

Bath and North East Somerset
Planning Services

Keynsham Conservation Area Appraisal



CONSULTATION DRAFT

February 2015

**Bath & North East
Somerset Council**

Bath and North East Somerset Planning Services

Keynsham Conservation Area Appraisal

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Acknowledgements

This Appraisal has been produced by Simul Consultants Limited for Bath and North East Somerset Council. It has been prepared in consultation with:

- Keynsham Town Council
- Keynsham Civic Society
- Keynsham and Saltford Local History Society
- English Heritage
- Various Officers of Bath and North East Somerset Council

The input from the various contributors has been much appreciated and the community perspective has added a depth to the survey work and helped focus on the key elements of the quality and character of Keynsham.

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PART 1: BACKGROUND

1.1 Introduction

The Council has a duty to preserve or enhance the character or appearance of Conservation Areas and to reappraise the boundaries from time to time. This appraisal, when approved, will be a material consideration in the determination of planning applications.

This appraisal identifies elements which contribute to the character of the area and those that have a negative impact. It provides the basis upon which proposals and opportunities are developed to preserve and enhance the Conservation Area. The accompanying Conservation Area Management Plan will describe those proposals in greater detail.

1.2 The existing Conservation Areas

Dapps Hill Conservation Area, designated in 1986 and Keynsham Town Conservation Area was designated on July 17th 1997. Requests for the Town Conservation Area came from community groups, and the proposal was subject to extensive publicity and consultation, including a public meeting on July 3rd 1997. This report expands upon the initial appraisal and proposes revisions of the Conservation Areas. Furthermore, it is proposed to create, out of the two existing, individual conservation areas, one complete conservation area. This report has not yet received Council approval and therefore remains in draft form for the purposes of public consultation.

1.3 How to Use the Appraisal

The Conservation Area Appraisal document is made up of six sections, each of which focuses on an aspect of the proposed Conservation Area. It is envisaged that the appraisal will be of use and value to a wide section of the community including local interest groups, the Town Council, property owners, developers and architectural and planning professionals in drawing up proposals which will impact on the character and appearance of Keynsham Conservation Area or its setting.

Part One provides a general introduction and an explanation of Conservation Area boundary. It also includes a brief summary of the special interest of the town arising from the report.

Part Two is a 'plan-based' analysis of the features which combine to create the general character of Keynsham and key features which contribute to the Conservation Area. The analyses also give a guide to parts of the Conservation Area, which are considered to exhibit the greatest concentration of character.

Part Three arguably the most important part of the Appraisal, divides the Conservation Area into 13 'Character Areas' which are analysed in detail in terms of their contribution to the overall Conservation Area character. This section is intended to particularly inform local residents, key stakeholder groups (Town Council, Chamber of Commerce and Civic Society for example) and developers of the existing sites within or affecting the setting of the Conservation Area.

Part Four contains an account of the significant building details, the key settlement features, This section also includes perceived current pressures and their relevance to its continuing historical preservation, its regeneration and development.

Part Five covers some of the local construction elements.

Part Six includes the relevant national and local policies; and the protection and statutory duties which result from Conservation Area designation.

PART 1: BACKGROUND (cont)

1.4 The Proposed Revised Conservation Area Boundary

The proposed Conservation Area merges both Dapps Hill and Keysham Conservation Areas to form one boundary. Its proposed name is this **Keynsham Conservation Area**. It covers 5 hectares (about 12 acres) surrounding Keynsham town centre (**See Plan 1**).

The existing Dapps Hill Conservation Area, is extended southwards to include the new area to the south eastern sector of the riverside land and Conygre Farm. "Coneygre" is the name for the rabbit warren for the Abbey. Together with the established pasture called "Winterleye" these are noted as Abbey held land which was enclosed in 1280. This remains an unspoilt area of historic River Chew valley.

The River also feeds the numerous mills downstream and date from the 10th Century and the whole valley has historic associations with Keynsham.

The triangle of land defined by Bath Hill, Bath Road and Wellsway is included as a prominent entry point and historic market place which is still legible with several historic buildings fronting the space.

Some early 20th century housing is included along the east upper sides of the Memorial Park as they are prominent and of some interest but also because they affect view points from within the Park and the east slopes of the impressive Chew Valley and park.

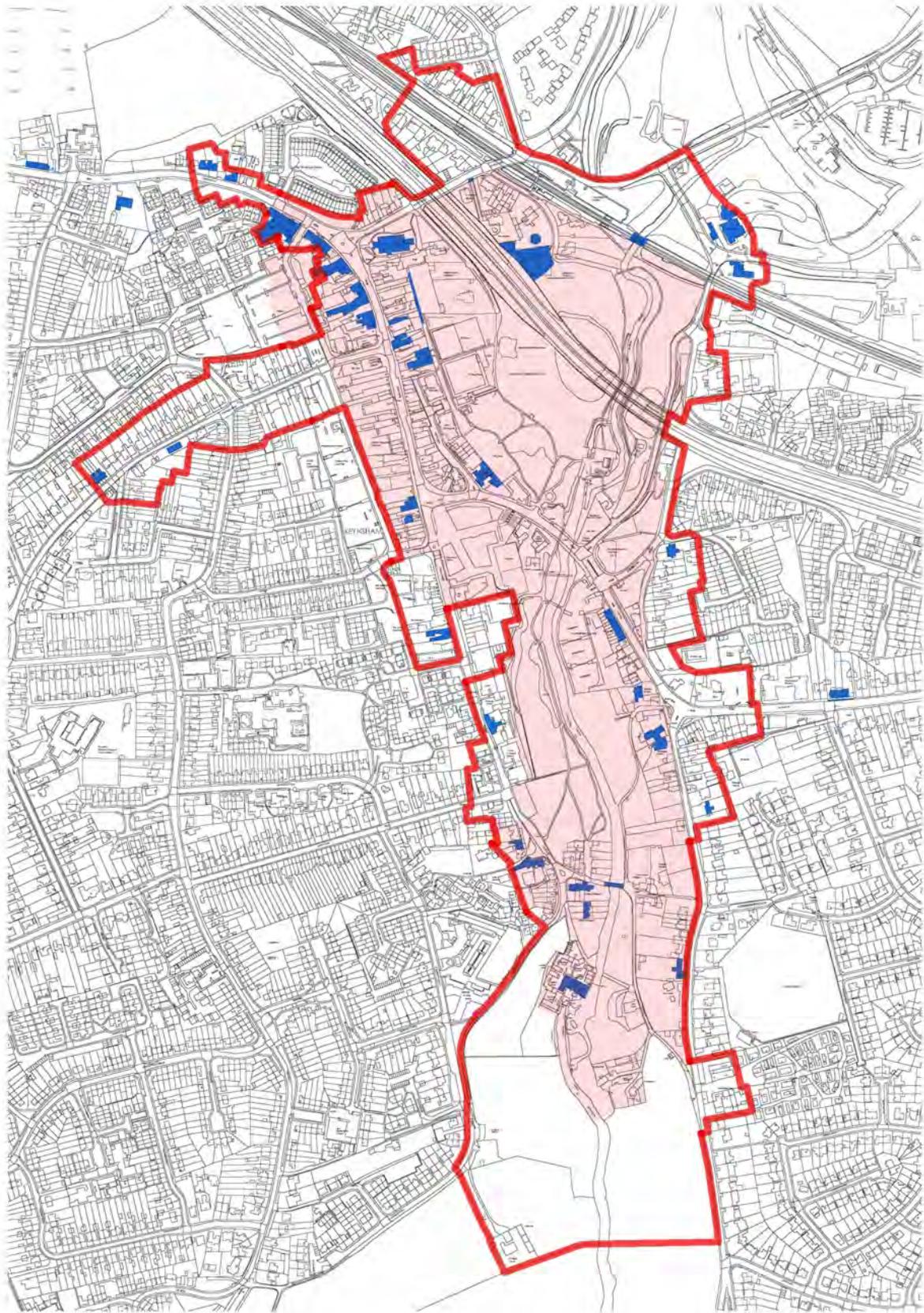
The boundary extends in a northerly direction to include the historic mill site on the river, Station Area and the Abbey remains. The northern boundary continues along Station Road including the terrace of housing associated with the railway construction.

