

CONSERVATION AREA STATEMENT



HIGH STREET CONSERVATION AREA



December 1998



FOREWORD

Section 71 of the 1990 (Listed Buildings and Conservation Areas) Act advises local planning authorities to periodically formulate and publish proposals for the preservation and enhancement of their Conservation Areas.

This statement sets out the Borough Council's proposals for the High Street Conservation Area. Public Consultation on the Statement took place between October 1997 and January 1998. All businesses, shops and residents within the Conservation Area were informed by letter of the consultation draft Statement and the Crawley Museum Society and High Street Conservation Area Committee were formally consulted.

The Statement amends and updates the approved Conservation Area Statement of 18th November 1991.

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INTRODUCTION

Since the designation of the Conservation Area in 1986, and the publication in November 1991 of the Conservation Area Statement, the planning and conservation context has changed significantly.

In June 1996 the extent of the Conservation Area was reviewed and its extension along Ifield Road approved by Committee (October 1996).

Environmental improvements, identified for four of the five areas in the Statement of 1991, have been completed.

In July 1996 the High Street Relief Road was completed resulting in a reduction in the amount of vehicular traffic passing through the High Street.

In December 1997 the town market relocated from the Haslett Avenue car park to the High Street.

The Government has issued new planning advice on sustainable development and design.

There is now a need to review the Conservation Area Statement particularly since West Sussex County Council and the Borough Council are progressing proposals for major environmental improvements to the High Street and the renewed commitment to conserve and enhance the area generally. The Area designated as a Conservation Area is shown on Map 1 and the official schedule in Appendix 1.

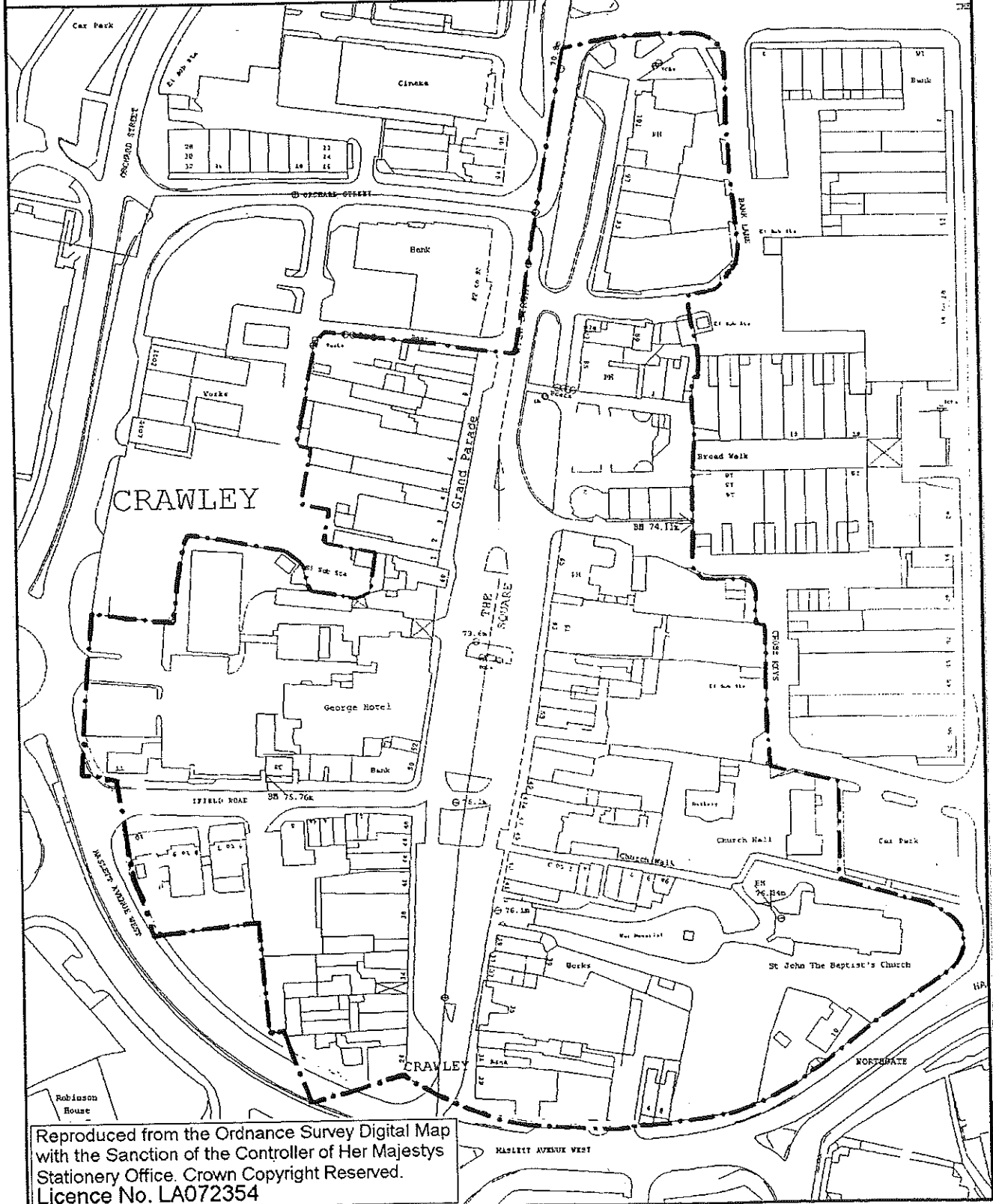


The George Hotel

High Street Conservation Area

Map 1

--- Conservation Area Boundary



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THE HISTORY OF THE CONSERVATION AREA

The site on which the Conservation Area is based has a long history dating back to Norman times and beyond. The main settlement is thought to have developed when farmers, living at the foot of the Downs, used the area for summer pasture. In doing so north-south tracks were formed and it is believed that Crawley, based almost entirely on the High Street, was located at one of the main north-south intersections. The Domesday book does not record Wealden settlements because they belonged to the Downland manors. However, there is evidence that Crawley was granted a weekly market in 1203 and that a fair was staged on an annual basis from the 1270's onwards. A church was built to serve the area in 1250.

Crawley continued to grow as a trading centre and working place in Medieval times. The George Hotel was originally a private house dating from the 15th century, however it developed into a coaching inn during the eighteenth century. It is believed that towards the end of the nineteenth century several buildings developed within the centre of the Street. These could have housed shops, small craft workshops and local public buildings, although it is known that one of the buildings was an annex to the George Hotel. In view of the width of the High Street, it has been suggested that a weekly market may have been in operation, however, there is evidence to suggest that the regular market site was located south west of the High Street. In the mid 19th century the railway replaced the coaching era and new houses developed around the busy junction to the east at Three Bridges and in parts of West Green and Southgate. However, its position on the main north/south road route meant that it remained the most important settlement in the area. In 1939, increasing traffic congestion in the High Street led to the construction of the A23 bypass (Crawley Avenue). Just before the Second World War, Grand Parade was constructed as a major improvement to the High Street shopping area.

