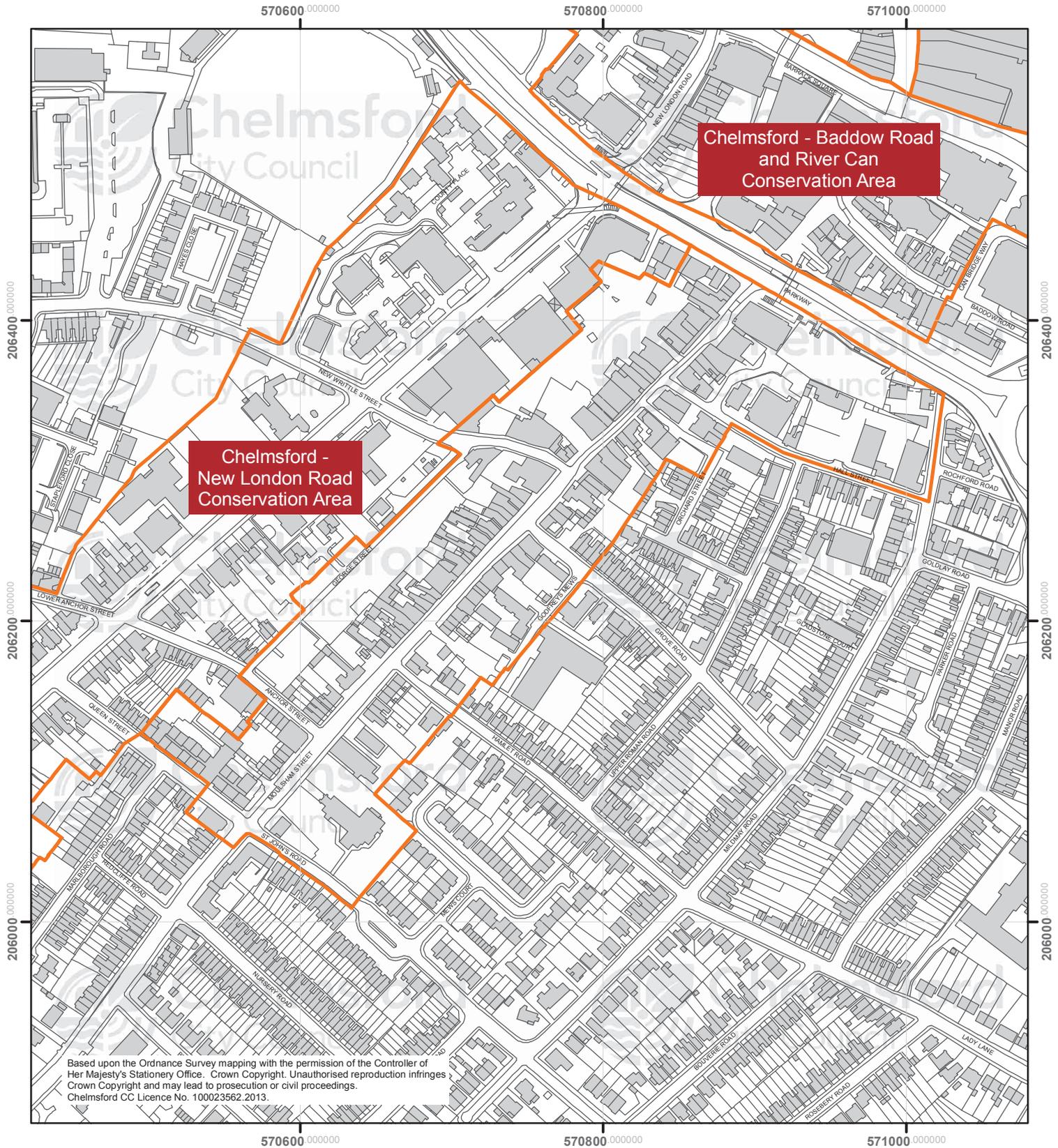


Chelmsford - Moulsham Street Conservation Area

Reference	G002
Designated	02.11.1973
First amendment	27.04.1982
Second amendment	03.11.1987
Third amendment	-



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0 100 Metres

JULY 2013

Directorate for Sustainable Communities

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Chelmsford
City Council

**Conservation area
character appraisal**

Chelmsford- Moulsham Street Conservation Area

Status: Adopted Guidance



Design and development
co-ordination team
01245 606458
planning.design@chelmsford.gov.uk

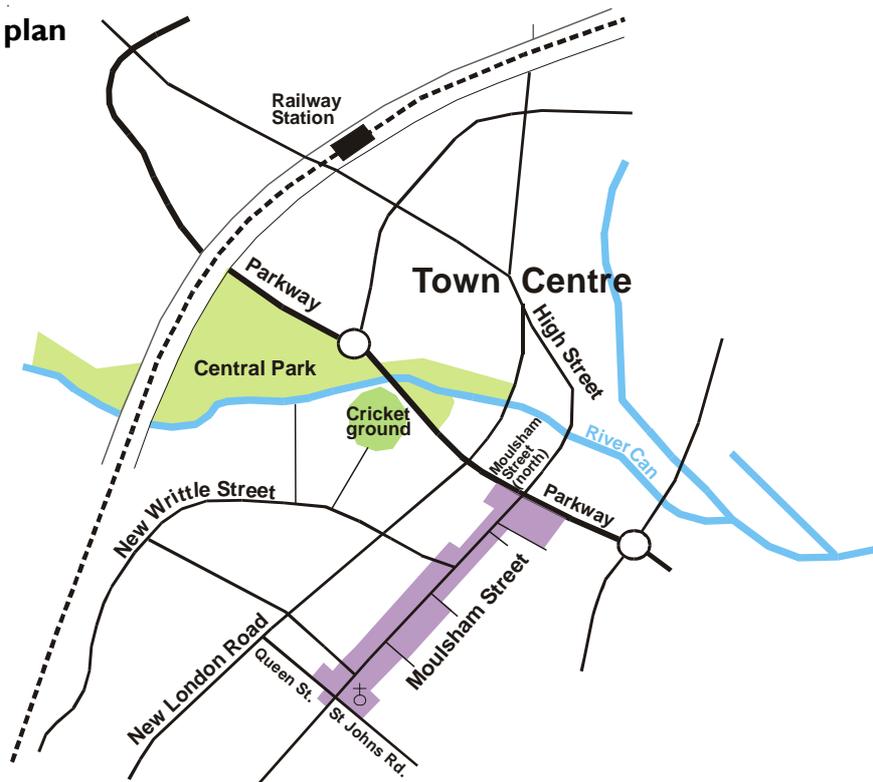
I. Introduction

Moulsham Street is an important historic quarter of Chelmsford. It is a well used mixed-use street that functions both as a local shopping centre serving the Old Moulsham district and an extension of Chelmsford town centre.

The Street contains an eclectic mix of specialist shops, restaurants, pubs, offices, residences and community uses stretched along a linear street of variable width.

Whilst Moulsham Street has a lot of history and has retained much of its character, there is a general feeling that there is scope for improvement; its unique character could be enhanced and its special function reinforced. The Borough Council is committed to producing an improvement action plan for Moulsham Street. This appraisal will help inform future enhancement proposals.

Figure 1. Location plan



2. Purpose of the appraisal

This appraisal defines the special architectural and historic interest of Moulsham Street. It justifies the designation of the conservation area and its boundaries and forms the basis for subsequent guidance on enhancement proposals. The appraisal will be a useful tool in the control of new development in and around Moulsham Street.

It is intended that the document will :-

- i. Enable property and business owners to understand the importance of individual buildings, spaces and other built and natural elements within the conservation area. The guidance will enable them and their advisors to draw up sensitive proposals for alteration or infill with due consideration of the factors that contribute positively to the character of the area.
- ii. Inform the Borough Council to enable the effective control of new development.
- iii. Improve Essex County Council's appreciation of the impact of highway works on the character of the area.
- iv. Increase awareness of the special character of the area by the local community and street users.
- v. Provide a basis for the future enhancement of the area and the production of a conservation area management plan.

3. Conservation areas

Conservation areas were introduced through the Civic Amenities Act of 1967. Today their legislative framework is provided mainly by the Planning (Listed Buildings and Conservation Areas) Act 1990.

The legislation requires local planning authorities to designate conservation areas and to keep them under review. A conservation area is designated where an area has special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance. It is the quality and interest of areas, rather than that of individual buildings, which should be the prime consideration in identifying conservation areas.

Planning Policy Guidance Note 15 – *Planning and the Historic Environment* advises that the definition of an area's special interest should derive from an assessment of the elements that contribute to (and detract from) it. Conservation area designation acknowledges the contribution these areas make to the Borough's cultural inheritance and economic well-being. The character of an area derives from much more than its appearance. Factors including sounds, smells, ambience, activity, function and historical associations all contribute to the character of a place.

Conservation area designation gives a planning authority firmer control over the demolition of unlisted property, carries stricter provisions concerning certain kinds of development and permitted development rights, and requires notification of works to trees, in addition to normal planning controls.

Conservation area designation does not prohibit new development as such, it does however give a local planning authority control over demolition and places greater emphasis on the design of new development to ensure it is sympathetic to the character of the area. Local planning authorities are required to pay special attention to preserving and enhancing the character and appearance of conservation areas, and publish proposals to further preserve and enhance such areas.

4. Policy background

The Council has a firm policy basis for preserving / enhancing the character of conservation areas and for protecting the retail function of Moulsham Street. A more detailed summary of relevant planning policies is contained in Appendix I.

