

RUGBY BOROUGH COUNCIL

CLIFTON ROAD, HILLMORTON ROAD AND WHITEHALL ROAD

CONSERVATION AREA APPRAISAL



June 2010

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INTRODUCTION

Clifton Road, Hillmorton Road and Whitehall Road Conservation Area is a relatively small designation which occupies an edge of town centre location. It acts as a transition between the commercial core of the town and the high-density residential development to the north, east and south east. The area is largely developed with late Victorian and Edwardian housing and includes community, commercial, education and recreation uses. The prevailing style is traditional dwellings from those periods including detached, semi-detached and terracing. The architecture is consistent with variations on a theme through decorative motifs, materials and embellishment.

The Conservation Area lies at an important location with roads leading north, east and west to Clifton, Hillmorton and Rugby School/Rugby town centre respectively. Buildings are generally set back from the roads separated by small front gardens. Brick boundary walls and mature landscaping are also key elements.

Conservation Areas were introduced by the Civic Amenities Act in 1967. A Conservation Area is defined by the Planning (Listed Buildings and Conservation Areas) Act 1990 as an 'area of special architectural or historic interest, the character of which it is desirable to preserve or enhance'. Section 69 of the Act places a duty on the Local Authority to review its Conservation Areas, Section 71 requires the Authority to formulate and publish proposals for their preservation and enhancement. Clifton Road, Hillmorton Road and Whitehall Road is one of 19 Conservation Areas in the Borough.

Local Authorities have a duty to identify, designate, preserve and enhance Conservation Areas within their administrative area. The aim in a Conservation Area is to preserve or enhance not merely individual buildings but all those elements, which may include minor buildings, trees, open spaces, walls, paving, and materials etc., which together make up a familiar and attractive local scene. The relationship between buildings and spaces within Conservation Areas creates a unique environment, which provides a sense of identity and amenity for residents and an irreplaceable part of our local, regional and national heritage.

The positive identification of areas for designation helps focus attention on its qualities and encourages a sensitive approach to any proposed development. The Local Planning Authority will exercise particular care to ensure that change, where it occurs, will preserve or enhance the character of an area. The designation of a Conservation Area ensures the quality of design and context are considerations in determining Planning Applications.

There are different planning controls in Conservation Areas and anyone proposing development should seek advice from Rugby Borough Planning Authority. In addition to planning controls that govern alterations and extensions

Planning Permission would be required for the following development in Conservation Areas:

- The cladding of any part of the exterior of a dwelling with stone, artificial stone, pebble dash, render, timber, plastic or tiles;
- An extension extending beyond a wall forming a side elevation of the original dwelling;
- An extension having more than one storey and extending beyond the rear wall of the original dwelling;
- Any enlargement of a dwelling consisting of an addition or alteration to the roof;
- The provision of a building, container, enclosure, swimming or other pool where it would be situated on land between a wall forming a side elevation and the boundary of the dwelling or to the front of the original principle elevation;
- The installation, alteration or replacement of a chimney, flue or soil and vent pipe which fronts a highway and forms either the principal elevation or a side elevation of a dwelling;
- The installation, alteration or replacement of a microwave antenna on a dwelling, or within the grounds, on a chimney, wall or roof slope facing onto and visible from a highway or on a building greater than 15 metres in height.

In addition Conservation Area consent is required where in excess of 115 cubic metres of buildings are to be demolished. Conservation Area designation also protects trees within the boundary by requiring owners to give the Local Planning Authority six weeks notice of their intention to carry out any work on trees that have a trunk in excess of 75mm in diameter measured 1.5 metres from the ground.

All Planning Applications for development which would affect the character of a Conservation Area must be advertised in the local press and site notices posted.

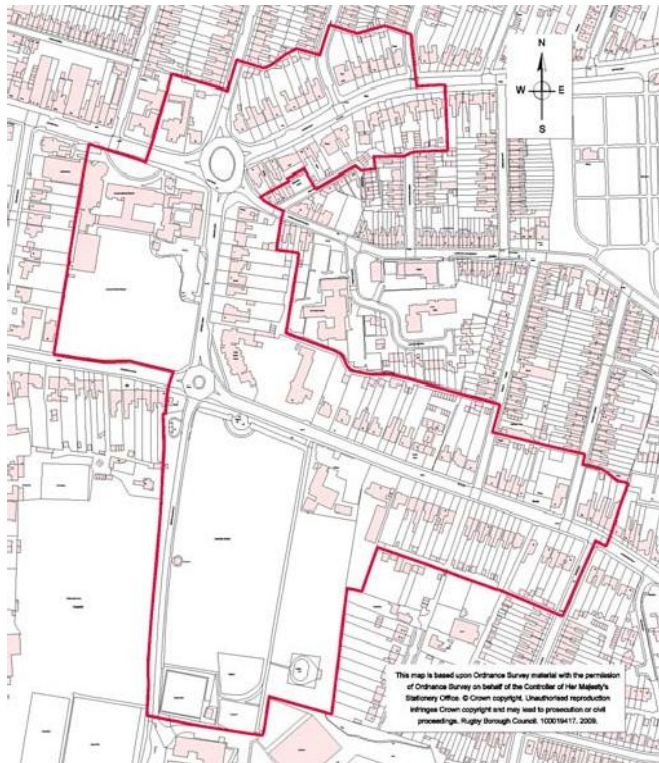
This document is an appraisal of Clifton Road, Hillmorton Road and Whitehall Road Conservation Area. It is based on guidelines issued by English Heritage, the Government's advisor on the historic built environment, and has been prepared by Rugby Borough Council. The principal objectives of the appraisal are to:

- define and record the special interest of Clifton Road, Hillmorton Road and Whitehall Road Conservation Area to ensure there is full understanding of what is worthy of preservation;
- increase public awareness of the aims and objectives of Conservation Area designation and stimulate their involvement in the protection of its character and to inform decisions made by Rugby Borough Council, the Parish Council and local residents;

- reassess current boundaries to make certain that they accurately reflect what is now perceived to be of special interest and that they are readable on the ground;
- assess the action that may be necessary to safeguard this special interest and put forward proposals for their enhancement.

It is however not intended to be wholly comprehensive in its content and failure to mention any particular building, feature or space should not be assumed to imply that they are of no interest. This assessment should be read in conjunction with the Rugby Borough Local Plan 2006 saved policies, submission Core Strategy, and national policy guidance particularly Planning Policy Statement 5 Planning for the Historic Environment and its practice guide. These documents provide more detailed information on local and national policy relating to Conservation Areas.

MAP 1 CONSERVATION AREA DESIGNATION



LOCATION AND CONTEXT

The Conservation Area occupies a location to the east of the town centre. Clifton Road leads from the commercial centre of Rugby into a transitional part which includes professional offices and education but is dominated by housing. The traffic island links the eastern and western parts of Clifton Road with Murray Road to the north and Whitehall Road to the south. A second traffic island links

Whitehall Road to Hillmorton Road to the east and formal residential buildings to the west. The area therefore plays an important part in the approach into the town centre.

