

Looe Conservation Area Management Plan



A draft version of this appraisal has been through a public consultation process, including an exhibition and questionnaire, and revised in light of comments received.

This document was finally approved by Caradon District Council at Full Council on March 19th 2009 and as such may be used as a material consideration in determining planning applications.

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Looe

Conservation Management Plan

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1 The need for a Conservation Area Management Plan

It should be noted that this is not a full Conservation Area Management Plan, but a first step towards suggesting changes in policy and guidance for the management of change in Looe Conservation Area. It will examine issues that arise from the accompanying Appraisal and set out recommendations, policies and actions for the Councils to further explore and consult upon. The Management Plan also follows on from the Looe Community Action Plan and seeks to emphasise that the cultural heritage of the town is embodied and exemplified in the built environment. So much of what is special in Looe relates to the way in which its buildings and spaces are managed and used that the heritage dimension has to be placed centrally in all decision making.

The format and content of this draft document is intended to fit into the framework envisaged by current guidance [links]

An effective Conservation Area Management Plan must be prepared and adopted with wide public and professional consultation; more pertinently, it must be in line with the existing Corporate Vision, Aims and Objectives of the Local Authority, and it must be fully integrated into the current Planning and regeneration framework. The Local Plan First Alteration is the adopted policy context and the Local Development Framework is under preparation. As the new Cornwall Council is about to begin the situation is unusual and it is difficult to be definitive about future changes. There are also management structures and resource implications that need to be addressed in a final adopted Management Plan that cannot be foreseen at present.

It is hoped that this draft will, however, provide a sound starting point for discussion and will develop into a document that all parties will support and adopt.

2 Conservation assets and value

2.1 Statement of Significance

The twin settlements of East and West Looe are located at the mouth of the combined estuaries of the East Looe and West Looe rivers. The principal settlement on the south-east Cornish coast between Fowey and Saltash, it is approximately 7 miles south of Liskeard, 10 miles east of Fowey and 15 miles west of Plymouth. It is a town/parish council within the present Caradon District.

It would be hard to exaggerate the significance of the Looe Conservation area. The historic towns and port at Looe have at times played an important role in national and regional events that belie their small size and relative remoteness.

As one of Cornwall's few medieval deep-water ports, they had an economic significance beyond their immediate hinterland: at times they supplied naval ships for medieval monarchs, they were in the forefront of the expansion of European settlement and trade (the Newfoundland Trade of the 16th-17th centuries), and were an integral part of the most dazzling industrial boom in Cornwall's spectacular 19th century industrial history.

What is special about Looe is that these various phases of boom were interspersed with long periods of quiet, when little change took place. It is therefore possible, in a way few other settlements share, to see the various phases of development and history still laid out and recognisable in the present character of the town.

Here there is not one, but two, perhaps even three, medieval planted boroughs; within the conservation area there was movement and migration of medieval settlement. This is a rare instance of unrivalled complexity in a Cornish context, of growth and change in the deep past still underlying the present pattern of a place.

Within this complex medieval structure is gathered one of the finest collections of medieval and immediately post-medieval buildings in Cornwall, if not the region; much more ancient fabric than is immediately apparent lies behind facades altered and extended in later centuries.

This is partly because of the way Looe emerged in the 19th century as a major industrial port. This involved less a process of rebuilding than of adding new layers onto the town, in the form of the new industrial quays, wharfs and warehouses which were built out from the medieval quays, or the large villas and terraces which crept up the valley slopes above the old towns.

While the significance of Looe in the industrial history of Cornwall is somewhat ambiguous, the significance of the industrial period to the present character and appearance of Looe cannot be too highly stressed. Despite its medieval history, and the surviving medieval topography and layout, much of what is actually seen and experienced in the wider area of Looe dates from the mid-late 19th century. This is especially true of those parts of the town which are the most emblematic of its attractions: the quays, the harbour, the seafront, the Cliffside developments, the grand houses and mature gardens, the stately commercial buildings on Buller Quay, the warehouses and pier at the estuary mouth. Many of the picture-postcard elements in Looe are the legacy of its industrial and commercial past as much as of its natural setting.

More than most places, Looe shows the effects of its tightly enclosed topography - at first creating the conditions for success - the sheltered river harbour, the natural routes into the rich agricultural and industrial hinterland, but then constraining development and change so that the old centres remained. This twin effect, both restricting and enabling, is still affecting Looe's development and success today - the town's success as a fishing port is largely based on the fact that only small boats can use it, so the fish is literally fresh every day, giving it an unrivalled reputation for quality.

2.2 Extent of the conservation area

Both East Looe and West Looe were designated as a single conservation area in 1973. Originally confined to the core areas of historic settlement in the two ancient town centres, this was extended in 1987 to include much of the 19th century valley side development as well as more of Shutta, the Millpool area and the Downs in East and West Looe. The current designation covers most of the historic settlement area; some minor alterations to the boundaries are suggested, as well as a substantial suggestion to include Hannaford.

2.3 Other Designations

There are no scheduled monuments in the conservation area.

Looe last underwent a full Listed Building survey in 1973 – amended in 1993. There are some 103 listed structures in the Conservation area (some represent more than one building); 97 are Grade II and 6 are Grade II*. There are no Grade I Listed Buildings (see table 1).

Although this seems a sizeable total, at least 100 buildings of 17th century date or older have been identified through the Cornwall Industrial Settlements Initiative (CISI) report and many of these are not listed at all. There are also significant 18th or 19th century buildings and engineering structures which would not have been considered listable in 1973, and probably still not in 1993. The current list is in need of revision and possibly supplementing by a ‘Local List’.

Area of Great Landscape Value (Policy CL9) - covers the whole of Looe and the surrounding area.

Open Areas of Local significance (EV6) - West Looe Downs, the high land to the south of West Looe Hill; the grounds of Polvellan House and land to the east of the entrance to Polean Industrial Estate, the bowling green and tennis courts in Hannafore. In East Looe the high land to the east and south of the Old Barbican (Mount Ararat), and land to the south and north of Shutta

Table 1: Looe Conservation area – Listed Buildings

Looe Bridge	Looe	II	376357
Cobwalls	Shutta	II	376360
The Old Barbican	Barbican Hill, (EL)	II	376365
1& 2	Bassets Court, (WL)	II	376366
Buller Quay; banjo pier	Buller Quay, (EL)	II	376367
Dorill Cottage	Buller Street (EL)	II	376368
Watch Tower Studio & former Lifeboat Shed	Church End, (EL)	II	376369
K6 telephone kiosk north side of watch tower studio	Church End, (EL)	II	376370
Cosy Cottage and 1& 2	Church Street, (WL)	II	376371
3	Church Street, (WL)	II	376372
4 (Up the Creek Cottage)	Church Street, (WL)	II	376373
Rose Cottage	Church Street, (WL)	II	376374
Verbena	Church Street, (WL)	II	376375
Wessex Cottage	Church Street, (WL)	II	376376
Westward Cottage	Church Street, (WL)	II	376377
Arch House	Fore Street, (EL)	II	376378
Looe Bakery	Fore Street (EL)	II	376379
Lloyds Bank Limited	Fore Street (EL)	II	376380
Gregory's	Fore Street (EL)	II	376381
A.E Ruddy and Son	Fore Street, (EL)	II	376382
Dowling and Bay	Fore Street, (EL)	II	376383
The Golden Guinea Restaurant	Fort Street, (EL)	II*	376384
The Guildhall, yard and walls	Fore Street, (EL)	II	376385
The Old Salutation Inn	Fore Street, (EL)	II	376386
2 & 3	Fore Street, (WL)	II	376387
Alexandra Cottage	Fore Street, (WL)	II	376388
Cameo	Fore Street, (WL)	II	376389
Chy an Colom	Fore Street, (WL)	II	376390
Cobblers Cottage	Fore Street, (WL)	II	376391
Cornish Arms Cottage	Fore Street, (WL)	II	376392
Darloe	Fore Street, (WL)	II	376393
Fairbank Cottage	Fore Street, (WL)	II	376394
Former Butter Market	Fore Street, (WL)	II	376395
Islander Cottage	Fore Street, (WL)	II	376396
Penlore	Fore Street, (WL)	II	376397
Smugglers Cottage	Fore Street, (WL)	II	376398
Warehouse Occupied by Weldmobile	Hannafore Road, (WL)	II	376400
Church House	Higher Chapel Street (EL)	II	376401
Church of St Mary	Lower Chapel Street (EL)	II	376402
Lantau	Lower Chapel Street (EL)	II*	376403

Old Vicarage	Higher Chapel Street (EL)	II	376404
Rock-a-Bye Cottage	Lower Market Street (EL)	II	376405
Petroc	Lower Chapel Street (EL)	II	376406
Fenwick's	Middle Market Street (EL)	II	376407
The Fisherman's Arms	Tower Hill (EL)	II*	376408
The Old Guildhall (now museum)	Middle Market Street (EL)	II*	376409
The Old House	Higher Market Street (EL)	II	376410
3	Lower Chapel Street (EL)	II	376411
4 (Little Gannet)	Lower Chapel Street (EL)	II	376412
10	Lower Chapel Street (EL)	II	376413
Sun Cottage	Lower Chapel Street (EL)	II	376414
Osborne House	Lower Chapel Street (EL)	II	376415
Surcouf Hotel and Restaurant	Higher Chapel Street (EL)	II	376416
The Cubbyhole	Higher Chapel Street (EL)	II	376417
Tolva	Lower Chapel Street (EL)	II	376418
Clifford Cottage	Middle Market Street, (EL)	II	376419
The Cottage	Middle Market Street, (EL)	II	376420
The Flower Pot	Lower Market Street, (EL)	II	376421
2	Lower Street, (EL)	II	376422
Former warehouse	Lower Street, (EL)	II	376423
Market Cottage	Lower Market Street (EL)	II	376425
Smuggler's Restaurant	Middle Market Street (EL)	II	376426
The Gaff	Higher Market Street (EL)	II	376427
Ye Olde Cottage	Buller Street (EL)	II*	376428
1 & 2	North Road, (WL)	II	376429
Peninhay1, 2& 3,	North Road, (WL)	II	376430
Pixie Cottage	North Road, (WL)	II	376431
The Cottage	North Road, (WL)	II	376432
Trellis Cottage	North Road, (WL)	II	376433
Rumours	Princes Square, (WL)	II	376434
Village Gossip	Princes Square, (WL)	II	376435
The Jolly Sailor Inn	Princes Square, (WL)	II	376436
Vine Cottage & attached coach house	Princes Street, (WL)	II	376437
Porthbigham	Quay Road, (WL)	II	376438
Quay walls including viaduct	Hannafore Road, (WL)	II	376439
The Loft	Quay Street, (EL)	II	376440
Lerryn Cottage	Quay Street, (EL)	II	376441
The Leather Workshop	Quay Street, (EL)	II	376442
4 (Chubb's House)	The Bay, (EL)	II	376443
The Studio,	Middleton's Corner, (EL)	II	376444

Workshop of H. Hocking and Sons	Higher Chapel Street, (EL)	II	376445
1 & 2 (Cobblers Way)	West Looe Hill, (WL)	II	376446
1 & 2 (Hillside)	West Looe Hill, (WL)	II	376447
Bryher	West Looe Hill, (WL)	II	376448
Gulls Cottage	West Looe Hill, (WL)	II	376449
Highbury	West Looe Hill, (WL)	II	376450
Home	West Looe Hill, (WL)	II	376451
June Cottage	West Looe Hill, (WL)	II	376452
Mrs. Bartlett's Cottage	West Looe Hill, (WL)	II	376453
Old Malt House	West Looe Hill, (WL)	II	376454
Orchard Cottage	West Looe Hill, (WL)	II	376455
Pen Brea	West Looe Hill, (WL)	II	376456
Porlock	West Looe Hill, (WL)	II	376457
Edistone	West Looe Hill, (WL)	II	376458
Rostallan & Wenmouth Close	West Looe Hill, (WL)	II	376459
Sherwood	West Looe Hill, (WL)	II	376460
Spinnaker & Trevarrack	West Looe Hill, (WL)	II	376461
St Marys Cottage	West Looe Hill, (WL)	II	376462
Trenwith	West Looe Hill, (WL)	II	376463
Wilrena	West Looe Hill, (WL)	II	376464
Weehouse	West Looe Hill, (WL)	II	376465
1-4	West Looe Square, (WL)	II	376466
Church of St Nicholas	Hannafore Road, (WL)	II*	376467

3 Policies and proposals

3.1 Existing Local Plan Conservation Policies

The Caradon Local Plan was adopted in December 1999 and sets out the Council's general policies for preservation and enhancement of the historic environment, and the factors which will be taken into account in assessing planning applications as well as specific policies and guidance aimed at Looe (the Looe Area Statement).

