

# BRIDGE STREET CONSERVATION AREA APPRAISAL

Approved 6 February 2003



## **ACKNOWLEDGEMENTS**

Mary Alexander and John Boas, Guildford Museum

Tony Moss, The Cinema Theatre Association

Sue Rudd, GIS GBC

Surrey History Centre

## ***Contents***

Introduction

Methodology

The evolution of the area

Listed Buildings

Rodboro Buildings

Onslow Bridge

Buildings on the local list

13 and 15 Bridge Street

3 and 5 Bridge Street

The Quadrant

Central Hall Picture Palace (The Drink)

The Corner House (Bar Mambo)

Unlisted buildings

Electricity Works

Weyside Mineral Water Works

Fays

The Billings

Open spaces and the natural environment

Important views

Towards St Nicholas from Onslow Bridge

From Onslow Bridge, north along the River Wey

Bridge Street from Farnham Road

From the junction of North Street and Friary Street

Views in to the area

Views out of the area

Key characteristics of the area

Neutral / negative features of the area

Conclusions

Bibliography

Appendices

- I A quick glance chronology of the area
- II First County Series Survey Map 1870/1871
- III First Revision County Series Survey Map 1896
- IV Second Revision County Series Survey Map 1916
- V Second Revision County Series Survey Map 1935
- VI Unlisted buildings assessment checklist
- VII Plan Showing listed and locally listed buildings
- VIII Extracts from the statutory list
- VIX Map showing the boundary of the proposed Bridge Street conservation area

## *List of Figures*

- Fig.1 *The Rodboro Buildings' curved elevation forming the south west corner of Bridge Street and Onslow Street.*
- Fig.2 *The Rodboro Buildings' curved elevation forming the south west corner of Bridge Street and Onslow Street.*
- Fig.3. *The Rodboro Buildings, Bridge Street elevation* Fig.3 *Onslow Bridge*
- Fig.4 *13 and 15 Bridge Street*
- Fig.5 *3 and 5 Bridge Street*
- Fig.6 *The Quadrant*
- Fig.7 *The Central Hall Picture Palace as 'The DRINK'*
- Fig.8 *The Corner House, Bedford Road elevation.*
- Fig.9 *The Corner House, Onslow Street elevation*
- Fig.10 *The Corner House, rear elevation to Fays Passage*
- Fig.11 *The Electricity Works, river elevation*
- Fig.12 *The Electricity Works, Onslow Street elevation*
- Fig.13 *Weyside Mineral Works, elevation to Bedford Road*
- Fig.14 *Weyside Mineral Works, riverside elevation*
- Fig.15 *Fays, Bedford Road elevation*
- Fig.16 *Fays, elevation to Fays Passage*
- Fig.17 *The Billings, looking south along Walnut Tree Close*
- Fig.18 *The Riverside elevation of part of The Billings*
- Fig.19 *The River Wey looking north along The Billings*
- Fig.20 *The River Wey, looking south towards Onslow Bridge* Fig.21 *An entrance gate to Wey House garden*
- Fig.22 *The public area around the Wey House garden*
- Fig.23 *View south from Onslow Bridge*
- Fig.24 *View north from Onslow Bridge*
- Fig.25 *View into Bridge Street from Farnham Road*
- Fig.26 *The view down Bridge Street showing the weak YMCA / Wey House corner*
- Fig.27. *The view towards The Quadrant from the Junction of North Street and Friary Street*
- Fig.28 *The view into the area from the north west*
- Fig.29 *View up Bridge Street to open green setting beyond*
- Fig.30 *To show recurring patterns in the architecture:*
- Fig.31 *Photos of Bedford Road surface car park*

## ***Introduction***

This area of Guildford lies just north of the Millmead and Portsmouth Road and Town Centre conservation areas and straddles the proposed River Wey conservation area. It is centred on Bridge Street, and is contained by Walnut Tree Close and Park Street to the west, and Onslow Street to the east.