Given the transitional nature of the designation there are differing characteristics in the surrounding area. To the west there is the retail character with shop fronts and signs, to the north the high density Victorian terracing commences along Murray Road. To the east Clifton Road continues in a similar manner to the Conservation Area albeit with a less cohesive appearance. To the west from Hillmorton Road there is the Rugby School-influenced architecture.

The majority of the buildings are in residential use. However, the Conservation Area incorporates education through the Lawrence Sheriff School, community uses including surgeries and a children's nursery, the recreation ground and professional offices along Whitehall Road.

The Conservation Area is relatively small and contains a limited number of buildings. On Clifton Road and Hillmorton Road there is a mix of detached, semi-detached and terracing, along Whitehall Road there are only detached and semi-detached properties.

The area is important as it links the edge of town elements to the key economic and education centres and provides a suitably grand approach and setting.

The land and buildings within the Conservation Area are generally of good visual quality and well maintained. There is however pressure for future development. This includes unsympathetic extensions or alterations to historic buildings, the removal of native planting or the planting of inappropriate species and the erection of alien boundary treatments such as close boarded fencing. Incremental changes to buildings such as windows and doors, loss of original brick through rendering, loss of original slate or tile roofs or the loss of front gardens for car parking would also erode the character. Loss of the decorative elements which typify the area would dilute its historic and visual importance.

GENERAL CHARACTER AND FORM

The area is characterised by late Victorian development and buildings from the Edwardian period. They are set back from the highway separated by front gardens often containing mature trees and shrubs. This provides a suburban character which belies the proximity of the commercial core of Rugby.

The buildings are consistent in character incorporating gables, chimneys and dormers but including small variations in fenestration, decoration and detailing. Buildings along the northern side of Clifton Road and Hillmorton Road are generally more imposing in style and scale than elsewhere within the designation. Overall the architecture demonstrates good authenticity and

minimal alteration. The buildings have developed organically and although not providing symmetry a rhythm exists through the palette of architectural detailing and motifs. Vertical emphasis dominates throughout to provide harmony within the framework of generally two and two and a half/three storey development. The overriding character is the consistency of the built development with only limited modern buildings.

PHOTOGRAPH 2 A GABLE DOMINATED TERRACE ON CLIFTON ROAD



The Conservation Area includes relatively long rear gardens where traditional outbuildings feature. Views towards the rear of properties are often available and therefore a key characteristic of the area. A series of paths follow the rear boundaries and provide access to rear gardens and outbuildings. Development is single depth with the boundary drawn around these accesses serving the rear gardens.

The buildings that are not in residential use retain a residential appearance. With no on-street parking the commercial and community uses has led to pressure for off street car parking resulting in some large areas of hardstanding.

LANDSCAPE SETTING AND GREEN AND OPEN SPACES

Although the Conservation Area is characterised by its built development within an urban setting, landscaping and green open spaces are important elements. The largest open space is the recreation ground. Lined with horse chestnuts

along the highway boundary surrounding the classical stone memorial gates it also incorporates avenues of lime trees running towards the leisure centre building to the rear of the site. The Lawrence Sheriff School playing field is a further large open grassed area. Bordered by sporadic tree planting it provides relief from the built form and is dominant in the street scene along Hillmorton Road from the west and along Whitehall Road. These two areas are read in conjunction with the far smaller grassed foreground to the flats on Whitehall Road.

PHOTOGRAPH 3 VIEW OF THE RECREATION GROUND



Back gardens are an important element in the Conservation Area. Providing relatively long areas of undeveloped land they contain a large number of trees, shrubs and hedges which result in a landscaped character. As the rear of properties are often relatively open to view the gardens have a major role in softening the impact of the built form.

Front gardens are also a feature providing hedge boundaries with the highway and mature trees and shrubs within. These are often complimented by mature trees planted on the pavement. Combined these can partially mask the buildings beyond and provide the Conservation Area with its leafy suburban character.

The important mature trees open to view include a mix of limes, beech and silver birch along the eastern part of Hillmorton Road with yew and Corsican pine further west. Horse chestnut trees provide the boundary between the recreation

ground and the highway with a number of important beech trees in Whitehall Road. There are a number of mature limes in Clifton Road with evergreens, sweet chestnut, cedar, laurel and oak around the traffic island where Clifton Road meets Whitehall Road, at the entrance of Murray Road and to the foreground of the school buildings.

MAP 2 IMPORTANT LANDSCAPING, TREES AND OPEN AND GREEN SPACES.



HISTORIC DEVELOPMENT

Archaeological work has provided little evidence of early activities in Rugby largely as a result of the destructive ploughing during the Anglo Saxon period and the extent of development since the Georgian period. The settlement may date back to Roman times with Rugby positioned in a strategic juxtaposition of roads, occupying a hill top centre and in close proximity to a ford crossing the River Avon. Rugby has historically been referred to as Rokeby, Rocheberige and Rocheberia in the Domesday Book.

The evolution of Rugby from a small settlement to a strategically important market town is as a result of proximity to important roads. Two routes converged; one running east from Barrs Hill, Coventry, the other came southwards from Leicester. This road forked towards Oxford, forming a Y junction at the point of the Clock Tower. This space became the market place and the street pattern remains.

The medieval town grew out of the early village remaining based around this crossing. The road from Barby approached the settlement along the line of the present Little Church Street. Originally this road gently curved past the church. The extension of the graveyard and alterations to the church diverted the road to its current position. Dunchurch Street formed the other part of the junction, the current Drury Lane. Its route to the cross is now interrupted by buildings.

The marketplace triangle was open with space for the penning of livestock and the importance of the market is reflected in the traditional market town names including Sheep Street and Butchers Row. The market was granted in 1255.

A further significant catalyst for change was the railway. The London to Birmingham railway opened in 1838 and Rugby Station was built. Within 12 years five other companies provided trains resulting in Rugby becoming a major rail junction. This facilitated the shift from market town to a railway and industrial centre. Rugby School and the formalising of roads and pavements through paving, tarmac and street lighting followed during the Victorian period.

