

Appendix 1

Upper Deal

Conservation Area Character Appraisal

December 2019

Contents

1. Introduction
 - 1.1. Background
 - 1.2. Planning Policy Context
 - 1.3. Community Involvement
 - 1.4. Summary of Significance
2. The Character Appraisal
 - 2.1. Buildings
 - 2.2. Landscape
 - 2.3. Spaces and Views
 - 2.4. Streets and Paths
 - 2.5. Ambience
3. Management Plan
 - 3.1. Vulnerabilities and Negative Features
 - 3.2. Recommendations
 - 3.2.1. Article 4(1) Direction
 - 3.2.2. Shop Frontage
 - 3.2.3. Heritage Assets of Local Importance
 - 3.2.4. Building at risk
 - 3.2.5. Street Furniture
 - 3.2.6. Boundary changes
4. Appendices
 - 4.1. Historical development
 - 4.2. Maps
 - 4.3. Planning controls
 - 4.3.1. Article 4(1) Direction
 - 4.4. Acknowledgements and references
 - 4.4.1. Bibliography
 - 4.5. Glossary

1. Introduction

1.1. Background

The focus of the Upper Deal Conservation Area is St. Leonard's Church, which dates back to at least 1180 and was surrounded by cottages known as the village of Addelam. Between the 13th and 17th centuries there are various spellings of Deal including Dele, Deyll, Dale, Dole and ad Dela. There is no historic point at which Addelam became Upper Deal. As the shoreline developed into a thriving residential and commercial area and spread westwards the ancient village of Addelam was slowly absorbed into the wider urban town of Deal. There are two further factors which add historic significance to this part of Deal. For centuries St Leonards Church was a steer for navigation because of its elevation on raised ground. It was also on the main trunk road from Deal to Sandwich and beyond. This conservation area contains around 100 dwellings, 12 of which are Grade II Listed buildings, and was designated on the 6th November 1970.

The Conservation Area lies in an area of broad archaeological potential, with remains of multiple periods recorded in the general vicinity in the Kent Historic Environment Record. Finds of Mesolithic, Neolithic, Iron Age, Romano-British, medieval and post-medieval date have all been found within the wider area adjacent to the Conservation Area.

An appraisal is intended to provide an understanding of the special interest of a conservation area and to set out options and recommendations to help ensure that any changes are informed by an understanding of the local character and distinctiveness of the conservation area. When this appraisal is adopted by Dover District Council (DDC) it will become a Supplementary Planning Document which will be a material consideration in the determination of applications for planning permission within and adjacent to the conservation area.

This appraisal looks at the following issues:

1. The origins and evolution of the area under consideration.
2. The current boundary of the area and any review that should be made of that.
3. The positive and negative factors that contribute to or detract from the current condition of the conservation area.
4. Any recommendations that will protect and enhance the conservation area. Any changes proposed must sustain and enhance the historic environment and its heritage.

1.2. Planning Policy Context

The Planning (Listed Building and Conservation Areas) Act 1990 sets out the statutory definition of a Conservation Area, which is “an area of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance” [s.69(1)]. Dover District currently has 57 designated Conservation Areas.

There is a requirement under the legislation to review Conservation Areas “from time to time” to ensure that the boundary captures all the area that is of special interest and to assist in developing plans for the management of change within the conservation area. This is further endorsed by the National Planning Policy Framework (2012) which urges the need to ensure that an area justifies the designation because of its special architectural or historic character or appearance.

The Dover District Heritage Strategy (2013) presents the district’s Heritage Assets as Themes; Theme 13 dealing with conservation areas. The district’s conservation areas are considered to be heritage assets of **outstanding significance**, and in addition to being attractive places to live and work, contribute to the economic wealth of the district by being a magnet for visitors. Seven Conservation Areas lie within the area that the Deal Society undertook to monitor - four of these lie in the Town of Deal and three lie within the Parish of Walmer.

A methodology was developed for the Heritage Strategy enabling a rapid desk-based assessment of the general condition of the district’s conservation areas and was applied to 19 of the conservation areas. The results of this overview, using a “traffic-light” system to classify their condition, indicate that of the 57 conservation areas in the district 12 of these conservation areas were identified as ‘performing well’ and achieved a green light, six achieved an amber light, requiring some enhancement, and one area required considerable enhancement or potential “de-designation” as a conservation area, due to the substantial loss of its character of special interest.

