

Keswick Conservation Area Management Plan

Adopted October 2022



prepared by Mel Morris Conservation
on behalf of the
Lake District National Park Authority



MANAGEMENT PLAN

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1. BACKGROUND

1.1 Aims of the Management Plan

1.1.1 The designation of a conservation area is a means to safeguard and enhance the sense of place, character and appearance of our most valued historic assets and places. However, we also recognise that conservation areas are living environments that will continue to evolve and adapt. Designating a conservation area does not prohibit change or new development. However, it does involve carefully managing changes to ensure that the character and appearance of these areas is safeguarded and enhanced for the benefit of present and future generations.

1.1.2 The local community has a vital role to play. We appreciate that the special character of an area is often the reason why people choose to live in or visit Keswick. The area cannot be managed without a shared understanding of what is important and what needs to be done. The involvement of residents and businesses is essential to realise the benefits of designation. Maintaining the character of the area is, therefore, a joint endeavour between ourselves and anyone who is responsible for proposing new development or undertaking repairs, maintenance, enhancement and minor alterations. This includes the highway authority (Cumbria County Council), the Borough Council, the Town Council, local businesses and residents.

1.1.3 The appraisal has identified a need to promote positive works of enhancement and positive design. There are a number of negative factors and areas where there are opportunities for enhancement, which are each discussed in this management plan, under separate headings. These include:

- The impact of Bellclose Car Park and views of the backs of flat-roofed and over-sized extensions to the rear of burgage plots, as seen from the main public car parks and main approaches into the town (see Appraisal page 117 and MP pages 146 and 149);
- The proliferation of signs and advertisements (see MP pages 144-145);
- The lack of consistency over public realm works and degraded and deteriorating condition of surfaces (see Appraisal pages 126-129 and MP page 146-149);
- The loss of building details, particularly windows and original forms of render (see Appraisal pages 119 and 122);
- The presence of flat-roofed extensions and flat-roofed bulky dormer windows (see Appraisal page 113 and MP page 140);
- The presence of a few developments which are out-of-place / negative (see Figure 8 and Appraisal page 118 and MP pages 139-140);
- The painting of previously unpainted masonry (see Appraisal page 114 and MP pages 143-144, 150);
- The loss of traditional fascias, blind boxes and hanging signs and the introduction of bulky modern fascia signs (see Appraisal page 121 and MP page 150).

1.2 Public Consultation

1.2.1 Initial consultation has taken place between the National Park and Keswick Town Council to introduce the consultant, to highlight the scope of the appraisal, to provide an explanation of the proposed extended boundary areas, and to introduce the aspects of the management plan which could potentially have an impact on the Town Council.

1.2.2 The draft recommendations have been taken to the Park Strategy and Vision Committee and the appraisal and management plan was consulted on publicly in early 2020. The National Trust has been consulted on the inclusion of Crow Park in the conservation area and has made representations.

1.2.3 Our approach to public consultation is set out in our Statement of Community Involvement which can be found here: https://www.lakedistrict.gov.uk/__data/assets/pdf_file/0007/765817/Statement-of-Community-Involvement-FINAL-ADOPTED.pdf

Please refer to Table 2 in this website link for a detailed list of the process and timescales.

1.3 History of Initiatives and Grant Schemes

1.3.1 Keswick has had a few grant schemes and initiatives over the years. Partnership funding between English Heritage and the National Park Authority between 1995 and 1997 under a scheme called “Keswick Conservation Area Partnership Scheme’ enabled the repair of a number of historic buildings, as well as public realm works. The pedestrianisation scheme funded by Cumbria County Council started in 2001.

1.3.2 North West Development Agency set up the Market Towns Initiative (2002-2007) of which Keswick was one. Rural Regeneration Cumbria was the first rural regeneration company in the UK and was created by the NWDA and Cumbria County Council in response to structural weaknesses in the rural economy highlighted by the foot and mouth crisis. It funded the repaving of Lake Road.

1.3.3 There have been other initiatives such as the ‘Keswick Area Partnership Ltd’ Masterplan and Greenspace Strategy of November 2006, which repeated a number of the observations and concerns identified in the 2019 conservation area character appraisal.