The Re-Deposit version of the Caradon Local Plan Alteration was drawn up in 2005 and adopted in 2007. It proposed a number of alterations, which have been taken into account in this report.

Archaeology and Historic settlement

Policy EV1

Historic heritage – historic settlements

In considering proposals for development of sites in historic settlements, as shown on the proposals map, priority will be given to the protection of below ground archaeological features through the following measures.

- if there is evidence to suggest that significant remains may exist on the site of a proposed development, the extent and importance of which are unknown, the local planning authority will require the developer to arrange for an archaeological evaluation to be carried out before the planning application is determined, thus enabling an informed planning decision to be made.
- where preservation in situ is not possible the local authority will not allow development to take place until satisfactory provision has been made for a programme or archaeological investigation and recording prior to the commencement of the development.
- where proposals would result in significant adverse impact on the archaeology of a site or settlement. planning permission will not be granted.
- by ensuring that any loss of buried features occurs only where the loss of outweighed by the reasons for the development.
- in considering development proposals particular importance will be attached to the need to preserve evidence of the origin and development of the settlement.

Built Environment

Policy EV2

Conservation areas – preservation or enhancement; new development sympathetic to historic character

All proposals for development in conservation areas must pay special attention to the desirability of preserving or enhancing the character or appearance of the area.

All development (including new buildings, extensions, walls and landscaping) should be sympathetic in size, scale, height and materials to the historic character of the particular conservation area and the vernacular tradition of its architecture.

Policy EV3

Listed Buildings and redevelopment in conservation areas

- all proposals for works (including demolition) which would directly affect the fabric or setting of a listed building must have special regard to the desirability of preserving the building or its setting or any features of architectural or historic interest which it possesses. This will be the primary consideration in determining applications for the adaptation of listed buildings to new uses, subject only to there being no overriding serious environmental harm.
- demolition of a listed building will only be permitted very exceptionally. Where all possible alternative courses have been exhaustively examined. Tested and demonstrated to be impracticable. In such cases, where appropriate, a condition may be imposed requiring retention of parts of the building in situ or its careful dismantling and relocation.
- the demolition of buildings which make a positive contribution to the character or appearance of a conservation area will only be permitted exceptionally. The demolition of any buildings in a conservation area will only be permitted if their demolition is part of a proposal for subsequent redevelopment or landscaping which would meet the criteria of Policy EV3. Conditions may be imposed to ensure that the redevelopment is implemented.

Proposed Alteration Policy LO8

Looe Conservation area – development

Development or redevelopment in or adjoining Looe conservation area will not be permitted unless it meets the following criteria:

- the use of building materials which respect Local building traditions and are in Sympathy with existing neighbouring properties;
- the height of the proposed building should have regard to the small scale local architectural character, should not normally exceed three storeys, and should follow existing building lines.
- the proportions of the proposed building should reflect the vertical emphasis of Existing buildings;
- new shopfronts should relate in scale and design to original shopfronts in adjacent properties;
- the gable ended pitched slate roof forms and barge boards typical of this area should not normally be broken by new development. Any new roofs should complement the existing roofscape;
- paved areas should be in a material that is sympathetic to the character of the area. Boundary walls should be in stone laid on bed or simple vertical pale fencing;

- extensions to period buildings should be in the style of the parent building. Replacement of a building in a period block or terrace should be in the same idiom as its neighbours.

Policy LO9

Looe Conservation area – additional storeys

Where an existing building of two or more storeys in the conservation area is proposed to be enlarged by the addition of further storeys, planning permission will be refused. Cases involving the addition of one storey to an existing one storey building will be permitted except where such a proposal would intensify overcrowding conditions or detract from the character or appearance of the conservation area.

Policy LO11

Looe Conservation area – parking on steep slopes

Proposals for the provision of off-street Parking facilities on steep slopes within the town development limits will not be permitted unless:

- there will be no significant impact on the general visual character of settlement, as viewed from valley sides and bottom, by reason of prominence of platforms and parked vehicles;
- additional traffic will not be encouraged to use the existing inadequate roads;
- it is geologically and structurally acceptable;
- parking platforms do not overhang other property resulting in harm to visual and residential amenity;
- retaining wall finishes blend in with adjoining structures.

Shops, retail uses and shopfronts in conservation areas

Policy EV4

Shopfronts and signs in conservation areas

In conservation areas internally illuminated box advertisement signs, internally box fascias and fixed or free-standing advertisement hoardings will not be permitted where they would detract from the character or appearance of the building or street. Externally illuminated hanging signs may be permitted provided they are of a design sympathetic to the character of the area.

Policy EV5

Shops and shopfronts – new shop fronts

Proposals for new shop fronts in conservation areas will be permitted provided that:

- they are related to the scale and proportions of the building and frontage in which they are to be situated.
- traditional stall risers and pilasters are retained or replaced in brick or other sympathetic material.

Proposed Alteration Policy ALT7 (part) Shopping cores

Within the shopping cores shown on the proposals map, proposals for the change of crowd floor retail uses to non-retail service uses will not be permitted unless all of the following criteria are met;

- The proposed non-retail use falls within classes A2 and A3, and D1 and D2 of the use classes order, 1987 or involves another use of primary frontage appropriate to the town centre.
- a window display is provided and maintained, and;
- the proportion of non-retail ground floor frontage within the core does not exceed 30% of the total; and
- the proposal will not detract from residential amenities by the generation of smells, noise, pedestrian or vehicular traffic, and parking problems. Where proposals would generate such undesirable effects the council will consider the imposition of conditions to control hours of opening and mitigate littering.

Within the primary shopping core of Looe, only A3 non-retail uses will be permitted.

Proposed Alteration Policy ALT8 (part) Shopping cores – food and drink

Proposals for the development of or change of use of premises for the sale and consumption of food and drink (use class A3 of the Use Classes Order, 1987) will not be permitted unless all of the following criteria are met;

- the proposal will not prejudice existing retail uses in the locality by the generation of smells, pedestrian or vehicular traffic, littering and parking problems;
- the proposal will not create unacceptable traffic hazards.
- the proposal will not detract from residential amenities or historic character by the generation of smell, noise, pedestrian or vehicular traffic, littering and parking problems.
- Where proposals would generate such undesirable effects the council will consider the imposition of conditions to control hours of opening and prevent littering.

Proposed District-wide Policies ALT7 and ALT8 will replace the specific policies LO3 and LO4 in the Looe Area Statement.

Green areas, gardens, open spaces and trees in conservation areas

Policy LO10

Looe Conservation area – development on steep slopes

Proposals for the creation of new buildings or the extension of existing buildings on the steep slopes in the conservation area will be refused if such development is un-neighbourly in scale or severely reduces the amenity of existing properties, or results in an undesirable reduction in open hillside, or would aggravate or cause traffic problems.

Peripheral areas and edge of conservation area

Policy EV6

Open areas of local significance to settlement character

No development will be permitted within the Open Areas of local significance (OALS) shown on the inset maps if it would significantly impair the effectiveness of the OALS in serving one or more of the following purposes:-

- forming a green foreground or background which is important to the character of the settlement.
- helping to preserve the most typical views of the town centre or village, and the best views of the surrounding countryside from within the settlements.
- providing green “fingers” which penetrate the built-up area and help to maintain a close relationship between town and country, as well as the small scale characteristics of Cornish settlements.
- forming the green gap between two or more settlements which are close to each other and in danger of losing their separate identity.
- protecting undeveloped areas within settlements which by their open or wooded nature contribute to its character and visual setting. Or to that of individual buildings or groups of buildings.

Policy CL9

Areas of Great landscape Value - development

Proposed development in the areas of great landscape value identified on the proposals map will not be permitted if it would materially harm the character of the particular area and if it does not closely reflect the traditional building styles and local materials, or the characteristic pattern of settlement, in the particular area.

Tourism and Recreation

Policy LO6

Hotels and Hotel conversions (Looe)

The redevelopment or change of use of hotels will not be permitted in the prime hotel area shown on the inset map.

Policy TM1 (part)

Tourist attractions and facilities (conservation areas)

- The development or improvement of tourist attractions and visitor facilities will be permitted within towns and villages.....
- Where a proposal is acceptable in principle it will need to meet all the following criteria:
- The scale, location and quality of design is consistent with the character and appearance of the area;
- Use is made of existing buildings..... wherever possible;
- It is well related to the primary and county road network or public transport.
- Larger scale developments will not be acceptable in Areas of Outstanding Natural Beauty, the Heritage Coast, or Conservation areas.

Policy TM5 (part)

Conversion of existing buildings to seasonal use

- In towns and villages, the conversion or change of use to self-catering tourist accommodation of non-residential buildings will be permitted unless the proposal:-
- has an unacceptable impact on the character and appearance of its surroundings
- is unneighbourly in scale or severely reduces the amenity of existing properties
- would aggravate or cause traffic-problems.

Policy TM9 (part)

Hotels and Hotel conversions

Hotel development will be permitted within or adjoining towns and villages provided that the proposal:

- will not add to difficulties with water supply, sewerage and sewage treatment and waste disposal.
- will not have a materially adverse impact on the village or rural environment in terms of its scale and visual appearance, the use of materials, noise, effluent, or fumes it would emit, and the traffic it would generate.

Policy EV15

Amusement centres

Amusement centres/arcades will not be permitted within town centres except within the secondary shopping cores as defined on the inset maps, and then only if:

- the location of the premises is such that there will be no adverse impact on parking and the free flow of traffic;
- no adverse effects will be caused to neighbouring residential properties, nor to nearby schools, churches, hospitals and hotels;
- no adverse effects will be caused to the visual amenities of conservation areas or to listed buildings or their settings;
- no adverse effects will be caused to the character and viability of the shopping area and to other uses in the vicinity by loss of visual amenity and by noise and disturbance generated.

Policy R6

South West Coast path

The south west coast national trail will be protected from any development that would affect route or character.

Policy R9

Coastal and Maritime Recreation – Pleasure Craft Moorings

1. Proposals for pleasure craft moorings, and associated facilities will be permitted where:
 - they are integrated with existing waterside development or make use of derelict sites, and
 - the essential on-shore facilities of parking, vehicular access, toilets/showers, water/fuel supply, and waste reception are provided to an adequate standard and without material adverse environmental impact;
 - any necessary engineering measures do not interfere with the natural movement of sediment to such an extent as to accelerate coastal erosion elsewhere;
 - they comply with the policies of this local plan on nature conservation (policies CL12 to CL17), and do not adversely affect acknowledged breeding sites.
2. Additional on-shore facilities (clubhouses, boat storage/repair, etc.) will be permitted provided:
 - their scale, location, quality of design and use of materials is consistent with the character and appearance of the locality;
 - use is made of existing buildings wherever possible;
 - the site is well related to the primary and county road network.
3. In all cases the council will negotiate for inclusion of public launching facilities for pleasure craft, and improved public pedestrian access to the shore (linked wherever possible to the existing public rights of way network).

3.2 Other planning Measures

Looe Conservation Area Appraisal

The draft Looe Conservation Area Appraisal has been prepared and it identifies the features that contribute to the special architectural and historic interest of the area. The appraisal consists of an analysis of Looe's history and topographic development; analysis of the conservation area's context and setting; analysis of overall character and more detailed analysis of 7 sub-areas of distinct character. Draft maps and a broad-based digital photographic survey of the conservation area are also included.