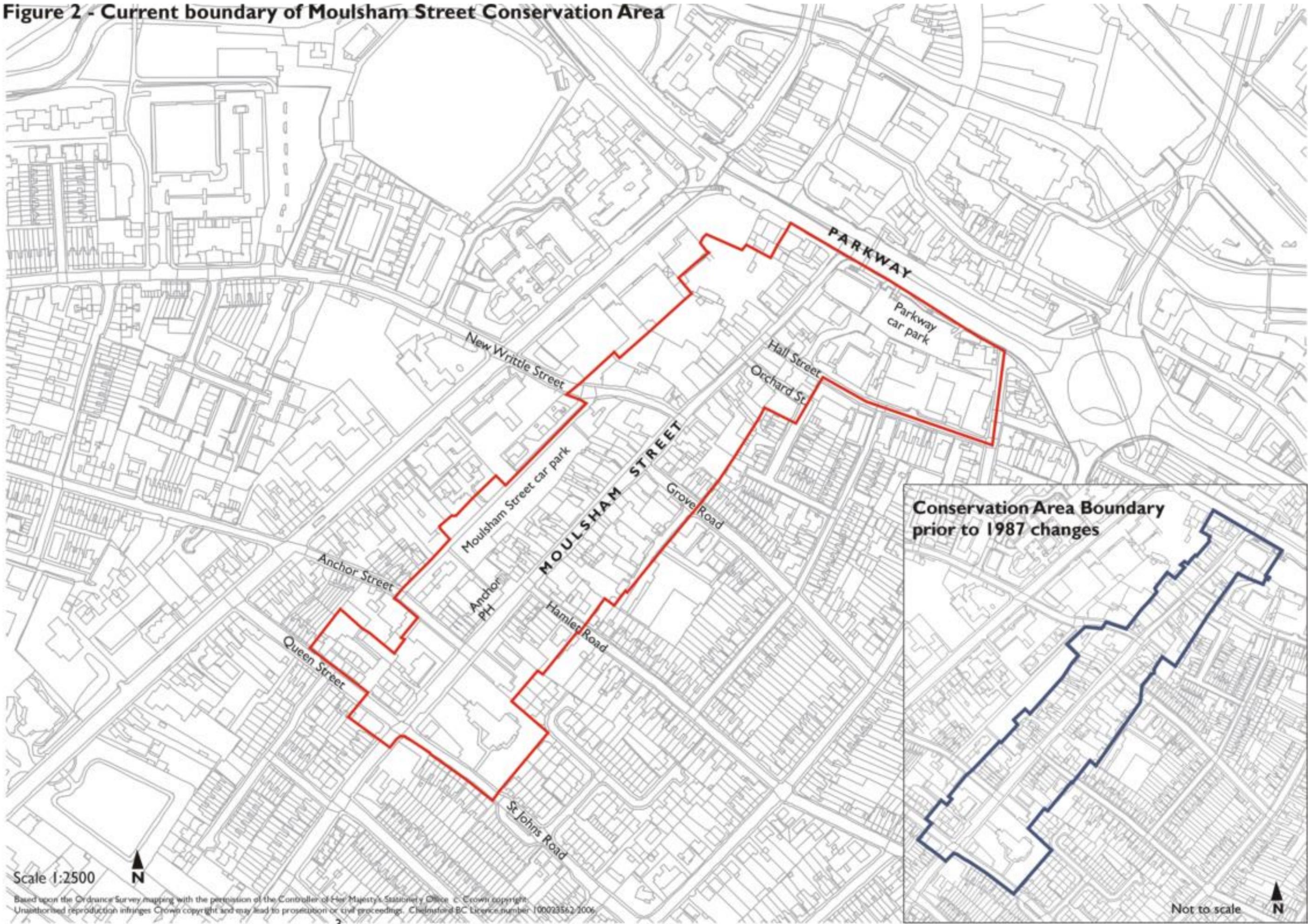
5. Moulsham Street conservation area (see figure 2)

Moulsham Street conservation area was first designated on 2 November 1973 and was amongst the first designated in Chelmsford Borough. The original designation covered Moulsham Street between Parkway and the Queen Street/St John's Road junction.

The Conservation Area was extended significantly in November 1987 to include land behind the Moulsham Street frontages on both sides of the street, this included parking yards behind 189-208 Moulsham Street, the George Street car park (now Moulsham Street car park), a former engineering works on Queen Street (now Albion Court), and land between Parkway and Hall Street extending as far eastwards as Mildmay Road. The 1987 amendments, were geared towards ensuring that important spaces that affect the Street's setting were included within the conservation area designation. The amendments were confirmed at the same time as a package of enhancement measures, including the establishment of a 'town scheme' to improve buildings in Moulsham Street with grant funding, was being advanced.

There has been no comprehensive assessment of the special character of Moulsham Street conservation area. With the exception of a 'town scheme' in the late 1980s and a partial enhancement scheme advanced in the late 1990s, there has been no comprehensive enhancement scheme advanced in respect of the Street conservation area.

Figure 2 - Current boundary of Moulsham Street Conservation Area



Scale 1:2500



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**Conservation Area Boundary
prior to 1987 changes**

Not to scale



6. Context (see figure 3)

Moulsham Street conservation area lies within Chelmsford town centre, on the southern side of town, but is severed from the rest of the town centre by Parkway. Moulsham Street overall is almost 1.3 kilometres in length commencing at the River Can and extending south-westwards away from town towards London.

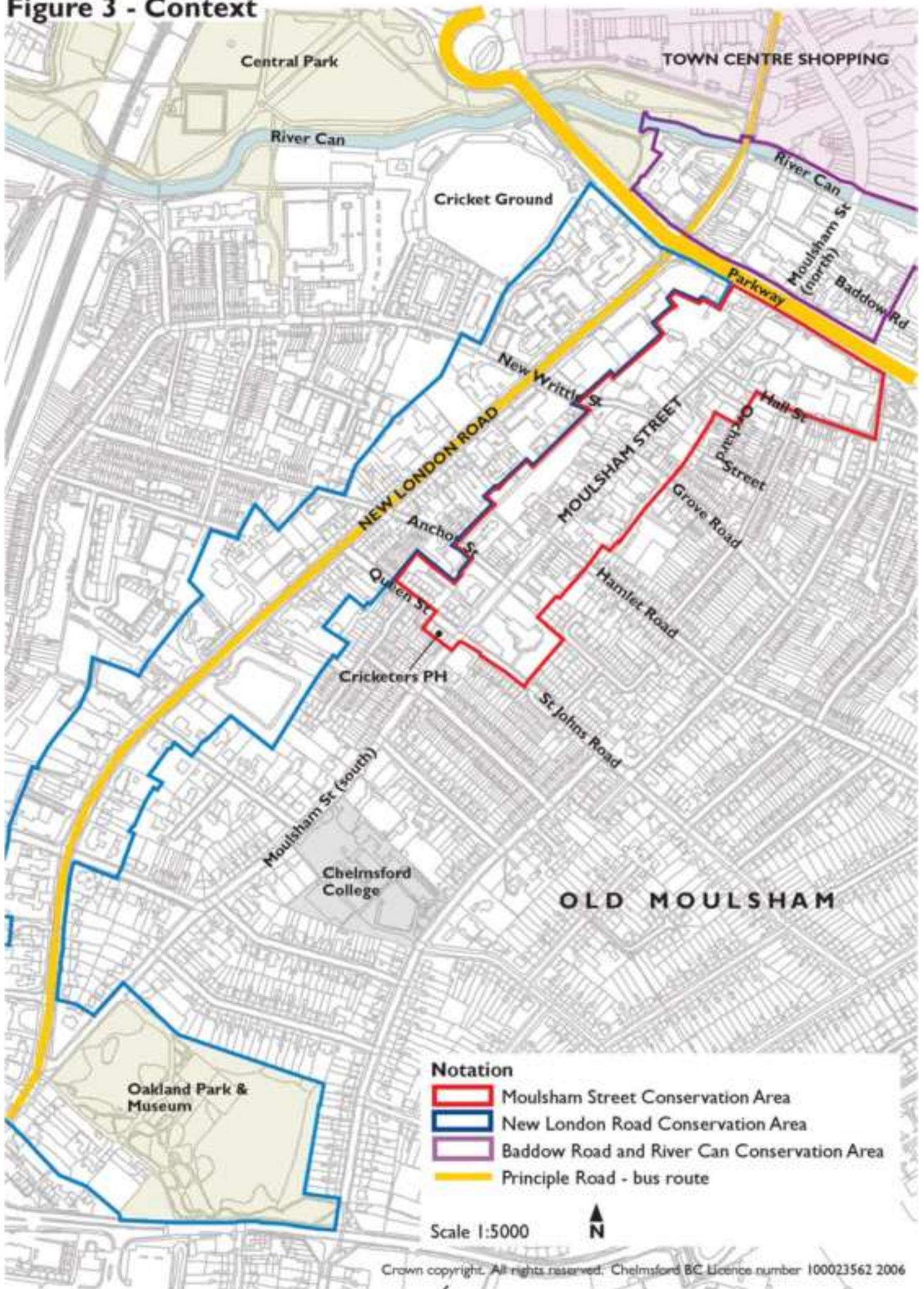
The Moulsham Street conservation area covers a 500m stretch of Moulsham Street between Parkway in the north and the Cricketers public house on the junction of Moulsham Street and Queen Street in the south. The conservation area covers full plot depths, some backland and parts of side streets.

Moulsham Street north of Parkway functions as an extension of the High Street accommodating a range of shops and eateries, and is covered by a separate conservation area known as the Baddow Road and River Can conservation area. Moulsham Street south of the Cricketers pub contains fewer commercial premises, becoming generally more residential and less historic as one heads away from town. Chelmsford College and Oaklands Park, including Chelmsford Museum and the Essex Regiment Museum, lie at the southern end of Moulsham Street just before its junction with New London Road.

The New London Road Conservation Area lies to the immediate west of the Moulsham Street conservation area, the two having a contiguous boundary. New London Road has a looser grain than Moulsham Street, and is a broad avenue containing joined and detached villas of two and three storeys. Unlike Moulsham Street the character of New London Road is uniform and derived as much from trees and planted gardens, as it is from the buildings themselves. New London Road contains a mix of residential, office and institutional uses.

South and east of Moulsham Street extends the Old Moulsham district, one of the more characterful residential neighbourhoods within Chelmsford Borough.

