

CONSERVATION AREA APPRAISAL



LUDLOW (GRAVEL HILL)

DESIGNATED 14TH FEBRUARY 2008



PLANNING (LISTED BUILDINGS AND CONSERVATION AREA) ACT, 1990

LUDLOW (GRAVEL HILL) CONSERVATION AREA

STATEMENT

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1. PLAN OF THE CONSERVATION AREA

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT, 1990

LUDLOW (GRAVEL HILL) CONSERVATION AREA

1.0 THE EXTENT OF LUDLOW (GRAVEL HILL) CONSERVATION AREA

- 1.1 The Ludlow (Gravel Hill) Conservation Area consists of part of the market town of Ludlow and its immediate environs as illustrated in the Gravel Hill Conservation Area Plan.

2.0 THE DESIGNATION OF LUDLOW (GRAVEL HILL) CONSERVATION AREA

- 2.1 Ludlow (Gravel Hill) Conservation Area was designated as a conservation area by South Shropshire District Council on the 14th February 2008 in accordance with the provisions of the Planning (Listed Buildings and Conservation Areas) Act, 1990.



Gravel Hill

3.0 THE HISTORY OF GRAVEL HILL

- 3.1 The name Gravel Hill stems from the gravel terraces that are a legacy of the Ice Age and a feature of the Teme valley; they were deposited when the river was at a higher level than it is now.
- 3.2 Ludlow's foremost industry after 1400 was cloth manufacture. Tenterer's racks on which cloth was dried and stretched extended up the slope of what is now Gravel Hill and were one of the distinctive sights of Ludlow as a cloth-producing town.
- 3.3 Some time after 1823 three partners, William Edwards, Ann Buffery and John Lockitt, established a gas works on Ludlow Corporation land in Gravel Hill (on the site where Burgess Court is today) to supply gas lighting to the town. However, as early as 1830 the partners realised that building their premises in Gravel Hill had been a mistake and they requested an exchange of lands with the Ludlow Corporation but pulled out of Ludlow when the Commissioners found a new gas supplier with works by the river Teme. The old gas works later became an iron foundry called Phoenix Works when William John Roberts took over the Castle Foundry of Castle Mill at Dinham, of which he had been the manager, and moved it to the new premises in Gravel Hill in 1890. The foundry specialised in the casting of jaws for stone breaking machinery used in quarrying.

- 3.4 In the period of 1850-1901 expansion in Ludlow took place in the Gravel Hill area that includes Julian Road and St. Julian's Avenue, and which belonged at that time to the southern part of the parish of Stanton Lacy; it was not until 1901 that the Ludlow Extension Order incorporated the area into the Borough.
- 3.5 This suburb was the largest contributor to the increase from 387 to 1,740 of the suburban population in the years 1841 – 1901.
- 3.6 In 1854 Rodney Anderson, the mayor, bought two fields on the eastern side of Gravel Hill comprising what was called the Tea Garden Nursery from the Ludlow Corporation. This land, after being divided into 41 lots and with a road, known as Julian Road, constructed through it, was starting to be sold off in 1859. In 1862 eight quite substantial buildings were in place, although some of these may have been no more than barns as quite a few of the plots were used as gardens or allotments.



Julian Road

- 3.7 By 1871 there were 23 householders in Julian Road, which includes houses that back on to Sandpits Road but not those fronting Gravel Hill, and this number rose to 37 in 1881. The census of that year also shows that The Manse, 8 Julian Road, ('Claremont') was the location for The Industrial School for Girls, which provided residential domestic service training. The school moved to College Street in 1884.
- 3.8 Extensive building had also been carried out on Gravel Hill with a number of substantial villas now on the plots facing Gravel Hill that were sold by Rodney Anderson in 1859.
- 3.9 In 1884 a stub road that is St Julian's Avenue was built to enable the development of St. Julian's Nursery on the eastern side of Gravel Hill below Julian Road, and in 1893, after having been divided into 16 plots, the land was advertised for sale. 9 of the plots on the northern side of the Avenue were sold in the first instance, with two of the purchasers being Gaius Smith, the grocer, and George Partington.
- 3.10 April 1894 saw the sale at auction of the glebe land between Gravel Hill Terrace and Victoria Terrace (built in about 1882) in 4 lots with the lower one being sold to Edmund Jones, grocer of 15 High Street, who built 2 houses on the plot and lived in the bottom one called 'Bringewood' himself. He wrote articles on local history for the newspaper that were published in 1912 in booklet form as 'Pen Sketches of Ludlow'.