Article 4 Direction

An Article 4(2) direction covering Looe conservation area has been put into operation by the Council. The Direction covers such matters as extensions and alterations to dwellings and also use of materials.

Details:

- to control the demolition of all walls and hedges, especially for the creation of hard standings
- to control specified alterations to and partial demolition of individual houses, and to prevent the loss of such features as unlisted shop fronts, especially when now in residential use
- to control alterations and loss of fabric on elevations which do not front onto highways
- to control the demolition of and alterations to free-standing outbuildings and engineered structures such as retaining walls and stairs.

Caradon Design Guide

Practical advice on appropriate design is set out in the Caradon Design Guide, which the District Council has adopted as Supplementary Planning Guidance. The guidance helps to define the local characteristics of the district and explains what specific factors should be taken into account when designing new buildings. Proposals for new development should refer to this guidance, and the Council may require a design statement to be submitted prior to the application being determined.

Looe Guidance Notes

Guidance notes have been produced that cover the following key issues: -

- Roofs
- Windows and doors
- Shopfronts and signage

Approach to Enforcement Issues

Caradon has adopted an Enforcement Policy statement (1998), which provides clear guidance to officers, Council Members and the general public and confirms the Council's commitment to enforcement as an effective means of management of the development control process.

The Enforcement Policy also covers the serving of Section 215 Notices, which the District has used as an enforcement tool.

Urgent Works and Repairs Notices

Caradon has published its policies and explained its statutory powers (under the Planning (Listed Buildings and Conservation Areas) Act, 1990) to serve Urgent Works Notice or Repairs Notice on listed building and conservation area owners. This information is available on the Caradon Website.

Section 106 Agreements

Caradon has utilised section 106 agreements attached to planning permissions to secure funds for the restoration of listed buildings in need of repair and affected by development.

Grant Schemes

Following on from an earlier Town Scheme, there has been an English Heritage sponsored Heritage Economic Regeneration Scheme (HERS) in Looe.

This is a scheme for providing financial help to encourage the conservation and enhancement of key historic buildings in the Looe Conservation area. Grants have been available to freeholders and those with full repairing leases of target buildings to carry out repairs to the external skin and structure of their historic buildings.

The HERS is one of several current projects designed to assist the regeneration of Looe town centre and is funded jointly by Caradon District Council, English Heritage, the European Regional Development Fund, the South West of England Regional Development Agency, Looe Town Council, East Looe Town Trust and West Looe Town Trust.

3.3 Framework for Design Standards

Caradon Design Guide

The adopted Caradon Design Guide, explains what specific factors should be taken into account when designing new buildings.

Shopfronts

The adopted Caradon Design Guide contains what is, in effect a stand-alone shopfront design guide

Cornwall design Guide for residential development, 1995

Caradon also supports and follows this Cornwall County Council produced guide, which relates mainly to new developments and highways standards.

Looe Action plan II , 1997

This supplementary report to the original 1988 Action Plan was produced by the Civic Trust in association with the Looe Town Forum. It provides a review of action since 1988, when the Civic Trust was first asked to prepare a study of Looe, and makes further suggestions for design parameters, regeneration and enhancement measures, community involvement and management etc. It is not specifically a conservation-based report, but does contain recommendations on the 'proper conservation' of Looe's built heritage.

4 Examining the Issues

4.1 The whole conservation area

Unsympathetic alterations

All conservation areas suffer from unsympathetic alterations to some degree and there is a direct relationship between careless alterations and the perceived quality of the place. Looe seems to have particularly acute problems – worse in some parts of the town than others. The 1998 Looe action Plan II pointed out the prevalence of inappropriate shopfronts, especially on Fore Street (EL) and Quay Road (WL) where they have the greatest public impact. Poorly designed and garish signage is also a significant negative factor in several locations.

Like many other conservation areas Looe also has a particular problem with inappropriate replacement windows and doors, particularly in PVCu. It may be that exposure to the weather has led to much replacement; this might apply to the Victorian terraces on the upper slopes and cliffs. In the older streets, the large numbers of non-standard openings in one-off vernacular buildings means that there probably never was a uniform characteristic window or door style.

However, compared to towns like Penzance or St. Ives, arguably more exposed, there has been much more replacement of windows and doors; the timber sashes in the bay windows of those towns are a distinguished and distinctive aspect of their character. And in their older streets there has also been less replacement and loss – despite greater traffic, noise and pollution issues than in Looe.

Existing polices should be adequate to tackle this trend, and, indeed, reverse it, if the will is present. As well as coercion it is also important to tackle common perceptions regarding maintenance issues and encourage awareness of how authentic historic detailing enhances property value.

The loss of texture, historic fabric and character does lessen the apparent quality of the historic environment and that in turn affects residents and visitors. There is a need to encourage local businesses to preserve and resurrect the craft skills necessary to undertake authentic repair or replacement. The adoption of a sustainable approach to our environment based on an understanding of the lifecycle costs of PVCu is also needed.

The same issues apply to roofing as the roofscape is a vital element of the special character of Looe. The use of suitable natural slate needs to be adopted as standard and much more consideration is needed with regard to rainwater goods as they contribute to streetscenes throughout the town.

A more considered and coherent approach to floorscape, enclosure, decoration and landscaping is also necessary.

<p>Interpretation and Promotion</p>	<p>Recent developments have included improvements to the museum, a new Town trail and other brief guides and publications. There are also very good deals for public transport in the form of rover tickets that allow use of buses and trains. Greater advertising of these opportunities is needed as it seems few visitors are aware of them.</p> <p>Looe could also be further promoted as part of a new, sustainable, specialist tourist market, attracting a wider range of high spending visitors, especially by breaking away from adherence to the outdated concept of the typically short Cornish 'season'. On a typical early spring day, there are hundreds of visitors in Looe: the TIC and museum are both closed. There is no information available for visitors. This is a management problem, rather than one of capital investment, but no amount of new buildings and award winning facilities will improve Looe's position in the tourist market if it is not open for business.</p> <p>Although these issues are best discussed and delivered via other initiatives they are mentioned here as a reminder that all of these strands are interconnected. It is a basic fact, however, that the quality of the historic and natural environments has to be maintained if any other actions are to be effective.</p>
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4.2 The Character Areas – Issues and opportunities

Riverside	Issue	Guidance and action
<p>Enhancement opportunities</p>	<p>Riverside frontages Some buildings fronting onto the riverside are amongst the least well presented. In this most open and visible of all areas, the gateway into the twin towns there are a few building owners who are letting the town down. Perhaps over time some people have become used to the fact that the innate attractiveness of the place tends to compensate for any negatives. Such complacency must be challenged. Whether people arrive in Looe by road,</p>	<p>Identify priority buildings and contact the owners. Draw up enhancement schemes for buildings and signage. Offer advice and grant support if possible; otherwise ensure that maintenance and repair budgets are effectively spent. The Council must be seen to be serious about its existing commitments to Article 4 Directions and enforcement procedures – as set out the policies previously listed.</p>

	<p>rail, bus or boat they are struck by first impressions. Local residents want to have pride in the town as well and it is unfortunate that they must face some frontages that sap their positive spirit.</p>	
<p>Streetscape enhancement Both West Looe Square and Buller Quay car-park have been highlighted as enhancement opportunities since the Looe Action Plans of 1988 and 1997; in the case of West Looe, with its narrowly confined quays, the cluttered, visually disorganised car-parking, signs, telephone boxes, bins etc spread over the road into the edges of West Looe Square and Princes Street/Quay Road. The floorscape is poor and the management of the spaces haphazard. At least part of Buller Quay car park could be given over to public use during the busiest times as that space could contribute much more to the vitality of Looe. The decorative lighting is looking a bit tatty on both sides of the river.</p>	<p>Both areas present a rare opportunity to design simple, unfussy schemes to create public spaces of real quality in an historic environment.</p> <ul style="list-style-type: none"> • rationalising traffic movement and parking • resolving pedestrian and vehicle conflict • clearer parking provision • reduce clutter and redundant signage • improve paving materials • new design for lighting and fixtures • tree planting 	
<p>Use of the Quays The needs of servicing the fishing industry, commercial and pleasure boats are always in balance in Looe with the desire to allow safe public access to the quays and waterside. The informality and activity is an essential element of use and local character and whilst scope exists for enhancement the special flavour of the place must not be sanitised. There is a point where utilitarian charm becomes visual clutter and what may be perfectly acceptable for fishermen should not justify lack of care by other business owners.</p>		<ul style="list-style-type: none"> • Self-regulating working agreement with owners and operators • Better designed signage for pleasure craft • Use of artistic display and installation to enhance sense of place and disguise some less attractive walls

<p>Management and design guidance</p>	<p>Built environment This is an area of spaces and buildings on the edge of historic streetscapes and with long views of all the properties. The buildings are of the 19th century onwards and the architecture reflects purpose. The older buildings are under threat from ill-conceived alterations. The spaces have also evolved to suit purposes essentially related to the harbour activities and the buildings serve to punctuate these interconnected and mostly accessible spaces.</p>	<ul style="list-style-type: none"> • Apply design guidance in adopted Local Plan policies, Caradon Design Guide, Article 4 Direction and HERS guidance notes • Recognise the impact building frontages and public spaces here have on the conservation area – treat the harbour as public open space • Record, protect and manage existing historic quays, features and materials. • Interventions to historic buildings of unique design and character must relate to their individual character • Commercial premises and shopfronts have a particular responsibility to respect and generate character • Target regeneration schemes at this key gateway zone • Back lanes, forecourts, side areas and yards must be considered in context as part of the setting of the buildings, archaeology and historic streetscene
<p>Archaeological potential</p>	<p>Most of this character area is within the designated historic settlement boundary, but the conservation area as a whole is to be considered as an archaeologically sensitive area, part of an historic settlement. As well as the potential for finds below ground level planners, owners and contractors need to be aware of the potential for finding early building fabric. This can apply to some quite unpromising buildings and certainly some that are not listed. A culture of openness should be fostered whereby owners and contractors should not fear excessive delays if they declare when something unexpected is uncovered.</p>	<ul style="list-style-type: none"> • Apply historic settlement archaeological policies (Local Plan Policy EV1). • Review Historic Settlement boundaries. <p>Archaeological potential exists for the following types of sites:</p> <ul style="list-style-type: none"> • Locating early quays and wharfs • Traces of the 15th century bridge footings, springing points, approaches • Development and remains of commercial and industrial phases • Standing fabric surveys and archaeological recording • Other evidence of early occupation, perhaps in gardens or yards, such as traces of buildings, middens or object finds
<p>East Looe Enhancement Opportunities</p>	<p>Issue Streetscape enhancement The widespread use of grey-pink block pavements has had a discordant impact, too regular and unyielding in colour and texture over large areas. The patterns</p>	<p>Guidance and recommended action There is good guidance available in the form of Streets For All and other sources that should inform debate about actions in Looe.</p> <ul style="list-style-type: none"> • Review the traffic management regime based on genuine