The junction of the High Street, Station Road and Bristol Road is included along with the historic buildings to the west that enclose this important space.

Charlton Road is included as a relatively intact group of pre-1930's villas built in local Blue Lias limestone.

The boundary then continues in a southerly direction following the rear of the former historic Town burgage plots to the West Side of the High Street and Temple Street.

The Civic Centre is included as the space here identifies the end of the High Street and the buildings are now prominent landmarks. The Riverside complex, located immediately to the south, remains excluded from the Conservation Area. The 1970's Riverside development along Temple Street is considered an unworthy architectural intrusion. Even with the passage of time it remains an architecturally negative contributor, which is not desirable to include within the Conservation Area.



Plan 1: showing in red line proposed revised Conservation Area Boundary; and in pink existing Conservation Areas. Blue denotes Listed Buildings

PART 1: BACKGROUND (cont)

1.5 Summary of Special Interest

- Significant history and nationally important nearby Roman settlement of Traiectus.
- Site of Abbey which began the foundation and layout of the present town of Keynsham which is of great significance.
- Considerable archaeological potential within the town and the former Abbey lands.
- Original town built in a linear form along the ridge above the Chew valley which today provides fine views from the Town Centre.
- The natural and managed landscape of the River Chew valley provides an attractive and well used park which provides a good contrasting rural and green corridor through the present town.
- Some good examples of Georgian and 19th century stucco houses within the upper High Street.
- Contrasting nucleated village character of Dapps Hill.
- Longstanding surviving Mills along the River Chew.
- Wide use of Blue Lias stone as a building material with some slate and clay roofs.
- Some early surviving Burgage plot boundaries of the 13th and 14th centuries to rear of High Street and Temple Street (west).
- Fine grain and varied frontages and roof lines to the historic development with modest two and three storey 19th century buildings on archaeologically significant narrow plots.
- The Parish Church of St John the Baptist dating from 1250 has a strong visual presence defining the upper High Street and a former market place.
- A good range of religious buildings of various denominations survive as significant historic buildings.
- Prevalence of poor late 20th century re-development and loss of local heritage which requires remediation.
- Poor character of High Street due to discordant changes. loss of traditional shopfronts and insensitive re-development.
- Busy traffic environment in High Street which causes poor air quality, and diminishes a potentially pleasant shopping environment.



Couple of good High Street Georgian buildings



Poor prominent corner re-development



Attractive River Chew below Town



Overbearing development in Temple Street

PART 2: GENERAL CHARACTER ANALYSIS

2.1 General Character of the Town

Keynsham is a historic market town which retains a separate identity to Bristol and benefits from a mix of independent and national retailers and a strong community.

Its geographical position has made it attractive to early settlement from Roman times and the foundation of an Augustinian Abbey in the 13th century. During the 20th Century Keynsham expanded rapidly as an overspill for the expansion of Bristol.

The High Street is typically a wide market street and which dates from the 13th and 14th centuries. Consisting mostly of small 2 or 3 storey shops with office or residential occupation above. The upper High Street has the best preserved grouping of older and attractive 19th century buildings.

The High Street pedestrian environment is reasonable with a good range of shops but lacks variety. The quality of modern concrete paving and street furniture is poor; and today it also suffers from high traffic flows through the town centre which impacts the shopping experience.

Centrally within the expanded town is the Memorial Park which has been created partially from the old Abbey land, its ruins and the natural River Chew Valley landscape. The Chew Valley is well maintained and a significant asset to the town.

Dapps Hill area to the south of Temple Street has a distinctive small village character away from the busy town centre and within the River Chew valley. A number of older 17th century stone built houses survive in Dapps Hill of which 13 properties are Listed. Albert Mill, now houses, reflects the areas wool manufacturing origins and the Town's property from the 10th to 19th century.

Keynsham was much re-developed in the 1960's and 1970's. This caused a considerable loss of heritage; with long sections of re-built frontages in the High Street, Bath Hill and Temple Street; all having poor quality built form. Both this re-development and the introduction of civic car parks have also removed historic plot boundaries and removed long standing pedestrian routes which connected with the river valley with the town.

Despite the changes there remains a legacy; which though of low significance overall; has both historical and some architectural interest. There is also a significant archaeological potential which remains to be assessed through future development opportunities.

The first phase of regeneration and remediation of the Town Centre has been completed with a new Civic Centre at Bath Hill which opened in 2014.



Start of Redevelopment at Bath Hill (1968)



New Civic Centre at Bath Hill (2014)

PART 2: GENERAL CHARACTER ANALYSIS (cont)

2.2 History of Keynsham

The history of Keynsham has been very well documented elsewhere in several publications (see References).

Keynsham Town Centre today occupies the west ridge top of the Chew Valley. The River Chew joins with the River Avon to the north of the town. Now a small market town; and perhaps mostly reliant on Bath and Bristol in terms of employment and commuting. Keynsham was however an important Roman and then Anglo-Saxon settlement. There is also evidence of prehistoric land uses on land near the Chew and Avon confluence.

Recent excavation and survey work in this area has shown that this was the site of a Romano-British settlement, possibly the unprovenanced Roman 'town' of *Traiectus* recorded in the *Antonine Itinerary* as a military station town and river bridging point on the "Via Julia" great Roman Road between (Portus Abonea) Sea Mills and (Aquae Sulis) Bath.

One of the largest Romano-British villas discovered in Britain lies to the north-west of this settlement. The poor quality of the excavations at these two sites means that settlement continuity cannot be ruled out following the demise of the Roman Empire in the 5th century. However, it is conjectured, by others, that the Saxon settlement was on higher land around the existing Bristol Road/upper High Street. The finds of pottery of late Saxon date on the Nursery site excavation, immediately south west of the parish church, gives some credence to this conjecture.

