

CAVENDISH BRIDGE CONSERVATION AREA APPRAISAL AND STUDY

This version of the Appraisal/Study document has been prepared for publication on the Internet. The document does not include the plates (photographs) referred to in the text and Map 1 and Map 2 are provided as separate documents. The full document may be inspected during normal office hours at the Planning and Environment Division reception at the Council Offices in Coalville. Copies of the document may also be purchased from the Council Offices.

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PREFACE

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires that Conservation Areas are kept under review (Section 69(2)) and that local planning authorities in exercising their planning powers, pay special attention to the desirability of preserving or enhancing the character or appearance of Conservation Areas (Section 72). Having regard to these requirements and the advice contained in the English Heritage guidance notes 'Conservation Area Practice' and 'Conservation Area Appraisals', the District Council produced a draft Appraisal/Study of the Cavendish Bridge Conservation Area in November 2000.

The draft document was the subject of consultation and publicity over a seven week period between 30 November 2000 and 18 January 2001. Having considered the various representations and recommended amendments the District Council's Executive Board of 3 April 2001 resolved that subject to the amendments outlined in the Executive Board report the Conservation Area Appraisal/Study document be adopted as supplementary planning guidance to the policies of the North West Leicestershire Local Plan.

As supplementary planning guidance the Conservation Area Appraisal/Study document whilst not having the same status as an adopted plan policy may be taken into account as a material consideration in the determination of planning applications.

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1. INTRODUCTION

- 1.1 Conservation Areas are defined as “areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance“ (Section 69(1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990). The Cavendish Bridge Conservation Area was designated by the District Council in September 1992 and the existing boundaries are shown on Map 1.

- 1.2 The Planning (Listed Buildings and Conservation Areas) Act 1990 requires inter alia that conservation areas are kept under review (Section 69(2)) and that local planning authorities in exercising their planning powers, pay special attention to the desirability of preserving or enhancing the character or appearance of Conservation Areas (Section 72). Having regard to these requirements and the advice contained in the English Heritage guidance notes 'Conservation Area Practice' and 'Conservation Area Appraisals', the District Council has undertaken an Appraisal/Study of the Cavendish Bridge Conservation Area.

- 1.3 The Appraisal outlines the historical development of the settlement and defines the special interest, character and appearance of the built and natural environment within and surrounding the existing Conservation Area boundaries. The Appraisal also reviews and proposes amendments to these existing boundaries. The Study identifies future opportunities for the preservation and enhancement of the Area.

2. LOCATION AND TOPOGRAPHY OF CAVENDISH BRIDGE

- 2.1 Cavendish Bridge is a small hamlet approximately 2.5 km to the north of Castle Donington, which owes its existence to its location at a crossing point of the River Trent. The hamlet is situated on the southern bank of the Trent which at this point forms the boundary between Castle Donington Parish in Leicestershire and Shardlow Parish in Derbyshire. Cavendish Bridge was called Wilden Ferry prior to 1760; the re-naming reflecting the change in the nature of the river crossing.
- 2.2 Cavendish Bridge was formerly situated on the London to Derby turnpike road (later the A6), which joined the Nottingham to Tamworth turnpike road (later the A453 and now B6540/C8214) less than a kilometre to the east of the hamlet. Through traffic along the principal road serving the hamlet ceased after the Second World War following the construction of the present bridge crossing. Back Lane, provided a direct link to Castle Donington for traffic avoiding the turnpike roads.

3. ORIGINS AND HISTORICAL DEVELOPMENT OF CAVENDISH BRIDGE

- 3.1 The 274 km (170 mile) long River Trent carries natural drainage from much of Derbyshire, Staffordshire, Leicestershire and Nottinghamshire to its outlet in the Humber and provided a natural transport corridor. Improvements were carried out to the River enabling vessels to reach Nottingham from the Humber by 1600 and following further improvements it was possible to reach Burton Upon Trent from 1699 onwards (Palmer and Neaverson, 1992, p49).
- 3.2 The Wilden Ferry had been established by 1309 and consisted of a timber built vessel hauled between the two banks of the Trent by men with ropes (Castle Donington Local History Society, undated, p6). A series of these vessels was used; with the last vessel being constructed by the Soresby family in 1702 (Castle Donington Local History Society, undated, p5). The Soresbys occupied the Homestead located close to the ferry crossing and had a warehouse and counting house to service boats used on the Trent navigation (Heath, 1985, p3). The Homestead was re-built in the late eighteenth century and re-named Crane House (and more recently The Three Cranes).⁽¹⁾
- 3.3 In 1738, the Cavendish Turnpike Trust were responsible for the turnpiking of the road through the hamlet in creating the new more direct route from Brassington to Loughborough (and thenceforth to London) via Derby (Castle Donington Local History Society, undated, p8). The turnpiking of the road led to increased traffic, with Wilden Ferry becoming a point of congestion, and in September 1758 the initial meeting to discuss the proposed bridging of the crossing was held at the (Old) Crown Inn (Heath, 1985, pp5-8).⁽²⁾

