

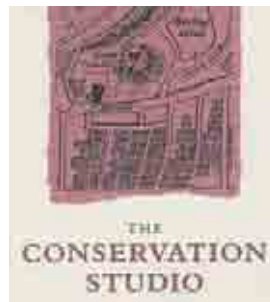
A detailed historical map of Hindley town centre, showing streets, buildings, and landmarks. The map is in a light, faded style, serving as a background for the title. Labels on the map include 'Path', 'Bowling Green', 'Burial Ground', 'Presbyterian Church', 'Methodist Chapel', 'Herby Lane', 'Mill Lane', 'Old side', 'Rise', 'Cottage', 'Infant School', and 'Hindley'.

The Hindley Town Centre Conservation Area Appraisal and Management Strategy

Approved March 2008



The Hindley Town Centre Conservation Area Appraisal & Management Strategy



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Contents

Part 1 Character Appraisal

1.0	Introduction	5
2.0	Location and setting	6
3.0	Historical Development and Historic Associations	7
4.0	Character and appearance of the conservation area	11
4.1	General description and summary	11
4.2	Present character: activities and uses	12
4.3	Development of street pattern	12
4.4	Architectural and historic character	15
4.5	Building plots, types and prevalent building form	21
4.6	Building materials	22
4.7	Listed buildings	23
4.8	Buildings of Townscape Merit	23
4.9	Historic shop fronts	24
4.10	Focal points, vistas and views	24
4.11	Open spaces, green areas and trees	25
4.12	Public realm	25
5.0	Issues: Positives and Negatives	25
	Positives	25
	Negatives	26
6.0	Recommendations	27
1.6.1	Loss of architectural detail & Article 4(2) Directions	27
1.6.2	Shop fronts and signage	27
1.6.3	Boundary treatments: railings & walls	28
1.6.4	Floorscape and local distinctiveness	28
1.6.5	Retail floor area & re-use of redundant shops	28
1.6.6	Upper floor uses	28
1.6.7	Traffic management	28
1.6.8	Conservation area boundary review	28
1.6.9	Gaps and opportunity sites	29
7.0	Opportunities for enhancement	29

Part 2 The Hindley Town Centre Conservation Area Management Strategy 30

2.0	Introduction	30
2.1	Protecting the area's built heritage	30
2.1.1	Conservation Area Consent	32

2.1.2	Alterations	32
2.1.3	Changes of use	32
2.1.4	Statutory protection	33
2.1.5	Buildings ‘At Risk’	33
2.2	Principles for new development	34
2.2.1	Vacant Sites	34
2.2.2	Archaeology	34
2.2.3	Development Briefs	34
2.2.4	Temporary uses	34
2.2.5	Key design principles	34
2.2.6	Gateways, landmarks and focal points	35
2.3	Landscape design in the public realm	35
2.4	Monitoring and review	36
	Appendices	36
	Bibliography and sources of further information	36



The former Palace Cinema c1920, rich in architectural detail.



The building today. Whilst unfortunate alterations have robbed the building of some of its impact, these changes are reversible.

Part 1: Conservation Area Appraisal

1.0 Introduction

- The Hindley Conservation Area
- National planning policy

The Hindley Conservation Area was designated in 1989 under section 69 of the Planning (Listed Buildings & Conservation Areas) Act 1990.

This document defines and records the special architectural and historic interest of the Hindley Conservation Area and identifies opportunities for enhancement.

Conservation areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. A conservation area is defined as “an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.

Section 72 specifies that, in making a decision on an application for development in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

This document is a response to these statutory requirements, in conformity with English Heritage guidance set out in “*Conservation Area Appraisals: Defining the special architectural or historic interest of Conservation Area Areas*” (1997). Government guidance regarding the management of historic buildings and areas is set out within “Planning Policy Guidance 15: Planning and the Historic Environment” (PPG15)

The document seeks to:

- Define the special interest of the area;
- Identify the issues which threaten the special qualities of the area and provide guidelines

to prevent harm and achieve enhancement, in the form of a management plan. The document provides a firm basis on which applications for development within the Hindley Conservation Area can be assessed.

The document should be read in context by reference to the wider adopted development plan (LDF and SPD) policy framework produced by Wigan Borough Council. These documents include:

- **Wigan Unitary Development Plan** (Adopted January 1996). This document contains the planning policies and proposals for the use and development of land for the period 1996-2006. The UDP was adopted in January 1996. The adopted UDP remains the statutory development plan for the borough until the *Replacement UDP* is adopted. Under the new planning system introduced by the Planning and Compulsory Purchase Act 2004, its policies are ‘saved’ until that time.
- **Review of the Unitary Development Plan.** Commenced in 2001. Public consultation was carried out on the Issues Report, which highlighted the key issues that the Replacement Plan would address. This was followed by publication of the First Draft of the Replacement Unitary Development Plan. This was placed on deposit during April and May 2003. The subsequent stage of the review was the Revised Deposit stage. The amended version of the Replacement UDP was prepared by the council, having considered all the representations submitted on the First Draft of the Plan. This Revised Deposit stage included the latest version of the Plan being placed on deposit for a six week period (just as the First Deposit) during February and March 2004, to allow for the submission of objections to, or representations in support of the Plan. Plan policies EV3A, Design and EV4, Conservation, provide strategic guidance to protect the character and appearance of conservation areas

and to promote good design in all new development.

- **The Local Development Scheme**
Approved April 2005. The LDS sets out a detailed programme of the planning policy documents which Wigan Borough Council intends to prepare together with timescales. This has been approved by the Secretary of State;
- **Hindley Centreplan.**
Consultative Draft. February 2004. Intended to form an Area Action Plan to provide the framework for future investment in the town centre. Addresses land use and transportation issues and suggests environmental enhancements;
- **Draft Shopfront Design Guide.**
July 2005. A draft supplementary planning document forming part of the Local Development Framework. Providing detailed design guidance to promote the economic success and attractiveness of retail centres within the Borough.

2.0 The location and setting of the conservation area



Aerial photograph showing the location of Hindley

Hindley town centre is located on the historic route between Wigan and Bolton, approximately three miles to the east of Wigan town centre

and four miles to the north-west of Leigh town centre. Within Wigan Borough, Hindley is the fifth largest retail centre, in terms of the number of retail units. The town forms part of the greater south Lancashire conurbation set to the east of the M6 motorway between Wigan, St Helens, Bolton and Manchester. The town is set close to the north of the important junction of the A577 (Wigan-Atherton road) and the A58 (Westhoughton-Platt Bridge road).

The town is sited within the gentle topography of the Lancashire plain. The underlying geology includes important coal measures which outcrop to the north of the town. The Permian and Triassic (New Red) sandstones are overlain by glacial drift, alluvium and silt producing a gently rolling landscape.

The conservation area is tightly drawn around the linear commercial street frontage development along Market Street (A58) between the southern crossroads of the Wigan and Liverpool Roads and the junction with Bridge Street and Ladies Lane. To the east of the area the meandering Borsdane Brook flows through an area of more open, fragmented character. The brook defines the north eastern boundary of the area on Bridge Street and the south east boundary on Atherton Road. The northern and western boundaries are also tightly drawn along the rear boundary of properties fronting Bridge Street, Market Street and Wigan Road. The extreme south western boundary of the area is drawn to include the residential frontages addressing St Peter's Church.

The conservation area has an urban setting. The areas immediately flanking the rear of the Market Street frontage development are open grained and fragmented by virtue of their development history. These areas formerly were occupied by cotton mills. The disappearance of Platt Lane Mill (Platt Lane), Lowe Mill (Lowe Mill Lane) and Worthington Mill (Mill Street/Worthington Street) together with the former Gas Works (to the north of the former Urban District Council Offices/Cross Street) is reflected in the open grain of these contextual areas, despite partial redevelopment in the later twentieth century. Surrounding these areas is dense nineteenth century terraced housing and twentieth century suburban housing.

3.0 The historical development of the conservation area

The population of Hindley increased exponentially during the nineteenth century from 2,300 in 1811 to 23,000 in 1911 reflecting the transformation of the settlement from a country village to small, dense industrial town whose wealth was based on cotton mills and coal mining.

The early origins of the settlement are obscure. It is often claimed that the name is derived from the early English for hind's meadow. Unfortunately, the manorial rolls have not survived and consequently no detailed history is available for the medieval period.

Medieval

Hindley formed part of the Barony of Makerfield. The area was held by various free tenants until c1330 when Robert Langton, Baron Makerfield gave the lordship of the whole manor to his younger son. His descendants were lords of the manor until 1765 when it was sold to the Duke of Bridgewater.

