



Hinckley & Bosworth
Borough Council

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HOLLYCROFT CONSERVATION AREA APPRAISAL

Adopted by Hinckley & Bosworth Borough Council
1 March 2011

1.0 **Introduction**

- 1.1 The Hollycroft Conservation Area in Hinckley was declared in January 1998. The designation seeks to protect Hollycroft Park, one of the finest inter-war parks in the Midlands Region, and properties in the adjoining streets which were developed at the same time, particularly Shakespeare Drive and St. George's Avenue.
- 1.2 The park today retains the majority of its original features including the pavilion, bandstand, railings, gates and planting strategy. The design and excellent condition of the park is enhanced by the high quality interwar housing surrounding it on Shakespeare Drive and St George's Avenue. Many of these houses were individually architect designed and most still illustrate period features of the day.
- 1.3 The conservation area also includes Hinckley Police Station, the former Danilo super-cinema, the former central offices of the former Leicestershire & Warwickshire Electric Power Company, now the County Social Services Offices and the Holly Bush public house. These provide high quality progressive architectural character in the area.
- 1.4 The Conservation Area has been subdivided according to areas of different character. Each area is analysed in terms of its buildings of townscape merit, distinctive details and features of interest, green spaces and vegetation.

2.0 **Location**

- 2.1 The Hollycroft Conservation Area is located approximately one mile to the north-west of the town centre at the edge of the Victorian core. It is predominantly surrounded by housing developed in the inter-war and post war periods. Directly to the south-east are the police station and the former Danilo super-cinema, now vacant. The conservation area, one of the Borough's smallest, comprises the Hollycroft, Shakespeare Drive, St George's Avenue and Hollycroft Park.

3 **Historical development**

- 3.1 Throughout most of its history, Hollycroft Hill has been in agricultural use as part of Mill Hill farm. The earliest map of Hinckley dated 1782 shows the present Hollycroft Hill with open land to either side.
- 3.2 By the time of the first Ordnance Survey Map in 1885, Manor Street, Canning Street and Factory Road formed the north-western edge of the town. Hollycroft Hill and beyond was farmland. Only Hollycroft House, the family home of the Atkins family, stood relatively isolated beyond the edge of the town. Its entrance, directly from the Hollycroft was marked by a lodge to the south-east of the house. The survey map indicates an extensive tree belt lined the north-east edge of this part of the Hollycroft and the south-west edge of Hollycroft Hill where its route is formed by a cutting. Terrace properties are also shown on Factory Road and occasional short terraces on Hollycroft Hill. These included the Manor House at its intersection with Bond Street and numbers 16-20, 24, 28-32, 36 and 42. Little had changed by the time of the 1903 Ordnance Survey. The 1931 Ordnance Survey map shows that further

infill had taken place on the Hollycroft and numbers 1-9, 2-8, 22, 26 and 38 had been added.

- 3.3 In 1930, Hinckley Urban District Council purchased from the Thomas Atkins Trust, a 12 acre piece of land known as Hollycroft Fields which had been part of Mill Hill Farm. The Council in return entered into a covenant that they would maintain the timber so that the picturesque approach to Hinckley would remain for all times.
- 3.4 The Chairman of the Council, Mr A J Pickering, proposed to develop three or four acres at the top end of the field which were level and could support six or seven houses with terraces fronting the park. This would improve the town's approach and the area. A road to be known as Shakespeare Drive was constructed along the southern portion of the land to serve these houses and to connect with Canning Street. Mr J S Featherston, the Town Surveyor, was instructed by the Estates and Parks Committee to produce plans for the park to cater for the sports and recreational requirements of the people of Hinckley. Much of the design is believed to be based on Happy Valley in North Wales.
- 3.5 Features of the Park included an area to seat over 1000 people, a bandstand, two hard tennis courts, a bowling green with pavilion and a four acre nine hole pitch and putt golf course. It also included a water feature, shrubberies and winding pathways. Work commenced in 1933. Much of the sub-soil came from the grounds of the Manor House where the police station was being built at this time. The architect for the pavilion and the bandstand was Mr J Shute who also designed several of the adjacent residential properties. A conservatory was donated by Mrs Hampson of Chesterfield House which was erected in the bottom corner of the park.
- 3.6 Most of the work was finished by May 1935 and the park was opened as part of the Silver Jubilee Celebration of King George V and Queen Mary. Mr A S Atkins, Town Clerk for 35 years performed the opening ceremony supported by Mr A J Pickering and Mr T Bromley, Chairman of the Estates and Park Committee.
- 3.7 Further farmland was bought by a local builder, Mr Newman, to the south of the park and he constructed the properties on St George's Avenue and the adjacent Linden Road in 1934. Many of these houses are virtually identical.
- 3.8 The final stage of development affecting the siting of the park was the construction of the Hollycroft housing estate from 1960's onwards on the open farmland to the north-east. In 60 years this area had been incorporated into the urban fabric of the town.

