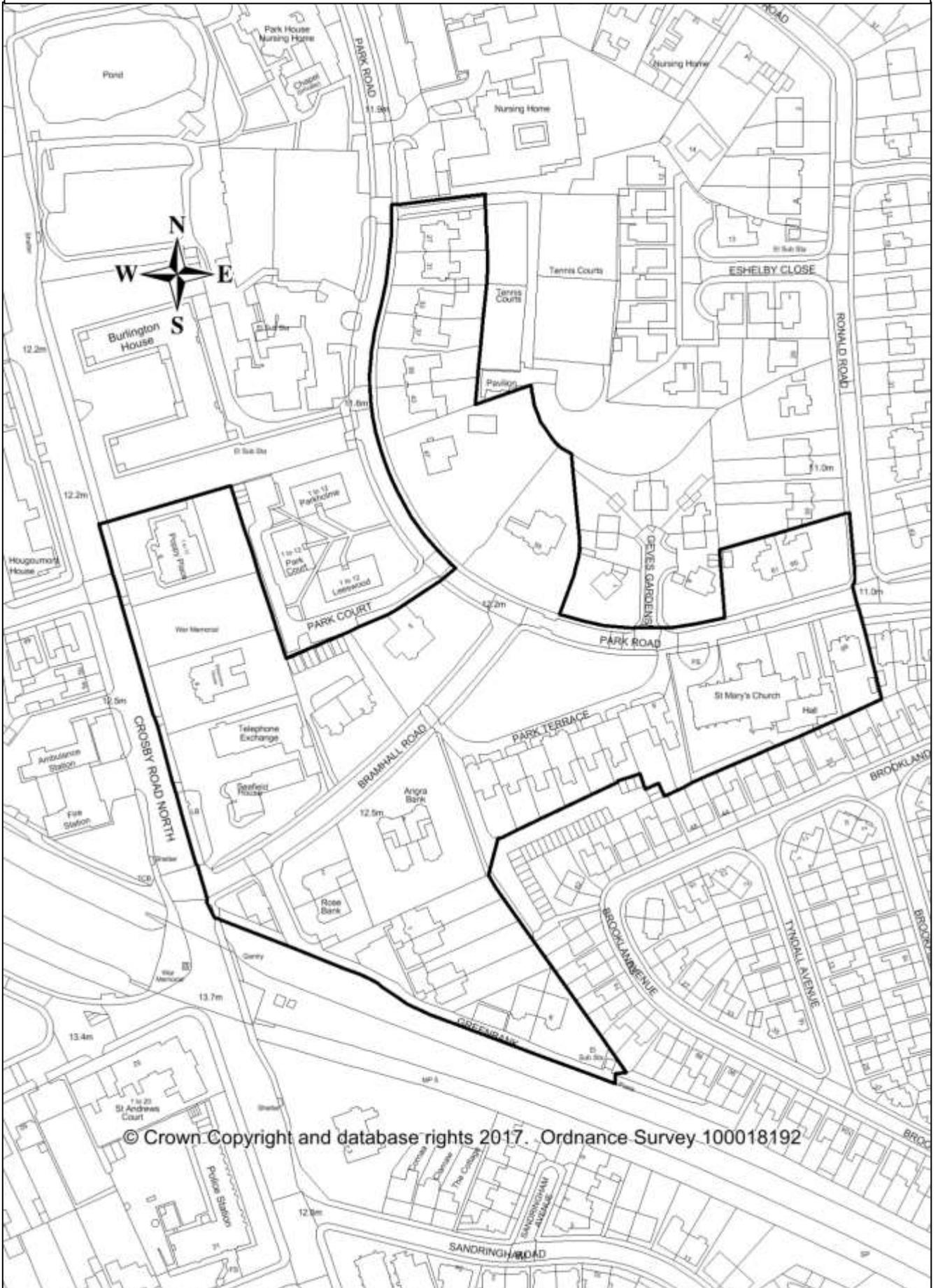
The image shows a large, multi-story brick house with several windows, partially obscured by lush green trees. In the foreground, there is a stone wall and a paved road. The text is overlaid on a semi-transparent green box in the upper right corner.

Waterloo Park Conservation Area Appraisal Adopted April 2016

This Conservation Area Appraisal was prepared by Sefton Council in 2015 and amended following public consultation between January and March 2016 and was fully adopted including the suggested boundary changes shown below by Sefton Council on 27th April 2016. For more information on boundary changes please see Section 9.0



CONTENTS

LIST OF PLANS	iv
PREFACE	v
Legislative Background.....	v
Policy Framework	v
How status affects planning decisions	v
Need for an appraisal.....	vi
1.0 INTRODUCTION	7
1.1 Background.....	7
1.2 Scope and Structure of the Study	7
2.0 LOCATION AND CONTEXT	7
2.1 Location.....	7
2.2 Topography and Geology.....	9
2.3 Uses	9
2.4 Conservation Area Context.....	9
2.5 Study Area Boundary.....	12
3.0 HISTORIC DEVELOPMENT	14
3.1 Early history and Origins.....	14
3.2 Development.....	14
3.3 Historic Uses and their influence.....	15
3.4 Archaeology.....	15
4.0 LANDSCAPE SETTING AND VIEWS	17
4.1 Setting and relationship with the surrounding area.....	17
4.2 Character and Relationship of Spaces	19
4.3 Views and Vistas within the Conservation Area	19
4.4 Green Spaces and Planting	22
5.0 TOWNSCAPE AND FOCAL BUILDINGS	24
5.1 General Characteristics	24
5.2 Focal Buildings and Features.....	31
5.3 Boundaries and Surfaces.....	37
6.0 ARCHITECTURAL MATERIALS AND DETAILS.....	40
6.1 Prominent Styles.....	40
6.2 Leading Architects	42
6.3 Materials	42

6.4	Typical Features and Details.....	44
7.0	CHARACTER ASSESSMENT	49
7.1	Character of the area	49
8.0	NEGATIVE FACTORS.....	50
8.1	Overview.....	50
8.2	Unsympathetic later 20 th century development.....	50
8.3	Unsympathetic extensions	52
8.4	Alteration to historic detailing and materials	53
8.5	Development Pressures and Loss	56
8.6	Opportunities for Enhancement.....	56
9.0	RECOMMENDED AMENDMENTS TO THE CONSERVATION AREA	
BOUNDARY	BOUNDARY	61
9.1	Designated Boundary	61
9.2	Amendments.....	64
9.3	General.....	67
APPENDIX A	APPENDIX A	69
	Bibliography	69
	Illustration Sources	69
	Acknowledgements	69
APPENDIX B	APPENDIX B	70
	Historic Maps.....	70
APPENDIX C	APPENDIX C	78
	Gazetteer of Properties within the Waterloo Park Conservation Area	78
APPENDIX D	APPENDIX D	83
	Gazetteer of views, boundaries and surfaces within Waterloo Park Conservation Area...	83
APPENDIX E	APPENDIX E	93
	Schedule of changes to Waterloo Park Conservation Area Appraisal following public consultation	93

LIST OF PLANS

PLAN 1 LOCATION OF CONSERVATION AREA.....	8
PLAN 2 CONSERVATION AREA CONTEXT.....	10
PLAN 3 AERIAL PHOTOGRAPH SHOWING CONSERVATION AREA CONTEXT.....	11
PLAN 4 BOUNDARY OF CONSERVATION AREA.....	13
PLAN 5 APPROXIMATE AGES OF BUILDINGS.....	16
PLAN 6 KEY VIEWS.....	20
PLAN 7 GREENSPACES.....	22
PLAN 8 BUILDING GROUPS	30
PLAN 9 FOCAL BUILDINGS.....	35
PLAN 10 CONTRIBUTION OF BUILDINGS.....	36
PLAN 11 AGE OF BUILDINGS WITHIN AND OUTSIDE THE CONSERVATION AREA.....	63
PLAN 12 PROPOSED ALTERATIONS TO THE EXISTING CONSERVATION AREA.....	68

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PREFACE

Legislative Background

Since the 1967 Civic Amenities Act local authorities have been empowered to designate Conservation Areas. The current Planning (Listed Buildings and Conservation Areas) Act of 1990 defines Conservation Areas as:-

"areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance".

Such areas are diverse. They may be large or small; residential or commercial; civic or industrial; old or relatively modern. They may represent social ideals or civic pride. They may be specifically designed or speculatively produced; modest or grand. They may contain Listed Buildings of architectural or historic interest or may simply have local historic association. However, common to all will be an identifiable environmental quality which should be protected from unsympathetic redevelopment or alteration.

Sefton Council has declared 25 Conservation Areas throughout the Borough reflecting the variety of building styles and environments within its borders.

Policy Framework

The content of the Planning (Listed Buildings and Conservation Areas) Act 1990 is supported by the National Planning Policy Framework (NPPF) and Historic England 'Good Practice Guidance'.

The principles within the NPPF and the 'Good Practice Guidance' are further supported by Sefton Council's Heritage policies contained within its Local Plan.

This legislation and policy framework enables the authority to exercise greater control over development within Conservation Areas and, where appropriate, this may be supplemented by the use of 'Article 4 Directions' to remove permitted development rights. In this way, minor changes, which may be cumulatively detrimental, can be more closely controlled.

Local Authorities have a duty to review, from time to time, their areas to ensure that places of special architectural or historic interest are being protected. The boundaries of existing Conservation Areas may be revised, new areas may be designated and those areas which have been eroded to the extent that their special character has been lost, may be de-designated.

How status affects planning decisions

Whilst the Council recognises that, for Conservation Areas to remain 'live' and responsive to a changing society, changes must and will occur, it nevertheless undertakes to ensure that all changes preserve or enhance the character and

appearance of its Conservation Areas and do not result in any serious loss of character or features.

Planning legislation supports the local authority in this by increasing its powers of control over development. It does this in the following ways:

- Buildings and structures may not be demolished without Planning Permission.
- Trees are protected and all work to them requires consent from the Council.
- New development is expected to reflect the quality of design and construction of the surrounding area and should make a positive contribution to the area's character.

Local planning authorities may, if necessary, exercise even greater control by removing the basic permitted development rights of householders.

Under section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the Council has a legal obligation to ensure that "special attention shall be paid to the desirability of preserving or enhancing the character or appearance" of the area when deciding planning applications.

Need for an appraisal

The first step to protecting the inherent qualities of a Conservation Area is having a thorough understanding of its character. This should then underpin local policies for the area's protection. Such a definition requires a thorough appraisal of the area to assess the contribution of each element (e.g. buildings, boundaries, trees, surfaces, etc.) to the area's overall character.

Whilst this appraisal aims to identify the essential elements which give this Conservation Area its character, it is not intended as a detailed evaluation of each building and feature. Therefore any buildings, features and details may still have importance even though not specifically referred to in the document and any omissions do not indicate lack of merit or interest.

1.0 INTRODUCTION

1.1 Background

The purpose of this Appraisal is to clarify the designation of the Conservation Area, which will protect and enhance the character of the area around Waterloo Park, Waterloo. Designation as a Conservation Area provides the Local Planning Authority with additional powers to protect and enhance the area's special characteristics.

The Conservation Area was placed on Historic England's National 'Heritage at Risk' Register in 2014 and one of the contributing factors was a lack of current Conservation Area Appraisal.

1.2 Scope and Structure of the Study

The scope of this Conservation Area Appraisal is based on the guidelines published by Historic England and represents a factual and objective analysis. In accordance with the guidelines, the following framework has been used as the basis for analysis:

- Location and Population
- Origins and development of the settlement
- Prevailing former uses and their influence on plan form or building type
- Archaeological significance
- Setting of the Conservation Area and its relationship with the surrounding landscape
- Character and relationship of spaces
- Contribution made by greenspaces, trees, hedges, etc
- Architectural and historic quality of buildings
- Prevalent and traditional materials
- Local details
- Extent or loss, intrusion or damage
- Existence of neutral areas

The document has been structured to encompass these areas of study and concludes with recommendations for potential amendments to the Conservation Area boundary.

The aim of this appraisal is to identify and examine those elements which individually and collectively define the essential character of the area. Whilst the appraisal provides a comprehensive analysis of the area, any descriptive omission of a building or feature does not imply that it has no special interest.

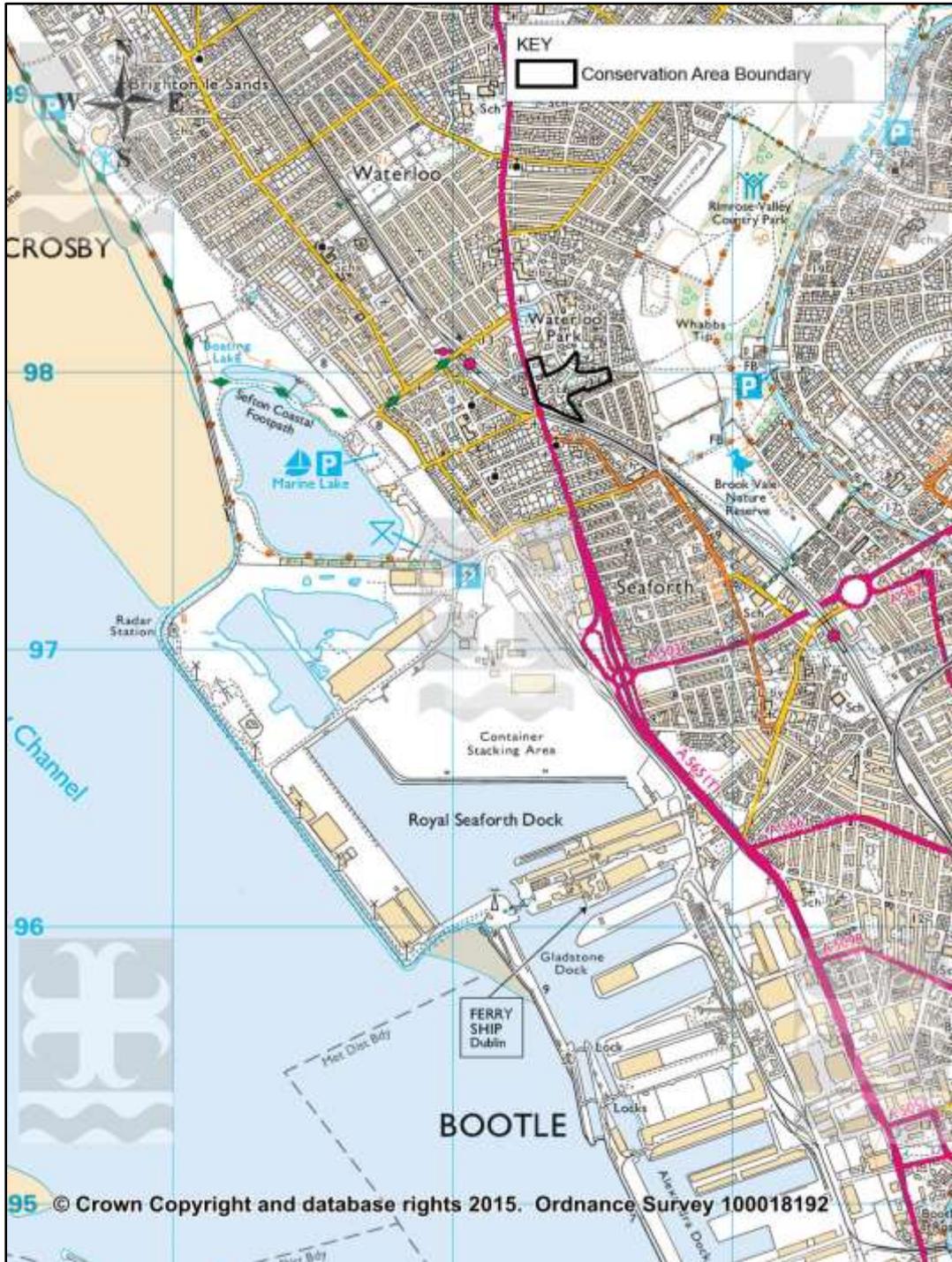
2.0 LOCATION AND CONTEXT

2.1 Location

The Conservation Area is approximately 5 ½ miles north of Liverpool, situated in the urban settlement of Waterloo between Crosby and Bootle. Waterloo

Park Conservation Area is located to the east of Crosby Road North and directly abuts the Southport to Hunts Cross Mersey Rail line to its southern boundary.