	<p>are distracting to the eye and the relationship between roadway and footpath and buildings has been harmed as a result. The same materials are used irrespective of the richly varied spatial qualities of the townscape, creating a bland, uniform and rather drab streetscape. These modern materials are not aging well at all and they will need replacement. The loss of distinct pavements is rarely a good streetscape design feature unless based on historic record – it can create unresolved traffic conflict, affects the linearity and geometry of streetscapes, subtly altering proportions and relationships for the worse. The introduction of bollards generally signifies the dominance of vehicles over pedestrians unless the purpose is to keep vehicles out altogether.</p> <p>The relic market space in Middle Market Street is a good example of an exciting space framed with interesting buildings, intriguing views and glimpses and yet it is treated as little more than a convenient parking space.</p> <p>The uncontrolled multiplication of both private signs and public signage is nowhere better demonstrated than by the fingerpost and A-boards in Buller Street/Middletons Corner; though this problem affects East Looe generally.</p>	<p>public consultation</p> <ul style="list-style-type: none"> • Remove clutter, unwanted street furniture, barriers to pedestrian movement etc. • Any street furniture should be distinctive and of high quality; • Place needs of pedestrians in the forefront; resolve vehicle-pedestrian conflict • Review need for, potential re-design and impact of security measures – including CCTV cameras; and the impact of security measures on shops, particularly roller shutters (see also Caradon Design guide 2000). • Enhance spatial qualities to provide clear, open usable space that enhances key views and provides an appropriate context for key buildings • The traditional, simple and elegant use of shallow or flush, broad granite kerbstones marking out pavement and roadway should be extended through the area. • The use of simple surfaces like tarmac is preferred, perhaps with resin bonded aggregate surfaces, where large areas of neutral character are needed • Respect historic paving and streetscape materials and hierarchies (the same paving and street furniture details are not appropriate in Market Place as in Quay Street, for instance) • Recognise and respect the richness and diversity of character and appearance within the area; do not seek to impose uniform solutions streetscapes or street furniture
<p>Management and design guidance</p>	<p>Amenity space issues</p> <p>The lack of private space in East Looe is unavoidable but the balance between informal and obtrusive clutter, between local distinctiveness and municipal design, between recognition that this is a place where people live as well as being a tourist honey pot, has not yet been successfully achieved</p>	<ul style="list-style-type: none"> • Recognise and respect the importance to streetscape, archaeology and historical development of back lanes, and the significant historic fabric they contain • Back lanes, forecourts, side areas, rear gardens and yards must be considered in context as part of the setting of nearby historic buildings and the historic streetscene

	<p>for the most part.</p> <p>Built environment</p> <p>The varied architectural styles, materials and details mean that each individual building and planning application must be carefully assessed against the merits of the building and its context; there are likely to be few standardised features that can be easily copied from one building to the next without serious loss of character.</p> <p>The many restaurants, in particular, mean several cases of very intrusive flues and pipes sometimes cheek by jowl with the most important and attractive historic buildings in the town. Design, planning approvals, streetscape works should all recognise that there really are no unseen 'back' elevations in East Looe.</p> <p>There is great scope for artistic endeavour and positive use of craft skills in Looe. This doesn't have to be professional; competent self expression in the decoration of yards, verges and doorways using found items or simple constructions already enhances some locations and more could benefit.</p>	<ul style="list-style-type: none"> • Interventions to listed buildings and other historic buildings of unique design and character, including shop fronts, must relate to their individual character, not impose bland or overbold standardised design solutions • Respect the specific use and variety of materials. Avoid bland or poorly executed render finishes that contradict, confuse or obscure historic architectural details • Building elevations and shopfronts in particular, must respect plot boundaries and structural divisions between buildings, even when they have been amalgamated • Rear or side elevations, roofscapes and historic outbuildings, walls and yards should be respected and preserved. Alterations to buildings should reflect their wider architectural context as well the details and requirements of the individual proposals and buildings.
<p>Shopfronts and commercial buildings</p> <p>The quality of shopfronts as a group in East Looe rarely matches that of the host buildings, although there are undoubtedly some very fine individual examples. As the 1999 Looe Action plan pointed out, some of the most glaring examples are the most visible, along Fore Street overlooking Buller Quay and the Bridge.</p> <p>Although the range of shops and tourist goods on offer makes for a bright and vibrant scene, this is not always set against a high quality streetscape or backdrop of good shopfronts and ground floor</p>	<ul style="list-style-type: none"> • Alterations to shopfronts must respect and never obscure the architectural detail or proportion of the host building • When dealing with any proposals relating to shops, other commercial premises and shopfronts within the Conservation area, full reference must be demonstrably made to the Caradon Design Guide and the Looe Design Guidance note • Good signage is good for any business; too much bad signage is bad for everyone's business 	

	<p>treatments such as would really give East Looe a distinctive and high quality character.</p> <p>Flexible standards</p> <p>Throughout this area greater than normal densities, conversion of properties to multiple use and occupation and such initiatives as Living over the Shop may be appropriate and could lead to significant enhancement of the conservation area. This is already, however a tightly constrained area and such high density use will increase the problems of lack of service and amenity space. Careful control and management of issues like parking and refuse is needed to deliver such otherwise desirable policies.</p>	<ul style="list-style-type: none"> In order to preserve important elements of historic character and appearance a flexible approach to other planning and development standards may be appropriate, such as parking, amenity space, bin stores or housing densities. The 'knock-on' effects of such development needs to be well understood and managed to avoid creating problems elsewhere
Archaeological potential	<p>The surviving buildings from the medieval period include some of the oldest recorded and best surviving examples of their type in Cornwall and further detailed investigation is required to date them, and to identify uses and histories, especially in relation to the trading and fishing history of the town. There is probably a lot more medieval fabric behind some of the fairly anonymous facades.</p> <p>Most of this character area is within the designated historic settlement boundary, but the conservation area as a whole is to be considered as an archaeologically sensitive area, part of an historic settlement. The settlement core may have surprisingly complex and deeply stratified deposits.</p>	<ul style="list-style-type: none"> Apply historic settlement archaeological policies (Local Plan Policy EV1). Great archaeological potential exists for these types of sites: <ul style="list-style-type: none"> The origins of the settlement The recognizable survival of the early plot layouts and topography of the medieval borough Subsequent extensions and evidence of shifting focus of settlement (Shutta to East Looe; East Looe onto the market place/sand bars) Development and remains of commercial and industrial phases of Looe's history Standing fabric surveys (archaeological recording – in conjunction with planning or LBC applications)
Church and the Coast	Issue	Guidance and recommended action
Enhancement Opportunities	<p>Streetscape enhancement</p> <p>There is a general recognition that this area is</p>	<ul style="list-style-type: none"> Review the traffic management regime; remove clutter, unwanted street furniture, signs and barriers to

	<p>undervalued, and what could be spatially an exciting area is poorly detailed at present; despite recent improvements along the sea wall itself, the car parking area behind remains unaltered. Paradoxically, this is one of East Looe's few public spaces with lots of potential.</p> <p>Whilst the sea defences have an inevitably robust character there is still scope for enhancement. More recreational opportunities like the basketball hoop would be welcome.</p> <p>The links between shopping streets and seafront are weak in terms of surfacing.</p> <p>The Church Street buildings share the problems of the Rows where it is difficult to distinguish frontages from rear elevations. Drainpipes, service ducts, soil pipes are found indiscriminately on all elevations and dustbins are set out in the street. The ongoing investigations into possible enhancement schemes for Church End include much needed improvements to the dominant C20 Admiral Boscarn public house.</p> <p>This is an area that suffers from a common degradation of character associated with seaside resort activities such as amusements clubs, bars and cafes. It is not inevitable that these uses should degrade the historic townscape and public realm, but without vision or investment they often do. Declining trade tends to stimulate excessive cheap signage instead of re-evaluation of how best to attract custom and make the most of considerable existing assets.</p>	<p>pedestrian movement</p> <ul style="list-style-type: none"> • Street furniture should be distinctive and of high quality; • Understand and enhance spatial qualities to provide usable space that enhances views and provides a positive context for positive buildings • Respect and reinstate historic paving and streetscape materials and hierarchies • Interventions must respect the close relationship between use of paving and the adjoining buildings where paving is part of the architectural character of the building. • Back lanes, forecourts, side areas, rear gardens and yards must be considered in context
<p>Management and design guidance</p>	<p>Streetscape</p> <p>Despite some significant survivals and occasional nuggets of historic surfacing the overwhelming feeling is one of surfacing based on cost alone. The</p>	<ul style="list-style-type: none"> • Any regeneration and enhancement scheme must recognise and not cheapen or obscure the special quality of the built as well as natural environment • A skilled and architecturally aware re-modelling of The Admiral Boscarn could turn a significant negative into a genuinely positive feature • A co-ordinated approach to signage and use of the public realm by business would be beneficial • The eastern end of the seafront offers opportunities for enhancement with specifically designed seating, introduction of fitness equipment and childrens play items – even painted on the ground
		<ul style="list-style-type: none"> • Record, protect and manage existing historic streetscape hierarchies, features and materials and use them as the basis for future enhancement schemes.

	<p>links back to the town centre do not offer inspiring connections in terms of surfacing and are many levels below the quality of the buildings. An effort has been made in between the Old Lifeboat House and the beach but even here the feel is utilitarian. There is little sense of celebrating either the enclosed historic lanes or the open seafront.</p> <p>Where features do exist, like the fountain, sundial and K6 telephone kiosk they are not made the most of.</p>	<ul style="list-style-type: none"> • Forecourts, side areas, rear gardens and yards will be considered in context and should be respected and preserved where appropriate • A coherent management regime and materials palette is needed to enable integration of future enhancements with each other and the historic town
	<p>Built environment</p> <p>The guidance notes already referred to need to underpin all decisions affecting buildings and structures here.</p> <p>The sea defences are an opportunity for creative contemporary intervention but that needs to be within the parameters of a coherent strategy.</p>	<ul style="list-style-type: none"> • Target regeneration schemes at this key gateway zone and the links to the commercial core • Apply design guidance in adopted Local Plan policies, Caradon Design Guide, and HERS guidance notes • Interventions to listed buildings and other historic buildings of unique design and character must relate to their individual character
	<p>Flexible standards</p> <p>Flexible application of planning standards (densities, parking, amenity space etc) is appropriate.</p>	<ul style="list-style-type: none"> • In order to preserve important elements of character and appearance (medieval streets and plot layouts, enclosing walls, side and rear elevations, yards and outbuildings etc) a flexible approach to other planning and development standards may be appropriate, such as parking, or housing densities.
	<p>Other policy considerations</p> <p>Although largely urban in character, Church End is framed by a spectacular natural environment, enhanced and ornamented by landscape features and gardens.</p> <p>The gardens of the large villas and hotels on both slopes, particularly along East Hill, with their mature trees, are an important part of the character, as are the remnant grounds of Boscarn House; also important are the ornamental cliff</p>	<ul style="list-style-type: none"> • Existing Local Plan policies relating to the steep and part-wooded slopes above the town will apply • Recognise and respect the significance of landscapes, trees and greenery to character and appearance. Management of trees and landscape should create townscapes of quality and aim to enhance the setting of important historic buildings, not to obscure them • Recognise that the coast is a partially landscaped zone, the engineering works associated with Hannafore road, the ornamental cliff paths and drives, the sea defences

	<p>walks and drives on the downs above, and, indeed, the landscaped sea-shore itself. This is an area where policies other than those normally associated with conservation area status could have a dramatic effect on the successful management of the character and appearance of Looe, particularly policies relating to the coastal environment and recreation and to the Area of Great Landscape Value and to tourism accommodation and, perhaps more particularly, provision of facilities, amusement arcades etc. Church End must be viewed in this wider context, as well as the conservation area and regeneration contexts when considering proposals for the next phase of enhancement works as they develop.</p> <p>Some of this character area is within the designated historic settlement boundary.</p>	<p>themselves are part of the designed built environment and an important element in both the character and appearance of the conservation area.</p>
<p>Archaeological potential</p>		<ul style="list-style-type: none"> • Apply historic settlement archaeological policies • Archaeological evaluation will be appropriate for proposals which significantly affect character, form and layout of the historic street, block and building patterns and potential archaeological remains on the edge of the conservation area. • Review Historic settlement boundaries. <p>Great archaeological potential exists for the following types of sites:</p> <ul style="list-style-type: none"> • locating early quays and evidence of reclamation • the recognisable survival of the early plot layouts and topography of the medieval borough • defences and military installations, medieval to WWII • Standing fabric surveys in the context of planning or LBC applications

