

BAKERS ARMS TOWN CENTRE CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

January 2019



Foreword

As Cabinet Member for Economic Growth and High Streets, I'm very pleased to present this Appraisal and Management Plan for the Bakers Arms Conservation Area, which will act as a guide to enhancing the area's historic appeal.

Waltham Forest is proud of its historic built environment, and the Bakers Arms is one of 14 Conservation Areas spread across the borough. Its interest lies in its largely intact commercial character with Edwardian shopping parades surrounding the junction, and in its other noted buildings such as the art deco former Woolworths' store and the nationally significant Bakers Almhouses.

As a council we are committed to maintaining and enhancing this valuable heritage, and for this reason we were pleased to fund improvements to the shopfronts of the Bakers Arms area in 2014.

But there is much more that can be achieved, and the adoption of this document will help to ensure that over the coming years the special character of the Bakers Arms is enhanced.

This can only be achieved by working closely with local businesses and residents, and we hope that the information and design guidance in this document will begin a process that capitalises upon that great opportunity found in the Bakers Arms.

Councillor Simon Miller
Cabinet Member for Economic Growth and High Streets



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BAKERS ARMS TOWN CENTRE CONSERVATION AREA APPRAISAL

INTRODUCTION

As set out in the *Planning (Listed Buildings & Conservation Areas) Act 1990*, conservation areas are designated heritage assets that possess special architectural or historic interest that it is desirable to preserve or enhance, through effective management and ongoing maintenance.

The concept of protecting areas, as opposed to listing individual buildings, was introduced by the *Civic Amenities Act of 1967*, and since then over 9,000 such areas have been designated across England. Each conservation area varies in size and will have been identified in recognition of its unique and individual qualities.

The Bakers Arms Conservation Area was designated by the London Borough of Waltham Forest on 8 September 2015, owing to its special architectural and historic interest as a historically important local centre within the borough, containing fine examples of Victorian, Edwardian, and early-twentieth century buildings.

Location

The Conservation Area is located at the junction of Lea Bridge Road, Hoe Street and High Road Leyton, known locally as the Bakers Arms Crossroads. It is a popular local shopping centre and in recent years Waltham Forest Council has invested money in improvements to some shopfronts and the public realm of the conservation area.

The area is linked to Walthamstow Central and other destinations via local bus services. Walthamstow Central Underground and Overground station is c.1km to the north, and Leyton Midland Road Overground station is c.850m to the south east.

The Conservation Area comprises the following properties:

Lea Bridge Road

1-52 London Master Baker's Almshouses

553-575 (odds)

592-616 (evens)

577-613 (odds)

618-682 (evens)

Hoe Street

401-413 (odds)

Leyton High Road

838-844 (evens)

851-859 (odds)

The Conservation Area boundary is as follows:

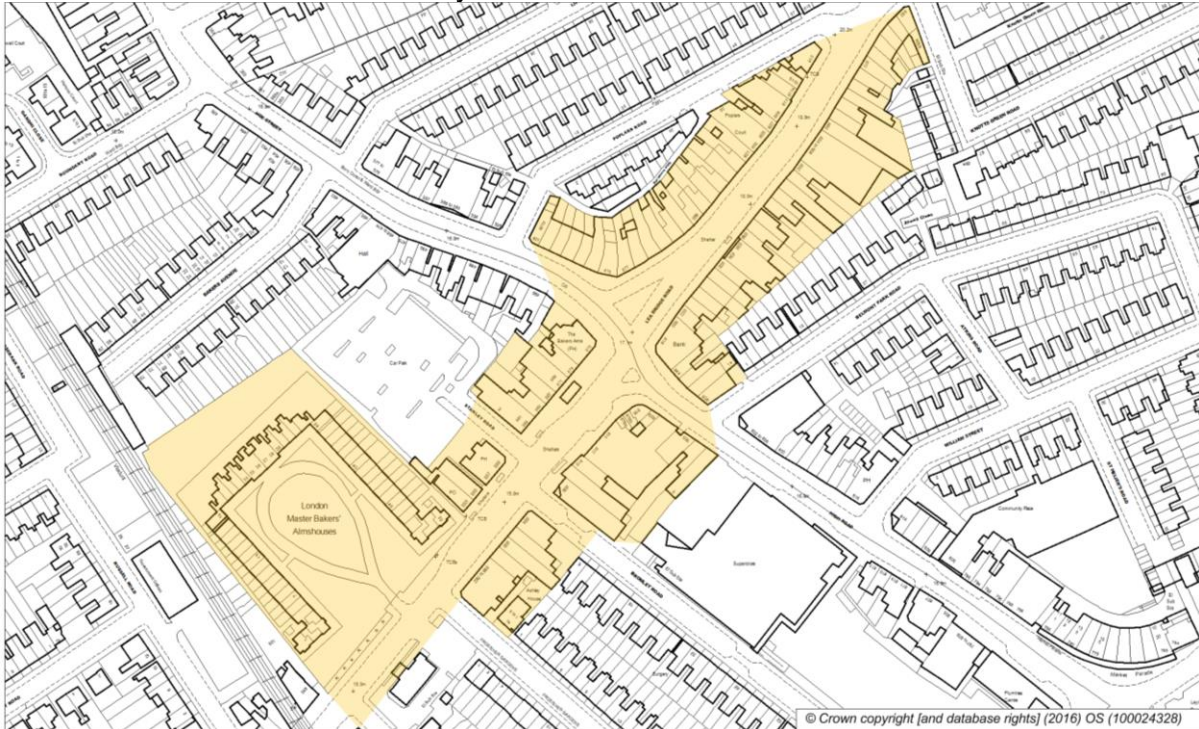


FIGURE 1: CONSERVATION AREA BOUNDARY

Planning Policy

As part of the *Planning (Listed Buildings & Conservation Areas) Act 1990*, it is a statutory duty of local planning authorities to consider both the designation of new conservation areas, and also to conduct timely reviews of those areas that have already been designated.

As part of this process local authorities should produce conservation area appraisals and management plans to help assess the condition of conservation areas, and to suggest solutions to identified problems. Management plans may also include proposals for altering existing conservation area boundaries, both extending and where appropriate reducing them.

Once adopted, conservation area appraisals and management plans become material considerations in the planning process and should provide a sound basis for reaching decisions on planning applications within the conservation area.

The *National Planning Policy Framework 2018* (NPPF) outlines the government's approach towards the application of planning policy. Conservation areas are classed as Designated Heritage Assets, and paragraph 185 states that "Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats".

Paragraph 200 states that local planning authorities should, "look for opportunities for new development within Conservation Areas... to enhance or better reveal their significance". It goes on to say that "Proposals that preserve those elements of the

setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably”.

Paragraph 201 provides further guidance: “Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 195 or less than substantial harm under paragraph 196, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole”.

In all cases, the NPPF has a presumption in favour of sustainable development, and notes that heritage assets, “are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations”.

This Conservation Area Appraisal defines and analyses the special architectural and historic interest of the Bakers Arms Conservation Area according to guidance published by Historic England. It seeks to define the elements of the Conservation Area that have the most significance and which make a positive contribution to the asset as a whole, and in doing so justifies why the Conservation Area was designated in the first place in 2015.