4.0 **Character of the conservation area**

- 4.1 The dominant feature of this conservation area is Hollycroft Park. This large area of green space slopes steeply down to the northwest. It is a pleasant mixture of grassed open spaces and dense semi-woodland. Although its edges are tightly defined by privet hedges and period railings, its stylised 1930's curvilinear design extends its influence to the streets nearby. This has produced an informal residential layout which is in sharp contrast to the regular grid iron pattern of the core of the settlement.

The Approaches

5.0 Gateways

- 5.1 There are four principal approaches into the conservation area.
- 5.2 The north-western entrance along the Hollycroft is marked by the lodge which marked the entrance to the former Atkins family home and the bank of mature trees which defined Hollycroft House's boundary. Hollycroft House has recently been demolished and replaced with new residential development.
- 5.3 The eastern entrance is defined by a group of important interwar buildings distributed around the Hollycroft's intersection with Bond Street. These include the police station, the former Danilo cinema, the Electric Power Company's former offices and the Holly Bush Inn.
- 5.4 Canning Street breaks out of the Victorian grid pattern core of the town to link with the serpentine Shakespeare Drive and Mill Hill. There is an important site at the intersection of Canning Street with Mill Hill where any future development should reflect the character of the adjacent conservation area and its planting. i.e. individual properties set back from the back of the pavement with sufficient space between buildings to maintain the area's semi rural character.
- 5.5 From the south-west, the sweeping curves of St George's Avenue and Westray Drive link Hinckley's large post war suburban estates with the conservation area. The contrast is sharply defined by the suburban open frontages and the tight privet lined hedges of the edges of the park.

6.0 Views

- 6.1 The park is sited on Hollycroft Hill which falls to the north-west. Views within the park, particularly on its south-western side, are relatively open and extend across the Hollycroft housing estate. Elsewhere they are restricted by mature planting.
- 6.2 The park is also the focal point of the area and its perimeter planting has created a secluded, inward-looking sense of enclosure to the surrounding streets. Exceptionally, views are directed along the tree-lined portion of Hollycroft Hill from its junction with Shakespeare Drive and out of the Conservation Area along the Hollycroft itself.
- 6.3 Views into the area are similarly restricted, with only the tree line of the park visible within the surrounding landscape.

7.0 Townscape

- 7.1 There are five distinct character areas within the Hollycroft Conservation Area:
- The two areas along Shakespeare Drive and St George's Avenue in the south of the Conservation Area, comprising large, high quality detached or semi-detached 1930's properties.

- The mixed period housing fronting Hollycroft Hill.
- The commercial centre around the intersection of the Hollycroft and Bond Street.
- Hollycroft Park.

The spatial relationships between the buildings and their leafy surroundings are particularly important to the character of both areas. Hollycroft provides the main public access route through the bulk of the Conservation Area.