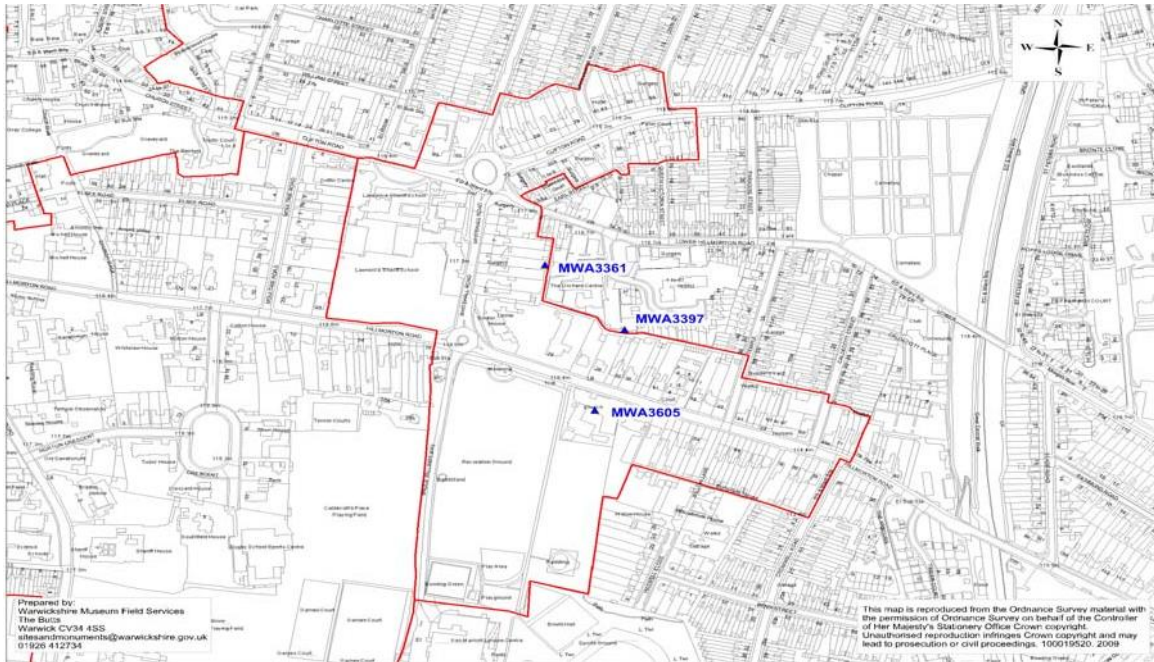
The majority of development in the Conservation Area took place in the late nineteenth and early twentieth century as part of the continued expansion of Rugby. On the OS map of 1887-1888 only the buildings fronting onto Whitehall Road are in existence with the "Subordinate School" occupying the location of the Lawrence Sheriff School. At this time there was only one pair of semi-detached properties on the northern side of Hillmorton Road with The Limes on the southern side. A small number of semi-detached properties are marked adjacent to the junction with Whitehall Road. By the time of the OS plan dated 1903-1905 Clifton Road and Hillmorton Road had been substantially developed and further buildings had been added on the school site.

PHOTOGRAPH 4 VICTORIAN BUILDING ON WHITEHALL ROAD



ARCHAEOLOGY

The Orchard Centre, in Lower Hillmorton Road on the edge of this Conservation Area, was formerly the Hospital of St Lukes and previously was the Rugby workhouse. The United Reformed Church, on Hillmorton Road dates to the mid-20th century.

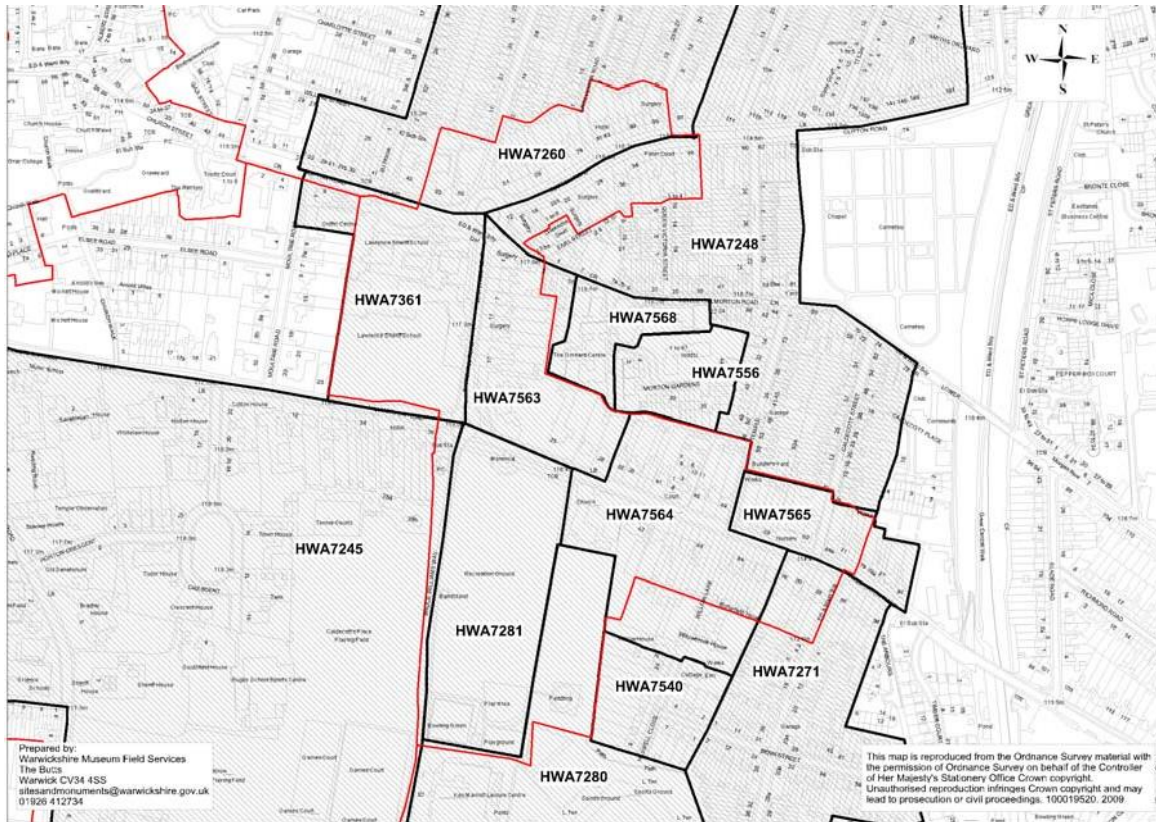


MAP 3A ARCHAEOLOGY RECORDED ON THE HISTORIC ENVIRONMENT RECORD

HER Records

- MWA3361 Medieval pottery find
- MWA3605 United Reformed Church, Hillmorton Road, Rugby
- MWA3397 Hospital of St Lukes, Rugby

The Conservation Area reflects the largely post 1880s terraced settlement in this area. Lawrence Sherrif School has been marked since the First Edition Ordnance Survey (1880s). The Recreation Ground on Bruce Williams Way is marked as a playing field on the Ordnance Survey First Edition and has continued its recreational usage since.