This appraisal informs the decision on 6 February 2003 to designate the area identified within the accompanying maps as a conservation area.

## ***Methodology***

Desk research was carried out to ascertain the historical and architectural significance of the area. Simultaneously, several visits were made to determine the character of the area as it is today. Site visits were also made to other parts of Guildford to gain an understanding of the relationship between the Bridge Street area and its setting.

This appraisal is based on the format adopted for the conservation area reviews carried out in 1991, (as agreed by the Planning Committee on 20/6/1989). It is a detailed study to assess the character of the area, and to identify which features contribute to that character. This includes consideration of the following:

- listed buildings;
- other buildings or structures of historic or architectural merit which may be suitable for inclusion on a local list;
- groups of buildings whose collective value is greater than that of the individual buildings;
- good trees and tree groups;
- important views, and;
- areas with potential for environmental enhancement

This appraisal also takes account of advice contained within *Conservation Area Appraisals* (English Heritage 1997) and *Planning Policy Guidance note (PPG) 15, Planning and the Historic Environment*.

### *The evolution of the area*

Appendices II – V are extracts of historic maps showing the development of the area. Essentially, this is the hub of the late 19<sup>th</sup> and early 20<sup>th</sup> century phase of commercial and industrial growth of the town, following the arrival of the railway, and the subsequent construction of Onslow Bridge (1882), to improve access to the railway station from the town centre. Onslow Street and Bridge Street were built shortly after, on land belonging to the Earl of Onslow. Development along these new roads was based on commercial and industrial uses, and by 1916, the area had been developed.

The historic maps show how the location of old lanes and field boundaries influenced the road layout. Park Street, Friary Street and North Street (previously known as Lower Back Side) are all clearly identified on the 1739 map. The southern part of the current route of Onslow Street was previously Barrack Road (1870), which appears to follow the route of the boundary between Friary Meadow and Friary Garden of the 1739 map. Park Street and Walnut Tree Close appear to follow the course of a track that ran parallel with the river during the existence of the Royal Park of Guildford (1607), while Farnham Road appears to follow the main east-west route through the park.

## *Listed buildings*

Appendix VII is a plan showing listed buildings and locally listed buildings in the area.

Appendix VIII contains extracts from the statutory list.

### Rodboro Buildings (Grade II)

Built in 1901, and extended circa 1903 for Dennis Brothers. This is one of the first, if not the first, purpose-built car factories in England and the world. Extract from the statutory list:

*‘The factory originally accommodated the manufacturing plant and equipment for the production of touring cars, motor buses and commercial vehicles, including the fire engine, designed by the Dennis Company. It was also used for experimental work and the most important development was the Dennis ‘worm-driven’ rear axle. The showrooms of the company originally occupied the ground floor, the manufacturing being on the upper floors...’*

The building was sold in 1919 to the Rodboro Boot & Shoe Co when Dennis Brothers relocated to Woodbridge Road. Other uses have included engineering and knitwear manufacture. Quittenton’s occupied part of the premises from 1930-1934.

This building forms the south-west corner of the junction between Bridge Street and Onslow Street as it curves round from one street into the other. It is three storeys high, and of brown brick with red brick dressings. The red brick dressings take the form of gauged soldier arches over windows and dentil and string courses. The elevations are however, unfussy, with strong clean lines.

Pier buttresses are a feature at ground level, features that are reflected in the pilasters that divide the bays at first and second floor levels. The vertical emphasis created by the piers and pilasters is echoed in the tall, rectangular metal windows.

Despite the amount of glazing and the void at ground floor level, the building appears solid, chunky, and visually heavy. This is because of the materials used, the ‘square-ness’ of it, e.g. the pier buttresses and pilasters, and the high number of glazing bars in the windows that break up the void created by the window opening. This together with the tall, flat elevations and the back of pavement building line provides a strong sense of enclosure to Bridge Street, Onslow Street, and the junction between the two.



