

Town Centre Heritage

Part 2: Character Statement



Planning & Regeneration Services inc Building Consultancy, 2012

Striving for Excellence



Public Consultation & Adoption

This document forms part of the evidence base for the Local Development Framework for Poole and development proposals will be reviewed according to key documents including:

- Poole Core Strategy, Adopted in February 2009
- Poole Site Specific Allocations and Development Management Policies Development Plan Document, Adopted in April 2012

Town Centre Conservation Areas Appraisals and Management Plans: Publication Details

The purpose of this document

To provide an analysis of the character and appearance of the Town Centre Conservation Areas in accordance with Section 71 of **The Planning (Listed Buildings and Conservation Areas) Act 1990** and to formulate and publish proposals for their preservation and enhancement.

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Quotes taken from the formal consultation from 19th December to 3th February 2011, from 24th February to 23rd March 2012 and an earlier exhibition at the Dolphin Centre 18/19th March 2010:

“The Society of Poole Men considers that the aims, information provided and conclusions reached in both parts of the report are invaluable...”.

“I understand that regeneration must take place, but it should always be done in such a style that is in keeping with the Old Town “.

“... there is no place like it.”

“...we think the roads do honestly need a makeover.... A solution ... would be to rip up the old roads and place in new ones. ... add more trees and wider pavements for the better use of pedestrians. We do want to keep the history of Poole, don't we. Are we striving for excellence?”[Hamworthy Middle School]

“Please try and keep old and new styles that reflect the character of Poole, not some modern town [designs] which can be seen anywhere in the country.”

“I would like to see far greater emphasis on the architectural quality of both new build and development/ refurbishment proposals for existing buildings”.

“The overall headlines give a great scope to maintain and when necessary improve Poole Old Town. I look forward to a programme that will preserve this important area.”

Foreword

Town Centre Heritage Character Statement

In 2006 the Borough embarked on a programme of appraising its Conservation Areas as it has a statutory duty to undertake periodic reviews of these areas and their boundaries. The resulting appraisals recognise the value of Poole's historic environment and the need to manage development and improvements in a way that is practical and in agreement with community aspirations. The Conservation Areas Appraisals (CAAs) provide support and evidence for the Poole Local Development Framework.

This series of CAAs has been prepared by Planning and Regeneration Services of the Borough of Poole, to ensure that all its services, as well as development proposals for private lands in or adjacent to Poole's Town Centre Conservation Areas, are well informed of and have regard to their historic, cultural and archaeological value and historic setting within an exceptional coastal environment. In recognising that planning needs to be built on the best attributes of the character of a place, new additions to the townscape can be designed to create an attractive environment to live in, invest in and visit.

The Town Centre Conservation Area Appraisal is in two parts with the History & Background in Part 1 and Character Statement in Part 2. Part 2 is aimed at engaging the community with the task of defining what it values about the townscapes of the Poole peninsula. Assessing the character of historic townscapes allows for their special interest to be defined and the boundaries of the Conservation Areas to be reviewed.

A future Part 3 will set out a strategy for the Conservation Area Management Plan, for the newly extended Conservation Area, with proposals for protecting, maintaining and improving it in a sustainable way for the community to appreciate and enjoy.



Setting of the historic environment of the Poole Peninsula, with Holes Bay to the left and the harbour and port to the right (bottom)



I. Introduction

“Places offer an exposition of their evolution, given sensitive development and barefoot education, everyplace is its own living museum, dynamic and filled with sensibilities to its own small richnesses. These are places we know when we are in them. Meaning is entrapped in the experience of change, symbolisms and significance cling to seemingly ordinary buildings, trees, artefacts. Particularity based on geology and climate, has diverged with the alchemy of life, the articulation of the social and economic demands of successive societies, the narratives of myth and legend, and the ethical and cultural variations over the time. Places are different from each other.”

“Losing Your Place”, Common Ground, Shaftesbury, Dorset, 1993.

Poole is known for its vibrant quayside with views of a bustling, working port and the limestone, chalk hills of Purbeck, set within one of the largest natural harbours in the world. The port and peninsula to the north has been in use from medieval times sustaining its relationship with the sea through the fisherman who continue to use the east quay to launch their vessels, international ferries, the tour boat operators and recreational craft users.

The heart-shaped, historic peninsula of Poole has a colourful maritime history that has fascinated and captured the imaginations of official archivists and local historians who continue to publish account of its past and present. The historic houses, churches, traditional shops, pedestrian friendly lanes and High Street of the Old Town and Quay are highly valued, and the museum, restaurants and entertainments draw many visitors. With its relatively moderate climate, attractive harbour and green verdant landscape within the urbanised south-east Dorset area, the Borough is in a sought after location for residents and visitors alike.

In order to protect the value of the town’s physical assets and positive character the benefits it imparts to residents, investors, employers and visitors needs to be sustained through environmental improvements and well designed developments. Understanding the character of a place is a first step towards realising the potential for renewal and development of the built environment for all those with a stake in its future.

Planning that is based on recognising and using the attributes forming a place or place-shaping has been adopted as a basic tenet of government and local planning policies and frameworks. Place-shaping is the term used to refer to the “creative use of powers and influence to promote the general well-being of a community and its citizens” and is the responsibility of local government. (*Lyons Report on Local Government, 2007*). The concept of place-making has been incorporated in the Poole Core Strategy’s policies for locally distinctive and self-reliant planning. In 2010 Matrix was appointed to carry out a Characterisation Study of the Borough. The study identified specific character areas, recommended a Conservation Area boundary review for the town centre and provides evidence for managing the development and planning of Poole.



1.1 Background

By the mid-20th century, Poole peninsula had isolated pockets of war damage, though it was post-war renewal that drastically transformed the Lower Town. Environmental health issues caused by industry and the debris leftover from the war damage and defense effort forced the council to commission Sir Patrick Abercrombie to create a development plan for the town in 1946. During the 1960s through to the 1980s the historic town centre underwent a considerable amount of change when selected streets were intensively renewed or completely re-built for major housing renewal projects. The tower blocks of flats, multi-storey car parks east of the High Street and terraced housing all represent a specific response to address derelict housing and conditions that grew up north of the quay post WWII. The salvage and restoration of the Old Town in the 1960s and 1970s was an achievement given the cultural values of that time. Demolition sites were excavated by archaeologists who contributed to the understanding of the town's past we have today.

From the 1980s the lower High Street began to decline due to increasing traffic congestion caused in part by the inadequate bridge crossing and the concentration of high end shops in the Dolphin Shopping Centre. The Dolphin Shopping Centre and Quay were polarised at either end of the High Street leaving untidy, underused land behind the main street. The environmental constraints imposed by heathland and floodplains along the Stour River limit the towns expansion to the north. Remaining vacant lands with development potential are situated alongside West Quay and within the former Pilkington tile and Hamworthy power station sites adjacent to the Backwater Channel. The former Hamworthy power station and site "between the bridges" (the old and new bridges) as it has come to be called, present harbourside development opportunities many towns would envy.

The Poole Bridge Regeneration Initiative (PBRI) set out a framework for planning and urban design in the Town Centre that remains useful today. In 2009 a new *Poole Core Strategy (PCS)* was adopted for the Borough to replace the Local Plan and a suite of Development Plan Documents have followed to prepare the town for the 21st century environment. New, iconic landmarks such as the RNLI College have transformed the Holes Bay shoreline and an extension to the Poole Museum has given the Quay a refreshed cultural facility.

The Lower Town is at another turning point with the completion of the Twin Sails Bridge adjacent to the north-west of the Old Town Conservation Area, at Wilkins Way. Development of the surrounding



*Twin Sails Bridge. Officially opened 2012.
An iconic structure to symbolise the regeneration of industrial land at Hamworthy and West Quay.*



harbourside areas on West Quay Road is being planned. Many unresolved issues leftover from the 1960's renewal era remain in the fringes surrounding the three Lower Town CAs including gap sites, and weak, ragged frontages on Lagland Street and East Quay. Some modern developments with inactive elevations break the continuity of streetscapes. Rail and bus transport nodes are poorly linked in areas and cars remain the dominant mode of transport.

The Borough Planning and Regeneration Service has an opportunity to state what is valued about the historic town centre and to shape and inspire the creation of new buildings and landscapes in a way that strengthens and complements the setting of surviving buildings and streetscapes. The Town Centre Heritage Conservation Area Appraisal (TCHCAA) is the first work of its kind to assess the character of the town centre in detail. The TCHCAA is primarily intended to define the significance of historic areas of the peninsula to ensure that heritage value is recognised at the first stage of new development in a way that builds a consensus and eventually leads to development that capitalises on what defines and is intrinsically vital about Poole.

1.2 Current Vision for Planning

The regeneration of the Central Area of the town in a manner that harmonises with the most successful and popular parts of the town was seen as an overall objective of the PBRI 2004 masterplan. The guidance envisioned the creation of new and enhanced public spaces and welcoming, safe and memorable places for existing and future communities. The approach to regeneration was to be design-led and holistic while balancing issues and priorities. The *Poole Core Strategy, 2009*, envisioned the transformation of the Town Centre in its "spatial vision for Poole" by the creation of a new focus in the form of a public square adjacent to the Dolphin Centre and Lighthouse, the construction of the Twin Sails Bridge and public waterfronts. New housing, shops, retail, leisure and office spaces are to be created on the regeneration lands to revitalise the historic town centre.