- 3.11 William Putman, a quarry manager who lived in 'Fairview House' that is part of Victoria Terrace, bought the other 3 plots and in August 1894 tenders were sought for the erection of 6 houses there.
- 3.12 The last houses to be built were the 3 next to Victoria Terrace directly opposite St. John's Church, by William Harris, a Great Western Railway agent, and the 2 beyond them, which were built by Charles Marston, miller and corn merchant, who lived at 'Hill Crest'. All the houses were occupied by 1900.
- 3.13 In 1902 there were 5 houses in St Julian's Avenue and one by the foundry on the corner of Gravel Hill; this one was built in 1897 for Francis Calver, seedsman and florist of the Bull Ring.



St Julian's Avenue

- 3.14 Development continued and St Julian's Avenue now has some 20 Victorian and later houses, reflecting the piecemeal nature of the development that is also found in Julian Road.

4.0 THE CHARACTERISTICS OF THE GRAVEL HILL CONSERVATION AREA

Introduction

- 4.1 The Gravel Hill conservation area contains Ludlow's most imposing housing of the period 1850-1901 and many of the new residents were local tradesmen who wanted to live away from their businesses in the town. Before 1884 William Bodenham was the only leading tradesman in Gravel Hill but by 1900 there were 20 practising or retired shopkeepers in the area. The census of 1881 gives a social profile of the heads of households in the area and shows Gravel Hill to be predominantly middle class and a wider social mix in Julian Road.
- 4.2 Gravel Hill, Julian Road and, in the last decade of the century, St Julian's Avenue were fashionable places to live and this is shown when the number of private residents with an address registered in Kelly's Directory in 1870 is compared to that of 1900. While 13% (19 out of 142) lived in these roads in 1870, by 1900 their number had risen to 36% (62 out of 172).
- 4.3 A character appraisal of the conservation area has been carried out and the main findings are set out under the following headings: -

Setting

Archaeological Significance

Architectural and Historic Quality
Street Scene
Key Buildings
Materials
Natural Features
Negative Factors
Areas for Change and Restraint

Setting

- 4.4 The Gravel Hill conservation area is located to the northeast of Ludlow's town centre and extends from 'The Hollies' to No. 61 'The Mount' on Gravel Hill with the rear of the back gardens setting the area boundary. It does not include Gravel Hill House or Alexandra House but encompasses all of Julian Road, St Julian's Avenue as well as 'Lymore Cottage' and 'The Orchard House' in Livesey Road.

Archaeological Significance

- 4.5 There are no listed buildings in the area, however the following are classed as monuments in the Ludlow (Gravel Hill) Conservation Area: -
- St John's Church
(A church of post-medieval date
Post Medieval - 1500 AD to 1913 AD
The foundation stone for St. John's was laid in July 1880. The cost of the building was met by a legacy left by the Hon. Miss Mary Windsor Clive, who had died in 1873. The site was originally in Stanton Lacy parish but had been brought into Ludlow ecclesiastical parish in June 1880. The Bishop of Hereford dedicated the church of St. John the Evangelist on Friday 3 June 1881 for worship)
 - Iron Foundry, later Phoenix Works
(The site of a possible gas works of post-medieval date, a works of 19th century and later date, an iron foundry of 19th century and later date
Post-Medieval - 1500 AD to 1913 AD
Early 19th century to Post 1914 - 1800 AD to 2050 AD
'Gas work' is shown on Wood map 1835, apparently the same site as the late 19th century foundry. Documentary evidence only)

Architectural and Historic Quality

- 4.6 Much of the housing in the conservation area is of the Victorian period with its characteristic bay windows and dormers and the use of decorative brickwork and bargeboards. Also of note are the many decorative iron railings and gates that are another feature of this period. Although there is some Edwardian and later housing, it is the Victorian architecture that stands out and gives the area its character.