Plan 1: Showing Location of the Waterloo Park Conservation Area



2.2 Topography and Geology

Waterloo Park is situated on former agricultural land, some short distance from the shores of the River Mersey. Given its proximity to the river, the landform of the area is predominantly flat, and approximately only 10 metres above sea level.

The land sits on an underlying bed of Keuper sandstone and Keuper Marl, which was laid down in the Triassic period.

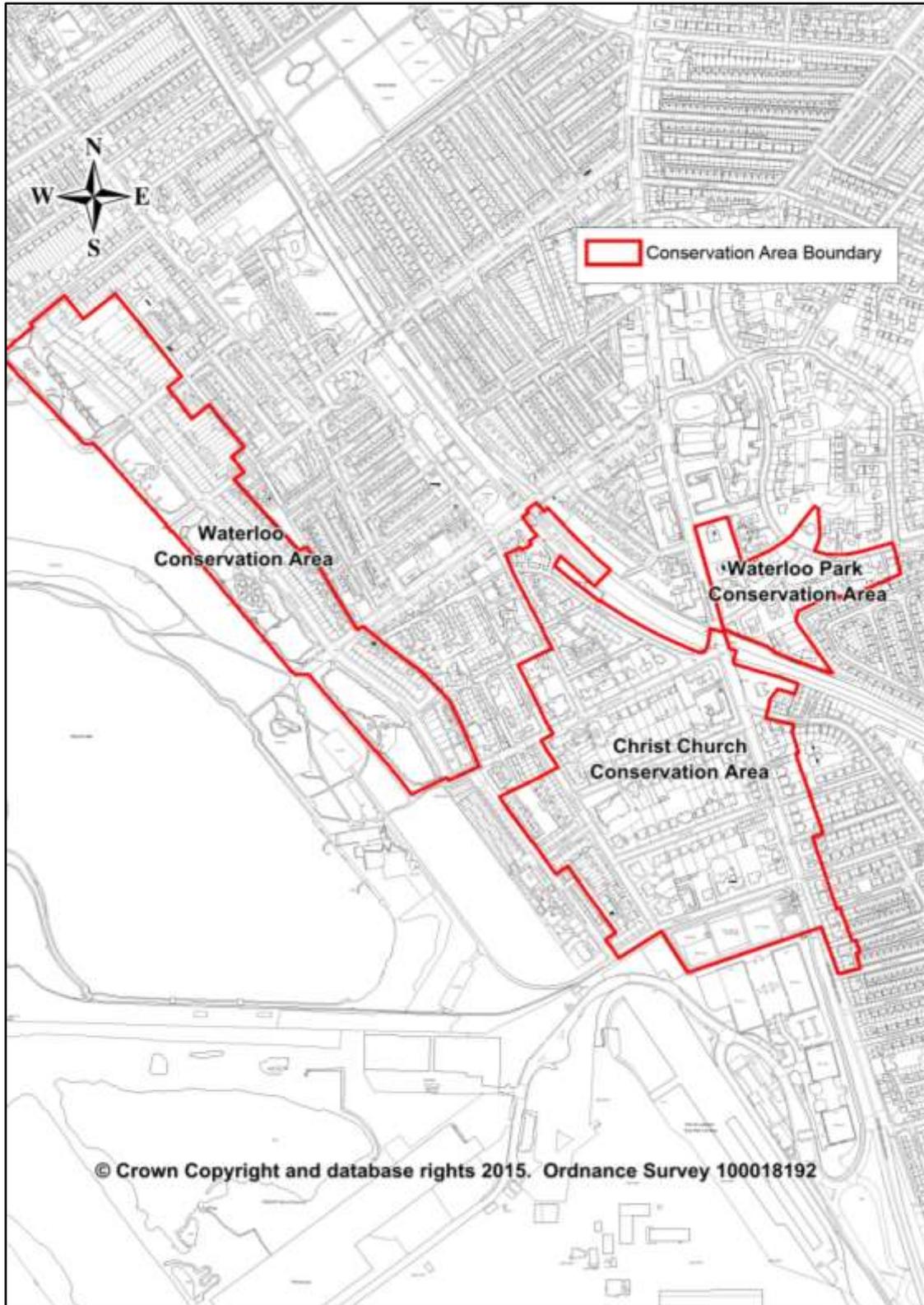
2.3 Uses

The Waterloo Park Conservation Area is almost exclusively residential, particularly along Bramhall Road and Park Road. However, there is St Mary's Church on Park Road and offices fronting Crosby Road North, namely Seafeld House and the Telephone Exchange Building. The residential elements are all flats or apartments.

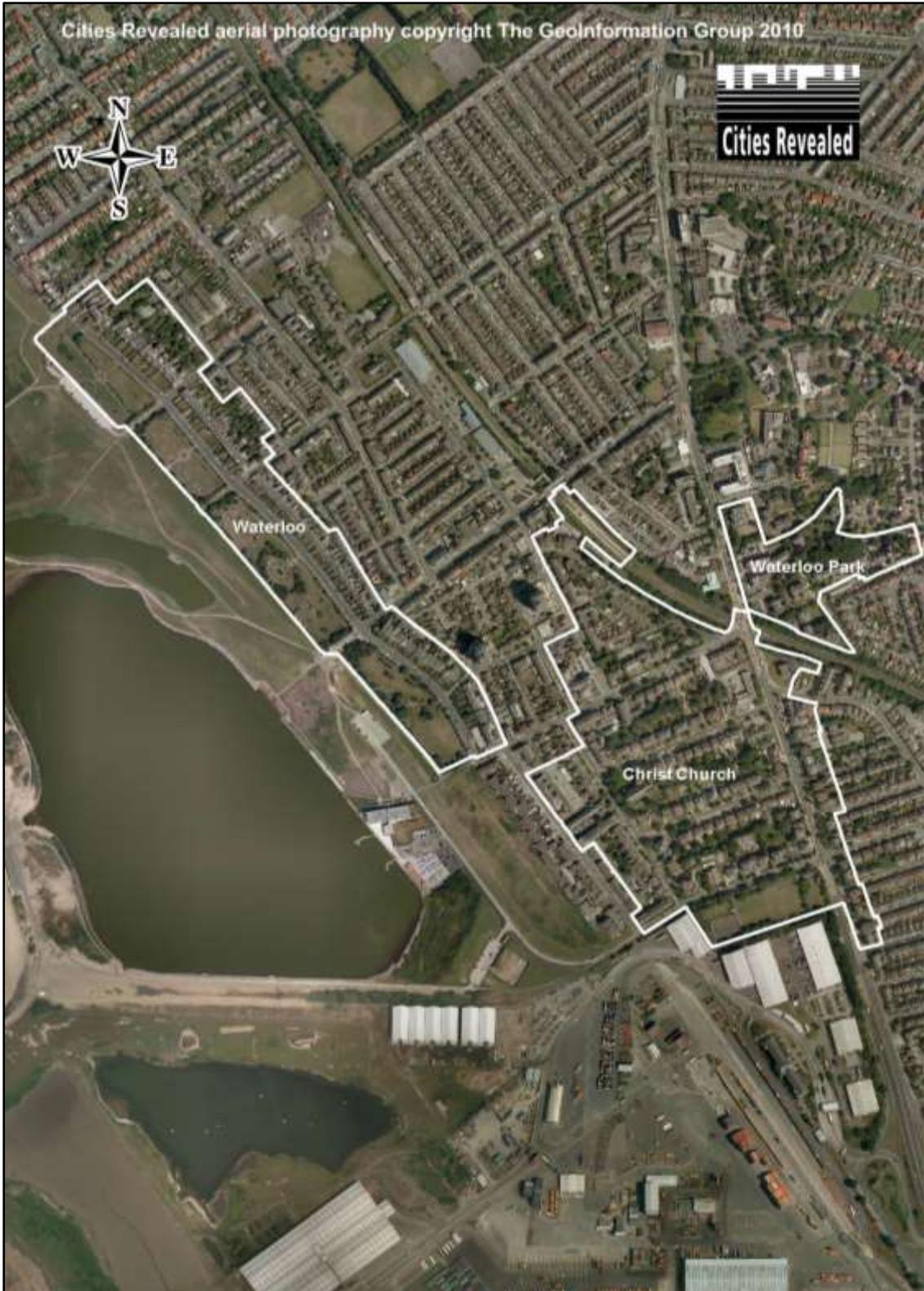
2.4 Conservation Area Context

Waterloo Park Conservation Area sits immediately north-east of Christ Church Conservation Area. Waterloo Conservation Area lies some short distance westwards towards the coast.

The development dates from the early C19th along the coast to mid to late C19th villa development of Waterloo Park (from 1858) and Christ Church (circa 1860's).



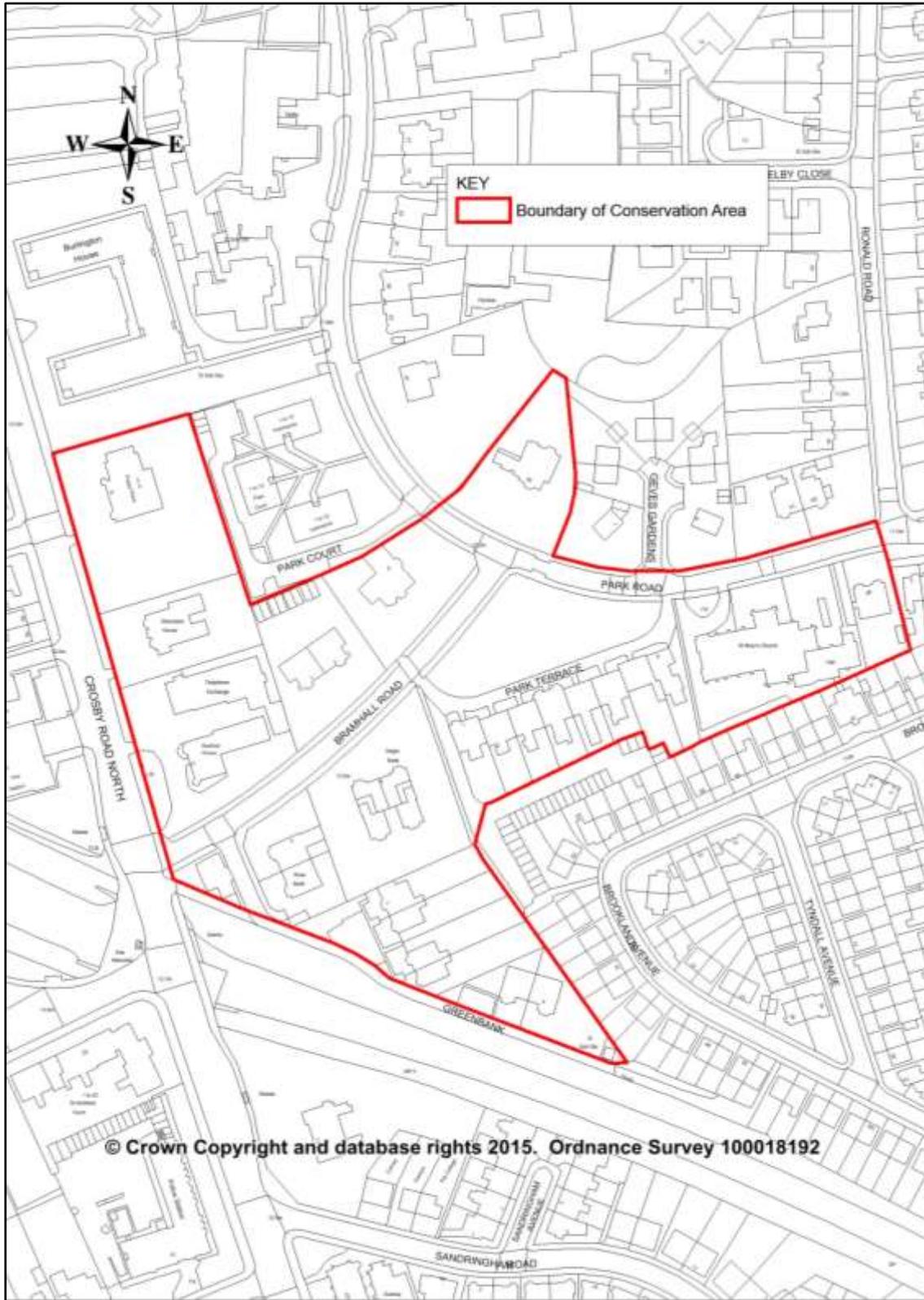
Plan 2: Showing the Conservation Area Context



Plan 3: Aerial Photograph to show Conservation Area Context

2.5 Study Area Boundary

Waterloo Park Conservation Area was designated by Sefton Council in October 1991. The area comprises important elements of a late 19th Century planned housing development and is considered an attractive combination of architectural, townscape and historical interest. It is the combination of these factors which makes the area special and justifies efforts to preserve and enhance its character and appearance. The Conservation Area Boundary is largely arrow-shaped and focuses on Park Terrace and Bramhall Road. To the south-east it abuts the Christ Church Conservation Area where it overlooks the Southport to Hunts Cross Mersey Rail Railway line. As part of the review of the Waterloo Park Conservation Area, it is necessary to investigate if there is any scope for boundary changes since the appraisal was adopted. Any amendments to the existing boundary will reflect an up-to-date and comprehensive survey and analysis of the area. Chapter 9 provides a detailed review of the Conservation Area boundary with suggested changes.



Plan 4: Boundary of Waterloo Park Conservation Area

3.0 HISTORIC DEVELOPMENT

3.1 Early history and Origins

There is little evidence of primitive settlement in the area and it has been suggested that, as most of Lancashire was covered by dense forest, the area at that time, would have been too inhospitable. Remnants of ancient trees have been found on Merseyside confirming the existence of the forest.

The Roman presence on Merseyside appears to have made no use of the Mersey coastline, instead moving north from Chester to Preston and Lancaster via Wigan. It seems likely that south-west Lancashire was still woodland and marshland at that time.

However, the Vikings, arriving from the Isle of Man and Ireland during the 9th century found the forest and marshland to be no deterrent and the relatively unpopulated coast of Lancashire became rapidly settled.

Whilst Waterloo Park Conservation Area is exclusively a 19th century development, the surrounding areas of Crosby and Litherland date back to Viking times, as evidenced by their place names, Crosebi and Liderlant.

'Crosebi' and 'Liderlant' are recorded in the Domesday Survey of 1086 and Crosby was granted to a Norman knight (William Fitznigel) at about this time. However, the lands surrounding Crosby and Litherland soon passed to the Molyneux family (c.1100) with whom they largely remained until the 18th century.

3.2 Development

The area now designated as a conservation area was until the mid-nineteenth century agricultural land. Its development appears to have commenced in 1858 when 'Stone House' (Park Road) was built. This property is a fine yorkstone villa commissioned by David Rollo, founder of 'Grayson Rollo and Clover' the ship engineers. This somewhat isolated development seems to have stimulated plans for a wider residential scheme, along with the construction of the railway between Southport and Waterloo (1848), then subsequently on to Liverpool (1850) clearly made the area much more accessible for middle-class business men. In 1864 Samuel Maulsdale Mellor was to implement a proposal for an informally laid out 'Park' development for a number of large villas arranged around a lake. The scheme seems to have been a success and attracted many of the leading businessmen and officials of Liverpool and Bootle, such as Parry, Cripps, Curt and Vernon.

