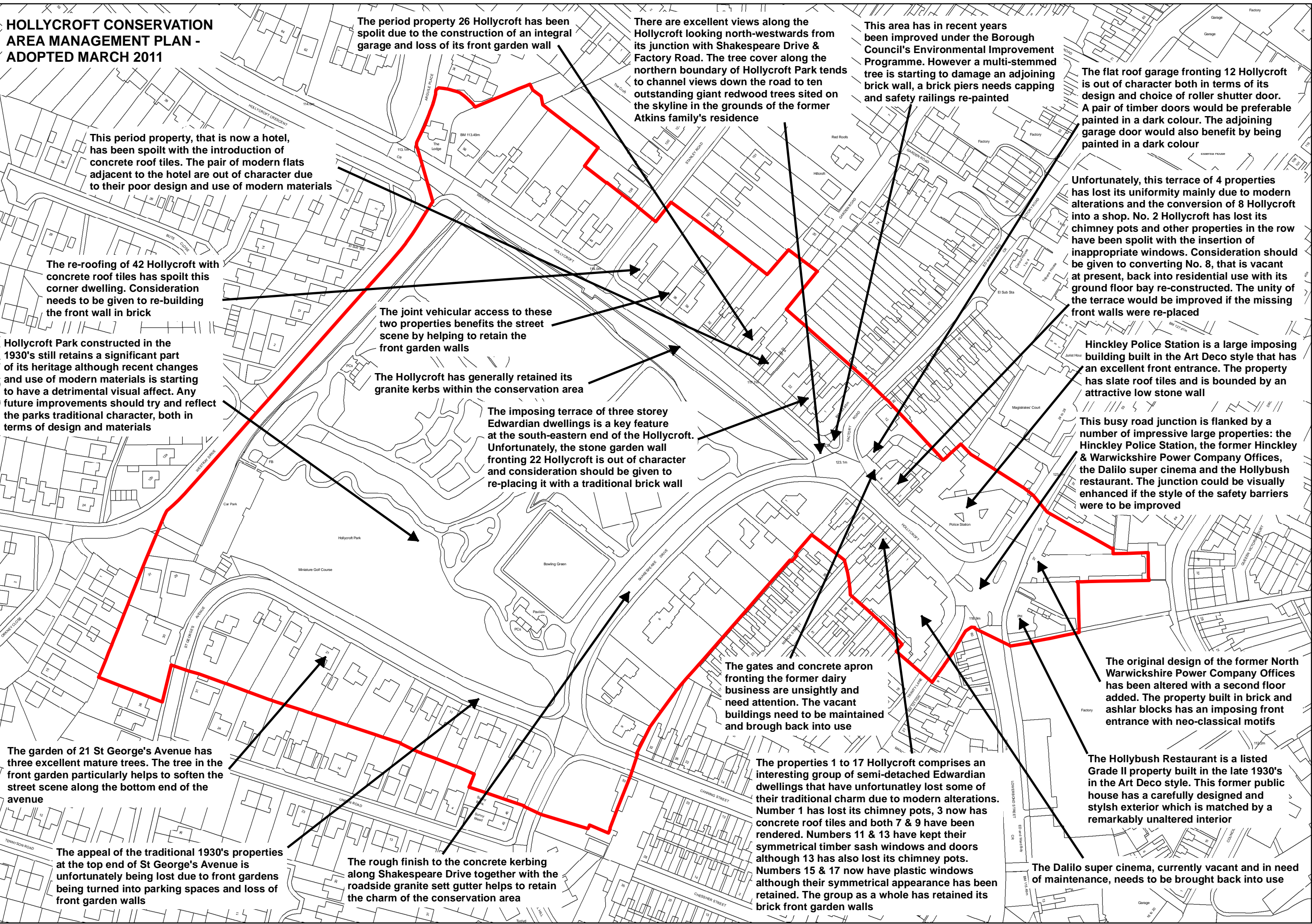


HOLLYCROFT CONSERVATION AREA MANAGEMENT PLAN - ADOPTED MARCH 2011



The period property 26 Hollycroft has been spoilt due to the construction of an integral garage and loss of its front garden wall