The designation of the New Town heralded a change in the function and importance of the High Street. The Street was originally to remain as part of the Main Shopping Area, but cottages to the north east were demolished to make way for the Broad Walk, the first part of the New Town shopping centre. During the 1950's the shops in the centre of the High Street were demolished and replaced by car parking spaces. At the same time the New Town shopping areas were being extended. Traffic in the High Street increased considerably in contrast to the New Town areas which were increasingly made traffic free. Consequently the contrasting environmental conditions and quality and range of shops available in the two area's resulted in the decline in the shopping role of the High Street. The completion of the High Street Relief Road in July 1996 has now reduced traffic in the High Street.

IMPORTANT FEATURES: THE AREA AT PRESENT

The High Street includes a number of features which contribute to its character and setting. In particular, the buildings and open spaces have a unique relationship to one another and affect the movement of people within the street and the potential for new development and environmental enhancement planned for the area.

The Square

The area in front of the George was originally occupied by shops, which enclosed The Square on the south side. These could reflect a market place or occasional market stalls becoming a permanent feature or the position of such buildings as a Market Hall or Town Lock-up. During the mid 1950's the buildings, including an annex to the George Hotel, were demolished. Its present distinctive width, particularly in the area called The Square, has made it an important and well used public open space;

The Gallows

An attractive and well known feature of the street scene is "The Gallows" a wooden framework surmounted by a metal sign in front of The George Hotel. The name "The Gallows" is probably a reflection of the shape of the structure rather than an indication that a hangman's gallows existed nearby. This feature is part of the listed George Hotel and is protected;

The War Memorial

The War Memorial and Parish Churchyard are notable features off the High Street. They form an important visual link between the old and new town;

The Greens

Within the northern half of the High Street there are two areas of grassed open space that contain important tree specimens. The 'greens,' as they are known, provide a visual and important focal point in a street otherwise devoid of greenery. In particular, the Jubilee Oak adjacent to the Broad Walk piazza is a fine mature oak tree which is protected;

The Broad Walk Piazza

The Broad Walk area comprises a mix of buildings surrounding a newly refurbished pedestrian piazza area. The buildings range from the listed Hogs Head public house, to the more modern developments to the south. The eastern section of Broad Walk links the modern Main Shopping Area of the Town Centre to the western end of Broad Walk which opens out onto the greens and High Street. This area is an important gateway between the New Town and the historic High Street;

Church Walk

Church Walk and its associated alleyways have been re-surfaced in redbrick pavers and re-furbished with traditionally styled lamps and a "gateway" sign. The close relationship of the buildings and the presence of small specialist retailers provides a unique ambience that is not reflected anywhere else in the town. The proximity of St John the Baptist Church, the thick hedge lines and the garden setting of the rectory also add to the special character of the area. This area is an important pedestrian link between the southern part of the High Street and the Main Shopping Area of the Town Centre;

Crawley Traders Market

In a similar way the Traders Market provides an important pedestrian circulation space and link between the Orchard Street car park and the High Street. The completion of the High Street Relief Road has resulted in the increased use of the multi-storey car park and hence an increase in pedestrian activity in this part of the town;

The High Street Relief Road

The completion of the High Street Relief Road and the extension of the High Street Conservation Area along Ifield Road, has created an important junction. This is likely to be an important pedestrian route between the residential area of West Green and the High Street.

Listed Buildings

There are twelve listed buildings within the High Street Conservation Area, including the extension to the Conservation Area. Appendix 2 describes the buildings and Map 2 shows their location within the area. They are important to the special character and historic importance of the Area for the following reasons:

Four of the buildings (the Parish Church, 49/51 High Street, The Old Punch Bowl, 101 High Street and The George Hotel) are Grade II* listed buildings and are regarded as having particular architectural or historical importance of more than local significance.

The listed buildings are spread throughout the length of the High Street, no single area having a dominating group of historical buildings.

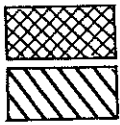
A number of the buildings were (or are) inns, reflecting the High Street's position as a trading centre and a resting place on an important route.

All are of great age. Although several were altered during the 19th century, most date originally from the 15th or 16th centuries.

Although there are exceptions, most of the listed buildings are in a good state of repair and have undergone sympathetic refurbishment in recent years.

