



Hinckley & Bosworth
Borough Council

A Borough to be proud of

HOLLYCROFT CONSERVATION AREA APPRAISAL & MANAGEMENT PLAN

**PHOTOGRAPHIC RECORD OF
HOLLYCROFT CONSERVATION AREA**

**Adopted by Hinckley and Bosworth Borough Council
1 March 2011**



Hinckley Police Station in the Art Deco style.
This important building dominates the road junction of
Hollycroft with Bond Street.



The feature dormer windows and balcony add interest to the
Hollycroft street elevation. The low walls forming the planters
are also an attractive Art Deco feature.



The impact of the former offices of the Hinckley & Warwickshire Power Company has been reduced by the unfortunate addition of the roof extension. This detracts from its appearance.



The fine portico with its neo-classical motifs, adds character to the façade of the former offices of the Hinckley & Warwickshire Power Company.



The appearance of the Dalilo super cinema, now vacant, has suffered from the later extension added to the Hollycroft elevation which has destroyed its symmetry. It is in need of a programme of maintenance.



The Hollybush Inn is a fine example of an Art Deco building. Its curved façade is a prominent feature when viewed from Lower Bond Street..



1 – 9 Hollycroft.

This interesting group of properties was designed as a series of semi-detached houses. Many original features have survived, including the chimneys and bay windows. The replacement concrete roof tiles have had a detrimental impact on the appearance of the block.



11 – 13 Hollycroft.

This is a fine pair of well maintained early 19C properties. They have many original features including timber sash windows and doors. The right-hand chimney has unfortunately lost its pots.



15 – 17 Hollycroft.

When new elements are added to terraces or semi-detached properties, such as windows, it is important to retain a symmetrical appearance. This retains the quality and unity of the original design.



15 Hollycroft.

These decorative chimney pots and ridge tiles are important features on the sky-line and add character to the conservation area.



2 – 8 Hollycroft.

Changes to this terrace have not been sympathetic to the original design and the unity of the block has been lost. Features which have been lost include the end bay, the window sub-divisions and the brick boundary walls.



Former dairy.

These small buildings are in a prominent location at the end of Factory Road but they detract from the street scene. The flat garage roof is out of character with the other pitched roofs. The appearance of the roller shutter door would be improved if replaced by a pair of timber side hung doors. The ground surface also needs improving.



This is a fine tree in a prominent location which adds character to the conservation area.



The recent demolition of the 1970's extension to the Atkins factory has enabled a new view of the Unitarian Chapel to be created.



This area at the junction of Hollycroft and Factory Road has been improved and re-surfaced by the council.



1 Factory Road. 16 – 18 Hollycroft.
This early 19C property is a key landmark building at the top of Hollycroft Hill.



18 – 22 Hollycroft.

Although constructed after the adjacent terrace, this property includes many similar features and is generally in keeping. The boundary wall has unfortunately been constructed in stone, not brickwork.



This addition is completely out of character with the adjacent buildings and the traditional qualities of the conservation area. The window proportions and roof profile are particularly incongruent.



24 Hollycroft.

This is a traditionally proportioned building which has unfortunately been rendered, had a concrete tiled roof covering added and its boundary wall rebuilt. None of these changes are in keeping with its original appearance or the character of the conservation area.



26 Hollycroft.

This property has unfortunately had its chimney reduced, its ground profile changed, a garage inserted and its boundary walls demolished.



28 – 32 Hollycroft.

This property has lost part of its chimney and its original window sub-divisions. It is also unfortunate that a flat roof garage has been erected too close to the road which has closed off the view between the properties.



36 Hollycroft.

This property has lost its garden wall which has had a detrimental impact on the street scene.



38 Hollycroft.

This is a fine property which has retained its original features, including the garden walls.



40 Hollycroft.

This new property has incorporated many traditional features which are common to the area, including window subdivisions, bays, chimney and garden wall. The space between properties has also been retained.



42 Hollycroft.

This corner property on the Stanley Road junction has lost its chimney but retained its garden wall.



44 – 46 Hollycroft.

These properties, also at the corner of Stanley Road, have been well maintained and retain the majority of the garden wall.



48 Hollycroft.

Although this bungalow has retained its original window subdivisions, it is unfortunate that the garden wall does not follow the edge of the plot.