There is evidence for a 9th Century Minster church at Keynsham; with fragments of decorated Anglo-Saxon stonework found reused in the later Abbey construction. In 871 it was reputedly the burial place of Healmund Bishop of Sherbourne. These, together with a 9th century book clasp found at the site, suggest the existence of a substantial pre-Conquest church in Keynsham.

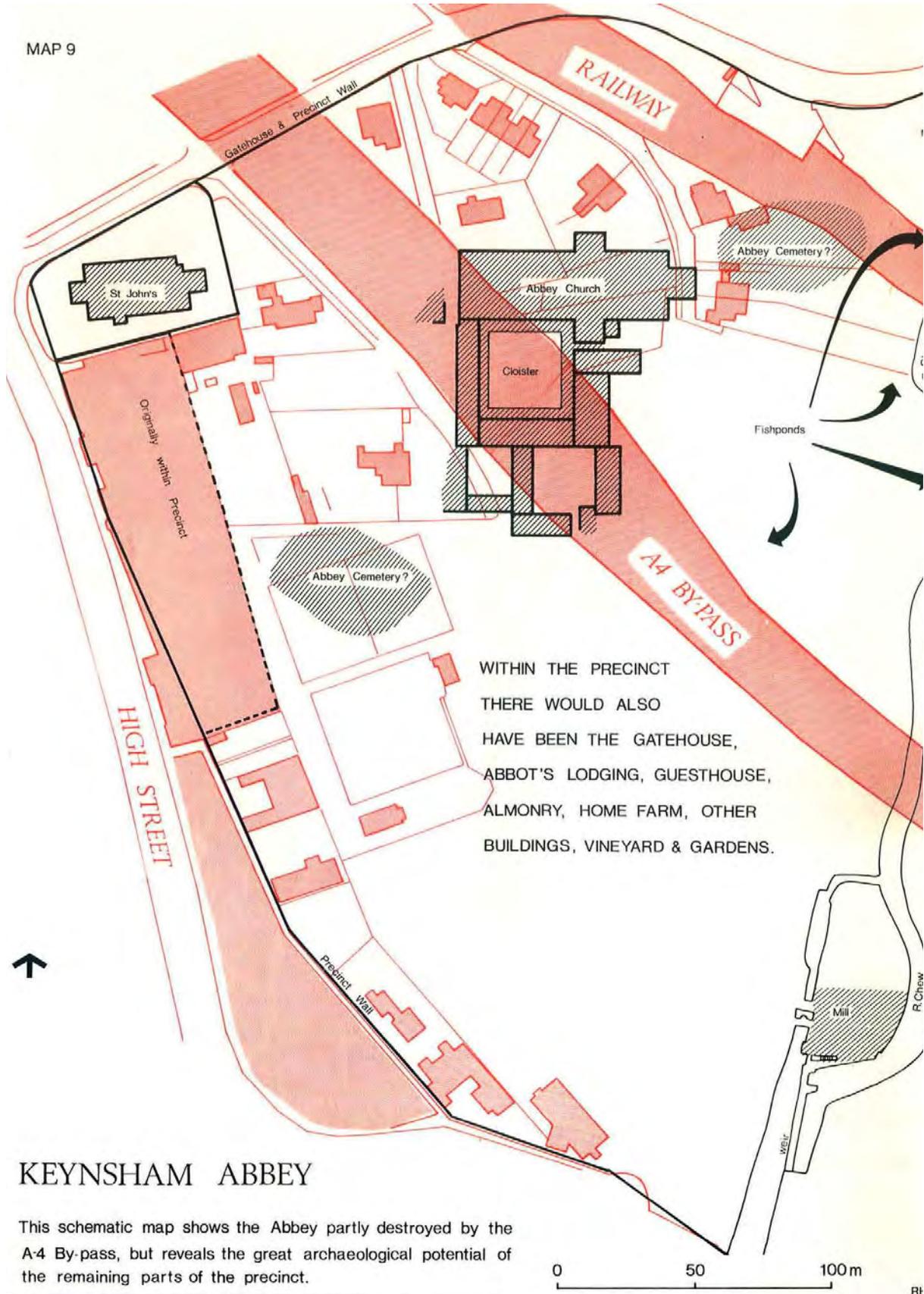
The earliest documentary reference to Keynsham is in Æthelweard's Anglo-Saxon Chronicle (c.AD 975-983) where it is referred to as *Cægineshamme* (Old English for 'Cæga's Hamm'); and also listed in the Domesday Book (1086) as *Cainesham*, which according to the legend is believed to mean the home of Saint Keyne.

Domesday shows that by 1086 Keynsham stood at the head of its own administrative district: the hundred; and describes it as following:

"The King hold CAINESHAM. In the time of King Edward it gelded for 50 hides. The arable is one hundred carucates (12,000 acres) . Thereof are in the demefne fifteen hides and a half, and there are ten carucates, and twenty fervants, and twenty-five coliberts, and feventy villeins, and forty cottagers, with fixty three ploughs. There are fix mills of fixty fhillings rent, and one hundred acres of meadow, ad one hundred acres of pasfture. Wood one mile long, and as much broad. It renders one hundred and eight pounds by tale."

The foundation of Keynsham Abbey in 1166 provided the setting for the establishment of the Augustinian monastery for 26 Canons and lay Brothers. The original precinct extended as far as the north-east end of the High Street (**see Plan 2**). What can be gleaned from the various evaluation reports is that the Abbey represented a wealthy and substantial range of buildings.

Although some detail is known about the abbey itself, less is known of the town. In 1189 there is recorded mention of a Fair ; and trading activities had probably been in operation at this site for several centuries before an annual fair was granted by King Edward 1 in 1303 and a market charter made in 1307.



KEYNSHAM ABBEY

This schematic map shows the Abbey partly destroyed by the A-4 By-pass, but reveals the great archaeological potential of the remaining parts of the precinct.

Plan 2: Schematic idea of Abbey extent to north east of town

PART 2: GENERAL CHARACTER ANALYSIS (cont)

2.2 History of Keynsham (cont)

Keynsham Abbey owned most of the land in the immediate vicinity of the town ; two areas are of particular significance - the Abbots deer park defining the western edge and Coneygre rabbit warren to the south. Documentary references to them appear in the 13th century, strongly suggesting that the plan of the town had been established by this date.

The Lay Subsidies of 1327 and 1334 provide evidence for the scale and range of trades in Keynsham, including inn-keepers, carpenters, weavers, tailors, clerks, bakers, tilers and shepherds . The extent to which the town was sponsored by the Abbey in the late 12th and 13th century is difficult to assess but is likely to have been significant to the local economy. Material recovered from pre-town layers in the excavations at the Nursery site indicates something of the economy of the settlement, with extensive deposits of animal bone relating to an agricultural base.

The Survey of Small Medieval Towns in Avon suggests the early village settlement pattern was probably centred around the Church; and the Tithe Apportionment Map of 1842 appears to present the best guide to the towns layout. Distinct groups of tenement (burgage) plots on the west side of the High Street and Temple Street suggest the Town was laid out in several stages. Remnants of medieval building and burgage plots have established 12th to 13th century continuous use in the High Street. The most regular block of tenements occurred to the south of Dane's Lane (now Charlton Road), where at least 18 narrow plots backed onto the west side of the High Street.

