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1.0 INTRODUCTION

Background to the Conservation Area Management Plan

1.1 While there has been a conservation area at Walton for some 25 years, its effectiveness depends upon the way in which it is managed. This is not simply a matter of controls being exercised by the District Council, there are incentives too, and significant contributions to be made by local businesses, residents and community groups. The purpose of the plan, therefore, is to show how each can play a part in making Walton a better place to live in, to work in and to visit.

1.2 In 2001, Tendring District Council commissioned character appraisals of all the conservation areas in the District. These were updated and adopted as planning documents in 2006. Since then, the Council has partnered the Frinton & Walton Town Council to commission a management plan for Frinton so that future decision-making is coordinated with the common purpose of strengthening the qualities of the town. This document is now adopted as local policy and the joint councils have commissioned a second management plan, this time for Walton. This is the second in a proposed series of management plans that will eventually cover all the conservation areas in the District.

Conservation Areas and their importance

1.3 Conservation areas were first introduced by the Civic Amenities Act in 1967. The same legislation has since been consolidated into subsequent Acts and the current powers are to be found in the Planning (Listed Buildings and Conservation Areas) Act of 1990. There are now some 9,500 conservation areas across England and Wales.

1.4 Local authorities have a duty to designate as conservation areas any area of 'special architectural or historic interest' whose character or appearance is worth protecting or enhancing. This 'specialness' is judged against local criteria commonly laid down in the development plan. Conservation area designation is the primary means by which local authorities can safeguard, for future generations, areas of valued distinctive places that help to define the individual cultural identity of communities.

1.5 Conservation areas vary greatly in their nature and character. They range from the centres of most of our historic towns and cities, through
agricultural villages, industrial areas, model housing estates, and country houses set in their historic parks, to historic transport links and their environs, such as stretches of canal. They also, of course, include coastal resorts.

1.6 The special character of these areas does not come from the quality of their buildings alone. The historic layout of roads, paths and boundaries; characteristic building and paving materials; a particular ‘mix’ of building uses; public and private spaces, such as gardens, parks and greens; trees and street furniture; significant views - all these and more make up the familiar and cherished local scene. Conservation areas give broader protection than the listing of individual buildings: all the features, listed or otherwise, within the area, are recognised as part of its character.

The need for proactive management

1.7 Government policy\(^1\) has made it clear that conservation areas are not necessarily preservation areas. Change is an inevitable facet of modern life and the challenge is to manage change in a manner that does not lose sight of the special historic qualities of a place. Local authorities are expected to publish appraisals of their conservation areas, in order to identify their special interest, and then to prepare management plans to address the issues that arise from that analysis.

1.8 Proactive management of conservation areas gives clarity and robustness to decision making, which means that issues may be more defensible in, for instance, planning appeals.

\(^1\) Planning Policy Guidance 15 (PPG15) – Planning and the Historic Environment - 1994
2.0 COMMUNITY INVOLVEMENT

2.1 In 2005/06, when the District Council updated the Conservation Area Appraisals that had been prepared in 2001, a consultation exercise was carried out. This involved Town and Parish Councils and certain local amenity bodies. As a result, the documents were amended in the light of comments received before being adopted and published in March 2006.

2.2 The Management Plan process is subsequent to the appraisal and a variety of stakeholder organisations were contacted at the outset. On 15 February 2008, a public workshop was held at The Columbine Centre in Walton. This was an open meeting advertised in the local press, although people known to have an interest were also specifically invited. The workshop divided into three groups, each with a professional facilitator, to discuss topics arising from the assessment of the conservation area.

2.3 Groups and individuals were also encouraged to provide written responses to a simple questionnaire (see Appendix 1) over a subsequent consultation period. These responses and the workshop discussions have been used as a basis for developing the analysis and proposals in this plan.

2.4 The first draft of the Conservation Area Management Plan was launched in June 2008 with an exhibition at Walton Public Library. The draft and the exhibition were also displayed on the District Council’s website and the event received coverage in the local press and on local radio.

2.5 The exhibition marked a four-week consultation period during which local residents, businesses and amenity groups were invited to make their views known through a simple questionnaire. The feedback is recorded in the Report of Consultation at Appendix 2 and, where relevant, comments have been taken into account in the final Management Plan.
3.0 IMPLICATIONS OF CONSERVATION AREA DESIGNATION

Legal consequences

3.1 Designation as a conservation area brings a number of specific statutory provisions aimed at assisting the “preservation and enhancement” of the area. These are as follows:

- The local authority is under a general duty to review designations ‘from time to time’ and to ensure the preservation and enhancement of the conservation area. There is a particular duty to prepare proposals (such as conservation area appraisals or grant schemes) to that end.
- In the exercise of any powers under the Planning Acts with respect to any buildings or other land in a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.
- Extra publicity must be given to planning applications affecting conservation areas. This is usually achieved through the use of advertising in the local newspaper.
- Conservation Area Consent is required for the demolition of most unlisted buildings in a conservation area², including boundary walls, and the local authority, or the Secretary of State, may take enforcement action or institute a criminal prosecution if works of demolition are undertaken and consent is not obtained.
- Written notice must be given to the Council before works are carried out to any tree in the area above a minimum size (See 3.11 below). The display of advertisements may be more restricted than elsewhere.
- The Council, or the Secretary of State, may be able to take steps to ensure that a building in a conservation area is kept in good repair through the use of Urgent Works Notices and Amenity Notices.
- Powers exist for local authorities, English Heritage or the Heritage Lottery Fund to provide financial grant schemes to assist with the upkeep of buildings in conservation areas, although these are usually targeted to areas of economic deprivation.

² If the volume of the building is less than 115 cubic metres, Conservation Area Consent is not required. However, if it is in the grounds of a listed building, Listed Building Consent may well be required.
The requirements for planning permission in a conservation area.

3.2 Certain works to family houses within a conservation area, which are normally considered to be “permitted development”, will now require planning approval from the Council. The overall effect of these additional controls is that the amount of building works which can be carried out to a family house or within its grounds without a planning application is substantially smaller in a conservation area than elsewhere.

3.3 These are:

- Planning permission is needed for side extensions to dwellinghouses in conservation areas.
- Planning permission is needed for rear extensions if they are more than one storey and extend beyond the rear wall of the original dwelling.
- Planning permission is needed for external cladding to dwellinghouses in conservation areas, using stone, artificial stone, pebble dash, render, timber, plastic or tiles.
- Planning permission is needed for any alteration to the roof for the enlargement of a dwellinghouse in a conservation area, most notably the addition of dormer windows.
- Planning permission is needed for the erection of any structure within the curtilage of a dwellinghouse in a conservation area where it is located between the side elevation and the site boundary. This is especially important for sheds, garages, and other outbuildings in gardens within conservation areas.
- Planning permission is needed for the installation of a chimney, flue or soil and vent pipe on a wall or roof slope which fronts the highway and forms the main or side elevation of the dwellinghouse.