Illustrative Masterplan from Terence O'Rourke, Poole Bridge Regeneration Initiative, SPG, V.2, 2004.



2. The Legal & Policy Framework

2.1 Conservation Area Designation

The practice of designating Conservation Areas dates from the *Civic Amenities Act, 1967* when the government recognised the importance of protecting whole areas from encroachment by inappropriate developments and wholesale demolition for areas of slum clearance. While unique buildings are important it is the group value and layout of buildings and their setting together with the street design, public open space, trees and other vegetation which all contribute to the nature and identity of a place. The principles of the 1967 legislation are still in force in *The Planning (Listed Buildings and Conservation Areas) Act 1990* and the *Town and Country Planning Act 1990*. Conservation Areas are defined as “areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”. The legislation empowers local planning authorities to review their areas from time to time to determine whether any parts or further parts should be designated as Conservation Areas. The Old Town CA was the first to be designated in the town in 1974. The Town Quay was designated in 1981 and the High Street in 1986.

Key government guidance on Conservation Areas is given in the *National Planning Policy Framework, 2012*. The *NPPF (127)* recommends “when considering the designation of conservation areas local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest”. The *Government’s Statement on the Historic Environment for England 2010* aims to ensure:

“That the value of the historic environment is recognised by all who have the power to shape it; that Government gives it proper recognition and that it is managed intelligently and in a way that fully realises its contribution to the economic, social and cultural life of the nation”.

The government acknowledges that heritage contributes to the economy through the employment of specialist building trades, professions, creative industries, through tourism and through the maintenance of attractive places that invite investment. Heritage can be used to spark creative renewal where well known sites from the past are redeveloped and used as inspiration for whole environments such as the Jewelry Quarter in Birmingham, the Conran warehouse Design Museum, with its famous restaurants on the Thames in London and Liverpool Docks to name a few examples. In recent audits of new private sector housing the Commission for Architecture and the Built Environment (CABE) noted that too many developments still missed opportunities to take advantage of existing heritage, with the result that they had a ‘could be anywhere’ quality about them. There is evidence that working with locally distinctive heritage can create schemes that are popular and that opportunities to create such schemes are missed because debates over retaining historic buildings and traditional designs are overtaken by designers keen to create anew.

Heritage is a key factor in the English tourism industry accounting for £4.3 billion in GDP generated from visitors to historic sites, museums and old towns. A recent Heritage Lottery Fund report calculated that £12.4 billion was spent per year in heritage tourism with the £7.4 billion actually spent on built heritage producing a total of £20.6 billion when it was multiplied by wages, profits and hotel and restaurant



Unveiling Poole Pottery D-Day Plaque, Dolphin Quays, November 2009

sectors as well as retail expenditures. Tourism is considered one of the fastest growing sectors with the current swing towards domestic tourism affecting some seaside areas positively. The government has supported the economic renewal of seaside towns by launching the Coastal Communities Fund.

The social and cultural benefits of maintaining and renewing historic areas are not quantifiable though they can be experienced in places where there is a long tradition of caring for a place. In order to plan for the future English Heritage has guided local authorities to use characterisation studies as a tool for what they have called Understanding Place to avoid regeneration initiatives that fail by displacing and disorienting communities instead of actually knitting them together.

2.3 Town Centre Conservation Areas in Poole

English coastal towns with ports are similarly positioned to Poole and are in a state of flux. Many have unique historic environments that have been shaped by maritime history though their infrastructure has been weakened, like Poole, with the breakdown of traditional post-war industries and port and military facilities that built their economies. While coastal towns have obvious attractions for people wanting to live by the sea and visiting tourists there are roadblocks standing in the way of the regeneration of their historic cores. Opportunities and roadblocks to heritage-led regeneration have been identified by the government and English Heritage in recent surveys of historic coastal towns.

Coastal towns have historic buildings with higher maintenance requirements due to the higher weathering rates of salt-laden air on traditional materials, high visitor numbers and inclement weather that can very quickly make buildings and public areas look neglected. Planning for coastal towns with seasonal tourism can result in urban design conflicts that compromise local character and design quality. Additionally climate change and rising sea levels are likely to cause flooding in low-lying areas such as Poole's Lower Town making it difficult to design and site new buildings without costly flood resistant structures, and the provision of adequate emergency access.

Town centre renewal and roadwork schemes that don't meet current standards have left some pockets of the study area isolated, with a poorly managed public realm and barriers to pedestrians between the new and older areas. Areas identified for future growth and intensified development sit adjacent to low scale historic environments and streetscapes.

The *PBRI Audit and Analysis, 2002*, carefully analysed the whole of the Central Area of Poole and highlighted a number of competing issues that would need resolving to renew the town centre. The PBRI noted that the Old Town and Quay has a concentration of good quality buildings and spaces that constitute "the best areas in the town" because of their density, scale and mix of uses. The issue is that older areas have become divorced, equitably and physically, from the surrounding town which appears to have lower standards of maintenance, a lower range of activities and a lack of community pride in the surroundings. The mix of uses that was a common characteristic of pre-war Poole is now being encouraged to create a more vital town centre. The *PBRI* recognised the:

- Old Town and High Street as the historic core of the town with the main pedestrian route from north to south, and, that;
- Together with the Town Quay these areas include the most attractive townscape and best-loved views and spaces and numerous other built features; and
- The Old Quay is the principal civic space in the town and its immediate surroundings.

The *Borough of Poole Characterisation Study 2010*, has identified the need to address the significance and role of the historic core in the context of the more extensive redevelopment that has occurred in town centre north and the railway station area, major road improvements, and the construction of modern buildings. It concluded by stating that there are:

- incongruous juxtapositions of scale and character affecting its setting;
- the review of the boundaries of the Town Centre Conservation Areas should be a priority; and
- design guidance for the site planning of key townscape sites is needed to address basic issues in advance and to avoid reactive planning decisions to be made.



Poole Central Quayside looking towards Dolphin Quays

2. 4 Purpose & Guidance for the Town Centre Conservation Area Appraisal

2.4.1 Poole Planning Policies

Poole is part of the South-East Dorset conurbation and the second largest urban area in the south-west region. It is densely populated with coastal regeneration areas sitting adjacent to older historic areas (see **Map 2.1**). The area has the potential to increase economic activity though development needs to respect the high quality and restrictive nature of the surrounding coastal area within the context of the Purbeck Area of Outstanding Natural Beauty to the west, New Forest National Park to the east of Christchurch and the Dorset heath to the north. The area is within the most complex Shoreline Management Plan zones of the Dorset coast due to the competing interests accessing the area for recreation, port facilities, travel, housing, commerce and industry.

The *Poole Core Strategy* provides the overarching framework for planning within the Town Centre. It sets out the aims and objectives for strengthening and revitalising the area, by supporting development that will enhance local character and identity, community well being and cultural vitality. The *PCS* sets out specific directions for the town centre which are needed for the centre to improve and to be revitalised to meet current standards for amenities and attractiveness including the need to plan for a:

Re-invigorated High Street by working with town traders to develop a town centre strategy

Vibrant/Safe night culture

Expanded tourist/cultural facilities

Improved safe and convenient pedestrian/cycling access through the town

Increased housing supply

Improved public transport facilities and linkages to the quay and growth areas in town centre north, Lower Hamworthy and West Quay

Climate change adapted in coastal flood risk area of the town centre

Public realm improvements to reduce clutter, improve signage, pavings, lighting and other amenities and create town squares/open space

Well designed new buildings of a high standard that complement or enhance local character and cultural vitality



Poole Peninsula in middle on the shore of Backwater or Little Channel and Holes Bay (top)

2.4.2 Methods and Guidance

The study provides the first in depth appraisal of the character and appearance of the three town centre Conservation Areas and adjacent character areas. The Background and History (Part 1) provides a brief history of settlement that has shaped the town from medieval times. The history draws from the Poole Historical Trust's series of publications. The Heritage Character Statement (Part 2) defines what is significant about the town centre CAs, what condition they are in generally, and what issues are affecting them. It relies on evidence from two key studies including the extensive post-WWII survey carried out by the Royal Commission on Historical Monuments that forms the basis of the national statutory listings of buildings in the Lower Town. The PBRI included an audit and character analysis of the town centre north and south and the regeneration areas that remains relevant. All the current heritage assets in the CAs have been mapped, in a series of Heritage and Design Maps appended to this report, along with other positive buildings and bridges of interest, landscape features and design elements that need improving or add character in a series of Heritage and Design Maps appended to this report.

Other documents that have guided the work are:

- *Understanding Place: Conservation Area Designation, Appraisal and Management* (English Heritage, 2011).
- *Understanding Place Series* (English Heritage, 2011).
- *Planning Policy Statement 5 - Planning for the Historic Environment* (DCLG, 2010) superseded by the NPPF, 2012.
- *National Planning Policy Framework* (DCLG, 2012).