The subsequent management plan makes recommendations for enhancing the conservation area, and also explores options for extending the boundary to include additional buildings that could merit inclusion within the conservation area.

Public consultation

It is good practice that conservation area appraisals and management plans are subject to public consultation, where comments can be made on the draft documents as well as suggestions of how it might be improved.

Public consultation on this combined appraisal and management plan was carried out from 28th September 2018 until 26th October 2018. This included a drop in session held on 9th October 2018 at the Hornbeam Centre, where Design and Conservation staff were on hand to answer questions.

Several comments were received as a result, and these have been taken into account and have influenced the final form of this document.

SUMMARY OF SPECIAL INTEREST

The Bakers Arms Conservation Area is a historically important local centre that contains good quality Victorian, Edwardian, and early-twentieth century architecture, primarily commercial buildings, but also the residential Master Baker's Almshouses, listed at Grade II.

It has special interest as an example of a largely intact and coherent Victorian/Edwardian commercial centre within the London Borough of Waltham Forest, with buildings similar in style, size, and age.

Shopfront improvements within the conservation area have helped accentuate the quality and value of some of the buildings, notably the parade of shops on Lea Bridge Road, at the centre of the conservation area.

Heritage assets

There are several designated and non-designated heritage assets within the conservation area, each possessing architectural qualities, historical significance, and decorative details that have a positive impact on the area. These are as listed below.

However, as a tightly bounded conservation area it should be assumed that all buildings make some positive contribution to the conservation area, unless otherwise explicitly stated.

Statutory Listed

1-52 Lea Bridge Road, London Master Baker's Almshouses – Grade II Listed
Gates and railings to Master Baker's Almshouses – Grade II Listed
Two K6 telephone kiosks, outside Master Baker's Almshouses – Grade II Listed

Locally Listed buildings

612-14 Lea Bridge Road (former Woolworth's building)

Non-Designated buildings of architectural merit

575 Lea Bridge Road, Former Baker's Arms Public House
577-599 Lea Bridge Road
611a – 613 Lea Bridge Road
616 Lea Bridge Road
618-620 Lea Bridge Road, Barclay's Bank
638-642 Lea Bridge Road
409-413 Hoe Street

These assets are identified on the map on the following page.



FIGURE 2: HERITAGE ASSETS IN THE CONSERVATION AREA

Archaeological Priority Zone

The majority of the Conservation Area is located within an Archaeological Priority Zone:



FIGURE 3: MAP SHOWING THE ARCHAEOLOGICAL PRIORITY ZONE

HISTORY

Leyton

The history of the Bakers Arms area is closely tied to that of the ancient parish of Leyton St Mary (the church itself is situated some 1.5km to the south), and subsequently to the London Borough of Leyton (in existence between 1873 – 1965). Its proximity to Walthamstow in the north should not be discounted either, with the Bakers Arms junction sitting at the boundary between Leyton and Walthamstow.

Whilst there is little surviving physical evidence of Leyton's medieval past, there are some written records that indicate activity. The earliest is understood to be an Anglo-Saxon reference to *Lugetune* from c.1050, meaning a farmstead on the river Lea. An entry in the Domesday Book of 1086 records 51 households and two priests in *Leintune*, whilst a charter issued by Henry II in 1182 confirmed the gift of the church in Leyton to the abbey at Stratford Langthorne (in modern day West Ham). The entire manor was later given to Stratford Langthorne in the 13th century by Walter de Corpechun.

Claims have been advanced that King Harold II, of Battle of Hastings fame, was sometime resident of Leyton, but it is more likely that his family possessed lands in the area – the Godwinson family were the largest landowner in the country in the mid-11th century. It is possible that Harold II took an active interest in Leyton, owing to the High Road serving as a main route north to Waltham Abbey, one of the most significant religious houses in England in the medieval period, and one that Harold refounded and substantially enriched in 1060.

Whilst it is possible that some permanent structures would have followed the course of the pilgrims' road north, most early developments would have been located further south, close to the parish church. Although largely rebuilt in the nineteenth century, the church retains some remnants of earlier buildings on the site, including medieval foundations and a bell of c. 1400.

One surviving example of a building from the very last throws of the medieval period is 500 High Road Leyton, a timber framed house understood to date from the fifteenth century, now Grade II* listed.

With increasing stability and the development of a mercantile economy from the sixteenth century onwards, Leyton began to attract the attention of wealthy city merchants and businessmen, due to its close proximity to central London. During the course of the seventeenth and eighteenth centuries spacious houses and pleasure grounds began to appear in the previously rural landscape of farms, fields, marshland and small cottages, situated between the River Lea to the west and forest land to the east. Despite this increase in activity however, the area remained predominantly rural in character and largely undeveloped.

Rocque's Map of 1745 shows this openness, with a handful of large properties, notably How Hall to the north-west, set in spacious landscaped grounds and amongst large fields. Clusters of smaller properties and landholdings can be seen following Leyton Street up to the junction with Hoe Street, but the area beyond (that

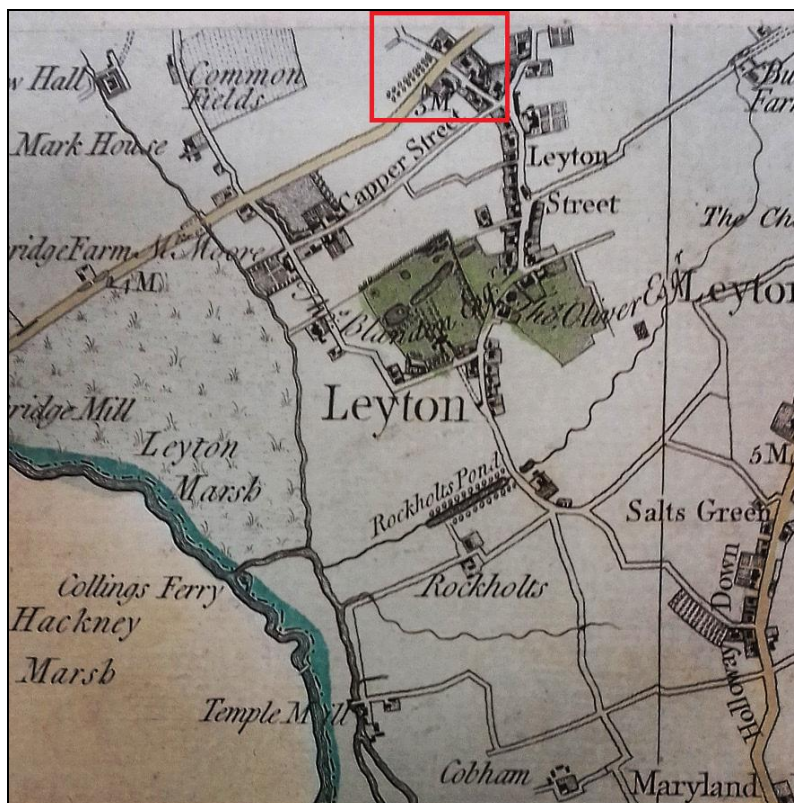
was to become the Bakers Arms, outlined in red), was still mostly undeveloped at this time, with open fields and market gardens clear to be seen.