The dense town centre contrasts with the open seafront
3.4 The requirement to apply for planning permission does not necessarily mean that consent will be refused. Full account will, however, be taken of the likely affect proposals will have on the special character of the conservation area.

3.5 Where a building is statutorily listed, different legislation applies, as all internal and external alterations which affect the special architectural or historic interest of the building require Listed Building Consent. Furthermore, commercial properties (such as shops and public houses), and houses which are in multiple occupation (flats) have far fewer permitted development rights and therefore planning permission is already required for most alterations to these buildings.

**Satellite dishes.**

3.6 The rules governing satellite dishes in conservation areas are similar to those applying outside such areas with one major exception: An antenna must not be installed on a chimney, wall, or a roof slope which faces onto, and can be seen from, a road.

3.7 Useful guidance on planning controls affecting the installation of antennas is published by the Department of Communities and Local Government.\(^3\) This confirms that the installation of a satellite antenna on any building or structure not more than 15m high is only permitted development if the following conditions are met:

- There will be no more than two antennas on the property overall
- A single antenna must not be more than 100 cm in any linear dimension
- If two, the second must not be more than 60 cm
- The cubic capacity of each antenna must be no more than 35 litres
- An antenna fitted onto a chimney stack must not be more than 60 cm and must not stick out above the chimney
- An antenna mounted on the roof can only stick out above the roof when there is a chimney stack. In this case, the antenna must not stick out more than 60 cm above the highest part of the roof or above the highest part of the chimney stack, whichever is lower

Additionally, in a conservation area:

- An antenna must not be installed on a chimney, wall, or a roof slope which faces onto a road.

\(^3\) Communities and Local government – *A Householder’s Planning Guide for the installation of antennas, including satellite dishes* – Revised edition 2008
3.8 If any of these does not apply, a specific planning application will be required, and it is unlikely that permission will be granted.

**Telecommunications masts.**

3.9 The law governing the erection of masts and antennas is complex and whilst some companies have licences which allow some structures to be put up in conservation areas without planning permission, the legislation does allow for consultation with the local authority concerned before the work is put in hand. Further information can be found in the second edition of PPG8 Telecommunications.

**Microgeneration**

3.10 With rising concerns about climate change and energy efficiency, there is an increasing demand for facilities to generate energy for individual buildings, for instance through wind turbines, solar and photovoltaic panels, and heat pumps. The government wishes to encourage sustainable energy generation and has indicated that devices should be permitted development provided they cause no nuisance to others. This includes any adverse affects on the character of conservation areas where proposers are advised to consult their local planning department.

3.11 English Heritage is publishing a series of documents to provide guidance on climate change and the historic environment.  

**Trees.**

3.12 Within conservation areas, anyone intending to lop, top or fell a tree greater than 75 mm diameter at 1.5 metres above the ground must give the Council six weeks written notice before starting the work. This provides the Council with the opportunity to assess whether the tree makes a positive contribution to the character or appearance of the conservation area. If it does, a Tree Preservation Order (TPO) may be served.

3.13 Trees that are subject to TPOs are protected from felling or the lopping of branches unless the Council has granted specific consent. Fruit trees are no longer exempt, although slightly different constraints occur where the tree

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<sup>4</sup> For instance: English Heritage – *Micro wind generation and traditional buildings* – 2008
forms part of a managed orchard. To carry out works to trees without the appropriate consent is a criminal offence. An offender may be required to replace trees as well as being prosecuted.

Trees become more important on the inland side of the conservation area

Expectations of local authorities

3.14 The designation and review of conservation areas are legal requirements. In support of these statutory duties, local authorities are expected to commit adequate resources by ensuring they have access to the necessary skills and that they adopt appropriate policies. They should also ensure that communities are sufficiently informed about the implications of designation so that they too can play their part.

3.15 Although the administration of conservation areas is largely a planning function, there are many other actions that can impact on character and appearance, for instance the maintenance of public buildings. It is important, therefore, that conservation aims are coordinated across all local authority departments.

3.16 Standards designed for modern environments should not be applied unthinkingly to areas and buildings that have stood the test of time. Local authorities are, therefore, expected to be sensitive to the special architectural and historic interest of conservation areas and listed buildings in exercising, for instance, building control, fire regulations and highways standards.

3.17 The efficient delivery of a conservation service requires regular monitoring of change and the agents of change. Local authorities are expected to
undertake periodic reviews of the effectiveness with which the service addresses pressures for change.

Expectations of owners and residents

3.18 For owners and occupiers of property in conservation areas there are additional responsibilities due to increased planning controls and particular requirements for materials and detailing in works to buildings. These are often outweighed by the benefits of a special character supported and enhanced by development controls.

3.19 It is important that those who live and work in a conservation area recognise this balance by taking account of the wider character when they bring forward proposals for change. Well designed proposals will benefit the conservation area as well as the applicant.

3.20 Some degree of change is inevitable in conservation areas and the issue is often not so much whether change should happen, but how it is undertaken. Owners and residents can minimise the effects of change by employing skilled advice when preparing development proposals and by avoiding unrealistic aspirations.

Expectations for community involvement

3.21 It is important that communities are well-informed about the qualities of their conservation areas and of the opportunities for enhancing them. While the local authority is a useful source of advice, there is a significant role for amenity societies and other stakeholders to explain what matters, what is possible, what is expected and what has been achieved elsewhere.

3.22 Town councils and conservation area advisory committees can provide a vital interface between communities and local authorities. They can focus local knowledge and local responses to policy initiatives and development proposals.
4.0 WALTON’S SPECIAL ARCHITECTURAL AND HISTORIC INTEREST

The Frinton and Walton Conservation Area

4.1 A conservation area covering Frinton and Walton-on-the-Naze was first designated on 19 June 1982. It was revised and extended on 20 November 1989. A review of the conservation area was undertaken in 2001 and this was used as the basis for the conservation area appraisal.

4.2 A consultation exercise involving the Town Council took place in 2005/06 and the results were taken into account when the conservation area appraisal was formally adopted by Tendring District Council in March 2006. It is now a material consideration in the assessment of planning proposals.

4.3 The appraisal divided the conservation area into three principal parts: Walton, Frinton Park and Frinton. A management plan for the latter two parts has already been undertaken. This recommended that the conservation area should be divided in recognition of the separate characters of Frinton and Frinton Park on one hand, and Walton on the other.