Figure 3 - Context



7. Origins and development

Roman - early Moulsham

The fertile Chelmer Valley has been a focus for human activities from the beginning of the Neolithic period (c.4000BC), with ceramics of this period having been found during excavation in the Moulsham Street area. These excavations have also revealed evidence for settlement activity through the Bronze Age and late Iron Age. Significant habitation at Moulsham can be traced back to Roman times, actually preceding the origins of Chelmsford itself. Moulsham Street is perhaps the oldest street in the town.

Soon after the rebellion of Boudicca in AD60, a small Roman military fort was constructed on the southern banks of the River Can near an important road bridge crossing midway between Colchester and London. A civilian town soon grew up around the fort and received the name *Caesaromagus* (Caesars Market Place). The present Moulsham Street follows the line of the main thoroughfare through the Roman Town southwards to London. Long after the fort had gone, the Romans maintained an official presence in Moulsham, in the form of a grand *mansio* (located in the vicinity of what is now Roman Road), which served as a post office, civic centre and hotel. Roman occupation of Moulsham centred on the area defined by what are now Moulsham Street/ Hall Street/Hamlet Road and Mildmay Road. The town contained public baths and a temple and was defended by substantial banks and ditches.

The Roman town became abandoned in the 5th Century AD, the nearest centres of population at this time would have been small Saxon farmsteads to the north of what is now Chelmsford. Following the collapse of the Roman wooden bridge across the River Can, the main route between Colchester and London would have been diverted to a crossing point at Widford several miles west of Moulsham.

Norman – the birth of Chelmsford

After the Norman Conquest of AD1066 Moulsham was owned by the Abbot of Westminster; the land on the Chelmsford side of the River Can was owned by the Bishop of London. Records at this time make reference to a place named *Ceolmaer's Ford* on the northern banks of the Can.

Around AD1100 a new bridge was constructed across the River Can restoring the route of the old Roman road along what is now Moulsham Street. In AD 1199 Chelmsford was formally founded by the Bishop of London, William de Sainte Mere-Eglise when he was granted the right to hold a weekly market at 'Chelmersford' around which a new town was formed.

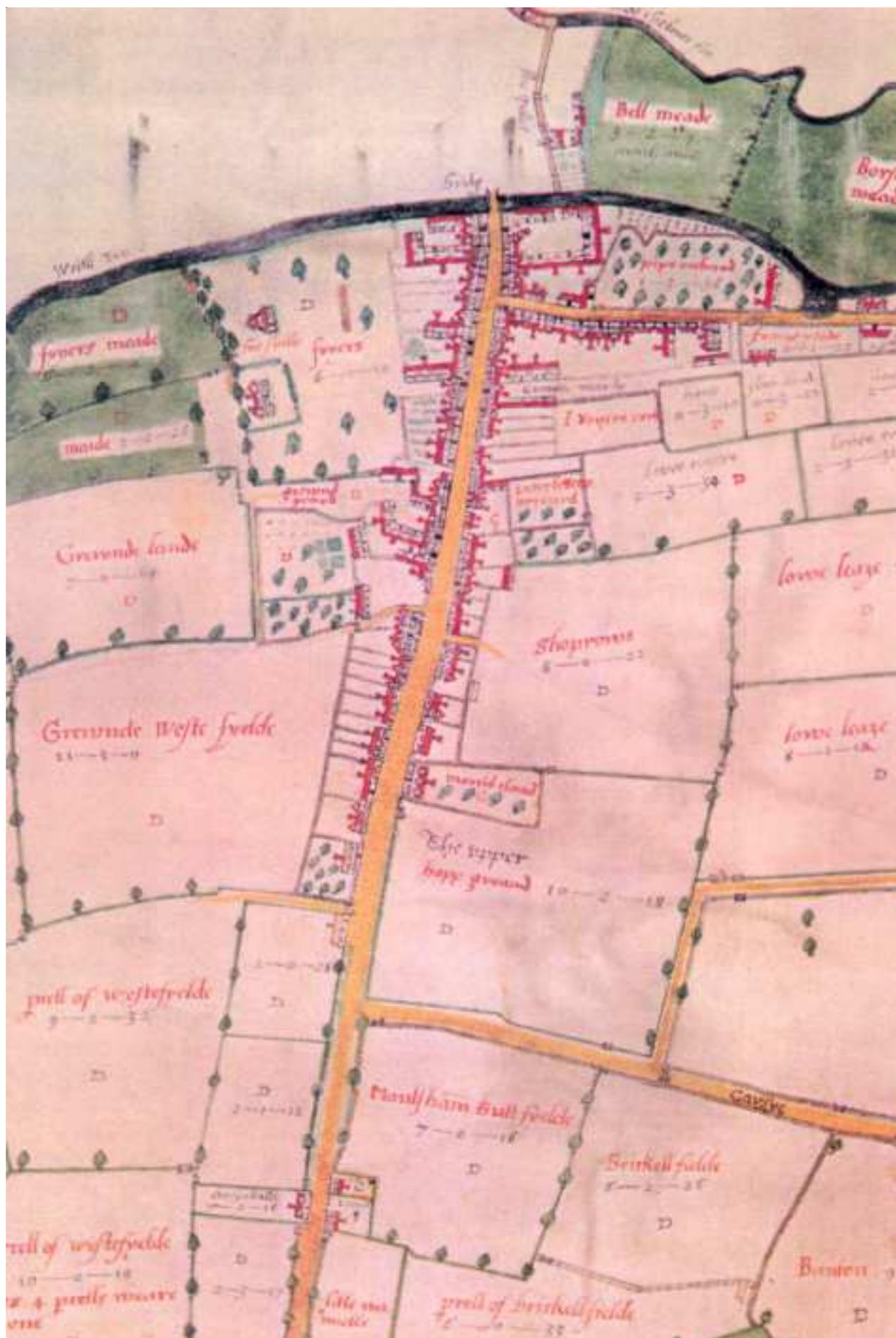
In the years that followed Moulsham remained a distinct hamlet separate from Chelmsford. Rivalry between the Abbot of Westminster and the Bishop of London resulted in the growth of Chelmsford into a prosperous trading centre, while Moulsham became the poor relation, accommodating the destitute and socially unacceptable members of the community, at one time containing a leper colony, much later a gaol and workhouse.

Tudor – Moulsham hamlet

A Dominican friary was built at the north end of Moulsham (in the vicinity of what is now Friar's Walk) between 1221 and 1277, and this survived until the Dissolution of the Monasteries in 1538 when the friary and later the Manor of Moulsham was purchased by the Mildmay family. In 1563 the same family also acquired the manor of Chelmsford from Queen Elizabeth I, resulting in Moulsham and Chelmsford being owned by the same Lord, born and resident in the town. The Mildmay family inhabited Moulsham Hall, a large mansion in grounds to the south of what was to become Old Moulsham on land that is now a residential neighbourhood known as Moulsham Lodge. The Mildmay family effectively controlled Chelmsford for almost 300 years.

During the late middle ages Moulsham developed into a modest village and a number of the buildings that remain bear traces of their medieval past. The Walker map of Moulsham hamlet in 1591 (figure 4), shows a ribbon of timber framed houses extending from the Can to a field entrance in the vicinity of what is now Anchor Street.

Figure 4 -Walker map of Moulsham Hamlet 1591



Produced courtesy of Essex Record Office

Victorian – Industry, commerce and social activity

Chelmsford has a large number of pubs, many of which are relatively ancient with their roots in the coaching days. The number of pubs in and around Moulsham Street was boosted in the nineteenth century, no doubt in response to the presence of soldiers in the town (barracks occupying the site of the old friary at the town end of Moulsham Street) and the continued growth of Chelmsford reflecting the town's increasing importance as a market and shopping centre. The Street still supports several pubs.



The Bay Horse Tavern circa 1959

Judge Tindal is perhaps Moulsham Street's most famous son, he was a renowned judge who became Lord Chief Justice in 1829 and is now remembered with a bronze statue in Tindal Square at the top of the Chelmsford's High Street. He was born at 199 Moulsham Street in 1776.

The current stone bridge linking the High Street and Moulsham Street was constructed in 1778 and is one of the town's most enduring land marks. It was constructed by County Surveyor John Johnson, also responsible for the town's landmark 'Shire Hall'.



The Stone Bridge circa 1910



St John's in 1891

Moulsham gained its own church in 1837 when St John's was constructed opposite Anchor Street on the south side of Moulsham Street at a cost of £2500. The familiar square tower was added in 1883.

In 1839 the Mildmay estate and adjoining land to the south became available for purchase, this enabled the rapid and significant expansion of Chelmsford. At this time a group of local enterprising (non-conformist) businessmen surreptitiously acquired land in several lots, and were thus able to form what is now New London Road, disposing of plots with strict covenants to realise a grand design 'a handsome road of highly ornamental mansions' as an elegant approach to Chelmsford. Whilst it followed a parallel alignment, New London Road was not a 'by-pass' of Moulsham Street in the modern sense of the word, rather it was constructed as an alternative route with its new residences enabling merchandisers to move 'out of town'.

Moulsham was effectively swallowed by Chelmsford during Victorian expansion of the town. The influx of people into the area led to a school being constructed next to St John's Church in 1840, which was later extended in 1885. Previously the British School close to the site of the former Friary was one of only two or three schools in the town.

During the mid nineteenth century several pockets of industry, geared around manufacturing, were established in and around Moulsham Street. This included Marconi's and Crompton's – two of Chelmsford's 'big three' manufacturers responsible for giving the town an international reputation.

In 1878 Col R E B Crompton established the country's first electrical engineering works at his Arc Works in Anchor Street, a site that had been in industrial use principally as an iron works since 1833. Crompton was a pioneer of electric lighting schemes, 'Devon House' in Anchor Street was constructed in 1890 as a power station to provide electric lighting for Chelmsford's main streets. In 1895 Crompton's relocated to Writtle Road after a fire. The vacant factory was occupied in 1902 by Clarkson's, who made steam omnibuses at the site until 1917 and branched out into bus operating as 'National' converting to petrol buses in 1920 – the name surviving in the town and beyond until the 1990s.