Theme 13 prescribes methods and techniques by which an area’s condition may be measured, assessed and managed; Article 4 Direction is one method. An Article 4 Direction removes permitted development rights from residential properties to ensure that certain changes, such as the replacement of windows, is managed to ensure that the change is appropriate to the special character of the conservation area. Article 4 Directions have been applied so far to two of the 19 conservation areas, one of them being the Middle Street Conservation Area in Deal.

The Heritage Strategy also suggested the formulation of a system for the assessment of a conservation areas condition such as that developed and adopted by the Oxford City Council, endorsed by Historic England and used by the Oxford Preservation Trust. That system has been used in this character appraisal, further informed by best practice guidance within the Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management (Feb 2016).

1.3. Community Involvement

This character appraisal has been prepared by The Deal Society in close liaison with DDC. The Dover District Heritage Strategy highlights the importance of local community involvement in the protection of the historic environment. There are two specific areas where that involvement is encouraged. First of all, local civic groups are encouraged to develop appraisals of conservation areas within their locality. Secondly, the production of a List of Heritage Assets is encouraged. This appraisal is, therefore, consistent with the aspirations of the Heritage Strategy. (For a more detailed analysis of the Strategy see 1.2).

Every resident in this conservation area was informed by letter that the appraisal would be carried out in the summer of 2017. The letter also contained a short questionnaire to which the residents were invited to respond. A small number of residents responded and the matters raised by them are reflected in the content of this report.

The first draft of this appraisal was submitted to DDC in November 2017 for a process of public consultation to be agreed.

1.4. Summary of Significance

1. St Leonard's Church continues to provide a very strong focus to this conservation area. The area clusters around this focus and as the oldest building in the area it is also significant because it provides focus for what can be perceived as a disparate and disconnected area. The church stands on raised ground and this is key to its role in navigation and the relationship of the ancient village of Addelam to the sea. The hatchments inside the building area also a key to that maritime heritage. The church is listed and there is a remarkable feeling of standing above the busy roads that cross the area.
2. There is no obvious cohesion or coherence to the area. The building styles are very disparate and spread over more than three centuries. Equally it could be argued that this variety in architectural forms enhances its character. There are commonalities that reflect the historic development over those centuries.
3. There are substantial 20th century additions, especially on the site of the former Tormore School, which protect the conservation area both in the style of architecture and the careful planning of the immediate environment. Those developments also create a sense of space to the north and west of the conservation area. The treatment of the windows and doors and the roof spaces contribute a sense of historic continuity to an area that has evolved over several centuries. There is both continuity and evolution in the architectural form.
4. To the south and east of the conservation area small terraces and individual houses are close to the pavements and this creates a strong sense of enclosure Parts of this area create a refreshing contrast to the sense of busyness that prevails in other parts.
5. Trees play an important role in the character of the area often framing and creating views through the area. The open spaces around the church accentuate that sense of space as do some of the larger gardens in the area. The burial ground by Church Path makes a major contribution to the local environment. It is one of the very few open spaces in this part of Deal.
6. Since the designation of the conservation area there has been substantial new building in the gardens of historic buildings. This has inevitably changed the character and appearance of the conservation area. Equally it can be argued that it has contributed to its historic evolution.

2. The Character Appraisal

2.1. Buildings

St Leonard's Church has been called "the most cockeyed church in Christendom". It has evolved over centuries and the additions to it are disparate but this creates an interesting layout. This affects the traditional layout of the interior of the church but also makes it unique. Its imposing cupola makes it a landmark. Traditionally, shipping set their direction by it. This strong sense of dominance combined with the "cockeyed" architectural forms, epitomises the way in which this area developed and the character of the buildings within it.

The church windows also create distinctiveness in their variety of styles again reflecting the historic evolution of the church building.

There are a number of other significant historic buildings in the area. These create a strong presence in a number of the streets. There is some very fine detailing and brickwork. Jenkins Well close to the roundabout on London Road has some very fine Flemish bond brickwork and a unique Dutch gable. The care and attention to architectural style and detail in a number of historic buildings especially in the detailed brickwork creates the particular character of this conservation area.

The Dover Heritage Strategy also points out that there have been extensive new developments in the gardens of historic properties and this has inevitably led to changes in the character and appearance of the conservation area.