The beach huts provide a colourful element between Walton and Frinton Park

Summary of special architectural and historic interest

4.4 The appraisal details the history of Walton and its growth from a medieval village (which mostly disappeared into the sea) to a thriving 19th century leisure resort.
4.5 The town is built to a high density along the seafront and stretches inland along High Street, with connecting roads winding up the hillside to the railway station and down to the parish church on the main road out of town. The architecture is varied throughout the conservation area with the pier and tall apartment blocks by the Walton Gap section of seafront, and beach huts lining the hillside further south. Inland, the short connecting lanes such as Old Pier Street and Newgate Street contain rows of 19th century red brick commercial buildings and shops. Further towards the church are late 19th century family houses.

4.6 The appraisal summarises the special interest of Walton as follows: “Walton is in essence a resort developed from the mid 19th century. It retains an interesting street plan and a wealth of buildings whose understated qualities are only now being recognised. The Area is focussed on the seafront and the main surviving sections of the original resort.”

Summary of the character and appearance of the area

4.7 In addition to architecture and planform, the character of Walton derives from its role as a seaside resort and its bustling activity during the summer months. During the winter, the town is much quieter and the shops and restaurants that fill the High Street and the roads around it are generally underused.

4.8 The high proportion of local shops, as opposed to national multiples, in the retail core is a significant aspect of Walton’s character. Many of the local retailers are concentrated around the “Six Releet”, which is the local name for the wide junction of Old Pier Street, Suffolk Street, Newgate Street and Station Street.

4.9 This Victorian resort retains many tall brick built terraces lining the roads that wind up the shallow headland. They form a distinctive parade of buildings facing the seafront with its long 19th century pier. A degree of traditional seaside activity remains, including some amusement arcades and a plethora of fish restaurants. In amongst all this are the more everyday shops and services that would be found in many towns across the country. They demonstrate Walton’s dual role as both a resort and as a working town that serves local residents within the conservation area and its hinterland.

4.10 The contrasting appearance of the wide open beach and sea (or estuary), the tightly packed shopping and residential streets in the town centre and the
low density beach huts, which stretch up and along the cliff faces towards Frinton, contributes greatly to the character of Walton.

4.1.1 The Designations and Opportunities Map records the conservation area boundary, listed buildings and those that make a positive contribution to the character of the conservation area. This latter category is a generous selection from the unlisted buildings.
5.0 CONSERVATION AREA POLICY

National policy and guidance

5.1 Central government policy on conservation areas is contained in PPG15.\(^5\) This covers the designation of areas and the responsibilities that stem from designation, including the appraisal of the special interest of conservation areas and the control of development affecting them. It also makes the general point that ‘conservation and sustainable economic growth are complementary objectives and should not generally be seen as in opposition to one another’.

5.2 PPG15 sets the expectations by urging local authorities ‘to maintain and strengthen their commitment to stewardship of the historic environment’. The expectations are further developed in English Heritage guidance on the appraisal and management of conservation areas.\(^6\)

5.4 Other national guidance and reports relating to regeneration of coastal towns is relevant to Walton and has been considered in the preparation of this management plan. These include:


The Local Development Plan

5.5 The current Local Plan was adopted in December 2007 to cover the period up to 2011. It provides comprehensive policies for the review of conservation areas, and for the control of development within them. Further policies address the need to control the design of new buildings, signs and advertisements, and the siting of satellite antenna. The local plan contains the policies and proposals by which Tendring District Council will implement the Tendring Community Strategy and realise the planned vision for the district up to the year 2016.

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\(^6\) English Heritage – *Guidance on Conservation Area appraisals* – 2005

5.6 The local plan recognises that Walton is designated under the Essex and Southend-on-Sea Replacement Structure Plan as a Priority Area for Economic Regeneration (PAER) and a Priority for Coastal Tourism. However, the Structure Plan has since been replaced by the East of England Plan Regional Spatial Strategy. Site specific policies have identified preferred sites for new housing across the district, and the Station Yard Car Park is cited under the Frinton-on-Sea and Walton-on-the-Naze Urban Area as having capacity for 31 new dwellings (12 of which would be affordable homes).

5.7 The local plan proposes a number of strategic objectives for improving the quality of life, which include stimulating social and economic regeneration in Walton, ensuring that new development creates high quality environments and protecting and enhancing the District’s diverse character and rich heritage. Walton Seafront and Town Centre are recognised as an Urban Regeneration Area under Policy QL6 of the local plan.

5.8 At Chapter 10, the Local Plan provides specific policies for Frinton-on-Sea, Walton-on-the-Naze and Kirby Cross. They recognise the need to protect and enhance the historic character of the existing conservation area and the need to:

- Promote the regeneration of the local economy, particularly in the Walton Town Centre and Seafront Urban Regeneration Area
- Recognise the value of neighbouring environmental assets including the Naze, Walton Backwaters and Hamford Water
- Encourage a broader and stronger tourism economy, partly focussed on Walton Pier and on Walton Mere
- Improve the “poor state” of the town centre compared to Clacton and Frinton (Town Centre Health Check Report) and the ill effects of the seasonal fluctuations of visitors
- Implement a retail strategy in order to retain a clear shopping presence in the high street and resist the introduction of further non-retail uses
- Further permanent seafront kiosks will not be permitted in Walton
- Promote the provision of rear servicing for shops
- Address traffic, parking and pedestrian issues in the town centre

5.9 Chapter 10 explains that Walton Town Centre has previously benefited from regeneration schemes, such as a Heritage Economic Regeneration Scheme (HERS) funded in partnership with English Heritage and Essex County Council. These regeneration schemes have seen wide ranging improvements to buildings and streets in the town centre. Recent achievements include the completion of repairs to traditional shopfronts in Old Pier Street. However,
there is still considerable scope for improvement to many of the buildings, shopfronts and public spaces in the conservation area.

Improved buildings at ‘Six Releet’

The Local Development Framework

5.10 The Council has already started work on the Local Development Framework (LDF) to cover the period up to 2026. In time, LDFs will succeed local plans to provide a more managerial approach to local planning. The first step towards the framework is a Local Development Scheme (LDS). The LDS, which has now been approved, sets out the documents that will be relevant and a timetable for their production. It is important, therefore, that the protection and management of the historic environment are adequately represented on this agenda.

5.10 In particular, it will be necessary to ensure that the character of the conservation area is defined in the LDF so that characteristics, such as spaciousness and low density can be protected from the threat of over-development.