The first record of coal mining or digging dates from 1528, and is described in an account of litigation between the lord of the manor, Robert Langton and Hugh Hyndley. This reference confirms that squatters on land to the north of the town simply dug coal where coal seams outcropped.

Seventeenth century

The Hindley and Abram Grammar School was established by 1632 and survived until 1977. Inhabitants of the town subscribed to the building of a chapel in 1641 on the site of the present All Saints Church. The Commissioners of the Parliamentary Church Survey of 1650 recommended that Hindley was separated from Wigan and a new parish created incorporating Abram.

During the Civil War, Hindley was caught between the Royalist town of Westhoughton to the north west and staunchly Parliamentary Bolton. The chapel was subject to intermittent

Anglican and Presbyterian control until the Presbyterian minister was ejected in 1698. Parish registers from the end of the century reveal that typically residents described themselves as Yeomen, independent farmers who supplemented their income by spinning and weaving. Blacksmiths, whitesmiths, nailers, wheelwrights, badgers and husbandmen also appear regularly and demonstrate the essentially rural basis of the local economy.



No.5. Deansgate. A rare example of housing from Hindley's pre-industrial past.

Eighteenth century

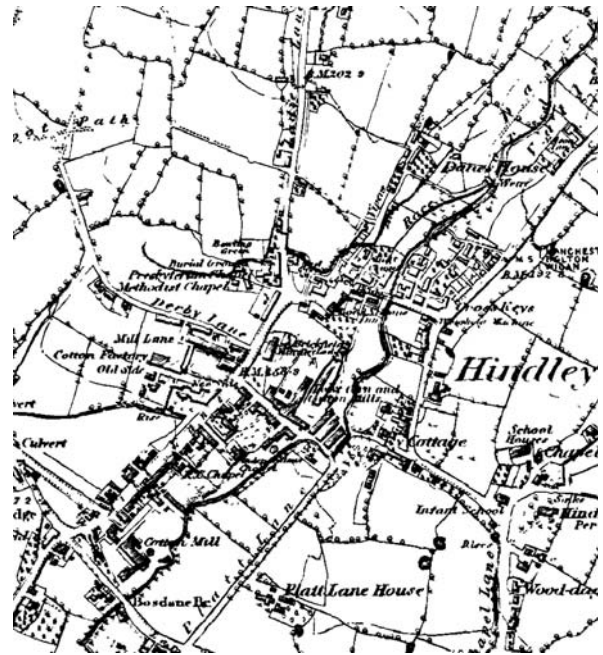
- Presbyterians built new chapel on site of present Unitarian chapel in Presbyterian Fold (dated 1700);
- As the eighteenth century progressed, the proportion of the population engaged in commercial activities increased. This is reflected in the appearance of chapmen (travelling salesmen), whitsters (bleachers), weavers and fustian makers. By the end of the eighteenth century the majority of men described themselves as weavers in the parish registers;
- 1748 The townsmeeting increased the number of Supervisors of the highways from one to two due to the "great and continuous carting of coal, kennel, timber, stones, merchandise and goods, by which means they are out of repair";
- 1757 Turnpike road established on main Wigan-Manchester road;



The Presbyterian Chapel, Presbyterian Fold has restrained elevations in a neo-classical style.

- 1766/7 Hindley's chapel was rebuilt due to its state of advanced decay and because of the "increase of inhabitants in this populous manufacturing country";
 - 1785 Lowe Mill, Hindley's first cotton mill was built as an extension to an existing thatched corn mill. The owner Richard Battersby was the first to employ factory labour in the town;
 - 1787 The pavement along Mill Road (Market Street) was three feet higher than the carriageway and had large 'cops' and 'stubs' to keep the teams of horses from straying;
 - 1788 The Presbyterian Chapel was rebuilt and St. Benedict's Roman Catholic Church constructed in Mill Lane (Market Street);
 - 1789 Combined school and smithy erected in Mill Lane (Market Street). John Wildman, smith, taught on Sundays in a back room assisted by his wife;
 - 1796/7 Stoney Road (Liverpool Road) was paved and New Road (Atherton Road) cut to replace Close Lanes as the main easterly route;
 - Nevertheless, Hindley retained an essentially rural character throughout the century. In 1790 Market Street, known as Mill Lane, remained unmetalled and predominantly undeveloped;
 - By the end of the century areas of waste were being enclosed very rapidly by major landowners. The townsmetings passed legislation in 1797 and 1804 to address this process.
- Nineteenth century**
- 1801 Census population 2,332;
 - 1804 Ten houses were built in Three Lane Ends (Bridge Street);
 - 1822 John Pennington constructed his first power-driven mill. He was previously a significant employer of hand-loom weavers in the late eighteenth and early nineteenth century;
 - 1824 John Pennington's mill was destroyed by a storm and rebuilt;
 - 1835 John Leyland provides an insight into the pace of industrialisation. He observed: "Mr Pennington is extending his works, and a new mill is built by Mr Walker. When these get completed a large increase in inhabitants must follow. In a small time it will doubtless rank as a small town."
 - 1848 Hindley North Station opened, followed by the Platt Bridge Line in 1864 and the Lancashire Union Line in 1869;
 - 1866 The death rate of residents exceeded the birth rate. John Grime, Registrar observed: "I am not surprised at this state of affairs when I consider the absence of sewerage, the state of the backyards, the cesspools with putrid water stagnant in them which should be kept out by means of roofs,...";

- 1867 Hindley adopted Local Government Act and constituted a Local Board of Health to address the insanitary condition of dwellings by the provision of sewerage together with the provision of public services;
- 1863 All Saints Church was found to be increasingly inadequate for the congregation and new church was commissioned by public subscription. St Peter's Church was completed in 1866;
- 1868/9 St Benedict's Roman Catholic Church rebuilt with associated school;
- 1869 Initial stage of the public sewerage scheme constructed;
- 1870 Census population 10,627;
- 1877 First tap water introduced;
- 1883 Tram service established between Wigan and Hindley. Initially horse-drawn but quickly replaced by steam-driven service
- 1887 Leyland Library and Museum opened;
- 1894 Hindley becomes an Urban District Council;
- By the late nineteenth century the profitable coal seams were nearly exhausted and concerns were raised regarding the need to diversify and develop the mills;



1849 Ordnance Survey



1908 Ordnance Survey

Twentieth Century

- 1901 Census population 23,504;
- 1905 Trams electrified;
- Peak production of coal and cotton occurred immediately prior to First World War;
- 1931 Wigan Corporation tram service ends;
- Industrial decline between the wars.

The inter-war period was marked by closures of collieries and mills including Hindley Field and Swan Lane collieries in 1927, Hindley Green Colliery in 1928; Lowe Hall Colliery in 1931; Lowe Mill closing in 1934 and Worthington Mill demolished;

- 1951 Census population declined to 19,414;
- 1991 Census population had recovered to 24,599.



The Bird 1'th Hand public house. An early image c1860 prior to alterations.



The Bird 1'th Hand public house c1900. In the foreground are the two tramway systems which once served the area. On the left is the open top electric tramcar no.28 of the South Lancashire Tramway Corporation which ran from Atherton to Haydock. On the right is the steam tram and trailer, which linked Hindley to Wigan.



The same view today

3.1 Historic associations

John Leyland (1832-1883)

Leyland was an important benefactor of the town. He was born in Mill Lane (Market Street) in 1832 to an established family of fustian manufacturers. Later in life he became a governor of the Hindley and Abram Grammar School. Leyland researched the history of the town and published his monograph “Memorials of Hindley” in 1873. His estate partly facilitated the extension of the Grammar School and the Leyland Public Library in Market Street. His antiquarian interests are reflected in his diary of 1829-1882 which has survived.

Nathaniel Eckersley (1815-189?)

Colonel Nathaniel Eckersley, lived at Laurel House on the Atherton Road in Hindley. He was the life long friend of John Leyland. Eckersley is noted for his outstanding service as a soldier with the Duke of Wellington. A ceremonial sword, presented to him, for his assistance in quelling of the Peterloo Riots in Manchester in 1819 can be found in the Leyland library. Eckersley was born in Wigan and attended the Grammar School with Leyland. Eckersley was a philanthropist and during the second half of the nineteenth century was inextricably linked with local charitable and educational causes. He was particularly concerned by the living conditions of the mill and colliery workers.

Eckersley unselfishly devoted the funds bequeathed to him by Leyland for the improvement of the well-being of residents and the library and Park remain a testament to their generosity.

The Pennington family

The Pennington’s were a prominent family of industrialists in Hindley throughout the later eighteenth and mid nineteenth centuries. From a single mill in 1822, John Pennington’s empire rapidly expanded to six mills by the middle of the century. His son and grandson became powerful figures in the town, employing a significant workforce. The Pennington family donated over half of the £9,000 required to build St Peter’s Church in 1866.

