

Introduction



Purpose

This exhibition introduces the draft Conservation Area Management Plan for Great Holland, which has been prepared by consultants following a public workshop in March. Public views on the suggestions are now sought so that the plan can be completed and published.

Conservation areas are defined as:

‘Areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.’

A conservation area usually has:

- Buildings of architectural quality
- An interesting and attractive layout
- An important social history

Conservation area designation

There are 20 conservation areas within the Tendring district covering the centres of towns and villages. The Great Holland Conservation Area extends from Tudor Cottages in Rectory Road in the west to Great Holland Hall and Holland Hall Wood to the east.

The effects of designation include:

- The demolition of buildings requires the consent of the District Council, with a few minor exceptions.
- There is a lower threshold of ‘permitted development’ rights, which affects single dwelling houses.
- Anyone proposing to cut down or carry out work to a tree must give six weeks notice in writing to the district Council before the work is done.
- The District Council has a legal duty to take account of the need to preserve or enhance conservation areas when considering any planning matters.
- The Council has a duty to publish proposals for the preservation and enhancement of the conservation area.

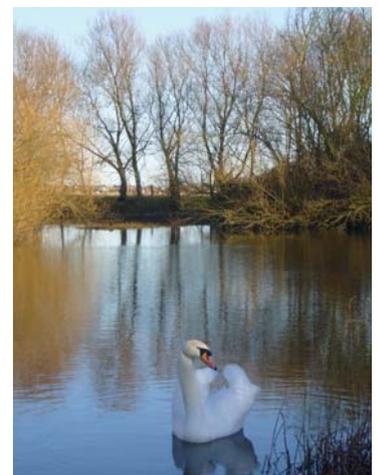


A conservation area character appraisal

Was published by Tendring District Council in 2006 to define the special interest of Great Holland and some of the factors affecting it.

The Management plan will:

- Identify improvements that can be made to planning policy
- Identify opportunities for enhancement of the conservation area
- Provide a useful tool to help guide future development proposals
- Provide a programme for action
- Confirm any necessary changes to the boundary of the area



Qualities and Opportunities



Great Holland: Qualities

The key characteristics that make Great Holland attractive are recorded in the Character Appraisal and were expressed by those who attended the public workshop

The appraisal summarises the special interest of Great Holland as follows: “The special character of Great Holland Conservation Area lies in the relationship between a formal, enclosed area in front of The Ship Inn and the sinuous lane leading to the Church, Hall and extensive views over the coast.”

In addition to architecture and planform, the character of Great Holland derives from:

- A sedate rural character separated from the thriving seaside resort of Frinton-on-Sea to the north
- A quiet rural village with a mixture of historic and modern buildings laid out on winding lanes, mainly behind front gardens
- Except for the church, the buildings are all of a domestic scale and are evenly spread along Church Lane and Rectory Road with distinctive gaps
- The spaciousness enhances the rural character and gives views through to the neighbouring countryside
- The eastern part of the conservation area is dominated by the ancient woodland and the Hall Farm, and on the perimeter by extensive views over the fields that lead down to the sea
- In addition to residential uses, there is the large village hall that stands just outside the designated boundary. Otherwise, the amenities within the conservation area are limited to the Ship Inn and All Saints' Church



Great Holland: Opportunities

Designation

- **Boundary revision to include the War Memorial in the conservation area**
- **Establish a list of locally listed buildings. This would recognise the special contribution of buildings such as Wood Hall and Great Holland Hall**

Promotion and training

- **Raise awareness by publishing information of history and special qualities**
- **Involve the community by establishing a Conservation Area Advisory Committee**
- **Raise awareness among elected members through the Historic Environment Champion**
- **Promote improvement in heritage skills in building trades**

Policy and Guidance

- **Ensure there is good quality historic environment content in the Local Development Framework**
- **Promote guidance through Supplementary Planning Documents for:**
 - The design of new buildings
 - Traditional doors and windows
 - Boundary walls, trees and planting
 - Treatment of streets and signage

Control

- **Provide clarity about existing levels of control over details**
- **Consider an Article 4 direction to control inappropriate changes**
- **Introduce surveys to monitor change**
- **Establish priorities for enforcement**

Schemes of enhancement

- **Improvements to the verges and general streetscape along Church Lane and the maintenance of appropriate boundary treatments, such as native hedgerows, would enhance the rural appearance of Great Holland**
- **Planting and landscaping schemes could also improve the appearance of the square outside The Ship Public House**
- **Preparation of a tree management plan for Hollandhall Wood**
- **Re-use of the Great Holland Nurseries site in a manner that will not detract from the appearance of the conservation area**
- **Public footpaths through the conservation area could be enhanced by better surfaces, lighting and signage**
- **Underground cabling of overhead wires**



What you can do

Next steps

The full text of the Draft Management Plan for Great Holland is available to view at:

- **Walton Library**
- **Frinton & Walton Town Council offices at the Triangle Shopping Centre**
- **Tendring District Council Offices at Weeley**

It is also being posted on the District Council's website:

www.tendringdc.gov.uk

We are asking for comments and suggestions that will help us to complete the Plan.

What you can do

Complete a questionnaire or simply write to:

Eddie Booth, The Conservation Studio, 1 Querns Lane, Cirencester, Gloucestershire, GL7 1RL

info@theconservationstudio.co.uk

If you prefer, you may leave comments with the Town or District Councils and they will be forwarded.

What we want to know

- **Do you agree with the assessment of Great Holland's qualities and the challenges it faces?**
- **Do you have further points to add?**
- **Do you agree with the opportunities for improvement?**
- **Do you see any further scope for action?**
- **What do you see as the main priority?**