MAP 3B ARCHAEOLOGY HISTORIC LANDSCAPING SETTING

HLC Records

HWA7248	Settlement
HWA7260	Settlement
HWA7271	Settlement
HWA7280	Civic and Commercial
HWA7281	Civic and Commercial
HWA7361	Civic and Commercial
HWA7540	Settlement
HWA7563	Settlement
HWA7564	Settlement
HWA7565	Settlement
HWA7245	Civic and Commercial
HWA7556	Settlement
HWA7568	Civic and Commercial

ARCHITECTURE, BUILDING MATERIALS AND FEATURES

Clifton Road, Hillmorton Road and Whitehall Road Conservation Area comprises a consistent period of architecture. The majority of buildings date from the end of the Victorian period and the Edwardian era. Occasional buildings, such as those with a Gothic hue (no. 28 Clifton Road) may date from the 1860's. Later

development tends to be of a larger scale and include developments on the school site and flats on Clifton Road and Hillmorton Road. These have taken a number of forms and styles with only the more recent school buildings having a positive impact on the character and appearance of the Conservation Area.

The buildings generally comprise traditional late Victorian buildings through to Edwardian domestic architecture. The main characteristic is the variation on a theme. Each building, or group, possesses subtle differences in style, decoration or materials. Therefore within the general framework of two or two and a half/three storey buildings there is an array of variation. Gables, bays, dormers, porches, fenestration, chimneys and bargeboards all display slight differences to the neighbouring or attached building. The buildings are fenestration dominated with vertical emphasis and a hierarchy of windows with the scale diminishing with height. The built form includes detached, semi-detached and terracing.

PHOTOGRAPH 5 AN EXAMPLE OF THE EMBELLISHMENT OF A TYPICAL DWELLING WITHIN THE CONSERVATION AREA.



The dominant building material for the walls is red brick. Render, smooth and of a rougher texture, is also used, often in conjunction with sham timber. Roofing materials are slate or tile. Roofs vary through gables, half and full hipped interrupted by a variety of dormer windows or large gables. The gables are of brick and render with sham timber completed with plain or decorative Gothic bargeboards. The gables include Dutch, Renaissance and corbelled.

Fenestration is typically timber sash. Within that however there is much variation from standard four pane Victorian sashes to narrow vertical emphasis windows of three narrow vertical lights. The late Victorian/Edwardian characteristic of small panes above larger panes is prevalent throughout. The area also contains more Arts and Crafts based fenestration comprising horizontal emphasis with small panes. The number of variations within the designation is significant and the lack of symmetry a defining element.

A number of buildings are bordered by attractive brick walls abutting the highway. A large number of traditional brick outbuildings, mostly single storey but including two storey, are visible to the rear.

The relative affluence of the area together with its proximity to Rugby has ensured that the vast majority of the building stock is in good order and virtually all buildings are occupied, apart from 42 Hillmorton Road, which is currently unoccupied.

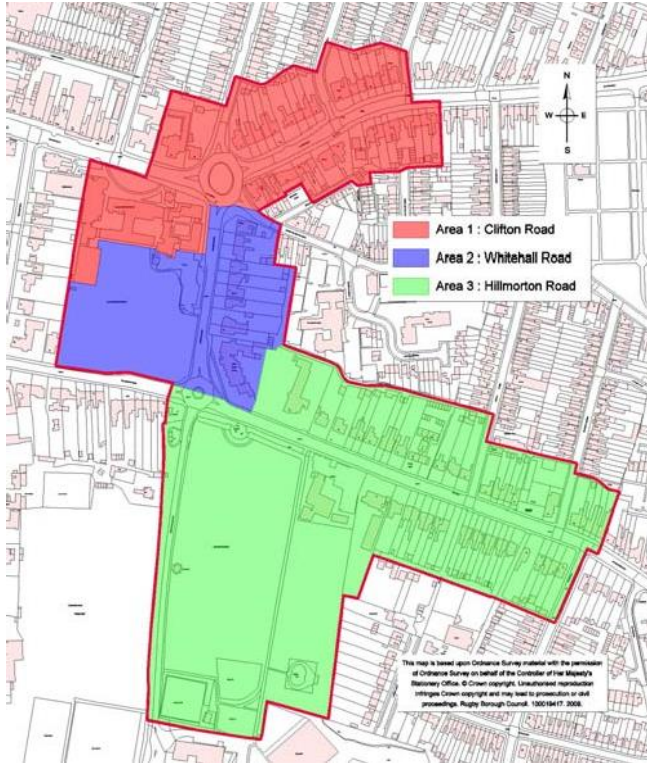
DETAILED ARCHITECTURAL ASSESSMENT

In order to make the appraisal more accessible the detailed assessment of the architectural and historic character has been divided into three smaller areas (see map below) and comprise:

- Area 1: Clifton Road
- Area 2: Whitehall Road
- Area 3: Hillmorton Road.

The zones are used as a tool to analyse and understand the area rather than to define whole areas as separate entities.

MAP 4 SUB-AREAS



The Conservation Area is characterised by a consistent form of architecture from late Victorian into the Edwardian period. The buildings provide variation on a theme to achieve an interesting streetscape and an unusually high quality and coherent group of buildings. The built form includes detached, semi detached and terraced buildings of two and two and a half/three storeys, set back from the highways to allow for small front gardens. The roads have an impact on the designation but the quality of architecture and landscaping ensure they do not detract from the character and appearance of the buildings. Although each section comprises these characteristics the individual roads have their own character and appearance.

Area 1: Clifton Road

The approach from the town centre comprises the retail part winding down in a linear form along the northern side of Clifton Road with larger scale detached properties of individual character to the south. These run into Lawrence Sheriff School. The site is large and comprises a number of buildings from different architectural periods resulting in an eclectic appearance.

The dominant building is the North Range and Hall. A listed building dating from 1878 it was extended early and late in the twentieth century and in the twenty first century. Of red brick with stone dressings and sham timber framing in the gables it has a plain tile roof with stone coped gable ends. The roof has a tiled

wooden bellcote over the centre. The building is in the High Victorian Gothic style and the central projecting gabled bay on the front elevation has a large moulded pointed archway with flanking buttresses and shields above.

The site incorporates a number of other buildings of contrasting styles including a two storey modern brick building with a hexagonal corner and a modern block to the rear. As part of this development a number of enclosed courtyards have been created.

PHOTOGRAPH 6 THE ORGANIC DEVELOPMENT OF THE SCHOOL



Although of different styles the overall composition is successful providing a landmark central building surrounded by the organic growth of the school. The buildings are relatively close to the highway and of such scale that they dominate the commencement of the Conservation Area and wrap around the site into Whitehall Road. The buildings have an open setting to the rear as the playing fields cover a large area which is open to view.

At this point the Conservation Area is dominated by the traffic island that links Clifton Road, Murray Road, Lower Hillmorton Road and Whitehall Road. Buildings are prominent on each side of the island and the approach from Murray Road is characterised by high density terracing from the late-Victorian period. The buildings are sited close to the highway separated by small front yards and there is a strong sense of enclosure.