Probably a Back Lane east of the bottom of the High Street was laid out at the same time to create a long triangular market place. As a second phase later in-filled and straightened at the High Street/Bath Hill junction. Temple Street indicates a third phase of planned origins. The section of Town south of Carpenters Lane, which is on a different alignment, could be a later medieval addition.

No archaeological evidence for the medieval settlement to the east of Temple Street has been found because a large part of this area was destroyed between 1960 and 1974 by comprehensive redevelopment for the Civic Centre and Riverside Council offices. No archaeological evaluation was carried out at that time.

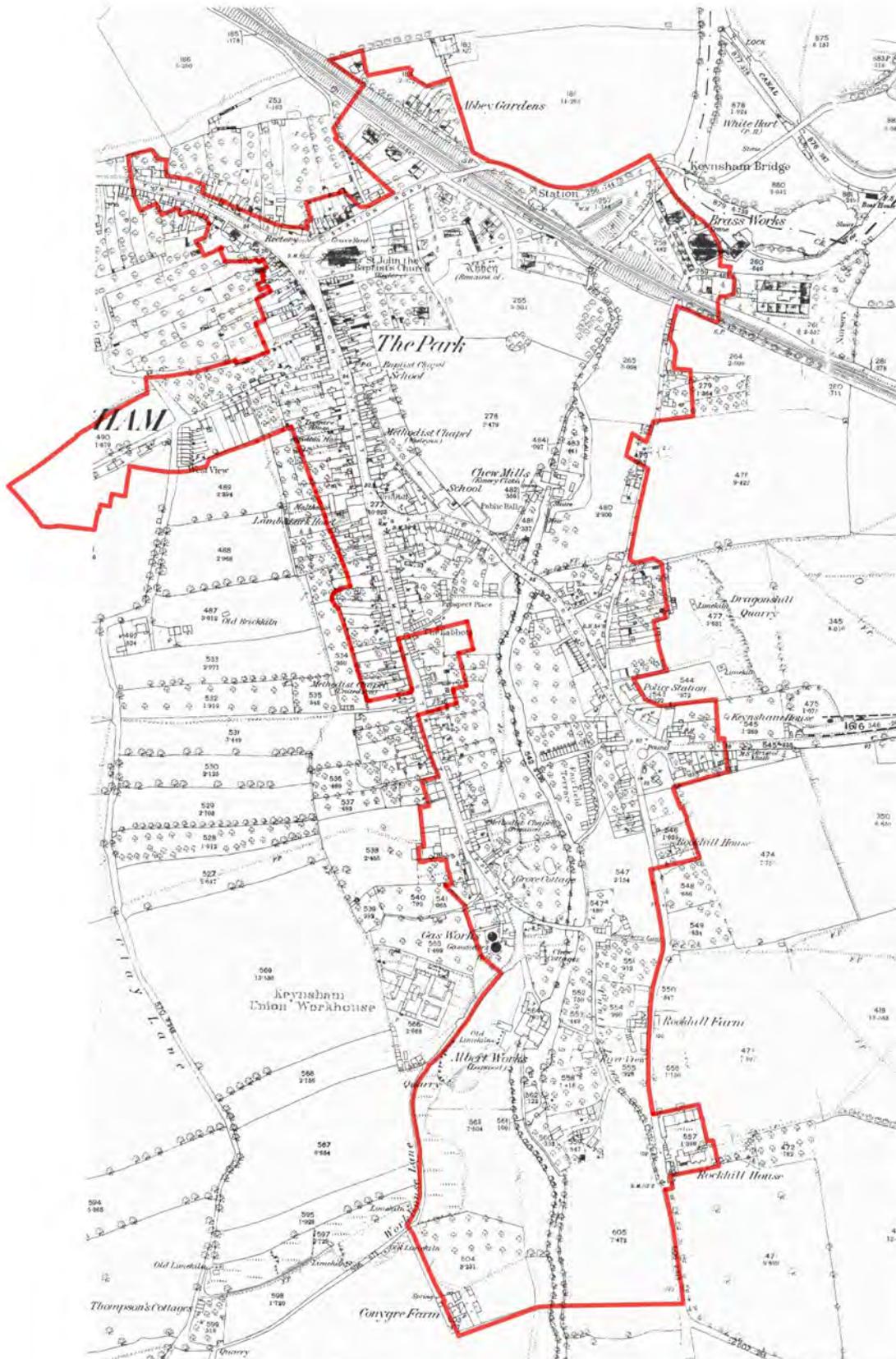
There were 3 medieval market areas in the town:

- Around the Church where Station Road, the High Street and Bristol Road meet.
- A livestock market at the junction of Wellsway, Bath Hill and Bath road. A round pound is clearly shown on the 1840 Tithe map and First Series Ordinance Survey of 1884. By 1916 the pound is shown to the rear of the Smithy; but has since disappeared.
- South area of High Street junction with Bath Hill which was gradually in-filled and later re-planned with the straight alignment of Temple Street.

Following the dissolution of the Abbey in 1539 the fortunes of the town appear to have suffered. Keynsham was passed onto two families after the Dissolution: the Bridges who bought the abbey land and built a large house on the site of the abbey, and some industrial use of the Abbey buildings; and the Whitmores who bought Keynsham Manor and Hundred in 1613. The Whitmores never lived in Keynsham and left the town to organise its own affairs, finally selling their Keynsham lands in 1775. The Bridges continued to own property in Keynsham until 1854 when the family went bankrupt.



Plan 3: The 1842 Tithe Map showing the linear planned Town constrained by the River Chew on the east. Proposed Conservation Area within red line.



Plan 4: The 1884 OS first Edition showing proposed Conservation Area Boundary

PART 2: GENERAL CHARACTER ANALYSIS (cont)

2.2 History of Keynsham (cont)

John Leland implies a state of decline by late 1545 describing Keynsham as '*sumtyme a good, now a poore market town and ruinus*'. He also describes two bridges (one in ruins), a walled royal park and local stone quarries.

From the Domesday survey there were 6 mills in Keynsham. By the 16th century Keynsham had become an important wool town. The water powered "fulling" process, (locally known as tucking), was introduced from Europe and improved through the use of wooden fulling stocks. This resulted in the thick west country broadcloth, exported largely in its un-dyed state, which brought great wealth to the local clothiers. Radical changes in demand for quality cloth and increasing manufacturing meant that the woollen industry moved rapidly to Yorkshire in the early to mid 1700's. By the end of the 18th century only the South Mill (Albert Mill today) continued in the production of woollen cloth and the others being replaced with malting, brass rolling, flax and wood dye.

The Avon Mill complex was of national and European importance because it lay at the heart of the Bristol brass industry; the region was gradually recognised in the 18th century as Britain's main centre of brass production, eventually surpassing former continental industries in output and technical expertise.