An informal consultation exercise held in the Dolphin Centre in March 18/19 of 2010 provided some feedback from the public on what they value, dislike and are concerned about the within the Conservation Areas. A formal public consultation with residents and all stakeholders was held from December 2011 to March 2012.

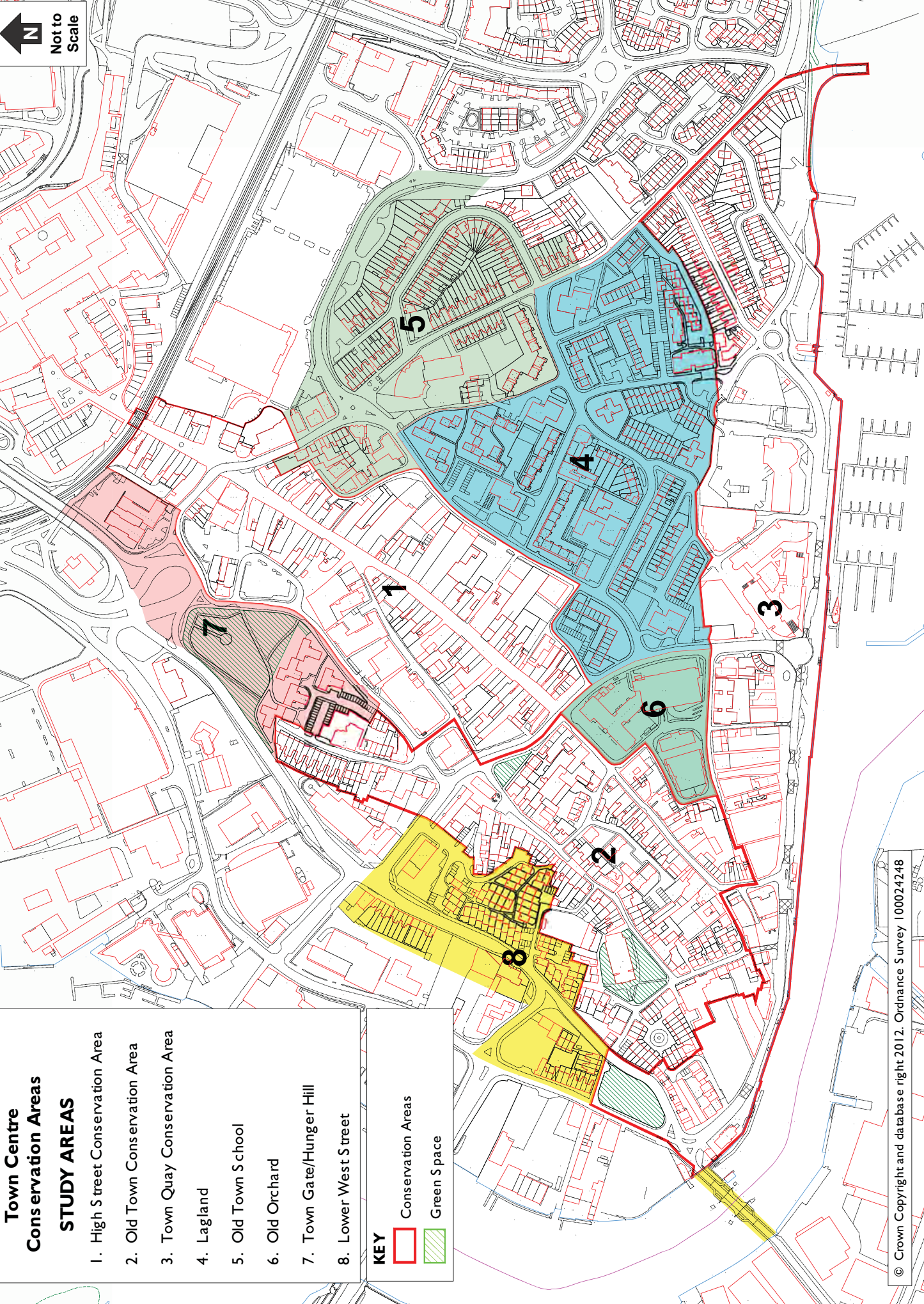
2.5 The Town Centre Heritage Character Statement (Part 1)

2.5.1 Study Area

The Lower Town Centre, between the railway line and the historic quayside, is a complex environment that has been assessed as a broader area than the three CAs. The study area shown in **Map 2.2** includes the three town centre Conservation Areas and five adjacent areas that form the setting of the CAs and historic core of the Lower Town.

The 5 study areas, adjacent to the three town centre Conservation Areas are made up of townscapes with modern infill terraces, isolated historic buildings, green spaces and car parks left after demolition, and whole streets redeveloped with Council housing after WWII. Area 7 covers the site of the former medieval town gate where it stood by the water channel that divided the mainland from the peninsula. It also contains the Victorian Cemetery used after St James churchyard was closed to burials. Area 4 contains an isolated Grade II* listed Congregational chapel, a 17th century Quaker chapel with their former burial grounds behind the earliest recorded tavern in the town, on the High Street.

With nationally and locally listed buildings, good quality townscape buildings, high archaeological potential and strong historical associations these study areas were worthy of reviewing as possible extensions to the three Conservation Areas.



Map 2.2: Town Centre Conservation Study Areas Study

2.5.2 Overall Aim:

The Heritage Character Assessment will determine the special interest of the town centre Conservation Areas and the surrounding character areas to determine whether or not the boundaries remain valid and extensions to the area can be justified.

The Conservation Area Management Plan in Part 3 will set out and propose a coordinated strategy for maintaining and enhancing the character and qualities of the Town Centre Conservation Areas. This will ensure the benefits of protection are realised within the wider corporate aim of revitalising Poole town centre.

2.5.3 Objectives

Key Objective A: Prepare a townscape character assessment of the three town centre Conservation Area boundaries and adjacent character areas to:

- Ensure heritage protection is adequate for the appropriate areas and heritage assets;
- Record the characteristics of the study area worthy of protecting;
- Raise community awareness of the value of the heritage of the town centre and the need for protecting and caring for it.

Aim A.1: *To promote a shared understanding of the historical development of the town centre to ensure that townscape significance is recognised.*

Aim A.2: *Assess the character and appearance and urban form of the existing Conservation Areas and the character areas (or part of) deemed worthy of including in the Conservation Area to inform all parties engaged in development.*

Aim A.3: *Create a sense of place and local identity that can be used to benefit residents, visitors, businesses and investors in the town centre.*

Key Objective B: Prepare a Conservation Area Management Plan (CAMP) for the CAs in Part 3 to address the issues relating to the strengths, weaknesses, opportunities and threats identified in Part 2 and propose opportunities for improving and enhancing the historic environment over a 10 year period.

- Proposing other measures and planning tools that support heritage conservation and revitalisation of the town's heritage assets;
- Set out a policy, design, maintenance and planning enforcement framework.

Aim B.1: *Set out enhancement opportunities and strategies in a Conservation Area Management Plan to contribute to a revitalised Town Centre.*

The Management Plan will build on the ongoing work and aspirations of the other Town Centre stakeholders and plans for regeneration sites on West Quay Road/Hamworthy and recommend an action strategy that addresses key corporate objectives in consultation with other Borough of Poole Service Units, Poole Harbour Commission, Poole Partnerships, funding bodies and key heritage and community groups.



Poole Coat of Arms, Poole Museum

Key Objective C: The Town Centre Heritage Character Statement and Management Plan will provide support and evidence for the Local Development Framework.

Aim C.1: Secure an evidence/policy base that can inform and guide development decisions and investments in the public and private property sectors for the historic environment and the community it supports.



RNLI Lifeboat College, Holes bay and West Quay Road

3 Character Analysis

“Our historic legacy is not limited to sites of special significance but can embrace all aspects of inherited landscape. This broader view can be seen constructively, as offering valuable building blocks for creating a sense of place, rather than merely identifying constraints to be worked around”.
EH, HCA, *Capitalising on the Inherited Landscape*, 2009.

Character Areas

The origins and location of a place, together with its people, and the factors that influence events and growth, all affect the pace of change over time and the significance and shape of the surviving built environment. In determining what is significant about the historic environment we need to understand what it is that we are actually preserving or protecting. Whether it is the physical evidence of marine industry, the merchants houses, remains of the port and docksides or harbour master’s office, it all relates to the narrative of the town. Other factors such as the sights and sounds of the boats and yachts at the quay evoke memories for generations of families associated with it .

This study of the physical characteristics of a place has been developed into a planning tool called characterisation. Character areas are selected on the basis of their origins, periods of development, present land uses, plot sizes, greenspaces, views, settings and non-visual senses such as noise. In 2010 a characterisation study was completed across Poole for the Borough by Matrix consultants was based on character areas within the peninsula. That 2010 study outlining the general characteristics that define the High Street, Old Town and Quay is used as a basis for the assessment that follows. Additional information is provided on the historic development of the current built environment, design qualities, public realm, landscape and the contribution of buildings and structures to the quality of the townscape.