Lake Road, with its re-paved surfaces

2. ISSUES AND RESOLUTIONS

2.1 New Development

Aim: To ensure that only applications for development which conserve and enhance the historic context of the conservation area are approved, and to encourage the redevelopment of negative sites within the conservation area.

New Design in Context

2.1.1 On 1st October 2019 the government (Ministry of Housing, Communities and Local Government) produced a National Design Guide.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/835212/National_Design_Guide.pdf

This is the first design guide to follow on from 'Building in Context', guidance produced by CABE and English Heritage in 2001 and made available through the Design Council website.

2.1.2 The National Design Guide addresses the question of how we recognise well- designed places, by outlining and illustrating the Government's priorities for well-designed places in the form of ten characteristics:

1. Context
2. Identity
3. Built Form
4. Movement
5. Nature
6. Public Spaces
7. Uses – mixed and integrated
8. Homes and Buildings – functional, healthy and sustainable
9. Resources – efficient and resilient
10. Lifespan – made to last

This is presented as a series of good practice examples in order to draw out the issues in a visual and informative way.

2.1.3 The following specific 'Keswick', locally identified, priorities should also be considered in developing any design and should be addressed in Design and Access Statements:

- Enclosure – boundary treatments and continuity of urban grain whether medieval, Georgian or Victorian, and the importance of historic tree planting as a means of containment, highlighting landmarks, shaping the settlement, and defining the extent of development;
- Grain – historic settlement pattern; respecting boundary divisions and burgage plot alignments, preserving yards and historic property divisions, as well as alignments of ancillary rear spaces, or reinstating these where lost;
- Building Heights – both the immediate context of prevailing eaves and roof heights and the impact on long views of any landmarks or on the overall townscape;
- Roof materials and massing – both the roofscape as seen from above (from the long distance views) and roofs as seen from street level;
- Important Open Space – taking into account the important open space identified in the appraisal;
- Views identified in the appraisal – taking into account the different types of view and any associations in the views, including natural landmarks.

2.1.4 All new development will need to consider these principles. Development which does not follow these principles, which is designed to stand out or create a new landmark, will be treated as wholly exceptional as it may affect the integrity or authenticity of the WHS.

2.1.5 Where new development would or could have an impact on the World Heritage Site, whether inside the conservation area or within its setting, all applicants will be expected to undertake an impact assessment that follows the ICOMOS methodology – Guidance on Heritage Impact Assessments for Cultural World Heritage Properties (ICOMOS, January 2011). The HIA is undertaken in order to evaluate effectively the impact of potential development on the Outstanding Universal Value (OUV) of the property. https://www.icomos.org/world_heritage/HIA_20110201.pdf

Where this differs from other national guidelines on impact assessments is that it considers concepts such as ‘Intangible Cultural Heritage Attributes’ and the ‘Cultural Landscape’, both of which are an intrinsic part of the significance of Keswick and the English Lake District WHS.

2.1.6 While the Statement of OUV is an essential starting point, sometimes it is not detailed enough in terms of attributes to be directly useful to impact assessment work, particularly where there are cultural associations. The attributes may need to be more specifically defined during the HIA process, and the associations explored, and this conservation area appraisal is designed to assist with that process but does not include every attribute, building, space or feature. Many of the features described in the appraisal are not designated in their own right, but are nevertheless important attributes. The impact assessment should, therefore, not be restricted or limited to designated heritage assets.

2.1.7 We may require survey-verified photomontages in order to determine impact. Monitoring views (see section 3) or other views defined by the planning authority may be selected to assess impacts.

2.1.8 Where new development does not have a potential effect on OUV, a Heritage Design and Access Statement will still be required for applications inside the Conservation Area, and for some applications that affect the setting. This will need to consider impact on the character and appearance of the conservation area and, where appropriate follow the Historic England Guidance – GPA3 (second edition) “The Setting of Heritage Assets”.

Negative Buildings

2.1.9 The appraisal identifies a number of negative buildings which are harmful to the character of the conservation area. These are illustrated on Figure 8. A negative building could be the result of its scale, such as large bulk and flat roof, or simply because the building has an unusual form and that, together with its materials, is considered to be particularly out-of-place. Some of the negative buildings are quite small, but because of their location and strong features, are particularly prominent in the streetscene, whilst others may be less prominent in street views but have such a large mass that they have an impact from long distances on views and the morphology of the town.