Shutta Road & Barbican Hill	Issue	Guidance and recommended action
<p>Enhancement Opportunities</p>	<p>Infill sites There are large garden plots and some empty undeveloped closes on the upper slopes. Some may be suitable for development, but only with the greatest care. The existing design and development policies applying to Looe should be applied with great rigour. Development opportunities on elevated and exposed sites are a rare privilege that demand the attention of a good designer to achieve a satisfactory result. Site specific designs of demonstrable quality must be expected; any applications for basic or standardised designs ought to be rejected. The aim must be to provide buildings which future generations will look upon as making a positive contribution to the setting of historic Looe.</p> <p>Station Road and the riverside Station Road, particularly on the riverside, suffers from a distinct lack of character that contrasts with the strong sense of place, both on the adjoining valley side and within the valley as a whole. Since the closure of the railway and the removal of the track to Buller Quay, there has been a lack of clear direction as to the use and treatment of this area. It is ineffectively designed in visual terms and not managed as a main entrance to the town, part of the scenic setting to the valley, car parking area or riverside promenade, all of which it attempts in some measure to be.</p> <p>In the absence of any local competition it has to be</p>	<ul style="list-style-type: none"> • Existing Local Plan polices relating to the steep slopes above the town will apply • Form, scale and detailed design need special attention on elevated sites • Landscape design can be every bit as important to a successful development as architecture; on sensitive sites the landscaping should form part of the design from the outset
		<ul style="list-style-type: none"> • A comprehensive approach to highways management, signage, advertising, landscaping and footpaths would enhance this area • Recognise the importance of a thorough and accurate understanding of the immediate context in the design of any new building works • Landscaping and planting within both public and private realm would be welcome, especially if planned as a coherent and informed piece of work

	<p>asked why the petrol station needs to have such strident signage. The siting and design of the clinic and its car park make no contribution to the settlement's historic character. The mere use of materials that pay some respect to Cornish vernacular is not enough in the context of architect-designed Victorian and Edwardian buildings.</p>	
<p>Management and design guidance</p>	<p>Streetscape and greenery The streetscape needs to be as neutral as possible with some incidental interest through planting. Directional signage ought to be clear and unobtrusive, with repetition avoided where possible. Planting may take the form of seasonal beds or planters but there is a need for specimen tree planting on public and private land if future generations are to enjoy some of the character we have inherited from our 19th century predecessors.</p>	<ul style="list-style-type: none"> • The main aim should be to keep the streetscape simple, unaffected and free of clutter, requiring a different treatment from the core areas of Looe. • Recognise and respect the significance of landscapes, trees and greenery to character and appearance. Management of trees and landscape should create townscapes of quality and aim to enhance the setting of important historic buildings, not to obscure them • Retaining walls are integral to the special character of the area; they need to be well maintained and repaired sensitively to preserve their appearance
	<p>Built environment Further loss of features and details to existing buildings needs to be prevented. Any new development must aim for a higher architectural standard than has been achieved since the early 20th century.</p>	<ul style="list-style-type: none"> • Existing Local Plan polices relating to the steep slopes above the town will apply • Use design guidance in adopted Local Plan polices, Caradon Design Guide, Article 4 Direction and HERS guidance
	<p>Archaeological potential Little of this character area is within the designated historic settlement boundary, but it may straddle the bounds of two medieval boroughs and has significant post-medieval archaeological potential. Much of the area has been subject to major 19th century terracing and engineering works which is likely to have destroyed earlier evidence, but those</p>	<ul style="list-style-type: none"> • Apply historic settlement archaeological polices • Archaeological evaluation will be appropriate for proposals which involve excavation or alteration of historic fabric <p>Archaeological potential exists for the following types of sites:</p> <ul style="list-style-type: none"> • Early settlement or development of the historic foreshore • Origin, use and development of garden and orchard plots along Shutta Road and Barbican Hill • Development and remains of commercial and industrial

	works are now of interest in their own right.	phases (canal, railway, wharfs etc.)
Shutta Enhancement opportunities	Issue Streetscape enhancement The main aim should be to keep the streetscape simple, unaffected and free of clutter; this is in effect a village around a country lane, requiring a different treatment from the more urban core areas of Looe. There are issues of wirescape and signage that should be addressed. There can be an issue of speeding here that is detrimental to the pedestrian entering Shutta or using the train station.	Guidance and recommended action Streetscape enhancement works are desirable in the area at the junction with the main road. They should seek to: <ul style="list-style-type: none"> Review the traffic management regime, remove clutter, unwanted street furniture, barriers to pedestrian movement etc Reduce traffic speeds Place needs of pedestrians in the forefront; resolve vehicle-pedestrian conflict. Undergrounding of wires would enhance Shutta
Management and design guidance	Streetscape and greenery The streetscape is simple and unadorned which is part of its special character. Apart from removal of clutter and wires there is no need to change the simple blacktop surfacing, though cobbled verges could be reinstated in places to good effect. The green backdrop of Shutta should be preserved and reinforced by appropriate planting and management of gardens and spaces. Built environment The strong vernacular character of the historic buildings, occasionally graced by more polite detailing makes for a restful townscape. This character needs to be preserved and, where lost, reinstated. There is scope for re-modelling or replacement of some less interesting 20 th century buildings but the quality of design should be more considered than recent developments.	<ul style="list-style-type: none"> Back lanes, forecourts, side areas, rear gardens and yards will be considered in context as part of the setting of the host buildings, archaeology and historic streetscene Recognise and respect the significance of landscapes, trees and greenery to character and appearance. protection of garden space, avoiding loss of greenery for car parking and hard standings, policies against subdivision of plots, protection of walls, gates, rear enclosures, outbuildings and other ancillary structures Respect the established palette of materials and preserve or restore authentic detailing Rear or side elevations, roofscapes and historic outbuildings, walls and yards should be respected and preserved Interventions to listed buildings and other historic buildings of unique design and character must relate to their individual character Seek quality design in all extensions or new developments

	Landscape design must be integral, not an afterthought and means of enclosure based on historic precedent rather than modern utility.	
Archaeological potential	None of this character area is within the designated historic settlement boundary, yet it is the site of a medieval borough. The conservation area as a whole is to be considered as an archaeologically sensitive area, part of an historic settlement.	<ul style="list-style-type: none"> • Apply historic settlement archaeological polices • Archaeological evaluation will be appropriate for proposals which may impact on, or uncover archaeological material • The earlier settlement core may have surprisingly complex and deeply stratified deposits. <p>Archaeological potential exists for the following types of sites:</p> <ul style="list-style-type: none"> • The origins of Shutta and relationship to East Looe • The recognisable survival of the early plot layouts and topography of the medieval borough • Locating early quays and wharfs behind and below current road and railway which lie on reclaimed land • Development and remains of commercial and industrial phases (canal, railway, warehousing and processing buildings, quays etc) • Standing fabric surveys and archaeological recording if opportunities arise
Changes to boundaries	The inclusion of properties close to the skyline that form part of the Sunrising estate may confuse the aims of designation. It is suggested that these may be removed.	<ul style="list-style-type: none"> • Consider removing the modern properties NE of Shutta
Polvellan	Issue	Guidance and recommended action
Enhancement Opportunities	It has long been recognised that there are major development opportunities in this area and with them must go a commitment to enhance. The industrial sites, the car-park, the old gasworks and adjoining streetscape, all represent one of the least attractive aspects of Looe, yet form the principal gateway into the town for most visitors. The lane and alley links between the car-park and the Bridge and quays in particular are cluttered, poorly signed and lacking a townscape setting of	<ul style="list-style-type: none"> • Recent work at Polvellan should continue into the exploration, recording and reconstruction of its important ornamental grounds. • A properly detailed Conservation Management Plan is needed for Polvellan Manor and its grounds to ensure correct and regular repair and maintenance • Enhancement plans for the main pedestrian route into town must be set in place and delivered as a priority

	appropriate quality. The sense of arrival is lacking and there are great opportunities for enhancement. Polvellan Manor itself has a jaded appearance that belies its historic status as the prime residence of the town.	
Management and design guidance	<p>Streetscape and greenery There is effectively no historic streetscape at the lower levels, but above Polperro Road are significant retaining walls topped with attractive properties. The wooded setting of Polvellan Manor and the wider landscape setting are integral features of Looe.</p> <p>Built environment The management of Polvellan Manor is in some ways a litmus test for the town. The Victorian developments above Polperro Road are worthy of greater appreciation than perhaps they have had. The housing developments on Polean Lane have little design merit but are fortunately quite well screened.</p>	<ul style="list-style-type: none"> • Recognise and respect the significance of landscapes, trees and greenery to character and appearance. • Management of trees and landscape should create townscapes of quality and aim to enhance the setting of important historic buildings, not to obscure them • Develop a local list of the designed landscapes and gardens in the area. Treat Polvellan Manor and Downs Road burial ground with the same degree of care as applied to designated historic gardens. • Interventions to listed buildings, and those of unique design and character must relate to the individual character of buildings • The Article 4 direction relating to windows must be rigorously applied to unlisted Victorian properties
Archaeological potential	<p>None of this character area is within the designated historic settlement boundary, but contains sites of importance to the conservation area and the wider setting.</p>	<ul style="list-style-type: none"> • Apply historic settlement archaeological polices • The potential for major development in Polean/Polvellan should be seen as an opportunity to explore several aspects of historical and archaeological interest: <ul style="list-style-type: none"> • Archaeological potential exists for the following types of sites: <ul style="list-style-type: none"> • The relationship of the Giant's hedge to Polvellan may be critical in determining its date and purpose, or if indeed it is a natural feature • The history of small quays and shoreline features, including Trenant Quay on the opposite side of the river, needs fuller exploration.

		<ul style="list-style-type: none"> The detailed history, development and survival of Polvellan Mill and millpond – first recorded in 1614 and one of the earliest known in the area is of more than local significance. The industrial complex at Polean, and the industrial sites and boats yards closer to the Mill, may have significant early origins, and has interest in its own right as a 19th/20th century complex. The survival of architectural and garden features and design at Polvellan Manor
Changes to boundaries	There is scope to consider revision of the conservation area boundaries at Polean/Polvellan, to include more of the approach to the town along Polperro Road. Trenant Point is historically and visually associated with the town.	<ul style="list-style-type: none"> Revise the Conservation Area boundary to include more of Polperro Road and Trenant Point
West Looe Enhancement Opportunities	Issue West Looe Square (see also The Riverside and Harbour) has long been highlighted as a potential area for enhancement. Most schemes have hinged upon the relocation and redevelopment of the present fire station, but schemes should be drawn up now to allow for this not happening. Surfacing could also be improved along the riverside but perhaps more significant is the decorative lighting. There is a cluttered wirescape on Fore St and West Looe Hill which significantly detracts from one of the best preserved historic areas in the town.	Guidance and recommended action <ul style="list-style-type: none"> West Looe Square is a rare opportunity to design a simple, unfussy scheme to create public space of real quality in an historic environment Rationalise traffic movement and bus manoeuvres Resolve pedestrian/vehicle conflict Re-consider parking provision Reduce clutter and redundant signage Use quality natural paving materials Re-design riverside lighting Prioritise the undergrounding of overhead cables
Management and design guidance	Gardens and greenery Some of the large gardens above West Looe may benefit from management proposals, such as Darloe or Havenford, and the other large gardens and	<ul style="list-style-type: none"> Recognise and respect the significance of landscapes, trees and greenery to character and appearance.

	<p>wooded areas should be carefully managed by existing and proposed polices. The Downs are a managed ornamental space as much as a wild area.</p>	
	<p>Streetscape The traditional, simple and elegant use of shallow or flush, broad granite kerbstones marking out pavement and roadway should be maintained and/or extended through the area. Simple surfaces like blacktop are preferred as it is a neutral, affordable and versatile material. Private yards, aprons in front of houses and historic pavements should retain their cobbled surfaces, which can set the pattern for reinstatement where lost. The full hierarchy of paving surfaces in West Looe should form a major feature of its streetscape.</p>	<ul style="list-style-type: none"> • Respect historic paving and streetscape materials and hierarchies • Reinstate cobbled surfaces where lost, especially on West Looe Hill • Recognise and respect the richness and diversity of character and appearance within the area, and not seek to impose uniform solutions to buildings or streetscapes
	<p>Built environment The varied architectural styles, materials and details mean that each planning application must be carefully assessed against the merits of the building and its context; there are likely to be few standardised features that can be easily copied from one building to the next without serious loss of character. Some of the most harmful alterations in recent years have been to provide integral garage openings into historic buildings. Historically most buildings were limewashed so shades of white with colour derived from the lime source or substrate were the norm. Chemically derived colours are generally inappropriate on older vernacular properties in particular. The importance of the roofscape is such that inappropriate replacement roofing materials and the</p>	<ul style="list-style-type: none"> • Interventions to listed buildings and other historic buildings of unique design and character, including shop fronts, must relate to their individual character, not impose standardised design solutions • Respect the use and variety of materials and avoid poorly detailed and executed finishes • Bold colours ought to be avoided and consideration given to using Article 4 to set an agreed palette • Building elevations must respect historic plot boundaries and built forms, even when they have been amalgamated or subdivided • Rear or side elevations, roofscapes and historic outbuildings, walls and yards should be respected and preserved. • Alterations to buildings should reflect their wider architectural context as well the details and requirements of the individual proposals and buildings.