3.4 Construction works on the bridge crossing commenced during 1759 and the Cavendish Bridge was opened in 1760 (Castle Donington Local History Society, undated, pp8-9). The three arched bridge **(1)** was designed by the Palladian architect James Paine (1717-1789) and was constructed of stone brought along the Trent by boat from Weston Cliff (Castle Donington Local History Society, undated, p5). The patron of the scheme was the 4th Duke of Devonshire, from whose family surname the Bridge took its name, and for whom James Paine was undertaking work at the Dukes country seat - Chatsworth House - between 1756 and 1760 (Pevsner and Williamson, 1978, pp132-3). The Toll House (demolished in 1960) was situated on the Shardlow bank of the Trent. The collection of tolls continued until 1888, when the turnpike trusts were 'wound-up' (Castle Donington Local History Society, undated, p11).⁽³⁾

Plate 1 : Cavendish Bridge (of 1760)

- 3.5 In 1770, the Trent and Mersey Canal was opened between Preston (Lancashire) and Derwentmouth; to the east of Cavendish Bridge. The junction of the canal with the River Trent was originally intended to be at Cavendish Bridge, but was re-sited due to the obstruction that was being caused to river traffic by the piers of the Bridge (Arkwright Society, 1976, p2).
- 3.6 The construction of the canal resulted in a transfer of traffic from the river to the canal and the abandonment of the line to Burton Upon Trent beyond Kings Mills lock at Castle Donington occurred about 1780 (Palmer and Neaverson, 1992, p49). The town of Shardlow developed rapidly as an inland port on the canal in the early part of the nineteenth century.⁽⁴⁾ Some carriers, however, continued to operate from wharfs in Cavendish Bridge (White, 1846, p340) and warehouses remained within the settlement; one former such building being subsequently converted into flats in the early 1970s (Nos. 1-9 Plumtree Cottages).
- 3.7 In 1815, John Fletcher and Son established a brewery in the northern part of Cavendish Bridge (Heath, 1985, p13). The Cavendish Brewery was sold to the Eaton Family in 1839 and in 1859 George Tressel Eaton was responsible for the building of the school (now Cavendish House) for the children of his workmen (Lee, 1956, p57). The school was used by the vicars of Castle Donington and Shardlow for services on Sunday afternoons (Lee, 1956, p57).
- 3.8 In 1896 the Brewery was bought by Offilers of Derby which continued to operate at the site until 1923 (Heath, 1985, p13). In 1931 the site was purchased by the Trent Navigation Company, which became part of British Waterways with the

nationalisation of canals in the period immediately following the Second World War. The site is now occupied by various industrial and commercial users.

- 3.7 In 1947 the Cavendish Bridge was severely damaged by floods, with much of the structure being 'washed away' and between 1947 and 1956 a Bailey Bridge was provided for the crossing of Trent utilising the surviving bridge abutments (Heath, 1985, p13). In 1956, the present bridge over the Trent was opened and hamlet bisected by the realigned A6 (London Road). The recent construction of the A50, with its link to the M1, has diverted some traffic away from the A6.

NOTES

1. The property which became the Homestead was also used to supply post horses to travellers and provided overnight accommodation (Heath, 1985, p3)
2. Priors Map of 1777 indicates a settlement with few buildings (Welding, 1984, p12) and it is possible that only the (Old) Crown Inn and the Homestead were in existence at this time.
3. The tolls were carved on a Swithland slate pediment mounted on the toll house situated on the Shardlow side of the bridge crossing. Following the demolition of the toll house in 1960 the pediment was re-erected alongside London Road on the approach to the modern road bridge across the Trent from Shardlow.
4. Members of the Soresby family moved to Shardlow with the development of the Trent and Mersey Canal and operated a carrying company along the waterway until 1860. The company; known as Soresby and Flack from 1796 until 1838 and as J and W Soresby thereafter; also continued to carry goods along the River Trent towards Nottingham, Newark and Hull (Shardlow Heritage Trust).