By at least the 1720s steel was also being produced in Keynsham; although nothing remains of the furnace.

Although the milling industry supported the local economy, Keynsham probably remained a small market town up until the beginning of the 19th Century. Collinson states Keynsham "consists principally of one street, which is nearly a mile in length from east to west. The River Chew runs through the east end. On the River considerable large brass and wire mills, also a steel mill and cotton mill".

There are only a few notable surviving medieval buildings. St John's Parish Church, circa 1250 in origin. 12 High Street (West End House) is believed to be on the site of the former Hospice of St John (Keynsham Abbey guesthouse). 23 High Street has a late 16th century core and original ceiling. The majority of other heritage buildings in the Town Centre are late 18th and 19th Century. Dapps Hill area contains a couple of 17th century houses (Dappers House and Chew Cottages) but considerably re-modelled)

In 1801 County census Keynsham population was 1591.

In 1827 Greenwood records that Keynsham consists of 340 houses and 385 families. 138 employed in agriculture and 158 in trade. Listing in Hunts Trade directory 1848 Keynsham had a population of 2307 in various trades the largest being beer retailers (15) Inn and public Houses (22) and River Pilots (32).

Keysham Railway Station opened in 1840. The original railway station included a station master's house, a signal-box and a footbridge designed by Brunel. In the 1920s the station platforms were lengthened to deal with increased passenger traffic created by the influx of Somerdale Chocolate Factory employees.

The Park was extant public land as the former Abbey Precincts from the 16th century and later became the municipal park in the 20th Century and laid out post-World War II and renamed the Memorial Park. It was extended after the 1968 floods to include "Chew Park" to the south and now comprises 10.7 hectares of parkland and open space. It includes recreation areas and ornamental lake, ruins of the Keynsham Abbey, mill and water-wheel, and public car parks. The contemporary award winning Bandstand was demolished in the early 1980's.

PART 2: GENERAL CHARACTER ANALYSIS (cont)

2.2 History of Keynsham (cont)

By 1901 the population of Keynsham had risen to 3152 and by 1931 to 4521. The greatest expansion in post second world war when the population increased by 1the year 951 to 8277 people. The size of Keynsham has increased dramatically during the 20th century. Initially, this expansion took the form of new estate housing constructed as suburbs to the medieval town on its western and southern sides, along the roads to Chew Magna, Burnett and Bath. It eventually expanded to the south-east of the old town, over the Dragonhill Quarry and beyond. This expansion has continued up to the present day, with the greatest expansion being the 1950s and 1960s estate housing to the north of Chandos Road.

The Fry's chocolate factory at Somerdale was built in the 1920's on fields to the north-east of the town. It was intended to be a model factory village, although it never progressed beyond the construction of the factory, its approaches along of Chandos Road and a branch line from the Station.

Although the medieval town core largely survived intact in the 19th century, it did not survive the rapid expansion that occurred in the 20th century. The location of the town between Bristol and Bath has made it a desirable dormitory town for commuters working in the two cities. Development has occurred both inside the original town area and outside it.

Before the creation of Chew Valley Lake and river level controls at Keynsham Lock and weir; Keynsham was prone to flooding. The Great Flood of 1968 inundated large parts of the town, destroying the Town's bridges including the county bridge over the Avon which had stood since medieval times, and private premises on Dapps Hill. After the flood road alteration on Bath Hill road made to lift the level of the road.

The Chew River Valley as its rapidly falls through the town and its confluence with the Avon in the north has shaped the town both in its linear settlement form and later development constraints. But also affected the siting of the early Roman settlement and its enduring milling economy from the 10th to 20th Century. The south part of the river which lay parallel to Temple Street and stretched between Dapp's Hill and Bath Hill was probably straightened during the medieval period, defining the back of town plots on the east side of Temple Street .

The Valley and Memorial Park now form a central attractive feature of the Town. However the 1970's Riverside complex on the east side of Temple Street has encroached into the upper valley side and physically removed a number of pedestrian routes which formerly existed from Temple Street to the River .

By far the most challenging re-development to impact Keynsham has been the creation of the shopping mall between 1964 and 1966, Construction of Ashton Way in 1974 cutting through tenement burgage plots to the west of the High street and forming a large municipal car park and the construction of the District Council Offices in 1978-79. All of these developments resulted in the wholesale destruction of a substantial part of medieval and post medieval Keynsham, including the demolition of 91 historic buildings. The Keynsham by-pass of 1964-65 and other road improvements including the realignment of Keynsham to Bitton road have caused further destruction and damage to the remnants of the Abbey.

PART 2: GENERAL CHARACTER ANALYSIS (cont)

2.2 History of Keynsham (cont)

The English Heritage Extensive Town Study states *“The town has been comprehensively savaged by modern redevelopment. With the exception of central Bristol, few other towns in the immediate area have suffered such wholesale destruction. In 1975 Leech estimated that over 42 percent of the frontages in High Street and Temple Street had been redeveloped since 1945”*

By the 1960s increasing road haulage and increased private car ownership resulted in the decision to partially close Keynsham Railway station. In 1970 the original station buildings were demolished and the footbridge removed to Buckfastleigh private line in Totnes.

Since 1971 the population has remained relatively stable; and is currently (2015) 15,641.

Recent re-building of the Civic Centre (2014) has removed the 1960's shopping mall and formed a landmark development of retail, library and offices in what is intended to be the first stage in regeneration of Keynsham.