4.0 Character and appearance

4.1 General description and summary

The special character and appearance of the Hindley Town Centre Conservation Area derives from the following features:

- Fine grained townscape developed as individual plots and short terraces from the later eighteenth century but principally during the mid and late nineteenth century;
- The robust architectural and historic character of the area’s buildings;
- The historic alignment of Market Street;
- Principally two storey, nineteenth century retail street frontage development set on the back edge of pavement;
- The generally modest scale and use of highly fired red brick with terracotta and moulded brick detailing which unifies the townscape. Terracotta decorative eaves corbels are a particular feature;
- The architectural unity of late nineteenth century terraced development;
- Slate roofing including some laid to diminishing courses;
- Painted timber box sash windows, generally four-paned with horns (late nineteenth century) and more rarely multi-paned and hornless (mid nineteenth century);
- Heavy through traffic and relatively narrow pavements;
- Principally commercial character of area with residential uses dominant on southern periphery;
- Dominance of public buildings as focal points and architectural events set within more workaday retail frontages;

- The church spires at the north and south ends of Market Street which provide effective visual ‘stops’.

4.2 Present character: activities and uses

The historic town centre is predominantly commercial in character with independent retailers defining the street frontage development along Market Street. The area has a bustling urban character, which is amplified by the narrow footpaths and heavy through traffic. This contrasts with the quiet residential character to be found in Peter Street and Church Street on the southern edge of the area, which retain a leafy suburban character and intimacy.

Within the area are a range of public buildings which typify a small market town. These include the former offices of the Urban District Council, the Museum and Public Library, numerous places of worship representing most Christian denominations; together with places of entertainment including the former Palace cinema and numerous public houses. Secondary frontages and peripheral sites within the area are now used for a variety of uses including fitness gyms and a bowling club.

Retail frontages on the periphery of the area, at the northern end of Market Street/Bridge Street and the southern junction of Market Street with the Wigan Road, inevitably struggle to attract passing trade. Vacant shop units are a significant problem on the northern periphery of the area to the east of the junction of Market Street and Ladies Lane. This problem is most acute at the east end of Bridge Street and presents a negative initial impression of the area on this important gateway.

4.3 Development of street pattern

The contemporary street pattern comprises a single spine road (Market Street) defined by linear development along its street frontage. The street is terminated by busy road junctions at its northern and southern ends. A series of secondary streets lead to the north west and south east of the principal road. These secondary streets are generally short in length and simply give access to the areas to the immediate rear of the Market

Street frontage, as opposed to forming part of a wider network of streets.

The southern end of the area is defined by the Wigan/Atherton Road. This main road, now the A577, became a Turnpike in 1757 linking Wigan to Manchester. Market Street was initially known as Mill Lane and developed as linear street frontage properties along the busy main road between Wigan and Bolton. At the close of the eighteenth century the street was unmade and remained substantially undeveloped. The first edition Ordnance Survey confirms that the street plan had already assumed most of its present form by 1849. Frederick Street was in existence although entirely undeveloped. Development on the western side of Mill Lane was confined to the southern end of the street. To the south of Darby Lane were formerly the Worthington Cotton Mills (now occupied by Tesco) whose access from Mill Street is still recalled by Mill Lane and Worthington Street. To the north, around the junction of Presbyterian Fold was terraced development set on the street frontage with the Presbyterian and Methodist chapels set to the rear of the street frontage in the non-conformist tradition.



The Borsdane Brook (view to north from Atherton Road) has played an important role in Hindley's development as a textile town

The eastern side of the street was defined by continuous frontage development as far north as Lowe Mill Lane. At its extreme southern end, on the site of First Avenue, was a cotton mill which occupied the space between the former school and Conservative Club to the north, bounded by the brook to the east. This is still reflected in the modern pattern of development. Lowe Mill was initially developed as a thatched corn mill powered by the Borsdane Brook. It was extended to create the first cotton mill in the town in 1785. The southern frontage of Lowe Mill Lane was developed by 1849. The northern side of the lane was occupied by the mill complex. The cotton mill was sited centrally on the north side of the lane with the corn mill to the east set within a meander of the brook. At the east end of the lane a ford across the brook provided access to Platt Lane, to the south.

In 1849 the east side of Market Street was undeveloped to the north of Lowe Mill Lane, as far east as what would later become Carr Street. The undeveloped land on the north east corner of Market Street formed part of the grounds of Hindley Lodge. Hindley Lodge was a large detached villa and the home of the important industrialist Pennington family. This is today recorded by Pennington Street which was not developed until the mid twentieth century.

The first edition Ordnance Survey also illustrates that to the east of the junction of Ladies Lane and Market Street, Bridge Street formerly increased in width to form a small public space. The surviving terraced development, which still closes views to east along the street and today defines the northern end of Carr Street, formerly addressed a more significant open space situated at the southern end of modern Deansgate. This may have been a former market place. The eighteenth century Lord Nelson Hotel survives from this historic street frontage. Development in the early twentieth century on the north side of Bridge Street has served to reduce this space. The north side of Bridge Street was defined by a series of larger detached properties which have all since been redeveloped. The western side of the southern end of modern Deansgate was developed by 1849 and much of this survives today.

The Ordnance survey map of 1907 demonstrates that during the preceding fifty years there was little fundamental change to the street pattern and morphology of the town. Development had merely consolidated the existing areas of open grain and undeveloped street frontage. In particular, the western and north east road frontages of Market Street were completed, development had also spread along the Wigan and Atherton Roads. The southern side of Frederick Street was developed and a new street, named Cross Street, had been inserted between the Wigan Road and Market Street. This approximately followed the line of a former stream. The pattern of secondary streets leading from Market Street has also been formalised from the mid nineteenth century arrangement of tracks and access lanes which principally served the cotton mills set to the rear of the street frontage development. The cotton mill at the extreme south eastern end of Market Street had vanished and its site partially redeveloped by terraced artisan housing. A new mill set to the west of the Borsdane Brook on Platt Lane (Platt Lane Mill) had replaced it.

By 1908 Bridge Street had adopted its current form and street alignment principally by the consolidation of development along the northern road frontage but also by the erection of a new street frontage defining the southern side of the junction of Market Street and Bridge Street. The current street pattern differs little from that of 1908. The most apparent changes are associated with the loss of the cotton mills and industry from the town centre during the mid twentieth century. In particular, the gas works on Cross Street, Platt Lane Mill, Worthington Mills and Lowe Mill have all been redeveloped although their former existence is recalled by the street pattern, evocative names and grain of development.



The Hindley Conservation Area Appraisal
Townscape Analysis Map



4.4 Architectural and historic character

The principal architectural features are:

- The historic street pattern associated with the medieval road from Wigan to Bolton and the eighteenth century Turnpike linking Wigan with Manchester
- The Bird I'th Hand public house, Wigan Road and the Lord Nelson Hotel, Bridge Street with eighteenth century origins;
- No.5 Deansgate a rare surviving example of a modest vernacular cottage dating from the eighteenth century or earlier and illustrating a type once common in Hindley;
- Nos.1 and 3 Deansgate, mid nineteenth century terraced housing with chequered brickwork;



Nos.63-67 (odd) Market Street: Purpose built shops from the mid nineteenth century with fine detailing.

- Simple mid nineteenth century, modest shops e.g. nos.63,65,67 Market Street with sandstone eaves cornice and raised window architraves. Unusual radiused corner treatment and 'pouncing lion' corbels. Nos.2-4 Wigan Road and nos.3-13 (odd) Market Place are a simpler version;
- Prince of Wales public house, mid nineteenth century. Modest scale with elevations of lined out render. Plain window architraves and stringcourses;
- Former chapel of Ebenezer Particular Baptists (1854), nos.134-136 Market

Street. Presents a simple pedimented frontage faced in stucco with blind quatrefoil.



The former Chapel of the Ebenezer Particular Baptists (1854) now converted to restaurant use.

- The former Co-op (1864), nos.48-50 Market Street. Tall three storeys faced in red brick.
- St Peter's Church, Early English style (1866), faced in rock-faced gritstone by E G Paley;
- St Benedict's Roman Catholic Church and Presbytery (1869), faced in coursed rock-faced gritstone with banding of local red sandstone by Joseph Hansom;
- Presbyterian 'New School' (1877) attached to chapel of c1830-40, Presbyterian Fold
- 'Last Orders' public house, painted red brick with moulded brick eaves cornice and Doric doorcases dating from the third quarter of the nineteenth century;
- 'Bonnie Lasses' public house, plain red brick elevations dating from the final quarter of the nineteenth century;

- Hindley Conservative Club (1897). Late Victorian red brick;
- St John’s Methodist Church (1900) by Waddington & Son of Manchester, Sunday School extension of 1938;
- Leyland Library and Museum (1886) by Thomas Worthington designed in a Free-Elizabethan style;



No.152 Market Street. A former bank with rich moulded brick detailing and unusual cast iron ground floor windows.