Mellor's development includes the large villas facing onto Bramhall Road completed by 1871. They have a mixture of classical Italianate and Gothic styles. Braunston Lea is perhaps the most impressive of the gothic villas notable for its cusped and pointed arched windows, whilst Ellesmere House is one of the best early classical villas with a particularly fine entrance porch. Also included in Mellor's scheme were the more modest villas along Greenbank, a discrete cul-de-sac enclosed by the railway line. Park Terrace was completed by the 1890s. This asymmetrical block of three storey red-

brick terrace faces onto a triangle of land which has an attractive wooded copse with a pathway meandering through its centre. The terrace is a significant architectural feature within the area and acts as an axis linking the two main parts of the Conservation Area.

The Conservation Area includes one listed building in St. Mary's Church on Park Road. The present stone (cruciform plan) church was built in the Early English Gothic style in 1883 to replace a temporary iron church erected in 1877. The church hall was built in a matching style adjoining the east side of the building in 1901, delaying completion of the church as a whole until 1908. A further addition was made to the church in 1934 with the erection of the Sunday School on its elevation which was then a cricket field, now Brooklands Avenue.

Much of the original planned, 'picturesque' residential layout of Waterloo Park has now disappeared due to Twentieth Century development, although the principal thoroughfares of Bramhall Road and Park Road remain. The former ornamental lake and gardens have now been encroached upon, so that today the tennis courts are the only remaining evidence of the larger informal park. The lake was filled in around the later 1950s and built over in the 1960s.

Historic Maps showing development over the years are included within Appendix B.

3.3 Historic Uses and their influence

The development of the coastal area as a resort in the early 19th century was influential to the subsequent development of the area. The attractiveness of the area, coupled with the growth of the nearby docks and shipping industry at Seaforth, encouraged those of sufficient wealth to relocate to this area.

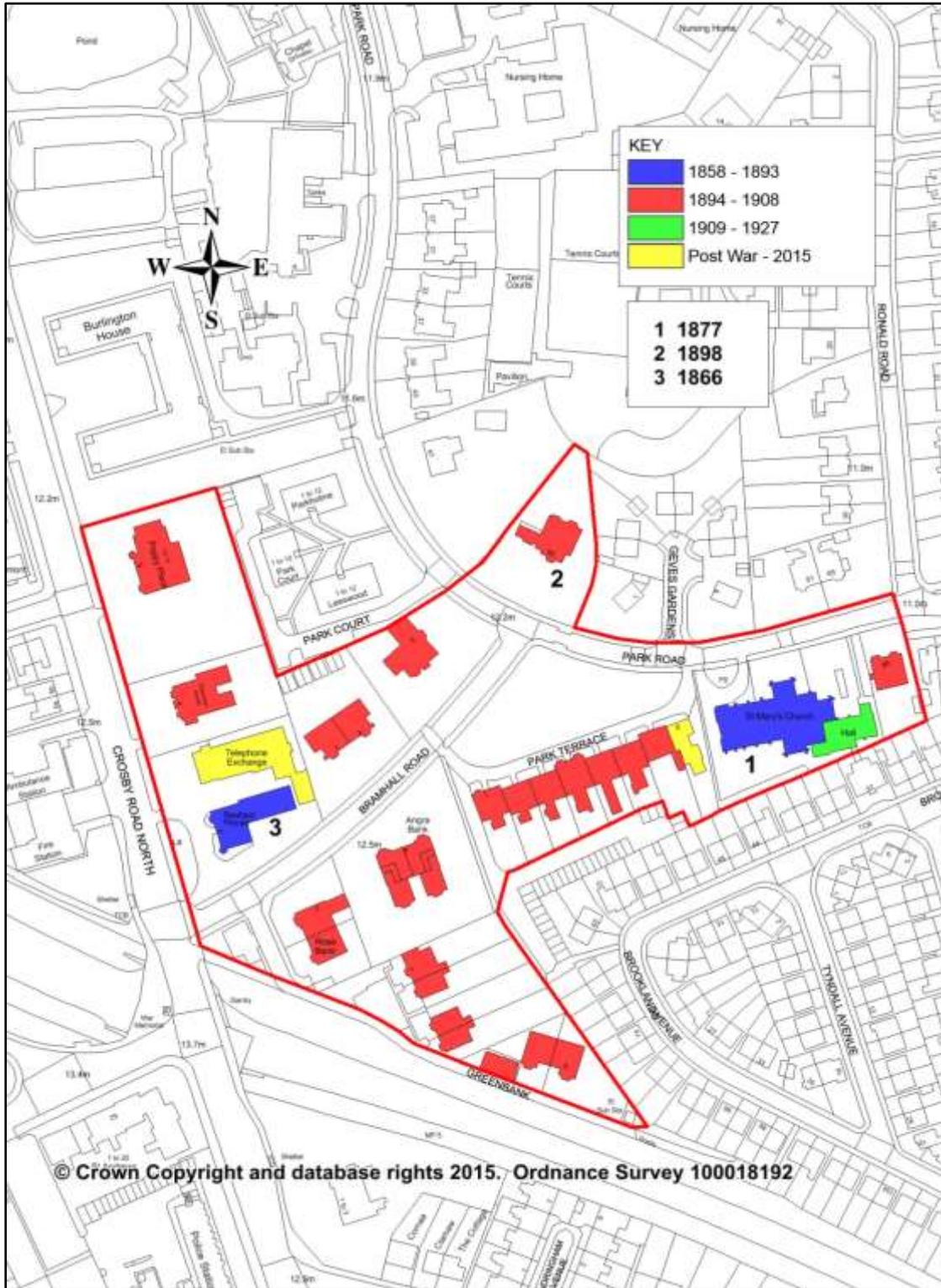
As mentioned in paragraph 3.2, the coming of the railway in 1848-1852 further increased its attractiveness as an accessible suburb, attracting wealthy businessmen and promoted its continued growth.

Today, the most visible evidence of the area's former use is in the land use and street pattern, which clearly follows the former field and allotment boundaries shown on the maps of 1769, 1816 and 1848.

3.4 Archaeology

The Merseyside Sites and Monuments Record notes a small number of sites of interest around the Waterloo Park Conservation Area, such as plant remains from the Bronze Age at Church Road and Neolithic remains at Mount Pleasant. Other recorded sites date from the 19th Century and include St. Mary's Church.

The lack of more/further finds, however, should not be interpreted as lack of potential but rather lack of investigation.



PLAN 5: Showing approximate ages of buildings

4.0 LANDSCAPE SETTING AND VIEWS

The aerial photograph shown on Plan 3 of Waterloo Park Conservation Area shows the wider landscape setting and proximity of Christ Church Conservation Area and Waterloo Conservation Area. It also helps identify the areas of greenery, open spaces, and built up areas.

4.1 Setting and relationship with the surrounding area

To the west, the Conservation Area fronts directly onto Crosby Road North, which is the busy A565, and the main road running from Crosby to Liverpool. Four of the properties within Waterloo Park Conservation Area front onto Crosby Road North, and all but one of the buildings (the Telephone Exchange, circa late 1950s), represent Victorian splendour, which characterises this Conservation Area. The scale of the properties is proportionate to the width of the road, with the grand and imposing 2 ½ to 3 storey villas displaying Victorian grandeur.



Photo 1: Poppy Place



Photo 2: Ellesmere House



Photo 3: Telephone Exchange Building



Photo 4: Seafield House



Photo 5: Bramhall Road looking east



Photo 6: Crosby Road North looking north



Photo 7: Crosby Road North looking towards Bramhall Road



Photo 8: Seafield House, Crosby Road North

The Southport to Liverpool railway runs along the CA boundary to the south and east in a railway cutting, with the six semi-detached Victorian villas along Greenbank slightly set back yet still overlooking the cutting from above. To the east, Waterloo Park Conservation Area is characterised by large Victorian properties on large plots.

The Conservation Area comprises the residual elements of a mid-19th century speculative development known as 'Waterloo Park', much of which has disappeared under redevelopment. The designated Conservation Area exhibits the most complete surviving arrangement of this planned development and contains significant tree groups, strongly suggestive of the original 'park concept' of the area.

The main thoroughfares which run through the Conservation Area are Bramhall Road and Park Road. Bramhall Road is the heart of Waterloo Park Conservation Area and is characterised by large Victorian properties set within good sized plots. Accessed off Bramhall Road, and set behind a small wooded area is Park Terrace. Park Terrace is a prominent group of terraced Victorian properties within the Conservation Area. Park Terrace was completed by the 1890s and is an asymmetrical three storey red-brick terrace which faces on to a small area of triangular woodland. The terrace is a significant architectural feature within the area and acts as an axis linking the two main parts of the Conservation Area.

Park Road, which forms the north eastern boundary of the Conservation Area has two historically important buildings; Stone House, constructed of Yorkshire stone and the Grade II listed St. Mary's Church of England Church. Both these two buildings make an important contribution to the character and appearance of the Conservation Area through their architectural quality and design. This is shown on Plan 10. There is also access to Park Terrace from Park Road, forming the axis linking the two main parts of the Conservation Area.

4.2 Character and Relationship of Spaces

Waterloo Park Conservation Area lies on relatively flat land, within close proximity (less than 1 mile) to the Mersey estuary. The area has a suburban parkland character, and is populated with mature trees and shrub planting, particularly prevalent along the curved axis of Bramhall Road and Park Road.

Bramhall Road and Park Road are visually enclosed by trees and walls, and the plot sizes of the properties are characteristically large. Some still retain grassed garden space, whilst others have sacrificed garden area for parking and hard standing areas. Park Terrace is a slight exception with the communal wooded area to the front and smaller rear garden spaces.

All the properties within Waterloo Park Conservation Area are large detached Victorian villas; (except the Telephone Exchange, circa 1950's on Crosby Road North). Hierarchically, the residential properties along Greenbank are the smaller properties with the area, but are by no means modest in size.

Properties which front Crosby Road North display a more linear order and character, being situated on the busy A565. Whilst the plot sizes are large, and originally would have been garden spaces, most of the green landscaping to the front, side and rear has unfortunately been lost to car parking has been lost to tarmac for parking areas.

Throughout the Conservation Area, the feeling is one of spaciousness and the layout of built form is generous within good sized plots. Park Terrace forms the only mass of concentrated development, but the properties are of good size and not disproportionate in size to the rest of the properties within the Conservation Area. The fact the large terrace is set back from the road behind the triangular area of wooded greenspace, combines to help reduce its mass.

4.3 Views and Vistas within the Conservation Area

Within the Conservation Area, there are several defining views:

- View along Bramhall Road from the junction of Crosby Road North
- View along Greenway from the junction of Bramhall Road and Crosby Road North.
- View along Park Road towards St. Mary's Church
- View along Bramhall Road towards Park Road (Stone House) and Park Terrace



Photo 9: View down Bramhall Road from Park Road



Photo10: View down Bramhall Road from Greenbank



Photo 11: View along Park Road towards Bramhall Road



Photo 12: Crosby Road North/Bramhall Road junction

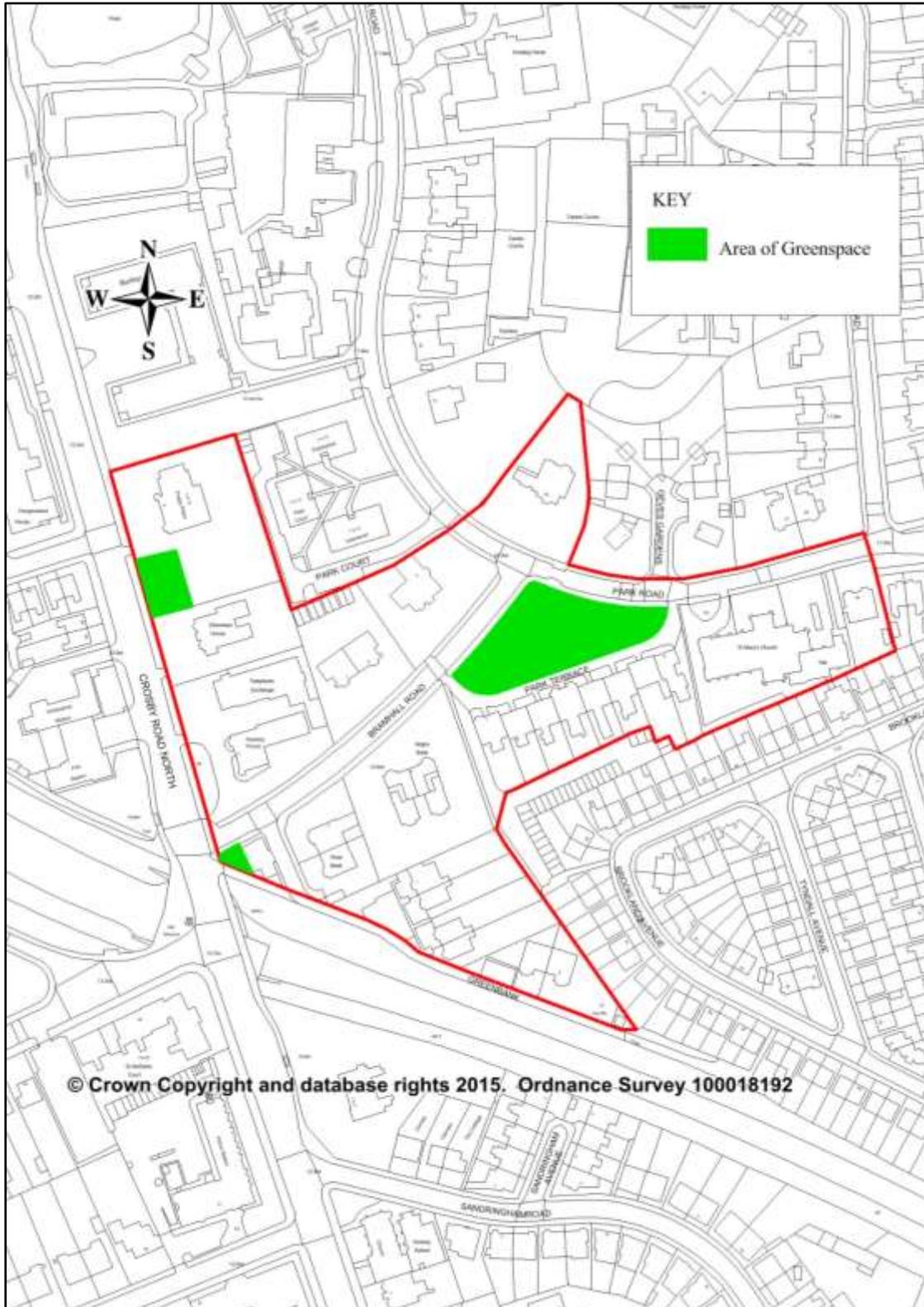


Photo 13: View along Bramhall Road



Photo 14: View from Crosby Road North with Rosebank and Olivebank

4.4 Green Spaces and Planting



Plan 7: Greenspaces in Waterloo Park Conservation Area

4.4.1 Greenspaces

Within Waterloo Park Conservation Area there is one small area of public greenspace located on Crosby Road North between Ellesmere House and Poppy Place. This is a small area enclosed by a low boundary brick wall, square in shape, within which is situated a commemorative war memorial cross, known as the British Legion Remembrance Memorial. This provides a welcome area of greenery in a predominantly built up area and makes a positive contribution to the Conservation Area by softening the landscape. There is also an area of greenspace in private ownership behind the War Memorial, which had planning permission to construct a 5 storey block of 20 self-contained flats granted in November 2008. This formed part of a phased development to extend and convert no. 6 Crosby Road North previously owned by the British Legion, (now known as Poppy Place) in to 12 flats. The conversion has been undertaken but the construction of the new block of flats has not taken place. There is also a small area of landscaping to the front of Greenbank, which provides a pedestrian access from Crosby Road North to Greenbank and the residential area beyond. In terms of private spaces, there is a wooded triangular shaped area to the front of Park Terrace and characterises the parkland setting of the Conservation Area.