Shakespeare Drive

- 7.2 The first area, Shakespeare Drive, consists of high quality mid 20th century detached properties set in large gardens with high levels of vegetation. The houses are stepped back from the sweeping curve of the road generally behind tall hedges and mature vegetation providing a sense of privacy and seclusion to the area. These properties back on to the Victorian core of Hinckley and contrast sharply with the long straight terraces set tightly to the back edge of the pavement of that period.
- 7.3 In contrast their frontages face Hollycroft Park creating an interesting spatial arrangement emphasising the close relationship between the 30's style suburban architecture and its 'quasi-rural' surroundings. Dense vegetation and tall hedges combined with wooden fences and low brick walls of varying designs have been used to define the building plots, such that the architecture is only occasionally glimpsed from the road itself, providing a sense of seclusion and privacy. The houses in this area therefore retain a minimal presence, and the streetscape is instead leafy and green in character.
- 7.4 Architecture includes predominantly pitched roofs, brick or rendered walls, and buildings typically of two storeys. The piecemeal development of Shakespeare Drive is reflected in the variety of built forms.

St George's Avenue

- 7.5 The area along St George's Avenue has a different character. Designed as one development, all the buildings, in the main, share a similar architectural style and details, with brick elevations and pitched tiled roofs. Properties are a mixture of grouped semi-detached and detached buildings.
- 7.6 Most houses are set back a short distance from the road, however, in contrast to Shakespeare Drive, the boundaries between road and house are low, or non-existent. This means that the houses create a much stronger presence along the streetscape. Buildings are generally of two storeys, with lower ancillary buildings. The uniformity of building materials and style reflects a single phase development.

Hollycroft

- 7.7 The properties on the Hollycroft display a range of architectural styles which span much of the late 19th and 20th century. It is a wholly residential area, mostly comprising large, detached properties of individual, high quality

design, with a small number converted into flats. Heights vary from bungalows constructed in the late 1950's at the bottom of the hill, two storeys on the hill itself and three storeys at the top of the hill opposite Shakespeare Drive.

- 7.8 There is little regularity to the size or shape of the plots, reflecting the piecemeal development of the area. The properties are predominantly large and detached, set within private gardens. The buildings line the north-east side of the street and are all set back a short distance from the road. The street facing boundaries of the properties on the eastern side are enclosed by brick walls. This feature is universally present along the road. These brick walls are a key feature of this part of the conservation area. Not only do they maintain the historical link but they also create a strong intimate feel as well as a unifying character of materials. However, the fragility of this element of the areas character is shown in a few areas where the walls have been broken through, to allow development or off road parking. This has had a detrimental impact on this important feature.
- 7.9 There is also evidence of repairs with inappropriate materials, which not only impacts on the visual appeal but also exacerbates the weathering of the brickwork. The retention and sensitive maintenance of these brick walls must be seen as key in retaining the unique character of the Hollycroft.

The Hollycroft Park

- 7.10 The park is the focal point of the area. It impacts on all streets in the conservation area creating a distinctive spatial arrangement which is key to the character of the area. However, as with the built form around the area, changes have occurred to features within the park to meet current needs.
- 7.11 No evidence exists of the original planting scheme but it is thought that beds held a variety of alpines and these were linked by serpentine gravel surfaced pathways. Large scale council greenhouses sited in the north-west corner of the park supplied these plants. However these were demolished and the land sold off to a developer. The planting has also been replaced by low maintenance shrubs and the path surface with tarmac. The trees which lined Hollycroft Hill have died or been cut down and replaced by others which are now reaching maturity. The art deco railings along Shakespeare Drive extended down Hollycroft Hill but they rusted away and were replaced by simpler profile steel railings.
- 7.12 A key restriction of the Council at the parks inception was that there should be no football allowed. Other parks had been purchased for this purpose and it was considered that this hillside should be restricted to other sports and activities. It is likely that this is the reason for the formation of the undulating ground profile on the east and western sides of the park.
- 7.13 Although these changes have occurred, they are relatively minor and the key features, the pavilion, the bandstand, the bowling green, tennis courts, and the ornamental stream remain.
- 7.14 Consideration should be given to the use of granite kerbing instead of modern concrete kerbing which detracts from the traditional character of the park.