2.1.10 Some negative buildings are either outside the conservation area or straddle the boundary but may still affect the setting of the conservation area and the way that we appreciate it, so have been included on the map where this is the case.

2.1.11 The appraisal identifies a number of flat-roofed, two-storey rear extensions to domestic buildings and flat-roofed dormer windows. Many of these are visible from the myriad of public and private yards and the central car park. These are numerous and not shown on the maps, but wherever an opportunity arises, we will encourage their replacement with more sympathetic extensions.



The harmful effect of flat-roofed rear extensions on prominent public views

2.1.12 The appraisal does not identify all of the positive or neutral buildings, as they are simply too numerous to mention, but aims to identify negative buildings so that these can be prioritised in the management plan; many buildings which we might define as neutral because they have lost traditional features, and otherwise hold historic interest, could, with some restoration or positive contemporary enhancement, be re-categorized as positive buildings. It is, therefore, considered advisable to maintain this fluid overlap, and any applications for development or for alterations will be considered on a case-by-case basis, taking into account the contribution that the building makes, as set out in the appraisal or as identified by the planning authority.

Large target buildings are:

- 1-10 Museum Square
- Blacks (53-57 Main Street)
- Bryson's, 42 Main Street (rear extension)
- 26-28 Main Street
- Former Motor Museum, Standish / Victoria Street

Small target buildings are:

- Former Keswick Mountain Rescue base (garage) at Lake Road Court / Central Car Park
- Extension to Skiddaw Hotel
- Keswick Motors (Lake Road)
- Otley House, Otley Road
- 32 St. John's Street
- 31 Lake Road
- 35 Main Street
- 15 Market Square (Mountain Warehouse)
- Keswick Library and Keswick Drop-in Centre (Hall), Heads Road (setting of CA)
- 21 Station Street, Keswick
- Dunkley Court, 25 Helvellyn Street and The Garage, Greta Street
- Helvellyn Street Garage

Negative Spaces

2.1.13 The Appraisal identifies a number of negative spaces which are harmful to the character of the conservation area. These are illustrated on Figure 8. Negative spaces included those frontages which have lost boundaries and front gardens to car parking, which now dominates the street, and where there has been a loss of enclosure or definition within an otherwise built-up frontage.

2.1.14 Negative spaces also include spaces, in particular the historic yards that have either lost the traditional floorscape, or where this is in very poor condition. They may be dominated by street furniture clutter, wheelie bins or parked cars, but may be nevertheless surrounded by important historic buildings. These spaces, with positive work of restoration of historic paved surfaces and enhancement of buildings, could easily become positive spaces, celebrating the burgage plots, medieval settlement form and glimpsed views.

2.1.15 Some negative spaces may be suitable for new development to redefine the space or reintroduce enclosure where it has been lost; e.g. Bank Street / Bell Close Car Park / Otley Road Car Park.

Development Briefs

2.1.16 The appraisal has identified the need for Development Briefs in certain circumstances. We have called these Target Sites. Development Briefs could be produced for all major target sites where there is a negative building or a negative space.

2.1.17 The purpose of a Development Brief is for the local planning authority to identify parameters, such as appropriate building heights, contextual heights, materials and building patterns / grain, any special considerations for roofs, boundary treatments or surface finishes, urban design considerations, including access, legibility, movement of people, and connectivity with important views / landmarks.

Major sites include:

- Bellclose Car Park / Otley Road Car Park / Brewery Lane
- 1-10 Museum Square and 53/57 Main Street



Museum Square - part of a target site for future redevelopment

2.1.18 Development Briefs may also be required for opportunity sites, where there are currently not negative buildings or spaces, but which may be identified as having potential for redevelopment at some point in the future and which may have an impact on the character or setting of the conservation area and the WHS.

Opportunity sites include:

- Swimming Pool, Fitness Centre, and former Station, Station Road (setting of CA and WHS)
- Southey Hill Trading Park (setting of CA, setting of LB, WHS)

2.2 Planning Control

Aim: We seek to make best use of the powers available to us to secure the amenity, character, conservation and enhancement of the conservation area and its contribution to the special qualities of the National Park and World Heritage Site.