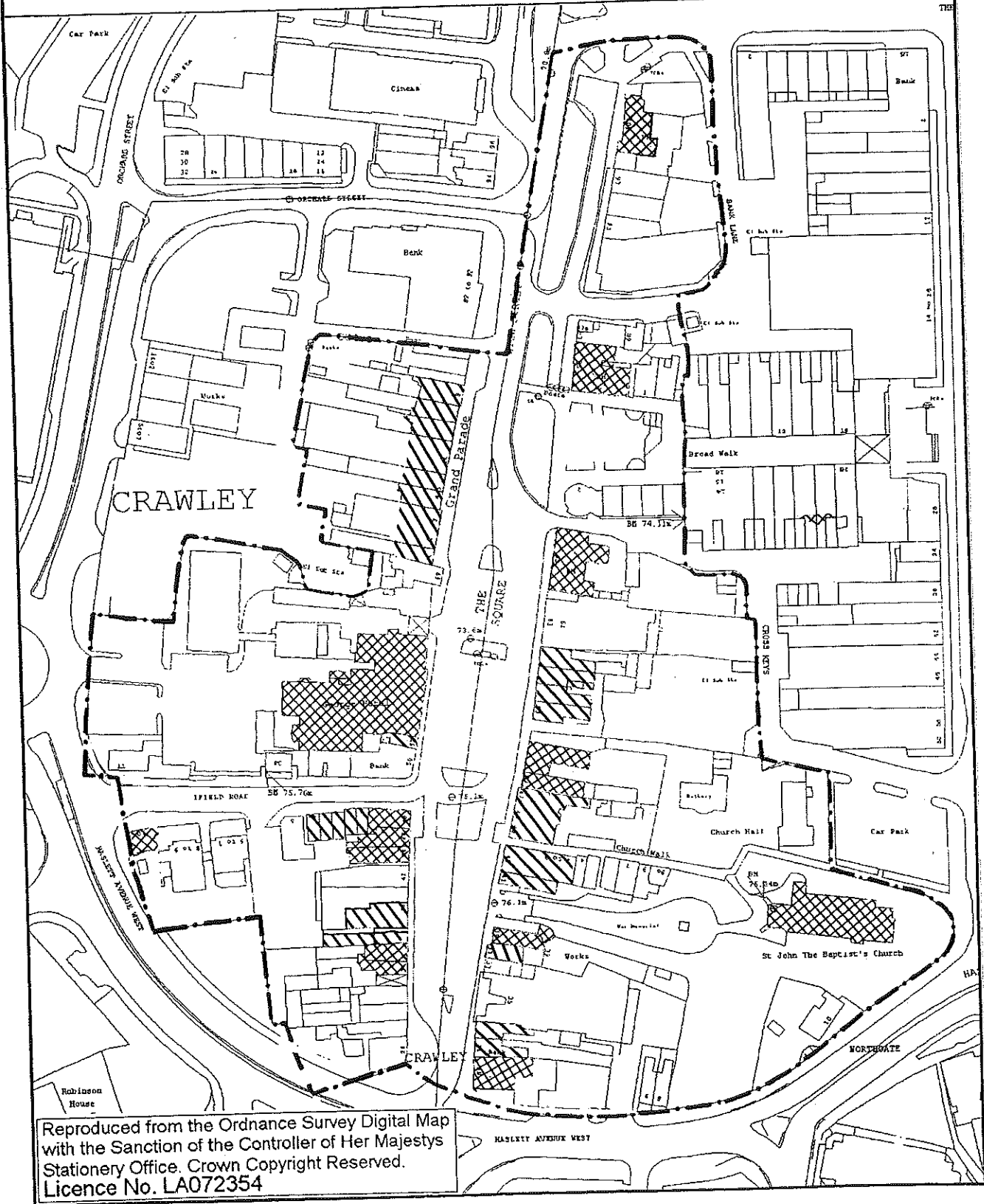
High Street Conservation Area

Map 2



Listed Buildings

Buildings of Historical and Architectural Interest



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Other Buildings of Note

In addition, there are many other buildings in the Conservation Area which contribute to its character and are of local historic or architectural interest. PPG15 states that local authorities should identify such buildings and prepare Local Plan policies for their protection. Appendix 3 lists these buildings and Map 2 shows their location. The following points are worth noting.

These buildings are well spread throughout the Conservation Area, linking together the listed buildings and providing historic continuity along several frontages.

Most date from the 19th and early 20th century and display interesting design features of this period. Grand Parade is a fine example of inter-war shopping development and, although relatively new, is an important part of the area's character, providing an historical link between the old trading centre and the New Town Main Shopping Area.

CONTROLS AND POLICIES

The following Section provides a brief summary of the planning controls which could be used to restrict proposals for new development. This section provides the policy context for the planning and design guidance in the following section.

Local Plan Policy

Local planning policy for conservation and the High Street is stated in the Built and Natural Heritage Chapter of the Crawley Borough Local Plan Deposit Draft 1995. Policies BN1, BN2, BN7 and BN16 seek to protect buildings within Conservation Areas generally and promote improvements to the High Street in particular. The Shopping Chapter of the draft Local Plan also contains policies which are relevant. In the draft Plan the High Street is designated as a Secondary Shopping Area under Policy SH11. Unfortunately as a result of several appeal decisions during the mid 1980's the Borough Council has accepted that it can no longer resist proposals for the change of use of shops to 'non-retail uses' such as pubs, building societies and estate agents. Whilst this gradual change has reduced the historic trading function of the Street, the new uses have contributed to vitality and viability in other ways and have secured the use of buildings, that may otherwise have remained vacant. Notwithstanding this, the Borough Council's planning policies aim to ensure that if a change of use is to occur then it should not prejudice the future potential for ground floor retailing. Consequently, the retention of a shop front is required. In addition, other policies promote local authority investment and improvements with the aim of creating an environment suitable for shops and shoppers.

Conservation Areas

Planning permission is required for proposals to remove trees, demolish buildings and alter buildings. Under certain circumstances a local planning authority can apply to the Secretary of State for the Environment, Transport and the Regions for an Article 4 Direction to withdraw specified permitted development rights and bring further matters of development within planning control.

Listed Buildings

Listed building consent is required for all changes which could affect the architectural or historic interest and appearance of a listed building. Listed building consent is required in addition to any requirement for planning permission.

PLANNING OBJECTIVES FOR THE HIGH STREET CONSERVATION AREA

Planning and Conservation Objectives

The planning objectives for the High Street Conservation Area are outlined below. They have regard to the character assessment and relevant policies detailed in Section 3 and 4 of this Statement. The open square, the green's, the small pedestrian alleyway's and the historic buildings are area's which should be protected from inappropriate development. The historic trading function of the street has also declined and this is a trend which must be reversed. The planning objectives set the context for the design guidelines on which future planning decisions will be based.

These objectives are:

to secure a more sustainable level of development;

to sustain and enhance vitality and viability within the High Street and in particular, to restore the areas historic function as a trading centre for Crawley;

to increase the mix of land uses within the High Street and in particular, to increase residential uses;

to secure sympathetic new development, redevelopment, changes of use and improved standards of design generally;

to ensure the retention of all listed buildings, and encourage the retention of other buildings of historical and architectural merit identified as being important to the areas character and appearance;

to progress environmental improvements within the High Street which reduce the dominance of the car, improve the pedestrian environment and enhance the historic character.

to secure the removal of unauthorised development unnecessary signage and street clutter; and

to secure the continued maintenance and repair of all buildings, street furniture and floorscape features.

DESIGN ADVICE FOR NEW DEVELOPMENT

Sustainable Development

The Borough Council is seeking to secure a more sustainable level of development throughout the Town both now and in the future. Within the High Street there is constant pressure for new development and change which, if permitted, should be carried out in a more sustainable way. Proposals for new development, redevelopment and changes of use should, subject to the strict design principles identified within this Statement,:

- use recycled materials such as roof tiles and bricks;
- refurbish and reuse existing premises rather than redevelop;
- encourage a mix of uses, which can help to reduce the need to travel between different land uses, rather than single use developments;
- design and refurbish buildings so that they use energy more efficiently.

The Borough Council is currently preparing new Supplementary Planning Guidance Notes on sustainable development. In particular on landscaping and sustainable designs.

The Design statement

Proposals for new development and extensions which are within or adjacent to the High Street Conservation Area should be accompanied by a design statement which:

- explains the design, functional and sustainability principles on which the development is based;
- explains how the development relates to the historic character and setting of the Conservation Area; and
- explains how the development will meet the planning objectives contained within this Statement and the relevant policies in the draft Local Plan.

Design statements should explain how a development proposal takes into account the character and appearance of the High Street, for example, in its scale, density, height, massing, use of materials, landscape, layout and access. The Statement should explain how the proposal relates to neighbouring buildings, open spaces, the pattern of the street and the environmental improvements proposed for the wider area. Drawings and artists impressions should accompany design statements.

New Development: General Design Principles

The character and appearance of the Conservation Area is a result of the existing mix of spaces, building types and styles and the variety of land uses present. The High Street is a commercial area within the Town Centre and is constantly subject to development pressure including new development, extensions, alterations and changes of use. The following provides specific planning and design advice which should be considered before developers and designers submit planning proposals.

Streetscape

- **Proposals for new development should reflect the open street character of the High Street and should not normally develop beyond its existing building line.**

Although in the past the High Street contained built development it is now characterised by an open 'Square' and grass areas in the northern part of the street. These open spaces are important to the character of the streetscape and where new development is proposed it should not compromise the integrity of the grass areas. Proposals for new development within the street will only be acceptable if they are small in scale, reflect the character and historic setting of the Conservation Area, do not significantly reduce the public use of the Street and enhance views into and out of the High Street. The town market is located centrally within the street and this is considered appropriate.