- No.64 Market Street, interwar Art Deco influence, faced in hard red brick with faience dressings;
- Hindley Arms public house, inter-war in an Elizabethan revival style;
- Former Palace Cinema, Inter-war Freestyle;
- No.11 Market Street, Inter-war. Formerly a bank with a stern single storey Greek Doric portico of grey faience.



The former offices of Hindley Urban District Council (1903) are an unspoilt example of a civic building in the Queen Anne Revival style.

- Nos.160 and 152 Market Street, both c1885 with fine moulded brick detailing. Including guilloche stringcourses, rope-moulded window jambs and eaves corbels
- Late nineteenth century parades of shops e.g. Market Buildings, nos.77-88 Market Street and Imperial Buildings, nos.73-77 odd Market Street ;
- Nos.41-45 Market Street c1900. Bank and attached twin shops in Edwardian Freestyle, faced in red brick with buff faience dressings;
- Edwardian parades of shops e.g. nos.1-9 Bridge Street dated 1907.
- The Former St Paul’s Chapel rebuilt 1910 in hard red brick with faience dressings (former chapel 1815)
- Hindley Urban District Council (1903). Queen Anne Revival style former offices;

The oldest building in the conservation area is also one of the most modest. No.5 Deansgate is a low vernacular cottage of narrow plan form and roughcast elevations. It probably dates from the eighteenth century or earlier and represents a rare building type from pre-industrial Hindley.

The Lord Nelson Hotel is a later eighteenth century public house significantly remodelled in the nineteenth century with replacement sash windows and later Victorian applied stucco

panels of strapwork in the style of the northern European renaissance. It has a domestic scale and stuccoed brick elevations beneath a slate roof. The Bird I' th Hand also has reputedly origins of a similar period. The existing building however has been subject to many phases of alteration, extension and reduction (by the demolition of the former western gabled range). It now has a later nineteenth century character with the possible exception of the central return range facing Liverpool Road. This may be earlier. The false timbering to the gables was applied after 1930.



The Lord Nelson Hotel is a Grade II listed building dating from the eighteenth century but significantly altered in the nineteenth century.

There are a significant number of simple terraced properties within the area dating from the mid nineteenth century. These are all faced in brick (some with later rendering), modest in scale with a stone moulded eaves cornice. Originally with multi-paned hornless sashes set within reveals, few now survive. This group lacks the moulded brick detailing found locally in buildings of the later nineteenth century. Nos.63,65,67 and nos.3-13 (odd) Market Street, together with nos.2-4 Wigan Road are examples of this simple building type which were probably constructed as shops with associated residential accommodation.

The former Co-op, nos.48-50 Market Street is dated 1864. It is simply detailed in hand made red brick beneath a low pitched, hipped slate roof but has an impressive scale of three tall storeys. The loss of the original large multi-paned sashes and the insertion of an inappropriately proportioned and detailed shop front has robbed it of much of its historic character. Replacement of these details would yield a significant enhancement.



The former Co-op premises (1864) are an important early example of retail development by the co-operative movement.

The commonest building type in the area is the flat fronted, two storey terraced shop dating from the later nineteenth century. These usually have two sashes at first floor level with a full-width shop front across the street frontage. They are simply detailed with low pitched slate roofs and elevations of hard red brick. Plain lintels of cream Gritstone and moulded brick eaves corbels are the only decoration. Nos.160 and 152 Market Street are larger individual shops and earlier in date. Both date from c1885 and are good examples of larger commercial premises, as opposed to terraced units. They are enriched by fine moulded brick detailing, including guilloche stringcourses, rope-moulded window jambs, eaves corbels, and terracotta panels.

The area has a number of robust late nineteenth century terraces of shops. These are generally of two or two and a half storeys in height. Good examples are Market Buildings, nos.78-88 (even) Market Street and Imperial buildings, nos.73-77 (odd) Market Street. These are faced in hard red brick with slate roofs. The elevations are articulated by pilasters. Both have engaged sashes at first floor level, set beneath arched moulded brick hoodmoulds. At second floor level the dormers break the eaves and are crowned by terracotta ball finials. The corner of no.78 steps up in the form of a Dutch gable with sandstone coping and terracotta ball finials.



Market Buildings Nos. 78-88 (even) Market Street: A robust parade of late nineteenth century shops marred by replacement shop fronts.

Early twentieth century shops in the area are more modest in scale and detail. Nos.1-9 Bridge Street are dated 1907. This short parade retains original shop fronts and simply detailed two storey elevations of red brick. The eaves have a corbelled brick detail without the decorative moulded brick found later in the previous century.

Churches and chapels are a dominant feature of the area. The Church of St Peter (1866) has a commanding position on the crossroads of Wigan Road and Market Street at the southern end of the area. The broached spire is a landmark feature from the Wigan Road, Atherton Road and down Market Street. St Peters is faced in coursed rock-faced Gritstone with Bathstone dressings in an Early English style, and has the character of a conventional parish church. At the opposite end of Market Street, St John's Church (1900-1) is unconventional and distinctive being aligned on a north-south axis. The elegant polygonal steeple rises from a two storey porch which addresses the road junction. The upper stages are faced in



St. Peter's Church dominates the junction of Market Street and Wigan Road.

red sandstone. The main body of the church is faced in cream gritstone, with red sandstone used for window dressings and banding. The Roman Catholic Church of St Benedict is set on the east side and towards the southern end of Market Street. In contrast with the preceding churches, it is plain and comprises a lofty principal range with pent-roofed aisles in the manner of a medieval tythe barn. It shares the palette of facing materials employed at St Johns, the polychrome stonework and stone windows with tracery creating a distinctive style.



The Church of St Benedict has distinctive elevations of buff gritstone bonded by red sandstone designed by Joseph Hansom (1869).

The earliest surviving churches in the area are modest. The Presbyterian Church is largely concealed from view down Presbyterian Fold. Despite its dated porch (1700), which relates to the first chapel on the present site, the existing building appears to be c1840 with simple stuccoed elevations and modest Neoclassical detailing in the form of stylized metopes and triglyphs. Also on the western side of Market Street, the modest former Strict Ebenezer Baptist chapel of 1852 is also elevated in a pared-down classical style with a quatrefoil set within the pediment. The former St Paul's chapel (1912) is

the latest church in the area. It serves to close views down Chapel Street. The chapel has a strong Edwardian character, faced in hard red brick with buff faience banding, windows and dressings. The tower is squat with plain faience pinnacles.



The Last Orders public house retains Doric doorcases and a heavily moulded brick eaves cornice.

Public houses are distributed along the principal arterial roads and as a general rule occupy corner plots. They are restricted to two storeys in height but vary in scale and character. The Bird I'Th Hand is prominently sited on the south-west side of the Wigan Road/Market Street crossroads. It has an organic character composed of several ranges of variable scale but conventional simple mid-late nineteenth century and early twentieth century appearance with brick elevations beneath a slate roof. On the east side of Market Street, the Prince of Wales has a mid-nineteenth century character with simple rendered elevations of a domestic scale. The slate roof is hipped and low pitched. Slightly later in date (c1875), the 'Last Orders' on the west side of Market Street is prominently set on the corner of Pennington Street. It has a long street frontage of two tall storeys. The elevations are faced in painted brick with an elaborately moulded brick cornice beneath a low pitched slate roof. The long sash openings and Doric doorcases are distinctive. On the west side of Market Street, 'Bonny Lasses' is more modest example of an unaltered later Victorian public house, retaining fine period

joinery, unpainted red brickwork and stone lintels, sills and stringcourses. The latest public house in the area is the distinctive Hindley Arms, occupying the southern corner of Albert Street. It is designed in an austere Elizabethan revival style with buff faience mullioned windows set in red brick beneath a flat roof hidden by a parapet.



The Leyland Free Library and Museum (1887) is imposing and commemorates John Leyland (1832-1883) an important benefactor of the town.