Although there are no designated public greenspaces within the Conservation Area, the spacious and parkland arrangement of the area with large plots and mature trees, away from Crosby Road North along the curves of Bramhall Road and Park Road provides a pleasant and calm environment.



Photo 15: Greenspace on Crosby Road North



Photo 16: Greenspace on Crosby Road North

In addition, the Conservation Area is within close proximity to Rimrose Valley Country Park, which is a linear country park.

4.4.2 Planting

Throughout the Waterloo Park Conservation Area are mature trees and shrubs. Many of trees are protected through Conservation Area status or by Tree Preservation Orders. The trees exist within the garden spaces to the front, side and rear of properties along Bramhall Road and Park Road, and there are young street trees along Crosby Road North. The trees within the

Conservation Area are indigenous deciduous species of Beech, Oak Willow and Birch to name but a few. The abundance of greenery makes a positive contribution towards the character and appearance of the Conservation Area, and these natural features represent part of the original informal parkland layout of Waterloo Park. The street trees along Crosby Road North, the major arterial route, helps to soften the built landscape and acts as a sound buffer to absorb the noise of the traffic.



Photo 17: Trees on Crosby Road North



Photo 18: Mature trees within the grounds of Stonehouse



Photo 19: Street trees along Crosby Road North



Photo 20: Mature trees within the grounds at Braunston Lea

5.0 TOWNSCAPE AND FOCAL BUILDINGS

5.1 General Characteristics

5.1.1 Grain

The grain and density of Waterloo Park Conservation Area is predominantly defined by generous plots (often 2-3 x longer than their widths) containing large semi- or detached Victorian Villas. The spaces between the properties contribute a sense of openness as do the widths of the streets within the Conservation Area. These are generally considerable, apart from Greenbank, which is much narrower with longer plots.

Around the southern and eastern boundary of the Conservation Area, the grain is much denser. Plots are much narrower, containing semi-detached

properties and terraced houses (both Greenbank and Park Terrace). Smaller front gardens mean that the residential properties along Greenbank have a much closer relationship with the street. It is here where the street is narrower than in the rest of the area and the sense of openness is somewhat reduced. There is, however, hard standing car parking and some greenery to the front of Greenbank, which sets it back from the busy arterial road of Crosby Road North and provides a sense of space.



Photo 21: Large plots



Photo 22: Greenbank

5.1.2 Scale

Scale does not vary considerably throughout the Conservation Area, with most properties being predominantly 2 ½ storeys in height, often with attic space defined by gables or dormers, large and set within good sized plots. There is a strong relationship between the size of the properties and width of the streets, with the houses being proportionate.

5.1.3 Rhythm

The Conservation Area contains a variety of rhythms determined by building size and type, and the size of spaces in between.

- Crosby Road North (fairly steady rhythm)
- Greenbank (regular steady rhythm)
- Bramhall Road (little rhythm)

These examples demonstrate the dynamic of the area.

5.1.4 Repetition and diversity

House designs are not often repeated within the same road, apart from the two pairs of semi-detached houses on Greenbank. Most of the properties within the Conservation Area are individually designed, however, the villas in particular along Crosby Road North are of similar size, scale and massing but do display subtle variations in respect of features, change of material and fenestration.



Photo 23: Poppy Place, Crosby Road North



Photo 24: Seafield House, Crosby Road North



Photo 25: 1-3 Bramhall Road



Photo 26: Angra Bank, Bramhall Road

The properties on Greenbank are of particular interest. Although they are large paired semi-detached properties, they have been designed to read as single detached villas. Set in an elevated position on a grassed bank, and accessed by a flight of stone steps they make a positive contribution to the landscape setting of the Conservation Area.



Photo 27: 1 & 2 Greenbank



Photo 28: 3 & 4 Greenbank

5.1.5 Roofscape

Roofs are pitched throughout the Conservation Area. Most of the larger detached Victorian Villas have hipped roofs and present unbroken eaves to the street, particularly along Crosby Road North. Park Terrace, which comprises 6 separate units, plus a modern C20th extension to the side, has gablets (small gabled projections or canopies) breaking the eaves. Gablets

area characteristic features on all the properties along Bramhall Road, Park Road and Greenbank.



Photo 29: Gablet at Park Terrace



Photo 30: Gablets to Angra Bank



Photo 31: Hipped roof at Poppy Place, Crosby Rd North



Photo 32: Gabled roof at Rosebank, Bramhall Road



Photo 33: Gabled roof at, 5 Bramhall Road



Photo 34: Hipped roof on Ellesmere House, Crosby Road North

5.1.6 Condition

The majority of the buildings within the Conservation Area are occupied and dereliction is not an issue. There are vacant garages to the rear of Park Terrace, but they are in good order. However, Park Terrace, although a fine row of properties in itself, has been identified as a building which is adversely affecting the amenity of the Conservation Area due to its apparent lack of maintenance and management. In addition, the appearance of the wooded area to the front of the properties is also a cause for concern, with litter and

debris strewn amongst the trees and foliage, giving an untidy and unkempt appearance.

All properties within the Waterloo Park Conservation Area, apart from St. Mary's Church on Park Road, the Telephone Exchange building and Seafield House (offices) on Crosby Road North, have been converted into flats. The properties in multi-occupancy have resulted in some alterations to the building fabric and original layout of the grounds, but their condition is generally good. Four properties on Greenbank (numbers 1-4 inclusive) are owned by Riverside, which is a social housing provider, and are well-maintained residencies, as are Numbers 5 and 6 Greenbank which are in private ownership. Properties along Crosby Road North are in good condition and are well-maintained office and residential premises. Apart from Park Terrace, the majority of all other properties in the Conservation Area are generally well-maintained.



Photo 35: Telephone Exchange, Crosby Road North



Photo 36: Telephone Exchange, Crosby Road North



Photo 37: 66 Park Road



Photo 38: Park Terrace

5.1.7 Building Groups

Due to the relative small size of the area, buildings are not easily read as groups. However, there are 4 different situations where buildings act collectively:

1. Crosby Road North

The Victorian villas along Crosby Road North form a small cluster of now, residential buildings, apart from Seafield house, which is used as

offices. The scale of the buildings all complement each other and are all of similar architectural styles, age, scale and grandeur.

2. Greenbank

The properties on Greenbank form a pleasant street scene overlooking the railway, and were formerly semi-detached Victorian villas, which were designed to look like single dwellings, now converted into multiple occupancy flats.

3. Bramhall Road and Park Road

The properties along Bramhall Road and Park Road are the original villas constructed as part of the parkland development. They are significant 2-3 storey properties which are set in large grounds, characterised by large mature trees.

4. Park Terrace

Park Terrace is quite distinctive as it forms a group of 8 properties with decorative brickwork and a relatively uniform arrangement not particularly characteristic of the Conservation Area, but nevertheless makes a positive contribution to its character through architectural detailing and quality materials.

5.2 Focal Buildings and Features

The exclusive residential area of Waterloo Park first appeared in the Liverpool directories, which is a valuable resource and comprises all the street and trade directories in the collections of the Liverpool Record Office up to 1900, with the first one to be published by John Gore in 1760. At around 1871, the residents of 13 houses were listed, although it wasn't until 1894, that the names of the houses appeared.

Within the area there are a number of focal buildings and features, which form distinctive landmarks. These may be characterised as primary or secondary.

Primary Buildings

Stone House, 55 Park Road

In 1898 the directory listed 'Stone House' as being the home of David Rollo, the founder of the famous ship-repair firm and builder of marine engines and boilers at Sandhills, Liverpool. Stone House is unusual to the area being constructed of buff York sandstone, and occupied the largest and most prestigious of plots when Waterloo Park was first developed. The property is enclosed by a stone boundary wall with complementary gate piers.

1-7 Park Terrace, Bramhall Road

Has unique decorative brickwork detailing and decorative stained glass fenestration to front elevation. Further research is required regarding the history of this building and possible association with St. Mary's Church. If further historical information becomes available regarding the building's history, this will provide invaluable information regarding the growth and development of the area, known as Waterloo Park.

St Mary's Church, Park Road

St. Marys Church of England was built in 1877-86, by WG Habershon and listed in 1973. The nave was extended 1907. The church is built in coursed rock-faced red sandstone with yellow sandstone dressings, blue slate roofs with green slate bands. Gothic style with some Early English features in cruciform plan with uncompleted crossing tower, north and south aisles extended to link with early C20 narthex at west end.

Charles Lamb's 'The Story of Crosby' records that 'Waterloo hardly existed in 1835, and for the next fifty years it grew but slowly and was almost entirely confined to the sea front ... in 1857 the only building in South Road was the Liver Inn.' St Mary's was built in 1877. In the 1880s, however, Waterloo Park consisted of only a few large houses standing in their own grounds and there were no houses at all to the north of the church. Subsequent development has led to St Mary's standing in a relatively secluded position, remote from any main traffic artery.

However, the steady increase in population in the late 19th century created the climate for the foundation of St Mary's in the 1870s. The key dates in the church's development are as follows:

The order of events shows the priority given during Canon Sykes' time to providing congregational facilities before the completion of the church itself. The Iron Church of 1877 served part of St John's parish but was presumably only seen as a temporary measure as Dr Ryle, Bishop of Liverpool, laid the foundation stone of its permanent successor only five years later, on 31st July, 1882 - although it was not finally consecrated until 1886. A weakness in the foundations meant that the original design for a steeple had to be changed to the present squat crenellated tower - the difference in colour of the stone can still be seen on the tower and elsewhere in the building. Lighter, tubular bells also replaced the planned heavier peal.

In 1901 not only did St Mary's become a 'proper parish', but a vicarage was bought in Park Road, electric lighting was installed in the church and the new Parish Hall was opened.

Further growth in the 1920s and 1930s led to the purchase of adjacent land and the building of an annexe to the Hall, reached through a covered connection and facing the new Brookvale estate: it was opened in April 1934.

Seafield House, 2 Crosby Road North

Seafield House, one of the earliest Waterloo buildings, was then occupied by John Blackledge, a partner in the large chain of millers and bakers: 'James Blackledge and Son'. In 1894, the company was thriving, owning a mill in West Derby and 18 baker's shops, including one in South Road, Waterloo. An advertisement for sale in the Liverpool Daily Post, dated 1866, describes Seafield House as a desirable family house, with gardens and pleasure grounds.

Secondary Buildings

Braunston Lea, 5 Bramhall Road

Built in a gothic style of red brick with stone dressings, this property is situated on prominent corner plot between Bramhall Road and Park Road and its large grounds enclosed by a brick wall with impressive stone gate piers. Its Gothic style provides an interesting contrast to the other villas in the Conservation Area and reflects the affluence of the area and status of its original residents. The building was originally constructed as a single residence and is now in use as private flats.

Ellesmere House, 4 Crosby Road North

Ellesmere House is an excellent example of a Victorian villa in the Italianate style. Characterised by its hipped roof, double eaves brackets, symmetrical pair of two-storey canted bays, stone dressings and decorative door surround,

this property is a good example of its type. Originally built as a single occupancy building, Ellesmere House is currently in use as private flats.

Poppy Place (Formerly British Legion), 6, Crosby Road North

Poppy Place is a fine example of a later Victorian villa with decorative Dutch gables and a turret. It has a decorative door surround with stone dressings, which complement the red brick and polychromatic brick detailing. The property has been extended recently, and undertaken in a sympathetic manner. Originally constructed as a single residence, the current use is as private flats.

1-3 Bramhall Road

1-3 Bramhall Road is pair of semi-detached 2 ½ storey properties with basements, and exhibits an eclectic mix of styles of both Gothic and Italianate influences. The properties are characterised by deep eaves, decorative stone window and door dressings, paired arched windows to the first floor and canted bays to the ground floor. A 3-storey C20th extension has been added to the side, which is set back from the main building line. The property stands on large plot with landscaped grounds, enclosed by a brick wall and impressive stone gate piers. Originally constructed as single residencies, the properties are now in use as private flats.

Angra Bank, 4 Bramhall Road

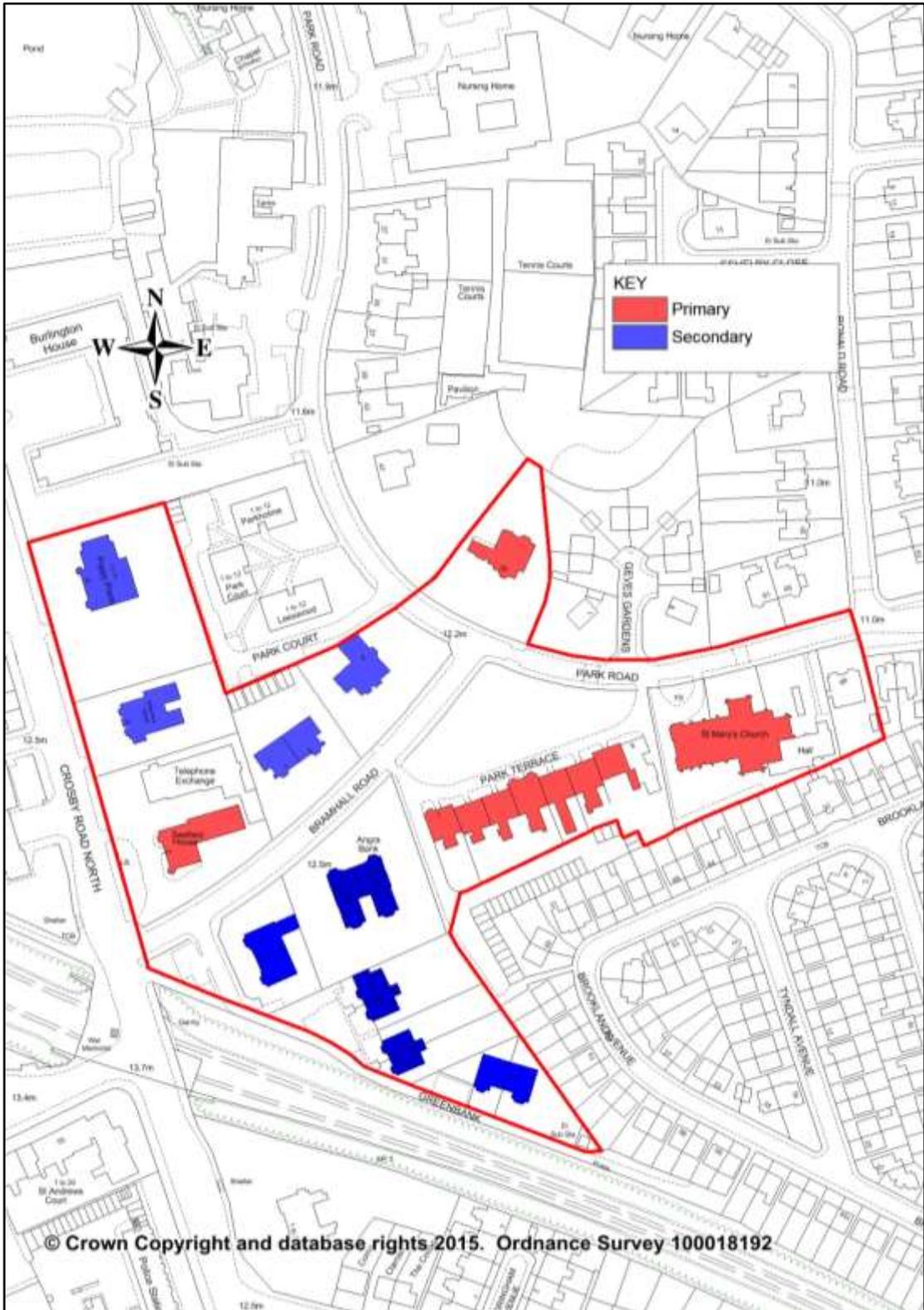
Angra Bank is a large 4 storey property including a basement and was originally a pair of semi-detached residencies. It is set in a slightly elevated position along Bramhall Road with access to ground floor level via stone steps. The property has many interesting architectural features, including polychromatic brick detailing, corbelled brickwork eaves detail, together with some classical influences, seen in the pedimented window headers to the second floor. Although Angra Bank has been converted into flats, and extensively extended to the rear with a substantial 4 storey extension, with white render introduced at basement level, the sizeable plot retains a large grassed garden area to the front, with trees and foliage, set behind a brick wall with hedging.