The Bond Street Circus

- 7.15 This busy road junction is the commercial heart of the area. The intersection stands at the top of Hollycroft Hill and the street edge buildings are of a different character to the rest of the conservation area. These impressive properties are much larger in scale and mass and being at the top of the hill, they dominate the skyline. A description of these buildings follows at the end of the review.
- 7.16 It is unfortunate that this important space is cluttered with inappropriate street furniture and traffic control signals which detract from the appearance of the buildings. It is suggested that at some future date, detailed consideration is given to these features and a less intrusive, more sympathetic designs are adopted.

8.0 Important views

- 8.1 The Conservation Area retains a significant amount of mature vegetation. This, coupled with the gentle sweeping and quiet nature of the roads themselves, act to provide a sense of enclosure and seclusion in the area, with a few long views restricted to Hollycroft Hill and the majority of buildings screened from the other roads.

9.0 Landscape Setting

- 9.1 The setting of Hollycroft Park has been significantly diminished due to the construction of Westray Drive and several other residential streets in the 1960's on farmland to the north west of the park. Part of the north-eastern and north-western tree belts survive and help buffer the park from the busy Hollycroft Hill and the modern housing estate.
- 9.2 Private gardens form a large component of the Conservation Area, and as such, mature vegetation and trees are a significant part of the character of the area. Much of Shakespeare Drive is tree-lined with a row of trees set along the edge of Hollycroft Park to the north-east, and more informal garden boundaries, including several tall beech hedges, to the north. The park adds significantly to the green space in the area. The vegetation is higher, and of a more varied character than that found in the surrounding area, and includes a number of ornamental varieties of tree. A high level of vegetation, coupled with the steeply sloping topography of the area has a strong impact on the adjoining streets.
- 9.3 Trees and vegetative cover have a major impact on the character of the area. The vegetation acts to enclose the area, screening views into the surrounding landscape. It also reduces views through to the private garden spaces and buildings, emphasising the privacy of these areas. The vegetation to Shakespeare Drive includes a range of species, including hawthorn, ash, sycamore and occasional willows, which provide pleasantly varying forms and foliage. Some conifers are present which screen views extremely effectively, but are not in keeping with the character of the area.
- 9.4 The gardens throughout compliment the properties through their size, design and planting schemes. However, a number of building plots have been subdivided in the late 20th century. This has led to the destruction of the setting of some of the structures, which now feel over-sized and cramped

within their building plots, and has also eroded the leafy, high quality character of the area.

- 9.5 A group of trees acts to delineate the northern boundary of the Conservation Area. Subject to a group Tree Preservation Order (TPO), the trees retain a high canopy, and provide a visual barrier between the development on Hollycroft Hill and the new development on the former Atkins Manor site.

10 **Traffic**

- 10.1 The Hollycroft is a main principal route into Hinckley Town Centre. Its busy nature contrasts significantly with that of Shakespeare Drive and St George's Avenue which are generally only used by residents and park visitors. The area is therefore subject to very low levels of traffic, which emphasises the secluded character of the area.

11.0 **Building Materials**

- 11.1 Along the Hollycroft, mid to late 20th century buildings of less innovative design are located between Victorian and 1930's structures, creating some variety in architectural style and detailing. Properties on Shakespeare Drive are generally of good quality and individual design. Along St George's Avenue the buildings are set closely together, with long garden plots extending to the west. Although each group of buildings differ in detail, the architecture of the development is uniform in its overall style and form, emphasising that these buildings were built in the same period. The buildings are of lesser overall quality than those in the Shakespeare Drive Character Area.

- 11.2 Throughout the designated area buildings are mostly of two storeys with pitched roofs covered by either natural slate or clay roof tiles and with brick and occasional render finishes to the walls. Windows vary in size, and are mainly of timber and set regularly across the facades. The area contains a number of small ancillary buildings and garages, some which are not in-keeping with the character of the area.