Public buildings in the town are a reflection of the civic pride of the town at the height of its prosperity in the late nineteenth century. The Leyland Free Library and Museum (1885) is a key landmark of the area with its distinctive square brick corner tower with its squat pyramidal slate spire. Designed by Thomas Worthington in a Free-Elizabethan style with red brick elevations divided into bays by polygonal pilasters, each topped by faience finials. On the Market Street frontage are three, two storey buff faience canted bays which retain their original leaded lights. The imposing arcaded gritstone porch is presided over by a pair of Griffin retainers carrying armorial shields. On the Wigan Road, the former two offices of the Hindley Urban District Council (1903) are an important gateway feature on the western

approach to the area. The two storey plus basement elevations are designed in a Queen Anne Revival style with red brick elevations and buff faience dressings. The original lightwell railings, heavy dentil cornice, banding and exaggerated keystone enrich the area.

The Conservative Club, no.135 Market Street (1897) is a solid red brick late Victorian club and assembly hall of two tall storeys beneath a gabled slate roof. The central door has a heavy surround of paired pilasters with balcony projecting over, carried on acanthus consoles. The coped gables have kneelers with ball finials which add interest at roof level.



The Conservative Club, No.135 Market Street has a grandiose doorcase and imposing scale.

The inter-war former Palace Picture Theatre, nos.47-55 (odd) Market Street is now much altered by the bricking-up and rendering over of the central faience oriel, diocletian windows and removal of the central entablature with its heavily moulded cornice. The loss of the original canopy and the replacement of shop fronts with galvanised roller shutters also rob the building of much of its original presence. Nevertheless, it remains a significantly scaled building of

two tall storeys with a strong composition. The appearance could be significantly enhanced by the reinstatement of original openings and detailing.

Houses are scarce within the area and located on the periphery. In particular, along Church Street and Peter Street, surrounding St Peter's Church are flat fronted red brick, short terraces of c1900. These are set on the back edge of the pavement and behind shallow front garden enclosures. These houses are simple with ornamentation restricted to moulded brick eaves corbels. The original box sash windows have regrettably been replaced although the repetition of the original openings gives the terraces a strong rhythm. The removal of the stone mullions which previously divided the engaged ground floor sashes has disrupted the proportions of the ground floor openings. Borsdane Terrace on Atherton Road is a composed terrace of c1910 contained between gabled 'book-ends'. The upper floors were originally faced in roughcast with a corbelled brick eaves detail. The Westmoreland slate

roofing is laid to diminishing courses. The terrace is set behind shallow front gardens bounded by paneled dwarf brick walls formerly with terracotta pier caps. The canted bays at ground floor level are set beneath a continuous slate roofed pentice. The ground floor bays originally had attractive leaded frieze lights with roses in the manner of the Glasgow School (no.21 retains this attractive feature). The end of terrace houses have herringbone half-timbering and timber oriels set obliquely on each corner. The first floor windows have been comprehensively replaced.

4.5 Building plots, types and prevalent building form

The conservation area has for the most part a dense urban grain with the majority of road frontage being continuously developed as terraces or rows of individual buildings. This is a reflection of the historic pattern of development with the construction of short terraces of identical properties occurring in the later nineteenth century. During the mid nineteenth century



Borsdane Terrace, Atherton Road is carefully composed with attractive detailing which is being eroded by alterations.

many plots were developed individually, thereby creating a more varied streetscape. Plot sizes and widths are variable. Development along Market Street (originally Mill Street) occurred sporadically from the late eighteenth century and gained pace significantly in the later nineteenth century. The generally earlier phasing of the eastern street frontage is associated with greater variability in plot size. The later Victorian speculative terraced developments are associated with uniformly narrow plots. These characterise the northern half of the western street frontage.

Inevitably, places of worship and public buildings occupy the largest plots within the most prominent sites in the area as a reflection of their social status.

Within the area there are the following principal building types:

(i) Shops: The most frequently encountered building type. There is some evidence to support the assumption that some shops were created by the conversion of mid nineteenth century housing, although most were purpose built as generally two storey terraces of identical units, dating from the final quarter of the nineteenth century and early part of the twentieth century;

(ii) Public houses: A frequently encountered building type in the area. Public houses in the area are exclusively of two storeys in height and often occupying prominent corner plots. Examples survive from the late eighteenth century but generally the majority date from the later nineteenth century.

(iii) Community Facilities: Within the area there are a good range of surviving public buildings including a public library, numerous churches and Sunday schools, former local government offices and a former late nineteenth century Board School. These are the most significantly scaled buildings in the area, but still restricted to a maximum of two tall storeys in height with taller tower or spire features to announce their presence within the wider townscape. They generally occupy prominent corner plots, as a reflection of their social status;

(iv) Housing: Generally in terraced form and predominantly late nineteenth and early twentieth century with simple detailing. The least numerous building type in the area.

4.6 Materials, local details and architectural styles

Facing brickwork is the unifying feature of Hindley's townscape. Red brick is usually found with moulded brick and less commonly terracotta detailing. This often uses historicist motifs such as nail head, guilloche, acanthus leaf and egg and dart. In the later nineteenth and early twentieth century buff faience and terracotta is often twinned with hard red brick to create a distinctive style.

Render is more rarely found as a facing material in the area. It is generally associated with buildings from the early and mid nineteenth century with moulded stucco details adopting neoclassical and renaissance forms.



The Presbyterian New School (1877) has brick detailing typical of late nineteenth century development in Hindley.

The moulded brick eaves corbel is the most commonly occurring detail throughout the area. It appears in the third quarter of the nineteenth century but disappears from use around 1900 to be substituted by corbelled plain brick eaves and brick cogging. A simple architectural style characterises the majority of the retail frontages. Shop fronts occupy the full width of the ground floor with accommodation above served by pairs of sash windows. These may have a flat stone lintel of local gritstone or voussoired brick arches. Roofs are mostly low pitched and slate clad without attic accommodation. There are occasional examples of dormers breaking the eaves, which are a feature of several late nineteenth century terraces of two and a half storeys. These reflect the apogée of the town's economic wealth.



The elegant spire of St. John's Methodist Church provides an important focal point at the northern end of Market Street.

The principal churches are designed in Gothic derived styles and are faced in coursed rock-faced stone. Local red sandstone in conjunction with creamy gritstone is used to create polychrome effects. Public buildings and higher status buildings such as banks are associated with revivalist eclectic styles including Free-

Elizabethan, Queen Anne Revival and Edwardian Freestyle. These are associated with red brick facing contrasting with buff faience and terracotta.

4.7 Listed buildings

A listed building is one that is included on the Government's Statutory List of Buildings of Special Architectural or Historic Interest. These buildings are protected by law and consent is required from Wigan Borough Council before any works of alteration, extension or demolition can be carried out. Listed buildings are marked on the Townscape Appraisal map.

4.8 Buildings of Townscape Merit

Many unlisted buildings have been identified on the Townscape Appraisal map as being "Buildings of Townscape Merit".



Bonny Lasses public house is a good example of an unaltered late nineteenth century building and a significant 'Building of Townscape Merit'.

Buildings identified as having "townscape merit" will vary, but commonly they will be good examples of relatively unaltered historic buildings where their style, detailing and building

materials provides the streetscape with interest and variety. Most importantly, they make a positive contribution to the special interest of the conservation area. Where a building has been heavily altered, and restoration would be impracticable, they are excluded.

Listed Buildings together with Buildings of Townscape Merit help create the conservation area's distinctive and interesting historic townscape. As recommended in Planning Policy Guidance 15: Planning and the Historic Environment, the general presumption should be in favour of retaining buildings which make a positive contribution to the character or appearance of a conservation area.

4.9 Historic shopfronts



No.22 Bridge Street. A surviving late Victorian shopfront with high quality joinery

Within the conservation area are a number of fine period shopfronts dating from the later nineteenth century and early twentieth century. These give the retail frontage a distinctive character and engender a sense of quality. These are important surviving period features which must be preserved. A statutory duty exists to preserve or enhance the character or appearance of all conservation areas. To achieve this aim, where there is evidence of the historic detail of a shop front, whether in the form of documentary evidence or surviving fragmentary features, the accurate repair and reinstatement of the shopfront will be sought.

4.10 Focal points, views and vistas

The principal churches (St Peter's and St John's) with their fine spires create important and distinguished focal points at either end of Market Street. The spire of St Peter's also serves as an important focal point facilitated by the straightness of the Wigan Road along the western approach into the area. The stout pyramidal spire of the Free Library tower provides an intermediate focal point in views north from the south west end of Market Street and also along Cross Street, in views into the conservation area.



St. John's Church has a significant presence on Bridge Street.

The straightness of the southern end of Market Street between Frederick Street and Lowe Mill Lane creates important long views down this section of the street. To the north of the junction with Lowe Mill Lane, the alignment of the street changes, creating shorter views between the junction with Ladies Lane. To the east, the serpentine form of Bridge Street restricts views into the area creating a contrast with the straighter form of the principal street.