Rosebank and Olivebank, 2, Bramhall Road

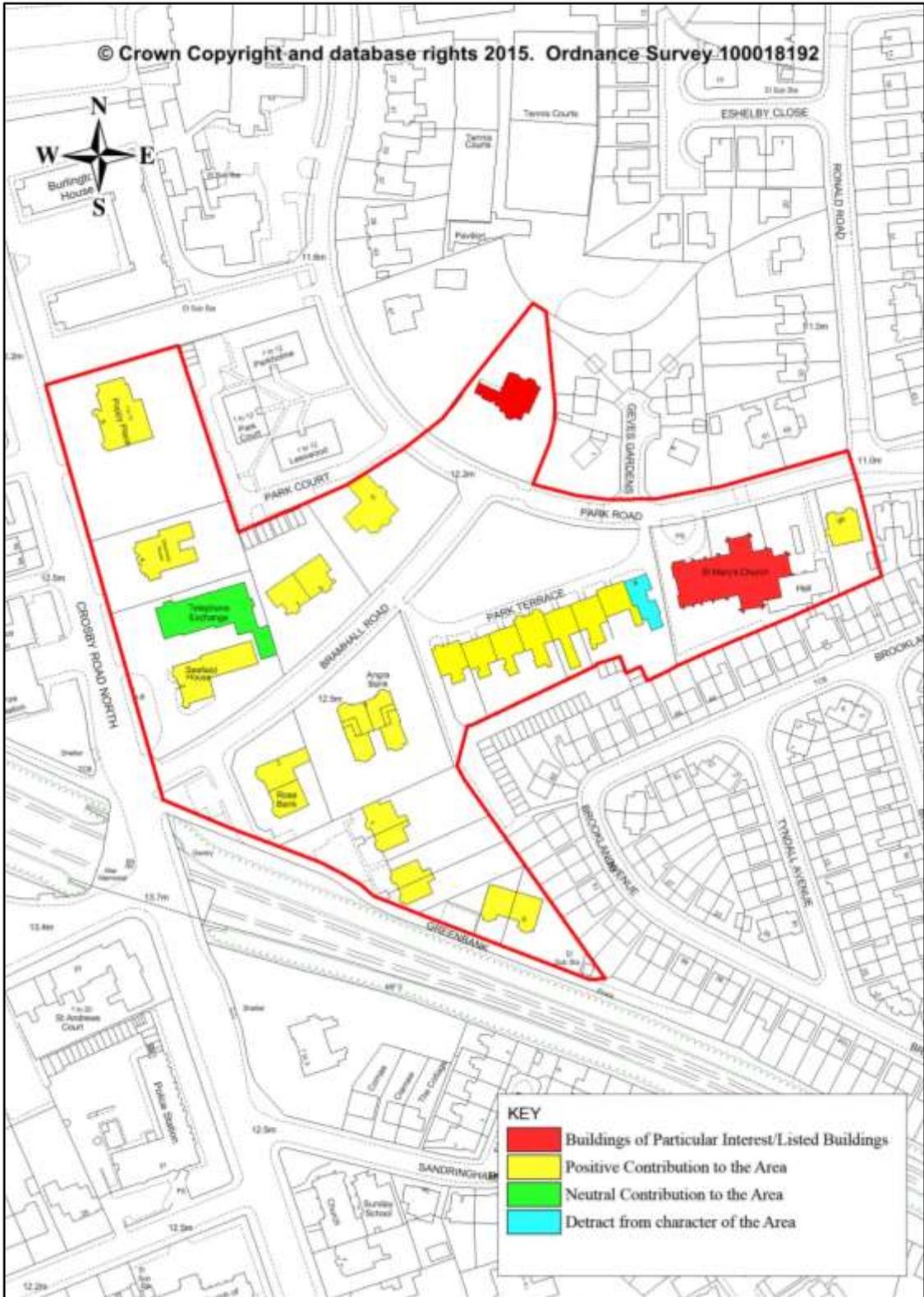
These two semi-detached villas are an identical design to Angra Bank with its polychromatic brickwork detailing, corbelled brickwork eaves detail, two-storey canted bays and classical architectural details of the pedimented window headers to the second floor and bracketed window sills. Rosebank and Olivebank occupy a slightly elevated corner plot at the junction of Bramhall Road and Greenbank and the principal entrances are to the side elevations, with access via stone steps and a single storey rear outrigger. There is a deep stone plinth and render to the basement level. The plot is enclosed by a brick wall and hedging, and retains its large grassed front garden. Both properties have been converted into flats.

Greenbank (1-6 inclusive)

There are three pairs of semi-detached Victorian villas on Greenbank. These are two-storey properties, with the first two pairs set in a slightly elevated position with grassed front garden areas and accessed via stone steps. They are a smaller scale being two-storey and narrower plots than the other villas in the Conservation Area, but nevertheless, make a positive contribution to the area through their Italianate style with deep eaves, hipped roofs, two-storey bays and patterned brickwork. An interesting feature of these properties is the original wrought iron railings and handrail between the steps, separating access to the properties. Numbers 1-4 inclusive are currently owned by Riverside Housing Association and are flats. Numbers 5 and 6 are flats in private ownership.



Plan 9: Focal Buildings in Waterloo Park Conservation Area



Plan 10: Contribution of Buildings in Waterloo Park Conservation Area

5.3 Boundaries and Surfaces

Boundaries – stone and brick walls with stone copings form the principal boundary treatments within the Conservation Area. Not all materials are original and some repair works have been undertaken using modern bricks. Although gate piers still exist to most properties, their gates and ironwork have been lost. There is evidence of former railings to the original boundary walls in evenly spaced shallow recesses with iron stumps. Original wrought iron railings and handrails to the steps at 1-4 Greenbank exist.



Photo 39: Boundary wall to Rosebank



Photo 40: Boundary wall to Park Terrace



Photo 41: Boundary wall to Park Terrace with arris detail



Photo 42: Brick Boundary wall to Greenbank and Stone Railway bridge on Crosby Road North

Surfaces – predominantly tarmac within the Conservation Area and concrete flags to the pavements in a patchwork of different greys from resultant utilities operations and repairs. There is little evidence of any historic fabric remaining other than the original stone kerb edges, which are an important remaining feature.

Traffic calming on Park Road displays a variation in surface treatment (brick pavements) and the colour of the different material breaks the uniform texture of the tarmac road surface.

5.3.1 Boundaries

Front boundaries within the Conservation Area are typically formed by walls, both brick and stone.



Photo 43: Brick walls along Crosby Road North



Photo 44: Brick wall fronting pedestrianised link to Greenway

Original walls are frequently decorated by recessed panels and the wall encircling Park Terrace with an exposed arris detail (bricks turned at right angles to give a serrated design). Copings are generally of stone in either plain saddle back, squared, or semi-circular design. However, some original boundary walls have been replaced by new walls constructed of modern brick, particularly noticeable along Crosby Road North. The modern materials do not make a positive contribution to the character of the Conservation Area due to their uniformity in colour, size of brick and smooth machine cut texture.

Of interest is the detailing to the external boundary wall enclosing Seafield House, where the wall forms a recess for the post box. This interesting design feature makes an important contribution to the Conservation Area through attention to detail. Every effort should be made to preserve this feature should the structure become de-commissioned.



Photo 45: Boundary wall on Bramhall Road



Photo 46: Boundary wall to Seafield House

Stone gate piers are also a prominent feature, although some have been damaged, or removed to provide wider entrances for off-road parking spaces, which has a detrimental impact on the character of the Conservation Area.



Photo 47: Boundary wall to Braunston Lea



Photo 48: Boundary wall to 1-3 Bramhall Road

Rear boundaries (where visible) comprise high brick walls.



Photo 49: Rear boundary wall to Park Terrace



Photo 50: Rear boundary wall to Park Terrace

5.3.2 Surfaces

Surfaces throughout the Conservation Area are almost exclusively modern. Tarmac is used for road surfaces and concrete slabs and curbs for paving with, with brick pavements for the speed humps along Park Road.



Photo 51: Paving flags on Bramhall Road



Photo 52: Road surface, Bramhall Road



Photo 53: Stone curb stones and grid



Photo 54: Evidence of cobbles under tarmac

The exception to this is along Bramhall Road and Park Road where original stone curb stones are retained and there is some evidence of cobbles beneath the tarmac. Where there is evidence of original materials, such as the stone kerb stone and grids, these should be retained as they contribute positively towards the character of the area.

6.0 ARCHITECTURAL MATERIALS AND DETAILS

6.1 Prominent Styles

Throughout the area the styles which predominates is 'Italianate' and 'Gothic'. Many of the properties demonstrate features of these styles, such as stuccoed quoins, stuccoed window surrounds, decorative corbels, classically inspired pilasters or columns to porches, and cusped and pointed arched windows in the Gothic style.



Photo 55: Ellesmere House- Italianate style



Photo 56: Poppy Place – Italianate with Dutch gable



Photo 57: Rosebank & Olive Bank – Eclectic mix of styles



Photo 58: Angra Bank: Eclectic mix of styles



Photo 59: Braunston Lea – Gothic style



Photo 60: Seafield House – Eclectic mix with gothic influences



Photo 61: 1 & 3 Bramhall Road - Queen Anne style



Photo 62: 3 & 4 Greenbank – Italianate style



Photo 63: Stone House – Italianate Style



Photo 64: Park Terrace – Eclectic mix with gothic detailing

6.2 Leading Architects

St. Mary's Church was built in 1882-83 to the designs of W.B. Habershon.



Photo 65: St Mary's Church, Park Road



Photo 66: St Mary's Church, Park Road

6.3 Materials

Throughout the Conservation Area a varied palette of construction materials has been used. Brick is the dominant material and is used almost exclusively for the properties within the area. There is some variation of the colour of brick used, and although predominantly hard red pressed bricks, some have been fired for longer, which gives them a darker brown appearance, and for decorative detailing, the use of blue bricks and also buff. Bricks are also used decoratively as two dimensionally polychromatic arched window heads and stringcourses and three dimensionally (bay window detailing on Crosby Road North, dog tooth detailing to the stringcourse on Park Terrace (with corresponding decorative brick detailing to the brick boundary wall) and corbelled eaves detail to Greenbank and Park Terrace). Polychromatic brickwork is a style of architectural brickwork which emerged in the 1860s and used bricks of different colors (typically brown, cream and red) in a patterned combination to highlight architectural features. It was often used to decorate around windows.



Photo 67: Polychromatic blue bricks at Park Terrace



Photo 68: Polychromatic buff bricks at Rosebank



Photo 69: Brick detailing pattern to Park Terrace



Photo 70: Corresponding brick detailing pattern to boundary wall



Photo 71: Ellesmere House



Photo 72: 1 & 2 Greenbank

Sandstone, mainly buff is used throughout the area primarily for St Mary's Church and Stone House. These two properties have matching stone boundary walls.

A couple of properties are partially rendered to the basement and this is a modern twentieth century alteration. These include Angra Bank on Bramhall Road, 1-3 Bramhall Road, Olivebank and Rosebank. Seafield House on Crosby Road North has rendering to the side and front elevation where the

turret has been removed to make way for the construction of an external fire escape. Rendering is not original or characteristic of the properties in this Conservation Area and should largely be discouraged along with the alteration in appearance of the properties at basement level when the buildings were converted to flats. The original basements would not have originally incorporated openings, such as windows or doors.



Photo 73: Angra Bank – render to ground floor basement



Photo 74: Seafield House –decorative brick detailing to bays

The roofs would originally all have been slate. Many of the properties have retained their slates, but some properties on Bramhall Road have replaced these with unsympathetic concrete tiles.

6.4 Typical Features and Details

There are a range of features typical of the Conservation Area:

Bay windows

Canted bay windows at ground and first floor levels represent the most common use of the feature. Two storey bays form a major element of the properties on Crosby Road North and Bramhall Road.



Photo 75: Two storey bays to Ellesmere House



Photo 76: Two Storey bays to Angra Bank

Sliding-sash windows (portrait proportions)

Although many properties have had their windows replaced, original timber sliding sash windows (typical of the period) can be found in the Conservation Area, particularly Park Terrace. Where properties have retained this original feature, they make a significant positive contribution to the overall character of the area.



Photo 77: Timber sash bay to Park Terrace



Photo 78: Timber sashes to Park Terrace

Window surrounds

Decorative and ornate stone window surrounds to bays, sashes and casement windows are a typical feature throughout the Conservation Area. Their size and design vary with the grandeur of the property and many have been painted. Their contribution to the street scene is significant and they make a positive contribution to the quality of the built fabric in the area and therefore, should be retained.



Photo 79: Window surrounds at Olive Bank



Photo 80: Window surrounds at 1&2 Greenbank

Eaves and canopy brackets

Double eaves brackets, which are a feature of the Italianate style, are fairly common throughout the Conservation Area as are overhanging eaves.

Fascia boards

Where gables are incorporated into the design of the houses, decorative fascia boards sometimes form a feature (as on Park Terrace), but generally these tend to be plain.

Projecting porches and door surrounds

Whilst not a common feature within the Conservation Area, projecting porches are found on some of the grander detached properties such as those on Crosby Road North and Bramhall Road. These are generally formed by two columns supporting a decorated stone canopy. A greater number of properties throughout the Conservation Area have very ornate stone and timber door surrounds which make an important contribution to the character of the area.



Photo 81: Projecting porch at Ellesmere House



Photo 82: Ornate door surround at Poppy Place

Chimneys

Chimneys are a common feature throughout the Conservation Area and are a variety of heights. They are not particularly ornate or elegant, being primarily utilitarian but the chimney stacks and their pots make an important contribution to the skyline.

Boundary Walls

Boundary walls form an important feature throughout the Conservation Area, and many properties retain their original boundaries. Park Terrace has a particularly attractive boundary wall in brick, with a decorative band of arris detailing with a saddleback stone coping. Stone copings are a particularly important feature of the area, and even where original walls have been replaced with more modern boundary walls, the original stone copings have been re-used.

Stone House, located on Park Road, has a coursed stone boundary wall of buff Yorkshire Sandstone, which matches the stonework of the property.

There is also some variation in boundary wall detailing, with some examples of modern replacement walls, notably at the junction of Bramall Road/Greenbank where the wall is of modern orange brick with no stone copings. Also, the original brick boundary wall to Ellesmere House and the BT building is constructed of a modern dark brown brick with a stone coping.



Photo 83: Boundary wall to Park Terrace



Photo 84: Boundary wall to Stone House



Photo 85: Modern boundary wall to Greenbank at the Junction with Bramhall Road



Photo 86: Modern boundary wall along Crosby Road North

Gate Piers

Sandstone gate piers are a typical feature throughout the Conservation Area. Their size and design vary with the grandeur and scale of the property to which they relate. It has become common practice for the piers to be painted. Their contribution to the rhythm and dynamic of the street scene is significant, even though some have been lost, or when the related property has been lost or replaced by more modern development.