12.0 **Important Local Buildings**

- 12.1 **The Police Station:** This is located at the junction of Hollycroft Hill and Upper Bond Street and was constructed on the site of the old Manor House. Of the Manor House, today, only the former stables, subsequently used as a dairy and a small section of boundary wall at the Factory Road junction, remain.

- 12.2 The County Council Standing Joint Committee of 12 Nov 1930 stated that the existing police station and court were inadequate to requirements. The county architect had submitted plans for alterations to the police station and courthouse on Stockwell Head, but it was eventually resolved that a scheme be submitted for new police buildings on a more convenient site (Hinckley Times, 14 Nov 1930).

- 12.3 The site of the old Manor House was first suggested in 1931 (Hinckley Times, 13 Feb 1931). The decision to build a new police station on the site of the Hinckley Tuberculosis Dispensary (former Manor House) was confirmed shortly afterwards, and in May 1932 further steps were taken (Hinckley Times, 13 May 1932). The architect was William Keay, FRIBA, the county

architect (of Pick, Everard, Keay and Gimson), the builders Messrs. Ottey and Clegg of Leicester.

- 12.4 The police station occupies a prominent position on the road junction. The main entrance to the building is at the angle of the two streets and leads into a hall and links directly with the principal court. The hall divides the police station from the courts and the court office. Local bricks, Swithland slates and reconstructed granite were used in the construction. Over the main entrance are the arms of the County; at the magistrates' entrance is a figure of Justice, and over the police entrance a figure symbolizing protection. These figures are the work of Mr. J. H. Morcom, sculptor, who exhibited plaster casts of the figures at the Leicester and Leicestershire Society of Artists' (Hinckley Times, 23 April 1937). Externally it retains many original features including its main arched entrance, steps, steel windows, balcony, and planters. Internally the main entrance hall is particularly impressive.
- 12.5 The new court building further along Upper Bond Street has superseded the 1932 court which is now used as offices.
- 12.6 **Leicestershire & Warwickshire Electric Power Company, central offices:**
- 12.7 This building is located opposite the police station on Upper Bond Street and was built during 1931-2 to the design of the architect Arthur M. Heaton of Heaton & Walker (Hinckley). The contractors were Walter Moss & Son (Coalville).
- 12.8 This impressive building is neo-classical in style and constructed of red-brick with stone dressings. A pediment sits centrally over a symmetrical seven-bay two-storey façade. An attic storey was subsequently constructed above which unfortunately detracts from its appearance. The lower storey is clad with Clipsham stone. The rusticated doorway is flanked by Doric columns supporting an elaborate cornice and frieze decorated with Egyptian motifs.
- 12.9 The electrical power supply industry was nationalised in 1948 and the LWEPC became part of the East Midlands Electricity Board. The Board's offices and showroom remained in the building for many years until it became the offices for Leicestershire County Council Social Services Department.
- 12.10 **The Cinema:** The DANILO super cinema was constructed in 1936 on the site of a former hosiery factory. It was designed by E. S. Roberts, (1890-c.1945) who was a well known architect specialising in cinemas based in the Birmingham area. G. E. and W. Wincott of Nuneaton were the contractors for the building. The Danilo was part of a chain of picture houses owned by Mortimer Dent. These included cinemas in Brierley Hill, Redditch, Cannock, Longbridge, Stoke-on-Trent and Stourbridge. The Danilo had 1250 seats, two dressing rooms and a stage, and was the last super-cinema to be built in Hinckley. In 1970 it was re-opened as the Essoldo, and in 1972 was bought by Classic Cinemas. In August 1973 it re-opened as a three-screen cinema, later becoming the Cannon, which in turn closed in May 1993. It was subsequently used for a short time as a sports club but this also closed and is now vacant.
- 12.11 The building is a massive brick structure. Its entrance is located on the street corner facing onto the road junction in a similar manner to the police station.