Views and Vistas

- **Proposals for new development should not restrict views north and south of the High Street or east and west from St John's Church, Ifield Road, Broad Walk and Church Walk.**

Maintaining views and vistas into and out of the High Street is very important for a number of reasons. Firstly, it secures visual prominence which in turn can encourage pedestrian flows between the new Main Shopping Area and historic High Street. Secondly, it affords amenity benefits by securing visual access to important buildings and features such as the trees located on the green's and the Church. Proposals for new development should be designed so that they create new views or secure and enhance existing views.

Scale and Proportion

- **Proposals for new development should not normally be more than 3 storey's in height.**

Most of the historic buildings in the High Street are of modest size and proportions. Many occupy narrow frontages however some are only two storeys high. Consequently, new development should not dominate the skyline of adjacent properties.

Vertical Emphasis

- **Proposals for new development should have a vertical emphasis to their overall design.**

The use of modern building techniques means that new buildings often appear to have a horizontal and square emphasis to their design. In contrast, many old buildings have a strong vertical emphasis, particularly in terms of fenestration and roof pitch. Designs for new buildings should respect a vertical emphasis.

Modern v Traditional Style

- **Proposals for new development should be of a design which is sympathetic to its surroundings and which does not dominate the street scene or change the perception of the area as an historic street.**

A well thought out, sympathetic modern design is often much better in an old area than a poorly executed pastiche of a traditional design. Consequently, it would be inappropriate to prohibit the use of modern designs. On the otherhand it is clear that many inappropriate modern designs would be out of place in the High Street. Designs should relate to their surroundings.

Materials

- **Proposals for new development should normally be constructed from the brick, wood, stone and tile hanging commonly found within the High Street.**

No single local material predominates, although timber, plaster and red clay tile hanging are noticeable features to the listed and locally listed buildings. Some modern materials are specifically designed to be compatible with those used on older buildings. However, most modern materials like plastics, metals and concrete generally give a building a different appearance. Whilst the use of modern materials is not precluded, their use should be compatible with surrounding development.

New Development: Minor Alterations and Refurbishment

All works which affect the appearance and historic or architectural character of a listed building require Listed Building Consent, irrespective of whether they require express planning permission. However, many alterations and improvements to unlisted properties in the Conservation Area do not require planning permission.

Windows and Doors

- **Replacement windows and doors should be of an original style and appearance.**

Many original windows have specifically designed proportions, distinctive frames and glazing bars and methods of opening which should be retained. The original fenestration of the Grand Parade, for example, has been destroyed by the piecemeal replacement of modern windows and these alterations do not enhance the Conservation Area. Replacement doors can also cause similar problems as they are usually made of modern materials and in different styles to the originals. Where listed buildings are concerned, the planning authority will require a door or window of a style and appearance which is compatible with the overall design of the building.



Example of Undesirable replacement windows

Roofs

- Roofs should be repaired or replaced with the same material as originally used, or the nearest equivalent if original materials are not available.

Roof maintenance is important for preserving an historic building. Although often overlooked when considering the elevation of a new development, roofs have an important role to play in the appearance of a building and the street scene. Red clay tiling and slate roof tiles are materials commonly used within the High Street and should be continued where appropriate.



Example of Uncomplimentary Adjacent Roof Styles

Guttering, Downpipes and Building Refurbishment

- **Traditional materials should be used to repair or replace guttering and downpipes.**

Plastic or similar modern materials are not appropriate and should not be used on historic buildings.

Masonry and Woodwork

- **The repainting of masonry and woodwork on a listed building will be strictly controlled so that it reflects the original style and appearance of the building.**

Regular repainting of woodwork and stonework is a necessary maintenance measure for any building. Repainting of an unlisted building does not require planning permission although care should be taken over the colour and the Borough Council will provide expert advice. Repainting of a listed building does require listed building consent if it would materially alter the character or appearance of the building. Bright colours or decorative pastel shades are not appropriate.

Advertisements and Commercial Signs

The Borough Council has prepared a guidance note entitled 'Signs and Adverts in Crawley Conservation Area: Design Guidelines.' This is attached as Appendix 5 to this Statement.

New Development: Shop front and Fascia Board Design

The provision of a shop front will be a requirement of all new development which either fronts onto the High Street or is within the Conservation Area generally. This is a necessary planning requirement because it ensures the potential for future retailing in the area and is a Local Plan policy aim.

- **New or altered shop fronts should be designed so that they integrate with the surrounding buildings and historic character of the area generally**

The perception of most frontages along the High Street and consequently the character and appearance of the Conservation Area, is strongly dependent upon the quality of its shop fronts. Shop fronts should be of traditional materials and designs which enhance the perception of the area as an historic trading area. On more modern buildings the traditional shop front designs should not overtly contrast with the building on which they are proposed.

- **A shop front must reflect the vertical emphasis of a frontage.**

Shop fronts or fascia boards should not extend across more than one unit or property, especially where there is a clear division between buildings. Conversely, care should be taken in designing sub-divided shop fronts and discontinuous fascia boards for a frontage originally designed as a single entity. Where the ground floor of a building has been formed into two or more units, it is desirable that the points of division reflect those on upper storeys and the appearance of each shop front and fascia board is compatible with its neighbours.



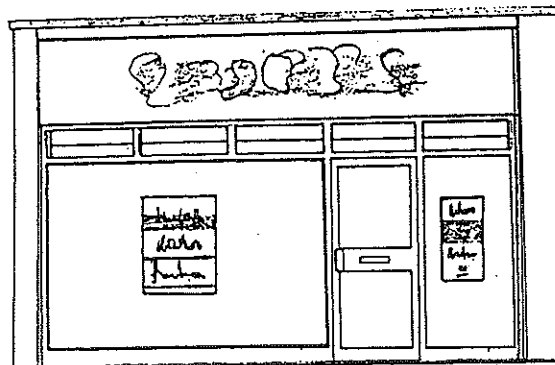
Appropriate New Shop Front

- Shopfronts and fascia boards should not dominate or conceal historic building features.

A shop front which conceals or detracts from features of its design such as pilasters and cornices is not appropriate. For buildings with distinctive architectural features such as specially shaped windows or brickwork it is important that new or altered shop fronts do not introduce special or novel features which contrast with the style or features of the building.

- The design of shop fronts for buildings in historic areas should avoid large plate glass and shallow stall-risers.

Special care must be taken in the size of the shop windows and depth of stall risers. The modern trend is for large windows with very shallow or no stall risers whereas older styles normally had smaller or sub-divided windows and stall-risers of one or two feet deep. In addition, these stall risers were often specially designed to be a feature of the overall facade. Consequently, traditional designs are acceptable.



Inappropriate New Shop Front

New Development: Satellite Dishes

- All dishes should be positioned out of sight of the main street scene, below roof ridges and not on chimneys.