- 4.7 The earliest buildings in the Gravel Hill conservation area are Gravel Hill Terrace, now No's 17 – 29, which were built in the early 1850's on land bought at auction by Francis Bursnell, a cutler of Old Street, from the Ludlow Corporation in 1852. 1863 saw the building of the house known as 'Prospect Place' on the corner of Julian Road and Sandpits Road by Herbert Hammond, a grocer at 132 Corve Street. In June of 1881 William Bodenham, the High Street draper and outfitter who lived at No. 54 'Glenview', bought the land opposite and over the next year or so built a terrace of four superior villas known as 'Victoria Terrace' there; in later years these were to become the residences of his sons. Also in 1881 Glebe Terrace, down the hill and closer to town, had appeared as well as the two semi-detached villas called 'The Laurels' and 'The Yews'.
- 4.8 The mixture of housing styles in Julian Road reflects the lengthy development period of this area that started in 1859. The variety of houses ranges from detached and semi-detached villas and small terraced houses to a modern bungalow, a successful new-build and a not so successful extension, with some of the houses well set back from the road, while others are built to the pavement edge. Of note are the three Elizabeth Massey Almshouses that were built in 1930.
- 4.9 In 1895 George Partington built No. 9, or 'Lorenzo' as it was called then, in St Julian's Avenue, one of the first houses to be built there. The contractor's specification stated that it should be built of Ludlow brick with Grinshill stonework, York stone steps and a Portmadoc slate roof. Today St Julian's Avenue has some 20 Victorian and later houses with a modern bungalow at the beginning of the road set back behind the older Gravel Hill boundary wall and a terrace of small modern bungalows on the opposite side of the road. The houses are predominantly of red brick such as No. 1 'Keystone' or the taller 'Mary Grove Villa', but there are also some rendered and painted facades as well as part timbered houses.

Street Scene

- 4.10 The street scene in the conservation area is diverse. Large villas and terraces border Gravel Hill, it being the widest of the three roads the area encompasses, however it is not a spacious road and has narrow pavements, with parked cars obscuring the view along its length.
- 4.11 The much narrower Julian Road has a mixed range of housing with the first part of the northern side having detached and semi-detached villas that are set back from the road. In many cases garages front them, which is fairly unobtrusive at the first but tends to increasingly overpower the street scene. Parts of its central

portion have a tightly spaced series of small terraced houses with the rest of the road being filled with detached villas.

- 4.12 St Julian's Avenue, which was built in 1884 as a stub road, has housing of Victorian and later development on both sides. It is a very attractive street with the houses set well to the front on their plots and with limited greenery in place.

Materials

- 4.13 The local red brick is the predominant building material with some rendered and painted facades as well as black and white clad housing. The main roofing material is slate.

Natural Features

- 4.14 The whole conservation area has a large amount of trees, which add to the overall street scene.



Negative Factors

- 4.15 A combination of the setback, large variety in housing styles plus the many cars parked in narrow Julian Road is not in the main very attractive. In addition, the street ends with an uncomfortable extension on either side of the road backing on to Sandpits Road, which presents a very poor line of miscellaneous attached buildings.

Areas for Change and Restraint

- 4.16 The Conservation Area lies within the limit to development of the town as defined by Policy S1 of the South Shropshire Local Plan (Adopted April 2005). Suitable sites within this limit could be developed, providing the development can satisfy the other policies of the plan.

5.0 THE LEGAL FRAMEWORK

- 5.1 Conservation areas are defined by section 69 of the Listed Buildings and Conservation Areas Act 1990 as "...areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance". This is a strictly applied definition and should not be confused with Areas of Outstanding Natural Beauty or other designated areas.
- 5.2 Conservation areas are designated by Local Planning Authorities, usually after public consultation, although this is not a legal requirement.

The Effect of Conservation Area Status

The consequences of designation as a conservation area are as follows:

- 5.3 The Local Planning Authority is under a duty “from time to time” to publish and consult on proposals to preserve and enhance conservation areas.
- 5.4 In dealing with planning applications in conservation areas, the Local Planning Authority is required to “pay special attention” to the desirability of preserving or enhancing the character or appearance of the area. This means that there is a higher standard of design required in conservation areas than elsewhere.
- 5.5 Outline planning applications will not normally be entertained.
- 5.6 Planning applications in conservation areas must be advertised as prescribed by Regulations.
- 5.7 It is an **offence** to demolish a building or structure in a conservation area without the consent of the Local Planning Authority. There are some exceptions – please ask before taking action.
- 5.8 English Heritage has the power to make grants or loans for preservation or enhancement, although none are currently available.
- 5.9 It is an **offence** to cut down, top, lop, uproot, wilfully damage or destroy a tree in a conservation area without having given 6 weeks notice to the Local Planning Authority. There are some exceptions – please ask before taking action.
- 5.10 Permitted development and the right to display advertisements are more limited than elsewhere.
- 5.11 Telecommunications operators have more onerous obligations placed on them.