ROCQUE'S MAP, 1745

Large estates such as How Hall can be seen to the west, along with pockets of smaller properties and market gardens.

Little change had occurred by the time of the next major survey, the Chapman and Andre map of 1777. In the 30 years since Roque's Map, there had been small increases to the number of properties down the High Road, but the openness of the area is still clear to be seen. The Chapman and Andre map also illustrates the proximity of Leyton and the Bakers Arms to marshland and the River Lea in the west.



CHAPMAN AND ANDRE MAP, 1777 (SURVEYED BETWEEN 1772 AND 1774).

Continuous development can now be seen up the High Road to the Bakers Arms Junction, but large expanses of open land are still to be seen.

Larger properties and estates of wealthy individuals are still evident, including How Hall and Mark house (top left), and Rockholts and Cobham (centre bottom).

Change came in the mid-nineteenth century, with the industrial revolution and the coming of the steam railway lines across and along the Lea Valley. Providing easy access to the capital with opportunities for jobs and investment, this innovation led to major population increases across inner and outer London boroughs, and Leyton was no different; the parish population of 4,794 in 1861 had grown to 98,912 by 1901.

Leyton became a local government district in 1873, an urban district in 1894, and eventually a municipal borough in 1926. The rural landscape of fields, farms, market gardens and the grounds of the large houses were soon replaced by railways, shops, villas, and street after street of terraced housing. By the time of the First World War the area had been transformed into a suburb of the Capital, housing city clerks and workers.

Following the London Government Act of 1963, the Borough of Leyton was abolished in 1965 and the area became part of the newly created London Borough of Waltham Forest, formed from the former Municipal Boroughs of Walthamstow, Leyton, and Chingford.

Bakers Arms

Whites Directory could still refer to Leyton in 1848 as a “large and handsome village”, but little in the Bakers Arms remains of this village idyll, with most of the area built up from the mid-late nineteenth century onwards. It is this collection of nineteenth and twentieth century buildings that give the conservation area its significance.

Originally known as Leyton Corner, the ‘Bakers Arms’ moniker for the Hoe St/High Rd/Lea Bridge Road junction likely stems from the Bakers Almshouses, built in 1866 by the London Master Bakers’ Benevolent Institution, for members who had fallen on hard times. The almshouses were designed by T.E Knightley, an architect of some distinction, perhaps best known for the Queen’s Hall concert venue in Portland Place and the Birkbeck Penny Bank on High Holborn (both regrettably demolished). Knightley designed the almshouses in an Italianate style, and set them around a spacious central courtyard, set back from the main road.

The later Bakers Arms Public House at the corner of Hoe Street and Lea Bridge Road, at the heart of the junction, was named after the Almshouses, and explains how the area became known as the Bakers Arms – as opposed to the Bakers *Alms*. There is also a ‘Bakers Avenue’ just outside the boundary of the conservation area, reinforcing this connection with the benevolent institution.

Shopping parades developed along and around the road junction, with tramways connecting the area to established railway stations, thus providing good commercial opportunities. Tramways were built along Lea Bridge Rd and High Rd Leyton and were originally horse drawn, but by 1906 were powered by electricity. By 1914 the area was largely built up, and the street plan recognisable as that seen today. These changes to the area can be seen in the following three maps.

SPATIAL CHARACTER

Introduction

The character of the Conservation Area is created by the cumulative effect of its buildings, streets, public realm, trees and views, and consequently can be harmed by insensitive alterations to any of these elements.

This section analyses those spatial characteristics contributing to the character and appearance of the Conservation Area that it is desirable to preserve and enhance.

Built Spatial Character

The Conservation Area reads as a series of comparable small units of similar proportions – two to four storeys – with shopfronts at street level and other uses, often residential or ancillary commercial, above. Traditional shop fronts are between 5m and 7m in width, and this compact vertical division of terraced properties creates a strong rhythm to the streetscape, especially as one moves through the conservation area.

Buildings, especially the shopfronts, are almost entirely flush with the back edge of the pavement, providing uniformity to the streetscene and creating an enclosed urban character. There are no empty or vacant plots within the conservation area, further reinforcing its built-up character.

The main exception to both of these characteristics is at the almshouses, which are set back from the road around a green courtyard. However, even here the ornate boundary provides a continuing sense of enclosure.

Views

The view north east along Lea Bridge Road towards the cross roads shows a gently curving parade of 2-3 storey shops, typical of a Victorian/Edwardian shopping street. This curve follows the path of the early road in this location, and its sweep offers pleasing views of the painted upper floors of the shops and this lively junction. This view has been enhanced following investment into the frontages of some of the retail units, and the creation of a larger pavement area on the northern side of the junction, removing the former slip-road.

Because of its dense and enclosed urban character, as well as slight bends in the roads leading to the junction, there are no long views of especial note in or out of the conservation area.

Trees and Green Space

The Conservation area has several recently planted street trees, mostly around the junction, but there are no mature street trees. There is a Tree Preservation Order in effect covering the trees within the grounds of the Bakers Almshouses.

Works to trees within conservation areas require notice to be given to the local authority at least six weeks in advance of said works starting. This gives sufficient time for consideration of whether a Tree Preservation Order is required.

The main green space within the Conservation Area forms the front gardens of the Baker's Almshouses. This is a large grassed courtyard and contains some 20 mature trees. Whilst only accessible to residents of the almshouses, the green space is an important positive contributor to the conservation area, and softens its urban character.

Building Uses

The majority of buildings in the conservation area have commercial uses at ground level, with small retail units, cafes, restaurants and other services being the most common. Upper floors tend to be a variety of commercial and residential use, a pattern commonly found in commercial centres such as this, elsewhere in the borough, in London, and across the country as a whole.

Commercial units include a good variety of small independent shops, as well as some larger chain stores, banks, solicitors, hairdressers and barbers, and betting shops. There are also a considerable number of small cafes, restaurants and take-aways.

At present there are two public houses in the conservation area – The Drum, located at the corner of Lea Bridge Road and Stanley Road, notable for being one of the first Wetherspoon chain pubs, and Bootlaces, a bar opposite the Almshouses. The former Bakers Arms public house closed in 2010 and is now in use as a betting shop.

There are some vacant shop units – the area's 7.1% vacancy rate is below the London average (*Bakers Arms Town Centre Delivery Plan 2016-2020*) – but the junction is a lively commercial centre, and this is an important part of the character of the conservation area.

The Almshouses are the only example of a solely residential building within the conservation area, set around an open grassed courtyard behind decorated gates and railings.

ARCHITECTURAL CHARACTER

Introduction

The most visible and well known aspect of any Conservation Area is its buildings. Most historic buildings within a conservation area contribute to its special interest, and their loss would have an impact on the historic character of the area as a whole. Buildings making a positive contribution to the character and appearance of the Bakers Arms Conservation Area are discussed in this section.

It should be noted that the omission of any particular building does not mean it is of no importance, and advice should always be sought before considering the alteration or demolition of any building within the conservation area from the Council's Conservation Officer or Development Management team.