In addition to the three existing Conservation Areas 5 other character areas have been assessed to determine if they have special character including (see **Map 2.2**):

1. High Street- (Central Area North of New/Old Orchard Road) CA
2. Old Town (Lower High Street- Market Streets) CA
3. The Town Quay CA
4. Lagland
5. Old Town School
6. Old Orchard
7. Towngate- Hunger Hill
8. Lower West Street

The lands adjacent to the study areas may also contain below ground archaeology, boundary walls, old remnant lanes and other heritage assets that would benefit from recognition and inclusion within a Conservation Area. Together these 5, character areas comprise what remains of significant townscape within the town centre south of the railway, after the 1960s renewal period. Individual buildings and bridges and fixed features, such as pub signs, architectural ceramics, carved stones, street lamps, iron railings and other artistic works contribute positively to the street scene and may be locally listed.



There are other more general strengths, weaknesses, opportunities and threats to the built environment that have been assessed in the character analysis of each of the study areas. These include historic building significance whether or not the street layout contributes to or detracts from the townscape, ease of pedestrian movement, public spaces (pavings, lighting, etc), hard and soft landscaping, views, setting and the qualities of modern buildings (see **Appendix I - Urban Design Maps**).



Earliest Map of Poole Peninsular, Early 17th century (Dorset County Records, from Pythouse)

3.1 High Street Conservation Area

3.1.1 Overview

High Street is the focus of the High Street Conservation Area, and central to the peninsula stretching in its entirety from the railway crossing through to the quay. The Conservation Area meets the 1960s shopping centre at the railway crossing and modern office developments at the intersection of Old and New Orchard where a new east-west street was cut through the lower peninsula as part of post-war renewal (see **Map-High Street CA**).

High Street follows the alignment of the grid plan from about 1634 that was laid out with the towngate at the neck of the peninsula north of the parish church (see the Pythouse Map). The physical character of the street is varied and diverse as the result of plot by plot development and 20th century changes in road layouts and transport. The construction of the L&SW Railway in the 1870s through the upper town separates the old town from the 1970s shopping centre.

Government approval for the 1963 Borough plan led to the demolition of buildings in Towngate Lane and upper High Street to make way for the Arndale Shopping Centre and its multi-story car parks. The railway station and second pedestrian bridge, railway hotel and several shops were demolished and street patterns changed. New blocks of flats and renovated terraced housing in New Town, as the area east of Lagland Street was known, altered street patterns and replaced Georgian and Victorian terraces. The clearance of Fish Street (now Castle Street) to Strand Street also transformed the area to make way for offices in place of the old judicial and administrative heart of the Borough. Buildings on the south side of King Street were also cleared to make way for New Orchard road in the 1960s.

Buildings fronting the High Street have individually prominent facades with the styles, materials and construction techniques reflecting the fashion of the varied periods of architecture they were constructed in. Georgian, Victorian and 1930s eras are all well represented on the High Street. Some grant-aided repairs and shopfront reinstatements were carried out from the 1980s until the scheme ended in 2007.

3.1.2 Historic Development of Current Townscape Character

The dating of the Towngate, roughly at 1433 when a license for the towns defences was granted, indicates when travel and the movement of trading goods inland from the coast became more common and settlement began. The grid plan showing the first plan of the "Poolle Towne", as it was known in the early 17th century clearly shows the first plan of the peninsula with the orientation, indicating the street names, rough locations and relationships that still exist between the High Street, Church/Market Streets and Lagland Street.

The dense blocks of buildings fronting the High Street are intercepted by the railway at the north end, a series of little pedestrian lanes and finally Old and New Orchard Street at its south end, has developed over time though some key original buildings survive. The function of the street has evolved from a residential area in the Georgian era to meet the commercial needs of a busy harbour town in Victorian times. Old plot divisions and some rear boundary walls follow earlier patterns when long narrow plots were awarded to the burgesses of the town (especially on the east side of the High Street).



High St at North Street, shows the Methodist Church Tower



14 High Street, 16th c. timber framing rear elevation

The earliest existing building known on the central High Street, dating from the early 16th century at 73/75 High Street (the former Bull's Head Inn) is indicative of the earliest phase of building surviving. It has had modern shopfronts added though its steep-pitched clay tile roof, Tudor plaster ceiling and rear rubble walls reveal its age. An arched through carriageway shows how the importance of gaining access through small lanes to the backs of plots and adjacent streets has remained a distinct feature of the High Street. Another early 17th century building survives at the rear of 79 High Street where the much altered Quaker Meeting House and Burial Ground is used as a community centre fronting Prosperous Street. This area was the heart of the former Lagland community where the school faced Prosperous Street (demolished) and the large Skinner Street Chapel still remains beside its former burial ground.

The next major phase of building began during the early Georgian period when merchants began earning profits from the cod fisheries and increasing port trade. Georgian builders set the pattern for later 19th century buildings with classically derived styles which dominate the High Street. Many of the

listed buildings on the High Street are merchants houses that have been converted to shops and offices from the 19th century. The most prominent and largest of all the merchants houses at 155 High Street (Grade II* Listed) known as Beech Hurst, remains a landmark beside the Town Square and entrance to Sainsburys. The High Street has a number of good buildings from the Victorian period such as the Methodist Church, former library on North Street (now Wetherspoons) and Furniture Store (now Burger King). As a group with the Natwest Bank they front a former parade ground from the Napoleonic era which remains as a key open space within the public realm.

Some original shopfronts, ironwork and street furniture survives from the Victorian period. No.91 (Boones), and from the 1930s Art Deco period at No. 117 (Bennetts) and No. 171 (Game) have good period shopfronts though most have been altered as shops have expanded into neighbouring units and designs changed. The 20th century buildings such as Lloyds and Barclays Bank that have replaced older buildings have been added to the street with designs that follow the architectural trends of the day conforming to the horizontal emphasis of surrounding elevations. In some cases modern shopfronts have been extended out from older frontages as changes to building lines and street widths allowed. Otherwise 20th century developments are in evidence in street materials and furniture dating from the 1980s when the High Street was pedestrianised, shop fronts were altered with modern replacement doors and changes in glass manufacturing made large panes available.

3.1.3 Architectural and Historical Special Interest

In keeping with its 16th century origins the street follows a flat, nearly straight, spine down to the quay. The consistent line of the street of between 8 to 15 metres wide together with its 2-3 storey buildings, gives it a human, intimate scale. The street width varies at the crossing of North Street where townscape buildings of Georgian origins (now Nat West Bank and adjacent buildings) frame an attractive triangular-shaped open space. This area is now a meeting point though it was once used as a parade ground for troops stationed in the town. The Methodist Church tower is the tallest landmark at this important junction. Other historic buildings of significance and mainly of the 19th century also contribute to the strong character of this part of the High Street-notably the Italianate corner building at North Street (now Burger King), the former library on North Street, which was the premier Victorian public building of its day, the Georgian, Beech Hurst House (no. 155) and curve-fronted Italianate, former Gas Works showroom (Cafe Nero). This group of buildings with their high quality detailing, architectural variety and interest merit careful attention.

The historic buildings, now listed, on the High Street were built from the early 18th century when there was a period of marked prosperity of port activities brought about by the Newfoundland cod fisheries. No 87 High Street is the earliest of the merchants townhouses (built in 1704 though later altered) and Beech Hurst House is the largest at 155 High Street (Grade II* Listed). These large Georgian houses set the architectural standard for the buildings to follow on the High Street frontages in style, scale and detailing. Boones & Co. at 91 High Street and Weston's Lane has the earliest 19th century original shopfront intact. The Rising Sun Public House is another landmark listed building which sets the scale and character for this gateway into the High Street.

Few of these listed buildings have original ground floor elevations, except for Beech Hurst House and No.87 High Street, though good 18th century timber sash windows remain on upper floors with Georgian doorcases and brickwork, cornices, rooflines and chimneys remain. The rear elevations of historic buildings generally reveal more of the original construction and plot sizes, as they are less altered and often indicate the true age of the building.

The south end of Hill Street, which runs off the High Street, was redeveloped in the 1960s for a multi-storey car park and post office sorting office. New infill housing and an office building fronting Deer Hay Lane complete the Hill Street block though some buildings remain facing Hill Street. The house and shop at Puddy's Corner (34 Hill Street) with an Art Deco style 1930s shopfront of glass and vitrolite and chrome is a landmark at the High Street where it widens opposite the former bank (No.106 High Street), to form a triangular open space and important meeting point at Chapel Lane. No.106 High Street is a local landmark distinguishing the open space at the junction with Hill Street and the historic Towngate Street.

Alleyways and lanes leading from the High Street, between North Street and New Orchard, add interest and provide important pedestrian links from the surrounding streets. Westons and Carters Lanes have important historic associations with well known family businesses. Bowling Green Alley (No.58 High Street) at New Orchard Street has been restored with original paving stones. It serves as a model for restoring the pavings in other lanes. The character of the High Street CA changes at New Orchard Street. The 12 storey, post war Orchard Plaza with its wider and recently renewed pavings creates a contemporary later 20th century style and unique microclimate within this area before the traditional High Street continues south of Castle Street.