These lead to the island which has two buildings on the western side of Clifton Road, both of an imposing style. No.53 is a typical example of the prevailing architecture in this part of the Conservation Area. Of two storeys it comprises twin double bay windows, one canted, one square, under gables infilled with

sham timber with render finished with decorative Gothic bargeboards. The bays have stone mullions.

The adjacent building, no.55, is even more imposing with a grand stone porch, one and two storey bays and occupying an exposed corner location. This building has an element of Baroque and is not such a typical example of the prevailing architecture.

The buildings around the island are completed by no. 61 Clifton Road, a dual aspect red brick and tile dwelling with twin double storey bays, prominent chimneys and small panes of glazing in the upper lights.

PHOTOGRAPH 7 CLIFTON ROAD, AN ECLECTIC ELEVATION



No. 61 commences two semi-detached properties of comparable design and appearance between Clifton Road and Grosvenor Road (nos. 63-69). The buildings form a successful and cohesive composition set with similar front building lines behind well treed front gardens, bordered by hedges and brick walls with trees along the highway. Although forming a group each semi-detached property has its own identity. The buildings incorporate canted, square and curved bays, Victorian style 1/1 sash windows, windows with small upper panes, square and curved gable windows, varying sizes of gables and even a conical roof. Recessed porches are a feature and the last of the group has a dual aspect onto Grosvenor Road.

This character of variation on a theme continues to the east of Grosvenor Road with more functional Victorian semi-detached properties (nos. 89-91) and an element of Arts and Crafts (nos. 93-95).

This group of buildings also includes the Grosvenor Hotel. This terrace is read as a series of compositions with gables, two storey bay windows comprising square and canted, and sash windows of small upper pane glazing above a single pane. Although more alterations have been carried out on this building compared to the neighbouring properties it maintains the characteristics of this part of the Conservation Area.

This theme continues on the southern side of Clifton Road with the terrace, nos.34 to 48 which comprises twelve gables, in series of threes, above alternating two storey bays and a flush elevation. The rhythm is continued through bricks to the ground and first floor with rustic ornee above and windows in the gables. The gables illustrate a Gothic influence and the buildings have a clear hierarchy of fenestration with casements in the gables.

PHOTOGRAPH 8 RESIDENTIAL DEVELOPMENT ON CLIFTON ROAD



Building styles incorporate more variation on the southern side and include the surgery building, which is in a formal Gothic style and nos. 12 to 18 which are less embellished Victorian semi-detached properties.

A further characteristic is the rear accesses that run to the back of the buildings fronting onto Clifton Road. These serve the outbuildings at the end of the rear gardens and are part of a wider network of such tracks that run throughout the Conservation Area. These open views to the rear gardens and rear elevations of buildings providing an unusual level of visibility that renders the appearance of the rear gardens, including mature trees, more important.

Overall, this part of the Conservation Area is characterised on the northern side by a different scale, buildings of two, two-and-a-half/three storey in a more imposing, grander style than to the south. Windows are the main features in the form of dormers, bays and sashes under prominent roofs punctuated regularly by large chimneys. The front elevations are given depth by the bay windows and recessed porches. The buildings result in a cohesive appearance with semi-detached properties being read as terracing due to the proximity to each other and the design. The buildings also demonstrate a clear hierarchy with the grander buildings on Clifton Road of a larger scale than the terracing on the adjoining side streets.

Area 2: Whitehall Road

The area is approached from the west along Hillmorton Road. Along the southern side there is a sense of enclosure provided by the three storey Victorian dwellings. To the northern side the open space of the Lawrence Sheriff School playing field provides relief and clear views of the buildings on Whitehall Road, which as a result have greater prominence.

This sub-section is characterised by Victorian detached and semi-detached building with red brick and tile/slate roofs. The buildings are read as a group sharing similar front building lines and linked by the mature trees and hedges in the front gardens and by the red brick boundary walls, panelled with gothic capping.

The buildings continue the characteristic theme of variations within the established parameters of development. Of two and two-and-a-half/three storey they contain one and two storey bays, canted and square, recessed porches, dormers and gables with windows. The roofs comprise hips and gables with chimneys a prominent feature. Elements of Gothic architecture are evident through the decorative ridge tiles, finials and gables.

PHOTOGRAPH 9 BUILDINGS WITH VARIED APPEARANCES



An example of the variation within the group is the porches which are recessed but under different treatment. Arches and quoins, some unpainted, decorate the door openings. Likewise, the treatment given to the bay windows differs with some corbelled out, others separated by a decorative pattern. Gables include brick and sham timber with render. Eaves and ridge heights differ; however, the overall impression is of a terrace composition containing variation on a theme.

Many of the buildings are in commercial use, including a children's nursery and offices. Signage can be obtrusive and the more successful signs are those placed on buildings rather than on the boundary with the highway. These commercial uses have also resulted in some of the land to the foreground comprising hardstanding. Although not ideal the boundary treatment and landscaping ensure that the appearance is not unduly affected and the absence of on street parking, throughout the Conservation Area, is unusual and welcomed.

Again the buildings have a rear access track which serves the outbuildings. Some of the large rear gardens have been converted into car parking. However, a number of gardens remain containing significant landscaping. Important outbuildings line the rear boundaries, including two storey structures and the rear of the main buildings are visible from the rear accesses. The track links to that running behind the buildings fronting onto Hillmorton Road.

The buildings in Whitehall Road therefore continue the theme but are of a more robust Victorian character with less influence from the Arts and Crafts movement than those in Clifton Road. Dominated by fenestration, they have a more urban appearance and are set further into the site with formal entrances around the porches.

Area 3: Hillmorton Road

This part of the Conservation Area is approached from the east along Hillmorton Road. The adjoining area is mixed in character with mature trees; inter war housing and commercial premises resulting in a setting that lacks cohesion.

On the western side of this sub-area the character is of large open spaces. The playing field serving Lawrence Sheriff School provides the approach from the town centre and is read in conjunction with the recreation ground. Lined with mature trees along the highway boundary there are avenues of trees within the ground around the large grassed area. The attractive stone gates provide an element of grandeur with classical motifs including Ionic columns.

On the northern side of Hillmorton Road detached, semi-detached and terracing are read as a group of buildings and include variations within this theme. The buildings on the western end are grander and more consistent in appearance than towards the east and are set behind relatively large front gardens. Single and two storey bay windows, square, bow and canted bays and covered decorative porches feature on the front elevations, often with stone dressings with quoins.

The buildings towards the eastern end of the Conservation Area generally have a more mixed appearance and are set closer to the highway. The buildings include less embellished Victorian detached, plainer Edwardian terracing and an Arts and Crafts influenced detached property.