Materials

The buildings within the conservation area are predominantly built from brick – with the main varieties being yellow, red, and brown stock bricks. Where visible, brickwork tends to be either Flemish or English bonded, although there is one building on Lea Bridge Road that features herringbone and basket weave bond.

There is some limited use of stone, notably on the Barclays Bank building at the crossroads, as well as red terracotta used for upper- floor detailing on some buildings. Faience tiles are used on the locally listed former Woolworths building on Lea Bridge Road.

Several buildings have been rendered and painted in complimentary pastel colours. There are also examples of unpainted concrete render on some buildings which is considered to detract from the character of the conservation area.

Where visible, roof tiles are largely slate, although many have been replaced over time with other materials, including clay pantiles.

Pavements are laid in natural stone with kerbs of grey granite, and the carriageway is asphalt.

Details

The conservation area contains an abundance of attractive architectural detailing, in the form of window surrounds, corbels, gables, plaques, ironwork, and other small decorative finishes. These are addressed individually below when looking at buildings that contribute positively to the conservation area.

Roofs tend to be pitched, and often feature small gables and dormer windows. Around the main junction pitched and mansard roofs are a prominent characteristic of the conservation area. Some flat roofs exist on more recent buildings such as at

603-605 Lea Bridge Road, and there is one set of butterfly roofs concealed behind parapet level at Nos. 561-573 Lea Bridge Road.

Shop fronts within the conservation area

As a local retail centre, shop units are the most common street frontage in the conservation area, and as a result of there being so many small retailers and businesses there is a wide variety of different types. These range from one largely intact 1920's example, through to shop fronts built within the last five years, of more limited architectural quality.

Where original details survive, such as fascias, corbels, cornices, and stall risers, it is important that they are conserved and enhanced as appropriate, and the council will encourage this when future changes to shop fronts are proposed.

Where details have been lost over time – which is common in the Bakers Arms Conservation Area - reinstatement is possible, using surviving examples as reference points. Loss of original details is particularly noticeable where larger shops units have been created by knocking single units together, upsetting the defined rhythm of the streetscape.

Aluminium and uPVC shop fronts have been installed in many of the buildings. However, timber is a more sustainable and suitable material for shop fronts, particularly for historic buildings, and in proposed future changes the council will encourage that timber is used.

The quality of signage and choice of illumination can also affect the character of the shop front. Reflective materials and inappropriate lighting can detract from the historic character of the conservation area and result in a negative appearance to the area. There are several oversized, internally illuminated, and inappropriate signs within the Conservation Area, which are addressed in the subsequent Bakers Arms management plan.

The council's Supplementary Planning Document (SPD) on shop front design contains further information about what is considered to be appropriate for shops located within conservation areas, and the SPD should be consulted before changes are made to shop units.

As with any changes to buildings within the conservation area, owners are strongly encouraged to engage council officers early on in the planning process to ensure proposals are acceptable. Failure to do so may lead to enforcement action to reinstate original shop fronts.

BUILDINGS MAKING A POSITIVE CONTRIBUTION TO THE CONSERVATION AREA

The Bakers Arms is a tightly bounded Conservation Area, and therefore most of the buildings within its boundary are considered to make a positive contribution to it. In line with council policy, special attention will be paid to preserving or enhancing the buildings of the conservation area, and therefore the character and appearance of the area as a whole.

The buildings noted here include statutory listed and locally listed buildings, as well as those without any formal designation at the time this document was written. Waltham Forest Council undertakes to periodically review its local list, and some of the buildings included here may be added to the local and statutory lists in the future.



Buildings making a positive contribution to the conservation area

Bakers Almshouses (including gates & railings)

Grade II listed

A substantial building of 1857-66, designed for the Master Baker's Benevolent Institution, as accommodation for its members who had fallen onto hard times and into poverty. Built by T.E. Knightley in an Italianate style in yellow stock brick, the almshouses are set back from the road behind ironwork railings, around a large green lawn that contains several mature trees.

The building was listed Grade II in 1971, and the full list description can be seen on page 30 of this document. The two K6 Telephone Boxes at the front of the Almshouses are also Grade II listed.



612-4 Lea Bridge Road (former Woolworth's building)

Locally listed

A seven bay art deco building clad in cream faience tiles, formerly a Woolworth's store, now occupied by the supermarket chain Iceland. Two storey (double height second floor), with attractive projecting deco details at roofline. Ground floor has a modern shop front, glazed with a shallow stall riser. Modern window replacements to first floor. The art deco frontage appears to have been added to three earlier terraced properties, with the pitched roofs still visible to the rear.

Its Local List description can be seen on page 31 of this document.



616b Lea Bridge Road, (including M Winger Ltd, Watchmakers & Jewellers)

A two storey corner building in yellow stock brick, with red brick detailing to upper floors. Gable end to Lea Bridge Road is decorated in terracotta and includes a date plaque (1888) and a pretty alternating flower pattern. At ground floor the building contains two shop units, including the best shop front in the conservation area - M Winger Ltd, Watchmakers and Jewellers.

M Winger's shop front is a candidate for local listing, and a fuller description can be read below in the section on shop fronts making a positive contribution to the conservation area.



(Former) Baker's Arms Public House



One of the most prominent buildings within the conservation area, situated at the main junction, the former Baker's Arms is a somewhat typical example of a mid-nineteenth century public house. Its main entrance is at the corner of the building, flanked by pilasters and capitals beneath a pedimented archway. Two further entrances existed on Hoe Street and Lea Bridge Road, although one has since been blocked-up.

Originally two storeys, but extended to three in 2010, the building features segmental arch window surrounds, dentilled banding to each floor, and pineapple finials at roof level. The 'BAKERS ARMS' name-stone remains in situ, facing out towards the junction.

No longer a public house, the building is now used as a betting shop. The pub's former forecourt remains, although blocked by railings and inaccessible to the public.

618-620 Lea Bridge Road (Barclay's Bank)

The other prominent corner building within the conservation area, 618-620 Lea Bridge Road sits opposite the former Baker's Arms public house, at the main crossroads. It is a three storey building with stone dressing at ground level, and red and brown brick above in English bond. Stone is used for window surrounds and pediments, and also as horizontal banding on the third storey. At roof level, five shaped gables add further height and flourish.



409-413 Hoe Street and 577-599 Lea Bridge Road

Two storey plus mansard roofed Victorian shopping parade at the main junction, featuring small dormer windows with bargeboards and finials, giving a spikey rhythm to the terrace. Townscape improvements, notably painting to upper floors, has given greater cohesion to the whole terrace, and enhanced the conservation area. The creation of a larger public realm space at this corner of the junction, including planting of street trees, has also enhanced the setting of these buildings.



638-642 Lea Bridge Road

A terrace of three nineteenth-century red brick buildings, three storeys with shaped gables. Shop fronts at street level, large four pane windows with elliptical headers and keystones at first floor, two windows at second floor, and decorative detailing to gables, including terracotta panelling and blind oeil-de-boeuf in centre. No. 638 has concrete render on upper floors obscuring brickwork.



611a – 611b Lea Bridge Road



A three storey building with decorative alternating Herringbone and basket weave brickwork detailing between the first and second floor windows. Also brick quoins at upper levels.