Article 4 Direction

2.2.1 The appraisal has identified the need to provide additional control, to boost and strengthen the existing Article 4 Direction and to extend this to all residential properties in the Conservation Area, including any revised boundary. This will include on residential properties:

- Roofs (Part 1 – Class C)
- Chimney, flues, pipes (Part 1 – Class G and Part 1 Class C)
- Buildings incidental to a dwelling house (Part 1 – Class E)
- Hard surfaces / hardstandings (Part 1 - Class F)
- Painting (Part 2 Minor Operations – Class C)
- Renewable energy, microgeneration solar PV or solar thermal equipment and wind turbines (Part 14)

2.2.2 Commercial properties currently hold a number of permitted development rights and the conservation area appraisal has identified examples of where this has caused harm to the character of the conservation area and where consequently removal of PD rights should be considered:

- The erection of, or alteration to any wall, gate, fence or other means of enclosure (Part 2, Class A)
- The installation, alteration or replacement of solar photo-voltaic or solar thermal equipment and wind turbines (Part 14, J and K)
- The painting or repainting of any exterior stone, brickwork or render (Part 2 Class C)

2.2.3 It is recommended that the control of painting should be applied to previously unpainted surfaces (render, stone or brick) and should be supported by a broad recommended colour palette for currently rendered properties. For this and other instances where we will be producing guidance, such as microgeneration or retrofitting renewables, we will look at the option to use Local Development Orders, where permitted development rights are removed.

ARTICLE 4 - GPDO 2015

Part 1- Development within the curtilage of a dwelling house	
Class A	The enlargement, improvement and other alteration of a dwelling houses (currently included)
Class C	Any addition or alteration to its roof
Class E	The provision within its curtilage of a building, enclosure or swimming pool
Class G	Installation, alteration or replacement of a chimney on a dwelling house
Class F	The provision of a hard surface
Part 2 - Minor Operations	
Class A	The erection, construction, maintenance, improvement or alteration of a gate, fence, wall or other means of enclosure
Class C	The painting of the exterior of any part of any building, where this is currently unpainted
Part 14 – Renewable Energy	
A	The installation, alteration or replacement of microgeneration solar PV or solar thermal equipment on (a) a dwellinghouse or a block of flats; or (b) a building situated within the curtilage of a dwellinghouse or a block of flats.
B	The installation, alteration or replacement of stand-alone solar for microgeneration within the curtilage of a dwellinghouse or a block of flats.
H	The installation, alteration or replacement of a microgeneration wind turbine on: (a) a detached dwellinghouse; or (b) a detached building situated within the curtilage of a dwellinghouse or a block of flats.
J	The installation or alteration etc of solar equipment on non-domestic premises
K	The installation, alteration or replacement of stand-alone solar for microgeneration within the curtilage of a building other than a dwellinghouse or a block of flats.

All proposals relating to the Article 4 direction will be subject to a six week period of consultation following the adoption of this management plan.

Advice to Occupiers

2.2.4 The following areas have been identified in the appraisal where additional guidance is needed to identify the following:

- Examples of where microgeneration may be acceptable;
- Examples of appropriate materials and roof coverings for ancillary buildings;
- Advice on the authentic finishes for render and stone;
- Paint colour palette for render in both BS and non-standard colours.

Advertisements and Sandwich Boards

2.2.5 A wide range of advertisements can be displayed without requiring express consent from the Authority.

2.2.6 Guidelines have also been agreed between the Authority, Cumbria County Council, Keswick Town Council, Allerdale Borough Council, Cumbria Constabulary, Keswick Retailers Association, Keswick Tourism Association, and the Federation of Small Businesses for the positioning of A-boards on the highway (including pavements) in Keswick. Where A-boards comply with the guidelines, no action will normally be taken against them.

2.2.7 Advertisements displayed in breach of advertisement control and in contravention of the jointly agreed guidelines for A-boards in Keswick, are at risk of formal action. There is evidence of unregulated advertisements, particularly along Main Street and Lake Road, which contravene these guidelines. Keswick Town Council have been successful in monitoring and reducing the number of advertisements, clipped ad-hoc to street furniture, and sandwich boards in particular, needs review and resourcing.

