



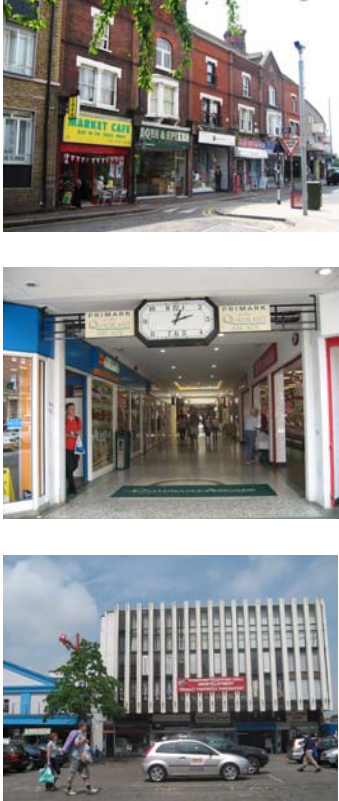


9.0 Romford Conservation Area: Management Proposals

Category	Issues identified in character appraisal (see para.7.0)		Management proposal	Action by
<p>Opportunity sites Major sites where re-development likely/desirable; may need development/design briefs</p>	<p>LBH needs to identify sites where consent not yet given so that advice can be provided</p>			
<p>Improvement sites Existing buildings/sites need repair, enhancement, major intervention</p>	<p>Current use and/or external treatments detract from appearance of No 64 South Street (former GPO) and upper floor of Opium Lounge, North Street.</p> <p>Fire-damaged rear range of <i>The Golden Lion</i> (grade II) currently detracts from building and townscape</p>	 	<p>Site specific guidance for enhancement and alterations would improve future treatment of facades and shop-fronts on these and similar buildings.</p> <p>Pursue opportunity to reconstruct fire-damaged range through appropriate reinstatement scheme and provide design guidance.</p>	<p>LBH (ES/DC)</p> <p>LBH</p>

<p>Development control & enforcement <i>To meet local needs and/or government. & GLA requirements</i></p>	<p>Need to improve liaison between DC and conservation staff</p>		<p>Consider provision of urban design/conservation training for DC staff & councillors to reinforce design guidance proposed</p>	
<p>Public realm <i>Highways and traffic management</i> <i>Roads/footways: surfacing, signage, street furniture</i></p>	<p>Market Place lacks sense of place on non-market days due to dominance of parking and random traffic movement</p>		<p>Investigate creation of a car-free area on non-market days at the eastern end of the Market Place (now that multi-storey car parking provision increased).</p>	<p>LBH</p>
<p>Planning control/regulation <i>CA boundary extension, Article 4(2) direction, listing additions/review</i></p>	<p>- CA boundary not relevant to current planning issues - Local list needs to be extended to include: Nos. 42-50, 52-58 & 64 South St; 25-35 & 48 High St, Quadrant Arcade (detail right)</p>		<p>Extend CA boundary (see Map 4) in line with current good practice to include whole buildings or curtilages rather than only façades, and in South Street to include good buildings towards rail station</p> <p>Add to local list as in col. 1</p>	<p>LBH</p>

<p>Education/advice <i>Planning guidance, generic or site-specific Councillor training</i></p>	<p>- Nos 25-35 High St is a good Edwardian parade – poor fascias and shopfronts detract from qualities.</p> <p>Character of North St 1930s parades & Quadrant Arcade facades & interiors affected by modern shopfronts</p> <p>Market Place has low standard of design from mid C20 and later buildings, & poor sense of place</p>		<p>Detailed site-specific design guidance needed for gradual improvement and/or co-ordinated scheme (especially Quadrant Arcade).</p> <p>Generic design guidance on 1930s buildings would help improve their contribution to CA.</p> <p>Specific design guidance for shopfronts in Romford CA generally, including security shutters, also needed.</p> <p>Identify sites likely to be redeveloped and set out design constraints & opportunities</p>	<p>LBH/shop-owners and tenants</p> <p>LBH/consult urban designers</p> <p>As above</p> <p>As above</p>
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