Part of Crompton's Arc Works in Anchor Street and Marconi's original factory in Hall Street

In 1898, Guglielmo Marconi set up the first radio factory in the world in Hall Street in a furniture store, itself a converted Silk Mill adjacent to water-board premises. Radio equipment was manufactured and shipped around the world from an expanding operation in Hall Street until Marconi's relocated to new premises in New Street, Chelmsford in 1912. Marconi's retained a presence in Chelmsford until the late 1990s, employing several thousand local people in its heyday.

Other industries operating in the late nineteenth century in around Moulsham Street included rope and tentmakers (Godfreys established 1828, wound up 1985), brickworks, ironworks, furniture manufacturing and builder's yard/offices.

By the late nineteenth century Moulsham Street had also become a vibrant shopping street, lined with cycle shops, butchers, newsagents, tailors, grocers, animal feed merchants, confectioner, a pharmacist, cafes and taverns. Its relative narrowness, domestic scale and varied architecture gave the Street an intimate 'village' feel, this and the mixed use function of the Street persisted to the present day whilst heavy industries have all but gone away.



Moulsham Street in its heyday late 19th / early 20th Century

The first Ordnance Survey maps of 1881 annotated Moulsham Street as a Roman Road. New Writtle Street, Anchor Street and Queen Street are established to the west of Moulsham Street and Hall Street, Mildmay Road and St John's Road are apparent to the east. There are signs of the start of a street along what is now Grove Road, however Orchard Street and Hamlet Road are not apparent.

Figure 5 - OS Plan area 1881



Image produced from www.old-maps.co.uk

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Chelmsford became a borough in 1888, receiving its Royal Charter from Queen Victoria, the boundaries of the town were drawn to include Moulsham.

Into the Twentieth Century

Moulsham Street was made one-way (southbound only) in the mid 20th Century. Around this time houses in George Street were cleared and land used for temporary surface car parking that remains today.

The Parkway inner relief road severed Moulsham Street in the 1960s. A number of good buildings were lost and the Street south of the new dual carriageway became detached from the rest of the town centre.

Moulsham Street has continued to change over the last fifty years, some modern insertions being more successful than others. Critically however, enough good buildings remain to give the area an historic character. The severance of Moulsham Street by Parkway has been the biggest challenge to the function of Moulsham Street in its history, the street has nevertheless managed to survive to the present day without necessarily thriving as it did in its Victorian hey-day.

8. Archaeological significance

Previous archaeological work within the Moulsham Street Historic Core Area has demonstrated the survival of extensive, stratified, and well preserved archaeological deposits. These deposits relate mainly to the development of the Roman town and activity in the medieval and post-medieval periods. Evidence relating to prehistoric, particularly Iron Age occupation may also survive within the area. Further details of the archaeological significance and potential of the Moulsham Street area can be found within the Chelmsford Historic Town Assessment Report (Medlycott 1999).

Given the fragility and finite nature of the archaeological resource, any development proposals within the conservation area should consider at the earliest stage the likely archaeological implications of the scheme. This should be done in consultation with the Essex County Council Historic Environment Branch, archaeological advisors to Chelmsford Borough Council and in accordance with advice provided in Planning Policy guidance note 16: Archaeology and planning. In addition to the below ground archaeological potential of the area it is probable that some existing buildings retain an interest from the perspective of industrial archaeology and where demolition or conversion is proposed, a programme of building recording may be required in accordance with PPG 15 and PPG 16.

9. Current land uses and economy

Moulsham Street is a truly mixed-use street, perhaps more than any other street in Chelmsford town centre. The Conservation Area includes just over 100 residences and well over a hundred businesses.

Residential elements include flats, houses and sheltered accommodation for the elderly. These are mixed side by side with, and on upper floors above, commercial uses.

Commercial uses include almost 50 retail shops, including pharmacist, post office, opticians, off-licence, galleries as well as outlets for home furnishing, sports goods, electric appliances, clothing etc.

In addition to the retail shops approximately 15 service offices, 12 hair/beauty salons, nine pubs, seven take-aways, four eateries and two banks can be found in ground floors of premises in the Conservation Area. Community uses including two churches and an RAFA social club are also present in and around Moulsham Street as are other uses including a bed and breakfast, a car sales place and car repair centre. General offices, a handful of hair/beauty uses and a variety of ancillary uses occupy upper floors.

Moulsham Street functions as secondary retailing as an extension of the town centre and as a local shopping centre, benefiting from car borne passing-trade and serving the community of old Moulsham within a walking catchment. Shops are relatively small, in keeping with the grain and scale of the area, and many are independently owned. Specialist shops sit alongside basic convenience outlets.

Moulsham Street has a relatively strong night-time economy, due to its pubs, bars, eateries and takeaways. The Street contains many traditional pubs, in contrast to the theme-pubs and bars present through-out much of the rest of the town centre. In Moulsham Street like the rest of the town however there is a very clear distinction between day-time uses and leisure uses which dominate the evening economy, the former closing before visitors arrive for the latter. Moulsham Street is used as a route home to the south side of town after a night out, many make use of hot food takeaways, those at the north end of the Street being open until the early hours.

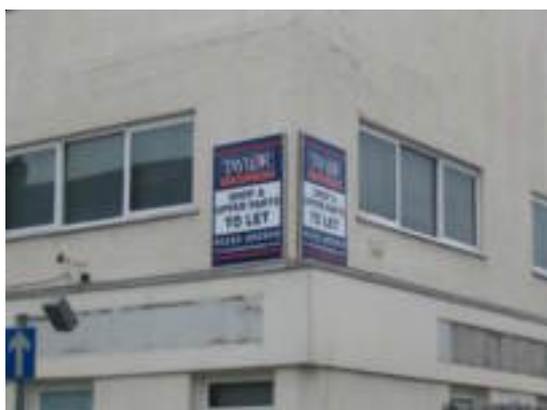
There is a perception that Moulsham Street is less vibrant now than it has been in the past, that it accommodates too many hairdressers, charity shops and vacant premises. Approximately one in five respondents to a 'healthcheck' undertaken in Summer 2005, indicated that this was a particular issue in

Moulsham Street. An informal visual survey of the Street undertaken in January 2006 indicated however that there is far less of an issue than the perception suggests:

- A good number of retail uses remain, albeit they are different in make up to the shops that have lined the street over the preceding century.
- Retail shops outnumber hair/beauty salons by more than four to one (hairdressers are in fact classified as retail uses for town planning purposes).
- There are only five vacant shop units in the street, three of which appear to be close to reoccupation. This compares favourably to pictorial records from 1987 which show at least six vacant units.
- There are only three charity shops in Moulsham Street.

Moulsham Street has lost two banks over the last decade and this affected the economy of the Street in the short term, one of the units has since however been occupied by a well-used food store thus adding to the vitality of the area.

The amount of office floorspace in and around Moulsham Street increased significantly in the 1980s. Whilst much remains occupied the visual survey undertaken in January 2006 does highlight an issue with vacant office space particularly on upper floors in Moulsham Street. It must however be recognised that this is not inconsistent with the wider picture in the town.



Although some premises are vacant, the street is generally relatively vibrant

Overall, and based on current evidence, it must be concluded that Moulsham Street is relatively successful in trading terms, remaining comparatively vibrant and diverse. Its vibrant character, high percentage of independent shop-keepers and resident clientele base, combined with the historic character and diversity of the street, mean that Moulsham Street has a 'village' feel distinct from that of the rest of the town centre.

10. Townscape (see figure 6)

Moulsham Street is an almost flat, linear street-space set along a southwest/northeast axis. It is a straight road, the southwest and northeast ends of the Conservation Area being almost intervisible. Views up and down the street are channelled by continuous building fronts which define the Street for the most part. Cater House, a 1960s office block in the High Street on the northern banks of the River Can dominates views northwards along Moulsham Street towards the town centre.

Moulsham Street is extremely narrow at its northern end with only 9 to 12 metres between building fronts. There is however a momentary widening in the vicinity of 28 Moulsham Street and this space accommodates Moulsham Street's only bench. Enclosure in this stretch of the Street is otherwise very intimate.



The Street is very narrow at its northern end. It does however include a widening in the vicinity of 28 Moulsham Street,

The Street widens beyond New Writtle Street where there is typically 12 to 16 metres between fronts but a good sense of enclosure remains. The streetspace of Moulsham Street between Parkway and Hamlet Road is defined by building fronts, with subtle variations in alignment mostly achieved by almost undetectable changes in alignment at building junctions although a few stepped/staggered frontages are apparent.



Moulsham Street widens out south of New Writtle Steet and becomes more commodious beyond Hamlet Road where set back building alignments are apparent.

Moulsham Street is widest beyond Hamlet Road where set back building alignments are evident. Between Hamlet Road and St John's Road, dwellings (some of which are used as offices) are set behind shallow front gardens of 1 or 2 metres in depth defined by low railings and plinth walls. Built frontages are rather less dominant in this section of the Street than the remainder to the north, with occasional gaps between buildings evident. St John's Church sits back from the road in attractive treed grounds, that contribute to the softening of this end of the Street. Boundaries of the Churchyard are defined by solid walls of around 1.5 metres in height, although a weaker/lower section of wall exists close to the Moulsham Street entrance. The widened street provides a setting for the Church, the Street's most exotic building. In this part of the street the highway is between 16 and 18 metres wide and building fronts are separated by between 18m and 28 metres.



St John's Court, St John's Church and grounds

Moulsham Street has a domestic scale for the most part, being mainly two storeys in height with some three storey incidents. The area has a fine grain Plot widths vary but are generally fairly narrow (4-6m). The street has an organic feel, with variations in street width as well as eaves and roof-lines, architectural styles and materials. Two slight pinch points are apparent along the Street in the vicinity of No 206 at the northern end and St John's Court at the southern. St John's Court is imposing and acts as a decent vista stop to Anchor Street, one of six side streets that join Moulsham Street within the boundary of the Conservation Area.

Anchor Street and New Writtle Street which plug into the western side of Moulsham Street are largely well defined by domestic scale buildings on back edge of footway. Hall Street and Orchard Street which link into the east side of Moulsham Street closest to town are rather more disjointed due to 20th Century interventions. Grove Road and Hamlet Road which join from the east further south contain rows of two storey Victorian terraced houses set behind small front gardens. These streets link Moulsham Street to Old Moulsham.