The dominant building materials, reflected in other parts of Deal, are brick and wood with Kent peg tiles or slate. There is some render and a small amount of weatherboard. Weatherboard also dominates properties close to a barn conversion.

2.2. Landscape

The street scene and roofscape are both highly varied. That may also be the charm of the area! Many properties sit very close to narrow pavements. In other parts, especially to the north and west there are pleasing cul de sacs surrounded by large trees which enhance the natural environment.

An important row of Yew trees behind Tormore Mews creates a strong sense of boundary to the area. There are also substantial trees in Tormore and the Rectory and large groups of trees in the burial ground by Church Path. Local residents emphasise the very great contribution that trees make to the landscape in this part of Deal.

2.3. Spaces and Views

Glimpses of the cupola on St Leonard's Church can be seen from various parts of the conservation area. When travelling by car the church can be viewed from all directions thus accentuating its imposing nature. The view of the church hall on London Road is pleasant but not especially distinctive. Church path can be glimpsed from points on Manor Road enticing you to walk along it. The trees along Rectory Road towards Tormore framed by trees have a special impact.

The burial ground in Church Path and the graveyard surrounding St. Leonard's are the two largest open spaces providing respite from the extremely busy roads. There is also a small green space around the bus stop on London Road. The Dover Heritage Strategy says that there is potential for this space but more analysis needs to be carried out to ascertain whether that is actually the case. The brick boundary walls at a number of places in the area create a very strong sense of enclosure. There are one or two picket fences and there is also a very poor pre-fabricated wall on Addelam Road.

2.4. Streets and Paths

Major roads run through the conservation area. Because they form major routes in and out of Deal they are in reasonably good repair. Tarmac is the predominant material in both the roads, pavements and footpaths. This varies in quality and some of it does little to enhance the conservation area. There are no public car parks. Some of the newer developments have adequate off street parking. There is on road parking adjacent to St. Leonard's and its Parish Hall. There is a lot of untidy street furniture especially around the commercial properties on London Road especially in the form of freestanding signage and refuse bins. The street lighting is modern and fairly innocuous.

2.5. Ambience

The overwhelming impact of the traffic, roads and junctions creates a sense of never ending activity. The heart of the area is dominated by a constant stream of traffic which has a major impact on the character of the conservation area. In contrast there are small pockets of tranquillity off Addelam Road and Church Path. There are differing kinds of ambience as you move from the churchyard through Church Walk to the areas around Tormore. Intimate spaces contrast with busy roads thus creating an ever changing character and appearance as well as places of never changing tranquillity.

3. Management Plan

3.1. Vulnerabilities and Negative Features

1. The standards of maintenance of the buildings are varied and there is definite evidence of some buildings not being adequately maintained for a conservation area. Lack of maintenance of boundary walls also degrades the appearance of the area. There is one building on the roundabout that is in significant disrepair. The Dover Heritage Strategy points out that the rusting corrugated roof and neglected facades make this a very poor entry point to the town.
2. Concern was expressed about the state of repair of some of the tombs in St. Leonard's Churchyard and in the burial ground by Church Path. Whilst most tombstones in the churchyard are well maintained some of the historic large tombs are overgrown by creepers and are crumbling in places.
3. The lack of additional planning controls, such as an Article 4 Direction, in the area is very evident. Some unauthorised work has been carried out on a number of buildings. There were examples of changes to the character and appearance of the frontages that did not conform to normal conservation area practice. There were also examples of acute neglect. The high number of uPVC windows and doors is a matter of concern because they change the character and appearance of the conservation area. The prevailing tradition is of timber windows and doors. There were certainly examples where the style was completely alien to the character and history of the property.
4. There were a few examples where planning consent for new build did not appear to have had sufficient regard for the historic character of this conservation area. This included unsympathetic features being added thus distracting from the historic and heritage significance of the property as well as architectural styles that contributed nothing to the character and appearance of the conservation area.
5. Attention is drawn to the character of the shop and retail frontages, most of which show little regard for their position in a conservation area. The exception is no 301 which the Dover Heritage Strategy says retains an attractive fascia and lettering.
6. Concern was expressed by a number of residents to the bulging church boundary wall. It was considered to be potentially at risk and therefore potentially a risk to road users.
7. There was a concern from residents that trees with TPO's were being felled without appropriate authorisation. Because of the important role that trees play in the character and appearance of the area this was a legitimate concern.
8. The Dover Heritage Strategy highlights the need for improvements to lighting and signage at the London Road roundabout because they currently detract from the special interest of the conservation area.