Supplementary Planning Guidance

5.11 When guidance is formally adopted as Supplementary Planning Guidance (SPG), following public consultation, it has the full weight of planning policy. It is important, therefore, that conservation advice that cannot be included in principal policies should be adopted as SPG. At present, the Council has no SPG that relates to the historic environment, although it does rely upon a shopfront guide produced by the County Council. The County also
Tendring District Council in association with the Frinton & Walton Town Council
Walton-on-the-Naze Conservation Area Management Plan

publishes guidance on technical matters, such as pargetting, pointing with lime mortar, conservatories, the renewal of timber window frames and infill development.

Future Guidance

5.12 The approved Local Development Scheme sets out the arrangements for transferring some of the existing guidance into the LDF. In addition, the agenda for the LDF provides for the development of new guidance, to be known as Supplementary Planning Documents (SPD). These include SPD on Open Space and a generic SPD on Conservation Areas. The Council is also committed to reviewing the need to bring forward SPDs on further subjects as issues may warrant and staff resources permit. Clearly, there is scope for the addition of guidance on historic environment issues at the next opportunity.

Historical details add to the character of the conservation area
6.0 THE CHALLENGES WALTON FACES

6.1 A wide range of issues that may threaten the historic character of the conservation area have emerged from the Conservation Area Character Appraisal, from consultation with particular interest groups, from the public workshop held on 15 February 2008 and from the questionnaires issued then and at the exhibition.

Maintaining Walton’s uniqueness

6.2 The qualities of Walton were considered to be undermined by ill-considered developments, some of which have involved the demolition of older houses and their replacement with modern structures. The special character of the buildings in Walton is also considered to have been diminished by poor building condition and the visual effect of multiple-occupancy, such as the dumping of rubbish and parking of cars in the forecourts of properties.

6.3 The wider area of the town is, however, about to be the subject of a new Masterplan. This will be a major regeneration initiative that will build on this Conservation Area Management Plan to deliver far reaching improvements.

Buildings in disrepair affect the vitality of the town

The impact of seasonality on the town

6.4 Walton has starkly different visitor numbers at different times of the year. In the summer months, the roads and services become overrun. In the winter,
the roads and shops are relatively empty. Many businesses have closed in Walton in recent years, perhaps due in part to the inconsistency in trading levels. As a consequence, the vacancy of shops and other buildings has an adverse affect on the appearance and amenity of the conservation area.

6.5 The impact of the influx of people in the summer should not be underestimated. The population of the town trebles as the four caravan sites on the edges of the conservation area reach capacity. The services in the town are put under intense pressure during the summer, particularly in August.

The impact of the traffic system

6.6 The recently introduced one-way traffic system may have exacerbated the rate of shop closures because of increased vehicle speed. It was reported that the system results in considerable congestion in and around the conservation area during the summer months.

6.7 The traffic system has also resulted in the severance of the town from the seafront. The width of The Parade and the lack of pedestrian crossings do not foster a sense of connection between the two parts of town.

6.8 Although it has been reported that recent enhancements to the streetscape in High Street, such as new paving and speed tables, have had a harmful affect on the amenity of the area, the scheme is generally viewed as being successful.

6.9 Other traffic related issues include parking. Few properties in the conservation area have front gardens and many roads now have residents parking schemes. There was a general concern that new developments are being permitted with too few (or no) parking spaces allocated and that the effect of this policy is detrimental to the appearance and amenity of the conservation area. This situation is especially acute when the town is full of visitors in the summer.

Managing the pace of change

6.10 While it may be the desire of many people to resist all change, it must be accepted that change is inevitable. This is manifest in new development, but it is less obvious in the gradual increase of vacant space above shops, advertising in the form of plastic shopfronts and ‘A’ boards on pavements,
blank elevations to supermarkets, and traffic congestion particularly caused by service vehicles.

6.11 Clearly there is a major challenge to find ways to accommodate change without losing sight of the special qualities that make Walton unique.

Maintaining character and appearance

6.12 There is abundant evidence of the tendency for historical detail to be lost when building elements are replaced. The timber joinery of doors and windows is often replaced with plastics, and concrete substitutes are used for roofing materials. Erosion is also seen in the details of shopfronts and boundary walls. Each individual case may be insignificant, but the cumulative effect can be damaging.

6.13 A decline is noted in the maintenance of public areas. In some parts there is a clutter of redundant or unwanted signage and street furniture. While some open areas, such as those opposite the parish church, are well stocked with flowers and well maintained, there are others, for instance by South Cliff and the train station, that would benefit from improvement.

6.14 The following buildings in particular were considered to require enhancement:

- The Pier
- Pier Hotel (currently being redeveloped)
- The Albion
It should be noted also that buildings adjacent to the conservation area, such as the Kino, may affect its character through a need for enhancement.

6.15 It is important that existing gaps sites and redevelopment sites are developed with buildings that maintain Walton’s special interest. Recent replacement buildings, such as Ranelagh on The Parade, have been built to designs that jar with neighbouring historic buildings and lessons could be learnt from past mistakes. Other infill development, some of which dates back to the 1960s, that does not enhance the special character of Walton include:

- Woolworths, High Street (Now closed, awaiting new occupier or redevelopment proposals)
- The Co-op, High Street
- The Royal Lifeboat Office, The Parade
- Flats on the corner of New Pier Street and Portobello Road
- Canton Chef, Newgate Street (and the building opposite)
- Buildings from The Round Table to Walton Taxis, Old Pier Street

6.16 The likelihood of new developments enhancing the character of the conservation area will be increased if strong urban design principles are established. A current issue that should be considered, for instance, is the confusion of backs and fronts of buildings, and how they are viewed from different parts of the conservation area.

6.17 The beach huts remain a distinctive element in the eastern part of the conservation area and their condition is monitored by the Frinton and Walton Beach Hut Owners Association. This organisation also plays an important role in maintaining the areas around the beach huts, particularly on East Cliff and South Cliff, by reporting incidents of damage or poor condition of the public realm to Tendring District Council.

Supporting vitality and vibrancy

6.18 While housing may look after itself with an adequate level of controls, the economic core of Walton town centre is more fragile and it is important that it is supported if it is not to suffer decline or radical change. Traffic and parking, loading and servicing have been identified as significant factors, but promoting support for local shops is vital if existing values are to be maintained.

6.19 It is important that the community is involved in new improvement schemes and organisations, such as the Walton Community Project and Walton Forum, can contribute an enormous amount to the process in terms of
communicating the opinions of residents, providing resources to help initiate new projects and by engaging with external funding bodies to help procure investment in the fabric of the town.

Street improvements could be matched by improvements to the Pier
7.0 OPPORTUNITIES FOR PRESERVATION AND ENHANCEMENT

Designation

7.1 The boundary of the conservation area has been considered several times, when it has been extended in the past and in the course of the character appraisal. Nonetheless, careful consideration has again been given to the possibility of further extensions to the conservation area, most notably in the direction of the Naze.