Not typical of other buildings within the conservation area due to its height and flat roofline, but it is still considered to make a positive contribution as a result of its architectural detailing.

613 Lea Bridge Road

A prominent two-storey corner building rendered and painted at the northern boundary of the conservation area.

A small tiled spire gives the building something of a landmark quality at the entrance to the conservation area.

At ground level the shop front is not original.



SHOP FRONTS MAKING A POSITIVE CONTRIBUTION TO THE CONSERVATION AREA

There are a number of shop fronts within the conservation area that are considered to make a positive contribution to their surroundings, and the council will seek to ensure they are conserved and maintained appropriately.

Proposed changes that are considered to make a negative impact on the conservation area are likely to be refused planning permission. In all cases, advice should be sought from the council's Design and Conservation team prior to making changes.



Shopfronts making a positive contribution to the conservation area

M Winger Ltd, Watchmakers & Jewellers, 616b Lea Bridge Road

A handsome and largely intact shopfront dating from the 1920s, within a building that dates from 1888.

The shop is double-fronted, with a larger section to the left, and with a recessed lobby offset to the right. The base has low black granite stall-risers surmounted by polished brass mouldings. The main glazed areas have a slim mahogany frame with curved plate-glass display windows to either side of the lobby, each with a double curve and slender mullion. Above the transom, the lights advertise services, which are picked out in gold lettering against a brown mirrored background.

Above the glazing a replacement fascia identifies the company name and purpose in white lettering against a black mirrored background, with gold border. An iron sun

shade frame and security shutters are fitted into a set of timber pilasters with inset vertical mirror strips. The pilasters are surmounted by bracketed timber mouldings. Three late twentieth century light fittings are attached to the top of the fascia.

The entrance has a tiled white mosaic floor, with the name M Winger and a border picked out in inset black tiles. The ceiling above has a modern light fitting set into a later timber boarded soffit. The contemporary hardwood front door is plain Art Deco in style, predominantly glazed, and with a fixed light above. The original door furniture and kick plate are brass.

The shopfront clearly makes a positive contribution to the conservation area, and is a candidate for inclusion on the council's local list.



573 Lea Bridge Road (Percy Ingle Bakers)

A shopfront of simple detailing, but which includes stall-risers and large plate glass windows, a retractable canopy, and a simple fascia board. Whilst improvements could be made, notably to the glossy fascia, it is considered that as a whole the bakery shopfront makes a positive contribution to the conservation area.



678 Lea Bridge Road

Although currently not in use, 678 Lea Bridge Road is a good example of a traditional painted timber shopfront. It features a shallow stall-riser with large plate glass windows above, divided into two large panes. The pane to the right is further divided to include the doorway and three smaller lights at the top.

Reinstatement of a suitable fascia sign above, currently absent, would enhance the whole shopfront (as would its reuse for commercial purposes).



553 Lea Bridge Road (Post Office)

Taken as a whole the shopfront at 553 Lea Bridge Road is of limited interest, being largely typical of a Post Office branch design commonly used in the postwar period. However the window arrangement, five bays each subdivided with narrow mullions and transoms, is of architectural interest and merits noting.



557-559 Lea Bridge Road (The Drum Public House)

The frontage to the Drum pub is well maintained and attractive, and features pilasters, stained timber windows and doors, six large lanterns either side of entrances, and a modest polished fascia typical of a public house. A large clock is situated above the main corner entrance.



ASSESSMENT OF CONDITION

The overall condition of the conservation area is considered to be fair, and since its designation in 2015 no substantial changes – either demolition of existing buildings or the construction of new ones – have occurred within its boundaries. This can be attributed to the combination of small plot sizes and the corresponding number of different owners, as well as the absence of undeveloped plots and vacant units, limiting the need and capacity for new (large) development.

However despite this preservation of built form, the conservation area suffers due to the loss of historic detailing and the use of inappropriate materials overtime, especially at street level. This loss of individual detailing lessens the quality of the conservation area as a whole.

Negative features include modern replacement windows, the removal of corbels and obscuring pilasters behind overly large fascia signs, a failure to follow the traditional vertical articulation of frontages (with two and three single units merged into one), and the proliferation of large advertisements and overhanging signs.

Many modern shopfronts lack quality and seek to be visually dominant, which is particularly harmful as shopfronts make up the majority of the streetscene within the conservation area. Where installed, inappropriate security shutters also detract from the character of the area, reducing street animation and activity outside of business hours.

Above street level, a similarly fragmented situation is seen. There are many instances of uPVC windows above shopfronts harming the character of the conservation area. Wooden sash windows are traditional, and where these remain their retention will be encouraged. Where proposals for new windows are submitted, the council's preference will be for reinstatement of timber sash windows.

Residential use above shop units has also led to some instances of satellite dishes, again detracting from the character of the conservation area. Where required, satellite dishes should be located at the rear of properties in discrete locations (although it is worth noting that satellite dishes are increasingly being phased out).

Many roofscapes within the conservation area are not visible from street level, but around the junction mansard roofs are one of its defining characteristics. Here a mixed picture is presented, with examples of traditional Welsh Slate set amongst other inappropriate coverings, such as concrete tiles. Many roofs look to be in poor condition and would benefit from renewal, with slate being the preferred material.

In some instances plant growth is recorded at upper levels, which if not treated can damage roofs and brickwork, and subsequently lead to water ingress.

The public realm within the conservation area is considered to be in good condition, following council investment in 2014, which resulted in the creation of larger pedestrian spaces around the main junction. Further improvements would result from the removal of the railings around the former Bakers Arms pub, which at present only

serve to attract litter and restrict pedestrian movement. Wide pavements could be better utilised for providing additional street trees.

More detailed information about how the council will maintain and enhance the conservation area can be found in the accompanying Management Plan.

APPENDIX 1 - STATUTORY LIST DESCRIPTIONS

BAKERS ALMSHOUSES

List entry Number: 1191128

BAKERS ALMSHOUSES, LEA BRIDGE ROAD E10

Grade II

Date first listed: 27-Sep-1971

Almshouses. 1857-66. By T E Knightley. Yellow brick, stone dressings, pitched slate roof to eaves. Composed around 3 sides of open quadrangle. Eclectic Italianate manner. Mainly 2 storeyed. Almshouses each 1 bay with gabled porch shared with neighbour; decorative moulded entrances, panelled doors. Ground floor windows, round-headed with rusticated gauged brick voussoirs. First floor windows mainly square-headed, with stone architraves. Bracketed eaves. Tall panelled chimneys, Italianate belvedere towers in each angle with low hipped roofs. Each wing with central emphasis. Central block with centre 4 bays on larger scale with inset clock, 2 corniced doorways, and gabled pavilions to either side with rusticated quoins. Side wings with gabled centre and end pavilions more elaborate than intervening units, those to centre with projecting balconied bay windows to first floor. Side wings have symmetrical returns to road frontage, with paired gabled pavilions and rusticated quoins. Rear elevation also of architectural interest.