PHOTOGRAPH 10 LANDSCAPING PARTIALLY MASKING THE BUILDING ON HILLMORTON ROAD



Throughout variation in detail is the key characteristic within this general framework. Despite much variation nos. 27 to 41 are read as a group. 35 includes tile hanging on the gable, 3 to 39 incorporate balconies, 41 has a Gothic influence with stone mullions, deeply recessed porch and a greater imposing appearance. This theme continues, albeit on a reduced scale, to the east of Temple Court.

The scale and embellishment is reduced on the buildings to the east of Temple Street. Number 51 has castellated bays and a stone porch and 53 to 59 is a terrace with dominant bay windows, dormers and corbelled gables. This terrace shares similarities with 71 to 77.

A further dominating feature is the gables. Some are corbelled out, some project; others are half hipped or pitched. The variations are typified by the twin gable on the facades of nos. 27 and 29 and on the terracing at 71 to 77 Hillmorton Road where two broad gables each cover a pair of semi-detached properties.

The roofs, of slate and tile, are punctuated by the gables, dormers and prominent chimneys providing a varied and interesting roofline. Of particular interest is 41 Hillmorton Road which has a striped slate roof.

These variations are within the framework of red brick and render and a shared front building line. Along the northern side the consistency in boundary treatment adds to the cohesive appearance. Red brick walls, hedging and mature trees within the front gardens and along the highway provide a landscaped setting to the buildings. Often clear views of the buildings are not possible through the landscaping. The buildings are however generally grander on the northern side than opposite having greater width, height and variation.

The buildings along the southern side are again variations on a theme within the overall established framework. The structures are read as a cohesive group with similar bays, dormers, porches and chimneys. Gables continue to feature albeit less frequently and the roofs are punctuated more by dormers and chimneys than gables.

There is perhaps more consistency to the style of buildings along the southern side of Hillmorton Road until nos. 76 to 82 which demonstrate a more Arts and Crafts hue with horizontal emphasis fenestration and render.

Numbers 58 to 70 form a group of red brick two-storey semi-detached buildings with a common front building line but variation in decoration and design. Bay with conical roofs, dormers and gables are prevalent. Numbers 44 to 56 form a further group of semi-detached properties with stone quoins, high ridges, stone porches and all including a slightly grander hue than the previous terrace.

The prevailing character is of more compact development, dominated by semi-detached properties and with a more uniform layout.

A building that does not easily fit within the established framework is 42 Hillmorton Road. Built between 1896 and 1900 it comprises an elaborate design in a free Renaissance style. Of red brick and pebbledash it has a tiled roof with large a curvilinear gable to each front. The roof incorporates a central octagonal tower which is domed and with a balcony.

As found throughout the Conservation Area rear gardens are a key element. The gardens are relatively large and form a green barrier between buildings. The rear elevations are relatively open to view from the network of rear tracks and a hierarchy of extensions and rear projections are visible. The rear elevations are generally plainer with less formality than the facades. At the end of the gardens are outbuildings of mixed character but all occupying the traditional siting. The relative plainness of the outbuildings and the limited scale demonstrate the hierarchy of buildings with the facade of the dwellings dominating in both size and decoration.

This part of the Conservation Area is characterised by variations on a theme within the established framework. The buildings are set further into the site compared to Clifton Road with larger scale structures on the northern side dominated by gables. To the southern side the scale is lower and the architectural style is looser with less embellishment and decoration. Individual buildings are read as a group, brought together by the shared elements and the landscaped setting. Overall there is a greater consistency of buildings compared to the other two areas.

CONTRIBUTION OF UNLISTED BUILDINGS

Such is the collective quality of the prevailing architectural form that the majority of buildings falling within the designation are important unlisted buildings. The Victorian/Edwardian buildings along the northern side of Hillmorton Road, comprising two storey red brick detached, semi-detached and terrace incorporate variations on the common theme and all contribute to the character and appearance of the Conservation Area. In addition, the buildings from that period on the southern side of Hillmorton Road contribute sharing a common style and siting but incorporating different and attractive elements.

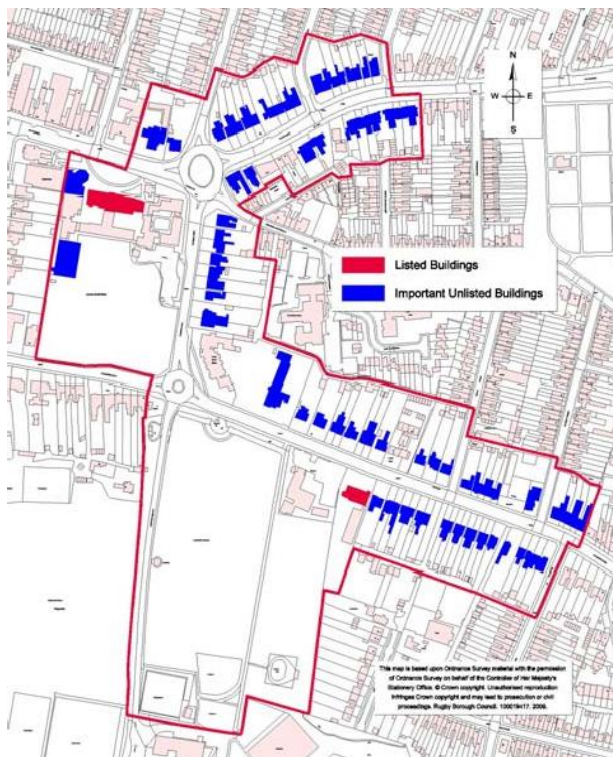
The buildings fronting onto Whitehall Road form a cohesive group of comparable buildings again with the variation. The value to the Conservation Area is enhanced by the brick wall boundary treatment.

The latest additions to the collection of buildings forming Lawrence Sheriff School are also positive unlisted buildings complimenting the listed structure on the site and providing examples of modern, attractive, functional buildings.

The terracing along the southern side of Clifton Road (nos. 34 to 48) makes a positive contribution. Of two-and-a-half storeys the rhythm provided by the gables and the vertical emphasis fenestration results in a large striking building. It is one of the largest buildings within the Conservation Area but through its design and detailing mirrors the prevailing smaller scale architecture. To the west, no.28 makes a contribution introducing an unusual Gothic element into the designation.

On the northern side of Clifton Road the majority of buildings make a positive contribution as they are good examples of the characteristic development. Of particular note is the corner property (no. 61) fronting onto the traffic island with Murray Road which is dual aspect. Opposite no.55 introduces a Renaissance character with a further good example of the prevailing architecture adjacent (no.53) with two storey bays and wings.