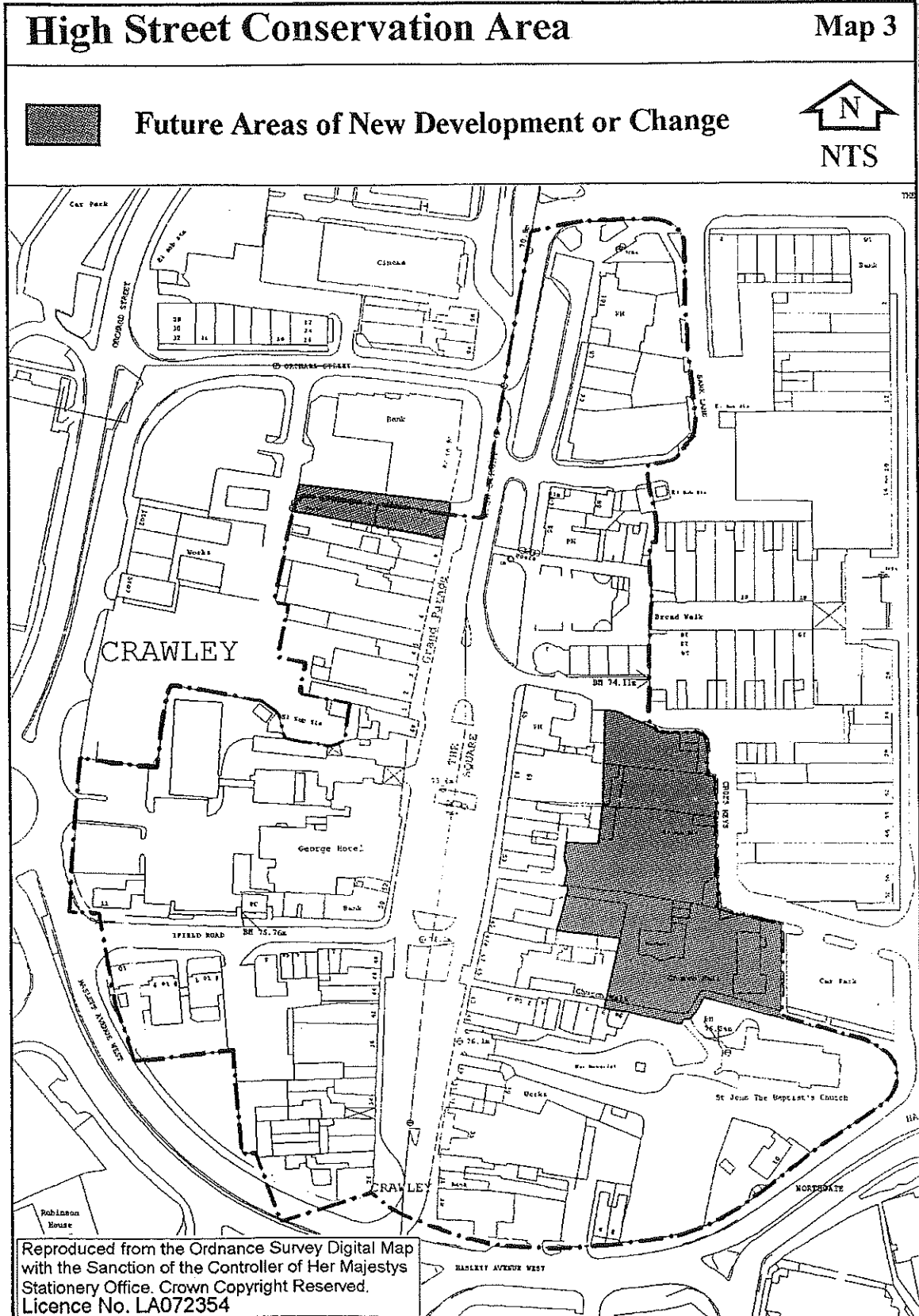
Satellite dishes are a new townscape feature which can detract from the appearance of an historic area. The Borough Council has published a Supplementary Planning Guidance Note on Satellite Dishes which recommends that consideration should be given to the use of coloured or transparent dishes so that they blend into their surroundings. In the Conservation Area dishes will be expected to be located to the rear of properties or in service areas away from the main frontage where views may be adversely affected.

Development Adjacent to the Conservation Area

Proposals for new development which abut the Conservation Area will need to respect its setting and character. The scale, form and design of proposals will normally be expected to have regard to the above design guidance, however, the design philosophy for all new development should be to ensure a sympathetic transition between the historic Area and the development proposed. In particular, views into and out of the High Street must be retained or enhanced.

DEVELOPMENT OPPORTUNITIES WITHIN THE HIGH STREET

There are two development sites located within the High Street Conservation Area (see map 3). Their development could enhance the Conservation Area and also impact upon the environmental improvements being planned for the area. Consequently, the following advice should be followed.



The Cross Keys site is allocated for development or re-development for retail purposes and in particular, could be suitable for a precinct of small shop units. A planning brief has been prepared for the site although the design advice in section 6 should also be considered. The main design principles of the brief are that:

- the development should be no more than two storey's along Church Walk or in locations adjacent to the High Street;
- the development should, in locations close to the High Street, reflect their historic character, use of materials and architectural massing;
- provide ground floor shop units;
- maintain pedestrian links between the high Street and rest of the Main Shopping Area; and
- maintain views into and out of St Johns Church from The Broadway and Church Walk.

Part of the allocated site is adjacent to Church Walk and incorporates the rectory, its garden and an important hedge and tree line. The existing alleyway and hedgelines should be retained because they form an important, historic feature. The Borough Council has recently prepared a draft Supplementary Planning Guidance Note entitled 'Landscaping and Greening the Environment' which provides specific landscaping advice. An opportunity does exist to treat this area sympathetically and this could enhance any development proposal for the area.

Crawley Traders Market is allocated for retail development under Policy SH13. It comprises of a precinct of rather unimposing stalls at one end of Grand Parade. In fact, the allocated site occupies an area which is the unfinished end gable of Grand Parade. Consequently, proposals for new development or re-development should:

- be of a design, form and use of materials which completes the unfinished end gable of Grand Parade;
- ensure that there is a pedestrian link between the High Street and Orchard Street multi-storey Car Park; and
- ensure the potential for ground floor retailing.

The rear service area of several buildings provide another opportunity for new development. They are either unsightly, poorly organised or relatively unused. The completion of the High Street Relief Road could offer opportunities for their reorganisation, to provide better servicing and to make better use of property. Such reorganisation might offer limited opportunities for the extension of some properties or even new development. In some instances it may be possible to increase the mix of uses within the street and in particular housing. This will be encouraged by the Borough Council. The south west corner of the High Street has recently been granted planning permission for redevelopment for a mix of uses including shops and offices. This proposal includes the reorganisation of a rear servicing area.

ENVIRONMENTAL IMPROVEMENTS TO THE HIGH STREET

Since the publication of the 1991 High Street Conservation Area Statement several environmental enhancement schemes and new developments have successfully taken place. These include:

- landscaping of the open pedestrian piazza area to the western end of Broad Walk;
- the installation of raised planters and signage to the entrance of St. John's Church;
- the repaving of Church Walk and installation of a wrought iron sign;
- the enclosure of the two green's fronting 85 to 101 High Street with traditional style fencing;
- environmental enhancements, in the form of murals, to the Crawley Traders Market and Grand Parade;
- a reduction in the amount of through traffic;
- the relocation of the Town Market which now operates on two days a week;
- the installation of some sympathetic shop fronts and fascia signs e.g. The Jubilee Oak, 47 High Street and Hogs Head Pub; and
- the development of two new hostelries which have added vitality to the evening economy.