7.2 There is a strong local feeling that there should be an extension to include the Naze because it is considered to be a part of Walton’s heritage and in order to protect it from change. However, it is a mistaken belief that conservation area designation will prevent change. Also, inclusion of the Naze would require the inclusion also of large areas of indifferent housing and caravan parks that would simply dilute the special interest that justifies designation. Instead, it will be more appropriate, for the Naze, to rely on the safeguards afforded by policies for nature conservation and the protection of landscapes. The Naze Tower is listed Grade II*.

7.3 In particular, it was felt that East Terrace, a grade II listed early 19th century housing development, which stands next to the seafront, and Green Lane to its north could form a new conservation area. After consideration, the view has been taken that the special interest in this part of Walton is adequately protected by the listing of the East Terrace and other individual buildings, and that the creation of a conservation area would not provide any real benefits.

7.4 A further suggestion has been made for an extension to the north of the town centre to include additional parts of Saville Street. This was recommended for inclusion in the conservation area by an Essex County Council study, Industrial Housing in Essex. While the properties at 75-103 Saville Street (Canada Gardens) may have some ‘special architectural and historic interest’ that would be necessary for designation within a conservation area, there are considerable gaps between them and the existing conservation area. Their addition to the conservation area may be ill-advised on the basis that they do not relate well to the conservation area.

7.5 Another suggested inclusion is Churchfield Road. After consideration, the view has been taken that this area does not have the special architectural or historic interest required to merit inclusion in the conservation area.
7.6 At this stage, therefore, it is not proposed that there should be any adjustments to the conservation area. This is the conclusion also reached in the conservation area appraisal.

7.7 As the conservation area appraisal notes, Frinton and Walton are distinctly separate places with their own identities. It is suggested that the conservation area should be divided, in recognition of their respective characters, into separate conservation areas: one for Walton and one for Frinton and the Frinton Park Estate. This division has already been acknowledged in the approach to management plans.

7.8 Where there are buildings that have special local interest, but do not qualify nationally as listed buildings, there is increasing support from central government for Local Listing\(^7\). Although there is no statutory basis for local lists, they have been accepted as significant considerations in planning appeals.

Unlisted buildings make an important contribution to the character of the town

7.9 Local listing is not restricted to conservation areas. In areas that fall outside the criteria for inclusion in a conservation area, such as the Naze, the inclusion of selected buildings on the local list would provide some measure of protection.

7.10 To establish a local list, it is necessary first to establish criteria and procedures. Local lists are particularly effective where communities are involved in the selection, but the list must also be endorsed by the local authority. Suggested criteria are:

\(^7\) For instance in the White Paper – *Heritage Protection for the 21st Century* – March 2007
- Design merit: Is it the work of a particular architect or designer of regional or local note? Does it have qualities of age, style or distinctive characteristics relative to the area? Does it have landmark quality?
- Historic interest: Does it relate to an important aspect of local social, economic, cultural, religious or political history? Does it have an historic association with an important local feature?
- Historic association: Does it have close associations with famous local people or events (must be well documented)? Does it relate closely to any statutorily protected structure or site?
- Survival: Does it survive in a substantial and recognisable form? Are historic features and layout still present? Does it represent a significant element in the development of the area?
- General: Does it provide an important visual amenity locally?

7.11 In Walton’s conservation area, buildings for local listing would be selected from those already identified as making a positive contribution to the character of the area (See Map 1). Other structures may also qualify, such as seaside shelters or items of street furniture.

Promotion and training

7.12 It is important that local people should understand the significance of their surroundings if they are to play their part. There is a clear need to publish information on the history of Walton and its special qualities. This could be an outcome of the character appraisal process.

7.13 In recognition of the importance of community involvement, there may be benefits in formalising a Conservation Area Advisory Committee to act as an important interface between local understanding and Council decision making.

7.14 There are opportunities to improve skills at all levels. The District Council’s Historic Environment Champion will be instrumental in seeking to raise awareness of conservation issues among elected councillors. The County Council is the key to the improvement of historic building craft skills in the building trades through its programme of training events based at Cressing Temple Barns.

7.15 Essex County Council has further important roles: It maintains the Historic Environment Record for the county, it provides specialist archaeology advice, it holds the Buildings-at-Risk Register, it carries out research into the historic environment of Essex, and it publishes information and guidance. The County Council is also the highways authority for Tendring district.
Policy and guidance

7.16 Planning policy in the adopted local plan covers general points in relation to conservation. There is now a need for more specific policies, controls and guidance to support the managerial approach that is necessary for the long term future of Walton. It is important to establish these needs now so that they can feed into the programme for the Local Development Framework, which will supersede the existing local plans. Other wider regeneration initiatives, such as a forthcoming Walton Masterplan, will complement and link up with the aims and suggestions of this Conservation Area Management Plan.

7.17 Issues where guidance will make a significant difference to public understanding include:

- New buildings in historic areas – Siting, design and materials
- Shopfronts – Design approaches for different types of building
- Traditional doors and windows – Maintaining, repairing and replacing as well as energy efficiency and sustainability
- Streetscape manual – Treatment of the public realm, building on the guidance provided by English Heritage.
- Boundary walls and parking within gardens – Retaining historical detail, planting, landscaping
- Trees and hedges – Maintenance, species, legal requirements

Guidance would help to preserve good surviving shopfronts

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8 English Heritage – Streets for All: East of England – 2005
7.18 Where guidance has public support and has been formally adopted by the District Council as a Supplementary Planning Document, it will carry weight in the consideration of planning proposals. Guidance also reduces the need for the Council to repeat its advice in every case.

**Control**

7.19 Local authorities already have controls available through their planning powers, and much depends upon how they are interpreted and implemented. For instance, any material changes to the appearance of properties that are not single dwellings require planning permission, but the interpretation of what is ‘material’ is left to the Council. A new shopfront is generally regarded as a material change, but there is less certainty about the renewal of windows on upper storeys or a change in roof materials.

7.20 Single dwellings have considerable permitted development rights that enable some alterations to be carried out without the need to obtain planning permission. These works include, for example, changes to doors, windows, roof materials or rainwater goods and the construction of minor extensions. Although they may be minimal in each case, such alterations can have a cumulative effect that is damaging to historic areas. An Article 4(2) direction, prepared and approved by the District Council, can remove permitted development rights. This does not necessarily prevent alterations, but it does mean that planning permission is required and this gives the opportunity to consider the appropriateness of changes to the character of the conservation area.

7.21 Commercial buildings and flats have fewer permitted development rights, but an Article 4(1) direction can be useful for controlling, for instance, the painting of walls. These directions can only be approved by the Secretary of State.

