

**BROUGHTON CONSERVATION AREA:  
CHARACTER STATEMENT AND MANAGEMENT PLAN**

**(Report by Planning Policy Manager)**

**1. INTRODUCTION**

- 1.1 The purpose of this report is to advise the Cabinet of the responses to the Broughton Character Statement and Management Plan consultation documents and to consider the Council's response.

**2. BACKGROUND**

- 2.1 The District Council is committed to the production of Conservation Area Character Statements to provide an analysis of the special interest of all the district's 63 Conservation Areas. These documents will be used to guide decisions on planning matters and other changes to the fabric of Conservation Areas to ensure that the character and appearance of Conservation Areas is not diminished. It is also hoped that the publication of these documents will help to increase the general public's awareness of the special qualities that make the District's Conservation Areas unique.
- 2.2 The existing Broughton Conservation Area Character Statement was adopted in July 2001 following a period of public consultation. Under the new Best Value Performance Indicators (BVPIs), all character statements should be reviewed in a five year rolling programme to ensure that the advice being offered is relevant and up-to-date. As the Broughton document only recently expired and already meets the latest guidance for the production of such material, it was considered appropriate to update its contents and repeat the public consultation procedure.

**3. THE CHARACTER ASSESSMENT**

- 3.1 The contents of the Character Statement follows a previously-agreed pattern, which conveys the special architectural and historical interest of the Conservation Areas through maps, photographic illustrations and written text. Specific references are made to:-
- The historical development of the village
  - The essential characteristics of the Conservation Area including important views, focal points and landmark buildings.

- The green open spaces, trees and gardens in the Conservation Area.
- The architectural styles within the village.
- The distribution of construction materials.
- Examples of traditional local detailing.

3.2 This approach conforms with English Heritage's recent publication *Guidance on conservation area appraisals* 2006. It has been necessary to make only minor changes and updates to the original document.

#### **4. THE MANAGEMENT PLAN**

4.1 Since 2000, another recent English Heritage publication *Guidance on the management of conservation areas* 2006 has given further assistance to local authorities in the preparation of enhancement plans.

4.2 In response to this, a Management Plan has now been prepared for the Broughton Conservation Area. The Plan identifies potential weaknesses within the Area, as well as opportunities for enhancement.

4.3 The Plan also identifies the requirement to review the Conservation Area boundary as part of the rolling update of the material (ie within 5 years). This is considered to address the on-going management of the Conservation Area required by the new BVPIs but also honours the Cabinet's decision of April 2003 to support Conservation Area boundary reviews.

#### **5. THE CONSULTATION RESPONSE**

5.1 8 written responses have been received from the statutory agencies, local organisations and members of the public consulted. The comments received are presented within Appendix 1 and the Council's response to them is also indicated.

5.2 All comments made relate to minor issues of fact or detail, or issues beyond the scope of the document. As a result of the responses, it has been necessary to make only minor amendments to the document.

5.3 On 19<sup>th</sup> June 2006, the Development Control Panel endorsed the Character Statement and Management Plan.

#### **6. RECOMMENDATIONS**

6.1 That the Cabinet considers the responses to comments presented in Appendix 1 and agrees to:

1. Adopt the revised Broughton Conservation Area Character Statement (as previously circulated) with the amendments contained in Appendix 1 of this paper, which will become a material consideration in planning decisions.

2. Adopt the Broughton Conservation Area Management Plan as a set of proposals for the enhancement of the Conservation Area and as a basis for further discussion and project work.
3. Authorize the Head of Planning Services to make any minor consequential amendments to the text and illustrations necessary as a result of these changes, after consultation with the Executive Member for Planning Strategy.

### **BACKGROUND INFORMATION**

Draft Broughton Character Statement and Management Plan

**Contact Officer: Chris Surfleet**  
**Design & Implementation Team Leader**  
**☎ 01480 388476**