4. FACTORS CONTRIBUTING POSITIVELY TOWARDS THE CHARACTER OF THE CONSERVATION AREA

Character Statement

- 4.1 In their external appearance, most of the buildings in the hamlet are of the late eighteenth century/early nineteenth century in origin and therefore post date the construction of the Cavendish Bridge in 1760. It is likely that employment brought about by the opening of the new Bridge and the later construction of the brewery led to the building of new houses in the hamlet.
- 4.2 Following the re-routing of London Road (A6) in 1956, the hamlet has been physically separated into two parts. This physical delineation also reflects a distinct division in the character of the two areas of the settlement; that of the former Brewery complex in the north and that of the predominantly residential buildings which developed around the (former) river crossing in the south-west.
- 4.3 The road serving the former Bridge crossing is situated on a raised plateau above the surrounding land and the river bank. Therefore, whilst the dwellings within the hamlet present a two storey elevation to the road frontage, many have three storeys to the rear. Similarly, whilst the former Georgian Warehouse (Plumtree Cottages) presents a three storey façade to the road frontage, it is of four storeys to the river. The elements considered to make a positive contribution to the character of the conservation area are shown on Map 2.

Building Materials and Local Details

- 4.4 The late eighteenth/early nineteenth date of many of the buildings is reflected in their regular red brickwork construction, although a number have subsequently had a whitewash paint and/or render applied to their exteriors. Most dwellings have segmental or cambered heads above window openings and a number have dentiled eaves detailing. The Three Cranes, the grandest architecturally of the dwellings in the hamlet, and the former school building have stone dressings to window and door surrounds **(2 & 3)**. The roof coverings to properties are of dark clay plain tiles or Welsh slate.
- 4.5 Nos. 1-5 Cavendish Cottages largely retain their original horizontal Yorkshire sliding sash windows, typical of the early nineteenth century **(4)**. Most other properties have replacement twentieth century windows of various designs, including the Three Cranes which has opening top-lights in imitation of vertical sliding sash windows. Many properties have timber ledged and braced doors to front elevations, although the nineteenth century paneled doors to the Three Cranes again reflect the more pretentious architectural style of the house. Window and door units typically have a white paint finish.
- 4.6 The buildings within the former brewery complex are of red brickwork with Welsh slate roofs. The Poplars (the former brewery managers house) has a whitewashed paint finish to its external elevations **(5)**. The house presents a three storey symmetrical façade to the former turnpike road, with a centrally positioned door with door case.

Plate 2 : The Three Cranes (formerly The Cranes)

Plate 3 : Former School (now Cavendish House)

Plate 4 : Nos. 1-5 Cavendish Cottages

Plate 5 : The Poplars, London Road

Architectural and Historic Quality of Listed and Unlisted Buildings

4.7 There are three buildings in the Area which are included on the list of buildings of special architectural or historic interest; all at Grade II as being of special interest.

The listed buildings are :-

- 1/2 Cavendish Cottages (early nineteenth century)
- 3/4/5 Cavendish Cottages (early nineteenth century)
- The Three Cranes (late eighteenth century)

4.8 There are also a number of unlisted buildings of architectural or historic merit which are considered to make a positive contribution to the streetscape of the Conservation Area :-

- The Old Crown Public House (superficially of an eighteenth/nineteenth century date - possibly of earlier origin) **(6)**
- Nos. 1-9 Plumtree Cottages (eighteenth century former warehouse) **(7)**
- Cavendish House (The former School with a date plaque of 1859)
- No. 11 Cavendish Bridge - a late eighteenth/early nineteenth century cottage situated alongside the former approach to the Cavendish Bridge
- The nineteenth/early twentieth century buildings within the former Brewery Complex off London Road **(8 & 9)**. The buildings include a small cottage and kilns complete with cowls
- The Poplars (former Brewery Managers House), London Road - now divided into two dwellings (early nineteenth century)

Plate 6 : The (Old) Crown Public House

Plate 7 : Nos. 1-9 Plumtree Cottages (former Warehouse)

Plate 8 : Former Brewery Buildings, off London Road

Plate 9 : Former Brewery Buildings, off London Road

Boundary Treatments

- 4.11 There are fine brick boundary walls along the principal road on the former approach to the bridge crossing **(10)**. The walls generally have either rounded or triangular shaped brick copings, although those to the former bridge abutment are of rounded stone. A stone and brick boundary wall remains to the frontage of the former brewery complex, alongside a surviving section of the former A6 **(11)**.