The north side of New Writtle Street is defined by the long, blank wall of the former Megazone which is unused, in poor repair and awaiting redevelopment. Anchor Street works is similarly unused and undermines the character of Anchor Street.

Subdued corners are apparent in Moulsham Street, with the exception of the brutal/over-scaled Cantelec building that marks the start of the conservation area at the town end, and bears-over the rest of the street. Most corners are turned with buildings that have two front elevations, but these buildings reflect the domestic scale of Moulsham Street and there is no apparent increase in scale at corners.



Corner turning buildings are apparent in Moulsham Street, although scale is invariably subdued.

Trees are scarce within the conservation area. There are no significant street trees although a semi-mature maple tree stands on the west side of the Moulsham Street / Parkway junction and a handful of young street trees are present in the footway outside Albion Court at the other end of the Street. There are three significant blocks of trees that contribute to public spaces within the conservation area, these lie within St John's churchyard (mostly Lime), the Essex and Suffolk Water site on Hall Street (mostly Pollarded Lime) and at George Court (Lime/Sycamore/Horse Chestnut). The latter actually lie outside the Moulsham Street Conservation Area within the New London Road Conservation Area, but contribute significantly to the enclosure and feel of this part of the car park and the character of Moulsham Street conservation area.



An important group of trees within the conservation area

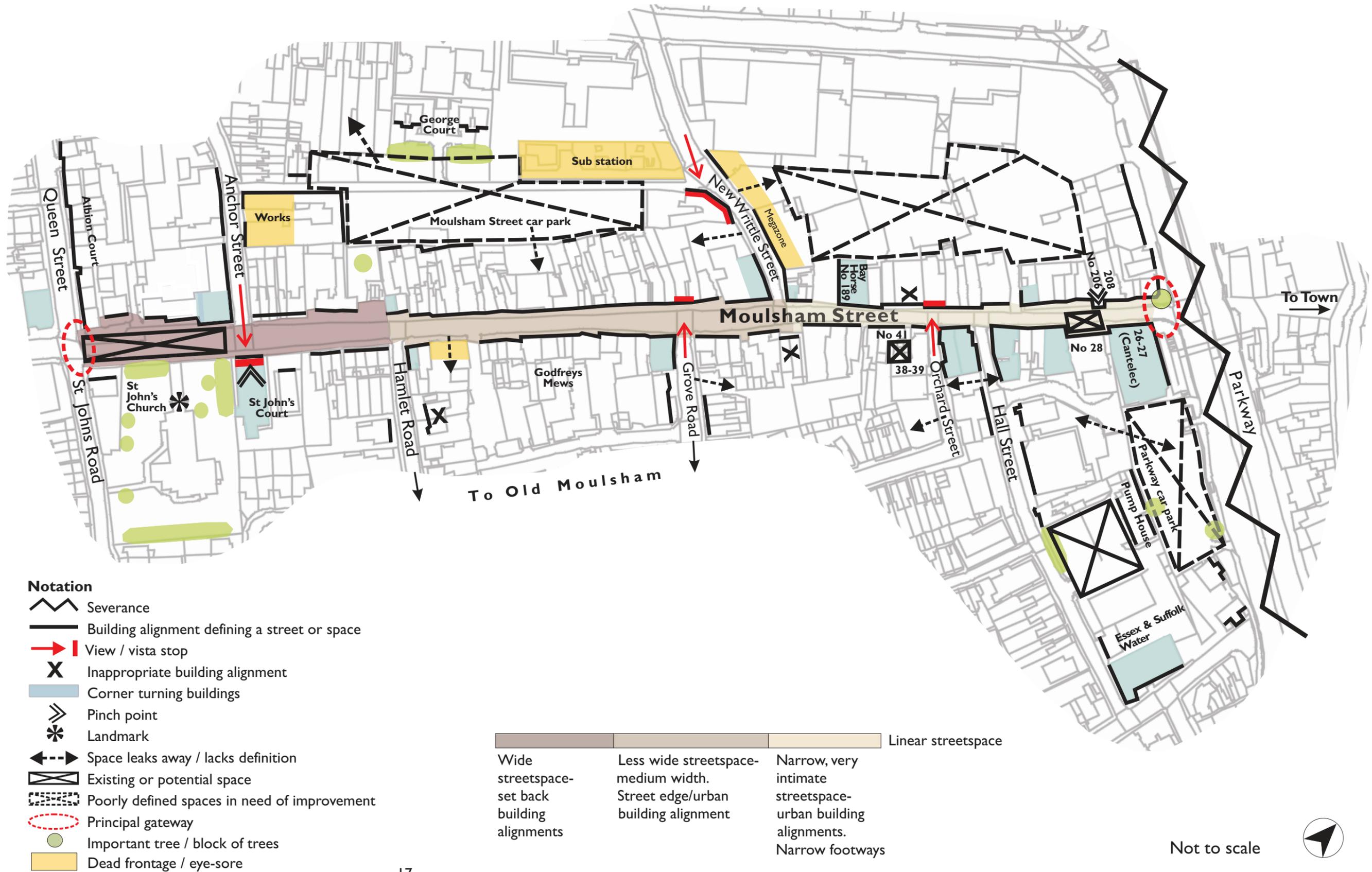
Moulsham Street car park is one of the few non-linear spaces within the conservation area. This is a surface car park located between the backs of buildings in Moulsham Street and New London Road. The space appears utilitarian, unwelcoming and cluttered. Surfacing comprises poorly patched macadam that reinforces vehicle dominance of what is in essence a shared surface space. The car park lacks good pedestrian linkages with Moulsham Street itself. Recent attempts to make buildings front the space have lacked architectural quality and consistency and have not been comprehensive.

Private car parking takes place behind nos 189-208 Moulsham Street. A package of recent landscaping works has improved the feel of the space with improved lighting and tree-planting, however black-top surfacing and timber fencing are unfortunate elements of the scheme and are not consistent with the conservation area designation. The scheme was not comprehensive and space critically still lacks any kind of definition.

Parkway car park is the third significant non-linear space within the conservation area. This is a short stay surface car park accessed off Parkway. The space is unrelieved hard surfacing lacking in quality. Pump House buildings and a tree enliven part of the western boundary and a secondary frontage of flats to the south provides some enclosure to the southern boundary, the space otherwise leaks away or is dominated by the uninteresting flank of the massive Cantelec building to the north.

The church yard of St. Johns Church provides a green setting for the church building and is a quiet area in contrast to the rest of Moulsham Street. Other spaces within the conservation area are far less significant in scale. A small number of intimate private or semi-private courtyard spaces are apparent, including Godfreys Mews (private but visible from Moulsham Street) and rear of 41 Moulsham Street. Private car parks also exist, some work as pleasant spaces (eg. that associated with Essex and Suffolk Water) other are indeterminate 'leaky' spaces (eg. rear of 38/39 Moulsham Street and Bay Horse car park). Occasional awkward gaps, enabling views into rear yards are evident, these are annotated on figure 7.

Figure 6 - Townscape appraisal



11. Streetscape

Moulsham Street comprises original Roman roads superimposed with medieval and Victorian streets. Moulsham Street today is cluttered, street furniture is too numerous, lacks consistency and is in need of basic maintenance, surfacing materials are dull and uninspiring (black top and small concrete slabs with concrete paviour infills). These factors work against the character of the buildings, rather than complement them.



Moulsham Street's environment is unnecessarily cluttered and vehicle dominated. Footpaths are too narrow in places

Whilst Moulsham Street has been one-way (southbound) to vehicular traffic for some time, its carriageway remains the width of a two way road. This encourages illegal and/or anti-social parking and squeezes pavement widths which are very narrow in places eg approximately a metre in the vicinity of 32-35 Moulsham Street. Narrow pavements limit the ability for pedestrians to pass comfortably clear of the road and prohibit window shopping. Parking issues and problems associated with narrow pavements ranked highly amongst the things people disliked about Moulsham Street when asked in the Summer of 2005. The amount and speed of traffic was also identified as an issue.

The fact that Moulsham Street is straight and one way benefiting from a relatively wide carriageway are perhaps factors which result in vehicle speeds being an issue in this street.

The character of Moulsham Street is harmed by the presence of moving and parked vehicles dominated, this confines pedestrians to the margins of the streetspace and affects enjoyment of the Street. The problem is compounded by on-street servicing, with heavy vehicles wishing to load/unload competing for kerbside space with parked cars.

The cleanliness of Moulsham Street is an issue and staining of paved surfaces is apparent. This may be attributable to fast food remnants.

12. Building scale and form

With the exception of St John's Church and Court the buildings that give Moulsham Street conservation area its character have a domestic scale. Most are of two storeys although occasional one, two-and-a-half and three storey incidents are apparent.

Pitched roofs are prevalent, with pre 18th Century buildings having roofs pitched at between 45 and 50 degrees spanning around five or six metres. Later buildings have shallow pitches of around 30 degrees and span distances up to eight metres. Occasional gambrel roofs and dormers are apparent the latter remain minor features contained within roof slopes. Roofs normally have ridges running parallel to the street providing continuity, although occasional gabled projections are evident. Heavy chimney stacks are apparent throughout adding roofline interest and occasional upstanding party walls protrude through roofs of 19th Century buildings. Subtle variations in scale are apparent along the Street resulting in undulating eaves and roof lines giving the Street an organic feel.



Vernacular buildings in Moulsham Street



Victorian form apparent at the southern end of the street

Unsuccessful infilling in the 1960s has led to unsympathetic building groups with flat roofs, horizontal canopies and set back building alignments. Some later interventions, such as Godfreys Court and nos 35-37 are rather less unsympathetic, reflecting the success of conservation area designation in 1973.