	<p>many over-scaled and poorly designed dormers in West Looe are significant negative elements in the townscape; policies should be carefully applied to prevent further examples occurring. Architectural details contribute a lot to Victorian and Edwardian buildings and ought to be retained.</p>	<ul style="list-style-type: none"> • When dealing with any proposals relating to shopfronts the presumption should be to retain, even if they are redundant
<p>Archaeological potential</p>	<p>Most of this character area is within the designated historic settlement boundary, but the conservation area as a whole is to be considered as an archaeologically sensitive area, part of an historic settlement. The settlement core may have surprisingly complex and deeply stratified deposits.</p>	<ul style="list-style-type: none"> • Apply historic settlement archaeological policies • Great archaeological potential exists for the following types of sites: <ul style="list-style-type: none"> • The origins of settlement • Locating early quays and wharfs behind and below current quays • The recognisable survival of the early plot layouts • Evidence of former buildings, isolated finds and middens etc within historic plots • Subsequent extensions and evidence of shifting focus of settlement (North Road and the Bridge and westward extension up the valley • Relationship of Borough morphology and common grazing lands (West Looe Downs) • Standing fabric surveys when opportunities arise

5 Recommendations and Policy Proposals

These are derived from statutory and local plan guidance, particularly the Caradon Local Plan First Alteration adopted August 2007, and from the principles set out in the Caradon Design Guide (adopted as Supplementary Planning Guidance in July 2000), the Looe Action Plan (1999), the 2002 CISI report and the 2007 Community Action Plan.

The policies given here are grouped as relevant with existing Policies, the text of which has already been given above. Those proposed as new, specific policies for this conservation area are given here as Supplementary Policies for Looe, or SPL, and contained in blue textboxes. These are only recommendations at this stage, requiring further development and public consultation; but they could be adopted via the final version of this Management Plan as Supplementary Planning Guidance (SPG).

General recommendations for action are also given in some instances. Policy SPL1 indicates that these will be pursued as resources allow.

5.1 Conservation principles for the Management of Looe Conservation Area

Urban form

Development should respond to the historic urban form of the area and established hierarchies based on age and purpose. Only by respecting the density, layout, grain, form, original plot sizes and by preserving open spaces, or important views into and out of, the area can future development preserve or enhance the Conservation Area. All new buildings should positively address the scale, height, massing, alignment, materials and design of the characteristic built forms of the Conservation Area and be compatible with the established townscape character.

The special character of the town depends upon the integrity of the buildings as historic sites as well as structures; rear or side elevations, roofscapes and historic outbuildings, walls, gardens and yards should also be respected and preserved.

Built form

Alterations and extensions to buildings should preserve existing heritage or architectural features and incorporate locally distinctive and appropriate building styles, techniques and materials. Form, scale, bulk, height, design, siting, layout, density and access arrangements should be in keeping with the character and appearance of the host building or appropriate examples in the conservation area.

Alterations to historic shop fronts and other commercial premises should use traditional materials and follow the same lines and proportions as original frontages. Further advice is available via the Caradon Design Guide (2000) and the Shopfronts and Signage Guidance Note.

Preserving listed and historic buildings

There is a presumption in favour of preserving all historic buildings (listed and non-listed) within the area; demolition will rarely be acceptable as the majority of surviving buildings make a significant contribution to character (see for instance the 2002 CISI Report map of historic sites (CISI Gazetteer Figure 4). Alterations to all historic buildings should seek to preserve the special historic character of the building and the area. The use of inappropriate replacement materials and details should be avoided and architectural features should not be removed.

Urban landscapes and greenery

Trees in the conservation area have a measure of protection; the notification procedures provide the opportunity to manage works to trees; planning briefs, proposals and permissions will include protection and /or management measures where appropriate. Proposals which damage or destroy a significant tree will lead to a Tree Preservation Order (TPO).

Development within or adjoining all historic gardens and landscapes (whether designated or not) should preserve significant historic and ornamental features and the historic character, landscape and setting of historic buildings and the conservation area, including its trees and woodland.

Proposals which lead to the loss or subdivision of gardens, open spaces, yards and other open spaces, together with walls and outbuildings of traditional character and construction which contribute to the character or appearance of the conservation area will not be approved.

Archaeology

The conservation area as a whole will be considered as an archaeologically sensitive area, as part of an historic settlement. Development should consider and respect the significant archaeological potential and importance of buried layers and standing fabric.

Works involving below ground disturbance, or affecting historic fabric/layouts in standing buildings may impact on archaeological evidence. Significant proposals may require archaeological evaluation prior to the granting of planning permission or listed building consent and conditions for recording and/or preservation may be imposed.

Flexible application of standards

In order to preserve important elements of character and appearance (gardens, large historic plots, enclosing walls, side and rear elevations, yards and outbuildings) a flexible approach to other planning and development standards may be appropriate, such as parking, or housing densities.

By the same token, the need to encourage re-use of historic buildings and upper floors in the commercial core may also require relaxation of standards, such as vehicle access, parking, bin storage, private amenity space or drying areas.

Street works

Street works should minimise physical obstruction and visual clutter, with new signs and street furniture being integrated into the design of the street as a whole, and minimum Highways standards applied. A high quality range of materials should be used, soundly based on local exemplars; existing historic streetscape hierarchies, features and materials, should be preserved and managed as significant historic fabric in their own right, and as the basis for future enhancement and streetscape schemes.

Enhancement schemes, including street audits, removal of redundant furniture and security equipment, will be pursued in the public realm and in association with private developments. Guidance in documents such as 'Streets For All' and Townscape Manuals produced by Cornwall County Council should be invaluable tools in planning and designing schemes.

Peripheral areas

Development outside but close to the conservation area must be designed and planned to respect its character, appearance and setting. This should reflect not only the importance of views into and out of the conservation area, but also the intrinsic quality of buildings, trees and landscapes in these areas and the impact of alteration or development within them, particularly where contiguous with the conservation area.

5.2 Policy Proposals

General policies	
Existing Policies	Proposed Policy
<p>Issues</p> <p>Overall aims</p> <p>These aims and principles have been derived directly from the analysis of the character of the conservation area and should underpin all planning, management and regeneration interventions in Looe Conservation area</p>	<p>Proposed SPL1</p> <p>The operation or formulation of policies, planning decisions, management proposals and other interventions in the Looe Conservation area, should always be in accord with:</p> <ul style="list-style-type: none"> (i) the primary statutory duty to have regard for the need to preserve or enhance the character or appearance of the conservation area (ii) other statutory duties, including the need to review designations and prepare, as resources allow, schemes for enhancement (such as given in Recommendations for Action and Enhancement Opportunities) (iii) government Guidance (particularly in PPG 15 and PPG 16) (iv) widely recognised and followed best practice guidance and procedures# (v) general policy framework set out in the Cornwall Structure Plan (vi) the general aims and policies of the Local Plan (vii) the aims and recommendations of local studies (Looe Action Plan; CISI,) <p># Guidance on Conservation area Appraisals, 2005, English Heritage/Planning Advisory Service Guidance on Conservation area Management, 2005, English Heritage/Planning Advisory Service</p>
<p>Conservation areas – general principles</p>	<p>Proposed SPL2</p> <ul style="list-style-type: none"> (i) Respect the contribution the physical topography and natural setting make to the unique character of the

<p>EV13 parking requirem ents</p> <p>para. 8.42</p> <p>resident ial density</p> <p>housing policies H2, H6, H11</p>		<p>town.</p> <p>(ii) Recognize the quality and distinctive character of Looe's historic built environment, topography, landscapes and streetscapes and achieve equally high quality and distinctiveness in all future new build and the public realm.</p> <p>(iii) Respect the different character areas within the town and acknowledge and reinforce the urban hierarchy and diversity they represent.</p> <p>(iv) Reinstate character and quality in the built environment and public realm where it has been eroded by inappropriate schemes and past interventions.</p> <p>(v) Present, interpret and promote Looe as an historic Cornish town of quality, character and significance.</p>
	<p>Conservation areas – apply flexible standards</p> <p>The character of buildings within a conservation area depends upon more than just the facades or street frontages. It depends upon the integrity of the buildings as historic structures, in all their elevations, and the plots and associated buildings they stand among.</p> <p>Every effort should therefore be made to find ways of utilising buildings in their historic form and where necessary this may involve a reduction in highway, environmental, planning or other standards to ensure the satisfactory retention of the building and its context. This reflects local plan guidance on flexible application of guidelines.</p>	<p>Proposed SPL3</p> <p>In order to preserve important elements of character and appearance (medieval plot layouts, gardens, large historic grounds, enclosing walls, side and rear elevations, yards and outbuildings etc.) a flexible approach to other planning and development standards may be appropriate, such as parking, or housing densities.</p> <p>This is to preserve the spacious, open nature of the outer streets and green valley sides, as well as the tighter grain of the inner core areas, where the need to encourage re-use of historic buildings and upper floors may also require relaxation of standards, such as parking, bin storage, private amenity space or drying areas.</p>
Archaeology and Historic settlement		
Existing Policies	Issues	Proposed Policy
Policy EV1	Historic settlement status and boundary	Proposed SPL4

	<p>Every part of the designated conservation area is likely to include important archaeological potential, both in terms of the surviving built fabric, the layout of plots and property boundaries and the street pattern, as well as the below-ground archaeological evidence.</p>	<p>The conservation area as a whole will be considered as an archaeologically sensitive area as part of an historic settlement; the relevant historic settlement policies (EV1) will apply to all sites within it. The boundaries of the wider historic settlement are those suggested by the 2002 CISI report.</p>
<p>This adapts existing Local Plan guidance (para. 7.81).</p>	<p>Historic heritage – management agreements</p>	<p>Proposed SPL5</p> <p>The district council may seek to enter into management agreements or partnerships with private owners in order to secure the sympathetic management and public presentation of important sites within the district; the district council will encourage the wider adoption of such measures.</p>
	<p>Review historic settlement boundary</p> <p>The County Structure Plan no longer defines the historic settlements on which policy EV1 (Historic Settlements) was originally based, but the existing policy should continue to apply to the current conservation area to allow for the coordination of the various policies relating to archaeology, as envisaged in the County and Local Plans.</p>	<p>Recommendation for future action</p> <p>The historic settlement boundary urgently needs review – the 2002 CISI report offered a preliminary review of the archaeologically sensitive area, but the archaeological sensitivity and potential of the conservation area is of the highest significance, so much so that it requires a full scale investigation and report beyond the scope of this present document</p>
	<p>Archaeological Notifications</p>	<p>Recommendation for future action</p> <p>Existing procedures will be reviewed, and an adequate and effective means of notification and consultation on proposals to develop potentially sensitive sites to other bodies (e.g. Cornwall Council Historic Environment Service) will be developed, to inform the scale and scope of those developments before permission is given, based on the broad-brush designation of the conservation area as an archaeologically sensitive area, allowing for watching briefs or recording as part of planning permission on sites not already identified as archaeologically sensitive.</p>
	<p>Survey of archaeological potential</p>	<p>Recommendation for future action</p>

