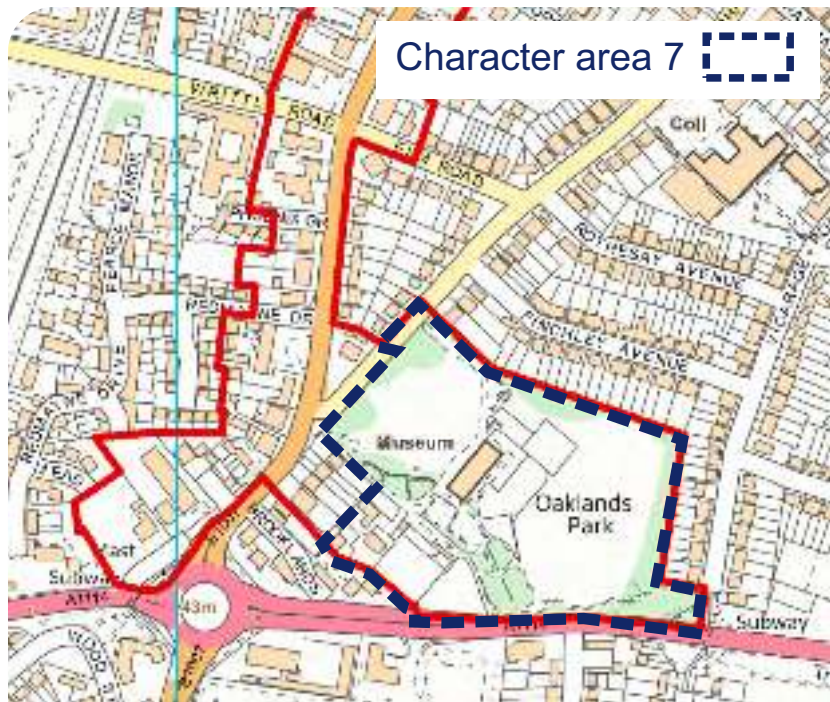


Image of character area 1874



Map of character area

Summary Description

This character area lies within the south east of the Conservation Area and focuses on Oaklands Park. The area is predominantly characterised by its landscape character with open space and mature trees. Oaklands House, now used as a public museum, is the focus of the area. The public park is used by families, dog walkers, visitors to the museum and for recreation and sports. Busy roads to the south and west cause traffic noise which impacts on the tranquillity of the park at peak times.



Oaklands House, now Chelmsford Museum

Character Description

This area focuses on Oaklands Park, which is in the south-eastern corner of the Conservation Area

Oaklands Park is a twelve acre established park featuring the listed building of Oaklands House, which is used by the Chelmsford Museum and the Essex Regiment Museum. Within the park are sports pitches, tennis courts, children’s play areas, the Hive café and a rose garden.

The park has a vehicular access from Moulsham Street with 2 additional pedestrian accesses from Vicarage Road to the east of the park. There is also a private drive at the southwest corner of the park.

On Moulsham Street there is a railing and dense tree belt with only glimpse views of Oaklands House within its parkland setting. The southern side of the Park, along Princess Road is enclosed by a stock brick wall and dense tree planting, which gives an enclosed character and screens the busy road and twin petrol stations beyond. To the north and east the site is flanked by traditional semi-detached houses, with their back gardens onto the park, enclosed by mature trees.



North east view of park boundary

Within the western part of the park there is a large lawn flanked by a curving driveway. Car parking edges the driveway, but it’s visual impact is contained by its location on the far northern boundary. Mature trees play an important role in enclosing the lawn and giving an oasis parkland setting.

The public toilet block is utilitarian in appearance and detracts from the approach to the house. The impact of car parking beyond is partly mitigated by its sunken position and screening. To the south the tennis courts were a feature of the setting from the early twentieth century and related to the public park function.

The Sevastopol Cannon, located in the south-west area of the park, was captured in the Crimean war in 1855 and presented to the town. This was formally located at the head of the High Street, until the cannon was relocated to Oaklands Park in 1937.