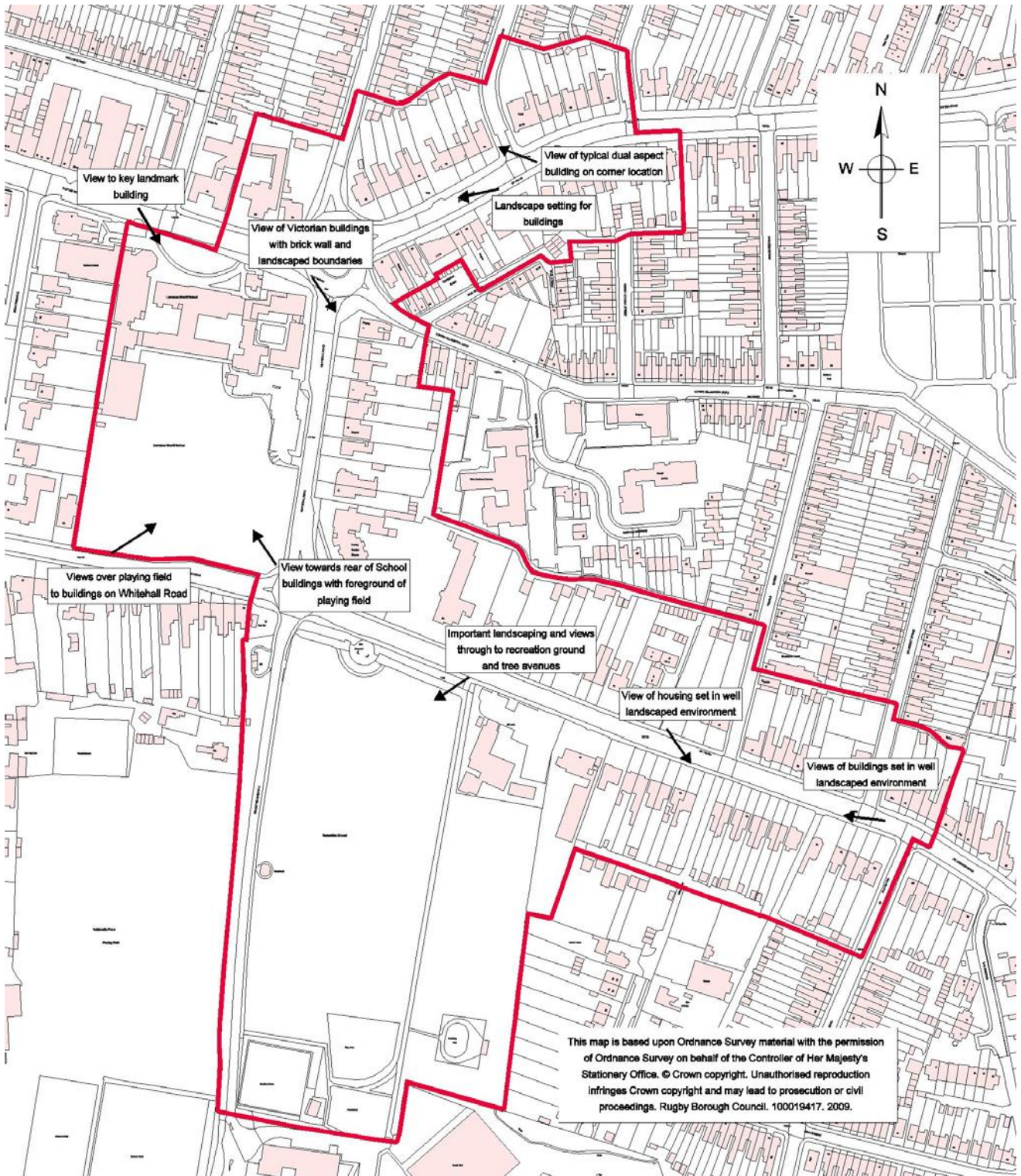
MAP 5 LISTED BUILDINGS AND IMPORTANT UNLISTED BUILDINGS



STREET FURNITURE

Street furniture is an important element in the Conservation Area reinforcing local identity. As the designation is linked to the busy highway system there is inevitably an impact on the character of the street furniture. Utilitarian highway railings, street signage, bollards, concrete kerbs, overhead lines, traffic lights and street lighting have an urban theme and do not respond to the language of the buildings. However, the impact of these elements is reduced by the landscaping and the consistency of architecture.

The area contains positive street furniture elements. These include the traditional red post box built into the wall on the northern side of Hillmorton Road. Enhancements, to include the use of traditional street name plates, metal plates on buildings or walls, and the rationalisation of highway signs, would enhance the quality of the area.



MAP 6 KEY VIEWS AND VISTAS

EXISTENCE OF ANY NEUTRAL AREAS

The environmental quality of the Conservation Area is generally good but there are a number of neutral elements. The architectural language is relatively consistent and from a fairly concentrated period. Given this consistency assimilating more modern architecture into the built landscape is difficult. On occasions this has led to neutral elements. These include the school building on the corner of the Lawrence Sheriff site adjacent to the traffic island on Clifton Road and Whitehall Road.

Of the later developments along the southern side of Clifton Road the western-most flats are perhaps the more successful echoing the prevailing scale and siting. The flats to the east do not share the common front building line, siting or depth. Both however are neutral features within the Conservation Area.

The flats fronting onto the Whitehall Road/Hillmorton Road traffic island have detailing and verticality that respond to the prevailing character. However, the scale and lack of variation affects the composition and again it has a neutral impact.

The car park serving Lawrence Sheriff School is a relatively large area of hardstanding and additional landscaping could reduce the impact as it immediately abuts the highway and is open to public view.

The church on Hillmorton Road is very much of its time and does not respond to the characteristic architectural language of its surroundings. The car park is the dominant land use feature of the site. Although well landscaped this represents a neutral element.

The Temple Court flats along Hillmorton Road share a similar siting with the neighbouring buildings. The style and in particular, the depth to the building, are not however in keeping with the character and appearance of the Conservation Area. Again the car parking has an impact and overall the site has a neutral impact.

Tebbs Nurseries is fronted by hardstanding for car parking with a single storey building behind. Given the consistent building line this represents something of a gap site and therefore a neutral element.

CONCLUSIONS

The overall historic character of Clifton Road, Hillmorton Road and Whitehall Road Conservation Area has been well maintained and most architectural details in the older buildings have been preserved. The character is consistent with the majority of buildings from the late Victorian/Edwardian period and is dominated by buildings set prominently along highways. The area forms a high quality

approach into the town centre from the east and represents the transition from suburbs to the commercial core of Rugby.

The overall quality of the Conservation Area remains high with the traditional buildings prevailing over some of the less sympathetic later development. This later development generally has an unobtrusive impact often responding to the characteristic siting and softened by landscaping. Enhancements could be achieved however with the reduction in the impact of hardstanding providing car parking to the front of buildings, the sympathetic redevelopment of certain sites and the reinstatement of missing original features or materials.