	<p>A full and detailed survey of archaeological potential in Looe will be carried out as resources allow to comply with and strengthen existing Local Plan commitments to prevent proposals that would harm the archaeological heritage of the town and thereby preserve its special character.</p> <p>A current, and necessarily superficial, analysis of potential and likely areas of interest can be derived from the 2002 CISI report. It cannot be assumed that all sites of archaeological potential in the town have already been identified (for instance in the County Historic Environment Record).</p>	<p>Principal themes include:</p> <ul style="list-style-type: none"> • The origins of settlement (Shutta, East Looe West Looe, the Barbican, Hannafore) • The origins of Shutta and relationship to East Looe • locating early quays and wharfs behind and below current quays (Shutta, East Looe West Looe) • traces of the 15th century bridge footings, springing points, approaches • the recognizable survival of the early plot layouts and topography of at least three medieval planned boroughs (Shutta, East Looe and West Looe), • subsequent extensions and evidence of shifting focus of settlement (North Lane and the Bridge and westward extension up the valley, West Looe; Shutta to East Looe; East Looe onto the market place/sand bars • origin, use and development of garden and orchard plots along Shutta Road and Barbican Hill; relationship to Borough morphology and common grazing lands (East Looe; West Looe) • defences and military installations, medieval to WWII (the Barbican, Church End, Hannafore • development and remains of commercial and industrial phases (Polvellan Mill, canal, railway, quays, wharfs) • Standing fabric surveys (archaeological recording – in conjunction with Listed Building/Article 4/Local list surveys) • Peripheral features relating to the town – early medieval religious sites and settlement (Hannafore, barbican); canal, railway, quarrying etc. along East Looe valley; quays (Trenant Point, Hannafore)
Built environment		
Existing Policies	Issues	Proposed Policy
EV2; EV3; LO8; LO9;	Rear or side elevations or roofscapes Given the importance to the special character of	Proposed SPL6 Proposals which involve the unsympathetic alteration of rear or

LO11	Looe conservation area, more detailed policy guidance relating to side and rear elevations and roofscapes, is warranted. The article 4.2 guidance and the Caradon Design Guide provide more details.	side elevations or roofscapes will not be permitted unless: - (i) the elevations or roofscapes have no architectural, historic or townscape merits and do not contribute towards the character of the conservation area; (ii) Where such alteration is allowed, it should respect the scale of the existing building and the conservation area within which it is located.
LO10 & LO11	Retaining walls and steps Huge walls and serrated ranks of steps form a dominant element of the townscape on the hillsides, bordering building platforms and plots and road and footways. Their importance to the historical, visual and spatial character of Looe is ironically demonstrated most clearly where they are poorly treated: large advertising signs, inappropriate render and use of colour, and removal for parking are all more damaging to the townscape than even some of the poor alterations to the buildings themselves. Existing policies (LO10-11) need to be expanded.	Proposed SPL7 Record, protect and manage the structures, features and materials associated with retaining walls, access steps terraced building plots and road and footways in Looe, as significant historic fabric in its own right, and as the basis for future enhancement schemes. There will be a presumption against loss of such features for alterations, in particular car-ports and hard standing.
	Streetscape management agreements	Proposed SPL8 The Council may seek to enter into management agreements or partnerships with private owners and public authorities (Highways and Public Utilities) to preserve and enhance and to secure the sympathetic management of important engineering, structures, walls, steps etc within the conservation area.
	Shopfront design Guide One of the key recommendations of the Looe Action Plan II (1999) was that there should be a shopfront design guide for Looe. In East Looe in particular, the shops and shopfronts form a major element of character. The principles of good shop front design are now set out in the Caradon Design Guide, which has, in effect, a shopfront design guide incorporated	Recommendation for future action Recent initiatives, such as the Heritage Economic Regeneration scheme in Looe have targeted shopfront restoration as a major objective. An overall management approach should have the following principles and aims: Principles • Apply all relevant Statutory and Local policies

	<p>within it. There is also now a guidance note specific to Looe.</p>	<ul style="list-style-type: none"> • Retain old shopfronts of merit as a fundamental principle • Repair and maintain the existing stock of historic shopfronts in Looe • Integrated shopfront scheme in wider framework of regeneration measures • Establish and promote grant schemes and investment initiatives to repair and re-use vacant buildings • Review extent and effectiveness of town centre designations and associated policies • Fringe commercial areas: programme of managed expansion and/or retreat • Celebrate interpret and present historic buildings etc. • Local authority to effectively exercise statutory controls as well as enabling role • Extend strategy beyond current conservation area <p>Policies</p> <ul style="list-style-type: none"> • Target key buildings and reinstate missing elements of shopfronts as part of townscape and streetscape improvements • Ensure the most appropriate schemes when change of use and/or alteration or loss of existing shopfronts become inevitable • Encourage the replacement of inappropriate modern shopfronts with traditionally detailed shopfronts based on historical evidence or with appropriately and well-detailed modern shopfronts • Restore whole buildings/shopfront as part of overall building repair • Review application of advertisement controls • Review application of town centre/shopfront/personal security
	<p>Review Article 4 Directions Article 4(2) directions covering Looe Conservation area have been put into operation by the Council.</p>	<p>Recommendations The council will pursue extended or new Article 4 Directions:</p> <ul style="list-style-type: none"> • to control the demolition of all walls and hedges, especially

	<p>The Directions cover such matters as extensions and alterations to dwellings and also use of materials. Such Directions are only of use if there is a genuine commitment by the District to enforce their relevant standards. The effectiveness of the Article 4, its scope and whether it needs amending, and reinforcing the Councils published commitment to planning controls and enforcement should all be reviewed.</p>	<p>for the creation of hard standings</p> <ul style="list-style-type: none"> • to control specified alterations to and partial demolition of individual houses, and to prevent the loss of such features as unlisted shop fronts, especially when now in residential use • to control alterations and loss of fabric on elevations which do not front onto highways • to control the demolition of and alterations to free-standing outbuildings and engineered structures such as retaining walls and stairs <p>A full and detailed survey, record and analysis of the conservation area is required, to determine the range of relevant restrictions, the types of Article 4 to be pursued and the properties affected; the survey will include the following targeted items:</p> <ul style="list-style-type: none"> • windows, doors; bay windows • roofs • removal of render; application of render • front garden walls; hard standings; rear walls; outbuildings • timber decking
	<p>Listed and Locally Listed Historic Buildings</p> <p>A fuller understanding of the stock of historic structures in Looe is urgently required – local list surveys, thematic surveys, detailed recording as part of Article 4 Directions should all be viewed not only as a first stage to Listing, but as an end in themselves, backed up by substantive and enforceable policies in the Local Plan, as critically important elements in the creation of policies, in prioritising action, in targeting funding strategies, and as a means of successfully managing change and promoting opportunities.</p>	<p>Recommendation for future action</p> <ul style="list-style-type: none"> • Review statutory list of buildings of special architectural or historic interest for the Looe area. • Non-statutory historic buildings survey (a 'Local list') • Prepare a list of locally significant structures which contribute substantially to the character of the settlement, based on the combined criteria of both listing and Article 4 Directions and Buildings-at-Risk survey. • Buildings-at-Risk • Undertake detailed Buildings-at-Risk survey to complement other current and proposed initiatives
	<p>Historic streetscape hierarchies and features</p> <p>The nature and use of materials reflects their age</p>	<p>Proposed SPL9</p> <p>Record, protect and manage existing historic streetscape</p>

Local Plan Para 6.13 Pedestrians and cyclists Policy T4	<p>and purpose; this is a fact of significance that needs to be understood and to inform future decisions.</p> <p>Streetscape and Enhancement schemes</p> <p>A number of initiatives have been proposed over recent years to improve streetscape, and particularly the few open public spaces in Looe. Work has been proposed, and in part undertaken, on Buller Quay, Church End and the beach area, Polvellan, West Looe square. The urban spaces in Looe could all benefit from enhancement schemes, and the grey-brown pavements of much of the streetscape in East Looe is not an enhancement to the character of the conservation area. Public realm enhancement should be a priority in the future management and funding of schemes in Looe.</p> <p>Target areas include:</p> <ul style="list-style-type: none"> • West Looe Square • Station Road and the riverside • Church End • traffic management and the street scene in both East and West Looe • clutter and accessibility along the quaysides • Buller Quay – car park and memorial gardens • Guildhall – setting and gardens 	<p>hierarchies, features and materials, as significant historic fabric in its own right, and as the basis for future enhancement and streetscape schemes.</p> <p>Proposed SPL10</p> <p>Schemes to enhance the character of the built environment will be permitted where account is taken of the need for:</p> <ul style="list-style-type: none"> • traffic management and improved access to public transport; • the improvement of cycling and pedestrian areas; • visual environmental improvements, including street lighting, signage and the reduction of overhead services; • seating and planting areas; • schemes of short stay parking; and • the incorporation of the use of locally distinctive styles and materials <p>Although Policy LO7 seeking enhancement of the Church End area has been deleted by the Local Plan First Alteration, the Councils' commitment to completion of a suitable scheme in this area should not be diminished.</p>
	<p>Back lands policy</p> <p>Back Lanes, alleys etc. are unique streetscapes, often an important aspect of the character and setting of principal streets, but also of exceptional importance in themselves. Here buildings and informal streetscapes directly preserve historic layout and grain or archaeological sites, and sometimes contain amongst the oldest buildings in the conservation area, often with significant</p>	<p>Proposed SPL11</p> <p>Interventions must recognise and respect the importance to streetscape, archaeology and topography of back lanes, and the important historic fabric they contain.</p>

	<p>histories, textures and fabric of their own. North Lane (WL) and Shutta Road are both now minor lanes, but were the principal medieval routes into their respective town centres.</p>	
<p>Local Plan guidance, Para 8.46</p>	<p>Crime prevention</p> <p>Because Looe has an unusually high proportion of residential properties in the very heart of the town amid the main commercial streets, such issues as out of hours use, vitality, security etc are not as critical as in some other more purely commercial centres.</p> <p>However, even in Looe there are intrusive security features such as solid and perforated shutters on shopfronts and security cameras can lead to a 'fortress environment', attracting graffiti and becoming less attractive for shoppers. This in turn leads to reduced opportunities for natural surveillance from passers by and the development of a 'down-at-heel' atmosphere.</p> <p>The combined effect is not just to mutilate fine architectural detail and interesting streetscapes, it also gives an air of dereliction, a feeling of a lack of security (just the opposite to what is intended), and an unwelcoming aura. There are alternative design solutions.</p>	<p>Recommendation for future action</p> <p>Such initiatives as Living Over the Shop, increased use of ancillary buildings, review of cameras and security coverage could all improve vitality, security and value, diversify and expand economic activity, increasing evening and Sunday activity. Measures to promote year-round occupation and activity in this resort town could also have a significant effect in this regard.</p>
<p>Urban landscapes, green spaces, gardens and open spaces</p>		
<p>Existing Policies</p>	<p>Issues</p>	<p>Proposed Policy</p>
<p>This adapts existing Local Plan guidance</p>	<p>Trees in conservation areas</p> <p>All trees in conservation areas have an interim protection (there are some minor exemptions such as trees that are less than 75 mm in diameter and</p>	<p>Proposed SPL12</p> <p>Proposals for works to trees or for development that would damage or destroy a tree within the conservation area will lead to the making of a TPO where:</p>

<p>(para. 8.18).</p>	<p>fruit trees cultivated for fruit production). Works to such trees must go through a notification system which, in its workings, allows some form of management by the local authority. Anyone proposing to carry out works of pruning or felling trees in conservation areas must give the Council six weeks' notice of their intention. This is to enable the Council to examine the proposal and decide whether or not to make a Tree Preservation Order. If the works are considered acceptable and/or a Tree Preservation Order is not justified, then the applicant can proceed. Any disagreement over a proposal means that a TPO might be made.</p> <p>In addition, planning briefs will normally contain details of important trees on the site which it is felt desirable to retain. In order to protect the trees a Tree Preservation Order may be made. This adapts existing Council guidance on Tree Preservation Orders (Local Plan para. 8.18) to relate to all trees in the conservation area to indicate when a TPO is likely to be made.</p>	<p>(i) A tree is under threat, has good health and stability, and either individually or as part of a group, makes a significant contribution to general public amenity</p> <p>(ii) it is important to the character, appearance or ecology of the conservation area, assessing the special value of rare or unusual trees, or trees of historic interest, the level of tree cover in the locality, and the suitability of a tree to make a special contribution to its character</p> <p>(iii) whether trees, or at least part of them, are visible from a public place such as a road or footpath</p> <p>(iv) the amenity and conservation value would not be outweighed by the need for the development and the economic and social benefits of the development to the community; or</p> <p>(v) The likely mitigating effects of a scheme of replanting would not outweigh the significant harm of the loss to the character and appearance of the landscape, the built environment or the quality of the natural environment.</p>
	<p>Development, tree surveys and conditions</p> <p>Best practice ought to be adopted and rigorously followed as trees are a very significant character feature in Looe.</p>	<p>Proposed SPL13</p> <p>Proposals for development should, where appropriate, include a tree survey of the site in accordance with the British Standards BS 55837/1991 and should include a scheme to retain and protect existing trees including during and after the construction of any development.</p> <p>Conditions may be attached to planning permissions:</p> <p>(i) To protect trees during development from damage by plant and machinery;</p> <p>(ii) To require that certain trees are retained;</p> <p>(iii) To require a landscape plan to be submitted showing retained trees together with new planting.</p>