2.2.8 Whether it is expedient and in the public interest to take enforcement or court action against an unauthorised advert will depend on amenity and public safety impacts. Signs and advertisements are controlled by The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

For more information see:

<https://www.gov.uk/guidance/advertisements#definition-of-an-advertisement>

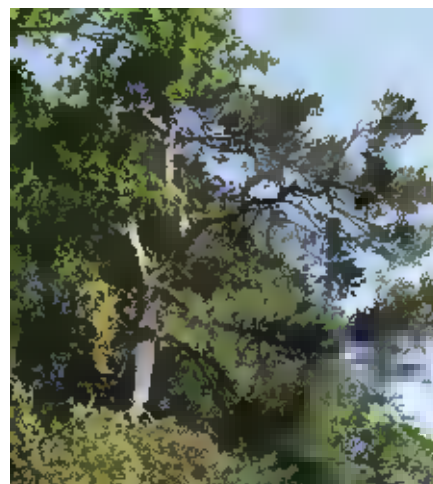


This fingerpost sign has been inundated with signs and A-board adverts obstructing the pavement

Protection of Trees

2.2.9 Within conservation areas, anyone intending lopping or felling a tree greater than 75mm. diameter at 1.5 metres above the ground must give us six weeks written notice before starting the work. This provides us with an opportunity of assessing the tree to see if it makes a positive contribution to the amenity, character or appearance of the conservation area, in which case we may decide to serve a Tree Preservation Order.

2.2.10 The appraisal identifies a large number of significant trees and groups of trees both in areas of public open space and within private gardens (see Figure 7). These are numerous and have been surveyed and described in general terms but not all individually assessed. They are an important part of the way that we appreciate Keswick, its landmark buildings, its changing character through appreciation of picturesque landscape, and its setting. In general, it is anticipated that by identifying trees and groups of trees there will be widespread recognition of the value of trees in and around Keswick. In certain circumstances, however, we will use Tree Preservation Orders where a tree or a group of trees has significant amenity and / or landscape value and is considered to be under threat.



2.3 Enhancement Strategies

Grants

Aim: To reverse the cumulative impact of negative factors within the conservation area and encourage repairs, alterations and initiatives that will enhance the character of the conservation area.

2.3.1 We will explore the potential for new grant initiatives to tackle specific issues in Keswick. Areas that would benefit from focused grant are:

Shopfront restoration:

- removal of 'cladding' and restoration of oriel windows to upper floors,
- reinstatement of original fascias and clerestorey glazing

Restoration of pitched roofs – a number of buildings have 'lost' their pitched roofs, which have been replaced with flat roofs. These are a priority for grant assistance. A list of priority buildings will be developed to address the 'back views' from the two main car parks.

Public Realm: the myriad public footpaths, yards and paths connecting the town have been neglected and require significant investment to restore and enhance their character. Schemes should consider both public areas and private yards or frontages, where these are particularly prominent, to unify surfaces and street furniture and de-clutter pavements and paths.

'Facelift' of shopfronts where there are existing traditional details in place: good quality lighting, high quality signage and lettering, re-painting of joinery, reinstatement of blind boxes.

The Public Realm

Aims: To improve the human experience of the conservation area at ground level and enable the enhancement of its character and appearance. To create a place that people find welcoming and which contributes to their sense of identity, local pride and well-being.

2.3.2 The appraisal identifies a number of areas where public realm works are currently detractors from the character of the conservation area and with a co-ordinated effort could considerably enhance the character of the conservation area. These include: highways works (including the repair or replacement of kerbs and pavements), street lighting, traffic management measures (including bollards and signage), and street furniture.

2.3.3 These are the collective responsibility of different organisations including Cumbria County Council, Allerdale Borough Council, Keswick Town Council, all of whom are partners in the World Heritage Site. A forum and mechanism for agreeing a strategy for Public Realm issues is needed and should be explored with a Historic Environment sub-group of the WHS Steering Group or Lake District National Park Partnership.

2.3.4 The following will be addressed (see Action Plan):

An agreed approach between the National Park, Allerdale Borough Council, the Town Council and the highway authority (Cumbria County council) to the maintenance of historic paved surfaces and street lighting;

- A 'bust the clutter' campaign to remove excessive signage, including both traffic management signage and independent advertising, and redundant steel posts. This will also need to include consideration of waste and recycling. The campaign will need to work with the Town Council, Allerdale Borough Council, local shops and the Highway Authority;
- A collaborative approach to working on agreed styles and colours and unified standards with the Highway Authority to address: street lighting, repairs to historic paved surfaces, kerbs, maintenance, enforcement of utility company works, adopting a 'can-do' attitude;
- A full audit of all street lighting columns and a list of priorities for replacements (Cumbria County Council);
- A detailed record of all historic and important new paving materials, with schedules and descriptions and photographs of all materials, including lengths of kerb and paving and setts both on private land and adopted highway, to be undertaken by volunteers or the Town Council. This schedule and an accompanying map to be used by the highway authority to identify constraints and to be used as a trigger in the event that items are removed as part of repairs by contractors or utility companies.