4.11 Open spaces and green areas

The conservation area is essentially defined by the linear form of street frontage development along Market Street. There are no significant public spaces in the area with the exception of the main road junctions, the landscaped area surrounding the former Council Offices, Wigan Road and the churchyard of St Peter which serve as a semi-public space. The road junctions at the north and southern ends of the area are important spaces but dominated by heavy traffic which detracts from their special qualities.



A single ancient hawthorne is a rare street-tree at the southern end of Market Street.

The grounds surrounding the former offices of the Urban District Council provide a small but welcome green retreat within the hard urban townscape which characterises the area. The mature lime, sycamore and ornamental cherry trees provide important shade and a modest area of lawn for informal recreation. The enclosed grounds surrounding the Church of St Peter contain important semi-mature trees which provide a gentle setting to the Church and wider street. In particular, the ash and ornamental cherry trees along the Liverpool Road frontage

and to the rear of the church along Peter Street lend the street a secluded intimacy.

Open spaces immediately adjoining the conservation area may also contribute considerably to the setting of the area. Rayner Park is one such green space which makes an important contribution to the character of the wider area.

4.12 Public Realm

The central shopping area of Market Street is paved in small module concrete slabs laid on a grid with concrete kerbs. This serves to exaggerate the narrowness of the footway. Charcoal concrete setts are used to face street corners and areas subject to over-trafficking, associated with forecourt servicing. In more peripheral areas, tarmac is used to surface the footway with concrete kerbs. Small areas of large concrete paving slabs also survive from the mid twentieth century. Short runs of broad granite kerbs survive in secondary side streets, such as King Street and Chapel Street.

There are no significant areas of surviving historic streetscape in the town, with the exception of a small area of granite cobbled roadway at the southern end of Morris Street.

Lighting columns all date from the later twentieth century and are utilitarian ‘hockey stick’ type with either concrete or steel columns. On Wigan Road and Market Streets these often dwarf in scale the modest two storey buildings they adjoin. The proliferation of late twentieth century street furniture, including concrete bollards and guard rails, detracts from the quality and historic character of the public realm.

5.0 Issues: Positives and Negatives

Positives

- Architectural quality of the area’s buildings;
- Cohesive townscape;
- Historic environment;
- Important local shopping centre;
- Closely knit townscape with few vacant sites;

- Intimate streets and fine landmark buildings;
- Period shop fronts and surviving independent retailers;
- Close proximity of residential streets to town centre.

Negatives

- Bridge Street and the extreme northern end of Market Street suffer from low retail vitality and many buildings are in a poor state of repair;
- A small number of vacant shops create a bad impression and spoil the appearance of the conservation area, especially when boarded up;
- Poor state of repair of a small number of historic buildings, most notably nos.3-37 (odd) Market Street and nos.2,4,19,21, 22,24,26,28,28a,30 Bridge Street
- Gap sites serve to fragment townscape and reinforce negative imagery;
- Contextually weak and uncoordinated floorscape and public realm;
- Loss of architectural details (e.g. windows, doors and other timber joinery)

- and loss of original building materials (e.g. slate, ashlar/terracotta detailing, front boundary railings) detracts from the area’s historic interest;
- Insensitive modern shop fronts, roller shutters and poor illuminated signage which are out of scale and/or character with host building. The excessive use of swan neck downlighters is particularly intrusive;
- Vacant properties and vacant upper floor space (especially along Market Street);
- Loss of historic identity in contextual land as a result of re-development of former mills;
- Heavy traffic and vibration along Market Street, Bridge Street and Wigan Road;
- Tall lighting columns are utilitarian and dwarf the adjoining street frontage buildings;
- Proliferation of modern street furniture including concrete bollards and guard rails;
- Loss of original historic floorscape including stone slab paving, granite cobbled carriageways and kerbs.



The public realm at the northern end of Market Street is cluttered and unco-ordinated with low quality surface finishes.

6.0 Recommendations

6.1 Loss of architectural detail & Enforcement

- loss of timber windows and doors
- alterations to window/door openings
- removal of redundant chimney stacks

Certain minor works and alterations to unlisted buildings, in use as single family dwellings, can normally be carried out without planning permission from the Council. Development of this kind is called “Permitted Development” and falls into various classes which are listed in the Town and Country Planning (General Permitted Development) Order 1995. These minor alterations can cumulatively have an adverse effect on the character and appearance of a conservation area. Powers exist to the Council, known as Article 4 directions, to withdraw some of these permitted development rights in the interests of preserving and enhancing the character and appearance of the conservation area. This should be considered to prevent the further erosion of historic character of residential properties.



Peter Street. The replacement of timber box sash windows and doors and the removal of mullions from ground floor windows has destroyed the original unity of the terrace. The erection of concrete boundary walling and fences detracts from the streetscape

Despite the need for planning permission to carry out most external works to commercial properties, there is evidence of significant unauthorised alterations. This includes the removal of windows from flats above shops and the installation of signage and roller shutters. The cumulative effect of such works is resulting

in a materially detrimental impact upon the townscape quality of the area. If left unchecked, such alterations can erode the special qualities which justified the original designation. It is recommended that an awareness campaign be carried out in the area to explain the need for planning permission for such works, to promote the Council’s Shopfront Design Guide and to secure community support for enforcement action.



A former traditional shopfront in Market Street (Hinchcliffe’s Lancashire House)

6.2 Shopfront design, signage and illumination

The design of shop fronts is of paramount importance in the conservation area as a reflection of the dominance of retail uses. Many of the existing shop fronts are poorly designed in terms of their proportions, materials and the relationship of the shopfront to the composition of the façade or adjoining frontages. Illumination is essentially unnecessary given the levels of ambient lighting in Market Street. Swan neck downlighters are particularly intrusive in the streetscene and should be avoided. If justification exists for illumination, this should be restricted to low levels of illumination via trough lights or halo-back lighting, incorporated into the design of the fascia.

The Council has produced a Draft Shopfront Design Guide. (July 2005). This provides detailed design guidance for new shop fronts.

6.3 Boundary treatments: railings and walls

Whilst throughout much of the area development is set on the back edge of the pavement, within the later nineteenth and early twentieth century terraces on Peter Street/Atherton Road, shallow forecourts are defined by dwarf boundary walls. These serve to enrich the streetscene and are a key element of local distinctiveness. Every effort should be made to repair existing walling and secure their accurate reinstatement. The Council can encourage owners to undertake these works by the provision of guidance regarding materials and suppliers, together with grant assistance towards the cost (subject to resources). The use of Article 4(2) directions should be investigated to prevent the further loss of traditional boundary walling.

6.4 Floorscape and local distinctiveness

Period photography serves to confirm the quality and simplicity of the historic public realm. The majority of the conservation area has been resurfaced using artificial materials mainly consisting of concrete paving slabs laid in 'tram-lines', concrete setts, tarmac and concrete kerbs. Traditionally large sandstone slabs, granite kerbs and cobbles were used. The reinstatement of historic materials is desirable and all new work should use natural materials which were formerly used in the town to reintroduce a distinctive public realm of high quality. The existing lighting columns are overbearing and utilitarian.

6.5 Retail floor area & re-use of redundant shops

Demand remains buoyant for retail and allied uses in the centre of Market Street. There is evidence that there may be an over-provision of retail floor area on secondary frontages especially towards the northern end of Market Street and Bridge Street. High quality shop fronts are a particularly important feature of the conservation area. Where changes of use of shops in marginal locations are being considered it is essential that the retention of period shop fronts is secured as part of the re-use of the property.

6.6 Upper floor uses

It is apparent from street level that many of the upper floors above commercial ground floor premises are unused or under-used, as storage areas. This is particularly evident on Market Street and Bridge Street. Building disrepair is a direct consequence as these upper floor areas are simply forgotten or seen as unviable. It is important that these upper floor areas are brought back into use as offices, consulting rooms or residential flats. This will ensure that these areas are maintained. The re-use of these areas will also add to the vitality and sustainability of the area.

6.7 Traffic management

Heavy through traffic is an inevitable consequence of the area's location along principal roads. The traffic is part of the area's special character but inevitably detracts from its environmental quality and attractiveness as a shopping centre. Consideration should be given to passive traffic calming, such as widening the width of the pavement, to improve the public realm and the balance between vehicles and pedestrians. All prospective works should accord with the aims of 'Streets for All' produced by English Heritage.



Insensitive solutions to traffic/pedestrian management can harm the appearance of the area

6.8 Conservation area boundary review

No revisions to the existing boundaries were considered desirable. The existing conservation area boundary is an accurate reflection of the area of the town centre with surviving special architectural or historic character.