7.22 Due to the high proportion of commercial and multiple-occupancy buildings in Walton, there are fewer permitted development rights than there would be in a purely residential area. There are limits, therefore, to the degree of control that may be achieved through an Article 4 direction. However, unwelcome changes to buildings can be controlled by effective development control and enforcement action.
Enforcement and monitoring

7.23 It is important to have an objective understanding of change so that informed responses can be made. These may be adjustments to policy and practice or action for enforcement and compliance. As English Heritage puts it:

‘The aim should be to establish a virtuous circle of monitoring, review and action as necessary to maintain a sustainable equilibrium’

7.24 It is recommended that a photographic survey is undertaken as a baseline record for measuring change, monitoring building condition and to provide evidence for enforcement. For the latter, it is important that the record is regularly updated and at least every four years\(^9\) to assist in detecting breaches in planning control. Communities can assist with this work.

7.25 Most local authorities subscribe to the Cabinet Office Enforcement Concordat, which sets out best practice principles for enforcement, such as openness, consistency, proportionality and responding to complaints. The District Council should take these forward into an enforcement strategy in order to:

- Explain the scope of planning enforcement
- Openly define priorities
- Set measurable standards for service delivery
- Explain how investigations are carried out
- Explain enforcement procedures and enforcement actions

7.26 While the need to ensure public safety will always come first, enforcement in relation to the historic environment should generally have the next highest priority because so much historic fabric is irreplaceable. The strategy should also explain the circumstances when the Council would make use of Repairs Notices, Urgent Works Notices and Amenity (S215) Notices. The latter can be particularly effective in securing the improvement of unkempt land.

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\(^9\) An immunity rule applies to enforcement against works carried out without planning permission if they have been substantially completed for more than four years. There is no time limit for enforcement related to listed building consent.
Schemes of enhancement

7.27 Physical improvements to Walton may be general throughout the conservation area or specific to particular sites. General enhancements to public areas would include raising the quality of materials and detailing for paving, coordinated schemes for signage and lighting, planting and maintenance of street trees and verges, and management of traffic and servicing. Improvements to privately owned spaces can be achieved through the use of Section 215 notices.

There are still opportunities for further enhancement

7.28 There are also general improvements to be made to commercial property. Better use of upper floors would provide economic benefits, and passive security for premises and streets. Shopfront improvements more suited to the character of the buildings would increase their attractiveness.

7.29 The long term issue of how traffic is managed and how it enters and leaves Walton needs to be addressed. Schemes for improving the situation must be considered in full.

7.30 Parking is another important factor and schemes to relieve the parking problems in the town should be considered in order to help encourage the retention of front gardens for planting rather than their conversion to hard
standings. Planting and landscaping schemes could also improve the appearance of the larger public car parking areas.

7.31 Site specific proposals include:

- General improvements to the pathways and cliff sides around the beach hut areas and continued improvement to the appearance of the beach huts themselves. Improved lighting may deter vandalism and use of better materials will prevent wind damage such as the destruction of felt roofs.

- A better setting for the railway station, including the open spaces around and including the former gas works site at Station Yard. The surface car park could be much improved and the removal of the large billboards facing across Church Street should be removed. This is where the first impression of Walton is made to visitors arriving by train.

- An improvement to the open space including the amphitheatre site at the top of The Parade. Promoting its further use by residents and visitors.

- The sea wall is in a bad state of repair and needs extensive remedial work to ensure its robustness and to improve its appearance. Improvements could also be made to the landscaping of the promenade along The Parade.

- Improvement of the junction of High Street and The Parade. The current traffic regulation system results in heavy congestion which can tail back to the parish church in the high season.
• The shopping experience in Walton Town Centre would be lifted by a coordinated programme of paving and planting. Build-outs from the pavements would provide pedestrian crossing points and traffic restraints. Associated works would include better shopfronts, more subdued advertising and, where possible, the promotion of rear servicing.

• There is scope for further enhancements at the junction of Old Pier Street, Newgate Street, Suffolk Street and Station Street (known locally as “Six Releet”). Here there are opportunities to reclaim excess carriageway for pedestrian use, to provide better planting, and to provide better amenities, such as seating and signage.

• A solution is also required for the disused buildings across the centre of the town, most notably in Newgate Street.

• The pedestrian walks that thread through the conservation area could be enhanced by better surfaces, lighting and signage.

• Improve the planting and general appearance of the market place in High Street.

• The gap site on the corner of Suffolk Street and The Parade, next to Ranelagh, should be sensitively redeveloped.

• The following buildings, in particular, are considered to require enhancement:
  - The Pier (a more sympathetic use of colour)
  - Pier Hotel (currently being redeveloped)
  - The Albion Hotel

The Albion Hotel
8.0 DELIVERING ACTION

A Vision for the future of Walton’s Conservation Area

8.1 It is important that Walton should be self-sustaining both socially and economically if it is to remain in anything like its present state. Achieving this requires constant management. There is always a natural desire to leave things as they are but, in reality, nothing stands still in a changing world. Like gardens, places have to be nurtured.

A Strategy to deliver this future

8.2 It is important that the strategy for future management should be more than a ‘wish list’. In addition to a series of proposals, the strategic aspect must include timescales and responsibilities. These are provided in the Action Plan at Appendix 3, which establishes a programme that will enable a managerial approach to achieve an equilibrium for the conservation area.

8.3 The Plan includes actions for the short, medium and long term timescales. The latter may only be aspirations at present, pending the development of resources, but it is important for Walton to have ambitions.

8.4 Resources, however, are not the issue for immediate actions. Spending decisions are constantly being made and the challenge is to ensure that those investments are made in ways that benefit the special character of the conservation area.

8.5 Success will require commitment by all Council services and their partners to ensure the sensitive exercise of controls, such as planning permissions, building control, fire regulations and highways standards, which is why an inter-service forum is suggested. Likewise, it is important that when resources are deployed, they should be coordinated to ensure that the investment is in the best interests of the town as a whole.

Priorities for action

8.6 While significant and visible advances could be made by implementing grand projects for the enhancement of eyesore sites, these are heavily dependent on funding. More fundamental and of lasting value will be action to secure the basic foundations of sound policy and guidance. Policy development is
already happening with the forthcoming Local Development Framework and the Walton Masterplan – the need is to secure an appropriate emphasis on the historic environment as a driver for quality, social cohesion and economic stability.

8.7 Similarly, there is a major issue of maintaining the qualities that already exist. There may be debates as to how the public sector commits maintenance budgets, but this is also an issue for private owners. This is promoted by the organisation *Maintain Britain’s Heritage* and the *Society for the Protection of Ancient Building’s* (SPAB) *National Maintenance Day*, both of which can be harnessed to good effect in Walton.