About this point it was originally bilaterally symmetrical, a key feature of art deco cinema design. Unfortunately it has suffered from a large extension on the Hollycroft frontage which has destroyed this symmetry. Important remaining features include a quarter domed entrance with curved terrazzo steps, full height triangular windows and massive areas of blank unbroken brickwork.

- 12.12 Both internally and externally it is suffering badly from lack of maintenance. The cinema is a very important art deco landmark building which adds significantly to the character of the conservation area and needs to be brought back into use.
- 12.13 **The Holly Bush Inn:** Upper Bond Street. This building was listed in 2005 by English Heritage. It stands opposite the junction with Hollycroft Hill. It is mentioned in the trade's directories from 1874, but may have existed as early as the 1840s. It was re-modelled in the 1930's by Heaton Walker in the Art Deco style both internally and externally. The Holly Bush closed as a public house in 2005 but was reopened for a short period as an Indian fast food takeaway. However it is now closed.
- 12.14 It is constructed of brick, rendered and painted with flat roofs set behind a decorative parapet. It is part single storey and part two storeys with a cellar. Its form follows the rise in the street. A key feature is the curved right corner which is given added emphasis by the continuous windows set in a band of brickwork. Internally it has many art deco features.

13.0 **Enhancement**

- 13.1 The preceding pages describe the key characteristics of the Hollycroft Conservation area. These combine to give it a sense of place. The elements fundamental to the character of the area can be summarised as follows:

13.2 **Summary of Significance**

1. Hollycroft Park is the central and most important feature in the conservation area. Generally the designated area is considered to be urban fabric nestled around an amphitheatre of greenery.
2. Importance of private greenery along frontages in residential streets.
3. The retention of the park's decorative iron railings, privet hedges and mature trees creating a sense of enclosure.
4. The large number of original frontage features including two storey bays, lead spandrel panels, decorative projecting frontage gables and arched entrance doors.
5. Leafy character enhances the rural character of the local architecture.
6. Greenery in both public and private realm enhances the intimate feel of the area.

7. Large scale mature trees are an important element in the semi-rural suburban character of Hollycroft, Shakespeare Drive and St Georges Avenue and reflect its rural history as part of Mill Hill Farm.
8. Original 1930's streetscape features including textured concrete kerbs, granite set drainage channels, cast iron gullies and quarter concrete kerbs marking private vehicle access points.
9. The view north-westwards along the Hollycroft towards the site of the former Atkins mansion which is marked by mature trees and wide grass verges. This enlivens and enhances the semi rural suburban character of the area.
10. The gaps between buildings are important in terms of providing opportunities for creating glimpsed views out of the space as well as creating 'breathing spaces' within the street scene by interrupting the continuity of the built elements.
11. The complete absence of smaller buildings standing in the front gardens of properties.
12. The variety of plot widths along the streets.
13. The spacious plot layout, lack of formality and uniformity in the way buildings fill the plot.
14. Architecture includes predominantly pitched roofs, brick or rendered walls, and buildings typically of two storeys

13.3 **VULNERABILITY**

1. The introduction of none traditional materials, features, planting and species of trees will have a detrimental impact on the character of Hollycroft Park.
2. The character is vulnerable to the cumulative impact of alterations to windows, doors, roofs, painting of brickwork and loss of chimneys.
3. Deterioration of the condition of the original fabric, materials and detailing.
4. Demolition of domestic front boundary walls interrupts the consistent property line, which is an important characteristic in a number of streets.
5. Inappropriate alterations to elevations and extensions to existing buildings, including street facing dormer windows.
6. Inappropriate proportions of fenestration, architectural details, scale and form of new development.
7. The impact of traffic on the character of the conservation area.
8. Impact of traffic and utility works on the streetscape.
9. Ageing and subsequent loss of trees.

