

## JUSTIFICATION FOR ARTICLE 4 (1) DIRECTION - EXAMPLES from 2005 and 2014



Changes to paint colours can dramatically affect the appearance of a traditional shopfront. The shop unit and elevations at 71 High Street (above), photographed in 2005 and 2014, were restored with grant-aid from the local partnership scheme. The change from an estate agency to a tattoo parlour required a change of image - the black with pink highlights is a bold contemporary twist. Although not included in the palette of approved colours, the requirement for planning permission for this colour scheme would have involved an assessment of whether this would be a positive step in the conservation area.

The shop at 20 High Street (below) was also restored with grant assistance. Left - the shop in 2005 and right - the shop in 2014. Planning permission is currently not required for a change to the colour scheme. If the Article 4 had been in place, the present hot pink colour scheme is unlikely to have been approved.



More damaging than the colour scheme, which is reversible, is the painting of the glazed brick stall-riser, which was installed with grant aid. Removal of paint from glazed bricks and joints could damage the face of the bricks. Currently planning permission is not required for painting masonry.





2005 - left and 2014 - right. A willingness on the part of the shopowner at 71 High Street has transformed the shopfront and improved its street presence. The main shopfront has been restored with a new mullion and recessed doorway with a hand-painted fascia, but it is the change to the colour scheme and internal lighting which has had the greatest impact.



The comprehensive restoration of No. 49 High Street (left) involved rebuilding the chimney stack, reinstating sash windows and installing a new shopfront with glazed brick stall-riser. Photographs from 2005 and 2014. Re-painting and changes to the advertisements could easily affect the character of this restored building.

Restoration of the Edwardian shopfront at 18 High Street (right - 2014 and far right - 2005) also involved extensive works to remodel the entrance doorway to the flats and restore the arched stone decorative doorcase. As planning permission is not needed for painting, this could easily be disfigured by painting.





The repair and restoration of the Edwardian shopfront at Nos. 56-58 High Street involved the cohesive painting of the shops to restore the simple character. In removing the large “detached” fascia panel, this has enhanced the character of the shopfront. Above - 2014 and right - 2005. Painting could easily alter this restored appearance by creating a disjointed shopfront.



Left - 2005. Enhancement work to 51-53 High Street, grant-aided under the Partnership scheme, involved reinstating sash windows to the first floor (right - 2014). Repainting these windows a dark colour or painting the restored brickwork could make a significant difference to the character of the area.

Right and far right - 2014 and 2005. The painting of brickwork does not need planning permission but can make a significant difference to the appearance of the conservation area.





Before and after - No.5 High Street in 2005 (left) and in 2014 (right)

Although the paint scheme has unified the shopfront, the rather dramatic yellow advertisements inside the glass are permitted development.

Boundary walls behind retail units are particularly vulnerable to alteration. The walls behind shops on the south side of High Street (below) were reinstated and restored with grant-aid. This important work could easily be undone by small-scale demolition. An Article 4 Direction would require planning permission to be submitted for alteration and demolition.



Passages leading from the High Street, between the buildings, are often lined with simple brick walls disguising yards. Demolition of these walls would lead to significant loss of enclosure and local character.





Above left - salt-glazed, bull-nosed copings to dwellings at Church Street are a rare survival and salt-glazed saddleback copings have been restored (above right) at 12-16 Coppice Side under the recent partnership scheme. At present, sections of these walls could be removed without planning permission.



Left - Ernest Hall Way. The back walls of properties fronting High Street have largely lost their boundaries. Future plans to potentially restore boundary walls to this frontage, to provide enclosure to the frontages, need a degree of protection so that they cannot be demolished without applying for planning permission.

Right - the replacement of Welsh slate roofs with concrete tiles is a major loss to historic character. This example on Church Street stands out in a uniform roofscape. Alterations like this, to domestic properties, are currently permitted development.