Sevastopol Cannon

The National K9 Memorial is located near the western entrance to the park, a bronze statue depicting two service dogs and handler to represent and commemorate fallen police service dogs. These features add interest and emphasis the community value of the park. Perry's Pot totem pole is also another statue located within this area however this is partially obscured by the western tree line of the park.



The National K9 Memorial

The main building within the park is Oaklands House a grade II listed building designed in 1865 by Charles Pertwee and is based on the design of Osborne House on the Isle of Wight. The building is of an unusual asymmetric Italianate design, which remains substantially intact through the plan form and the contemporary fixtures and fittings remaining largely unaltered. In 1930 the house was converted into a museum which makes a significant impact to the area. A contemporary extension was added to the house in 2007 which replaced an addition from 1972-3 to house the Essex Regiment Museum, itself on the site of the service wings which were demolished in the 1920s. Alongside the museum, the park contains various information boards describing the elements and history of the area for visitors.

To the south is the gardener's bothy and the former walled garden, now housing the tennis courts. To the south western corner are a group of modern houses, with some characterful detailing. Their landscape setting and screening is important to balance the private and public spaces within the area. The boundary fencing to this area varies, with a mix of the original wall to the park and

wooden fencing which is partially see through to Princes Road behind. Within this area the increased traffic noise from Princes Road adjacent is increased during peak traffic periods. The established tree line to the south helps to limit the noise of the adjacent road whilst also providing valuable habitats to local wildlife.

To the east side of the park are formal rose gardens, beyond which there is a ha-ha separating a large lawn. The spacious lawn is enclosed by mature trees, with good views of the house. A majestic Wellingtonia adjacent to the extension is a landmark feature. The children's play areas are located to the southeast of the park, but due to their contained positions, are not unduly intrusive on the wider park. Like the western perimeter, the fencing to the play areas are black railing which creates uniformity within the park. The equipment within the parks is predominantly made of wood and uses horizontally laid tree trunks for seating which increases the natural feel to the area.

History

Oaklands House was designed by Charles Pertwee for the wealthy local brewer Frederick Wells in 1865. It was used as a private residential property until WWI, when it was used as a hospital. The Borough Council acquired the building in 1929 and it became the museum in 1930.

The Sevastopol Cannon was captured within the Crimean War in 1855 and placed in Chelmsford High Street, this later moved into the park in 1937 where it has remained.

To the southeast corner is a WWII spigot mortar emplacement, which would have been manned by the Chelmsford Home Guard to defend the approach to the now Miami roundabout junction.

In 1972-3 a single storey extension was added to incorporate the Essex Regiment Museum. This was later demolished in 2007 for a larger two storey extension.

Two residential dwellings (Oakwood and Briar House) constructed in 1994. The Lions added in 2010.



Front view of Oaklands House 1930



Rear view of Oaklands House 1930



Parkland setting of Oaklands House

Key Characteristics

- Open landscape setting
- Park includes key community features such as Sevastopol Cannon, K9 memorial and play area
- Public park and museum primary function
- Mature trees surrounding the perimeter limit the effects of busy highways, Princes Road to the south and Moulsham Street to the west, and residential settings to the north and east
- High level of traffic on surrounding highways to the south and west

Buildings and spaces

- Oaklands House is a primary built feature
- Mix of different materials used for building construction. Key important buildings remain largely unaltered
- Area has a large amount of greenspace used by different communities within Chelmsford

Public Realm

- Public park setting, mainly landscape setting
- Small areas of hard surfacing for access to the Oaklands House with associated car park and Oaklands Park Drive
- Glimpse views of petrol stations (located on Princes Road) to the south
- Views of housing of Finchley Avenue to the north

Opportunities for Enhancement

- Retention of mature trees and open space, with phased planting
- Renovation of the Oaklands Park Play Area, replacing grass areas that have been damaged by extensive use
- Screening of car parking
- Retention of key important statues such as the Sevastopol Cannon and K9 memorial
- Improvement of the toilet block
- Maintain boundary walls and ha-ha
- Improvement to the wooden fencing boundary on the south-eastern boundary
- Heritage interpretation
- Maintenance of public benches where paint has chipped and become discoloured over time

Potential Boundary Amendments

There are no amendments to the boundary within this character area proposed. The surrounding area does not hold significant historic or architectural interest to warrant inclusion within the Conservation Area.

