



**HERITAGE  
ASSETS**



## **Reflecting Ware's character through high quality design**

**Our policies seek to ensure that new developments in Ware are well-designed. They should also be in keeping with, and where possible enhance, the existing character of the town.**

Past generations of people have created the features that give Ware its identity today. This process has been gradual, taking place over many centuries, and the streetscapes that exist today have a distinctiveness that derives from variety.

They contain heritage assets of all kinds, including characterful buildings, historic landmarks and archaeological features, both exposed and still beneath the ground.

This heritage is important because it helps to create a sense of place and belonging for those living in Ware. It is also attractive to visitors to the town and has an economic value in supporting regeneration and the visitor economy.

**The historic assets that contribute to Ware's character are an irreplaceable resource and should be conserved.**

Much of the centre of Ware is designated as a Conservation Area. An Appraisal and Management Plan was adopted for it in 2016, which seeks to define and protect the essential qualities that comprise this historic core of Ware, provide guidance for development proposals, measures for enhancing the area, and policies for its preservation.

The Conservation Area is sub-divided into four Identity Areas, which are described in detail on p20 of the full version of the Draft Plan, which you can access via the [wareneighbourhoodplan.com](http://wareneighbourhoodplan.com) website page you've probably just come from.

Our central policy here seeks to ensure that development should, where practical, enhance the local character and vernacular of the town, reflecting architectural variety found locally and using materials and colours that are in keeping with those typical of existing buildings in the immediate locality.

This will help to avoid building design that is inappropriate to the Plan area. Innovation in design will be supported where this enhances the quality of the built form in a local character area.

As appropriate to their scale, nature and location, development proposals should demonstrate that they:

- i. Follow guidance contained within the Ware Conservation Area Appraisal, conserving those features identified as contributing to the particular Identity Areas;
- ii. Ensure that the development contributes to the relationship between the built townscape and the River Lea and New River, for instance retaining and enhancing green space along the river;
- iii. Retain (and where possible restore) built historical features including: original malting industry features and cowlings, street signs, iron railings, boundary walls and other features, such as windows and chimneys;
- iv. Conserve existing native trees and hedgerows and plant new ones to enhance the street scene;
- v. Reduce or repurpose unnecessary street clutter;
- vi. Ensure that shops fronts and fascias contribute positively to the historic street scene;
- vii. Maintain, improve, and create open spaces, green verges and communal seating areas; and
- viii. Make a positive contribution to the visual impact of the main highway approaches into the town.

Furthermore, the Plan will seek **to conserve heritage assets, not least those not currently covered** by the Government's statutory List of Buildings of Special Architectural or Historic Interest compiled by the Government.

**And it will also seek to ensure that shop fronts and signage is in keeping with and contributes positively to the character of Ware.**

Specific guidelines include:

- Signage must consider how it complements (and, where possible, enhances) the natural historic features of the building;
- The use of applied lettering, including plastic lettering, should be discouraged but where used the colours should be muted and appropriate materials used to harmonise with surrounding buildings;
- Where corporate image is important to the retailer then the form of signage should be agreed, and the use of company standard formats must be avoided where these are unsuitable;
- Blocked signs and electronic signs applied internally to windows must be discouraged because of the overbearing effect on the townscape.
- External decoration, particularly colour choice should be carefully considered in the context of the surrounding work is carried out.

**We will work in partnership with EHDC to ensure that signage guidance is adequately enforced.**