Beyond the main street building scale remains domestic with the exception of buildings in Hall Street and New Writtle Street. In Hall Street residential buildings exceed the scale of their neighbours and some larger building volumes are evident including the low Elim Church and converted warehouse of the Essex and Suffolk Water offices. In New Writtle Street the former Megazone centre, a converted cinema, is of a similar height to surrounding buildings but appears massive by virtue of its width and depth.

13. Materials and architectural details

Pre 19th Century buildings are generally timber framed, have smooth rendered walls and plain-tiled roofs. Some weatherboarding is evident. Hand made clay tiles give roofs a characteristically organic appearance and deep orange/red hue. Windows are simple balanced timber casements or sliding sashes fitted flush with the external façade of the building. Timber surrounds are invariably painted.

Slotted amidst these older buildings are later structures, some reflect the scale, form and detailing of the medieval structures many however are more distinctly 19th or 20th Century. Victorian buildings have roofs of natural slate and walls of yellow or soft red stock brick, painted brick or colourwashed render are occasionally apparent. Flemish bond brickwork is common. Windows are generally timber sliding sashes, where present in brick elevations these are set in 100mm deep reveals and have heavy stone cills.

Where work is required, original windows should be retained/refurbished or replaced like-for-like if beyond repair. Plastic replacement units will not be acceptable.

Figure 7 - Materials and details in Moulsham Street



Eaves generally run parallel to the street. These are generally open or have very modest soffits, some moulding is apparent. Rainwater goods are generally of cast iron, painted in dark colours.

Moulsham Street gains character from the varying ages of its buildings and its mix of architectural styles, these give the area an organic feel. Ornamental oriel windows are a feature of Moulsham Street and occasional jetties add depth to elevations, buildings are otherwise largely flat fronted.

Building ornamentation is generally simple, rare embellishments include some pargetting, use of moulded bricks, contrasting brick detailing and stone plaques.

Examples of traditional timber shopfronts with sympathetic colour schemes and discreet signage remain, as at 175 Moulsham Street (Boatman's Opticians) and 156-158 Moulsham Street (Crammods fireplace shop). However modern shopfronts, with large expanses of unrelieved glass, metal frames, large (elongated or deep) plastic fascias, internally illuminated signs and external security shutters mounted in cumbersome boxes are also apparent. These modern shopfronts, with their aggressive signage, work against the historic character of Moulsham Street. When opportunity arise to replace modern shopfronts, or where new shopfronts form part of new infill development, well proportioned timber shopfronts should be fitted that are sympathetic to the elevations of the host buildings.



Good shopfronts must be retained



There is scope to improve poorly proportioned modern shopfronts

14. Buildings and their contribution to the character of the area

Buildings within Moulsham Street itself have been categorised according to whether they have a positive, neutral or negative affect on the character of the Conservation Area (see table 1). Notes cross reference with the plan (figure 8) that follows. Descriptions and building dates are based on external examinations and limited documentary research.

Table 1 – Notes on buildings in Moulsham Street

 Buildings that contribute to character		
Building	Description	Significance and opportunity
34 and 34a Moulsham Street <i>Photo – Figure 10</i>	Listed building circa 1600. Two storeys with attic. Three window range, two gabled dormers. Elaborate carving on external timberwork concealed but preserved.	Architectural and townscape significance. Key reference for alignment and scale of Street. Scope for improvement of shopfront at No 34. Dormers need maintenance.
Former Salvation Army building, Corner of Moulsham Street and Hall Street	Two Storeys – red brick over render. Comprises two gabled projections to Moulsham Street. Constructed in 1903 for the Salvation Army.	Townscape and historic significance. Scope for rationalisation of signage.
40/41 Moulsham Street <i>Photo – figure 10</i>	Ancient listed house dating from the 16 th C. Render and plain tile, 4 bays – long wall jetty to street.	Great architectural, historic and townscape significance. Perhaps the finest building in Moulsham Street.
42 Moulsham Street	Two Storey with attic. Rendered masonry. Attractive oriel bay at first floor, good detailing. Slated roof with ornamental glazed dormer. Attractive shop front.	Architectural and townscape merit.
43 Moulsham Street	Two storey, three bays. Dating from mid 19 th C. Slated with well detailed brickwork.	Townscape significance.
44 Moulsham Street	Late medieval listed building 16 th C or earlier. Two storey, two bays. In use as a restaurant. Long wall jetty to street.	Great architectural, historic and townscape significance.
45-46 Moulsham Street	Two buildings, each of two bays. Roofed parallel to the street. No 45 earlier than 46 which is seemingly mid Victorian.	Townscape significance. Building would benefit from replacement shopfronts.
Smith's Bar (former King's Head PH)	One and a half storey building. Shown as 'King's Arms PH' on 1850 map. Possible ancient although much altered in the middle 20 th C. Pleasant brick front/plain tile roof.	Townscape significance.
50a and 50b Moulsham Street	Two storeys, three bays. Plain tile over render. Vernacular form, mid 20 th C detailing. Commercial ground floors.	Scope for shopfront improvement.
51 Moulsham Street <i>Photo – Figure 10</i>	Two storey timber framed listed building of the 16 th C. 2 bays. Former farmhouse, used as a chemist since at least 1925.	Great historic and townscape value. In need of maintenance.
53/54 Moulsham Street	Pair of simple Victorian semis. Two storeys. Slate and yellow brick. Reasonable shopfront.	Townscape merit.

55/56 Moulsham Street	Two storey terrace of 4 bays. 19 th C or earlier. Plain tile over painted brick. Reasonable timber shopfronts.	Townscape merit. In need of maintenance.
64-68 Moulsham Street	Terrace of 5 uniform units late Victorian (no 68 possibly slightly later). Two storey, each with nicely ornamented oriel over traditional shopfront.	Architectural and townscape merit.
73-74 Moulsham Street	Pair of 2 storey mid Victorian semis. Gabled roof in slate over yellow brick façade inc reasonable corner turning shopfront at no 74.	Townscape significance.
75-81 Moulsham Street	Two storey terraced dwellings circa 1878 – some now used as offices. Slated roofs over yellow brick walls. Distinctive large ornamented chimneys.	Townscape significance. These terraces occupy the fringe of the commercial area in Moulsham Street.
St John's Court	One and two storeys, former school buildings now used as offices. Slate roof and yellow brick with red and black brick detailing. Gables to road, main block quite imposing. Originally constructed 1840, extended 1885.	Architectural, historic and townscape significance. Former school use is socially significant.
St John's Church	Listed Victorian Church in treed grounds. Originally constructed in 1837 by Thomas Web, square tower added 1883, further alterations 1909. In gault brick with stone detailing in the lancet style.	Architectural, historic and townscape significance. Culturally important. Scope to improve the setting of the Church.
82 Moulsham Street	Grade II listed cottage of two storeys. Hipped roof in plain tile over painted brick.	Architectural, historic and townscape significance. Close visual relationship with the adjoining Church.
Cricketers Public House	Attractive two storey corner turning public house of early Victorian origin – noted as the Baker's Arms on the 1850 map. Slate over painted brick, canted corner.	Architectural, historic and townscape significance. Cultural importance. Defines the end of the Conservation Area.
146-150 Moulsham Street	Terrace of six dwellings of mid 19 th C origin. Hipped slated roof, yellow stock brick work – although most now painted.	Townscape value. Reinstate timber windows. Work to achieve a uniform aesthetic.
The Anchor Public House	Late 19 th C or early 17 th C timber framed listed building (grade II). Two storeys. Rendered with hipped peg-tiled roof.	Architectural, historic and townscape merit. Cultural importance. Scope to enhance setting. Reuse beer garden and remove parking adjacent to public

		toilets.
152 Moulsham Street	Late 19 th C or early 20 th C listed building (grade II). Two storey with attic in gambrel roof. Plain tile over weatherboarding – reasonable timber shopfront.	Architectural, historic and townscape significance. Reads with 153/154.
153/154 Moulsham Street	16 th C timber framed listed building (grade II). Two storey, two bays incorporating a hipped full height projection on the northern end of the front elevation. Gated passageway mid building at ground floor leads to Moulsham St car park.	Historic and townscape significance. Removal of solid roller shutter at 153 would be welcomed.
156 and 157 Moulsham Street	18 th C timber framed listed building (grade II). Two storeys, two bays. Gambrel roof with attic dormers. Good shopfronts.	Architectural, historic and townscape significance.
158 Moulsham Street	Two storey early 19 th C building. Slated roof and painted timber elevations. Good shopfront.	Townscape significance.
Star and Garter public house	Two storey, circa 1700, grade II listed. Timber framed with a parapeted façade of painted bricks. Carriage arch with weatherboarding over at northern end. Plain tiled roof ridged parallel to the road. Noted as the Three Queens on the 1850 map.	Architectural, historic and townscape significance. Culturally important. Explore the potential to use the carriage-arch as a route to and from the adjoining public car park.
Black Horse public house	Part one (with attic) part two storey building of early 19 th C construction. Gambrel roof in peg tiles, rendered masonry walls. Attractive door surround. Notated as the Black Horse on the 1850 map.	Historic and townscape interest. Cultural significance. Main façade would benefit from reduction in clutter. Explore potential for development behind fronting Moulsham Street car park.
166 and 167 Moulsham Street	Two storey with attic. Building of 19 th C construction. Hipped peg tiled roof incorporating a small gabled dormer to Street.	Historic and townscape significance. Potential to improve shopfront. Dormer needs maintenance.
170/173 Moulsham Street <i>Photo – Figure 10</i>	Two storey, grade II listed. Mid 16 th C framed building refronted in late 19 th C. Parapet incorporates two gables and an arch. Plain tile over render. Late Victorian shopfronts to nos 171-173.	Historic and townscape merit. Reinstate traditional shopfront and first floor window to 170 when opportunity arises. Pursue cohesive treatment to block.
174 Moulsham Street	Two storey, 2 bays. Suspected 19 th C origin. Plain tile over yellow stock brick. Modern windows and shopfront.	Townscape merit. Reinstate traditional shopfront when opportunity arises.
175 and 176 Moulsham Street	17 th C or earlier timber framed	Architectural, historic and