Contribution to Character

Each of the buildings within the character areas defined within the appraisal has been assessed for its contribution to character for the Conservation Area as a whole, graded either as positive, negative or neutral. This assessment is based on Historic England Guidance, where architectural style, materials, use, historic associations and group value can contribute to character. Other factors such as views, open spaces, trees and landscaping have also been considered when assessing the contribution to the character of the area.

Character Area 1

The buildings within this area hold either a positive or neutral contribution to the character of the Conservation Area as a whole. The Ebenezer Baptist Church, the Chelmsford and Essex Hospital, Thornwood House and Bellefield House provide a positive contribution to character of the area as some of the earliest buildings on the road and for their architectural character and historic associations. The Chelmsford and Essex Hospital also makes a positive contribution due to its function, history and architecture. There are no buildings that provide a negative contribution to the character, however more recent developments of County Place and County Square are considered to have a neutral contribution



122 - 136 New London Road

based on their design, building height, views within the Conservation Area, although the landscape setting to this development is of significance.

Character Area 2

The buildings within this character area mainly make a negative contribution to the character of the area. The buildings within this area are predominantly used as offices, which relates to the commercial uses within this end of the road. The set back building line from the road edge reflects the wider character of the area. However the materials, architectural style, scale negatively impact on the character of the area. In the 1950's and 1960's the area was redeveloped from its previous uses as a Sunday School building and iron foundry which along with the construction of Parkway in 1969 has eroded the character of this part of the area.

Character Area 3

The majority of buildings within this area provide a positive contribution to the character of the area. The scale, materials, architectural style, historical association and views all act as positive contributions to the area. A number of buildings within this area, such as the Chelmsford Club (106), Garden House (113), 122-136 New London Road, St John's Terrace (125-129), Carew Terrace (147-161) and Mason Villas (179 & 181) are Grade II Listed Buildings and remain relatively unaltered since their original construction. Newer buildings such as the Chelmer Lodge Retirement Home have been constructed to reflect the character of the area, however the electricity sub-station located behind the care home (bordering George Street on the eastern edge of the Conservation Area) makes a negative contribution. The buildings on Anchor Street and Queen Street are more modest in scale, but reflect the hierarchy, materials and architectural style of the area and make a positive contribution.

Character Area 4

This area includes the first area of public open space along the Conservation Area with the non-conformist cemetery, which provides a positive contribution to the area as part of the area layout of the road, with strong the historical associations with local people. 160-162 New London Road and the Christchurch United Reformed Church provide a neutral contribution to the character of the area, mainly due to their uses and landscape setting. The Royal British Legion Hall is a temporary flat roofed building and is the only building in this small area that provides a negative contribution to the character.

Character Area 5

The buildings within this character area vary in levels of contribution to the character of the area. The area has some locally listed buildings such as 176 and 201 New London Road as well as the Grade II listed Southborough House which all provide a positive contribution to the area character. Whilst not listed, numbers 180-188 New London Road also contribute positively to the area, reflecting the later development of the road with characterful villas. The original building of 211 New London Road also provides a positive contribution however the extension added provides a neutral contribution.

There are 4 buildings within the area that provide a negative contribution to the character of the area. 211A – 215A do not provide a positive contribution in this regard. The remaining buildings such as St Cedd's School, St Philip's Priory and Cherry Wood Grange Care Home provide a neutral contribution to the character of the area.

Character Area 6

The majority of buildings within this area contribute positively to the character of the Conservation Area. Buildings such as Clarence House (212 New London Road), 216-218 New London Road, Holly House (220 New London Road), The White House, 228-230 New London Road, Moulsham Grange and Highfields all positively contribute to the character of the area and most are locally listed.