High Street, Victorian architectural character

3.1.4. Urban Form: High Street Conservation Area

Urban Grain and Structure

- High Street buildings have a fairly consistent building line, fronting a linear, relatively narrow space with a level street surface that has been pedestrianised to Old Orchard, though the street runs through to the quay.
- The railway crossing provides a strong boundary between town centre north and the old Parish of St. James below.
- Narrow intersecting lanes provide pedestrian access to adjacent streets
- Vehicles use North Street and Old and New Orchard to cross through the centre of the peninsula, though the traffic is light on North Street.
- Parallel streets of Hill Street, Dear Hay Lane have lost their earlier fine **grain** development from post war infill developments along the former two streets (with a multi-story car park and office developments). Fine grain development on Lagland Street was demolished in the 1960s old housing clearances and vacant sites serve as car parks and servicing areas.
- Where the High Street widens out at North Street and Hill Street a seating and meeting place has been created.
- Active frontages, (mainly with large plate glass windows and doors) face directly onto the High Street though alleyways, Lagland, Hill and Dear Hay have inactive frontages
- Many buildings occupy long, narrow burgage plots (particularly between High Street and Lagland Street) though many have been widened as shops have expanded.

Landscape

- There are no open spaces in the area though the nearby Hunger Hill open space, facing the roundabout, is visible from Chapel Lane and functions as a breathing space for the High St.
- Street trees planted at the North/High Street junction and along New Orchard and Lagland are all highly valued for their contribution to the greening of an area where individual trees are relatively rare.

Density and Uses

- Commercial and retail uses are dominant uses on ground floors
- Shops, cafes, public houses, offices and banks provide a good range of services and uses on the High Street.

Heights and Mass

- The area is low scale with historic buildings heights throughout the area typically 3 storeys (typically the Georgian, Victorian and 20th century buildings) with fewer of two storeys. The exceptions are mainly at North Street and the High Street where the Methodist Church tower, the Burger King building and the former library (now Wetherspoons) are taller than the surrounding buildings and dominate the skyline with their elaborate rooflines. The Dear Hay Lane Multi-storey Car Park is an exceptional height of 5 stories in that part of the CA.
- Post war developments and infill introduced buildings with greater bulk and mass into the area, often filling entire plots. Examples of these modern development are the shops at 125 –129 High Street, Lloyds Bank , the Job Centre office and the Dear Hay Lane Multi-storey Car Park.

Architectural Styles and Details

- Georgian buildings from the early 18th century of 2 bays, with slate and clay tile roofs, gable chimneys, high quality red brickwork, deep cornices, small-paned, sash windows, panelled doors and doorcases survive all along the High Street and facing Hunger Hill. Near North Street (Beechurst/No 155 High Street) is a landmark merchant house, converted to offices,

h its 5-bay symmetrical front and coat of arms, set within a pediment visible from Hunger Hill. The Georgian buildings are plainer in overall design and many have had their ground elevations replaced with unsympathetic shopfronts.

- Victorian facades have symmetrically placed windows and doors and incorporate a wider variety of materials in their elevations with decorative additions such as carved stone keystones, window surrounds and terra cotta panels. By the 1930s much plainer modernist styles adapted for buildings on the High Street with fewer and larger windows, though designers still incorporated classically proportioned details and decorations, such as pilasters.

Building Materials and Elements

- Red brick elevations have been used through all the main periods of building on the High Street from the mid-18th century when brick-making began locally though some cream coloured bricks have been used from late 19th century.
- Many buildings, including the earliest buildings have cream coloured renders, with some high quality Georgian renders at No 87.
- Some good examples of stone use range from fine ashlar with stone carvings on the old Post Office buildings, rusticated ashlar on the Methodist Church and stone cladding (Game shop). Pre-18th buildings have coursed rubble limestone walling at the rear.
- Some facades are decorated with carved stones and local terra cotta window surrounds and panels, produced at Hamworthy The façade of No.95-99 High Street survives as a good example of the use of local architectural wares (formerly Hawkes Store) for decoration.
- Historic buildings generally have clay tiles and grey slate roofs and some have well proportioned dormer windows.
- Brick faced concrete and steel and metal windows were introduced in the 20th century.
- Original shopfronts at Boones (No 91) and Bennetts (No 117) give a good indication of how shopfronts were treated from the mid-nineteenth century through to the 1930s (in the case of No.117).
- Some good original timber sash windows survive on first floor elevations along with good bay windows of distinct character (No.120 High Street has curved bay windows).
- Very good examples of iron railings are on Chapel Lane, at Barfoots and at the rear of Beech Hurst (no 155 High Street). Restored streetlamps are also locally distinctive.

Roads and railway

- Two roads with two lane traffic cross the High Street that at North Street and New Orchard. The intersections are controlled by traffic lights. New Orchard is more heavily used with access to the Quay and West Street. North Street intersection is cluttered with highway furniture and signage and doesn't meet current standards set in Manual for Streets. New Orchard intersection has been recently improved for pedestrian safety.
- The road have tarmac surface and ? channels/kerbs.
- The architectural qualities of the pedestrian railway bridge is poorly maintained.

Pedestrian Lanes

- Lanes follow historic alignments between buildings creating permeable, pedestrian friendly blocks.
- Aside from the lane adjacent to No.81 that has been improved, the lanes are not overlooked by active frontages and they can appear dark and unwelcoming.
- Bowling Green Alley has been restored. Purbeck stone paving and central drainage channel is an important reminder of the appearance of the old town.

Street Furniture

- Lighting is a mixture of restored, period cast iron street lamps (converted from gas) moved from former kerbside locations and modern columns that are purely functional.
- Benches are reproduction Victorian styles and bins are recent additions that are not in keeping with the character the street .
- Tourist information boards at gateways sit in cluttered spaces.

Views

- General views of the north end open out at Hunger Hill where Methodist Church, Burger King and Beech Hurst House can be seen.
- Views of the Guildhall from New Orchard are good.
- Glimpsed views through pedestrian lanes are of back plots and side streets.

Setting and Relationship with the Town

- Setting is dominated by the Dolphin Centre to the north, high density council housing to the east, the Old Town to the south and west and the Hunger Hill/Towngate Bridge gateway and road network.
- It can be isolated and circumvented by other attractions in the Town Centre.

Condition of Buildings and Streetscape

- Buildings generally suffer from lack of regular maintenance of paintwork and finishings, particularly timber windows.
- A-boards and plastic banners clutter the pavements and railings.
- Red and buff coloured clay pavers in pedestrianised areas have deteriorated and been patched with tarmac creating a worn, dated appearance.
- Lighting design is unco-ordinated and ineffective particularly for the pedestrian lanes.
- Lanes have worn, uneven pavements, graffiti and surfaces are not cleaned effectively.



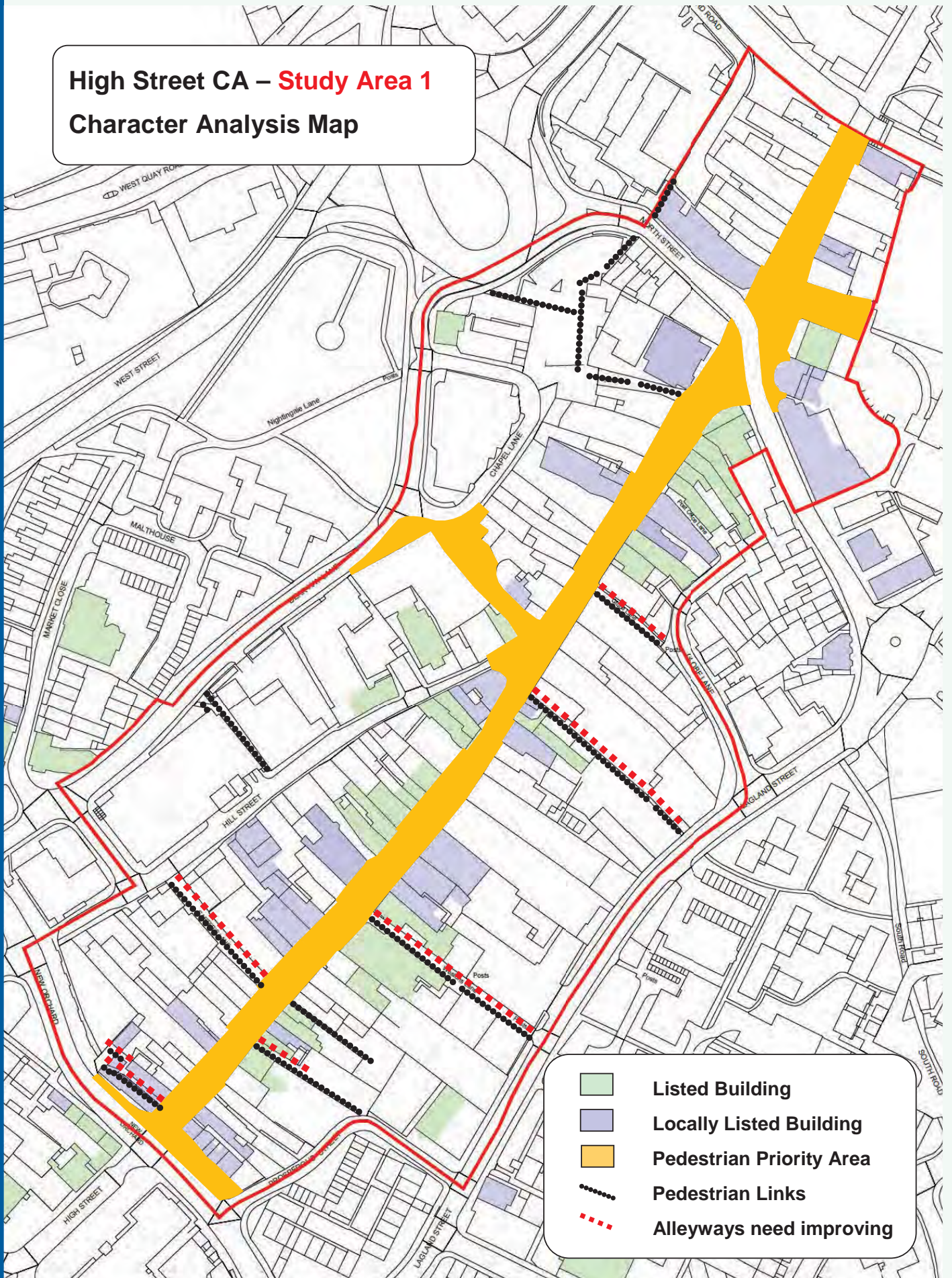
Renewed alleyway and shopfront.