![Protecting existing qualities is as important as improvements](image)

**Key Projects & Implementation**

8.8 Nonetheless, capital projects are vital for raising confidence. While much of the scope for action inevitably rests with Tendring District Council, there is no reason why the community should remain entirely passive. The work of key stakeholders to produce improvements such as the refurbishment of the High Street and the redevelopment of the post office, instigated by the Walton Forum, show that community-led regeneration is possible in Walton. With the help of Tendring District Council and other agencies such schemes should be fostered and guided so that the special interest of the conservation area is maintained first and foremost. There is scope for a public/private partnership which would not only place community interests in a driving position, but could also improve access to external funding.
Commitment to the Vision and Delivery

8.9 For the management plan to succeed, it is vital that it should be adopted not only by the District and Town Councils but also by other stakeholder organisations. It is proposed that this should be promoted through a Partnership Statement or Charter from which management structures can be developed.

Periodic review

8.10 While the Action Plan assigns responsibilities and timescales to the projected tasks, the management aspect will only be meaningful if the programme is subject to regular review in order to evaluate progress. To begin with, it is recommended that reviews should be undertaken on a six-monthly basis, although the frequency of the cycle may relax when individual projects develop programmes of their own.

8.11 The review cycle for this management plan will be triggered by its adoption in March 2009. The next review will follow six months later in the autumn of 2009.

8.12 Responsibility for conducting the review is with Planning Services.
Appendix 1. The questionnaire

Walton Conservation Area Management Plan

The exhibition summarises the issues and proposals for the Management Plan.

An initial draft of the Management Plan for Walton is available at:

- Walton Library
- Frinton & Walton Town Council Offices, Frinton
- Tendring District Council Offices, Weeley
  …and on the District Council’s website at www.tendringdc.gov.uk

Questionnaire:

1. Do you agree with the assessment of Walton and the challenges it faces?
   YES / NO / COMMENT:

2. Do you have further points to add?
   YES / NO / COMMENT:

3. Do you agree with the opportunities for improvement?
   YES / NO / COMMENT:

4. Do you see any further scope for action?
   YES / NO / COMMENT:

5. What do you see as the main priority?

Please continue overleaf, if necessary, or write separately.

Comments should be returned by 4 July 2008 to:

The Conservation Studio, 1 Querns Lane, Cirencester, GL7 1RL

…or… info@theconservationstudio.co.uk

If you prefer, you may leave comments with Walton Library or the Town or District Councils and they will be forwarded.
## Appendix 2. Report of consultation

Walton-on-the-Naze Conservation Area

<table>
<thead>
<tr>
<th>Comment:</th>
<th>Response:</th>
<th>Accept/ reject:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Pier should be a less gaudy colour. Concern about maintenance and alterations of historic buildings; poor quality of new development; unkempt alleyways; garish shop signage; and the bleak Bathhouse meadow.</td>
<td>Views consistent with the proposals. Noted.</td>
<td>Accept</td>
</tr>
<tr>
<td>2 History should be protected. Concerns about unnecessary redevelopment, poor shopfronts and traffic management. Trees should be planted in High Street. The Naze should be protected.</td>
<td>Views consistent with the proposals. Noted. The Naze is protected through landscape policies.</td>
<td>Accept generally</td>
</tr>
<tr>
<td>3 Suggests extension to include Mill Lane and the Mill Pond. Concern about relief road proposal and other traffic issues, such as pedestrian crossings in High Street.</td>
<td>The possibility of extensions on the north east side were considered, but any special interest has been eroded too much by modern development. A review of traffic issues is included in the proposals, but the relief road is no longer proposed</td>
<td>Reject in part</td>
</tr>
<tr>
<td>4 The area is clean and pleasant to visit, but: No more flat developments; Improve street furniture; Support shop businesses to avert further closures.</td>
<td>Views consistent with the proposals. Noted. Business support will be part of the regeneration strategy</td>
<td>Accept</td>
</tr>
<tr>
<td>5 Encourage owners to maintain and preserve properties. Need to boost shopping offer so that Walton is not deserted.</td>
<td>Views consistent with the proposals. Business support will be part of the regeneration strategy</td>
<td>Accept</td>
</tr>
<tr>
<td>6 Appreciates the 'uniqueness' of Walton. Save the Naze. Repair buildings for a brighter town centre. Address litter.</td>
<td>Sea defences for the Naze is a separate issue. Repairs and maintenance are consistent with proposals.</td>
<td>Accept generally</td>
</tr>
<tr>
<td>7 Essential to improve the pier as other towns have done. Add a relief road so that the Naze can be developed. Encourage the return of a bank to support local businesses.</td>
<td>Noted. The relief road is no longer an active proposal although a review of traffic management is proposed. The Naze is protected by landscape policies. Business support will be included in the regeneration strategy.</td>
<td>Reject in part</td>
</tr>
<tr>
<td>No.</td>
<td>Comment</td>
<td></td>
</tr>
<tr>
<td>-----</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Concern for the boating lake. See 3 above.</td>
<td>Reject</td>
</tr>
<tr>
<td>10</td>
<td>Concern to see Council commitment and funding; Reconsider relief road; Enhance seafront by repairing buildings; and reduce traffic speed. Views generally consistent with the proposals. Commitment and funding will develop through the regeneration strategy. See also 7 above.</td>
<td>Generally accept</td>
</tr>
<tr>
<td>11</td>
<td>Supports the assessment but seeks more attention for Walton from the Council, compared with Frinton. The management proposals develop an action plan for Walton and this will be taken further by the regeneration strategy.</td>
<td>Generally accept</td>
</tr>
<tr>
<td>12</td>
<td>Supports the assessment but needs to see action. Priorities to improve the pier and repair buildings in the Parade. Need to support the business core of the town. Views generally consistent with the proposals. The regeneration strategy will take business support forwards.</td>
<td>Accept</td>
</tr>
<tr>
<td>13</td>
<td>Keen to see all the proposals realised. Priorities to improve the pier and repair buildings in the Parade. Views consistent with the proposals. Noted.</td>
<td>Accept</td>
</tr>
<tr>
<td>14</td>
<td>Refurbish public toilets. Enhance shopfronts and address vacant property. Views consistent with the proposals. Noted.</td>
<td>Accept</td>
</tr>
<tr>
<td>15</td>
<td>Need to 'get the roads sorted out'. Promote employment. Views generally consistent with the proposals although employment is a regeneration issue rather than conservation.</td>
<td>Accept</td>
</tr>
<tr>
<td>16</td>
<td>A lovely place, sadly in decline. Need to encourage young people to stay in the area. Concerns about litter and traffic speed. Views consistent with the proposals.</td>
<td>Accept</td>
</tr>
<tr>
<td>17</td>
<td>Very pleased with the management plan. Keen to see enhancement of the Albion and the Pier. Views consistent with the proposals. Noted.</td>
<td>Accept</td>
</tr>
</tbody>
</table>
## Appendix 3. The Action Plan