The Jubilee Oak

The High Street Relief Road was completed in July 1996 and now diverts the majority of north/south traffic away from the High Street. This has provided a unique opportunity to implement major environmental improvements to the old High Street in a manner which reflects its historic appearance and Conservation Area status. A draft improvement scheme went out for public consultation in February 1997 and the results were presented to the Environment Committee in June 1997. The principles of the environmental improvements have been agreed although detailed designs will be subject to further consultation.

Objectives for the Major Environmental Improvements to the High Street

- Enhancing the Street's function as a destination area, making space for commerce, culture, leisure and market activities;
- Ensuring the commercial vitality of the High Street;
- Reducing the impact of traffic, parking and associated signage in the High Street for the benefit of pedestrians and commerce;
- Making the street a safer and more attractive place for pedestrians;
- Securing improvements sympathetic to the historic character, appearance and function of the Conservation Area;
- Developing a sense of place through co-ordinated use of materials, street furniture, lighting and landscaping;
- Encouraging the use of bicycles for trips within the town;
- Strengthening links between the High Street, the Main Shopping Area, the neighbouring residential areas and sites allocated for development nearby.

The Design Principles of the Major Environmental Improvements

The environmental improvements to the High Street take full advantage of the opportunities offered by the reduction in traffic by introducing a single northbound carriageway only. A single carriageway has the advantage of providing an opportunity for some traffic, essential to the streets trading function, to enter and park for short periods. It will also provide necessary emergency vehicle access. Importantly, the scheme will provide considerable scope for extending and improving the pedestrian environment, introducing new uses and improving the physical and natural environment. The carriageway will be curved to limit traffic speeds and raised tables will be incorporated at points where pedestrian crossings are necessary.

The type of traffic permitted in the High Street is also an important consideration. There will be an opportunity to make provision for types of traffic that were not originally planned. Cycle and disabled car access are good examples of modes of travel which are included within the proposed scheme. The cycle-ways are proposed to run south-north as a shared surface with the vehicular carriageway. There will also be a north-south contraflow. Disabled access will be provided in the form of parking bays and permitted access.

On-street car parking has latterly been permitted on both sides of the High street and in part of the central area. The scheme identifies short stay car parking centrally and towards the south of the High Street. Although the amount of parking is less than at present, a one hour time limit will help to ensure that passing trade is not significantly reduced. A careful balance has been struck between parking, the pedestrian environment and access by service vehicles.

The Town Market has relocated to the High Street and operates from non permanent stalls on two days a week. The improvement proposals allow for the continued operation of the market in an integrated and co-ordinated way. Although detailed designs have not been agreed it is considered that a market could operate on more than two days a week.

The area of land fronting the George Hotel is particularly important to the improvement of the High Street. The George Hotel have set aside part of their land for the improvement schemes and in return will be able to use highway land for an on-street café and seating area.

The pedestrian area is likely to incorporate a significant widening and re paving of the current pavement in materials that are complementary to the historic character of the street. Provision will be made for disabled access in the form of low level kerbs, and materials will be used that aid access for the blind. There will, at the inter-section of lfield Road and Church Walk, be an area of public open space with seating. The improvements will allow the area to form a focus of town and community activities for events such as the Christmas fayre and the London to Brighton car rally.

Public art is an important component of modern life. It raises peoples aspirations and contributes to the local environment. The High Street covers a large area and the opportunity for well designed pieces of artwork that reflect the history and character of the Area is to be included. Seating, litter bins, street lamps and cycle racks could incorporate artwork of local significance and introduce an individual yet elegant style to the area.

Greening the environment is very important in urban areas. The built environment can be softened with appropriate shrub and tree planting schemes. In the High Street the historic nature of the area requires a planting scheme that complements and enhances the historic buildings. A balance between greening the environment and retaining the views and vistas of the listed buildings is a priority:

- The 'greens' are an important area of the street and the draft scheme seeks to extend the greens in a westerly direction;
- The landscaping scheme will seek to maximise the opportunity for tree planting and floral trough planting subject to access, highway and service arrangements. In particular, planting schemes which enhance the areas around the junctions with the relief road will be a priority.

Other Improvements and Enhancements

In addition to the major environmental enhancements there are several small scale improvements which need to be progressed and planning concerns which need to be resolved. The planning concerns include:

- the lack of pedestrian activity throughout the High Street;
- the limited number of shops and residential dwellings within the Street;
- the continued dominance of the parked car, particularly in the central areas;
- the existence of several unsympathetic shop fronts and fascia signs;
- the increasing amount of unnecessary signage and street furniture which creates 'street clutter';
- the erection of unauthorised signs and adverts;
- the poor quality and unsightly storage of, the market stalls which are often left within the central area of the street;
- the gradual deterioration of road and pavement surfaces; and
- the lack of maintenance and repair to buildings within the High Street.

Appendix 4 details an Action Plan for future programmes for the Conservation Area. The Action Plan draws upon the planning concerns and objectives detailed above and identifies additional small scale improvements to be progressed.

APPENDIX 1

SCHEDULE OF THE HIGH STREET CONSERVATION AREA

On the east side of the High Street, the Conservation Area includes the properties 29-101 and their curtilages, St John the Baptist's Church, the Churchyard, the Rectory and the Church Hall (but excluding the car park immediately to the east of the Hall) Nos. 6, 8 and 10 Haslett Avenue and their curtilages, the land to the rear of Nos 53-63 High Street (west of Cross Keys) the western (wide) section of the Broad Walk, Nos. 1, 2, 3, 4, 6, 8 and 10 The Broad Walk and the Bank Lane properties to the rear of 1 and 3 The Broad Walk.

On the west side of the High Street the Conservation Area includes the properties numbered 26-60 High Street and their curtilages including The George Hotel, its ancillary buildings and car parks within its curtilage, Grand Parade, including property curtilages, Nos. 1-4a Ifield Road, Nos. 6 10 (proposed extension) and 1, 2 and 5 Robinson Road.

The Conservation Area also includes the High Street itself from its junction with The Boulevard at the northern end to its junction with Robinson Road/Haslett Avenue.