BAKERS ALMSHOUSES RAILINGS AND GATES

List entry Number: 1065594

BAKERS ALMSHOUSES RAILINGS AND GATES, LEA BRIDGE ROAD E10

Grade II

Date first listed: 24-Feb-1987

Railings and gates. Mid to late C19 restored and reset upon C20 brick wall and gatepiers. Cast iron. 1 pair with 2 single gates, with scroll decoration. Fleur de Leys standards to railing with foliated dog rail. Overthrow with words "London Master Bakers Benevolent Institution Founded 1832". Included for group value.

TWO K6 TELEPHONE KIOSKS OUTSIDE BAKERS ALMSHOUSES, LEA BRIDGE ROAD E10

List entry Number: 1263061

Grade: II

Date first listed: 15-Sep-1987

Telephone kiosks. Type K6. Designed 1935 by Sir Giles Gilbert Scott. Made by various contractors. Cast iron. Square kiosks and domed roofs. Unperforated crowns to top panels and margin glazing to windows and doors.

APPENDIX 2 - LOCAL LIST DESCRIPTIONS

612-4 Lea Bridge Road E10 (former Woolworth's building)

A typical former Woolworth's store with Art-deco inspired faience-clad facades to both street frontages dating from 1938.

GLOSSARY

Art Deco

A style of architecture that flourished in the 1920s and 1930s, characterised by bold geometric designs, clean lines, and streamlined decoration. Originating in Paris in 1925, Art Deco became one of the first international styles of architecture.

Basket Weave

Brickwork pattern produced by stacking three long ends horizontally, next to three long ends vertically, and repeating. Seen on the upper storeys of 611a – 611b Lea Bridge Road.

Capital

The crowning or uppermost part of a column, often decorated.

Corbel

A block of stone or timber, often decorated, projecting from a wall to support a beam or other weight. Corbels are found abundantly within the conservation area, as decorative features in between individual shop fronts.

Crittall (window)

Steel framed windows, often associated with Art Deco and Modernist architecture. Characteristically hardwearing and durable.

Dentil

Small square blocks used in classical cornices. In brickwork (as on the former Baker's Arms public house) dentilation is produced by the projection of alternating brick headers or blocks along cornices or string courses.

English Bond

In Brickwork, the pattern of long sides (stretchers) and short ends (headers) produced on the face of a wall by laying bricks in a particular way. English Bond is the result of the repeated pattern of a row of stretchers, followed by a row of headers. (Flemish Bond by contrast is produced by alternating stretchers and headers in the same row.)

Faience

A moulded clay product commonly seen in the form of large glazed slabs or tiles, fixed as external cladding to buildings. Its use as a building material was common during the late-nineteenth and early-twentieth centuries, particularly for its durability in urban environments.

Fascia

A horizontal banding on a building frontage. In the context of the conservation area fascias are most commonly seen above shopfronts, where shop names are located.

Finial

A decorative topmost feature that projects above a roofline, e.g. a small spire or pinnacle..

Gable

An area of wall, often triangular but not exclusively, at the end of a double pitched roof. Gables come in several different styles including Dutch, Shaped, Crowstep and Kneelered.

Herringbone Work

Brickwork pattern produced by diagonally placing long ends in alternating rows. Seen on the upper storeys of 611a – 611b Lea Bridge Road.

Keystone

The middle and topmost stone in an arch or vault.

Kick plate

A metal strip protecting the lower part of door, most commonly used in commercial and industrial premises, where the door is frequently accessed and liable to scuffs and damage.

Mullion

A vertical masonry division between window panes or 'lights'.

Oeil-de-bouef

A small horizontal oval window, but often used to describe small round windows too, typically placed at an upper storey. Translates literally as 'bull's eye'.

Pediment

In classical architecture a formalised gable derived from that of a temple, often triangular. In the context of the conservation area, pediments are often seen above doors and windows as decorative features, and can be found in a number of different shapes including triangular and segmental.

Pilaster

A part pier or column that projects slightly from a flat wall, often used to divide between shopfronts.

Quoins

Dressed stones at the angles of buildings, typically alternating between long and short.

Soffit

The underside of an arch, a ceiling, a vault, a balcony etc.

Stall-riser

Panels which occur below shopfront windows, often solid timber or tiled. Traditionally they were used as part of the display area when shops were open, but they also provide some protection to the shopfront at street level.

Transom

A horizontal masonry division between window panes or 'lights'.

BAKERS ARMS TOWN CENTRE CONSERVATION AREA MANAGEMENT PLAN

January 2019



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INTRODUCTION

The main purpose of conservation area designation is to acknowledge, protect and enhance special character and identified historic and architectural significance. This management plan provides guidance on how this will be achieved.

Individual owners and occupiers are responsible for the management and maintenance of their own buildings, but the council will use its planning powers to ensure that the special architectural and historic interest of the Bakers Arms is protected overtime. Only development proposals that maintain or enhance the conservation area will be permitted.

Within conservation areas most external changes to properties will require approval from the local planning authority. Changes requiring consent may include replacing windows and doors, changing shopfronts, painting brickwork, reroofing and installing rooflights, extensions, and the positioning of satellite dishes. Demolition of buildings within conservation areas will almost always require planning permission.

In the specific case of the Bakers Arms, the requirement for planning permission is largely as a result of shops and flats not having permitted development rights. The only single use residential properties in the conservation area – the almshouses – are statutory listed, and any changes would therefore require listed building consent.

To assist owners and occupiers this management plan provides broad guidance on the types of materials and changes that will maintain and enhance the conservation area, and which the council will look on favourably when applications are received.

Each planning application is assessed on its individual merits, and prior to beginning work advice should always be sought from the council's conservation officer and development management team.

Where changes and development are carried out without consent, the Council's Planning Enforcement team will investigate and consider whether to take action against owners, including requiring them to undo harmful changes.

Waltham Forest Council's website contains information about applying for planning permission and pre-application advice: www.walthamforest.gov.uk/service-categories/planning-permission, and further information can be found on the Planning Portal website: www.planningportal.gov.uk.

MATERIALS & BEST PRACTICE

The following subheadings seek to provide an overview of the materials and common features seen in the conservation area, and to provide a general steer as to what will be considered acceptable when changes are proposed.

Roofing

The roofs visible within the conservation area, principally those around the main junction and at the almshouses, were originally finished in Welsh slate, and where slate remains the council will seek to retain it and have it replaced like for like.

In many instances roofs have been changed over time, with original slate replaced with less appropriate materials including artificial slate and concrete tiles. This lack of uniformity detracts from the conservation area, and the council will look favourably on applications that replace such roofs with natural slate.

Artificial slate will generally not be accepted on roofs visible from street level, due to its untextured shiny appearance.

Where roofs are not visible from street level a more pragmatic approach may be adopted, and in some instances synthetic slate may be suitable. The use of synthetic slate would be dependent on it being high quality and having a textured appearance, and subject to discussion with the conservation officer and a successful planning application.



Rooflights

Rooflights are not a commonly found feature in the conservation area, although a few limited examples do exist. Generally they will not be permitted on front facing roof slopes, but they may be acceptable on rear roof slopes.

In those instances where approval is given, conservation standard rooflights will be expected, flush with the roof tiles causing the least visual impact and harm.