Temple Street circa 1906



Temple Street Demotion 1960

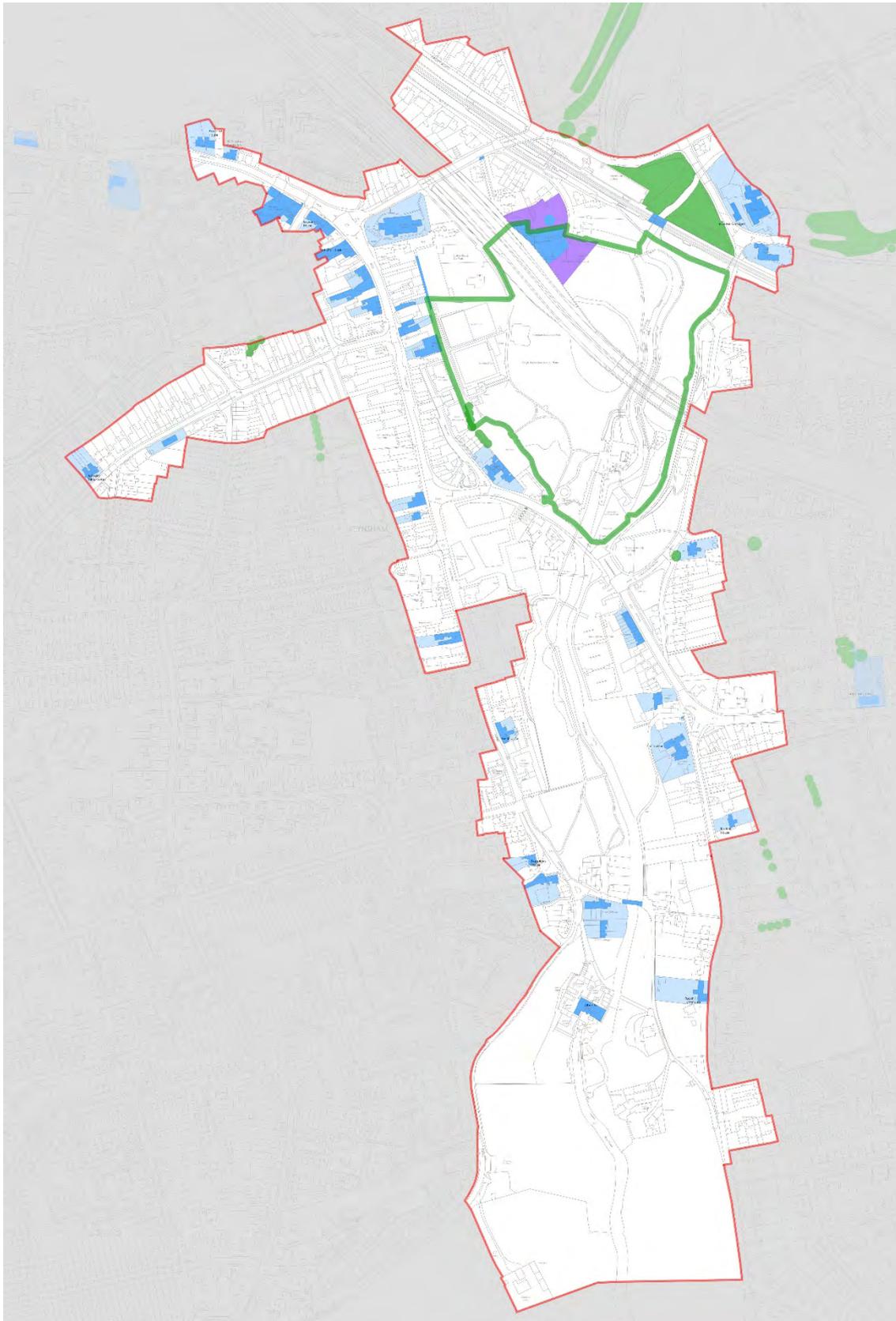


Top of Bath Hill/High Street circa 1970. 3 storey Lamb and Lark built 1795



Lamb and Lark demolished 1970 now site of Poundland

2.3 Protected Buildings and Features



Within Keynsham Conservation Area a number of buildings and other specific features are statutorily protected due to their acknowledged historical value, and their character and

appearance. These comprise listed buildings, scheduled monuments, tree preservation orders and registered parks and gardens.

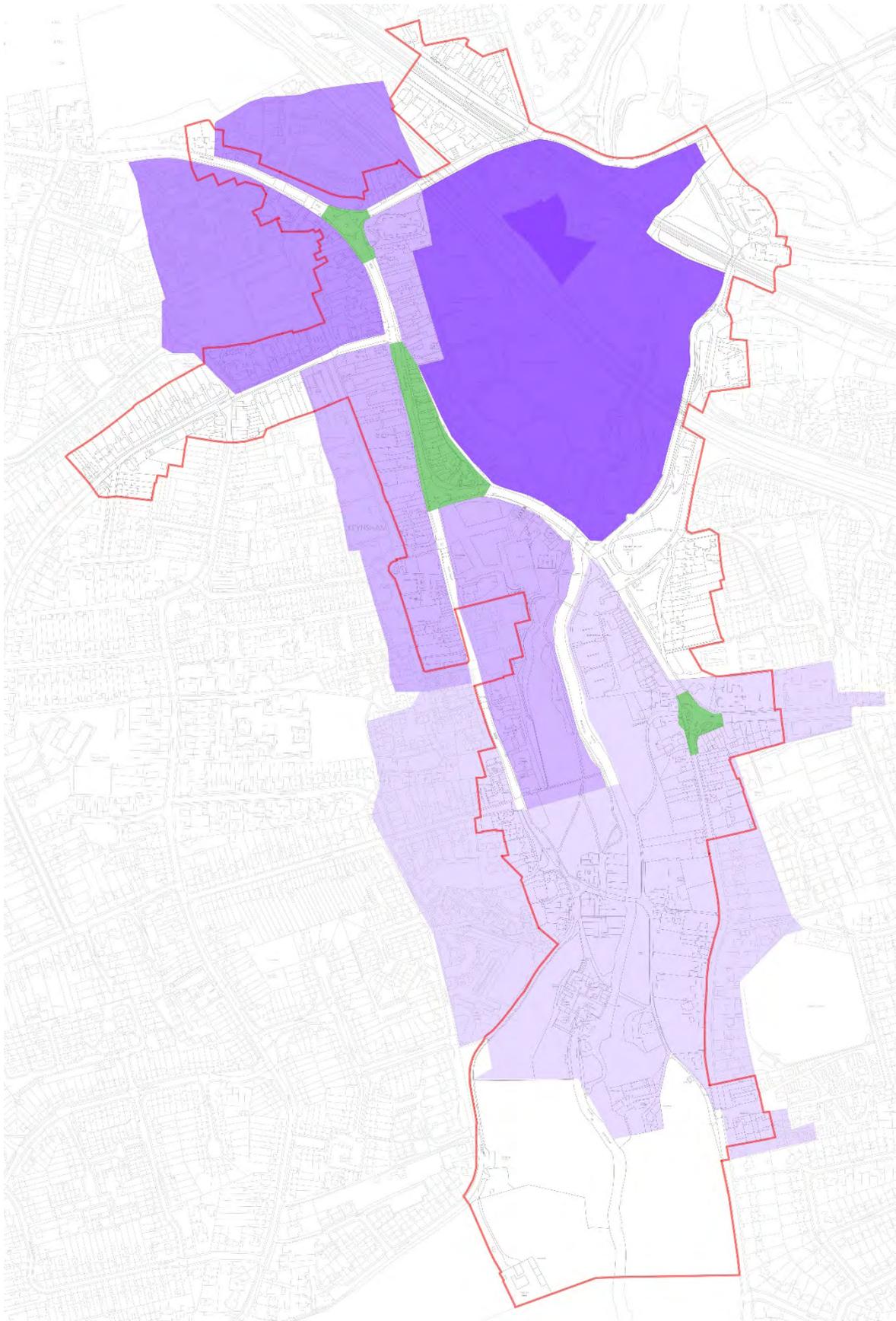
There are 57 listed buildings and structures within Keynsham Conservation Area and a further 26 within the town boundaries. Of those within the Conservation Area, all are Grade 11 listed except the abbey ruins and an abbey pier base which are Grade 1, and the archway to Park House on Station Road and the church of St John the Baptist which are Grade 11* listed.

An area surrounding the Keynsham Abbey ruins is a Scheduled Ancient Monument (ref: SAM 20279).