Access, Transport and Traffic Management

Aim: To improve wayfinding into and around the town and better define the conservation area; enhancing the historic yards and back lanes to benefit the historic environment and permeability of the town centre.

2.3.5 Consultation on a draft Keswick Transport Improvements Study (WSP) took place in 2019 and some of the draft outcomes (August 2019) are considered in this management plan, and may be subject to change, as follows:

OP1 - Create a one-way system through the town, with northbound travel along Borrowdale Road, Derwent Street, St John's Street and Station Street.

Comment: narrowing of roadways and widening of pavements provides an opportunity for enhancement. Without appropriate materials this would increase the amount of 'blacktop' or concrete paving. Co-ordinate this with new durable stone paving and kerbs, avoiding granite paving unless this is a local example. Borrowdale Road and Derwent Street are very quiet and sensitive to upgrading and the impact of additional pavements on the setting of listed buildings - avoid narrowing these roads or consider upgrading one pavement with appropriate local materials. An audit of existing surfaces and historic materials should be the starting point.

OP2 - Construct a raised pedestrian crossing / table or shared surface on the corner of St John's Street and Station Street to reduce vehicular speeds and provide greater priority for pedestrians.

Comment: co-ordinate by looking at the historic and potential future use of natural materials for St. John's Street, to ensure continuity and potential future enhancement, not necessarily adopting the use of granite.



Borrowdale Road - a quiet and sensitive historic approach route into the conservation area

OP3 - Pedestrianise or restrict access to St John's Street and Station Street.

Comment: query whether this needs uniform flat surfaces or whether a surface dressing and traffic management can achieve similar outcomes and maintain or improve drainage without massive physical alterations.

OP4 - Full review of Traffic Regulation Orders in Keswick.

Comment: an opportunity to look at the whole signage strategy and tidy up the town, rather than just add new signs. Prioritise Bellclose Car Park.

OP9 - Signage strategy with real-time information provided by Variable Message Signs to direct traffic approaching Keswick to available car parking in the town.

Comment: potential high impacts of large new signs on the quality of the environment. The location of signs needs further thought, avoiding repeater signs within the historic core.

OP16 - Relocate the leisure centre and redevelop the land for car parking.

Comment: consideration of the setting of the CA and impact on the WHS values will be fundamental for a new building of this size and roof span.

OP31 - Programme of improvements to install dropped kerbs in order to enhance accessibility.

Comment: co-ordinated approach required to address suitable materials, continuity of design, and surface textures.

Traffic Regulation Order review of Bellclose Car Park

2.3.6 Allerdale Borough Council own the main town centre car parks and are responsible for parking control. The highway authority may make Traffic Regulation Orders ("TROs") for specific purposes set out in the Road Traffic Regulation Act 1984, including, in the context of parking control:

- Avoiding danger to persons or traffic;
- Preventing damage to the road or to buildings nearby;
- Facilitating the passage of traffic, including pedestrians;
- Preventing use by unsuitable traffic;
- Preserving the character of a road especially suitable for walking or horse riding;
- Preserving or improving amenities of the area through which the road runs;
- For any of the purpose specified in paragraphs (a) to (c) of the Environment Act 1995 in relation to air quality.

2.3.7 This should be part of a review of any existing order or control under the Traffic Management Act 2004 or Road Traffic Regulation Act 1984 as modified by regulation 25 of the Civil Enforcement of Parking Contraventions (England) General Regulations 2007. This applies specifically to Bellclose Car Park and its linkages with the Main Street via the 'adopted' yards. This will require, in conjunction with a suite of enhancements, including the restoration of paved surfaces and removal of clutter, a thorough exploration of agreements and options with the business frontages, consideration of a revised traffic regulation order to prevent parking on pavements or within the rear yards accessed off the main car parks, and investigation of options for dedicated bin storage provision for local businesses (with Allerdale Borough Council), to off-set the impact of parked cars and wheelie bins within yards.