Poor signage and good architectural detail.



High Street CA – Study Area 1 Character Analysis Map



3.1.5 Townscape Analysis: High Street

The High Street area is the main pedestrian spine linking the 1960's shopping centre and the Old Town with Lagland Street and West Street forming the legible eastern and western boundaries. The street is lined with small and medium sized shops, cafes, banks and other commercial properties in a predominantly late Georgian and Victorian character architectural styles, of mainly 2 or 3 storeys in height. Junctions with Hill Street and North Street are key focal points. Pedestrian lanes through the area and make it easily accessible.

Strengths

- Many high quality historic buildings and structures with architectural interest and active frontages
- Archaeological interest buried in buildings and backplots.
- Historic associations and interest.
- Close proximity to the town quay and Dolphin Centre and other amenities.
- Walking distance to high density residential areas, quayside and other facilities
- Historic lamp standards.
- Social meeting point and place of employment

Weaknesses

- Lack of de-cluttered public open space for assemblies/ relaxation points.
- Lack of pedestrian links to and more legible transitions into the north town adjacent streets, transport nodes and the quay especially after the Dolphin Centre closes.
- Poor quality maintenance of building fabric.
- Pedestrian lanes are poorly lit, paved and signed.
- Pavings are out of date and poorly maintained.
- Signage varies widely in quality with designs incompatible with traditional shopfront.
- Some shopfronts are not compatible with the traditional character.
- Clutter consisting of unnecessary highway signage, barriers, etc.
- Temporary market kiosks have a look of semi-permanence.
- Railway bridge crossing is a local landmark and gateway to the CA (bridge decoration is poorly maintained).
- Back plots on west side of Lagland are underused and have weak frontages.
- Large advertising billboards are displayed in key gateway locations and create a poor image (eg North Street from Hunger Hill).
- The loss of historic street names such as Towngate Street, is disorienting.

Opportunities

- Vacant back plots on west side of Lagland Street.
- Re-develop car parks.
- Renewed Falkland Square.

Threats

- Some building fabric at risk of decay.
- External security grilles are unattractive and overdone
- Vacant shops are gradually increasing.



High Street, signage clutter, restored alleyway and poor paving maintenance

3.2 Old Town Conservation Area: Study Area

3.2.1 Overview

The Old Town CA includes the origins of 12th century Poole aligned along the old (pre-reclamation) shoreline along Strand Street and the back of Thames Street, with the Lower High Street and Church and Market Streets as its focus (see **Map-Old Town CA**). With the highest concentration of listed buildings and ancient monuments in the Borough the area reflects a rich era of 18th century development and the aspirations of a prosperous Georgian harbour town. With the early 15th century date of Scaplen's Court and 16th century origins of many buildings on the west side of the Lower High Street this area has, along with lower Church and Market Streets, the highest concentration of first generation buildings in the town and a consistency and uniformity of scale and design.



Guildhall from Old Orchard

3.2.2 Historic Development of Current Townscape Character

By the 13th century the first church of St James was likely constructed. The medieval town was concentrated around the church and along Strand Street which continued to meet Paradise Street in front of the Town Cellars in a line that may have formed the early shoreline. Excavations in the 1970s suggest that the waterline came within 40 metres of the west end of St James Church and that West Street may mark the early shoreline on the north-west side of the peninsula. Archaeologists have said that Church Street was a spinal road (not part of a grid with the High Street) that opened into a Market Place, where the Guildhall is today. The building plots and street layouts with their many listed buildings remaining on Market, Church, St James Close, Thames and the Lower High Streets all reflect, to some degree, the golden era of the mid to late 18th century and the aspirations of a prosperous, Georgian harbour town. From the 1850s the larger buildings in the Old Town declined rapidly after the fisheries trade collapsed. After a century of dilapidation had set in planners of the 1960s were faced with the work of renewing a whole quarter of old buildings with over 329 recorded and recommended for listing for their special architectural or historic interest by the RCHM. By 1964 a "Poole Town Comprehensive Development Order" was made to "preserve the heritage of old buildings of special... interest, not as individual buildings in isolation but in groups, sufficient in number effectively to preserve the street scene as their rightful setting" (Hillier, 1983).

Gap sites left in the streetscape by the demolition of old houses and industrial sites were redeveloped by private developers. Back plots on Cinnamon Lane, Church Street and the High Street were developed for council housing. Guildhall Court was built in 1969 at the entrance to the enclosed King Street and Market Street was closed at the Guildhall. Old gas lamps were converted to electricity and moved from other parts of the town and the pavements were re-laid brick pavings to complement the Georgian



*Peter Thompson House, Grade I listed,
Market Close*

buildings. The Guildhall was restored and converted to a museum. The renewal of the precinct was viewed by the Minister of Housing and Local Government as meeting the best standards of that time and was awarded a Gold Medal for Civic Design and a Civic Trust Award.

The Guildhall has very recently been renewed and re-opened as a Registry Office with the council chamber used mainly for weddings. The Old Town is a vibrant area accommodating a mixture of uses as upper floors have been converted to flats and offices, while older buildings serve as restaurants, old pubs, cafes, hotel accommodation, independent shops. The parish Church, Salvation Army, the town museum and nearby Quayside and Guildhall make it an attractive area for tourists and residents alike.

The Old Town has three sub-areas aligned along the Lower High Street, Market and Church Streets and St. James Church precinct.

3.2.3 Architectural and Historical Special Interest

Lower High Street Area (South of New Orchard)

The New Orchard gateway into the Old Town is dominated by the 12 storey Orchard Plaza which is setback from the traditional High Street building line. The plaza creates a distinct break and change of character between the upper and lower High Streets. Coming from the pedestrianised central High Street the presence of road traffic on New Orchard is apparent as it is a major east-west route through the Lower Town. The street trees and recently renewed pavings and public realm in front of Orchard Plaza provide a human scale and distinguish this part of the High Street. Listed buildings at the north-west corner of New Orchard and the High Street provide an important anchor and scale contributing to the townscape with the side elevation of the Guildhall in prominent view from this corner.

Moving down the High Street historic shopfronts from Nos. 52 to 42 provide continuity with the High Street south of New/Castle Streets. The 3 storey Italianate building at Nos. 40 and 42 have an important historic setback from the main building line where the wider paving served as the Corn Market in the 19th century.



Lower High Street looking towards Poole Museum showing the architectural character

The High Street south of New and Castle Streets has a narrower, traditional carriageway with a low scale and sense of enclosure. It has a tight-grained character unique to the town. All the buildings on the north-west side of the street form a significant group, with the exception of two properties mid-block. The listed buildings are generally of 2 storeys and vary in style with late Victorian and Georgian elevations and architectural detailing. There is some modern infill added in the 20th century. The majority of buildings have well designed shopfronts compatible with their character and style. Georgian architectural details such as plain clay tile roofs and high quality brickwork are evident at No.1 New Street, and Nos.28, 24, 26, 22 and 8 High Street. Timber sash windows and doorcases embellished with architectural detailing have been retained. These groups of buildings make the area unique and of considerable architectural interest. The rear elevations of some properties such as the Grade II* listed 12-14 High Street, with its close timber studding and full width casement window reveals the true history of the building.