3.2. Recommendations

3.2.1. Article 4(1) Direction

All local authorities were given the power to impose an Article 4(1) Direction by the Town and Country Planning (General Permitted Development) Order 2015.

It is recommended that an Article 4(1) direction be implemented for the whole of this conservation area. The review group believes that this is necessary because of the number of unauthorised works to the character and appearance of the exteriors of buildings facing the public highway that were evident in this appraisal. There is an observed need to protect properties in this area a few of which are showing significant neglect.

The regulations governing that Direction are set out in the appendices of this report.

3.2.2. Shop Frontage

The DDC Guidance on Shop Fronts and Signage within Conservation Areas should be applied to any proposed changes to commercial properties in this conservation area. More appropriate changes to the fascias and lettering of shop frontages that is consistent with conservation practice should be encouraged especially when new planning applications are made to change the character and appearance of historic buildings.

3.2.3. Heritage Assets of Local Importance

The Government's National Planning Policy Framework states that 'non-designated' (i.e. essentially locally-identified) heritage assets should be taken account of when considering planning applications. A Local List would enable the importance of undesignated local heritage assets to be taken into account in the processing of any planning applications which might have an impact on them or their setting.

A Local List would include buildings, structures, landscape and archaeological features which are of local interest and have no statutory designation. For inclusion within the Local List, the Heritage Asset must comply with at least one of the following criteria set out within the DDC Land Allocations Local Plan (adopted January 2015):

- Historic Interest
- Architectural and Artistic Interest
- Social, Community and Economic Value
- Townscape Character

There are buildings which could be identified as being Heritage Assets of Local Importance within the conservation area and close to it:

- Devonport House and Melrose Cottage in Church Path
- Manor Road 107-109, 111, 74, 76
- London Road 301, 222
- The Yews Addelam Road
- The parish hall

3.2.4. Building at risk

The building on the roundabout, 98 Manor Road, is a Grade II Listed Building in significant disrepair. Since the Historic England Heritage at Risk register does not include Grade II listed buildings outside London, there is a need to consider further action as appropriate on this building. The Dover Heritage Strategy notes the potential for including the building on a Heritage at Risk register.

3.2.5. Street Furniture

Further analysis is required to determine what signage is required and what is obsolete and therefore a distraction from the character and appearance of the conservation area.

3.2.6. Boundary changes

A study needs to be carried out to review the boundaries of this conservation area. The Dover Heritage Strategy highlights the way in which building in the gardens of historic properties plus the changes in land use e.g. the changes following the fire at Tormore School have altered the character and appearance of the original conservation area. There may also be areas e.g. in Church Path that should now be included within the conservation area.

4. Appendices

4.1. Historical development

The area of Upper Deal, formerly the village of Addelam, developed and evolved over eight centuries. There is no verifiable historical information as to when the village of Addelam became Upper Deal. It appears to be more the case of slow historical absorption of the original village into the greater urban complex of Deal.

During medieval times St Leonard's Church stood amidst a small cluster of cottages in the village of Addelam. The village was known by numerous names some of which are detailed in the introduction to this report. The earliest evidence places the church circa 1180. The Visitation Roll of 1327 said the church was much neglected. Between 1560 and 1630 there were 13 farms in Upper Deal, the area being predominantly agricultural. The church tower was replaced in 1684. By the middle of the 1780s the village had a parsonage and 43 dwellings. The northern annex of the church was built in 1819 to provide extra seating as the population grew. St Georges in Deal had been established for well over a century and St Andrews was built in the mid 19th century. This reflects the population growth in Deal as a whole.

An additional burial ground on Church Path was taken into use from 1795 to 1855. Some of the trees were added by the Deal Society in 1970.

The 18th century Rectory adjacent to the church was built on the site of the former Parsonage. The modern Rectory is in Addelam Road.