Interpretation

Aim: To give the conservation area a clear identity, engage the public and celebrate the heritage of Keswick and the wider World Heritage Site, whilst incentivising the care and conservation of its buildings and character and appearance overall.

2.3.8 The UNESCO Operational Guidelines for the implementation of the World Heritage Convention encourage States Parties to make resources available to undertake and encourage research into the Sites. The Convention recognises that knowledge and understanding are fundamental to the identification, management and monitoring of World Heritage properties.

2.3.9 Work is being led by the WHS Partnership (through a marketing sub-group) to develop an interpretation strategy at the landscape level which communicates the different strands of OUV. The result will be a guide for the English Lake District World Heritage Site that can be used by partners to enable their own story telling, provide a framework for communicating the OUV to local communities and visitors.

2.3.10 As part of the preparation of the Keswick Conservation Area Appraisal, we have discovered many new associations, including famous architects who were not generally acknowledged, and have confirmed existing and forgotten associations. We have also found a large body of research that has already been undertaken within a broad spectrum of interests, many published online. These are disparate and there is no central resource for information.

2.3.11 The marketing sub-group of the Partnership will lead on and coordinate any new interpretation strategy along with key local partners such as the Keswick Museum, National Trust and Town Council.

2.3.12 We will consider opportunities to interpret the special characteristics and associations within Keswick, such as the existing, high-quality, 'carved slate' information panels and repair of the historic blue enamel yard and court signs. We will consider 'The Keswick' story and its contribution to OUV. This could follow on from dedicated research projects that are ongoing; e.g. the National Trust investigation of the Marshall archive.

Awards

2.3.13 An award scheme should be established for the best restoration project / best shopfront design to encourage best practice.

Guides

Aim: To reverse the cumulative negative impact that the poor upkeep and maintenance of buildings and inappropriate alterations have on the appearance of individual buildings and the overall character of the conservation area.

2.3.14 We will publish advice on how to conserve the character of the conservation area, including considerations for rear extensions and alterations to the back of properties within the conservation area, the traditional use of render and Lakeland slate walling, re-pointing, upgrading sash windows, retrofitting for sustainability, and where to find sources of local materials.

2.3.15 We will publish advice on examples of exemplary shopfront schemes, including examples of good and bad practice.

2.4 Enforcement Strategies

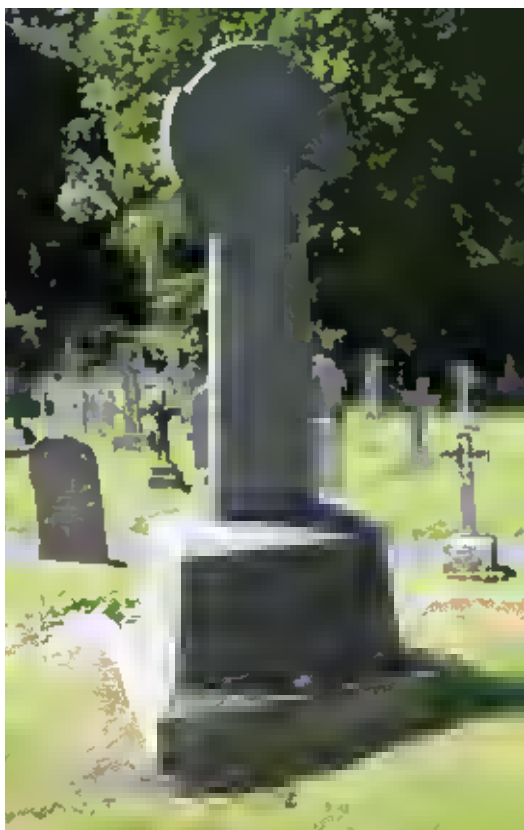
Aim: To ensure that the conservation area is correctly managed and the tools available to us are used effectively to enforce the conservation area status.

2.4.1 The appraisal (and baseline assessment) has identified a number of unreported incidents where planning permission has not been sought for works. Some of these are a number of years old. Breaches of planning control can be tackled in a number of ways. Often breaches of planning control are resolved without formal enforcement action - for example, the owner or occupier may voluntarily remedy the breach. Sometimes it may be appropriate to regularise the breach with a retrospective permission. We can take enforcement action, when it is expedient to do so having regard to the development plan (our policies) and any other material considerations.