The Archaeological Significance and Potential of the Area

- 4.12 The Leicestershire County Council's Sites and Monuments Record identifies the former sites of the Wilden Ferry and the former Cavendish Bridge as being of archaeological interest. Although, there is no visual evidence of the former ferry crossing (believed to have been located close to the site now occupied by the Three Cranes - at least during its latter period of operation), part of the southernmost abutment to the Bridge remains in situ opposite the Old Crown Public House. (Little physical evidence remains of the corresponding northern abutment on the Derbyshire side of the Trent).
- 4.13 With regard to standing building archaeology, the Old Crown Public House and the Three Cranes may contain physical evidence of the earlier buildings which occupied their sites.

Plate 10 : Boundary Walls at Approach to former Cavendish Bridge

Plate 11 : Boundary Wall to The Copse at the Entrance to Hamlet

The Contribution of Green Spaces and Natural Elements

- 4.14 The south-eastern area of the settlement has an open aspect comprising agricultural lands to Cavendish Farm. The Three Cranes is set within a substantial garden area which reflects its status as a building of some pretension.
- 4.15 The southern bank to the River Trent is well treed **(12)** and these trees extend into the hamlet in the area to the east of Plumtree Cottages where they are covered by a Tree Preservation Order. A further group of mature willow within the haulage yard are covered by Tree Preservation Order. Other good mature tree specimens include the poplars, yews and sycamore within the garden area of The Poplars.

Plate 12 : View towards the Hamlet of Cavendish Bridge from the Modern Road Bridge

The Character and Relationship of Spaces Within the Area

- 4.16 The positioning of many properties to the back edge of the roadway in the proximity of the former Bridge crossing gives a strong sense enclosure to the streetscape and to the west frames views towards the Three Cranes **(13)**.
- 4.17 The embankment to London Road (A6) provides a physical barrier separating the former brewery complex from the predominantly residential part of the Area.

Relationship Between the Area and the Surrounding Landscape

- 4.18 The direct relationship between the settlement and the River Trent is apparent in its geographical location and with the buildings in the hamlet which formerly served the river traffic. The strong historical association of the Three Cranes with the river is particularly reflected in the fact that it presents its main façade towards the Trent rather than the principal road running through the hamlet.
- 4.19 With regard to its physical impact in the landscape, the Brewery complex is a landmark on the south-eastern approach to the settlement along London Road **(14)**, although much of the residential area of the hamlet is well screened by the tree cover on this approach.
- 4.20 The raised position of hamlet is, however, more apparent on the southern approach along Back Lane from Castle Donington. This raised position also allows good views of the surrounding countryside from the rear of properties; such as Cavendish Cottages; located on the southern side of the principal street.

Plate 13 : View towards The Three Cranes from the West

Plate 14 : View towards former Brewery Complex on South-Eastern

Approach to the Conservation Area

5. FACTORS HAVING A DETRIMENTAL IMPACT ON THE CHARACTER OF THE CONSERVATION AREA

5.1 Although the overall character of the hamlet for the most part retains its established historical and architectural context, there are some factors which are considered to detract from the special character of the Conservation Area.

Buildings and Land of Poor Visual Quality

5.2 The haulage yard between Cavendish House and Courtyards by reason of its visual impact is severely detrimental to the character and appearance of the Conservation Area **(15)**. The galvanised steel fencing to its entrance compounds its impact. Similarly, the group of late twentieth century prefabricated buildings to the rear of Homelea, detract from the overall visual amenities of the Area **(16)**.

5.3 Within the former brewery complex, a number of the late twentieth century buildings constructed to serve the later industrial and commercial users are of much lesser architectural quality than the surrounding Victorian buildings and undermine the character of the northern part of the Conservation Area. Outside storage and car parking also detracts from the setting of the former brewery buildings.