Windows

Historically window casements within the conservation area would have been timber sash, and some properties retain these at upper floor levels. However in most cases these have been replaced with uPVC, and the general picture is one of inconsistency and a lack of uniformity.



uPVC windows above shop units on Lea Bridge Road.

Inappropriate windows are a common problem within the conservation area, but usually pre-date the area's designation.

Where original timber frames remain the council will encourage their repair and restoration, or replacement like-for-like in timber. Removal of timber frames for replacement with uPVC will not be permitted.

Applications that seek to reinstate timber window frames where currently there is uPVC will generally be supported, whilst replacement of uPVC with new uPVC will be discouraged.

In some cases the Council may consider other materials for new windows, providing they are of good quality and have a slim profile. However, this would be subject to a successful planning application and approval of details by the conservation officer.

Changes in window size and location will generally be discouraged, unless a clear rationale is provided for doing so.

Pairs of dormer windows with decorative wooden bargeboards are a characteristic feature above the retail units on the north-west side of Lea Bridge Road, and their removal will not be permitted. Restoration of small details such as finials will be encouraged.



Satellite Dishes

Satellite dishes are a common problem in many Conservation Areas, although in the Bakers Arms their impact has been limited, owing to the area being primarily commercial rather than residential. In the small number of instances where satellite dishes are found in the conservation area their removal and repositioning in discrete locations will be encouraged.

Installation of new satellite dishes will not be permitted on the fronts of buildings, although overtime this problem will diminish, with satellite companies increasingly providing services through fibre-optic cabling without the need for dishes.

Painting/Recladding of Brickwork

Properties within the conservation area are predominantly built in brick, with some limited examples of render being used. Whilst each case will be assessed on its own merits, the council's general position will be to discourage recladding, leaving brick work visible.



Properties on Lea Bridge Road, where paint has been applied haphazardly, as well as concrete render obscuring the brickwork.

Some upper storey brick walls on the north-west side of Lea Bridge Road have been painted in complementary pastel colours, adding vibrancy to the conservation area. The council will seek to ensure that this paint scheme is maintained.

It may be possible and desirable to encourage a similar approach for other properties within the conservation area, enlivening upper floors with pastel colours. A unified and coherent approach will be necessary to achieve best effect if this approach is adopted.



Upper floors of shop units around the Bakers Arms Junction were painted in complimentary pastel shades, as part of investment in the area.

Shopfronts

As a primarily retail focused conservation area, much of the character and significance of the Bakers Arms stems from its shopfronts and the contribution they make to the streetscape of the area. Consequently, it is vital that changes to shop units respect and enhance the character of the conservation area.

Consistency of design and proportions is crucial when considering changes, and applications that make use of traditional materials such as timber, feature simple fascia signage, and protect and reintroduce features such as stall risers and corbels, will be looked on favourably.

Merging shop units together to increase floorspace may be acceptable, but signage and shopfronts should respect the proportions of the terrace, and not seek to be dominant in their environment. Merging units together should not result in the removal of features such as corbels which divide individual units.

Similar careful consideration must also be given to attempts to further subdivide single shop units, as this too can upset proportions and the rhythm of the whole shopping parade. Smaller divisions may also result in an unnecessary amount of signage in the conservation area, which is to be avoided.

Shop owners and occupiers wishing to make their premises more secure has resulted in the installation of solid security shutters on some properties. However, these are generally unacceptable as they have a deadening effect on the appearance of streets. Where security measures are required, toughened, laminated glass or internal open mesh shutters can be installed. This allows light from the shops to penetrate the street and reinforces illumination from street lights helping to create active frontages and a safer place for people to walk at night.

The council has a Supplementary Policy Document (SPD) on shopfront design which provides much greater detail, and this should always be consulted when considering making changes to frontages.

Demolition

Planning permission is required for the total or substantial demolition of any building within a conservation area, and any wall, gate or fence over 1 metre in height. If you are proposing any demolition work, please contact the Development Management Team for advice.

Demolition of buildings and structures that make a positive contribution to the conservation area will not be permitted.

Trees

At present there is a Tree Preservation Order protecting trees within the grounds of the Bakers Almshouses.

The local authority must be notified of any proposed works to trees within the conservation area at least six weeks before work begins. This gives the council an opportunity to assess the tree and consider protecting it with a Tree Preservation Order.

You do not need to give notice of work on a tree in a conservation area less than 7.5 centimetres in diameter, measured 1.5 metres above the ground (or 10 centimetres if thinning to help the growth of other trees).

For further guidance on carrying out works to trees within conservation areas, the council's Tree Preservation Officer can be contacted on:
treepreservation@walthamforest.gov.uk.

Please note - If you deliberately destroy a protected tree, or damage it in a manner likely to destroy it, **you could be liable to an unlimited fine**. You could also be fined if you cause or permit such work. Other offences can lead to fines of up to £2,500.

ENHANCEMENTS

It is considered that a number of enhancements could be made to improve the character of the conservation area, and these are presented below. Some of these suggestions were raised during the public consultation on these documents.

In some cases these suggestions may be changes that are beyond the remit of the Design and Conservation Team, but are included here for reference, and for the benefit of other teams within the council.

Railings outside of the former Bakers Arms/ Paddy Power Betting shop

The forecourt surrounding the former Bakers Arms public house is currently inaccessible behind metal railings, and only serves to attract litter. It also creates a narrow pavement space around the junction. Removal of the railings in this location would therefore be considered to be a positive action, increasing the public realm around the junction, and helping to address the issue of litter accumulation.

Street trees

It is considered that additional street trees could be planted within the conservation area, to increase the amount of greenery and to help soften its urban character.

Public realm works

During consultation comments were received suggesting enhancements to the public realm around the road junction, which was described as 'characterless' in its current form. This could take the form of additional planting and provision for seating, or of increased animation of the space through temporary uses such as small stalls.

Licencing and betting shops

During consultation a number of comments were received about the proliferation of betting shops within the conservation area. Whilst the character of the area is commercial in nature, it is felt that too many of one type of shop use could be detrimental, and these comments will be drawn to the attention of the council's licencing team.

Antisocial behaviour

Comments were also received about some instances of antisocial behaviour within the conservation area, notably around the main road junction. These comments will also be drawn to the attention of the council's neighbourhoods team.

MONITORING AND REVIEW

The following actions need to be taken to ensure that this Appraisal and Management Plan are accepted and acted upon:

Actions

1. The Council will seek to ensure that all development respects the setting and character of the Conservation Area, with inappropriate forms of development unlikely to be approved.
2. The Council will seek to ensure that any surviving historic streetscape features are retained, and that any future highway works will bring a positive improvement to the character and appearance of the Conservation area.
3. The Council will ensure that unauthorised development is subject to effective enforcement action wherever practicable, to protect the special character or appearance of the Conservation Area.
4. The Council will consider the use of Tree Preservation Orders, where appropriate, where a tree of high amenity value is considered to be under threat. These will include trees within and outside the area where they contribute to the setting of the Conservation Area or views identified in the Appraisal. The Council will maintain and replace as necessary the street trees, and continue to provide professional advice on all tree matters as required.