	building (grade II listed). Two storey, four bays. Plain tiled roof, rendered walls. Two retail units on ground floor, good shopfront to no 175.	townscape merit.
177/178 Moulsham Street	Early 19 th C. Exceptionally of three storeys. Three bays. Painted brick façade. Much altered.	Townscape merit – vista stop to Grove Road. Reinstate traditional timber shopfronts, reroof in slate. Improve setting by surfacing small private forecourt at frontage as footway.
179/180 Moulsham Street <i>Photo – figure 10</i>	18 th C front to an earlier building. Grade II listed. Two storeys and three bays. Peg tiled roof.	Architectural, historic and townscape interest. Encourage reuse of blinds in Edwardian shopfront. Improve setting by surfacing small private forecourt as footway.
181 Moulsham Street	Wide spanned masonry building dating from the nineteenth century. Plain tiled roof, rendered walls. Insensitive modern shopfront.	Townscape interest. Encourage reinstatement of traditional timber shopfront(s).
184-186 Moulsham Street	Group of 19 th C buildings of two storeys. Mainly slate over painted brick. 184 is a reasonable corner turning unit.	Townscape value. Key reference for scale and alignment. Maintenance required, reinstatement of slate roof to no 186 timber and of sash windows at first floor level throughout would be welcomed.
The Bay Horse Tavern (no 189 Moulsham St) <i>Photo – figure 10</i>	Late 17 th C timber framed building. Listed grade II. Two storey with attic incorporating a single gabled dormer to the street. Peg-tiled roof, rendered walls with exposed timbers.	Architectural, historic and townscape value. Enhance setting by landscaping car park – explore limited development potential of same.
190 Moulsham Street	19 th C, two storey. Slate over painted brick. Shopfront at ground floor.	Townscape value. Reinstatement of timber sashes at first floor level would be welcomed. Consider repainting a heritage colour.
206 Moulsham Street	Modest two storey end-on unit probably dating from early/mid 19 th C. Hipped slated roof, parapeted front.	Townscape value. Reference to original building alignment. In need of maintenance and repainting an appropriate colour.
209-210 Moulsham Street	Two and a half storey corner turning building of early mid 19 th C. Plain tile roof with hipped dormers. Render with exposed frame at first floor level.	Townscape value – turns corner and marks entrance to Conservation Area. Shopfronts at 209/209a require maintenance. Consider more subdued signage at no 210.

Buildings that neither enhance nor detract from character

28-29 Moulsham Street	Three storey Art-Deco style building in red brick. mid Twentieth Century construction.	Townscape significance. Provides a context for the widened street-space containing Moulsham Street's only bench. Scope for shopfront improvement and reinstatement of critical windows over.
33 Moulsham Street (James Dace)	Two storey building with two good facades. Vernacular style in red brick constructed late 20 th C.	Townscape significance.
35-37 Moulsham Street	Two and a half storey building, offices over retail. Neo-vernacular form in brick. Building constructed in early 1980s in place of a group of listed buildings.	Scale just about works with Street. Unsightly storage/parking yard at rear. More apertures in flanks would be welcomed.
52 Moulsham Street	Two storey, corner building, rendered with modern windows and a hipped slated roof.	Townscape value. Replacement windows and reinstatement of historic shopfront would be welcomed.
57-63 Moulsham Street	Two and a half storey. Part of significant redevelopment of 'Godfreys' site in the early/mid 1990s. Incorporating three gabled projections to the Street. Plain-tile over insipid yellow brick. Traditional timber shopfronts. Built on the site of a fort-annexe to the former Roman Mansio.	Scale just about works. Alignment respects that of Street.
Albion Court	2-4 storey complex of sheltered accommodation for the elderly. Constructed on, and in the style of, industrial premises that were once Clarkson's. Original two storey house retained.	Weak detailing lets the scheme down. Additional fenestration on Moulsham Street flank of Queen Street block would be welcomed.
155 Moulsham Street	Two storey 19 th C building. Slate over painted brick. Much altered. Timber shopfront.	Townscape significance.
160-162 Moulsham Street	Seemingly of 19 th C origin, although No 160 could be earlier. Two storey with slated roof. Awkward flat roofed addition to front of 160.	Some townscape merit. Explore development potential to rear. Reinstatement of traditional timber shopfronts would be welcomed.
168/169 Moulsham Street (Robinson's fish and chip shop)	Much altered building of two storeys. Peg tiled roof with decorative ridge. Building has been owned and run as a fish and chip shop by the same family for some time.	Some townscape merit.
183 Moulsham Street	Two storey building. Late	Some townscape interest.

	Victorian, although much altered. Parapeted slate roof over render.	Reinstate traditional timber shopfront and timber sashes in deeper openings at first floor. Explore wholesale replacement if opportunity arises. Scope to build along New Writtle Street frontage or screen rear yard.
Chelmer Gate to 198 Moulsham Street	Group of two to three storey buildings of traditional appearance dating from late 20 th C. Built largely in the style of buildings that previously occupied the site.	Townscape value.
199 Moulsham Street (Lloyds Bank)	Two storey pantile and brick of mid 20 th C origin. Large roof ridged parallel with Street. Built on the site of a house where Judge Tindal was born.	Townscape value. Consider reroofing in slate and painting insipid brickwork. Additional windows in flank would be welcomed.
207/208 Moulsham Street	Two and a half storeys. Plain-tile over heavy red brick. Modern shopfront.	Some townscape value. Consider painting brickwork and installing traditional timber shopfront when opportunity arises.

Buildings that detract from the character of the area

26-27 Moulsham St <i>Photo – figure 10</i>	Monolithic commercial block of 4 storeys constructed in late 20 th C.	Out of scale with the Street
38/39 Moulsham Street	Monolithic 4 storey office block. Two and a half storey neo-vernacular element at front. Constructed mid/late 20 th C, an early attempt to acknowledge character and form of the Street.	Rear block out of scale with the Street. Featureless elevation to Orchard Street. Would benefit from additional windows.
47-48 Moulsham Street <i>Photo – figure 10</i>	Imposing three storey flat roofed office block set back from Street. Dull grey façade. Mid 20 th C construction	Out of scale and alignment with Street.
163-164 Moulsham Street <i>Photo – figure 10</i>	Crudely detailed three storey block. Offices over retail (hairdressers).	Out of scale with Street. Potential of land at rear could prompt opportunity for redevelopment.
191 and 192 Moulsham Street (former bank) <i>Photo – figure 10</i>	Mid 20 th C uniform two storey terrace on set back alignment. Flat roofed with canopy.	Form and set back undermine the character of the area. Potential of land at rear could prompt opportunity for redevelopment.
200-205 Moulsham Street <i>Photo – figure 10</i>	Mid 20 th C uniform two storey terrace on set back alignment. Flat roofed with canopy.	Form and set back undermine the character of the area. Potential of land at rear could prompt opportunity for redevelopment.

Table 2 - Notes on key buildings off Moulsham Street (not all buildings covered)

Buildings that contribute to the character of the Conservation Area		
Building	Description	Significance and opportunity
Essex and Suffolk Water premises, Hall Street	Warehouse of two storeys circa 1861. Slate over yellow stock brick. Strong curved corner to Mildmay Road. Incorporates two storey dwelling to Hall Street and a late 20 th C extension to the west. Strong outbuilding range comprising pump house.	Historical and townscape interest. Tremendous cultural significance, Marconi's first radio factory. Current owners in the process of relocating - site suited to office or institutional use. All buildings of interest except neutral late 20 th C addition. Scope for development limited by need to protect setting of main building and presence of mature trees. Site could be combined with Parkway car park if available.
The United Brethren, New Writtle Street	Fine 19 th C structure. Two storey with single storey wing along New Writtle Street. Slate over painted brick/rendered masonry.	Townscape significance. Defines street, adds visual interest and acts as vista stop. Development potential to rear to enhance car park.

Buildings that neither enhance nor detract from character		
Anchor Street Engineering Works	Probably of late 19 th C origin, although much altered. Two storey. Good range to Moulsham Street car park of red brick and slate, modern flat roofed wings to Anchor Street.	Townscape significance – provides streetscene to Anchor Street, George Street and Moulsham Street car park. Presently vacant - potential for redevelopment with adjoining car park or in isolation.

Buildings that detract from the character of the area		
Megazone and Kwikfit, New Writtle Street	Non-descript one and two storey buildings, one a former cinema.	Provide definition to Street but dull and uninspiring. Scope for comprehensive development, consider potential of land behind to improve space.

Figure 8 - Buildings and their contribution to the character of the area



Notation

- Listed building (all grade II)
- Other buildings that contribute to character
- Buildings with neutral impact on character
- Buildings that detract from the character of the area

Nb. Structures within curtilages of listed buildings are not specifically annotated but will be covered by the listing of the main building.

Not to scale

Figure 9 - A selection of buildings that contribute to the character of Moulsham Street



Setting the tone
34-34a Moulsham Street



Timber framed cottage
40-41 Moulsham Street



Former farmhouse
51 Moulsham Street



Grand facade gives this group unity
170-173 Moulsham Street



Good detailing
179-180 Moulsham Street



A local landmark
Bay Horse PH
Moulsham Street

A selection of buildings that undermine the character of Moulsham Street



The wrong scale
Cantelec 26-27
Moulsham Street



Too massive and inactive
Flats/offices in Hall Street



Blocky - form and overscaled
47-48 Moulsham Street



Alien form and monotonous fenestration
163-164 Moulsham Street



Inappropriate alignment and combined plots
191-192 Moulsham Street



An attempt to establish uniformity in an organic / historic street
200-205 Moulsham Street

15. Negative influences on the character of the area

- i) Moulsham Street suffers from poor quality public realm. Surfaces comprise artificial products that look cheap, stained and in dire need of general maintenance – in many respects these materials are at the end of their meaningful life expectancy. Street furniture is too proliferate, lacks coordination, is generally uninspiring and requires maintenance. The Street is vehicle dominated, with too much space given over to moving or stationary vehicles, leaving pedestrians clinging to narrow margins against frontages. This undermines public enjoyment of the Street and discourages people from spending time and money in the area.
- ii) In addition to the Street itself there are three significant spaces within the conservation area that require upgrading, Moulsham Street car park, private car parking yards behind 189-208 Moulsham Street and Parkway car park, the latter of which provides a good opportunity for redevelopment.
- iii) There are a small number of awkward gaps in frontages where street enclosure is lost, and views into unsightly rears are apparent.
- iv) Moulsham Street accommodates around half a dozen unsympathetic buildings dating from the mid 20th Century. These are out of scale with the Street and undermine character.
- v) There appears to be a trend towards modern low maintenance shop fronts, aggressive signage and heavy security shutters over shopfronts that will undermine the unique historic character of the area if left unchecked. Other insensitive alterations are evident at first floor level, including modern windows.
- vi) A number of properties in the Street have a tired appearance and are in need of essential maintenance.
- vii) Vacant premises in Moulsham Street, either at ground or first floor level, lead to a lack of maintenance and, in respect of shop units, give the impression that the Street is failing.