### WALTON CONSERVATION AREA Action Plan

#### SHORT TERM

<table>
<thead>
<tr>
<th>Action:</th>
<th>Achieved by:</th>
<th>Responsibility:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designations</td>
<td>No changes are proposed to the existing CA boundary</td>
<td>Planning Services</td>
</tr>
<tr>
<td>Conservation policy</td>
<td>Establish local list in LDF</td>
<td>Planning Services</td>
</tr>
<tr>
<td>Coordination across Council services</td>
<td>Establish inter-service forum</td>
<td>All District and County service departments with property-holding interests</td>
</tr>
<tr>
<td>Development control</td>
<td>Review approach to materiality, replacement buildings, promoting quality</td>
<td>Planning Services</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Implement Article 4 Direction</td>
<td>Planning Services</td>
</tr>
<tr>
<td>Education</td>
<td>Publish information about the conservation area</td>
<td>Planning Services</td>
</tr>
<tr>
<td>Education</td>
<td>Heritage training for councillors</td>
<td>Heritage Champion</td>
</tr>
<tr>
<td>Enhancement</td>
<td>Carry out general improvements to the pathways and cliff sides around the beach hut areas, and also to the beach huts themselves, including new lighting</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
<tr>
<td>Enhancement</td>
<td>Repair the sea wall and improve the landscaping of the promenade along The Parade</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
<tr>
<td>Enhancement</td>
<td>The following buildings are in need of enhancement: The Pier; the Pier Hotel; and The Albion Hotel</td>
<td>Tendring DC in partnership with private owners</td>
</tr>
<tr>
<td>Promote vitality</td>
<td>Continue to support the Walton Community Project and Walton Forum; seek funding for improvements from external sources</td>
<td>Tendring DC, Town Council and Chamber of Trade and Commerce</td>
</tr>
</tbody>
</table>
**MEDIUM TERM**

<table>
<thead>
<tr>
<th>Action</th>
<th>Achieved by</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy</td>
<td>Publish and adopt Supplementary Planning Documents on: Shopfronts, Conservation; New development in historic areas; Traditional doors and windows; Streetscape Manual; Boundary walls and parking within gardens; Care of trees and hedges</td>
<td>Planning Services</td>
</tr>
<tr>
<td>Promotion</td>
<td>Establish a Conservation Area Advisory Committee</td>
<td>Planning Services</td>
</tr>
<tr>
<td></td>
<td>Establish regular programmes of conservation and history seminars</td>
<td>Local societies</td>
</tr>
<tr>
<td></td>
<td>Promote Heritage Open Days</td>
<td>District and Parish Council</td>
</tr>
<tr>
<td></td>
<td>Promote maintenance of historic buildings</td>
<td>Planning Services</td>
</tr>
<tr>
<td></td>
<td>Promote conservation skills training</td>
<td>Essex CC</td>
</tr>
<tr>
<td>Enhancement</td>
<td>Consider an enhancement scheme to improve the setting of the railway station including the former Gas Works site; remove advertising billboards</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
<tr>
<td></td>
<td>Improve the open space around the amphitheatre site at the top of The Parade</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
<tr>
<td></td>
<td>Improve the planting and general appearance of the Market Place in High Street</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
</tbody>
</table>

**LONG TERM**

<table>
<thead>
<tr>
<th>Action</th>
<th>Achieved by</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walton Masterplan</td>
<td>Ensure that the aims and objectives of the emerging Walton Masterplan are in accordance with the principles of conservation espoused in this Management Plan</td>
<td>Tendring DC, Town Council and Essex CC</td>
</tr>
<tr>
<td>Road schemes and traffic management</td>
<td>Ensure that all new road schemes are carefully designed to enhance the conservation area</td>
<td>Tendring DC and Essex CC Highways</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Shopfronts</td>
<td>Ensure that historic shopfronts are retained or enhanced and that all new shopfronts are of the highest possible quality, in association with the production of Shopfront guidance</td>
<td>Planning Services</td>
</tr>
<tr>
<td>Beach Huts</td>
<td>Continue to support the Walton Beach Hut Owners Association and ensure that the beach huts are kept in good condition</td>
<td>Tendring DC and Town Council</td>
</tr>
<tr>
<td>Celebration Heritage Awards Scheme</td>
<td>Improve the junction of High Street and The Parade</td>
<td>Town or District Council</td>
</tr>
<tr>
<td>Enhancement</td>
<td>Improve the shopping areas in Walton Town Centre by a coordinated programme of paving and planting; improve pedestrian links; improve shopfronts, reduce advertising and promote where possible the use of rear servicing</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
<tr>
<td></td>
<td>Enhance the junction of Old Pier Street, Newgate Street, Suffolk Street and Station Street</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
<tr>
<td></td>
<td>Find an acceptable new use for the disused buildings in the town, particularly those in Newgate Street</td>
<td>Planning Services</td>
</tr>
<tr>
<td></td>
<td>Improve pedestrian links through the town, including better surfaces, lighting and signage</td>
<td>Tendring DC and Essex County Highways</td>
</tr>
<tr>
<td></td>
<td>The gap site on the corner of Suffolk Street and The Parade should be sensitively redeveloped</td>
<td>Planning Services</td>
</tr>
</tbody>
</table>
Appendix 4. References

The Cabinet Office – *Enforcement Concordat* – 1998

Dept. of Culture, Media and Sport – *Heritage Protection for the 21st Century* – 2007


English Heritage – *Guidance on Conservation Area appraisals* – 2005


English Heritage – *Streets for All: East of England* – 2005

Essex County Council – *Shopfront Design* and other conservation guidance


HMSO – PPG15 – *Planning and the Historic Environment* – 1994


Tendring District Council – *Conservation Area Character Appraisals* – March 2006

Tendring District Council – *Adopted Local Plan* – 2007

Websites:

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

[www.essexcc.gov.uk](http://www.essexcc.gov.uk)

[www.maintainourheritage.co.uk](http://www.maintainourheritage.co.uk)

[www.spab.org.uk](http://www.spab.org.uk)

[www.tendringdc.gov.uk](http://www.tendringdc.gov.uk)
Tendring District Council

Walton-on-the-Naze

Townscape Appraisal Map

Not to scale

- Conservation area boundary
- Proposed new boundary with Frinton
- Listed buildings
- Positive buildings
- Enhancement Opportunities

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