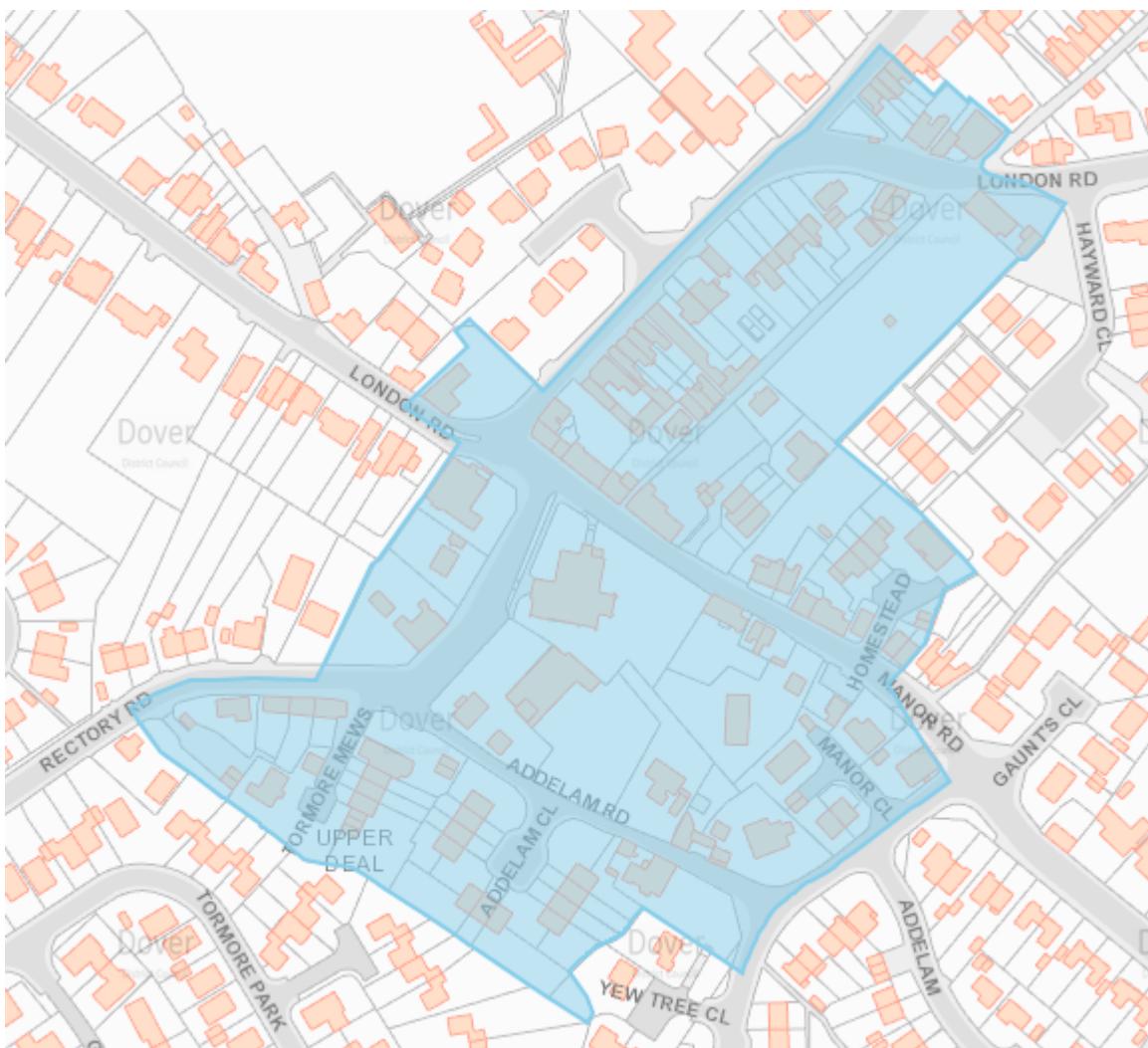
The Turnpike Acts of 1797 and 1818 allowed tolls to be levied for the use of the road from Deal to Sandwich.

Court House, opposite the church, was the residence of the former stewards of the Manor of Deal Prebend when Addelam village was under ecclesiastical authority. In 1721 it was used as the Parish Poor House. During WW2 it was briefly occupied by troops and later taken in as part of Tormore School.