6.0 PLANNING POLICY STATEMENT 5

PPS5 is the current policy guidance on protection and enhancement of the historic environment.

Development proposals in conservation areas will need to take into account the requirements of PPS5 and in particular the extracts below.

6.1 Planning Policy Statement 5 Planning for the Historic Environment

HE10.1 Special regard should be given to such matters as scale, height, form, massing, respect for the traditional pattern of frontages, vertical or horizontal emphasis, and detailed design (e.g. the scale and spacing of window openings, and the nature and quality of materials)

HE10.2 Whilst the character and appearance of conservation areas should always be given full weight in planning decisions, the objective of preservation can be achieved either by development, which makes a positive contribution to an areas character or appearance, or by development which leaves character and appearance unharmed.

- 6.2 In determining applications for proposals to which this policy guidance applies, the Council will have regard to:

Any conservation area statement or village design statement;

The quality of the design and the appropriateness of the proposed use;

The appropriateness of materials and building techniques

Reasons

- a) To ensure new development in a conservation area preserves or enhances its character and appearance and conserves its distinctive qualities;
- b) To ensure that the character or appearance of a conservation area is not adversely affected by the demolition of buildings;
- c) To conform to Policy QE5 of the West Midlands Regional Spatial Strategy;
- d) To conform to PPS5

7.0 Guidance on the policy criteria

7.1 **Special regard given to the scale, design and materials** means that new developments must blend in with the character of the area, not that individuals building styles must be copied.

- 7.2 The requirement for **demolition of buildings in conservation areas** to be part of the scheme of redevelopment is to avoid unsightly gaps occurring in street frontages.

- 7.3 There is specific **Supplementary Planning Guidance**:

- Conservation Area statements for most conservation areas
- A variety of Town and Village Design Statements

- 7.4 **Quality and appropriateness of design, materials and use** is required for all proposals in conservation areas. In considering applications for new development in Conservation Areas, the Council will generally have regard to the following criteria:

- The siting of the development must conform to the general pattern of development in the area and not dominate existing buildings or occupy part of their curtilages.
- The scale of the proposal must be in conformity with the scale of existing buildings within that part of the Conservation Area.
- The use should be one, which is appropriate to the area and will give rise to development of an appropriate scale.
- The proportions of the building and its fenestration must be in keeping with the characteristics of existing buildings in the area.
- The alignment of the proposal along its highway frontage must conform to the pattern of development in the area.
- The proposal must maintain the characteristics of the roofline of the street as regards height, shape and pitch of roof and is not be of a height, which would intrude onto the skyline from any viewpoint.
- The proposal should conform to the existing pattern of door and window openings and their detailing prevailing within the area.
- The proposal should be constructed in materials traditionally used in the Conservation Area matching exactly the colour and texture of that material.

- The proposal should retain, restore or add traditional boundary walls in stone or brick in accordance with the tradition in the Conservation Area.
- The proposal should retain existing trees and provide for the planting of new specimen trees where possible.
- The proposal should retain, and take account of traditional burgage plot layouts or other historic plot and layout forms and ancillary buildings and boundary treatments.

8.0 OTHER CRITERIA

- 8.1 As far as possible the Council aims to conserve **traditional shopfronts** by preventing their removal and discouraging unsuitable alterations. Proposals for **new shopfronts and fascias** within conservation areas will be permitted provided: -
- they complement both the architectural character and detail of the building onto which they are to be fitted.
 - they do not result in the removal of any existing separate access to upper storeys or preclude the restoration of such an access if already removed.
- 8.2 Where appropriate the Council, in consultation with the Highway Authority, will seek to introduce schemes to **rationalise traffic and pedestrian signs and other street furniture** in conservation areas in the interests of the amenity. It is recognised that obstructive traffic signs and other street furniture can create 'clutter' and form a visual intrusion that detracts from the appearance and character of the District's conservation areas. The intention of this guidance is to minimise such impacts.
- 8.3 Through the control of new development and Enhancement Schemes carried out in conjunction with the Highway Authority, the Council will ensure that **traditional paved areas** are conserved and maintained. Considerable investment has been made on many listed and non listed buildings in the conservation areas throughout the County. The purpose of this advice is to ensure that similar attention is paid to the space between the buildings in particular the traditional paved areas.

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Sources:

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