Fig. 1 *The Rodboro Buildings' curved elevation forming the south west corner of Bridge Street and Onslow Street.*



Fig. 2 *The Rodboro Buildings, Bridge Street elevation*

The refurbishment of the Rodboro buildings won a Guildford Heritage and Environment Award in 1999.

### Onslow Bridge (Grade II)

This was built in 1882 to improve access to the railway station from the town centre, on land provided by William Hillier, the 4<sup>th</sup> Earl of Onslow.

It is a flat, single-span bridge made of cast iron. The balustrades are decorated with quatrefoils, with globe lanterns at each end. Early photographs suggest that the lanterns were originally rectangular.



Fig.3 *Onslow Bridge*

### ***Buildings on the local list***

These are buildings that do not meet listing criteria, but do have important local significance and are worthy of retention.

#### 13 and 15 Bridge Street, the latter also known as Piccards House

A three storey pair with shop units on the ground floor, built in 1901. They are of red brick with cream brick detailing in brick arches that spring from pilasters at first floor level. There are also pilasters dividing the two buildings and at either end. The timber sash windows are divided 3x2 to the top half only. The roof is tiled with rendered gables to the front elevation.



Fig.4 *13 and 15 Bridge Street*

#### 3 and 5 Bridge Street

A four storey pair of red brick houses with shop units at ground floor level, built in 1895 by Henry Peak (1832-1914), the borough surveyor, and at one point, Mayor. The fourth storey is really attic space, the use of which is enabled by crow-step gabled dormer windows. The windows to the first and second floor are projecting bays with timber sashes. The front elevation displays several decorative terracotta panels.



Fig.5 3 and 5 Bridge Street

The Quadrant (1-5 Onslow Street)

Built between 1912 and 1913, in the Art Nouveau style. This building has a central single storey element and two-storey wings either side. It has an elaborate decorative glazed terracotta parapet - very rare in Guildford, other examples include the museum and Guildford High School. This building wraps around the north-east corner of Bridge Street and Onslow Street, opposite the Rodboro Buildings. There are shop units at ground floor level. The two-storey elements have large brick arch window openings.



Fig.6 The Quadrant

### Central Hall Picture Palace (The Drink)

A three storey, painted brick building, built in 1908. It opened in 1910 as Central Hall Picture Palace, Guildford's first. It is highly likely that this was one of several Picture Palaces belonging to Central Hall Ltd. The Central Halls are important buildings as they were among the first to be opened after the introduction of the Cinematograph Act on 1 January 1910. It became a 'talkie' in 1930 as 'The Plaza' and closed as a picture house in 1956. It then became the Grand Ballroom progressively developing in to a Bingo hall, and is now a nightclub.

The second floor has small arched windows, providing a contrast with those of The Quadrant. Pilasters are present at first floor level behind 'The DRINK' sign.



Fig.7 *The Central Hall Picture Palace as 'The DRINK'*

### Bar Mambo (The Corner House), Onslow Street

Built as Shelvey's Mineral Water Manufactory in about 1905.

The Onslow Street elevation was originally of red brick with cream brick detailing, and arches springing from pilasters similar to 13 and 15 Bridge Street. Unfortunately this detail is lost as the façade is now painted, however, the brick arches are still an obvious feature.

Full height pilasters divide the bays of the Onslow Street and Bedford Road elevations. The ground floor windows of the Bedford Road elevation have been altered, extending them to pavement level.



Fig. 8 *The Corner House, Bedford Road elevation.*



Fig.9 *The Corner House, Onslow Street elevation*



Fig. 10 *The Corner House, rear elevation to Fays Passage*

### *Unlisted buildings*

A checklist for the assessment of unlisted buildings in conservation areas is at Appendix VII. The buildings noted below are those that make a particular contribution to the character and historic interest of the area, some of which may be suitable for inclusion on the local list.

#### Electricity Works

The shell of purpose-built public electricity generating station of 1913. (The Guildford Electric Supply Company was formed in 1896). The building is now home to the home to the Electric Theatre. The refurbishment of this building won a special commendation in the 1997 Guildford Heritage and Environment Awards.