	<p>Loss or subdivision of gardens and open spaces</p> <p>There are many green spaces, gardens and groups of gardens which make a positive contribution to the character and appearance of the conservation area and which are worthy of protection and management. Conservation areas are as much concerned with open spaces and historic street patterns and public and private areas amongst and between buildings as the buildings themselves. They provide a distinct setting for individual buildings as well as having an environmental, recreational or amenity value all of their own.</p> <p>As pressure increases for development within the conservation area, the value of, and the need to protect, public and private open spaces and garden areas will increase. Such areas will be protected from development which would significantly harm the character or appearance of the conservation area; where appropriate, the retention of such spaces may require reductions in other standards, such as parking.</p>	<p>The onus is on the owner or developer to comply with these conditions. Any infringement may render them liable to enforcement action.</p>
		<p>Proposed SPL14</p> <p>Within the conservation area, proposals which lead to the loss or subdivision of gardens, open spaces and other open spaces, together with walls and outbuildings of traditional character and construction which contribute to its character or appearance will not be approved, except where the development would provide an overriding benefit to the community.</p>

<p>This clarifies existing Local Plan Policy Alt 2</p>	<p>Housing densities and infill sites</p> <p>In order to preserve the important contribution to character and appearance of the often large gardens, grounds and historic plots within the conservation area, the retention of such spaces may require reductions in other standards, such as parking, or a flexible approach to housing development densities.</p>	<p>Proposed SPL15</p> <p>The need to preserve or enhance the character or appearance of spacious, open and low density parts of the conservation area will be a material factor in determining the appropriateness and scale of redevelopment or infill development. This will add significant weight in limiting small-scale infill where it would significantly harm the character or appearance of the landscape, the built environment, its setting, the quality of the natural environment or historic heritage</p>
	<p>Trees, gardens, greenery, open spaces etc.</p> <p>There is scope for a proactive approach in parts of the area; both to protect existing trees and also encourage new planting where appropriate.</p>	<p>Recommendation for future action</p> <ul style="list-style-type: none"> • Undertake a full survey of existing trees and ornamental landscapes and take protection measures where appropriate. • Investigate partnerships to subsidise and manage planting for gardens etc. • Street-tree planting schemes (of a suitably urban character) should be investigated in a few suitable locations with appropriate species and detailing. • The backland areas and rear lanes of Looe to be recognised as an important aspect of the character and appearance of the conservation area, and their informal qualities enhanced, the trees and open spaces to be managed to enhance that character and appearance.

Peripheral areas/edge of conservation area		Proposed Policy
Existing Policies	Issues	
<p>Supplement EV6 and CL9, CL10, CL11, CL15</p>	<p>Development outside conservation area</p> <p>These are areas which, although outside the conservation area boundaries, have a significant impact on its setting and can affect the character and appearance of the conservation area itself. Some of these peripheral areas may be physically not connected to the conservation area, but visually closely linked – the woodland areas of Trenant and Common Wood, for instance, or the coastal zone.</p> <p>Development proposals outside the conservation area can still adversely affect the character of the area. Proposals can also affect important views in or out of the conservation area. In some cases, these areas may be considered worthy of inclusion within the designated area upon further review, or have special importance in their own right.</p> <p>They are subject to various policies and proposals not all directly relevant to the conservation area, but the impact of designations and proposed development within these areas upon the context and setting of the conservation area is a material consideration in decision making. Proposals should therefore be sensitive to their impact upon the setting of or important views in or out of conservation areas.</p> <p>On the edge of the conservation area, general policies on quality and scale of design will apply, and the effect on the character and appearance of the conservation area will be a material consideration</p>	<p>Proposed SPL16</p> <p>Development outside but close to a conservation area will not be permitted if it would significantly harm the character, appearance or setting of the conservation area.</p>

	<p>The setting of settlements</p> <p>Much of the peripheral development of the last 50 years has shown scant regard for the setting of the historic town of Looe. Skyline intrusion and poorly conceived design has been evidently negative for the most part, despite landscape designations.</p>	<p>Proposed SPL17</p> <p>Development within, or on the edge of the conservation area and/or built-up area will not be permitted where it would be significantly harmful to:</p> <p>(i) an open area of landscape that is important to the visual appearance or quality of the landscape setting of the settlement, the character and appearance of the built environment, or of the open countryside itself; or</p> <p>(ii) a locally distinctive land form or landscape feature that provides a clearly definable settlement boundary or local distinctiveness to the setting or character of the settlement and/or conservation area.</p>
<p>supplement s adopted Local Plan Policy LO1 (part) -</p>	<p>Polean/Millpool area</p> <p>The provision of employment or industrial land at Polean/Polvellan remains an aim of the local plan. The Looe area statement of the Local Plan provides, in effect, an outline Brief for the area. Any development should reflect the sensitive location on the edge of the conservation area, and be measured against the policies and guidance outlined above. A full development and/or planning brief should review the archaeological and design considerations to ensure full integration with the conservation policies, and to preserve or enhance the character, appearance of the conservation area and its setting.</p>	<p>Proposed SPL18</p> <p>The council will require that the comprehensive approach taken to development in the Millpool/Polean area should reflect the sensitive location on the edge of the conservation area, and be measured against the policies and guidance dealing with the conservation area, its setting and adjoining landscapes of high value.</p>
Changes to boundaries		
<p>Existing Policies</p> <p>Local Plan para 8.10</p>	<p>Issues</p> <p>Boundary review</p> <p>The Council is required to keep under review the desirability of preserving or enhancing further areas which it determines are of special architectural or</p>	<p>Proposed Policy</p>
		<p>Proposed SPL19</p> <p>The Council has reviewed the designation of additions to the Looe conservation area, or additional conservation areas, in particular the following areas:</p>

	<p>historic interest.</p>	<ul style="list-style-type: none"> • Polperro Road – a small extension to incorporate good historic properties. • Trenant Point is historic and visually sensitive. • The Hannaford estate merits consideration as an extension to the existing CA, or as a separate designation. It is rare anywhere in Cornwall to have a 1930s housing estate of this type, complete with its tennis courts, bowling green, putting green etc, and all laid out on a plan first proposed and developed in the late 19th century. Its scenic qualities and location make it unique. It meets the relevant statutory criteria, being a distinct area with a special historic importance, the like of which is unlikely to be built in the future. A brief appraisal is appended to this report.
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Appendix 1–Hannafore Appraisal

A major extension to the existing conservation area is proposed for Hannafore. Secreted around a corner from the main urban area, it still has a very distinct character (a hotel and residential resort of c.1900) with its bowling green and tennis courts, something of the Sussex coast set landed in the wild coastal scenery of Cornwall. Its open character is a foil to the constricted townscape of West Looe and it stands as a testament to the vision of one man (Joseph Thomas), still with a strong sense of place despite some erosion of its original character, for instance around Hannafore Point itself, and the fact that the original scheme of building gradually changed into a less visionary estate of 1930s detached houses.

History

The Hannafore area includes the sites of the chapel/possible Benedictine priory, with its associated quay, built to serve the medieval religious community on the island. Little else is known of the early history of this area, it seems always to have been predominantly agricultural, the setting not unnaturally lending itself also to coastal defences – a notable site on the Downs above Hannafore Point is known from the 20th century - and there are indications of some 'industrial' and trading activity with special links to the built fabric of the whole of Looe.

Local records and traditions suggest that sailing ships used to pick up granite from Wallis Quay. The remains of this quay can be seen as the extension to the Hannafore sea wall. At low tides a cut channel through the rocks that allowed high water access is visible, and another leading away from the quay. The ships were heavily ballasted, and these pebbles and other materials were piled on the quayside; fishermen would earn a living carting these away for sale as building materials to merchants or householders, some would also lay the paths; there is the suggestion that the distinctive pebble paving in Looe are actually imported from Holland.

At a later date (late 19th century), a substantial brickworks operated at Hannafore (approximately where the bowling green now is); many individual bricks can be found all over the town bearing the stamped mark 'Looe'. This brickwork was actually operated by Joseph Thomas, the man who created the Hannafore estate.

The contribution of Joseph Thomas to the current character and appearance of Looe cannot be overemphasised. Not only was he responsible for creating the Hannafore estate, but also the scenic Hannafore Road, the present line and extent of the quayside in West Looe (as far south as St Nicholas' church), the present form of the Banjo Pier and other prominent aspects of the character of the town are directly attributable to him.

Local topography and views

The setting is dramatic, with long sloping green hills falling to low but jagged and treacherous cliffs and rock ledges. In the foreground is the mysterious Looe Island – a place of pilgrimage from early days. The long sweeping coast, great open skies and rocky foreshore are a place apart from the inward-looking huddle of Looe itself; the very openness and wildness of the shore emphasise the sense of Looe as a safe haven.

Gardens and green spaces

The Hannafore estate sits within a tradition of designed landscape and gardening within Looe. The Downs (like Mount Ararat and Wooldown to the east) are managed spaces as much as wild areas – with great potential for carefully and subtly enhancing the ornamental and scenic walks. The open spaces associated with the Hannafore continue the theme of the managed, semi-natural landscaping of the coastline and surroundings of Looe – they are an extension of the castellated walkway along the cliff below Hannafore Road.

The gardens of many of the 19th and early 20th century developments form an important element in this character.

Built environment and streetscape

The earlier-built parts of Hannafore (the east and coastal frontage) retain a number of very large houses/hotels, typical late Victorian, free-standing blocks, bay windows, gables and hipped roofs, with a mix of render, roughcast, brick detailing, even some applied timberwork. Alterations have on the whole been very unsympathetic as fire escapes, porches, extensions, lounge bars etc., have been added to the hotels and guesthouses. But some examples retain much of their character.

Development remained piecemeal in the early years of the estate and it had scarcely filled up all the plots along the new road to Hannafore Point by 1910, although it was by then already encroaching on the site of some of the outbuildings reputedly associated with the medieval chapel/priory and quays overlooking Looe Island. The more westerly parts of the scheme were finished in the inter-war years and mid 20th century, but still with relatively large, detached properties; their overall similarity in size and height, in the use of white render, bay windows, hipped, slated roofs, all conforming to the original plot layout, maintains the strong sense of a designed estate, and one in great contrast to the tight inward looking streets of Looe.

Issues and Opportunities

For the most part, the potential issues in Hannafore as a conservation area relate to the need to manage the open and public spaces in the spirit in which they were conceived – as, in effect, a sea-side promenade and park. The open coastal slopes and chapel site are part of this managed landscape - the Wilderness to the more manicured park-like landscape of Hannafore. An integrated management plan would emphasise and protect these differences and subtleties.

The other major issue would relate to control of alterations to the buildings. Few original windows survive on the later properties, some of the Victorian buildings have been much altered, but surprisingly there are good details left on many others. However, minor details in this area may not be quite as critical to character as in Looe itself; the unity of the overall character is perhaps more reliant on such features as the slated roofs and rendered finishes, the proportions and shape of the buildings with their hipped roofs. Just as with the open spaces, it is the overall unity of the area as a laid-out estate, a single-character development in an outstandingly scenic location, which gives it its character.