APPENDIX 2

LISTED BUILDINGS WITHIN THE HIGH STREET CONSERVATION AREA

1. 29 High Street
Grade II

A largely re-built, 17th Century chimney house. The chimney bay, from the front to the back of the lobby, the chimney, a passage and a semi-circular staircase.
2. 39 High Street
Grade II

This building was originally an open hall house, circa 1450. It has been extensively renovated in a Gothic style, circa 1840 using many of the original timbers.
3. Parish Church of
St John the Baptist
Grade II*

The south wall of the nave is medieval. The nave roof dates from the 15th century. The tower was built in 1807 but the carved figures on the west of the tower are probably medieval. There is Sussex limestone and Horsham slab roofing.
4. 46, 51 High Street
(The Ancient Priors)
Grade II

A timber framed, Horsham slab roofed house dating from around 1450 with L-wing added around 1530. The wide central hall is of exceptional quality and suggests it is a house of some importance. The building may have been the pre-Reformation Priest's house. Reputed connections with smuggling.
5. 65 High Street
(The White Hart)
Grade II

The front of the structure suggests that it dates from the 18th century but the main building is timber framed and could date from earlier. The side elevations are tile hung with three light canted bay windows to ground floor level.
6. 85, 87 High Street
(Hogs Head)
Grade II

The core of the building is a 15th century hall house, altered in the 17th century, when a floor, two gables and chimney were inserted. Further 18th and 19th century alterations have also been made.
7. 101 High Street
(Punch Bowl)
Grade II*

An early 15th century, timber framed hall house with jettied ends, Wealden type. A chimney and floor inserted were in the 16th century and extended northward one bay in the 16th century. Modern additions.
8. 34, 36 High Street
Grade II

16th century, red brick, two storey building with flat parapet and two 18th century brick chimneys.
9. 44, 46, 48 High Street
Grade II

This is a timber framed 16th century house, remodelled in the 18th Street century. Shops inserted in the middle of the 19th century. Originally roofed in Horsham stone slabs.

10. **The George Hotel
Grade II*** **This is a late 15th century or early 16th century timber framed Inn based on an open hall house. It underwent considerable alteration during the 18th and early 19th century. The southern section is probably late 17th or early 18th century. The gallows are an interesting feature indicative of structures that could have been located close by probably suggesting that similar structures were close by. They probably date from the 19th century.**
11. **Red Telephone Boxes
Grade II** **A pair of traditional styled red telephone boxes designed by Sir Gilbert Scott in 1935.**
12. **10 Ifield Road
Grade II** **A 17th century house, re-fronted in the mid 19th century. Interior has open fireplace with curved Bressumer. There are winder staircases, plank doors with pintle hinges and some original floorboards up stairs.**

APPENDIX 3

LIST OF BUILDINGS OF LOCAL HISTORIC AND ARCHITECTURAL INTEREST

This schedule comprises those buildings which, although not listed, contribute architecturally or by virtue of their history, to the character of the Conservation Area. These buildings are protected by Policy BN16.

Address	Features
Grand Parade,	Good example of 1930s shopping parade. Prominent in streetscape when viewed from Broad Walk in particular. Nearly (except for omission at north end) symmetrical about central feature with balustrade balcony and shingle covered services tower.
31-33 High Street	Character 19th century building of neo-classical design. Two central first floor pairs of windows with pediments on consoles. Two other outer first floor windows with flat hoods on consoles. String course to second floor cill level. Decorated ridge with central stack.
37 High Street	Visually important 19th century building of scale important to character of Conservation Area. Local feature weatherboarding.
41-43 High Street	Late Edwardian, early Victorian, Sussex style, tile hung building with interesting carved decorative gable end fascia board. Rendering with quoins and coursing.
45-47 and 47a High Street	Early Victorian two storey building of small scale with casement style windows. Late Victorian extension on south side.
53-59 High Street	Edwardian terrace with some remaining original features such as pilasters, ventilation panels below fascias, doors and shopfronts.
1-2, 3, 4, 4a Ifield Road	Buildings of distinctive Sussex design and local features. Late 18th century two storey block of shops with three casements on first floor. Building may be older than outside appearance. Worth retaining for scale and detail.

APPENDIX 4

CONSERVATION AREA ACTION PLAN

The environmental improvement scheme remains the single most important action within the High Street over the next few years, however, there are several minor improvement schemes, promotional opportunities and development control concerns which are a matter for ongoing policy and control. The following is an Action Plan for the Conservation Area.

Improvements to the Conservation Area

- The wooden fence located on the eastern boundary of the green, opposite the Old Punch Bowl pub, is out of character with the existing traditional style wrought iron fencing. Consequently, it will be removed.
- The perspex front to the information panel located at the western end of Broad Walk has been subject to vandalism and will be cleaned or replaced.
- The trees planted on the green's have a particular historic purpose, two of which are identified by small plaques. The plaques should be replaced with a design which reflects the historic setting of the Conservation Area.
- The re-paved area of Church Walk has deteriorated since implementation. Improvement and maintenance will be required.
- The Council will continue to promote 'Crawley in bloom' and 'Building our Image' within the High Street. The High Street has a particular historic character and appearance which can be taken advantage of.
- The Council will encourage, as part of its Town Centre Management function, the High Street as a location for new retail development and through the Local Plan as a location for residential uses.

Development Control Action

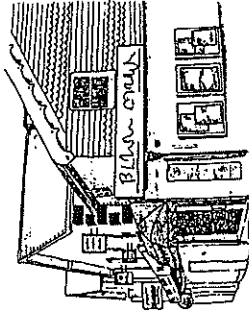
Section 5 of the Statement recognises that there continue to be several planning issues and concerns which need to be addressed. The local planning authority will:

- **undertake regular monitoring of all listed buildings to ensure that they are in a good state of repair. Enforcement action will be taken against those owners who neglect their listed building;**
- **remove illegal flyposting because it is an offence;**
- **undertake enforcement action to seek the removal of all unauthorised adverts and signs;**
- **ensure that all adverts and signs which have exceeded their temporary permission to be removed;**
- **discourage the use of window stickers and adverts because they present a cluttered visual scene. The Borough Council will encourage occupiers to think carefully about the impact of window stickers upon the appearance of the property and street scene before they are applied; and**
- **encourage shop owners to consider the 'Building Our Image Initiative,' and replace unsympathetic shop fronts and fascia signs with those of a more traditional style.**

PROBLEMS WITH THE DESIGN AND LOCATION OF SIGNS

Currently a major problem within the Conservation area is the unacceptably high number of advertisements and signs, some of unsuitable design which dominate the street scene and generally present a cluttered and confused appearance. The following principles should be upheld:

- ◆ The number of advertisements and signs on each building should be kept to a minimum to avoid a cluttered appearance.
- ◆ Normally only two signs will be allowed on each elevation, a fascia and a projecting sign. Projecting hanging signs will be encouraged on older buildings.
- ◆ Signs should not normally be fixed higher than fascia level.
- ◆ On listed buildings especially, signs and advertisements should not be positioned so that they obscure architectural details, or detract from the facade of the building.
- ◆ Hoardings and posters fixed to flank walls will not normally be permitted.