Fig.11 *The Electricity Works, river elevation*



Fig.12 *The Electricity Works, Onslow Street elevation*

#### Weyside Mineral Water Works, Bedford Road.

Edgar Purnell produced a comprehensive range of 'pop' including lemonade, ginger beer and soda water at his site in Bedford Road. The mineral water business moved

to Bury Street in 1927, taking over the mineral water section of the brewers Lascelles, Tickner & Co. The building has suffered unsympathetic alterations, but still retains its industrial character. It is now used as an auction house.



Fig. 13 *Weyside Mineral Works, elevation to Bedford Road*



Fig.14 *Weyside Mineral Works, riverside elevation*

## Fays



Fig. 15 *Fays, Bedford Road elevation*



Fig. 16 *Fays, elevation to Fays Passage*

## The Billings, Walnut Tree Close

Partly erected from 1856 onwards, on an old warehouse site, as Joseph Billings' London Printing Works and let as warehouses when the firm moved to its other premises in 1962. Until 1913, this was the bonded warehouse of the Friary Mieux brewery, which occupied the site of the present Friary shopping centre.



Fig. 17 *The Billings, looking south along Walnut Tree Close*



Fig.18 *The Riverside elevation of part of The Billings*

### *Open spaces and the natural environment*

The river is a balance for the hectic, fast-moving, urban area of Bridge Street. It has its own sights, sounds, smells and pace, which contrast with those on the street. It provides a sense of tranquillity, and space, and is an important source of contact with the natural world.



Fig.19 *The River Wey looking north along The Billings*



Fig.20 *The River Wey, looking south towards Onslow Bridge*

The garden between Wey House and the river is mostly private space, protected by 'Private Property Do Not Enter' signs. This gives the impression of a hostile environment, a sense that is increased by the dominance of Wey House. This does not encourage people to linger in the public space while the building is occupied during the day. The attractiveness of this area is also marred by being littered with broken glass. Generally this space has an intimidating atmosphere. The area near Millmead House further down the river is more conducive to relaxing and 'watching the world go by', having lunch or meeting friends etc.



Fig.21 *An entrance gate to Wey House garden*



Fig.22 *The public area around the Wey House garden*

The open space opposite, has a more welcome atmosphere. This is assisted by the cultural use of the adjacent buildings, and the café area outside the Electric Theatre. The space is contained by the Electric Theatre, the Rodboro buildings and trees to the north, but unfortunately the south of the space is exposed to the gyratory, and is consequently dominated by the passing traffic. An attempt to make the café area less exposed has been made by using planters, but there is opportunity to do more.

### *Important views*

#### Towards St Nicholas from Onslow Bridge.

This view reveals the transition from the close grain urban area of Bridge Street to the open, green area around Millmead.



*Fig.23 View south from Onslow Bridge*

It is a contrast with the view north along the river (see below), where the flat elevations of the warehouse buildings provide a visually strong frame for the river. Unfortunately this characteristic of the area has not been employed in the design of these two buildings (above), and the potential for providing a frame for the scene is reduced.



*Fig.24 View north from Onslow Bridge*

From Onslow Bridge, north along the River Wey.

Bridge Street from Farnham Road

This is the first view of the town, encountered by people on their arrival by road, from the west. Bridge house acts as a landmark building displaying many of the characteristic features of the area – square pier buttresses, pilasters, a strong flat elevation, red brick detailing, and globe lamps. The turret feature echoes that on Onslow Chambers, Bridge Street.



*Fig.25 View into Bridge Street from Farnham Road*

Unfortunately, as you head down towards the junction, the sense of enclosure that is such a characteristic of the rest of Bridge Street, is lost at the YMCA / Wey House corner. This is because of the positioning of the buildings – All three other corners of Bridge Street have buildings that wrap around the corner forming a continuous frontage. However these two buildings are set apart, and set back from the building line with parking / loading areas to the front.