As the High Street begins to turn down to the Quay the Antelope Hotel a former coaching inn and Kings Head Inn, stand as landmarks. The south-east side of the Lower High Street has a greater variety of 2 to 3 storey building types and periods including listed houses, shops, former public houses and a late 18th century warehouse (Nos. 1-7 Grand Parade), which wraps around the bend in the High Street, with a canted bay, leading to the Quay. The locally listed buildings at 3-11, 13 and 37 High Street provide a consistent eighteenth and nineteenth century streetscape and setting to the adjacent listed buildings on the south-west side of the street. No.13 is another important complex of locally listed buildings including a former house, shopfront and 2 storey warehouse at the rear of the plot. The new entrance to the Museum, constructed of glass elevations and white steel framing to a design resembling a ship's masts, contrasts with the surrounding, historic stone and brick elevations. The rubble stone facade of Scaplens Court which fronts Sarum Street at its junction with the High Street, was carefully re-built in the 1920s in a way that adds archaeological interest to the townscape.

The museum, Scaplens Court, the old adjacent public houses, custom and harbour master's office, form a key assembly of historic buildings within the area which is quintessentially unique to Poole and representative of its status as an ancient port. Narrow lanes such as Paradise Street and Sarum Street lead into Thames Street off the High Street offering views of other important historic frontages. Views towards the end of the Lower High Street are framed by the museum and, beyond the bend, south towards the Town Quay. The Town Quay view is dominated by the Caro sculpture with its' platforms offering views over the Little Channel to the Purbeck Hills and harbour.

St.James' Churchyard and Close Area

The gateway into the Church precinct is normally through Levets Lane, from West Street and along Thames Street from the Quay. St.James Church is the focal point of the area and the tower is visible from the channel various points across the harbour and the town quayside up Thames Street where it rises as a landmark above the surrounding buildings and skyline. It is also visible from Upton Country Park.

The Thames Street entrance to the close is the least changed since Georgian times as it passes by the Town Cellars (Museum). The Kings Charles Inn is the other landmark at the entrance to Thames Street, and is the only timber frame building fronting a street in the town. It includes the severed end of the medieval Town Cellars to the south. There are neo-Georgian terraces next to the King Charles and modern infill terraces at the north-east corner of Sarum and Thames Streets that have a neutral impact on the character of the area. The row of 3 storey Georgian buildings between St.Clements Lane and the Mansion House maintains the Georgian style of the area, which becomes more dominant on entering the church close.

The church precinct has a formal Georgian character and sense of enclosure formed by the large merchant houses, narrow streets, lines of lime trees and the churchyard and boundary walls. The modern infill quarter at Barber's Pile with its gates on St.James Close adds to the cloistered feel of the area and separation from the more commercial buildings and activities of the quayside. At the southern entrance to Church Street the first of the precinct's large merchant houses stands near the entrance to the churchyard.

The Mansion House, together with Beech Hurst are the two largest of the houses built for the Newfoundland merchant class. Designed in the grand manner the front elevation of the Mansion House is impressive with its five bays, central first floor Venetian window and semi-circular Doric portico. The crenellated 16th century stone wall at the rear of the Mansion House Hotel marks the former shoreline which came up to the rear of buildings on Thames Street. The earlier Poole House, dating from 1730, continues the merchant house style in the close, occupying the site next to the Mansion House with its provincial Baroque detailing.

At the south-west corner of the precinct is West End House built in the mid 18th century with very good Georgian detailing. The forecourt is railed with an 18th century overthrow and lamp socket surviving over the gate. West End House is recognised as one of the finest examples of a local merchant's house of the period. The fourth and last of the large double fronted houses in the precinct is the red brick rectory of 1786 which fronts the lane that winds around the back of the church and turns into Church Street. The churchyard provides an important green open space for pedestrians and church visitors, and forms the curtilage of the church.



Thames Street showing post-war and more recent infill development

Church Street/ Market Street

Church Street and Market Streets are valued as the most complete, predominantly Georgian streets in the Borough and are reminiscent of how all the streets appeared throughout the peninsula in the past. Church Street ends at Levets Lane and Market Street leads north to the Guildhall though the two still blend organically into one another. The narrowness and funnel shape which widens out at the top of Market Street gives a clear view of the Guildhall which encloses and addresses it from a pair of steps winding down from a central Tuscan porch.

With buildings generally of two stories in height the street retains its overall scale and architectural Georgian character. The architectural interest is well established with painted, timber-panelled doors and doorcases, narrow-jointed, lime pointed red brickwork, clay and slate-tiled roofs and wide chimney stacks. Additional features that add value include small-paned timber sash and dormer windows and ironwork on frontages. Partial and substantially re-built war-damaged houses at No. 1 Church Street, and Nos. 6, 8, 10 and 10 A Market Street and St. James Sunday School Hall are evident though the alterations have had a neutral impact on street character.

The oldest building and landmark on Church Street are the St George's Almshouses, with two broad brick gables fronting the street and coursed limestone rubble dating from the early 15th century. Nos. 6 and 8 Market Street were formerly joined and are recorded as late 16th century houses which stand north and west of the Almshouses. Both have been altered but have an earlier appearance which distinguishes them from the remainder of the Georgian and Victorian buildings on the street.

The Guildhall frames the top of Market Street with its elegant frontage. Built in 1761 to address the top of the market place, it has arched openings on the ground floor surviving from market days with a well preserved council chamber. The market had open fronted shops on the south-western end. The Grade II* building is considered a very fine example of a Georgian Guildhall, after which the Custom House on the Quay was modelled. A few shop windows and signs survive from the market era, along with restored, listed lamp standards.

The construction of New Orchard in the 1960s effectively divided Market Street, which once ran to Hunger Hill. Market Close (the former top end of Market Street) is now an enclave with a sense of enclosure. The crowning architectural gem remains at 25 Market Close (Sir Peter Thompson House). Built in 1746-49, the Grade I listed house continues to set a high architectural standard in the street. The remainder of Market Close has some good, traditionally designed, infill housing and a good Victorian terrace. The greenspace accessed by Love Lane adjacent to the Malthouse blocks of flats enhances the setting of the Conservation Area. The skyline view to the north west is dominated by views of the Asda tower.



Market Street looking from the Guildhall to Church Street



Market Close entrance from New Orchard

3.2.4 Urban Form:- Old Town

Urban Grain and Structure

- The area has relatively narrow streets with a strong sense of enclosure, intimacy and low scale
- The Lower High Street between Old Orchard and Castle Street has an open aspect and frontage setback from the traditional building line of the remainder of the High Street where Orchard Plaza dominates the former Corn Market
- St.James Church precinct has a tight urban grain with consistent building lines with frontages aligned along the churchyard boundary walls
- Market and Church Streets have a much tighter grain with frontages aligned along the backs of pavement then fanning out above New Street as Market Street widens in front of the Guildhall
- Small blocks are accessed by pedestrian lanes that make the area easy to walk

Landscape

- The formal churchyard around St.James, the old market and informal open space at the Guildhall are areas have good landscape and landscape design potential
- The Church yard has many memoral stones, is lined with lime trees and maintains its Georgian urbanity
- Boundary walls in churchyard close are an important element in the townscape as some retain their original iron railings

Density and Uses

- Uses on the High Street are mixed retail, commercial and office though elsewhere residential uses are dominant
- Medium to high density development