50 – 52 Hollycroft.

These two bungalows have retained most of their original features.



45 – 56 Hollycroft.
The reconstituted stone wall is out of character with the other walls in the conservation area.



The Atkins Lodge has retained many original features, including its chimney and timber decoration.



These original chimneys on the Atkins Lodge add character to the sky-line.



The applied timber paneling adds interest to the north-west gable of Atkins Lodge.



These ten magnificent Sequoia Wellington trees close to the Atkins Lodge, are landmark features in the setting of the conservation area.



1 Shakespeare Drive.

This double-fronted property stands at the north-eastern entrance to Shakespeare Drive. The property is almost unchanged from its original design. Key features include the chimney, metal window subdivisions, two storey bay and part render. The opening in the garden wall to allow car access has also been kept to a minimum.



2 Shakespeare Drive.
Dormers are not a traditional feature of 1930's properties



3 Shakespeare Drive.
This property has been extended in the past and it would have been improved if the render had been replaced with brickwork.



4 Shakespeare Drive.

This is a good example of a 1930's suburban property. It is unfortunate that the garage door infill has changed the subdivision of the windows.



5 Shakespeare Drive.

This property has retained many original features, including the two-storey bay and arched entrance. The garage is also in keeping.



6 Shakespeare Drive.

This dwelling has had several modern extensions and other changes which are not in keeping with its original character. These include concrete roof tiles and cottage style windows. However, the property has an attractive garage door.



7 – 8 Shakespeare Drive.

This semi-detached property unfortunately has lost its original window sub-divisions and one set of bay spandrel panels has been painted over.



9 Shakespeare Drive.
This property on the corner of Canning Street has recently had its garden wall rebuilt. The curved top fence panels are out of character.



31 – 33 Canning Street.
This well maintained semi-detached dwellings have generally retained their traditional character.



1 – 3 St .George's Avenue.
This property, although well maintained, has lost most of its garden wall which impacts on the street scene. The gable bargeboard is also out of character.



5 – 7 St. George's Avenue.
This pair of houses has retained many original features. It is unfortunate that the garden wall has been lost on one of them.



9 – 11 St. George's Avenue.

The loss of the garden wall of this property, together with the adjoining garage access, has created a wide gap in the street frontage.



13 St. George's Avenue.

The destruction of garden walls to allow vehicles to park in the front gardens, is a common problem on this road. It has a detrimental impact on the appearance of the conservation area.



15 St. George's Avenue.
The street frontage opening to this property has been kept to a minimum.



17 St. George's Avenue.
Although the material used to construct the garden wall is out of character, the design of the garage and its doors are in keeping. The vehicle access width has also been kept to a minimum.



19 St. George's Avenue.
The low level brick plinth has been carried around the new side extension which has also been set back to avoid dominating the principle façade.



21 St. George's Avenue.
The side garage is set well back to avoid impacting on the space between buildings. The vehicular street entrance has also been kept to a minimum.



23 St. George's Avenue.
The garden hedge has given this house a semi-rural appearance.



25 St. George's Avenue.
The garage roof and door are out of scale with other features on this property.



27 St. George's Avenue.
The modern window sub-divisions on this property detract from its appearance.



29 St. George's Avenue.
The stone wall fronting this interesting property detracts from its appearance and character of the conservation area. It should be constructed of brickwork and is too low.



30 St. George's Avenue.
This property has limited impact on the street scene because
it is set back behind a low brick wall.



29 – 31 Westray Drive.
These houses also have limited impact, being well set back
behind the garden hedge.



The modern French window double screens have had a detrimental impact on the appearance of the park's bowling green pavilion.



This fine view over the Hollycroft estate which was, until the 1970's, farmland.



The Millennium sculpture sited at the entrance to Hollycroft Park.



The pavilion stands at the focal point of this narrow valley.



This pond collects water from an artificial stream which is then re-circulated by water pump. The stream is an original feature of the park.



Smooth concrete edging is now superseding granite sets to mark the path edge.



The mature trees along the boundary of the former Hollycroft House (now demolished) form an excellent visual termination to the conservation area.



Westray Drive is divided from the park by a wide grass verge which reinforces the semi-rural character of the park.