Photo 87: Gate pier



Photo 88: Gate pier to Seafield House



Photo 89: Gate Pier



Photo 90: Gate piers to Braunston Lea



Photo 91: Gate pier at 3 Bramhall Road



Photo 92: Gate pier at 3, Bramhall Road

Decorative Ridge Tiles

These are not a prominent feature across the Conservation Area. Park Terrace is the only group of properties, which retains decorative terracotta ridge tiles.



Photos 93 and 94 - Decorative terracotta ridge tiles to Park Terrace

7.0 CHARACTER ASSESSMENT

Generally speaking, the character of Waterloo Park Conservation Area can be defined by large properties set within their own generous grounds. Waterloo Park as we see it today developed from the mid-19th Century with the planning of an informal park development with large villas arranged around a large lake. Whilst the lake has now been filled in, and more modern C20th infill development has taken place, the suburban parkland character of the area still remains with its mature trees and properties set in large grounds.

Due to the small size of the Conservation Area and few variations in the character and age of the properties, subdivision into character zones is not necessary for the purpose of this document.

7.1 Character of the area

The properties within the Conservation Area are large 2-3 storey detached or semi-detached properties positioned towards the front of substantial plots with large front and rear garden spaces. Many of the front garden areas have been lost to hard standing and car parking to the detriment of its character, although significant tree cover throughout the Conservation Area provides a suburban parkland feel. The properties are predominantly Italianate in style, and often with bay windows at ground and first floor level, hipped roofs with unbroken eaves to the main frontage; some with projecting porches or ornate door surrounds; decorative window surrounds; quoins and medium-tall chimney stacks and pots. The Gothic style properties are gabled with cusped and pointed arched windows. Window and door surrounds utilise decorative stone and brickwork in a variety of styles and colour.

8.0 NEGATIVE FACTORS

8.1 Overview

Waterloo Park Conservation Area contains many fine buildings and much historic interest relating to the association of the area with the shipping industry in Liverpool, which together, contribute to its special character and justify its designation.

However, there are a number of issues which impact on the character of the area and can be identified broadly, as follows:

- Unsympathetic later 20th century development
- Unsympathetic extensions
- Alterations to and loss of historic detailing and materials
- Alteration of garden spaces for hard-standing and parking
- Development pressures and loss
- Poor maintenance and repair

8.2 Unsympathetic later 20th century development

Modern Twentieth Century office developments which have been constructed within the Conservation Area post 1950's cannot be assessed as having preserved or enhanced its historic character. The Telephone Exchange building is an example of a Twentieth Century office building on Crosby Road North.

The 20th Century office block is of simple block construction with minimal architectural detailing and therefore looks somewhat at odds architecturally with the fine Italianate villas it stands next to. However, care has been taken in the construction of this building to ensure that it is not over dominant and is constructed in a matching brick colour in an attempt to blend in with adjacent properties. Although this building looks incongruous in the street scene, it's impact is lessened by being set well back from the street and of a scale proportionate to the adjacent villas, and as a result is not over-dominant or particularly harmful.

To the front garden area of Ellesmere House is a small timber fenced enclosure for bin storage. The height of this timber fencing should be reduced to lessen its impact on the streetscene.



Photo 95: Telephone Exchange building side elevation Photo 96: Telephone Exchange building front elevation

The conversion of Seafield House to offices has seen the loss of an architecturally important turret, which formed an interesting feature to this building. Its loss was due to a requirement to install an external fire escape to the building.



Photos 97 & 98: Seafield House, Crosby Road North with the junction of Bramhall Road with loss of turret for the construction of an external fire escape

Where some buildings have been converted to flats this often brings a proliferation of car parking, bin stores, satellite dishes, hard standing areas and the loss of front garden areas. Whilst some alterations to the front garden areas have been carried out sympathetically with appropriate soft landscaping, such as at Angra Bank and 1-3 Bramhall Road, other properties have lost their grassed front garden areas to hard landscaping, such as Braunston Lea and Seafield House.



Photo 99: Bin storage, Poppy Place, Crosby Road North Photo 100: Hard standing for parking at Seafield House

8.3 Unsympathetic extensions

There are a number of examples throughout the Conservation Area of later 20th Century extensions which have a negative impact on the historic character of the area. These extensions are generally to the side and rear of properties, and particularly prevalent where the property has been converted into flats.



Photo 101: Modern extension to Park Terrace

Photo 102: Large side extension to 1-3 Bramhall Road



Photo 103: Side extension to 3 Bramhall Road

Photo 104: Rear extension to Angra Bank

The extensions are substantial additions which appear quite bulky in their mass and proportions, and many do not respect the quality or built form of the

historic building to which they are attached, both in respect of subservience and materials.

Where extensions are proposed, they should be to the rear of properties and of a scale and proportion in keeping with the principal building.

8.4 Alteration to historic detailing and materials

Unfortunately, many of the historic properties have suffered from external alterations and loss of original materials and detailing.

Roofing materials

Original slate roofs have been replaced in many instances by concrete tiles, particularly along Bramhall Road. Although roofs are not always completely visible from the street, they nevertheless contribute to long views and given the width of many of the streets in the area, in addition to the characteristically large villas, they are often seen.

Painting of stonework and render

Although the majority of properties with the Conservation Area are constructed from brick, a number have varying degrees of rendering. These tend to occur on the larger properties, such as 1-3 Bramhall Road and Angra Bank which have been converted into flats. The rendering gives a more modern feel to the buildings and hides original brickwork, which can be aesthetically damaging to the streetscene.

Windows and doors

Houses of the period of those found within Waterloo Park Conservation Area would typically have had timber sliding sash windows. The majority of the properties (dating from mid-late 19th century) would have had four panes (two over two). Very few properties have retained their original sash windows. Park Terrace has the most complete survival of late 19th Century original timber framed sash windows and should be retained.

A significant percentage of the properties within the area have had their windows replaced with upvc. This is particularly damaging to the character of not only individual properties but also to the street scene. The fineness of the traditional framing and glazing bars is unobtrusive, yet reinforces the vertical emphasis of the facades. Thus, the introduction of thicker framing members, removal of glazing bars, reconfiguration of the window, etc. all have a detrimental effect on the appearance of the property and destroy the uniformity and commonality which makes the area more than a collection of individual properties.

There are examples throughout the area of poor quality replacement windows which not only differ from those of the neighbouring properties but also differ from others within the same façade.

Though less common than replacement windows, replacement front doors also in inappropriate materials and form can be detrimental to the character of

the area. In the main, there are timber replacements with modern door furniture not in keeping with the character of the Victorian property. It is noted that the front doors to both Poppy Place and Ellesmere House are not original to the buildings and the door to Poppy Place is out of scale with the property. Although they are of timber construction, they have modern door furniture and the recessed panels are not a traditional design.



Photo 105: Poppy Place with modern door furniture



Photo 106: Front door to Ellesmere House

Loss of boundaries

As identified in Section 5.3, front boundary walls are an important feature of the street scene within Waterloo Park Conservation Area. They contribute to the rhythm of the street and clearly define public and private space. Their loss, or alteration is, therefore, detrimental and particularly damaging where this has occurred in conjunction with the hard-surfacing of front gardens for car parking.



Photo 107: Damaged gate pier to Park Terrace, Park Road



Photo 108: Damaged gate pier to Rosebank

Replaced boundaries

As with the removal of boundary walls, their replacement with inappropriate materials has had an equally damaging effect on the street scene, destroying continuity and uniformity. It is particularly detrimental when it occurs along a row of detached properties.



Photo109: Loss of original boundary wall, St. Mary's Church Photo 110: Replaced boundary wall at Greenbank

Traffic Management

As with most historic environments, the volume and speed of traffic has a detrimental effect on the quality of the area. Crosby Road South is a major arterial route and carries a significant volume of traffic, together with the attendant signage, traffic lights, and other highway paraphernalia. The width of Park Road also encourages vehicles to travel at speed. This problem has been recognised as detrimental and traffic calming measures have been introduced. The red brick pavior speed humps along Park Road are visually intrusive and detract from the quality of the area. It is considered that any revision of the existing traffic calming measures should be undertaken more sympathetically with materials more in keeping with the character of the Conservation Area.

The pedestrian thoroughfare between Crosby Road North and Greenbank is cluttered with highway paraphernalia, including signage and bollards. The cluttered appearance and excessive amount of signage detracts from the character of the area.



Photo111: Signage and bollard clutter on Crosby Road North Photo 112: Speed humps on Park Road

8.5 Development Pressures and Loss

Within Waterloo Park Conservation Area there are few vacant sites, apart from the area of land behind the war memorial on Crosby Road North and no notable derelict buildings. However, development pressure is clearly evident in the level of building activity, with a number of properties having been converted into apartments and with substantial extensions. Such pressure requires careful management if it is not to result in loss of buildings within the Conservation Area. Although the loss of buildings has not been an issue within the Conservation Area, demolition of original villas has occurred outside of the boundary. The building adjacent to Braunston Lea on Park Road has been replaced by blocks of modern flats, with the original gate piers being the only feature remaining. Generally, it is the loss of details and elements, such as windows, gate piers, front boundaries and slate roofs, which has occurred when the properties have been converted into flats. The loss of the original slate roof has occurred at Braunston Lea, and Park Terrace is the only block of properties which retains most of its original timber sliding sash windows.



Photo 113: Loss of building to modern flats, Park Road Photo 114: Modern concrete slates to Braunston Lea

8.6 Opportunities for Enhancement

To counteract the negative features which are detracting from the character of Waterloo Conservation Area, a number of measures might be considered and introduced:

Guidance and advice leaflet

Whilst there are some development pressures, their impact on the area is not as great as seemingly small widespread alterations which have taken place subsequent to conversion, on the individual properties and boundary treatments. These have collectively compromised the area's character. It is

most likely that these alterations are due to a lack of awareness and appreciation of the value of the area and of those elements which contribute to its character.

The production of a guidance leaflet which describes the character of the area and those components which contribute to it, together with detailed notes on the use of materials will help to raise awareness and provide clear direction for householders, owners and developers and highlight where permissions may be sought.

Heritage Trails

As part of the established partnership between Historic England and Sefton Council regarding Heritage at Risk Areas we are developing an 'outreach type project' with the ultimate aim of producing a suite of 'Heritage Trails' for the Sefton Borough, including one for the Waterloo area. The project would be funded mostly by Historic England, with a small cash contribution from the local authority. The project would also involve local community groups, the local authority and various Historic England teams. The project would include collecting historic information and undertaking research to be provided by the local community, along with a collection of images of key buildings places and sites provided by the local community.

Article 4 Directions

It is likely that some of the alterations were carried out prior to the area being designated as a Conservation Area. However, following the distribution of a guidance leaflet, the incidence of inappropriate alterations should be monitored. It may then prove necessary to consider the use of Article 4 Directions to remove permitted development rights and provide greater control where necessary, particularly in respect of loss of original gate piers for properties in single residential occupancy.

Trees

Trees make an important contribution to the Conservation Area and form part of its intrinsic character. Where trees have been planted, they form part of the garden areas and make a substantially positive contribution to the parkland setting. The planting of trees along the pavements on Crosby Road North are particularly effective:

- Crosby Road North – trees on either side of the road help soften the harshness of the road, deaden the noise, visually unite with the adjacent Christ Church Conservation Area and help to signify the specialness of the area. It is important that the trees are managed in an appropriate way and dead or damaged trees replaced and pruned as appropriate.

Park Terrace

Park Terrace has been identified as a building whose condition is adversely affecting the amenity of the Conservation Area. Park Terrace is an important building within the Conservation Area and together with its architectural and historic value, requires a scheme of repair and regular management plan to prevent further deterioration. The front garden area also requires general maintenance, management of the greenery and removal of abandoned items and rubbish.

Lampposts

The design of the lampposts within the Conservation Area is modern and all consist of unpainted columns in light grey of aluminium construction.

It would greatly improve the Conservation Area if the lampposts could be replaced with a heritage style design and painted finish to complement the Victorian villas and thereby, contribute towards enhancing the character of the area.



Photo 115: Poor quality modern lampposts



Photo 116: Poor quality modern lampposts

Gate Piers

Gate Piers are important features within the Conservation Area and are of similar design and all constructed of stone. Some are painted in black, white or cream.

It is noted that some of gate piers have been removed, damaged or altered over time. It would greatly enhance the Conservation Area if they could be repaired or reinstated as appropriate. Paired entrance piers complement the grandeur and status of the Victorian villas within their parkland setting.



Photo 117: Gate piers at 1-3 Bramhall Road



Photo 118: Gate piers at Braunston Lea, Bramhall Road



Photo 119: Gate piers to Seafield House



Photo 120: Gate piers to Stone House

Pavement and road surfaces

The area currently uses tarmac for roads and tarmac and concrete paving slabs for the pavements. It is considered that in order to signify and express the special quality and status of the Conservation Area, consideration should be given to improving the quality of the public realm surfaces. A comprehensive scheme would also help to unify the area.

Traffic Signage

There is a mix of signage within the Conservation Area, and consists of unpainted grey poles with signage attached. In order to reflect the special architectural quality and character of the area, consideration should be given to improving the quality of the signage with a consistent approach to design and colour of the poles throughout. This should involve active consultation from the outset with Highways Departments, to achieve quality street furniture, all in a consistent heritage style, painted in black. Removal of any surplus or redundant poles or damaged street furniture will help to reduce street clutter and improve the appearance of the area. A comprehensive scheme would also help to reflect the historic built quality of the area.

Where grey palisade fencing exists between Greenbank and the railway line, green screening would soften the impact of a harsh modern material. Equally, the railings fronting Crosby Road North at the entrance to Bramhall Road would benefit from being painted black to signify the special quality and status of the Conservation Area.

These opportunities for enhancement should be viewed as part of a long-term strategy for consolidating the quality and character of the Waterloo Park Conservation Area and should be prioritised accordingly. If any regeneration scheme is proposed or grant funding becomes available, sympathetic improvements to the Conservation Area would greatly enhance the public realm and setting.



Photo 121: Grey palisade fencing abutting the railway North



Photo 122: Barrier fencing abutting Crosby Road

9.0 RECOMMENDED AMENDMENTS TO THE CONSERVATION AREA BOUNDARY

9.1 Designated Boundary

The boundary of the Conservation Area is drawn quite tightly and accurately reflects the remaining elements of the original park development. However in assessing the areas wider context, there are minor amendments to the Conservation Area which could be considered, and would include a selection of residential properties along Park Road dating from the early 20th Century, pre-dating 1908 and the original gate piers to the planned estate that now serve as the entrance to Waterloo Tennis Club. The Tennis Club itself, which includes tennis courts and a club house has not been included within the proposed amended boundary as it is of fairly modern construction and its contribution is considered to be neutral. None of the Tennis Club grounds and buildings are visible from the highway (Park Road).

Due to the nature of the existing area and development pressures in the past, many of the original older properties set within their own large grounds have succumbed to infill development, whereby the land has been developed to accommodate modern development. The arrangement of old and new build along Park Road creates an interesting mix of styles and materials, some of which do not make a positive contribution to the character and appearance of the Conservation Area. In reviewing the boundary of the Conservation Area, it must be borne in mind that any amendments must make a positive contribution towards the Conservation Area's special interest and form a coherent group. Whilst it is acknowledged that there are buildings of merit which lie outside the current Conservation Area boundary, there has been a large amount of modern infill development, which does not allow it to be connected to the area and thus enable a coherent boundary.