The Highfield Resource Centre building and 210 New London Road both have negative contributions to the character of the area. Other areas such as Laurel Grove provide a neutral contribution.

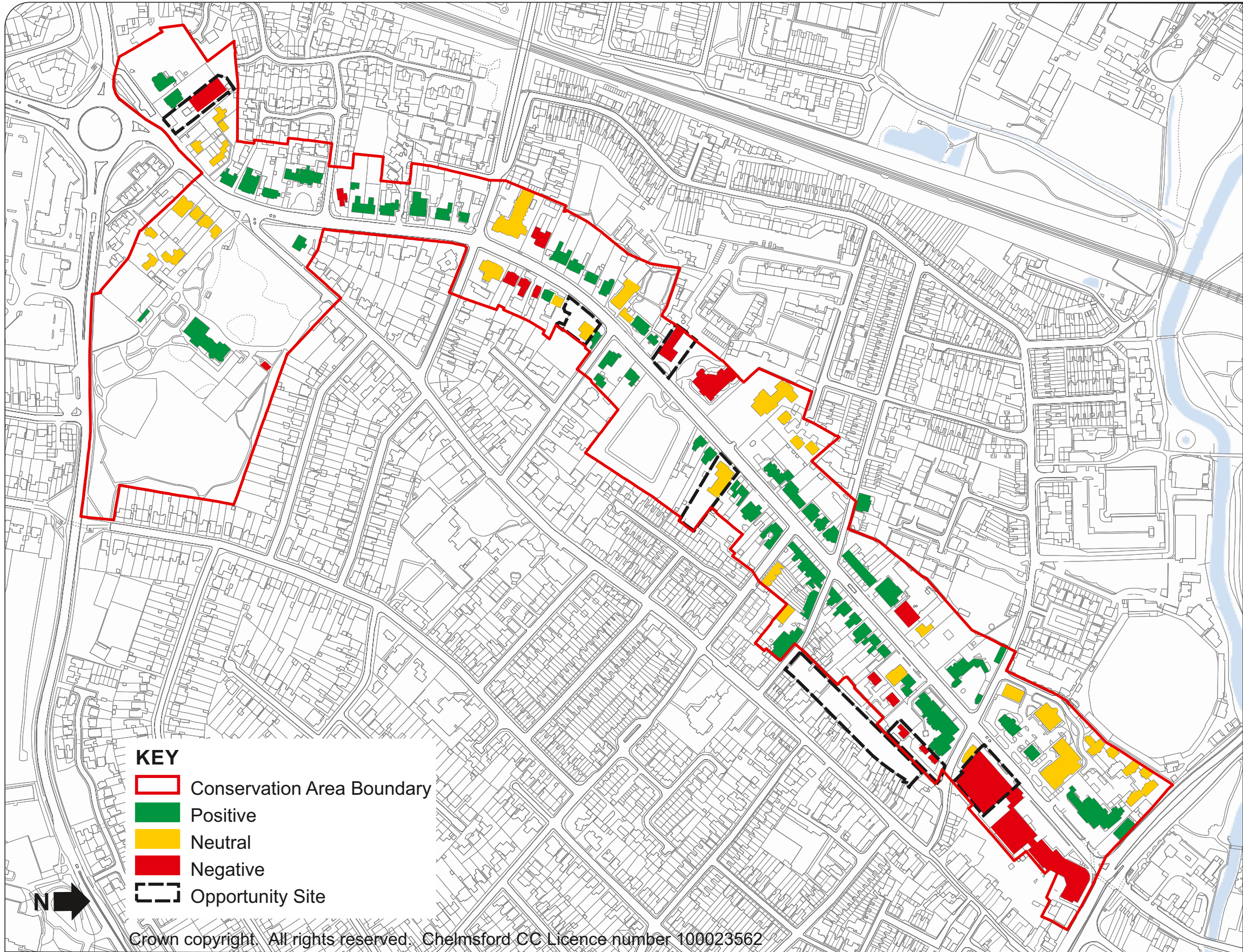
Character Area 7

This area consists mainly of open space in the form of Oaklands Park which in general provides a positive contribution to the character of the area due to historic association and use. The feature building of Oaklands House and ancillary gardeners bothy have a positive impact on the character of the area with its architectural style, historical association and use, however the extension constructed to host the Essex Regiment Museum provides a neutral contribution to the character of the area. The residential properties on the south-western boundary provide a neutral contribution to the character of the area.

The public toilet block provides a negative contribution to the character with its utilitarian appearance.



153 Carew Terrace, New London Road



Recommendations for Enhancement and the Management of the Conservation Area

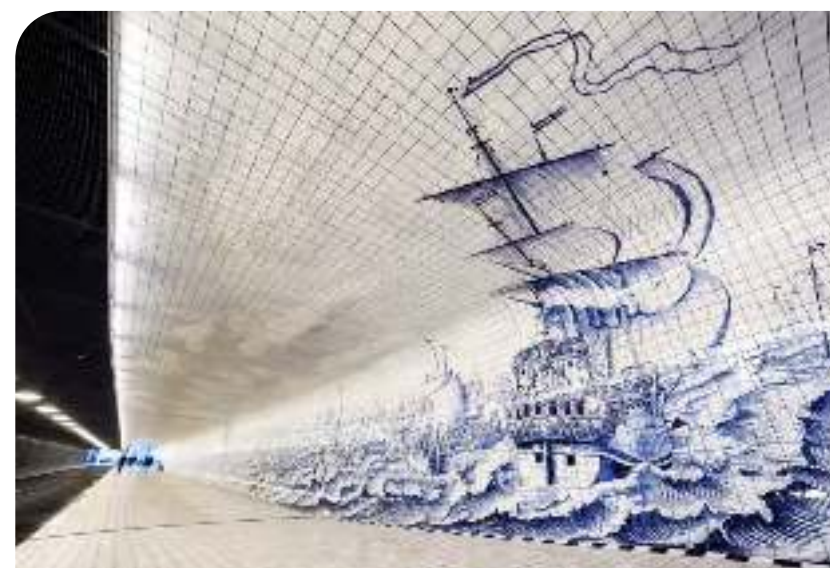
Whilst there are many buildings and features that positively contribute to the Conservation Area and give distinctive sense of place, there are elements that would benefit from enhancement or additional protection.

Improvement to pedestrian underpasses