6.9 Gap and Opportunity Sites

The townscape analysis plan identifies gap sites and buildings which detract from the character or appearance of the conservation area. This is an explicit statement that the redevelopment of these sites, in accordance with the Key Design Principles set out within the Management Strategy, will be encouraged.

7.0 Opportunities for enhancement

The following list, drawn out of the list of negatives in Section 5, identifies where, and how, the qualities that provide the special interest of the conservation area can be reinforced:

- Bridge Street and the northern end of Market Street contain several vacant shops and display other signs of low retail vitality. Grant aid is needed to assist in the regeneration of the area;
- Review of design and materials of paving/ streetscape throughout the area with a view to publication of a streetscape manual setting out principles for public space design. English Heritage's 'Streets For All' publication sets out general principles for a co-ordinated approach that can help provide an environment that is safe, enjoyable and appropriate to its surroundings.
- Restoration of architectural detail which is essential to the design and character of key historic buildings (where there is firm historical evidence), especially shop fronts, timber windows and doors, terracotta detailing, chimney stacks and original roof covering.
- Vacant premises and vacant upper floors look unsightly and attract fly posting and graffiti. Quality residential conversions, making use of vacant upper floor space, would bring vacant upper floor space back into use and further enhance the character and appearance of the conservation area. Other uses, subject to current planning policy, may also be appropriate.
- Small and localised areas of historic floorscape are part of the area's special interest. This appraisal has identified the most important examples of these surfaces which should be protected and repaired as necessary, using traditional techniques and materials. Existing granite and sandstone kerbs must be retained in any scheme of improvement or repair.
- Promotion and encouragement of the structural and external repair, and routine maintenance, of all the conservation area's 'Buildings of Townscape Merit';
- A number of historic buildings, mainly on the fringe of the conservation area, are in a poor state of repair. Grant aid, possibly from the Borough Council or Townscape Heritage Initiative, may be needed to assist repair and restoration of properties where the cost of works is excessive.



Period detailing is a crucial part of local distinctiveness

Part 2

The Hindley Conservation Area Appraisal Management Strategy

2.0 Introduction

This document is intended to provide guidance regarding how change should be best managed to achieve the preservation and enhancement of the area. The conservation area designation is not intended to prevent change but instead to influence change to produce positive outcomes for the special character and appearance of the area.

Policies EV3A, Design and EV4, Conservation of the Wigan Revised Deposit Draft Replacement unitary Development (March 2004), provide strategic guidance to protect the character and appearance of conservation areas and to promote good design in all new development. **Policy EV4** states:

The Council will conserve the historic built environment by:

- A. NOT PERMITTING PROPOSALS WHICH WOULD HARM THE CHARACTER OR APPEARANCE OF LISTED BUILDINGS OR THEIR SETTINGS, NOR PROPOSALS WHICH FAIL TO PRESERVE OR ENHANCE THE CHARACTER OR APPEARANCE OF A CONSERVATION AREA;**
- B. PROTECTING AND ENHANCING THE CHARACTER AND APPEARANCE OF ANCIENT MONUMENTS, SITES, BUILDINGS AND STRUCTURES OF ARCHAEOLOGICAL INTEREST AND HISTORIC LANDSCAPES;**
- C. EXERCISING ITS NORMAL DEVELOPMENT CONTROL POWERS TO ENCOURAGE THE PROTECTION AND ENHANCEMENT OF BUILDINGS OF LOCAL INTEREST;**
- D. ENCOURAGING THE**

OCCUPATION OF OLD BUILDINGS AND PERMITTING NEW USES WHICH ARE COMPATIBLE WITH THEIR CHARACTER AND SETTING;

E. CARRYING OUT ENVIRONMENTAL IMPROVEMENT SCHEMES IN CONSERVATION AREAS.

The policies set out in this plan are in accordance with national guidance set out within PPS1 Delivering Sustainable Development, PPG3 Housing, Draft PPS6 Planning for Town Centres, PPS12 Local Development Frameworks, PPG13 Transport, PPG15 Planning and the Historic Environment, PPG16 Archaeology and Planning and PPG17 Planning for Open Space. The document draws upon the design objectives set out in By Design – Urban Design in the Planning System: Towards better practice (ODPM/CABE 2000).

2.1 Protecting the area’s built heritage

Policy EV4A Development and Design in Conservation Areas of the Wigan Revised Deposit Draft Replacement unitary Development (March 2004) states:

In addition to other development and design policies which apply throughout the Borough, the following considerations will be applied within Conservation Areas and their settings: -

- (a) The Council will ensure that any proposal for development within a Conservation Area will preserve or enhance and will not harm the character or appearance of that area;**
- (b) The demolition or inappropriate alteration of buildings which make a positive contribution to the historical, architectural or industrial archaeological character or appearance of a Conservation Area will not be permitted;**
- (c) Consent for demolition will only be granted subject to the building not**

being demolished before a contract for carrying out the redevelopment of the site to a high standard of design is made for which planning permission has been granted or some other legally binding commitment has been made;

(d) **Proposals which include the demolition of significant features including porches, chimneys and boundary walls/railings or which remove or alter architectural features of value will not be permitted. The retention or, where features are missing, restoration or where inappropriate forms or features are present, the remodelling of the external character of buildings, particularly with regard to windows, roofs, materials and advertising will be required;**

(e) **The use of the following types of signs will not be permitted:-**

(i) **fascia and projecting box signs or tray structures with internal or external illumination;**

(ii) **signs which result in materials or features which are integral to the design of the building being obscured or materially altered;**

(iii) **signs which involve letters or sheet materials or other structures incorporating box structures;**

(iv) **projecting signs, unless they are limited to small, traditional thin-section hanging signs on ornate brackets at fascia level;**

(v) **freestanding illuminated signs;**

Signs should preserve or enhance the character or appearance of the Conservation Area and its setting and will be permitted provided they meet the following criteria:-

(i) **Fascia signs should, particularly in terms of their size, proportions, degree of projection, positioning,**

materials, type of construction, colour and the style and size of lettering, be in keeping with the character of the shop front, fascia details and materials, the building as a whole and the area. If they are to be illuminated they should be externally illuminated using unobtrusive and discreet light fittings or take the form of individually illuminated and individually affixed letters;

(ii) **The cumulative impact of advertisements should not detract from the character or appearance of the building or locality. Advertisement structures should not be superimposed on other advertisement structures;**

(iii) **Projecting or hanging signs should be of small size, thin section and if illuminated, should be discreetly externally illuminated and located at fascia level;**

(f) **The Council will encourage the preservation and, where necessary, the sensitive relocation of attractive items of street furniture and will encourage the preservation and, where possible, the enhancement and extension of stone sett and flag surfaces. Where works are undertaken to these and other special surfaces, such as paviers, temporary or permanent reinstatement should be in the original material;**

(g) **The Council will encourage the removal of buildings detrimental to the character of Conservation Areas;**

(h) **Rendering or cladding stone and brick buildings will not be permitted;**

(j) **Proposals which involve development, including relatively large-scale extensions, within the grounds/gardens of dwellings and other buildings such as churches where the grounds contribute to the character of the Conservation Area will not be allowed.**

2.1.1 Conservation Area Consent

In accordance with the provisions of policies EV3A and EV4A of the Wigan Revised Deposit Draft Replacement unitary Development (March 2004):

- i) **The Council will encourage the demolition of buildings that detract from the character and appearance of the conservation area, as identified by the appraisal document.**
- ii) **The Council will expect satisfactory proposals for the redevelopment of any site before consent can be granted for demolition. In the absence of satisfactory redevelopment proposals, consent will not normally be granted.**
- iii) **Where the demolition or significant alteration of a building or structure has been granted, the council will seek to ensure that an accurate archive record is made prior to commencement. This will include measured survey drawings and/or photographs to be provided at the applicant's expense.**
- iv) **Consent will not be granted for the demolition of buildings or structures which have been identified within the townscape analysis section of the appraisal as making a positive contribution to townscape, including group value. These include: buildings on the statutory and local lists of buildings or structures of architectural or historic interest and buildings of 'townscape merit'.**
- v) **In accordance with guidance set out at paragraph 4.27 of PPG15, proposals to demolish buildings which make a positive contribution to the character and appearance of the area will be assessed against the same criteria as proposals to demolish listed buildings (paragraphs 3.16-3.19, PPG15).**

2.1.2 Alterations

The Council will seek to ensure that all alterations are sympathetic to the architectural character of the parent building, in terms of scale, proportion, materials and detailing, and to the character and appearance of the wider area.