The wider area surrounding Waterloo Park was surveyed to establish whether there was any scope for amendments to the Conservation Area boundary. This included field and historical map data analysis of development along Park Road (beyond the existing Conservation Area boundary), Ronald Road and Haigh Road, which geographically form a circular route around the perimeter of the original Waterloo Park development. It is evident that there are a few good examples of early C20th properties, which are of some historic and architectural interest, although many have lost original features, such as their timber sash windows and slate roof coverings. Some have modern late C20th extensions, such as front porches. However, there is no clear evidence to connect these properties to the historical development of Waterloo Park and there is a substantial amount of more modern infill development, which disconnects from the architectural and historic interest of the Conservation Area. Additionally, several historic buildings have been lost over the years to more modern developments, such as 7, 12 and 13 Haigh Road and Leeswood, Parkholme and Lyndwood on Park Road. There are individual properties, which are located outside of the existing Conservation Area which have architectural interest, such as 9 and 11 Haigh Road, Park House

Nursing Home and 10 and 14 Ronald Road built towards the end of the C19th. Whilst these are recognised as important, there has been a substantial amount of infill and modern development which prevents a cohesive boundary being drawn to just include these properties.



Plan 11 Age of Buildings within and outside the Waterloo Park Conservation Area Boundary

9.2 Amendments

Considered amendments: inclusion of 27, 31, 33, 37, 39, 43, 47, 61, 65 Park Road and the gate piers of Waterloo Tennis Club.

Park Road (North Side) No.s 61 and 65

Reason: These are a pair of elegant two and a half storey Victorian properties with Italianate features and bay windows, and both formed part of the original park layout. They form the gateway to Park Road from the east and sit opposite St Mary's church. They are set within a sizeable plot and enclosed by a boundary wall, which has now been rendered and altered. However, the stone gate piers typical of the Conservation Area and matching style and design exist.



Photo 123: 61 and 65 Park Road



Photo 124: Gate pier to 61 Park Road

Park Road (North Side) No. 47

Reason: This is a large detached property set within its own extensive grounds and enclosed by a high brick wall. It lies adjacent to Stone House and formed part of the original park layout. Although altered, it nonetheless makes a positive contribution to the character of the Conservation Area through its eclectic style, layout and setting.



Photo 125: 47, Park Road



Photo 126: Boundary wall to 47 Park Road

Park Road (North Side) No.s 27, 31, 33, 37, 39, 43

Reason: These are three pairs of large semi-detached properties constructed at the turn of the 20th Century in the Arts and Crafts style. The properties are set within sizeable plots with their front gardens enclosed by brick boundary walls capped with scalloped terracotta (faience) copings and fern detailing, and attractive gate pier caps and finials. These half rendered/half brick properties form an interesting group of buildings, with their attractive fenestration, Tudor-bethan timber detailing to the gables, interesting tiled roofscape and chimneys.



Photos 127- 130: 27-43 Park Road



Photos 131-132: Attractive terracotta copings and gate piers 27-24 Park Road



Photos 135 & 136: Attractive terracotta copings and gate pier detailing, Park Road

Stone Gate Piers at entrance to Waterloo Tennis Club

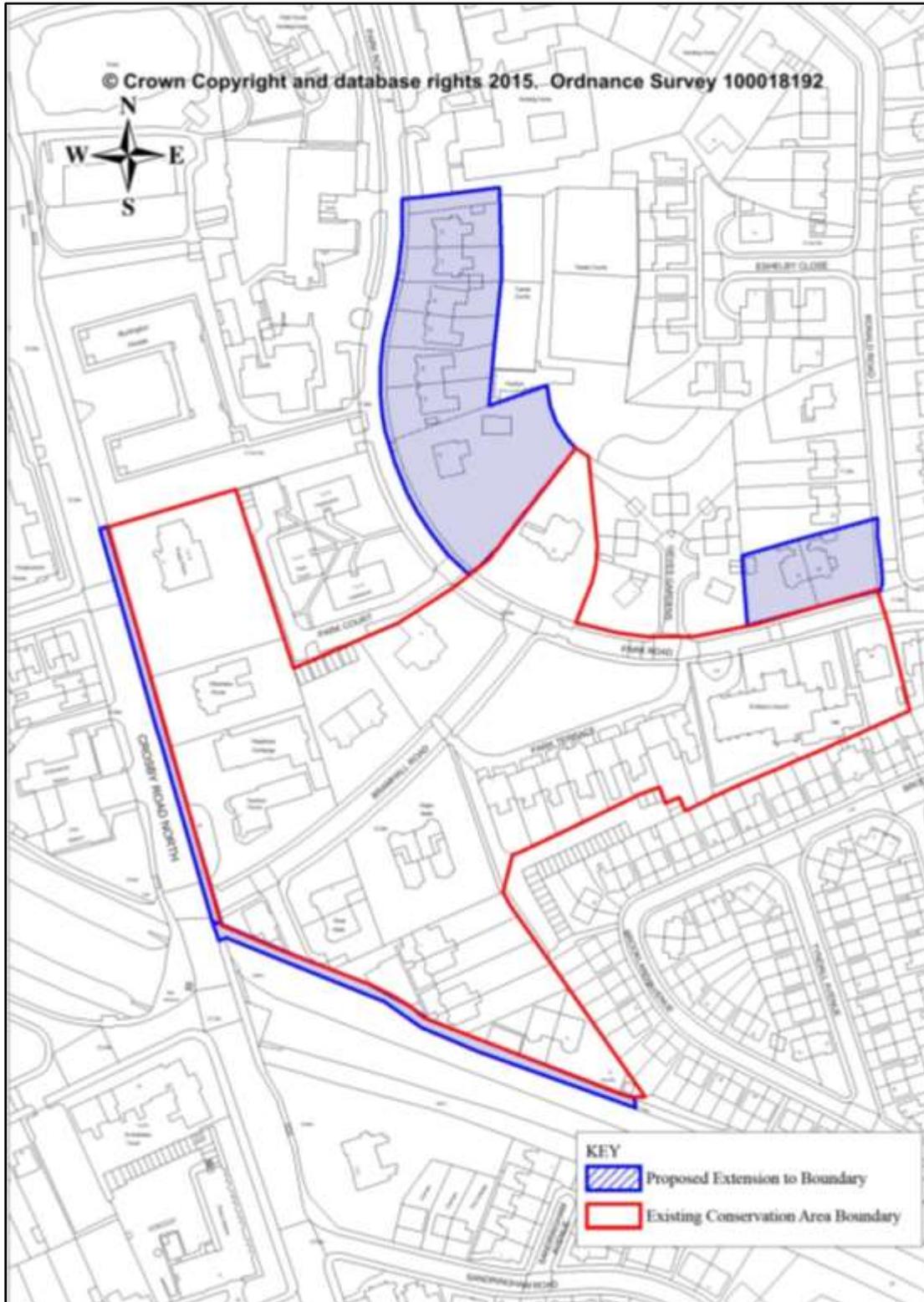
The stone gate piers which form the entrance to Waterloo Tennis Club were part of the original entrance to a former property known as Woodbury, which was set in large grounds adjacent to 27 Park Road and demolished in the 1950s.



Photos 133 & 134: Showing gate piers and entrance to Waterloo Tennis Club

9.3 General

In general, there appears to be some small anomalies where the boundary is set either at the back of pavement line or kerb line. It is recommended that, in all situations where the boundary runs in front of buildings, it should be consistently drawn at kerb line. This will help to protect any historic paving and kerbs, and thereby protect the setting of the buildings and their boundaries. Furthermore, it would enable any future enhancement schemes to address the public realm works in a meaningful way. The Conservation Area boundary has been amended to reflect this. (Plan 12).



Plan 12: Proposed alterations to the existing Conservation Area boundary

APPENDIX A

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Illustration Sources

All Photographs supplied by Planning Services, Sefton Council

Acknowledgements

Dr Ben Croxford, Historic Environment Record Officer, Merseyside Environmental Advisory Service

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Information Services Department, Sefton Libraries

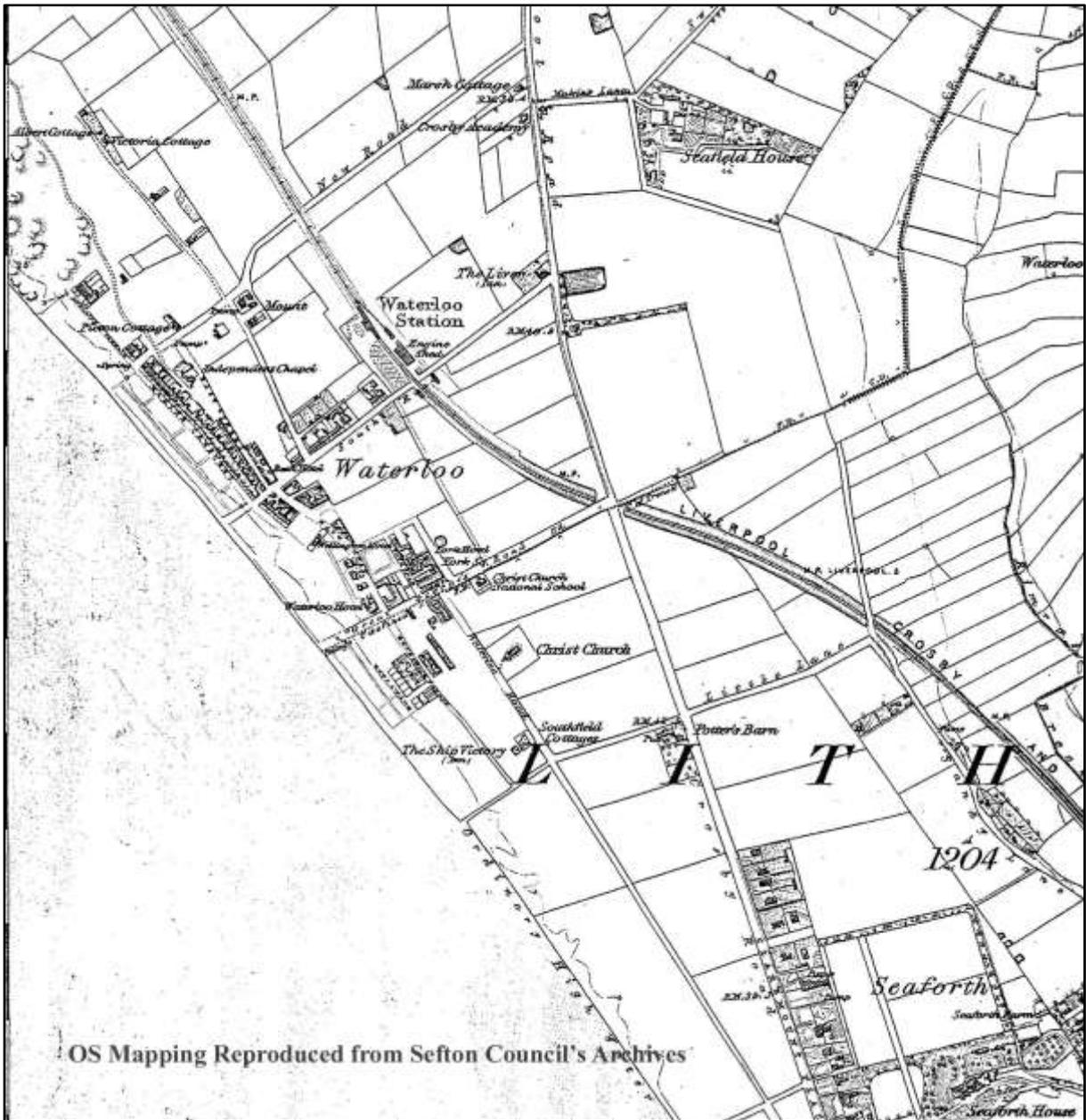
Lancashire Archives, Lancashire Record Office, Preston