The pedestrian underpasses to the north, linking the Conservation Area to the City Centre, avoiding Parkway, and south of the area via the Miami Roundabout, are poorly maintained and are uninviting for pedestrians. These could be enhanced with improved lighting, surfacing and wall finishes. The parapets, guardrails and approach should also form part of a scheme of enhancement. The examples below show how improved tiling and lighting can be used to enhance underpasses. Artwork can be used to add interest and reference local history.



Underpass connecting New London Road under Parkway



Cuyperpassage – Amsterdam.

This is a dual pedestrian and cycleway which connects the rail station of the old city centre of Amsterdam to the south bank of the IJ River.

Deft blue tiles have been used to create an artistic mural to represent scenes from Dutch naval history, as an interpretation of painter Cornelis Boumeester's 17th century maritime paintings. Towards the approach of the river the tiles are used in an abstract design in colours ranging from sky blue to navy blue.

The opposite side of the tunnel has been constructed to form a two-way cycle track which uses black asphalt as its main material and lights embedded into the ceiling. At the separation of the footpath are LED lights to provide more light at ground level.

Grade II Listed Tyne Tunnel, Newcastle



Tyne Tunnel, Newcastle

The Grade II listed tunnel was restored in 2013, which allows pedestrians to walk underneath the River Tyne. Within this restoration the non-functioning wooden escalators were retained to promote the industrial heritage of the area, with funicular style glass lifts also added.