Plate 15 : Haulage Yard between 'Courtyards' and Cavendish House

Plate 16 : Prefabricated Buildings to the rear of 'Homelea'

Permitted Development Rights

- 5.4 A significant detrimental impact on the character of the Conservation Area has occurred as result of the alterations undertaken to residential properties under the provisions of the Town and Country Planning (General Permitted Development) Order 1995 and its predecessors.
- 5.5 Although permitted development rights are generally more restricted in Conservation Areas than other parts of the District, this has not prevented the loss and alteration of features to older residential properties which are not listed. The permitted works have included the removal of traditional timber window and door units and their replacement with modern window types such as EMJA opening casement windows, which do not reflect traditional fenestration details of properties within the Area **(17)**.
- 5.6 Other works detrimental to the character of the Area include the capping or removal of chimney stacks, the replacement of black cast iron rainwater goods with grey pvcU products and the removal of clay plain tile roof coverings and their replacement with concrete plain or interlocking tiles. Within the Area, there has been an application of whitewash paint and/or render to the facades of a number of buildings **(17 & 18)**. This has to some extent undermined the previously predominant red brick character of properties within the streetscape.

Plate 17 : Modern Window Units and Whitewashed Facades to 'Homelea'

Plate 18 : Whitewash Facades to No. 11 Cavendish Bridge

6. FUTURE OPPORTUNITIES FOR PRESERVATION AND ENHANCEMENT

Planning Policies

- 6.1 The Local Plan does not identify any Limits to Development for the settlement and accordingly any new development in the Area is subject to countryside policies (principally Policy S3). Policies H2, H10, H12 and H13 specifically relate to proposals for new housing development.
- 6.2 Part of the settlement - including all properties (except Cavendish Farm) to the west of London Road (A6) - is specifically designated as an Area of Special Housing Character in the Local Plan. This part of the hamlet is also subject to Policy H9 of the Plan which indicates that development, other than extensions to existing dwellings, will not be permitted in such established residential areas of special character.
- 6.3 In considering any proposals within or adjacent to the Conservation Area the District Council will also have due regard to the relevant policies of the Local Plan (Policies E10 and E11). In this regard it should be emphasised that the omission of any particular feature or space in the Conservation Area Appraisal should not be taken to mean that it is of no interest. Proposals affecting listed buildings will be considered having regard to policies E13, E14, E15 and E16 of the Local Plan. Policy E19 should be given due consideration in relation to development affecting sites of archaeological interest. The Local Plan policies as they relate to the historic environment are outlined in the Appendix.

The Removal of Permitted Development Rights ?

- 6.4 The effect of alterations to older unlisted residential properties as a result of permitted development rights have been detrimental to the character of the Conservation Area. As a mechanism to increase local planning authority controls on such works, an Article 4(2) Direction under the provisions of the Town and Country (General Permitted Development) Order 1995 allows authorities to withdraw certain categories of permitted development rights in respect of alterations and extensions to residential properties in Conservation Areas. The District Council has generally resolved not to serve such Directions, but rather to provide advice and education on the use of appropriate materials to properties in such Areas. This is the position the Council intends to maintain with regard to Cavendish Bridge and in this respect has produced a guidance note for residents of properties within the Conservation Area (available from the Planning and Environment Division). A leaflet is also available from the Planning and Environment Division giving advice on re-pointing and pointing works.

Environmental Enhancements and Repairs to Historic Building Fabric

- 6.5 Where resources become available the Local Authority will endeavour to undertake works on public land to enhance the character of the Conservation Area. Such works could include the repair or replacement of street furniture. The Council will also endeavour where practicable to work with other bodies such as statutory undertakers in relation to encouraging the sensitive siting of services, road signage etc.

- 6.6 With regard to the repair of existing built fabric, the District Council operates a discretionary historic buildings grant scheme which makes available grant aid for private individuals in relation to the repair of listed buildings and buildings which are considered to contribute positively to the character of a Conservation Area. Full details of the scheme (which has a limited budget) are available from the Planning and Environment Division. A similar scheme is operated by the Historic Buildings Section in the Environmental Management Department at Leicestershire County Council.
- 6.7 Where any historic buildings become subject to long term vacancy or neglect, the District Council will attempt to work with owners/prospective purchasers to secure the long term future of any building. The District Council does, however, have more formal powers in the form of Urgent Works Notices and Repairs Notices to require that repairs be undertaken to listed buildings and other buildings of architectural or historic merit in Conservation Areas.