Liverpool Record Office, Central Library and Archive

APPENDIX B

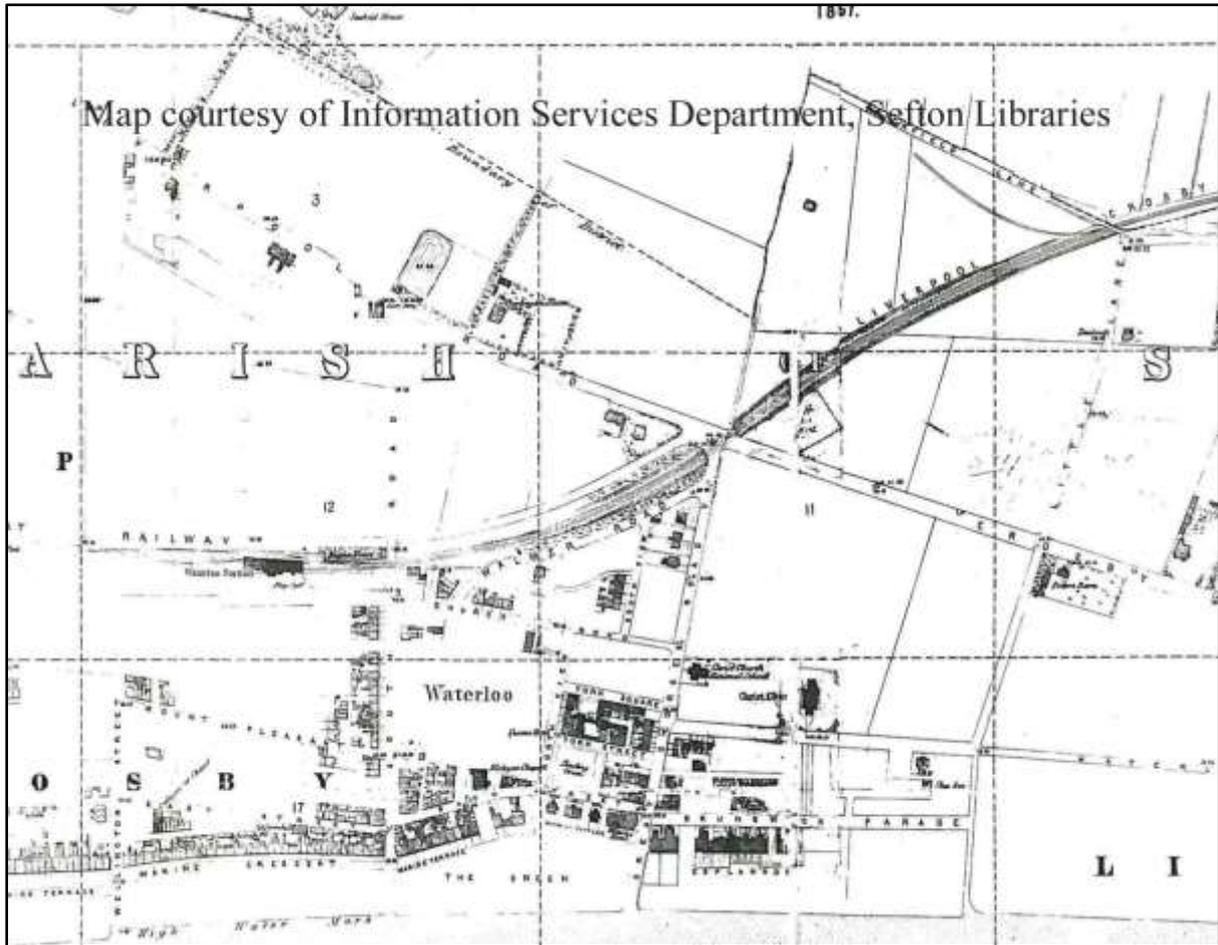
Historic Maps

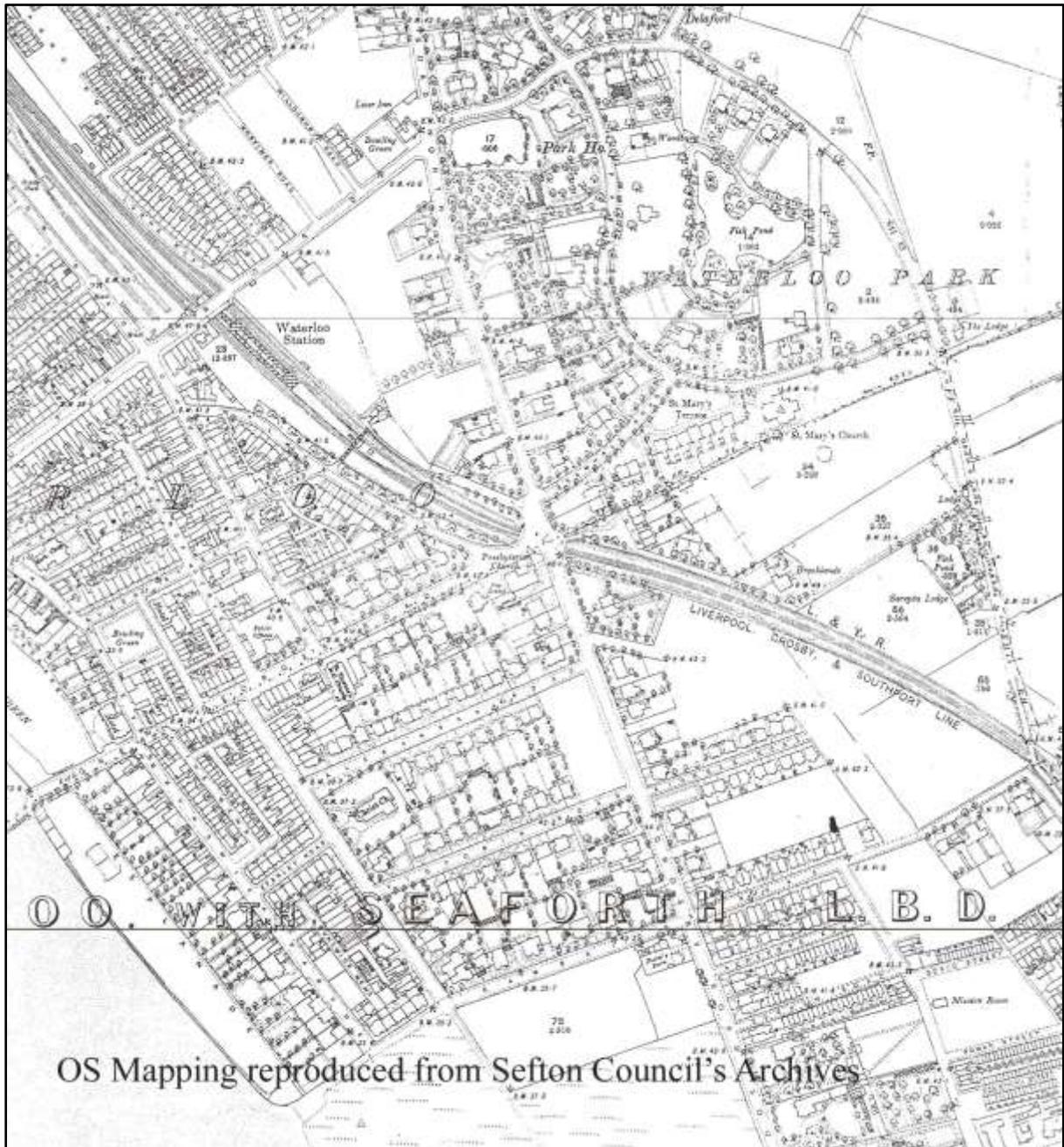
Great Crosby Marsh	
Enclosure Award Map	1816
Ordnance Survey Map	1848
W A Richardson Survey	1857
Ordnance Survey Map	1893
Ordnance Survey Map	1908
Ordnance Survey Map	1927
Ordnance Survey Map	1937



1848 OS Map of the Waterloo Area

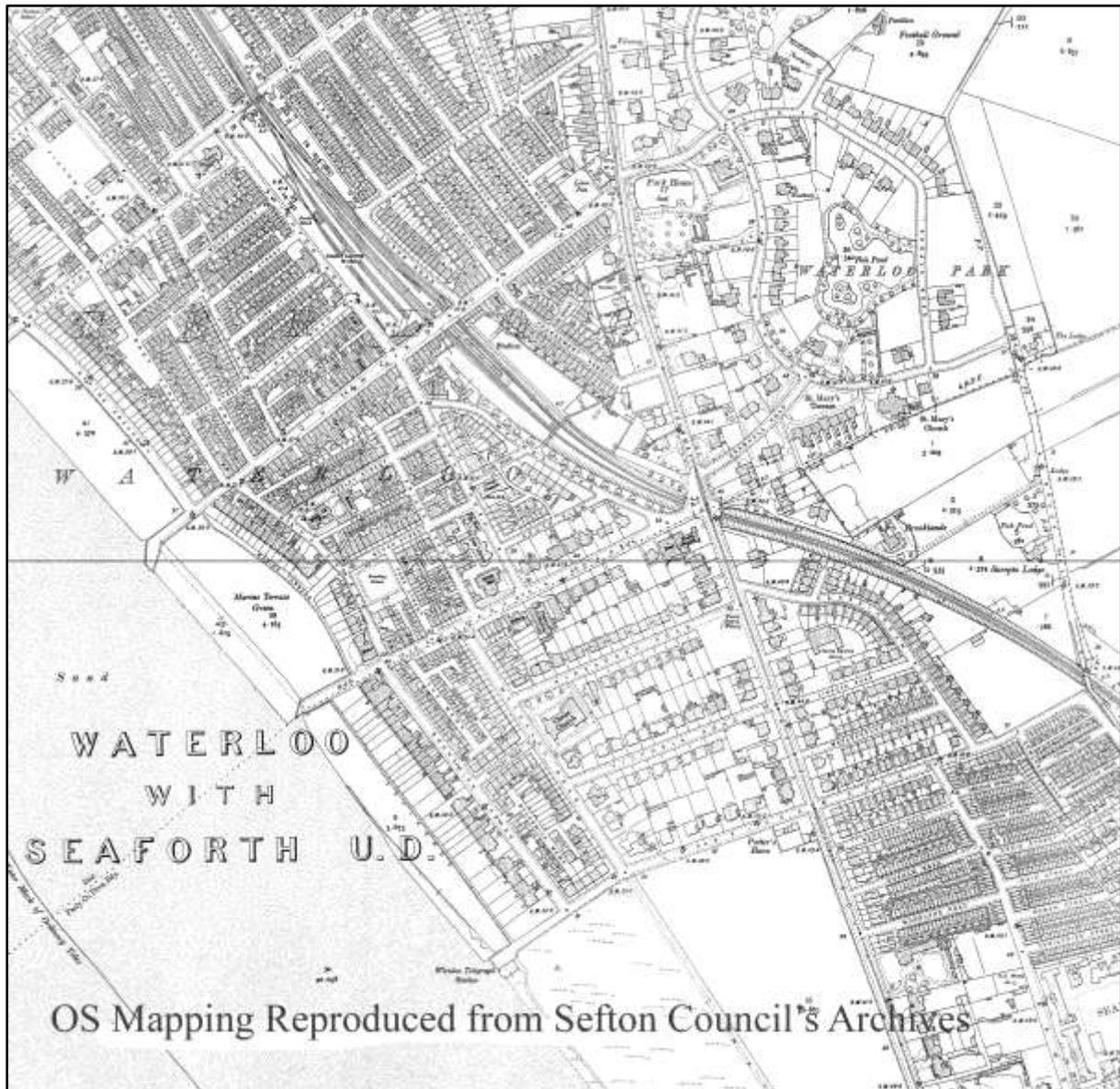
Section from the plan of the Waterloo Area Surveyed by W A Richardson 1857



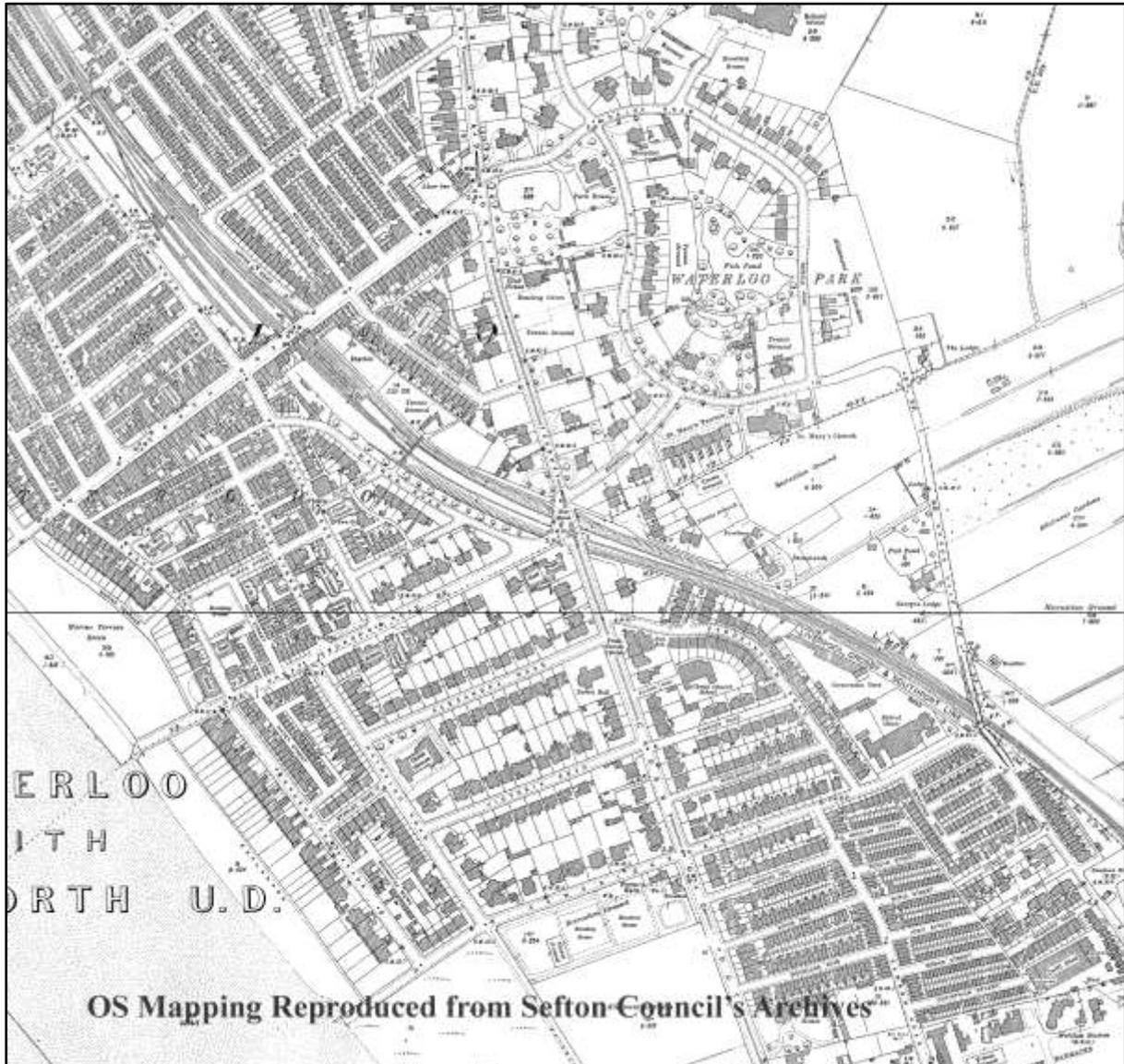


1893 OS Map of the Waterloo Area

1908 OS Map of the Waterloo area



1927 OS Map of the Waterloo area





1937 OS Map of the Waterloo Area

APPENDIX C

Gazetteer of Properties within the Waterloo Park Conservation Area



1 & 2 Greenbank



3 & 4 Greenbank



5 & 6 Greenbank



Park Terrace



1 & 3 Bramhall Road



Braunston Lea, 5 Bramhall Road



Angra Bank, Bramhall Road



St. Mary's Church, Park Road



Stone House, Park Road



66 Park Road



Rosebank & Olivebank, Bramhall Road



Seafield House, Crosby Road North



BT Building, Crosby Road North



Ellesmere House, Crosby Road North



Poppy Place, Crosby Road North

APPENDIX D

Gazetteer of views, boundaries and surfaces within Waterloo Park Conservation Area

Views



View along Park Road with St Mary's to the south



View from Crosby Road North towards Greenbank



View towards Rosebank and Angra Bank from Crosby Road North



View along Park Road with St Marys Church to the SE



View towards Angra Bank from the entrance to Bramhall Road, with Rosebank in the foreground



View of Park Terrace set behind the copse



View of Braunston Lea from Park Terrace



View from Park Terrace towards Stone House



View from Park Road towards the entrance to Bramhall Road



View from Greenbank towards Seafield House



View from Crosby Road North towards Greenbank

Boundaries



Boundary wall to Stone House



Boundary wall to Ellesmere House and BT Building



Boundary wall to Braunston Lea



Boundary wall along Park Road



Boundary wall to Bramhall Road and Greenbank



Boundary treatment to Bramhall Road



Boundary walls along Crosby Road North



Rear boundary wall to Park Terrace



Modern boundary treatment to St. Mary's, Park Road



Modern boundary treatment to Greenbank

Surfaces



Surface Treatment to Park Terrace Car Park



Surface treatments on Bramhall Road



Street and Road surface treatments, Bramhall Road



Park Road



Park Road surface treatments, including traffic calming measures



Crosby Road North at the junction of Bramhall Road

APPENDIX E

Schedule of changes to Waterloo Park Conservation Area Appraisal following public consultation

9.1, p 61	The Tennis Club itself, which includes tennis courts and a club house has not been included within the proposed amended boundary as it is of fairly modern construction and its contribution is considered to be neutral. None of the Tennis Club grounds and buildings are visible from the highway (Park Road).
9.3, p 68 Plan 12	Amended plan to include the adopted boundary additions to the Conservation Area.

Public Consultation Results

Summary

During the 6 week consultation period running from 20th January 2016 until 2nd March 2016, regarding the revised Christ Church Conservation Area Appraisal and the new Waterloo Park Conservation Area Appraisal, the Council received a total of 8 responses; comprising 4 email responses and 4 completed paper questionnaire consultation e-forms.

Of the 8 responses received, there were: five consultation responses regarding Christ Church Conservation Area and two responses concerning Waterloo Park Conservation Area. In addition, there was one response regarding heritage matters in general and the 3 Waterloo Conservation Areas, including reference to the Seafront Gardens.

Within this six week consultation period, a drop-in event session was held on Wednesday 3rd March, between 5-7pm at Waterloo Town Hall, inviting residents, local business and stakeholders to come and have their say on the two appraisals. A series of display boards highlighting the essential character and special interest of the Conservation Area provided a summary of the content of the two appraisals, including pictorial and historical map information showing how the two areas had developed and evolved over time.

100% were generally happy with the chosen venue of Waterloo Town Hall.

All those who responded were in the 40 or over age group.

Over 80% respondents were able to speak to a Conservation Officer and they all felt they had their questions answered.

A summary of the main points raised are as follows:

- Welcome the fact that areas of concern have been noted in the appraisal.
- The display boards showing the buildings of particular interest within the Conservation Area were informative.
- Pleasing to see that very little detracts from the character and appearance of the Conservation Area.
- St. Mary's Church: the boundary treatment which fronts Park Road, enclosing the grounds to St. Mary's Church is part stone wall, part modern timber boarded fence and is considered to detract from the character and appearance of the Conservation Area. There have also been incidences of reported theft of the panels within the last 12 months. The church council would be interested in a funding body which could replace the fencing with a stone wall, which would be more in keeping with the area (to match the existing section).