16. Potential for improvement (see figure 10)

The following possible improvements have been identified in response to the negative influences described above (numbers therefore cross reference to those above):

- i) Streetscape improvements would reinforce the character of Moulsham Street and improve the setting of its buildings. Improvements should focus on reducing clutter, resurfacing in quality natural materials integrating public art and installing new coordinated street furniture (including cycle parking facilities), together with traffic management to improve the pedestrian environment. Chelmsford Borough Council in partnership with Essex County Council and Moulsham Traders Association are drawing up streetscape enhancement proposals with input from a variety of street users. Specific enhancement proposals will be published in 2008.
- ii) Enhancement of the main car parking areas should be pursued. Improved landscape design comprising quality natural surfacing materials and structural tree planting are required, and the scope for improved pedestrian links between public car parks and Moulsham Street should be investigated. The potential for enabling development, that may also improve the surveillance of these spaces, should also be explored. In relation to the two public car parks, the potential of the land will be dependent upon the future needs for public car parking in the area (see Moulsham street carpark draft urban designs framework).

- iii) The Council should work with landowners to ensure unsightly gaps in street frontages are filled with appropriate development or appropriately screened. Where appropriate the Council will produce site guidance illustrating the scope for development.
- iv) Replacement of unsympathetic buildings should be encouraged and welcomed. Redevelopment in most cases may however be uneconomic at present, as new buildings in scale with the street will not offer as much accommodation as existing blocks.
- v) Guidance on shopfronts, signage and shopfront security will provide the basis for better control of advertisements and shopfront alterations. A partnership approach to safety and security in the street, involving better policing and CCTV coverage, will reduce the need for obtrusive physical security measures which are undermining the character of the Street.
- vi) Work with property owners and encourage regular maintenance and reinstatement of original features. Explore possibility of a grant scheme. See also i.
- vii) The Council should work with property owners to get vacant buildings reused. A scheme for displaying goods and/or information about local events in temporarily vacant premises should be explored. A policy that embraces the flexible use of vacant upper floor offices should be devised.

17. Consideration of boundaries – possible changes

Options for revising Conservation Area boundaries were subject of public consultation. No strong views were expressed however, and the boundaries defined in 1987 are believed to be sound. No amendments to the boundaries of the Conservation Area are considered necessary.

Figure 10 - Potential for improvement
 (see also notes on individual buildings section 14)



Bibliography

Guidance on conservation area appraisals, *English Heritage 2006*

Planning policy guidance note 15 – Planning and the historic environment, *Office of the Deputy Prime Minister*

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Various unpublished papers circa 1998, *D.Robinson, N.Wickenden, G.Bowles*

Chelmsford Industrial Trail (pamphlet), *S.Wood - Chelmsford Industrial Museum Society 1988*

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Changing Chelmsford, *J.Marriage – Phillimore 1992*

The Buildings of Essex, *N.Pevsner – Penguin 1964*

Acknowledgements

Various historic photographs reproduced courtesy of Essex County Council Library Service and Chelmsford Borough Council Museums Service.

Appendix 1 - Policy background

National guidance

National guidance is contained in Planning policy guidance note 15: Planning and the Historic Environment

The Development Plan

Chelmsford Borough Local Plan adopted 1997 Policies (ENV6, 7 and 8) provide the policy background to protect or enhance the character of conservation areas, for the preparation of improvement schemes and encouragement of regular maintenance of important features. Policy ENV 9 affords protection to the character and setting of listed buildings.

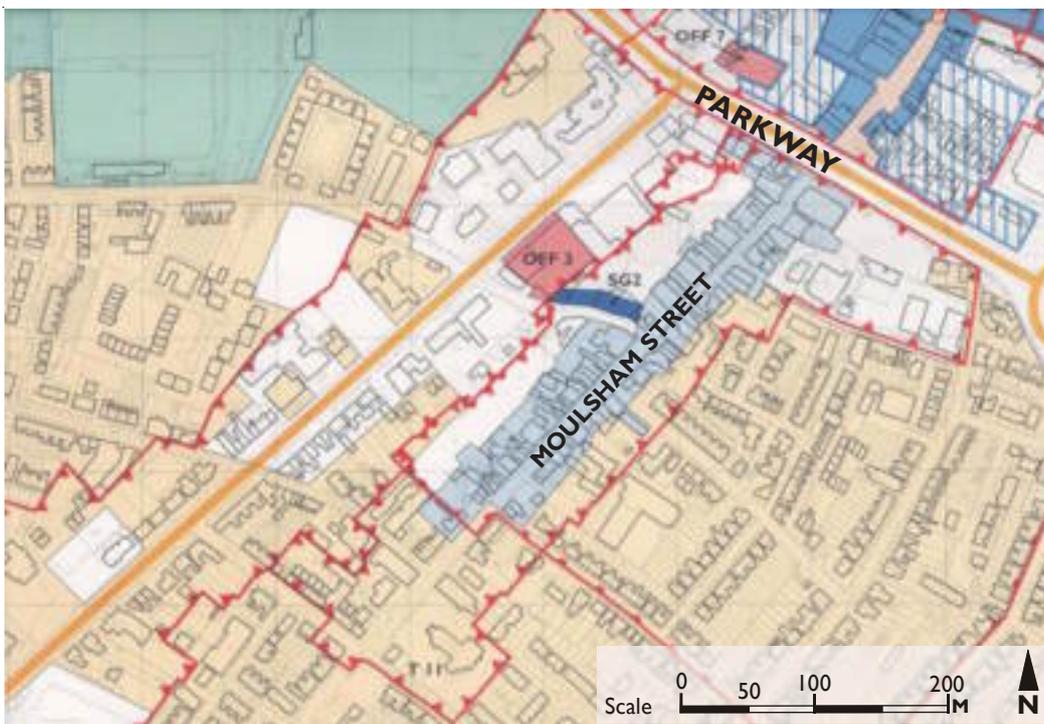
Moulsham Street between Parkway and The Anchor PH on its northern side, and Hamlet Road on its southern side, is designated as a local shopping centre in the Chelmsford Borough Local Plan (see plan that follows). Policy SHP5 seeks to maintain the retail attractiveness of local shopping centres and limit encroachment of inappropriate uses. Policy SHPI 1 encourages the use of upper floors within shopping areas, favouring residential then a range of commercial uses.

Moulsham Street south of The Anchor PH/Hamlet Road, and side streets including Orchard Street, Grove Road, Hamlet Road and Anchor Street form part of a housing policy area. Local Plan policy HO5 seeks to protect the residential amenities and character of housing policy areas.

Land on the north side of New Writtle Street (Kwik-Fit/Megazone) is a site for new shopping (SG2 – secondary retail frontage).

Moulsham Street north of Hamlet Road, including Moulsham Street car park, lies within Chelmsford's historic core recognised for its archaeological interest/potential.

Local Plan Town Centre inset (extract)



Notation

Conservation Area	Historic core
Local shopping centre	Core retail area
Housing policy area	Principal road
Site for new shopping	

Local Development Framework

Chelmsford Borough Council is in the process of producing a suite of development plan documents that will constitute the Local Development Framework to guide development in the Borough until 2021 in replacement of the 1997 Local Plan.

The Core Strategy and Development Control Policies document and the Chelmsford Town Centre Area Action Plan are due to be adopted early in 2008.

Core Strategy policy CP9 Provides a strategic framework for protecting the Borough's built and natural heritage. DC policies DC19 and 20 require development proposals to preserve and enhance the character of conservation areas and preserve and improve the fabric and settings of listed buildings. DC policy DC49 establishes criteria for the consideration of development proposals to ensure new development proposals relate well to their surrounding and are of high quality.

Chelmsford Town Centre Area Action Plan recognises the independent/specialist retail function and mixed use character of Moulsham Street. Most of the street frontage is allocated secondary retail frontage (where DC Policy DC 64 requires that the retail proportion of the frontage does not fall below 60%). Opportunity sites are designated at Parkway car park/Essex and Suffolk Water (site no 11), the north side of New Writtle Street (site no 12) and the Moulsham Street car park (site no 13). The plan contains proposals for street-scene improvements in Moulsham Street, improved walking links between an enhanced Moulsham Street car park and Moulsham Street, better cycle parking facilities and shop front enhancement.

Planning guidance

Planning guidance has been prepared for the following sites in and around Moulsham Street:

- 103-105 New London Rd including Kwik-Fit and Megazone – Planning brief adopted April 2003
- Anchor Street Works – Concept Statement published January 2004
- Moulsham Street car park – Draft Urban Design Framework published May 2004

Appendix 2 - Monument record

The Essex Heritage Conservation Record contains over twenty Heritage Environment Records (HER) relating to the area covered by Moulsham Street Conservation Area. Finds include Town defences, roads, pottery and coins mainly dating from the Roman period.

Details of the following HER (SMR) sites are contained in the Chelmsford Historic Town Assessment report (1999) and may be viewed by visiting www.unlockingessex.essexcc.gov.uk

5946	5848	16133	5878	5940
5920	5853	5890	5883	15083
5914	5855	5898	5901	5912
5944	5869	5888	5934	
5858	16134	5881	5879	

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