10. Insensitive alterations to historic buildings and to building elevations that face the street.
11. Loss of key spaces between buildings.
12. Introduction of small buildings in front gardens.
13. New development that does not reflect the established street pattern.
14. The subdivision of plots should be actively discouraged in order to maintain The original setting of the buildings

13.4 **OPPORTUNITIES FOR ENHANCEMENTS**

- 1 Conservation area designation is a planning tool to help protect and enhance areas of special architectural interest. There are elements within the conservation area that could be enhanced to help preserve the established character.
- 2 Traffic has a significant effect on the historic environment and the quiet semi-rural tranquillity of the adjacent streets. A system to control or manage parking should be investigated.
- 3 Visual evidence suggests that street works by utilities are causing harm to the fabric of the street. A system of monitoring the quality of this work would be beneficial to the character of the area.
- 4 There is limited street furniture along the roads, but when replacement is necessary it should be with more sensitively styled street lights and pedestrian barriers.
- 5 Trees are an important characteristic of the conservation area. Old or dying trees should be replaced by the same variety and the opportunity for further planting should be investigated.
- 6 The re-use of redundant historic buildings should be encouraged. A suitable use and renovation of the cinema building should be encouraged.
- 7 The use of local traditional building materials should be encouraged to help maintain the continuity of the conservation area.
- 8 Open spaces between buildings, particularly on the north-eastern side of Hollycroft, the south-west side of St Georges Avenue and the south-east of Shakespeare Drive should be retained to conserve the views of greenery between buildings. They are a key feature of the character of the area.
- 9 Development in or around the Conservation Area should reflect the high quality and character of the present architecture.
- 10 Any development should be set back from the road within a green and leafy setting, in order to maintain the enclosed and secluded character of the area.

14.0 **DEVELOPMENT GUIDANCE**

- 14.1 Any new development must take account of the established character of the area by being of appropriate scale and density utilising traditional materials so that the buildings will make a positive contribution to the character of the conservation area.
- 14.2 The policies relating to conservation areas are contained within national guidance and will form the basis for determining planning applications. This appraisal should be considered in conjunction with those policies. The following checkpoints are to be taken into account when submitting development proposals:
- 14.3 To be of a high standard of design that respects the established character and appearance of the conservation area.
- 14.4 Materials to be of a quality and type appropriate to the development and its surroundings.
- 14.5 To retain and protect important landscape and ecological features. Preserve or enhance the special character and setting of the listed building and the conservation area.
- 14.6 To retain and protect important landscape and ecological features. Preserve or enhance the special character and setting of listed buildings, conservation areas and Scheduled Ancient Monuments.
- 14.7 The re-use of redundant buildings is encouraged for uses compatible with their character and setting.
- 14.8 Historic buildings identified on the appraisal map and areas of open space between buildings are to be retained.

15.0 **GENERAL CONSERVATION AREA GUIDANCE, PLANNING CONTROLS AND POLICIES**

- 15.1 To maintain the distinctive character and appearance of the Hollycroft Conservation Area it will be necessary to:
- Retain listed buildings and buildings of local interest.
 - Ensure new development contributes positively to the character or appearance of the Conservation Area regarding siting, scale, design and materials used.
 - Ensure house extensions satisfy the Borough Council's Supplementary Planning Guidance.
 - Resist development proposals in key areas, which have been identified.
 - Ensure the consistent application of positive, sensitive and detailed development control.

- 15.2 Special attention is given to the desirability of preserving or enhancing the appearance of the Conservation Area. Planning Applications in Conservation Areas are separately advertised. The principal effects of the designation of a Conservation Area are summarised as follows:
- Consent is required for the total or substantial demolition of any building exceeding 115 cu metres.
 - Applications for Outline Planning permission are not normally acceptable. Full planning applications are likely to be required.
- 15.3 Planning permission is required for:
1. The external cladding of any building with stone, artificial stone timber, plastic or tiles.
 2. Alteration of the roof which results in its enlargement.
 3. A satellite dish on chimney, wall or roof fronting a highway.
- 15.4 Anyone proposing works to a tree in a Conservation Area must give six weeks written notice to the local planning authority.
- 15.5 These requirements do not cover all aspects of control in Conservation Areas and you are advised to contact the Local Planning Authority.

BW
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