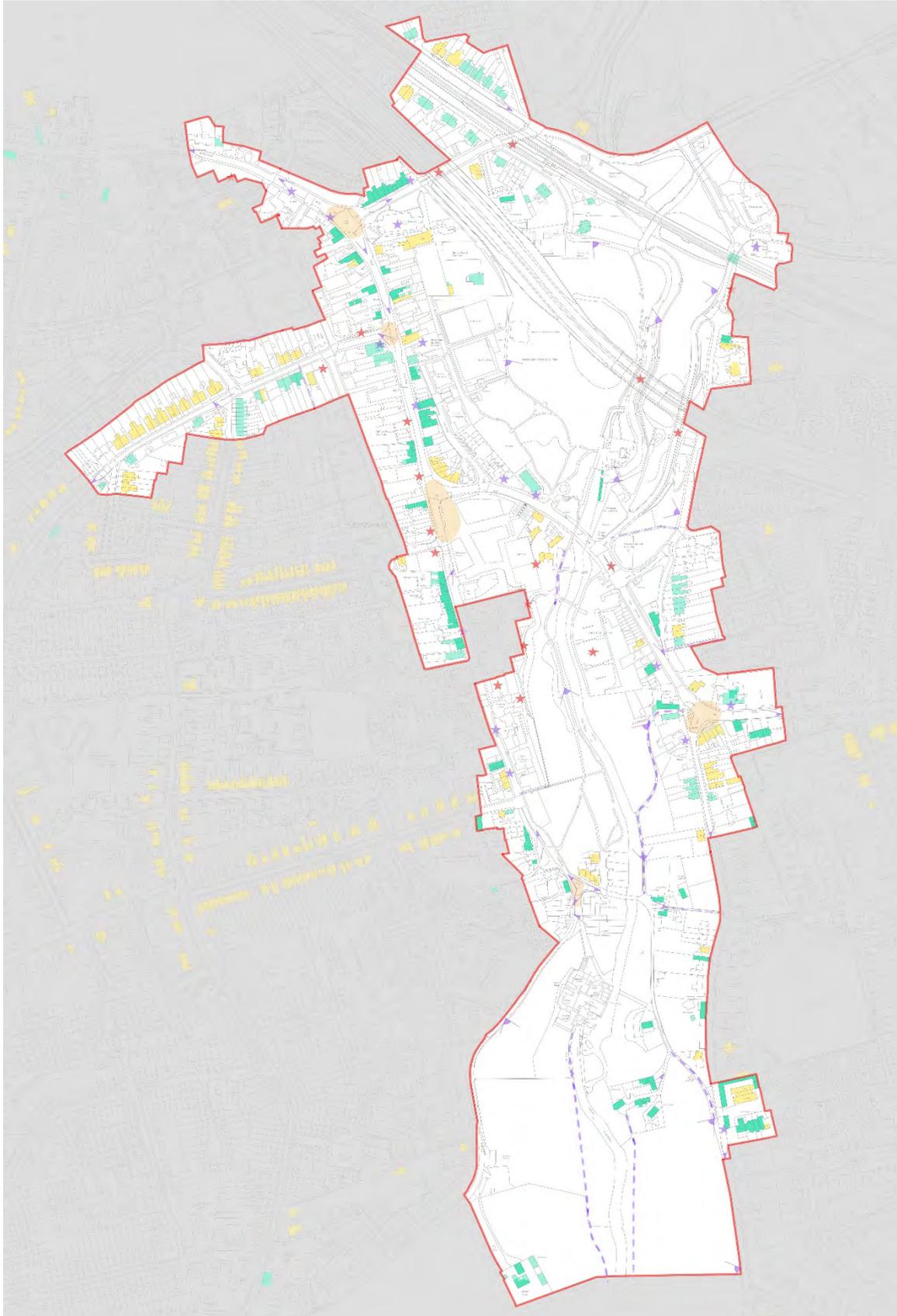
There are a number of Tree Preservation Orders in Keynsham, 4 of which are inside the Keynsham Conservation Area.

The central and northern parts of the Memorial Park at the heart of Keynsham is designated in the national register of Historic Parks and Gardens.

2.4 Archaeological Potential



2.5 Townscape Analysis



In addition to the presence of protected buildings and features, a number of other elements within Keynsham Conservation Area contribute to its character and appearance. These include the following:

Other older buildings: often buildings of lesser value than those that have been listed can still contribute greatly to the character of a Conservation Area. Based on available map data, three ages of other buildings have been identified and separately categorised as follows: Pre-1842, pre-1884, and pre-1931.

Landmarks: whether listed or not, some buildings or other features, due to a combination of their character and appearance and their position within the public realm, can become familiar and cherished landmarks over time. Landmarks are not only valuable for way-finding and orientation but represent the identity and most memorable elements of a place.

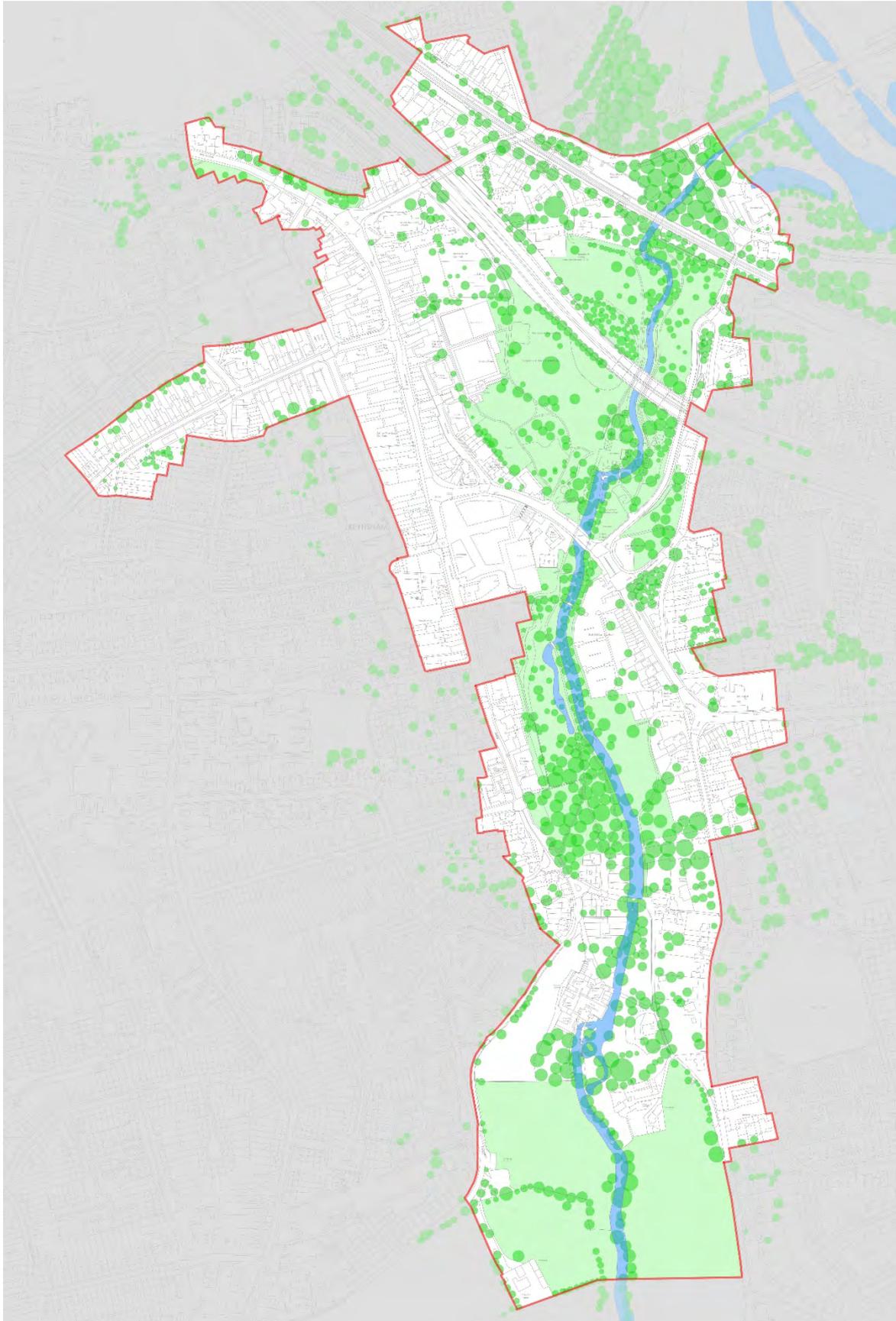
Key views: the public realm varies in its extent of enclosure, whether by buildings, boundaries or landscape. In any environment there will be vantage points that offer a greater richness of character than others through the composition of elements seen. Such key views can again represent the identity and most memorable elements of a place. Such views can be along or within a street, narrow glimpses through gaps, or panoramic across open landscapes.