There are excellent views along the Hollycroft looking north-westwards from its junction with Shakespeare Drive & Factory Road. The tree cover along the northern boundary of Hollycroft Park tends to channel views down the road to ten outstanding giant redwood trees sited on the skyline in the grounds of the former Atkins family's residence

This area has in recent years been improved under the Borough Council's Environmental Improvement Programme. However a multi-stemmed tree is starting to damage an adjoining brick wall, a brick pier needs capping and safety railings re-painted

The flat roof garage fronting 12 Hollycroft is out of character both in terms of its design and choice of roller shutter door. A pair of timber doors would be preferable painted in a dark colour. The adjoining garage door would also benefit by being painted in a dark colour

This period property, that is now a hotel, has been spoilt with the introduction of concrete roof tiles. The pair of modern flats adjacent to the hotel are out of character due to their poor design and use of modern materials

Unfortunately, this terrace of 4 properties has lost its uniformity mainly due to modern alterations and the conversion of 8 Hollycroft into a shop. No. 2 Hollycroft has lost its chimney pots and other properties in the row have been spoilt with the insertion of inappropriate windows. Consideration should be given to converting No. 8, that is vacant at present, back into residential use with its ground floor bay re-constructed. The unity of the terrace would be improved if the missing front walls were re-placed

The re-roofing of 42 Hollycroft with concrete roof tiles has spoilt this corner dwelling. Consideration needs to be given to re-building the front wall in brick

The joint vehicular access to these two properties benefits the street scene by helping to retain the front garden walls

The Hollycroft has generally retained its granite kerbs within the conservation area

Hinckley Police Station is a large imposing building built in the Art Deco style that has an excellent front entrance. The property has slate roof tiles and is bounded by an attractive low stone wall

Hollycroft Park constructed in the 1930's still retains a significant part of its heritage although recent changes and use of modern materials is starting to have a detrimental visual affect. Any future improvements should try and reflect the parks traditional character, both in terms of design and materials

The imposing terrace of three storey Edwardian dwellings is a key feature at the south-eastern end of the Hollycroft. Unfortunately, the stone garden wall fronting 22 Hollycroft is out of character and consideration should be given to re-placing it with a traditional brick wall

This busy road junction is flanked by a number of impressive large properties: the Hinckley Police Station, the former Hinckley & Warwickshire Power Company Offices, the Dalilo super cinema and the Hollybush restaurant. The junction could be visually enhanced if the style of the safety barriers were to be improved

The gates and concrete apron fronting the former dairy business are unsightly and need attention. The vacant buildings need to be maintained and brought back into use

The original design of the former North Warwickshire Power Company Offices has been altered with a second floor added. The property built in brick and ashlar blocks has an imposing front entrance with neo-classical motifs

The garden of 21 St George's Avenue has three excellent mature trees. The tree in the front garden particularly helps to soften the street scene along the bottom end of the avenue

The properties 1 to 17 Hollycroft comprises an interesting group of semi-detached Edwardian dwellings that have unfortunately lost some of their traditional charm due to modern alterations. Number 1 has lost its chimney pots, 3 now has concrete roof tiles and both 7 & 9 have been rendered. Numbers 11 & 13 have kept their symmetrical timber sash windows and doors although 13 has also lost its chimney pots. Numbers 15 & 17 now have plastic windows although their symmetrical appearance has been retained. The group as a whole has retained its brick front garden walls

The Hollybush Restaurant is a listed Grade II property built in the late 1930's in the Art Deco style. This former public house has a carefully designed and stylish exterior which is matched by a remarkably unaltered interior

The appeal of the traditional 1930's properties at the top end of St George's Avenue is unfortunately being lost due to front gardens being turned into parking spaces and loss of front garden walls

The rough finish to the concrete kerbing along Shakespeare Drive together with the roadside granite sett gutter helps to retain the charm of the conservation area

The Dalilo super cinema, currently vacant and in need of maintenance, needs to be brought back into use