Fig.26 *The view down Bridge Street showing the weak YMCA / Wey House corner*

From the Junction of North Street and Friary Street.

This provides a view of the rear of the Rodboro Buildings, with The Quadrant at the end of the vista. The Quadrant is framed by the Rodboro Buildings and The Friary.



Fig 27. *The view towards The Quadrant from the Junction of North Street and Friary Street*

Views in to the area

Seen from the north west of the town, the area merges with the rest of the town – no building is especially dominant. The turret of Bridge House and St Nicholas' Tower can be identified just above the roofline.



Fig.28 *The view into the area from the north west*

Views out of the area

The most significant view out of the area is up Bridge Street and Farnham Road, out towards the open green setting that is such a feature of the town.



Fig.29 *View up Bridge Street to open green setting beyond*

### *Key characteristics of the area*

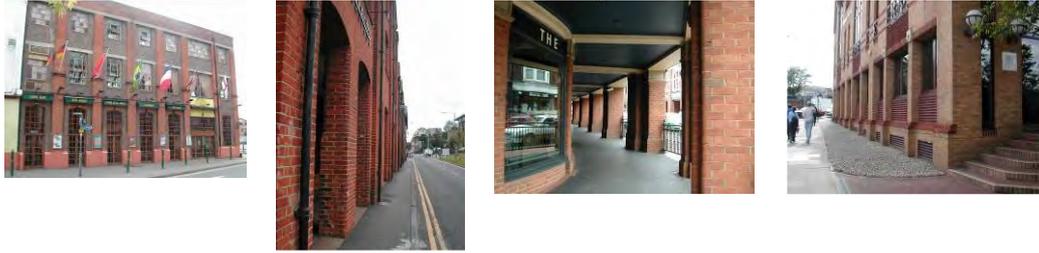
- Flat elevations, three to four storeys high, that provide a strong sense of enclosure. This is re-enforced by little or no space between buildings. The back of pavement building line also contributes to the sense of enclosure.
- The expanse of the elevations is broken by windows composed of small panes, brick detailing, and division into bays by the use of pilasters above ground floor level. Typically, bays are 5-10m wide.
- Symmetry is a strong component of the character of the area. Most of the buildings and structures that make a positive contribution to the character of the area display symmetry of form and decoration.
- The use of non-standard window and door openings adds visual interest. Many of the industrial buildings have large window and door openings, reflecting the way the building is or was previously used. i.e. to maximise light inside a factory, or to facilitate loading and unloading of goods.
- The predominant facing material is brick, with windows either metal or timber, usually reflecting the original industrial or residential use of the building.
- Movement is a major influence on the character of the area. Bridge Street is the main thoroughfare from the railway station to the town centre. It is heavily trafficked by cars and pedestrians alike, meaning that the street is witness to constant activity, contributing to its vitality. The bars and clubs promote the extension of this vitality well into the night. The river is also witness to constant movement, although in contrast, the passage of the river and most craft on it is unhurried and quiet.

Fig. 30 To show recurring patterns in the architecture:

#### *'Round' corners*



*Pilasters and pier buttresses*



*Brick and terracotta detailing*



*Arches / semi-circles*



*Gables*



*Non-standard windows and doors*



*Back of pavement building line*



### *Neutral / negative features of the area*

The public open space in front of Wey House has an intimidating atmosphere, created by the hostile barrier between it and the private gardens adjacent (proliferation of 'do Not Enter' signs), and the dominance of Wey House. The space seems to be used mostly for drinking at night.

The plaza to the south of the electric theatre lacks containment at the boundary with the gyratory, and is therefore permanently exposed to the sight and sound of heavy traffic. This prevents the southern end of the plaza from being used as any more than a route through, rather than a space to spend time in. Some form of containment, which could be as simple as a stand of trees, would reduce the dominance of the traffic and enhance the space for those in it.

Being a major vehicular route into the town, there is a proliferation of traffic signs in Bridge Street, most noticeably at the junction with Onslow Street. These signs obscure views of some of the most attractive buildings in the area, and therefore detract from the character of the area.