7. APPENDIX : POLICIES OF THE NORTH WEST LEICESTERSHIRE LOCAL PLAN IN RESPECT OF THE HISTORIC ENVIRONMENT

POLICY E10

Development will not be permitted within Conservation Areas, or where it would affect the setting of such areas, which would:

- (a) Be detrimental to the character or appearance of the Conservation Area in terms of:
 - (i) scale, proportions and massing;
 - (ii) layout, grouping and setting;
 - (iii) detailing and materials of construction.
- (b) Be detrimental to the setting of buildings which contribute positively to the character and appearance of the Conservation Area.
- (c) Result in the loss of open spaces or important views within, into and out of the Conservation Area.
- (d) Result in the loss of particular features which contribute positively to character and appearance of the Conservation Area, including:-
 - (i) Walls and other means of enclosure;
 - (ii) Ground surfaces;
 - (iii) Natural features (such as trees and hedgerows); and
 - (iv) Features of archaeological interest.
- (e) Be detrimental to environmental quality in terms of:-
 - (i) Traffic generation;
 - (ii) Noise and other forms of environmental intrusion.

POLICY E11

Consent for the demolition of buildings which make a positive contribution to the character or appearance of a Conservation Area will not be granted unless:-

- (a) It can be demonstrated that the condition of the building makes it impracticable to repair, renovate or adapt to any reasonably beneficial use for which planning permission would be given; and
- (b) There is clear and convincing evidence that all reasonable efforts have been made to sustain the existing use of the building, or to find a viable and acceptable new use or uses.

In the case of buildings which make little or no contribution to the character and appearance of their conservation area, demolition will not be permitted unless redevelopment of the site or the creation of an open space would make a positive contribution to the character or appearance of the conservation area concerned.

POLICY E12

Replacement or alteration of existing shop fronts within Conservation Areas, or where they would affect the setting of such areas, will only be permitted where:-

- (a) The existing shop front is of insufficient quality to warrant its retention; and
- (b) The replacement or alteration is of a design which is appropriate to the character and appearance of the Conservation Area.

POLICY E13

Consent for the demolition of a listed building will not be granted unless:-

- (a) It can be demonstrated that the condition of the building makes it impracticable to repair, renovate or adapt to any reasonably beneficial use for which planning permission would be granted; and
- (b) There is clear and convincing evidence that all reasonable efforts have been made to sustain the existing use of the building, or to find a viable and acceptable new use or uses.

POLICY E14

Change of use of a Listed Building will only be permitted where no detrimental effect is likely to arise from the proposed use on the character or appearance of the building or its setting.

POLICY E15

Alterations or extensions to Listed Buildings will not be permitted which are detrimental to the special architectural or historic interest of the building or to its character or setting.

POLICY E16

Development will not be permitted which would adversely affect the setting of a Listed Building, in terms of scale, massing, form, siting, design or materials of construction.

POLICY E17

Where a historic byway makes a positive contribution to the character or appearance of the surrounding landscape, development which would significantly diminish that contribution, or otherwise detrimentally affect the setting or amenity value of such byway will not be permitted.

POLICY E18

Development will not be permitted which would adversely affect the character or appearance or setting of historic gardens included in the Register of Parks and Gardens of Special Historic Interest, and identified on the Proposals Map.

POLICY E19

Development will not be permitted which would affect a scheduled ancient monument or other nationally important archaeological site, as shown on the Proposals Map, or subsequently recognised, or its setting or amenity value. Where known sites of county or local significance are affected, planning permission may be granted in terms which would allow preservation in situ, or, where this is impractical, by investigation and recording.

In areas of archaeological potential, planning permission will not be granted without proper evaluation of the archaeological implications of the proposed development.

POLICY E43

Outdoor advertisement consent will be granted where the proposed advertisement respects the interests of amenity and public safety.

In assessing the likely effect of proposed advertisements on such interests, regard will be had to all material factors, and in particular :-

- (a) In the case of amenity, to the general characteristics of the locality, including (where relevant) the presence of any feature of historic, architectural, cultural or similar interest; and
- (b) In the case of public safety, to the effect of the proposal on all aspects of pedestrian or vehicular safety.

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