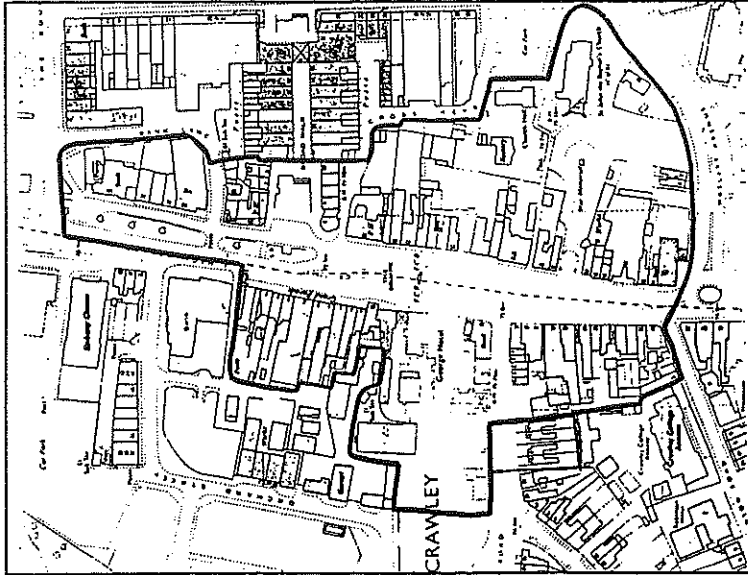
UNACCEPTABLE ADVERTISEMENT CLUTTER

DESIGN OF ADVERTISEMENTS AND SIGNS

Advertisements and signs should be designed to be in keeping with the building on which they are to be placed. Within the High Street there are many advertisements of a corporate design which have been imposed upon a shop or office frontage without regard to the building's appearance or surroundings. Businesses which currently project a corporate image should seek to modify their signs to complement the style of the building, especially on listed buildings

INTRODUCTION

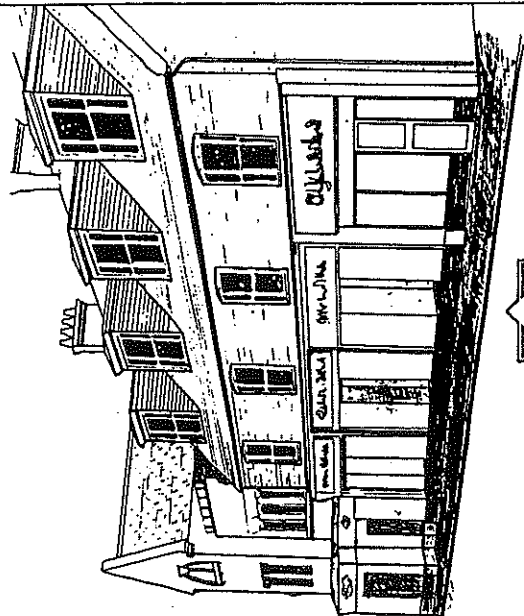
This leaflet summarises advice given in the High Street Conservation Area Statement concerning signs and advertisements. As the historic trading centre of Crawley, one of the Council's objectives for the High Street is to restore its trading and commercial function. As such, advertisements and signs are an essential feature. However, it is important that modern commercial interests for advertising do not prevail to the extent that the historic character is lost.

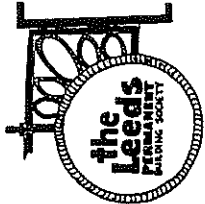
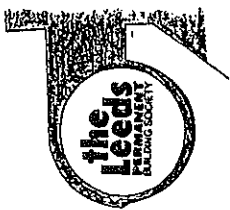


MAP OF CRAWLEY HIGH STREET CONSERVATION AREA

One of the main objectives of designating a Conservation Area is to promote environmental improvements to the character and appearance of the area. One way in which this can be achieved is by exercising very strict control over signs and advertisements so that they complement rather than conflict with the character of the area.

Signs & Advertisements in Crawley High Street Conservation Area Design Guidelines



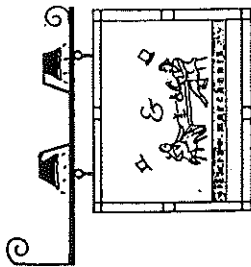


STANDARD COMPANY SIGN AND APPROPRIATE MODIFICATION

MATERIALS, LETTERING AND ILLUMINATION:

The use of materials, lettering and illumination should complement the building. Traditional materials such as wood or wrought iron will generally be favoured as modern materials such as plastics and acrylics can detract from the appearance of older buildings.

The style and size of lettering used should be appropriate to the design of the building. Therefore on older buildings, more traditional styles will be favoured.

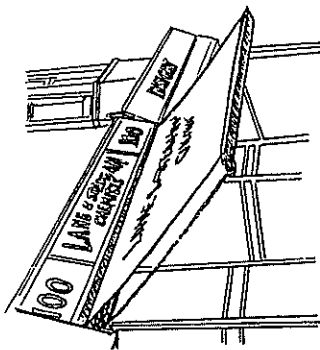


Illumination of signs will generally be acceptable if it is discreet. The use of small spotlights is preferable to internal illumination as this implies the use of plastics which are generally unacceptable in the High Street.

CANOPIES AND AWNINGS

In certain circumstances canopies or sunblinds are necessary to protect goods from damage by sunlight. Modern canopies constructed out of plastic and of a rigid or semi-rigid structure are generally unacceptable. Canopies of a traditional type and style will be encouraged.

Any additional lettering on the canopy should be discreet in size and style, and reflect the lettering employed on the fascia.

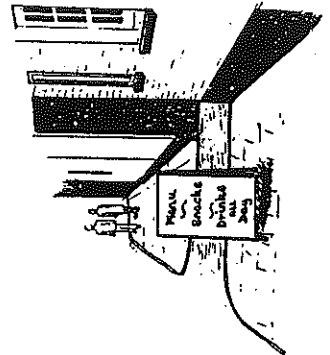


ESTATE AGENTS BOARDS

'For Sale' and 'To Let' boards on commercial properties have deemed consent providing that the surface area is less than 2m² (or 2.3m² where two boards are joined at an angle). Only one board is allowed on each property. Although these boards are normally temporary, their proliferation can have an adverse effect upon the character and appearance of the Conservation Area. Therefore all boards should be fixed and maintained in a tidy condition, and removed immediately the property is sold or let.

FREESTANDING SIGNS

Sandwich boards and advertising stands placed on pavements outside shops are not only illegal under the Highways Act 1980, but are dangerous to the blind and partially sighted, and an unwanted obstruction for wheelchair, pushchair and pram users, the elderly and those with walking disabilities. They should not be used unless they can be sited off the pavement.



FLY POSTING

Flyposting is illegal in any area. Owners of vacant property on which flyposting occurs will be required to keep their premises clean and tidy and to take action to prevent the practice.

WINDOW STICKERS

Window stickers detract from the character of the Conservation Area. If used, they should cover no more than 10% of the total window area, as an attractive window is the most effective form of advertising.

ADVERTISEMENT CONSENT

The rules as to whether a sign requires advertisement consent are complex and it is strongly advised to contact the **Planning and Development Department at the Town Hall** when considering the erection of any sign. (Tel: 0293) 528744)

When applying for advertisement consent, it is essential that scale drawings are provided showing the proposal in the context of the whole elevation of the building, and its relationship with adjoining buildings. Full details of proposed materials, colours and where appropriate illumination will be required.

Advertisements erected without the necessary consent will be subject to enforcement action which will cause unnecessary disruption and can lead to considerable expense. Unauthorised advertisements on listed buildings can also result in prosecution.

This guidance note should be read in conjunction with a separate note: **SHOPFRONTS IN CRAWLEY HIGH STREET CONSERVATION AREA.**

**FOR FURTHER INFORMATION PLEASE
CONTACT**

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4TH FLOOR
TOWN HALL
THE BOULEVARD
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WEST SUSSEX
RH10 1UZ**

Tel. (01293) 438581