Document Review

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

- I. A survey of the Conservation Area and its boundaries.
- II. An assessment of whether the management proposals detailed in this document have been acted upon.
- III. Public consultation on the review findings, any proposed changes, and input into the final review.

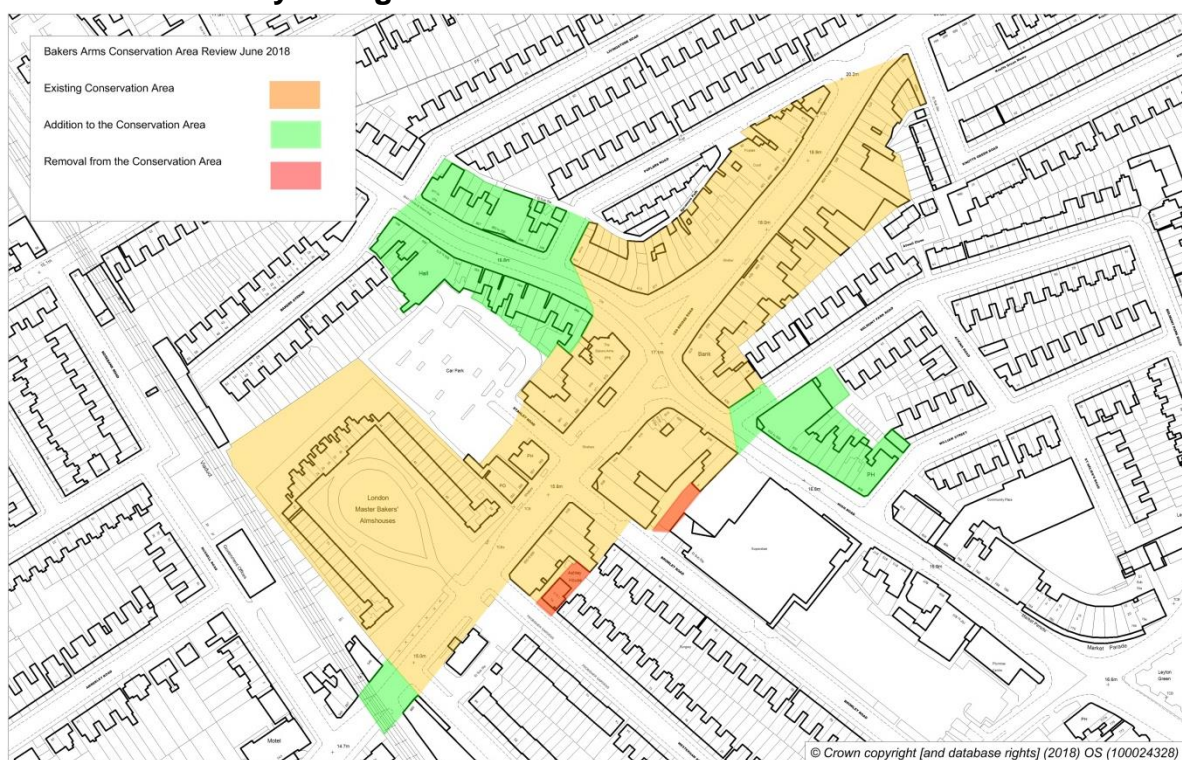
CONSERVATION AREA BOUNDARY REVIEW

In accordance with the *Planning (Listed Buildings and Conservation Areas) Act 1990*, local authorities are obliged from time to time to review their conservation areas and, 'to determine whether any parts or any further parts of their area should be designated as conservation areas; and, if they so determine, they shall designate those parts accordingly'.

Consequently, as part of this process of preparing an appraisal and management plan for the Bakers Arms Conservation Area, thought has been given to its boundaries, and several proposals are presented below, three small extensions, and two minor reductions.

We welcome public feedback on these proposals, especially from owners and occupiers affected by the changes, and the outcome of the consultation will influence whether or not these changes are progressed. If they are, a full and comprehensive consultation will take place at a later date.

Potential boundary changes



Suggested boundary extension (1)

It is considered that an extension of the conservation area down Hoe Street to the junction of Bakers Avenue could be justified. Such an extension would see the Grade II listed former Empress Cinema included within the conservation area, as well as the handsome art deco frontage at No. 389-393 Hoe Street, and several buildings with attractive architectural detailing, including Nos. 460 – 466 Hoe Street. In addition, the shopfront at No. 494 – Davies & Sons High Class Fishmongers & Poulterers - is handsome with a traditional fascia sign and awning. Bakers Avenue also has a clear link to the conservation area through its name.



Suggested boundary extension (2)

A second extension could see the conservation area extended to the south-east, down Leyton High Road to the junction with William Street. The benefit of such an extension would be to include the locally listed William IV public house, a fine late-nineteenth century building with strong decorative dealing, within the conservation area. The 1937 building at Nos 820-830 Leyton High Road is also of some architectural interest, as an example of a pre-war shopping parade, with residential space above, typical of the characteristics of the conservation area, albeit latter than the other Edwardian examples.

Any such extension would need not include the TESCO Superstore on the southern side of the High Road, which is of no architectural merit and has a negative effect on the conservation area.



Suggested boundary extension (3)

It is considered that the Bakers Arms railway bridge, just outside the south-western boundary of the conservation area, would merit inclusion within the conservation area. The bridge is a handsome piece of Victorian engineering with cast iron supporting columns, and acts as an important gateway into the conservation area. The name Bakers Arms is currently painted on the southern side of the bridge, further adding to its association with the conservation area.

The coming of the railways to Leyton, with stations at Leyton Midland Road and Walthamstow St James, explains why the area developed during the nineteenth century and became a suburb of the capital. Consequently the railway bridge has a clear and involved relationship with the conservation area and its development overtime.



Suggested boundary reduction (1)

The first proposed boundary reduction would remove the property at 30 Bromley Road, at the rear of the Halifax Bank branch, and adjacent to the loading area for Iceland Supermarket.

30 Bromley Road is a contemporary three storey apartment building, constructed in 2007/2008. Finished in timber and painted render, it doesn't possess any of the typical characteristics of the conservation area, and is considered to have a neutral effect. It is considered that its removal from within the conservation area would not have a harmful impact.



Suggested boundary reduction (2)

The second boundary reduction is similar to the first, and would see 1A Westerham Road, a three storey brick apartment block, removed from the conservation area. As above, it does not share characteristics with the rest of the conservation area.

In both these cases, the proposals seek to remove buildings from side roads, away from the main shopping street. Retail and commercial uses are one of the prevailing characteristics of the conservation area, and the residential side streets are not considered part of the character of the conservation area.



KEY CONTACTS

For any queries relating to conservation areas or listed buildings please contact the council's **Conservation Officer**.

Email: placeanddesignteam@walthamforest.gov.uk

Phone: 020 8496 6737

For advice on submitting a planning application, whether planning permission is required, or to apply for advertising consent, please contact the council's **Duty Planning Officer**.

Email: dcmail@walthamforest.gov.uk

Phone: 020 8496 3000

For enquiries about tree preservation orders or works to trees within conservation areas please contact the council's **Tree Preservation Officer**.

Email: treepreservation@walthamforest.gov.uk

Phone: 020 8496 2189