2.4.2 In deciding whether it is expedient and in the public interest to take action against breaches of planning control the Authority will (amongst other things) pay special attention to the desirability of preserving or enhancing the character and appearance of the conservation area, taking into account evidence in this appraisal as appropriate.

Priorities for enforcement are:

- listed buildings;
- high-profile key buildings in the conservation area, as defined in Figure 4;
- the use of unregulated advertisements and sandwich boards.



Sir Hugh Walpole's gravestone and Greta Hamlet, both important to the Keswick 'story' but unlisted

3. MONITORING THE CONSERVATION AREA

Aim: To protect the established and valued views of the surrounding area which contribute to the historic context and setting of Keswick Conservation Area, as well as local views within the conservation area.

Monitoring Views

3.1 A series of monitoring views are recommended to consider the effects of development on the character of Keswick and its setting, as part of the wider WHS, and in particular the long views from the historic viewing stations.

3.2 The three main monitoring viewpoints which take in the various aspects of the conservation area and its setting are: Castlehead, Latrigg and Nichol End.



Nichol End viewpoint and the National Park photographic survey of 1958

Photographic Survey

3.3 A full photographic survey will be undertaken of the whole conservation area, including residential properties in the Article 4 Direction, and all other non-residential buildings. This should include all front, rear and side elevations of all buildings, and boundaries where they face a public highway / public open space / public waterway. This will then enable the management plan to be effective. The survey should be updated on a cyclical basis, every 4 years.

Historic Environment Record

3.4 Details of all key buildings identified in the conservation area appraisal shall be included in the Historic Environment Record and shall be treated as non-designated heritage assets and part of the designated heritage asset (Keswick Conservation Area), until such time as they may be reviewed for listing.

Review of the Conservation Area Appraisal and Boundary

3.5 The appraisal and management plan will be reviewed every ten years. A review should include the following:

- A survey of the conservation area and boundaries;
- An assessment of whether the various detailed proposals in the management plan have been acted upon, including proposed enhancements;
- Public consultation on the review findings, any proposed changes and input into the final review.

4. ACTION PLAN

Action	Timescale	Responsibility
Conservation Area (sec. 69 1990 Act)		
Conservation Area Appraisal and Management Plan 1. Public consultation 2. Adoption	1. January–March 2020 2. September 2022	Lake District National Park Authority
Article 4 Direction Expansion and Amendment	2023– committee cycle	Lake District National Park Authority
Historic Environment Record (add identified buildings / structures)	Jan-April 2023	Lake District National Park Authority
Monitoring and Enforcement		
Photographic survey - whole conservation area	Summer / Autumn 2023	Lake District National Park Authority
Survey-verified photography of WHS monitoring views	Ongoing	Lake District National Park Authority
Enforcement of Planning & Advertisement Regulations	Ongoing	Lake District National Park Authority with support from Keswick Town Council
Public Realm		
Establish a Sub-group of the WHS Steering Group/LDNP Partnership for public realm	2023/2024	Cumbria County Council / Lake District National Park Authority / Allerdale Borough Council and Keswick Town Council for Keswick issues
Develop an agreed Strategy for the Public Realm	2024	Cumbria County Council / Lake District National Park Authority WHS Marketing Group / Keswick Town Council / Keswick Museum / The National Trust/ Allerdale Borough Council / Keswick Town Council
Survey and audit: 1. Lighting columns 2. Street furniture and signs 3. Traditional surfaces	1. 2023 2. 2023 3. 2023	Lake District National Park Authority / Cumbria County Council / Keswick Town Council
Enhancement scheme: 1. 'Bust-the-clutter' campaign 2. Yards and Bellclose Car Park	1. 1-2 years 2. 3-5 years	Lake District National Park Authority / Cumbria County Council / Allerdale Borough Council / Keswick Town Council
Supplementary Planning Guidance 1. Shopfronts 2. Domestic extensions 3. Paint colour palette	2023	Lake District National Park Authority
Interpretation	TBC	WHS Marketing Group / Keswick Town Council / Keswick Museum / The National Trust