










### 10.3 Rainham Conservation Area: Management Proposals

Category	Issues identified in character appraisal (see para.7.0)		Management proposals	Action by
<p><b>Opportunity sites</b> Major sites where re-development likely/desirable; may need development or design brief</p>	<p>Railway land, public library, No. 21 Broadway, rear of Redberry &amp; Vicarage, &amp; Memorial Garden</p>		<p>See LDF proposals. Design guidance is needed to ensure regeneration proposals are appropriate to CA in scale and design without resorting to imitation of historic styles.</p>	<p>LBH (Regeneration &amp; ES) + urban design &amp; conservation consultants</p>
<p><b>Improvement sites</b> Existing buildings/sites that need repair, enhancement, major intervention</p>	<p>- Rear of buildings and land on The Broadway (N side) and Upminster Rd South (N side) (opposite) affects view of CA from footpath approach from Viking Way.</p> <p>- Car parks to The Phoenix PH (opposite) and The Bell PH have unattractive</p>		<p>Enhancement scheme to include planting to mask view, in partnership</p> <p>Enhancement scheme in partnership</p>	<p>LBH (Regeneration &amp; ES) + owners/tenants</p> <p>LBH + brewery/landlords</p>

	<p>entrances/boundaries</p> <p>- Overgrown land south of The Phoenix is an eyesore</p>	 	<p>As above, Opportunity Sites: design guidance needed</p> <p>As above</p>	<p>LBH /owner</p>
<p><b>Development control &amp; enforcement</b> <i>Need for changed procedures</i></p>	<p>Some properties have uPVC windows at Ferry Road and The Broadway</p>		<p>Enforcement and more stringent operation of existing policies</p>	<p>LBH (DC)</p>
<p><b>Public realm</b> <i>Highways and traffic management Roads/footways surfacing signage Street furniture</i></p>	<p>- Extent of tarmac surfaces at road junction around War Memorial is unsympathetic to CA (opposite) - Street furniture</p>		<p>Enhancement scheme, including better road surface + planting</p>	<p>LBH (ES &amp; Highways)</p>

	<p>inappropriate particularly o/s The Phoenix and Upminster Rd South  - Open space outside The Bell is unattractive  <i>(opposite, below)</i></p>		<p>Remove or replace timber planters, seats and recycling bins in Broadway &amp; Upminster Rd Sth.</p> <p>Introduce policy on upkeep standards.</p> <p>Improve/relocate signs, improve surfaces and planting as setting for seating and WCs outside The Bell</p>	
<p><b>Planning control/regulation</b>  CA boundary extension, Article 4(2) direction, listing additions/review</p>	<p>- Urgent need for review of 1979 statutory list for Rainham.</p> <p>- Additions to Local List needed: The Phoenix PH, 10-14 (even) and 1-7(odd) Upminster Rd South, 18-28 Broadway</p>		<p>Request statutory list review by EH</p> <p>Request spot-listing for 12 The Broadway – needs structural repair to bressumer</p> <p>Make additions to Local List as detailed</p>	<p>LBH (ES)</p>

			Extend CA boundary to include whole of Rainham Hall garden	
<p><b>Education/advice</b>          Planning guidance, generic or site-specific          Councillor training</p>	<p>- Most shopfronts at 12-24 Broadway are poor quality, and those at 10 &amp; 14 Upminster Rd South, 1-3 Ferry Lane, 6 &amp; 26 Broadway need improvement by repair or replacement scheme</p>	 	<p>Detailed design guidance to supplement existing SPG needed: aim for gradual enhancement and/or co-ordinated scheme</p> <p>Continue HERS scheme for shopfronts at 10 &amp; 14 Upmnstr. Rd South, 1-3 Ferry Lane, 6 &amp; 26 Broadway</p> <p>Public realm: borough-wide streetscape design guidance needed</p>	<p>LBH (Regeneration/ES/DC)</p> <p>LBH (ES)</p> <p>LBH – joint ES/Highways</p>