The restoration of tiles and introduction of strategically placed help points and CCTV promote safety within the underpass.

Milton Keynes underpass

This underpass uses bespoke energy efficient LED lighting to improve safety of pedestrians and cyclists.



Image & luminaires provided by Ark Lighting Ltd. Copyright of Ark Lighting Ltd

Use of ground level lighting



Use of ground level lighting – Duke Street

A new paving scheme with a widened footway and flush LED lighting strips illuminates the curved bridge and improve this busy route to the City Centre and railway station.

The New London Road underpasses could be enhanced be enhanced with improvements to the paving and lighting. The use of artwork to the wall refencing the history of the area could also add to local distinctiveness. The parapet railings are also crude in appearance and could be improved with more refined black railings.

Retention of original features

Original features to buildings, including sash window and other architectural features, green spaces and boundary treatments contribute to the character of the area. Where original features remain, it is important that these are retained and maintained in a good condition to preserve the character of the area. Various works can be undertaken to dwelling houses as permitted development, therefore not requiring planning permission. Article 4 directions could be introduced to restrict permitted development and control the loss or alteration of significant features, including replacement windows and doors, roof coverings, boundary walls and the creation of hard standings in front gardens. Where possible lost architectural features should be reinstated.



121 -133 New London Road



128 -136 New London Road

Development Pressure

The city centre location of the Conservation Area means that there is continuous pressure for extension, alteration and development. It is important this change is managed to preserve or enhance the character of the Conservation Area. The contribution of open space and private gardens, together with mature trees and landscaping, is an important feature of the area. Development in significance spaces should be avoided, or where it is feasible, should maintain the arcadia character of the area. Equally more minor extensions and other alterations should be conceived to be sensitive to the host building and its context. Front gardens and boundary walls make an important contribution to the character of the area and loss of these for car park and hard surfacing should be avoided.



Front gardens at Laurel Grove, the landscape setting contributes to the streetscene

Public Realm

Within the Conservation Area, many parts of the public footpaths suffer from cracked concrete slabs which has in turn been replaced with tarmac which detracts from the appearance of the public realm. Maintenance should use matching materials. Granite kerb stones should be retained or reinstated.

Highway paraphernalia within the Conservation Area is excessive in certain areas, such as towards Parkway and adjacent to junctions. Reducing the amount of paraphernalia would minimise visual clutter and improve the public realm of the Conservation Area.

The non-conformist cemetery is a vital open historic public space within the centre of the Conservation Area, however within this area most of the gravestones are poorly maintained and parts of the area are overgrown with bushes and ivy. Maintenance of the gravestones and removal of overgrown planting would improve this area and make its original layout more legible. Oaklands Park is another important public space within the Conservation Area where some improvements are needed to enhance the use of the space for the public. Within the children's play area grass areas need to be maintained due to excessive use. The toilet block is a very utilitarian structure and would benefit from replacement or remodelling. Car parking screening with landscaping could also be improved. The park generally has a high level of maintenance, which should continue.



View from Moulsham Street looking south



View from New London Road looking south



Non Conformist Cemetery, New London Road



View of Parkway from New London Road looking east



Front gardens 149-159 New London Road – boundary walls and railings with cottage gardens and planting add to the character of the terrace



Chelmer Lodge Care Home



Anchor Street door colourings and cleaning of brickwork on - unsympathetic amendment



Cherry Wood Grange Care Home



Painting of buildings on Queen Street – unsympathetic amendment

Development management policies, statutory duties and local and national guidance provide a basis to assess development proposals which require planning permission. Most owners are conscious of the special character of the area and wish to be sensitive in their alterations. Guidance specific to the New London Road could be provided to help inform change within the area.

Trees

Mature trees and other landscaping make up an important part of the areas character. The most significant trees are protected by Tree Preservation Orders, but all others are protected by the Conservation Area designation. Significant trees should be retained. A phased program of tree planting within public spaces and by private owner would help to give a continuous tree stock.