Two key characteristics of the area, 'round' corners and the back of pavement building line have not been employed in the design of the YMCA and Wey House. Most noticeable is the lay-by in front of the YMCA and the gap between the two buildings. These two elements make this corner visually weak, when compared to the other three corners of Bridge Street. Also neither buildings display the symmetry of form and detail that is such a characteristic of the other buildings in the area.

The blank elevation of the Friary is unfortunate. It is unattractive, and doesn't reflect any of the key characteristics of the area. While the bulk of the original friary buildings has been retained in the redevelopment of the site, the opportunity to provide a focal point for the end of the vista along Bridge Street was not seized.

The Bedford Road surface car park is a negative feature of the area. It appears as little more than tarmac waste-ground. Buildings that would have once backed on to Fays passage are exposed by the demolition of the industrial buildings that would have backed onto Fays passage, and the cottages that once lined Bedford Road. Also, at the end of Fays Passage, walls have been left standing following demolition, and now contain a private car park. Unattractive flat-roofed garages that survived the bulldozer are also exposed to view across the car park. The car park is poorly maintained – the surface is patchy, *buddleia* has seeded in several places, and building waste has been left lying around.



*Fig. 31 Photos of Bedford Road surface car park*

## *Conclusions*

The historic interest of this area lies in its being the hub of the late 19<sup>th</sup> and early 20<sup>th</sup> century phase of commercial and industrial growth of the town, following the arrival of the railway, and the subsequent construction of Onslow Bridge, Bridge Street and Onslow Street. Of national interest, the Rodboro Buildings was the first purpose built car factory in Britain, if not the world. The Central Hall Picture Palace was the first cinema in Guildford, and among the first to be opened after the introduction of the Cinematograph Act in 1910. Henry Peak, a significant figure locally, was involved in the construction of Onslow Bridge and the pair of houses with shops at 3 and 5 Bridge Street.

Architecturally, the area has a coherent character, and similar architectural themes are used throughout the area. Many of the new buildings have been designed to successfully pick up on the established themes and add a modern twist. Thereby not just recreating pastiche, but modern buildings that fit their context well, and that make a positive contribution to the character of the area. Examples of the architectural themes are: the use of pilasters and pier buttresses; brick and terracotta detailing; non-standard windows and doors; symmetry; and the back of pavement building line. A strong sense of enclosure is created by flat elevations, usually three or four storeys high. Another aspect of the character of the area is movement. Onslow Bridge still fulfils the function it was originally constructed for and carries people between the town centre and the station. It is also one of the main vehicular routes into the town from the west. In comparison, a slower, and more tranquil, form of movement is found in the River and it's passengers.

The Planning (Listed Buildings and Conservation Areas) Act 1990 describes conservation areas as '*areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance*'. This area is of special interest in architectural and historic terms, and it is desirable to take steps to preserve and enhance its character. The conclusion therefore, is to designate a conservation area, encompassing the area referred to in this appraisal. The boundary of the proposed conservation area is at Appendix VIX.

There are opportunities for the enhancement of the area. Many, such as those resolving the less positive aspects of some of the built form, are for consideration in the long term, and could be incorporated in to future development briefs. Shorter term enhancement projects would be best targeted at improving the appearance of the Bedford Road car park, cosmetic improvements to reduce the impact of traffic signage in Bridge Street, and boundary improvements to the south end of the Electric Theatre plaza.

