

HERITAGE STATEMENT

111 COMMERCIAL ROAD, ASHLEY CROSS, BH14 0JD

1.0 CHARACTER APPRAISAL AND MANAGEMENT PLAN BY BCP

Ashley Cross Green is a 3.14 acre green space at the heart of the conservation area. The park defines the area around it with its mature trees.

Other locally important features within the conservation area include, Parkstone Railway Station, the brick railway arches over Sandbanks Road and Salterns Road.

The buildings in the area, both residential and commercial properties, date from the comprehensive Victorian and Edwardian development of the area.

Density & Mix

The fine grain of the area and the high density of development gives the area a distinct character. Building types in the area are mixed with parades of shops along Commercial Road, Station Road and Church Street, and other commercial properties in Parr Street and Britannia Road. The residential streets have terraces but also some detached and semi-detached dwellings

Roofing

The original roofing material is predominately slate and the roofs are steeply pitched. Many of the commercial properties have gables facing the road. Brick chimneys are large and prominent features.

Façades

- Solid to glazed ratios and window design give buildings a vertical emphasis. Well proportioned gable and turret elements add articulation.

1.1 ASHLEY CROSS CONSERVATION AREA

The proposed site is situated in the heart of Ashley Cross Conservation Area.

The area was designated a Conservation Area in 1987 due to its 'strong architectural and landscape features that give the area its special individual character.'

The Conservation Area is predominantly residential with a busy a commercial road bisecting the area. The setting was once a small village that has developed through the years into an urban hub with great transport links. The buildings of significance are mostly Victorian and Edwardian, some of which are listed.

The Conservation Area is split into 4 areas and no. 111 Commercial Road is in the Commercial Road and Surrounding Ashley Cross Green section, which is the centre of the Conservation Area.

1.2 THE SITE AND THE CONSERVATION AREA

To the rear of the site was a warehouse building that completely blocked any view of No.111 Commercial Road (the locally listed building fronting Commercial Road). In fact the office building (Curzon Court) on the opposite side of Commercial Road is visible above the roof line, and this building frontage is deemed to be aesthetically poor quality and is a tradeable feature.

Little remains of the original form of the warehouse, due to historic alterations to its fabric. The warehouse was an unattractive and decaying building which detracts from the setting of the frontage buildings. The removal of the building will not give rise to any heritage harm and conversely has the potential to deliver a heritage benefit.

1.3 HERITAGE STATEMENT REQUIREMENT

Poole Local Plan 2018
PP30 - HERITAGE ASSESTS

(1) New development

The Council will expect development to preserve or enhance Poole's heritage assets. In all cases, proposals will be supported where they:

- (a) Preserve or enhance the historic, architectural and archaeological significance of heritage assets, and their settings, in a manner that is proportionate with their significance by:
 - (i) assessing the impact of a development on designated and non-designated heritage assets and justify any harm or loss affecting the asset early in the application process;

The NPPF (para 189) requires applicants to describe the significance of heritage assets as part of applications but also states that the level of detail should be proportional to the asset's importance and no more than is sufficient to understand the potential impact of the proposal. In this case the asset is the conservation area and locally listed buildings. The following level of detail is proportionate with the scale of the proposal and its impact upon the conservation area.

1.4 SETTING OF LOCALLY LISTED BUILDING AND THE PROPOSALS

No. 111 & 113 are locally listed buildings but these buildings are not listed and there is no statutory protection for their setting.

However the proposals would in no way change the way in which those buildings are experienced from Commercial Road which is currently the only way no. 111 is seen. They will also not change the contribution which they make to the conservation area, which is to the street scene of Commercial Road. The buildings cannot be seen from Chalice Close, due largely to the later and unattractive warehouse which has been removed. Chalice close itself is only a very recent addition, the area previously forming the interior of a perimeter block.

The buildings that make a positive contribution will be retained. The only building being lost will be the unattractive warehouse. The removal of it and the provision of the passageway to link to

the front of the site will arguably enable the old dairy to be better revealed and appreciated than at any time in the past. There will also be the ability to get a glimpse view up the passage of no. 111. So it can be argued the proposals are enhancing the setting of the locally listed buildings.

1.5 MATERIALS OF LOCALLY LISTED BUILDING AND THE PROPOSALS

Again the materials and details of 111 Commercial road are not considered solely relevant to this proposal due to the dwelling not being visible from Commercial Road. The general materials of the Conservation Area as a whole are deemed a more appropriate influence which are highlighted in Character Appraisal and Management Plan by BCP. No.111 is a brick building that has been painted with a slate roof. The proposals are utilising the slate roof and brick facade however the brick is staying brick (not being painted) which is far more prevalent along Chalice Close which is where the building will be viewed from.

1.6 HEIGHT OF LOCALLY LISTED BUILDING AND THE PROPOSALS

The height and massing of 111 commercial road is not considered relevant to the appropriateness of this proposal. The dwelling will be experienced principally from Chalice Close. It would not be visible in the street scene of commercial road, owing to its significant set back, and the presence of 111. It is not considered that reflecting the character of the existing warehouse is an appropriate solution in this instance. It is an unattractive building which should not be replicated. Instead the proposals take the opportunity to create a building which addresses the new Chalice Close Street Scene.

The roof of no.33 Chalice Close is just visible from Commercial Road through a gap between no. 113 and no. 115 Commercial Road. There is no gap that would provide a similar vista of the proposals to the rear of no.111 Commercial Road.

No.33 roof height is almost identical to the proposal's roof height, along with the siting on the plots being in a similar location. This confirms the height of the proposals for the LRO no. 111 Commercial Road will not be visible over the existing roofline of no. 111 and 113 Commercial Road.

1.7 SUMMARY

The locally listed building itself would remain untouched.

The proposals are demolishing an unlisted and unattractive curtilage structure, and building a new house on land which has been disused for decades.

The proposal will help to preserve and enhance the character and appearance of the Ashley Cross Conservation Area. The scheme does not result in harm to the significance of a designated heritage asset and will open up views of locally listed buildings from the rear that are currently screened.

The design, scale and massing of the building does not harm the setting of the locally listed building on the Commercial Road frontage as it will not be visible from Commercial Road.