A statutory presumption exists against alterations which would harm the character or appearance of the Conservation Area. (s.72 Planning (Listed Buildings & Conservation Areas) Act 1990). The buildings within the area serve to define its special character and it is essential to ensure that the character and appearance of the area is preserved or enhanced by development. Even small, seemingly insignificant alterations can cumulatively have a substantial impact. It is important that special consideration is paid to all alterations. Signage and security measures require careful design to ensure compatibility with the host building and appearance of the wider area.

The Council will seek to ensure that the statutory controls over alterations including enforcement action are appropriately used.

2.1.3 Changes of use

In accordance with the provisions of policy S1 of the Wigan Revised Deposit Draft Replacement unitary Development (March 2004):

The Council will seek to maintain the retail uses within the area. In peripheral locations uses which would prejudice the character or appearance of the area will not be supported.

The conservation area is currently characterised by retail uses. There appears to be low demand for retail floor area on secondary street frontages. There are opportunities to achieve the reuse of former shops in peripheral locations by encouraging complementary alternative uses including professional services and residential. The redevelopment of vacant sites should be prioritised. It is important that purpose built retail buildings on principal street frontages are retained in retail use to preserve the vitality of the commercial centre of the town. Applications

for changes of use should demonstrate how they have taken into account surrounding uses and the balance of uses in the wider area.



A vacant shop in Bridge Street, dated 1907 with original shop front intact, awaiting re-use.

2.1.4 Statutory protection

The Council will seek a review of the significant number of buildings of townscape merit with regard to the creation of a local list of buildings or structures of architectural or historic interest and request English Heritage to consider inclusion within the statutory list where appropriate.

Many of the fine buildings or structures surviving from the nineteenth and more rarely eighteenth century warrant recognition of their significance by inclusion within local list of buildings or structures of architectural or historic interest. Many of these buildings are of considerable importance and may warrant statutory protection. These include the many places of worship, former Council Offices and mid nineteenth century retail frontages.

2.1.5 Buildings ‘At Risk’

The Council will use its statutory powers to secure the preservation of threatened buildings on the Register of ‘Buildings At Risk’.

All historic buildings are a finite resource and cannot be replaced. The Council is provided with statutory powers to ensure that listed buildings are not allowed to deteriorate. These powers include Urgent Works and Repairs Notices and as a last resort, compulsory acquisition (sections 47, 48, 50 and 54, 1990 Act). Where a building has been allowed to fall into disrepair deliberately to justify its demolition, a direction for minimal compensation may be made to the Secretary of State. In such cases, compensation of as little as £1 may be payable to the owners.

The Council also has powers to secure the preservation of unlisted buildings in the Conservation Area by using Urgent Works notices in a similar way as applies to listed buildings (s.54). This applies where a building is important for maintaining the character and appearance of the area. The Council may carry out such works as a necessary in default and recover the costs incurred from the owners.

The Council has published guidance on the appropriate repair and maintenance of traditional buildings within Hindley and this is available on the Council’s website.



No.21 Market Street ‘AT RISK’.

2.2 Principles for new development

2.2.1 The Council will preferentially seek the redevelopment of vacant sites as a priority.

New development should complement the surrounding townscape by reflecting the scale, form, density and plan of neighbouring historic development. Important views within and through the area should be protected and maintained. Pedestrian links should be enhanced to encourage permeability and sustainability. Historic buildings are inherently sustainable and new development must seek to incorporate existing buildings which have been identified individually, or cumulatively as a group which contribute to townscape quality.

2.2.2 Archaeology

Below ground archaeological remains are likely to survive across much of the conservation area. If in-situ preservation of the archaeological remains is not required and is not feasible, archaeological excavation to ensure preservation by record will need to pay particular attention to the relationship between below ground archaeological remains and the structures surviving above ground and will need to make special provision for retrieving evidence of past industries by appropriate sampling and analysis of organic materials and residues.

- In addition to below-ground archaeological remains, the conservation area contains many surviving structures particularly those relating to industrial activities;
- The archaeological deposits may include organic materials and residues such as wood and leather, seeds, pollen, fragments of insects and industrial residues which provide information on the past environment and industries.

2.2.3 Development Briefs

The Council will provide development briefs for significant development sites within the

area and encourages early dialogue with developers

Within the area are significant sites awaiting redevelopment. These present a significant opportunity and challenge to create successful streets and reinforce local distinctiveness.

2.2.4 Temporary uses

Appropriate temporary uses of redundant or unoccupied buildings will be encouraged

The conservation area is facing a period of change associated with significant inward investment. Unoccupied buildings are prone to deterioration through lack of maintenance and vandalism. Temporary uses can be useful caretakers in the short term, providing security for vulnerable buildings. These uses should not require significant internal or external alterations, particularly those which would reduce the flexibility of the building in the future.

2.2.5 Key Design Principles

All new development should seek to:

- **Achieve continuity in street frontage building lines with development set on the back edge of the pavement;**
- **Maintain the historic pattern of development by respecting the grain associated with historic plots and the historic morphology of development in the immediate area;**
- **Respect the human scale, height and massing of historic development in the immediate streetscape and wider conservation area;**
- **Respect the roof lines of adjoining development and avoid the creation of statements or features at roof level to preserve the dominance and hierarchy of existing landmarks;**
- **Reflect the proportion of solid to void found in the elevations of traditional buildings and employ robust detailing,**

avoiding fussy or gimmicky use of applied features/detailing

- **Respect the historic hierarchy of development and detailing between principal and secondary street frontages and within plots between frontage and rear elevations;**
- **Conceal any parking or servicing areas behind built frontages of appropriate scale;**
- **Respond appropriately to prominent street corner sites by the use of splayed corner entrances;**
- **Reinforce local identity by the use of traditional materials used in the conservation area and new materials sympathetic to the local character of the conservation area;**
- **Create active frontages to supervise the public realm by careful consideration of internal building layout;**
- **Re-use traditional buildings which contribute to townscape quality;**
- **Accurately reinstate lost or damaged architectural features.**

2.2.6 Gateways, landmarks and focal points

Existing gateways, landmarks and focal points will be protected and enhanced by complimentary development to improve their wider setting

It is important that these significant structures are maintained and new development should be subordinate, in scale and presence to these defining structures. The existing hierarchy of landmarks will be maintained and focal points protected. The creation of new landmarks will be discouraged, unless it can be demonstrated that such structures are justified to re-establish a historic hierarchy or important lost feature.

2.3 Landscape design in the public realm

Within the Conservation Area, the hard streetscapes create an exclusively urban environment. This is unrelieved by public green spaces in the town centre.

- (i) **New landscaping proposals should seek to reinforce this distinctiveness by the reinstatement or repair of historic paving schemes and the sparing introduction of planting; only where this is historically appropriate. All schemes should be informed by documentary research on which the designer's decisions should be firmly founded.**

It is important that new work does not sweep away historic schemes, however fragmentary. Within the area, the surviving historic surfacing, for example in Morris Street and granite kerbs, elsewhere are very precious. Great care must be taken to ensure that these are retained and accurately repaired.

- (ii) **An honest and robust approach should be taken in the selection of new street furniture to avoid the creation of spurious 'heritage'.**

Any additions must be justified and restricted to essential items. The siting of new features in the public realm must be afforded careful consideration with regard to views, vistas and the setting of buildings; particularly those identified as making a positive contribution to townscape.

- (iii) **New street tree planting within the public realm must be kept to a minimum. Boulevard style street tree planting should be avoided**

The urban character of the streetscape within the area presents little opportunity for tree planting or soft landscaping except within private spaces. The introduction of exotic or ornamental planting, even of an informal character, is historically inappropriate within the town centre and serves to erode the special character of the street.

- (iv) **Developers may be required to make a financial contribution towards**

the future maintenance of adjacent public areas under s.106 of the Town and Country Planning Act 1990 (as amended).

2.4 Monitoring and review

This document should be reviewed every five years in the light of the Local Development Framework and emerging government policy. A review should include the following:

- A survey of the conservation area;
- A photographic record of the conservation area;
- An assessment of whether the various recommendations detailed in this document have been acted upon, including proposed enhancements;
- A building condition survey;
- The production of a short report detailing the findings of the survey and any necessary action.

Appendices

Sources of further information

Wigan Borough Council
Civic Buildings
New Market Street
Wigan
WN1 1RP Tel: 01942 244991 fax: 01942 404222

Bedford Park, London W4 1TT
Tel: 020 8994 1019
For the "Care for Victorian Houses" leaflet, etc.

English Heritage
23 Savile Row
London W1X 1AB
General enquiries: 020 7973 3000
For further information relating to listed buildings and conservation areas
The Victorian Society
1 Priory Gardens

The Society for the Protection of Ancient Buildings (SPAB)
37 Spital Square, London E1 6DY
Tel: 020 7377 1644
For an excellent range of technical advice leaflets