## BIBLIOGRAPHY

### ***Planning documents***

- Planning Policy Guidance Note 15, Planning and the Historic Environment*, Department of the Environment (1994)
- List of Buildings of Special Architectural or Historic Interest, District of Guildford* Department Culture, Media and Sport.
- Guildford Borough Local Plan, Deposit Version* (1999)
- Conservation Area Review – Guildford Town Centre*, Guildford Borough Council Planning Committee Report (1991)
- Guildford Town Centre Conservation Area Boundary*, Guildford Borough Council Planning Committee Report (1992)
- The Local List* Guildford Borough Council
- Conservation Area Appraisals* English Heritage, (1997)

### ***Books***

- Chamberlain, R. (1987) *Guildford, Town Under Siege* Guildford: The Guildford Society
- Chapman-Davies, H. (1999) *The Story of Onslow Village* (booklet)
- Corke, S. (1990) *Guildford, A Pictorial History* Chichester: Phillimore
- Crocker, G (ed) (1990) *A Guide to the Industrial Archaeology of Surrey* Association for Industrial Archaeology (booklet)
- Janaway, J. (1984) *Surrey, A Photographic Record* Newbury: Countryside
- Janaway, J. (1990) *Guildford, A Photographic Record* Godalming: Ammonite
- Nairn, I. and Pevsner, N. revised by Cherry, B. (1971) *The Buildings of England, Surrey* (2<sup>nd</sup> edition) Harmondsworth: Penguin
- Rose, D. (2000) *Memory Lane, Guildford and District* Derby: Breedon

### ***Websites***

- [www.english-heritage.org.uk](http://www.english-heritage.org.uk), English Heritage

### ***Sources of further information***

*The autobiography of Henry Peak (1832-1914), borough surveyor and Mayor*, at the Surrey History Centre, reference 6517/1-16.

*London Printing Works, deeds relating to the tenure of Billings and Sons Ltd, 1900 – 1965*, Surrey History Centre reference 1366/21.

*1870/3 Deeds relating to the will of Sarah Marshall, 10 dwelling houses to the west of Bridge Street, brewery buildings to the east of Bridge Street, houses on Bridge Street*, Surrey History Centre Reference 1486/1/1-2.

*Photos held by the Surrey History Centre, indexed by street name.*

## APPENDIX I

### *A Quick Glance Chronology of the area*

1607	Royal Park shown on map of same date to occupy the land to the west of the river
1653	Wey navigation opened to Guildford
1739	Map of the same date shows the land to the east of the river as part of the Friary.
1845	arrival of railway
1856	Billings' printing works build began
1882	Onslow Bridge built, Bridge Street and Onslow Street built shortly after
1895	3 and 5 Bridge Street built
1901	Rodboro Buildings built (as Dennis factory) 13 and 15 Bridge Street built
1905	Shelvey's Mineral Water manufactory built (now Bar Mambo)
1906	St Saviours Church completed
1908	Central Hall Picture Palace (now The Drink) built, opened in 1910
1912/1913	The Quadrant built
1913	The Electricity Works built
1916	Development of the area complete

### *Unlisted Buildings Assessment Checklist*

Reproduced from *Conservation Area Appraisals* (English Heritage 1997)

- In assessing whether or not unlisted buildings make a positive contribution to the special architectural or historic interest of a conservation area, the following questions should be asked:
- Is the building the work of a particular architect of regional or local note?
- Has it qualities of age, style, materials or any other characteristics which reflect those of at least a substantial number of the buildings in the conservation area?
- Does it relate by age, materials or in any other historically significant way to adjacent listed buildings, and contribute positively to their setting?
- Does it, individually or as part of a group, serve as a reminder of the gradual development of the settlement in which it stands, or of an earlier phase of growth?
- Does it have a significant historic association with established features such as the road layout, burgage plots, a town park, or landscape feature?
- Does the building have landmark quality, or contribute to the quality of recognisable spaces?
- Does it reflect the traditional functional character of, or former use within, the area?
- Has it significant historic associations with local people or past events?
- If a public building, does its function or enclosed public space contribute to the character or appearance of the conservation area?
- If a structure associated with a designed landscape within the conservation area, such as walls, terracing or minor garden buildings, is it of identifiable importance to the historic design?

In English Heritage's view, any one of these characteristics could provide the basis for considering that a building makes a positive contribution to the special interest of a conservation area, provided that its historic form and qualities have not been seriously eroded by unsympathetic alteration.