In 1908 a small, private preparatory school for boys opened in a pre-1844 Georgian property named The Oaks. Standing on the corner of Addelam Road and what is now Rectory Road (previously Park Road), it was re-named Tormore. As the school expanded over time, various buildings for school use were erected in the grounds and areas set out for sporting activities. Some private properties nearby were also taken into use for school purposes. The school left Deal in the late 1970s and the site was acquired for residential development. Arson in 1981 and 1983 damaged some of the empty buildings. In 1993 consent was granted for the demolition of the derelict shell of Tormore (designated a listed building some years previously).

The residential development along Addelam Road occupies the site of Addelam House (demolished circa 1960).

4.2. Maps



4.3. Planning controls

4.3.1. Article 4(1) Direction

All local authorities were given the power to impose an Article 4(1) Direction by the Town and Country Planning (General Permitted Development) Order 1995.

The Article 4(1) Direction adopted by Dover District Council reinforces the Council's ability to protect the special character of a town. The Direction gives the District Council control over a variety of alterations to unlisted residences. Planning permission is required for changes to windows, doors, roof materials, and chimney stacks, and the construction of external porches, the provision and removal of walls and fences and the provision of hard standings.

These controls do not relate to the whole building, but only to those elevations which front a highway, waterway, or public open space, and which, therefore, affect the public face or faces of the building.

The best way of preserving the character of a building is to repair it using traditional materials. By using traditional materials there is no change to the external appearance and planning consent may not be required.

Direction 4(1) requires the submission of a planning application for the following items of work where the works front a highway, waterway or open space:

- The enlargement, improvement or other alterations of the house. This includes changing windows and doors.
- Any alterations to the roof, including roof lights, dormer windows, the substitution of clay tiles or natural slates with concrete or other materials.
- The erection or construction of a porch outside an external door.
- The provision within the curtilage of a house or any new buildings or any existing ones the provision of a hard surface e.g. for car parking in the front garden.
- The erection, alteration or removal of a chimney on the house or on a building within its curtilage.
- The erection, construction maintenance, improvement or alteration of a gate, fence or other means of enclosure.
- The painting of the external masonry (or other walling material) of any part of the house (or building or enclosure within the curtilage of the house). For the avoidance of doubt this does not include the routine painting of masonry or other walling material in the same colour.
- The installation, alteration or replacement of a satellite antenna on a house or within the curtilage of a house.

If the house is listed then Listed Building Consent for both external and internal alterations and extensions is required.

For further information consult the Dover District Council Planning website.

4.4. Acknowledgements and references

4.4.1. Bibliography

- John Laker: History of Deal 2nd edition 1921
- Barbara Collins: Discovering Deal 1969
- N.E. Tomaszewski: 800 Years of Worship 1980
- Gregory Holyoake: Old Deal and Walmer Postcards 1981
- David Collyer: Memories of an Upper Deal Prep School 1932-1986 published in Bygone Kent September/October 2001
- Gertrude Nunns: A History of Deal 2006

4.5. Glossary

- **Conservation Area** is an area designated so that the planning authority can control changes within it. They can be defined as “Areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. Details can be found in the conservation pages of the DDC website.
- **Dover District Council (DDC)** is the planning authority with responsibility for this conservation area. Their website is www.dover.gov.uk.
- **Heritage Strategy** is a DDC strategy which aims to enable them to achieve their objectives for the protection and enhancement of the historic environment. The strategy documents can be found in the conservation pages of the DDC website.
- **Historic England** is the public body that looks after England's historic environment. Their website is www.historicengland.org.uk.
- **Kent County Council (KCC)** is the authority with responsibility for, amongst other things, the highways in this conservation area. That responsibility includes road and pavement surfaces, signage and street lighting. Their website is www.kent.gov.uk.
- **Listed Building** is one designated as listed in the National Heritage List for England (NHLE). It marks and celebrates a building's special architectural and historic interest, and also brings it under the consideration of the planning system so that some thought will be taken about its future. There are three categories of listed building: Grade I, Grade II* and Grade II. Details are on the Historic England website.
- **National Planning Policy Framework** is a key part of Government reforms to make the planning system less complex and more accessible, to protect the environment and to promote sustainable growth. Details can be found at the government's planning portal www.planningportal.gov.uk.
- **Non-designated Building** refers to one which is not listed.
- **The Deal Society** is the civic society for Deal and Walmer. Their website is www.thedealsociety.org.uk.
- **UPVC** in this report refers to windows and doors, generally of aluminium construction, coated with plastic (usually white).