Urban spaces: any built environment will have junctions and nodes where main routes meet and often where interaction and activity has taken place for many years. In the past such spaces performed the function of markets and livestock sales. Now they are meeting and interchange points often for several modes of transport and are often the environment where main landmarks and views are enjoyed.

Historic paths and routes: although perhaps more ephemeral than some of the above, paths and routes that have been in place and used for many years have an intrinsic historical value and can connect the future of a place with its past.

Eyesores: Although not a positive contributor to character, it is a valuable part of any townscape analysis to establish which features detract from the character and appearance of a place, to assist in formulating strategies to reduce their impact and enhance what does contribute.

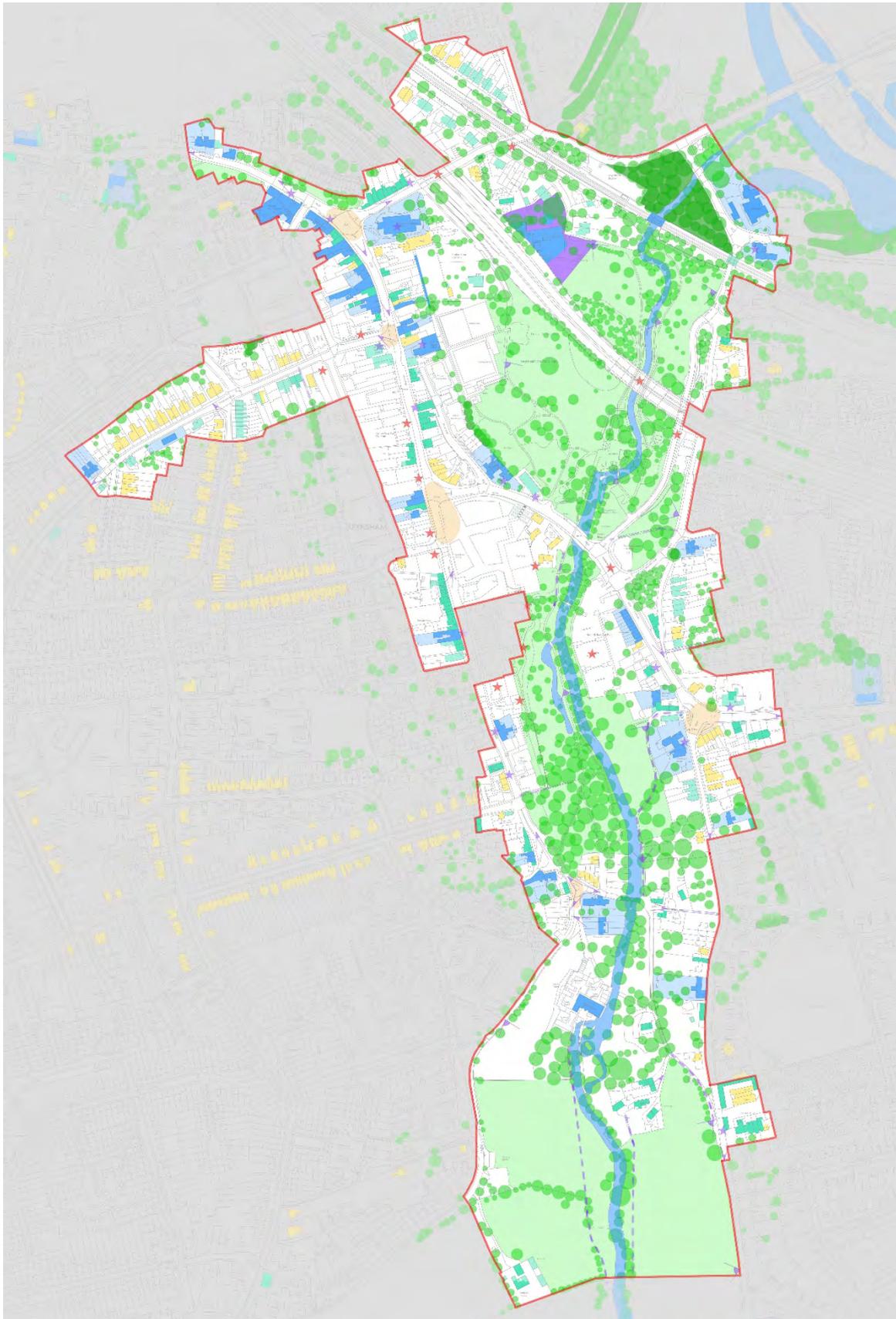
2.6 Significant Foliage, Green Spaces and Water



In addition to their environmental benefits, trees can be a valuable part of the public realm, connecting any built environment to its landscape. Indeed, landscapes and watercourses can encroach well into an urban environment, increasing that sense of connection between a place and the locality in which it sits.

Significant foliage, or trees above a particular size, are also given a degree of protection when within a Conservation Area, requiring notification before any significant works can be carried out to them.

2.7 Key Areas of Character



With the exception of underground archaeology, all the above positive contributors to the character and appearance of a Conservation Area are usefully overlaid on a single plan to give an impression of the parts of the Conservation Area that contain the greatest concentrations of character.

This combined plan can be useful for development management by identifying valuable features in and around potential development sites, and for the prioritisation of resources towards key areas in particular.