PRESERVATION AND ENHANCEMENT

General Condition

The Conservation Area is in a generally good condition in terms of buildings and maintenance of open spaces and landscaping. There are no buildings at risk or any in a serious state of disrepair although 42 Hillmorton Road is currently vacant and boarded up.

Problems, pressure and capacity to change

Incremental changes to buildings can erode the character and appearance of the Conservation Area. Alterations to roof materials, fenestration and architectural detailing such as chimneys, porches or lintels, would affect the individual building and have an accumulative impact on the group of buildings and Conservation Area. Of these fenestration is perhaps the most important; such is the visual role it plays. The retention of original windows, or replacement using the original as reference, is key to maintaining the character of the buildings.

Boundary treatment is a further crucial element to the Conservation Area. Removal of the historically and visually important brick walls or hedges and trees on the front of properties would significantly affect the character. Further hardstanding of front gardens to facilitate car parking would have a seriously detrimental impact on the Conservation Area, removing the landscaped buffer between the highway and building and affecting the setting of buildings. Furthermore, the erosion of the traditional outbuildings and accesses to the rear of buildings would affect the Conservation Area.

Future management proposals

The Local Planning Authority has a duty to ensure that proposals for development either preserve or enhance the character or appearance of the Conservation Area. Rugby Borough Council is committed to this duty.

In order to ensure that proposals for development can be adequately addressed the submission of detailed plans and elevations will be required with the submission of any planning application within the Conservation Area. This is likely to require the submission of drawings relating to new building within its context and street scene. 1:50 scale drawings of plans and elevations are considered an appropriate scale. For more detailed proposals and for specific elements of a proposed scheme, for example fenestration details, scale drawings of 1:5 or 1:10 may be required. A Design and Access Statement will also be necessary.

Opportunities for enhancement

Although the visual quality of the Conservation Area is high there are areas where improvements could take place:

- Reduce the impact of signs on commercial premises on Whitehall Road, signs should be small scale and on the building rather than on the boundary;
- Return land to the front of properties to gardens rather than hardstanding for vehicles or utilise landscaping to reduce the impact of hardstanding and parked vehicles;
- Refurbish the front elevation of the hotel on Clifton Road including removal of paint, landscape the front of the site;
- Rationalise street signage;
- Provide grass verges to the wide pavements surrounding the traffic island on Clifton Road/Whitehall Road;
- Replace inappropriate fenestration on exposed rear elevations of buildings using the original as reference;
- Use more traditional and less utilitarian railings on pavements;
- Find suitable use for 42 Hillmorton Road and refurbish;
- Reduce the impact of the church car park through landscaping;
- Achieve uniformity in boundary treatment in terracing or where a group of buildings are read as a single entity;
- Replace concrete roof tiles with original or materials to match the original roof covering.

APPENDIX 1

Summary of listed buildings in Clifton Road, Hillmorton Road and Whitehall Road Conservation Area

Lawrence Sheriff School (North Range & Hall), Clifton Road, Grade II. School. 1878. Extended in early and late C20. Flemish bond red brick with stone dressings and sham timber framing in gables. Plain tile roof with stone coped gable ends. Truncated brick gable end stack. Tiled wooden bellcote over centre. Main front range with rooms either side of central entrance which leads to a large hall in wing at rear. Extended on left and right in early C20 and at rear later in C20. High Victorian Gothic style. Two storeys and attic. Symmetrical 3 bay north front. Central projecting gabled bay with large moulded pointed arch doorway, flanking buttresses. 3 painted armorial shields above, over which a moulded string rises as sill to 2 large pointed arch windows with plate tracery and leaded pane lights with cusped heads. Between the windows a large canopied niche containing a figure in the livery of the London Grocers Company. Flanking the central gabled bay 4 light stone mullion windows, the ground floor with transoms and lowered sills, wide gables above eaves with sham timber framing and pierced bargeboards. Wooded bellcote on centre of ridge with louvers between balusters supporting conical slated spire with finial. Georgian style early C20 2 storey 5 bay wing on right with sash windows and single storey wing on left. Hall wing at rear has gables on sides with pointed arch windows. The school was founded as a separate lower school for local boys when, after the Public Schools Act of 1868, the Great School (Rugby School) no longer provided free education for local children. It was erected at a cost of £15,000, including the site.

42 Hillmorton Road, Grade II. Built between 1896 and 1900 for Thomas Hunter. Elaborate design in a free Renaissance style. Red brick and pebbledash, tiled roof with large curvilinear gable to each front. Square plan. 2 storeys and attics. Central octagonal tower, domed with balcony. Casement and sash windows.

APPENDIX 2

Useful Contacts

A copy of this appraisal will be available at the Rugby Borough Council offices and on the Council's website at www.rugby.gov.uk.

For specific information about the conservation area and conservation issues please contact:

Development Strategy
Rugby Borough Council
Town Hall
Evreux Way
Rugby
CV21 2RR

Tel: 01788 533 533

Email: localplan@rugby.gov.uk

For further information relating to archaeology contact:

County Archaeologist
Warwickshire Museum Field Services
The Butts
Warwick CV34 4SS
Tel: 01926 412276
Fax: 01926 412974

For further information relating to listed buildings and conservation areas contact:

Historic England
The Axis
10 Holliday Street
Birmingham
B1 1TG

Tel: 0121 6256888

Email: midlands@HistoricEngland.org.uk

For detailed advice on repairing and restoring Georgian houses, contact:

The Georgian Group
6 Fitzroy Square
London
W1T 5DX

Tel: 087 1750 2936
Email: office@georgiangroup.org.uk

For “Care for Victorian Houses” leaflet, contact:

The Victorian Society
1 Priory Gardens
Bedford Park
London
W4 1TT

Tel: 020 8994 1019
Email: admin@victoriansociety.org.uk

For a range of technical advice leaflets, contact:

The Society for the Protection of Ancient Buildings (SPAB)
37 Spital Square
London
E1 6DY

Tel: 020 7377 1644.
Email: info@spab.org.uk

APPENDIX 3

Bibliography

Warwickshire Towns and Villages	Geoff Allen
A History of Warwickshire	
Planning for the Historic Environment (PPS5)	
Rugby Borough Local Plan 2006 Saved Policies	
Submission Core Strategy	

GLOSSARY

Bargeboards: board at the gable of a building covering the ends of the horizontal roof timbers and forming a 'V', often pierced and decorated.

Bay window: window of one or more storeys projecting from the face of the window at ground level.

Casement: window hinged at the side.

Corbel: block of brick projecting from a wall.

Dormer window: window standing up vertically from the slope of a roof.

Framed building: where the structure is carried by the framework.

Mullion: vertical member between the lights of a window opening.

Rendering: the process of covering outside walls with a uniform skin to protect from the weather.

Transom: horizontal member between the lights of a window opening.

Vernacular: the traditional local construction style.