View from New London Road looking north showing definitive treeline



View from New London Road looking south showing definitive treeline

Suggested Boundary Amendments to Conservation Area Boundary

The current boundary area has been assessed as part of the appraisal, alongside current legislation and guidance, where any potential boundary amendments have been considered.

No changes are proposed to the Conservation Area boundary. The areas to the north and east of the boundary are already designated Conservation Areas. Moulsham Street Conservation Area conjoins the boundary to the east, adjacent to character areas 2 and 3, this provides a logical and seamless continuation of the designations. To the north Parkway itself is excluded, but the northern section of New London Road is included within the Baddow Road and River Can Conservation Area. To the remainder of the Conservation Area the boundary is largely defined by junctions with modern development or areas lacking special character. Since the designation of the Conservation Area there has been no additional historic interest found or new development of exceptional architectural or townscape merit in areas to the south and west to warrant including them within the boundary of the Conservation Area.

Conclusion

New London Road has its origins in the speculative amalgamation of land by a consortium comprising local businessmen, with legal and architectural skills. This led to the development of the road as individual parcels, with strict covenants controlling the size of houses, materials and building line. From 1840 the road was developed as a grand tree lined approach to the town centre. This arcadian character remains today with many of early villas and terraces present, amongst later infill development. Open spaces and trees play an important role in the character of the area.

The use of locally made gault brick and Welsh slate imported along the navigation and later the railway, together with refined classical proportions give the buildings' a unified character, albeit with some considerable variety across the character areas. Later development more commonly uses red brick, concentrated to the southern end of the road. The area has a mixture of uses, with commercial, community and educational functions amidst residential uses.

The area faces pressure for change through change of use, alterations, extensions, demolition and redevelopment. Some recent developments have been sympathetic to the character of the area and with careful management of change the area can thrive, whilst protecting its uniqueness. The busy traffic on the road, particularly at the Parkway and Miami Roundabout junctions, together with highway paraphernalia are particularly intrusive.

This appraisal outlines the history of the area, how it has evolved and defines its special character. Pressures on its future conservation are identified and opportunities for enhancement are set out. This provides a basis for the future management of the Conservation Area and will help all those involved in change to the area protect its unique and special character.



Glossary of terms:

Archaeological interest: There will be archaeological interest in a heritage asset if it holds, or potentially may hold, evidence of past human activity worthy of expert investigation at some point.

Article 4 direction: A direction made under Article 4 of the Town and Country Planning (General Permitted Development) (England) Order 2015 which withdraws permitted development rights granted by that Order.

Conservation (for heritage policy): The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.

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. It includes designated heritage assets and assets identified by the local planning authority (including local listing).

Historic environment: All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

Historic environment record: Information services that seek to provide access to comprehensive and dynamic resources relating to the historic environment of a defined geographic area for public benefit and use.

Local planning authority: The public authority whose duty it is to carry out specific planning functions for a particular area. All references to local planning authority include the district council, London borough council, county council, Broads Authority, National Park Authority, the Mayor of London and a development corporation, to the extent appropriate to their responsibilities.

Local plan: A plan for the future development of a local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. A local plan can consist of either strategic or non-strategic policies, or a combination of the two.

Main town centre uses: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

Open space: All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.

Setting of a heritage asset: The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

Significance (for heritage policy): The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Town centre: Area defined on the local authority's policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in the development plan, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

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*The National Heritage List for England***

Legislation

National Planning Policy:

National Planning Policy Framework 2021

Town and Country Planning Act (General Permitted
Development Order 2015)

**Planning (Listed Buildings and Conservation Areas)
Act 1990**

Guidance:

Historic England 2019 Conservation Area Appraisal,
Designation and Management Second edition, Historic
England Advice Note 1 Swindon. Historic England.

Local Planning Policy:

Chelmsford Local Plan; Our Planning Strategy 2013-2036

Chelmsford Register of Buildings of Local Value

Archives

Essex Record Office

Historic England

Chelmsford Museum