Heights and Mass

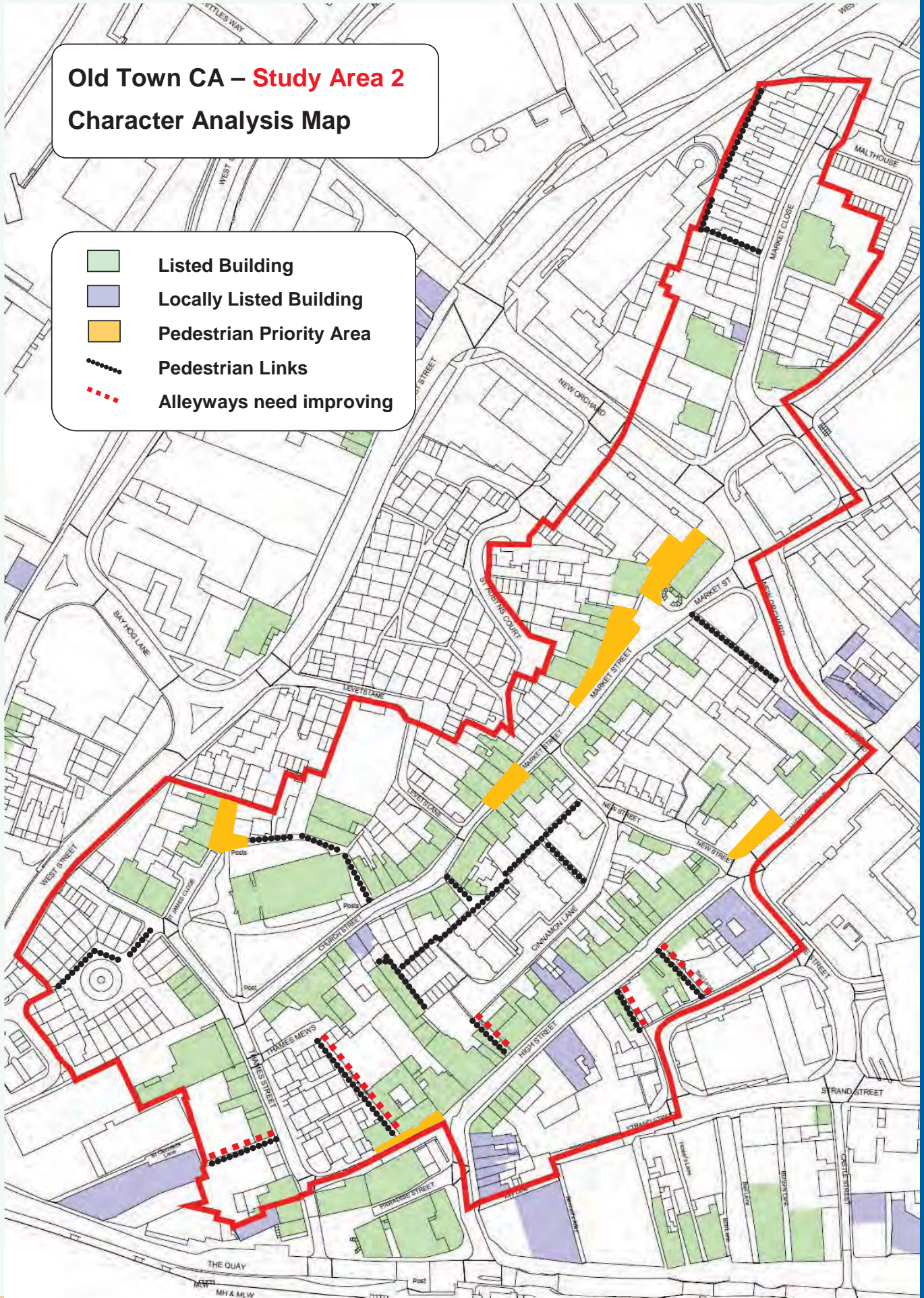
- St James tower continues as a significant landmark height at the lower end of the Old Town and is still clearly visible against the skyline up Thames Street and from West Quay; it helps to orient the viewer
- The Guildhall provides a landmark height at the head of Market Street
- The height of Orchard Plaza at 12 storeys is atypical qualifying it as the tallest building in the town centre CAs; street trees at ground level soften its impact

Architectural Styles and Details

- Generally many 16th century High Street buildings were refaced in the 18th century with Georgian details (below Castle Street stone rubble walls to the rear are earlier than frontages); also some good 19th century shopfronts
- St James precinct, Church and Market Streets have a more consistent use of early to mid Georgian styles (both double and single fronted) with some early 19th century buildings in Georgian styles though some have earlier origins; St; James was rebuilt in 1819 to a simplified Gothic style with a three stage tower and battlemented parapet; the Guildhall is a classic mid Georgian design on which the Custom House was modelled after
- Market Close has good Victorian terrace and early Masonic Lodge
- Most traditional buildings have plain clay tile roofs though higher status buildings such as St.James Church and Guildhall have natural grey slate; Market Street has a number of gable chimneys with moulded brickwork and chimney pots and dormer windows
- Good 19th century shopfronts generally have active frontages on Lower High Street though most shopfronts on Market Street have been converted to residential use

Old Town CA – Study Area 2
Character Analysis Map

- Listed Building
- Locally Listed Building
- Pedestrian Priority Area
- Pedestrian Links
- Alleyways need improving



- Modern post-war infill on former industrial sites has brick and render elevations and is simply detailed but tends to match the scale, proportions and window and door patterns of older buildings.

Building Materials and Elements

- High quality red brickwork is the most common walling material though some early buildings have main elevations in limestone (St George's Almshouses, Scaplens Court, St.James Church)
- Good Georgian architectural decoration on many houses including doors and fanlights, sash windows (timber, painted), roof embellishments and interiors of special interest including St.James Church and the Guildhall

Roads

- The main road network is complex as streets are narrow and through traffic is blocked with pedestrianised areas on Sarum Street, Market Street, Bay Hog Lane and around St.James Church precinct
- High Street is a busy link from New Street with one way traffic to the quay and on-street car parking
- Road traffic on West Street has created isolated pockets of historic buildings like, the terrace with The Queen Mary pub, Jolliffe House and the terrace that includes West Quay Mews
- Pavements have been laid throughout the Old Town in a herring-bone brick pattern with stone kerbstones and channels formed by a double course of stone setts; carriageways are poorly patched tarmac
- Small remnants of historic paving at Peter Thompson House on Market Close and small random stone setts near the Guildhall provide important evidence from the past road surfaces; the Market Street kerblines has been extended into the carriageway in a way that detracts from the setting of the Guildhall

Pedestrian Lanes

- Many pedestrianised routes are historic lanes that have not been formally adopted as public rights of way
- The lanes provide an important function in linking the Old Town to the quay and the rest of the town centre and making the area pedestrian friendly
- Some older lanes, formerly through to the quay (now to Strand Street) are in need of improvement

Street Furniture

- Reproduction iron bollards are used in pedestrianised areas
- Restored iron streetlamps have been moved from the edge of kerbs to various locations.

Views

- Most views are terminated by landmark buildings. There are also glimpses down lanes.
- There are more panoramic views from lands within the setting of the area such as the Lifting Bridge and from Hunger Hill burial ground

Condition

- Structures are generally in good condition with the exception of some boundary walls
- Pavements have worn, patched tarmac and double yellow lines that are not appropriate for areas like Market Street

Setting and Relationship to the Town

The Old Town is an atmospheric part of the town which visitors and residents have said still captures the feel of the past. Events at the parish church and Scaplens Court reinforce the special role this area has in re-capturing history and community spirit of the town. The restoration of the Guildhall has reinstated an important civic function for the building as the office of the Registrar. Restored Georgian housing and sensitively designed infill terraces have made the area a desirable location. The cultural attractions and businesses on the Lower High Street serve to make the area a tourist attraction. Future developments planned for the West Quay regeneration lands need to assess the way they can enhance gateways and protect and improve the setting of this important area.

3.2.5 Townscape Analysis: Old Town

The fine grain, historic associations, rooflines and period architecture, dominated by St James Church and the Guildhall, make this area unique and irreplaceable.

Strengths

- St. James Church and Salvation Army provide strong presence of faith community
- Poole Museum, Scaplens Court and the Quay provide important cultural function and focus for the area
- A vibrant, liveable area with a range of housing types
- Concentration of historic buildings of similar character
- Close walking distances to churches, museums, retail, the waterfront and public transport links

Weaknesses

- Floorscape on Church/Market Street detracts from the historic character of the street (eg. patched tarmac and double yellow lines) and the historic curb-line in front of the Guildhall
- Hill Street multi-storey car park, presents inactive frontages and detracts from the streetscapes important group of historic buildings on Market Close
- Parking within St. James' Churchyard needs re-consideration in keeping with the functions of a sacred place and green space
- Repairs, detailing and treatments for historic building elevations ie. surface coatings and colours on woodwork, renders and brickwork should be more complementary and less banal
- Highways clutter in sensitive locations (nr Guildhall and on historic streetlights on Market Close for example)

Opportunities

- Some open space adjacent to the Guildhall can be improved
- Completion of Twin Sails bridge has created regeneration opportunities nearby
- Independent shops with attractive frontages
- Environmental improvements enhance pedestrian routes

Threats

- Negative traffic impacts from proximity to West Street/West Quay
- Some alleys are in poor condition; there is vehicular dominance and damage to road improvements
- Impacts from delivery vehicles and night-time culture on High Street and Quayside
- Lack of integrated planning with surrounding setting and streets
- Lack of investment in public realm

3.3 The Quay Conservation Area: Study Area

3.3.1 Overview

The Quay has functioned historically as an industrial area and working port of the Borough because of its key location in the harbour. By the 1970s industry and port operations were phased out as containerisation and modernised port operations were developed at Hamworthy quay and an international freight ferry service between Poole and Cherbourg was launched.

The Town Quay Conservation Area (see **Map-Town Quay**) was designated in 1981 as public perceptions of the importance of industrial heritage evolved and it was officially recognised that the old port had been a critical part of the historic character of the Town. By that time it had become evident that the area needed improvements and a coordinated management approach by highway authorities and the harbour commission who control quayside operations.

The area which follows the quayside from the old Poole Bridge, at West Quay Road, to Green Road, includes all the historic linear plots that front the quay as well as the Great Quay, Fishermans' Quay and a late Victorian housing estate to the east. The northern boundary from West Quay Road along Thames and Strand Streets and East Quay Road to Baiter Gardens and Green Road roughly follows the old, pre-reclamation shoreline.

The Quayside was built up over many centuries from lands reclaimed from the harbour over deep oyster shell banks and mudflats, in phases dating from c.1200, to the mid 1890s. The bank of oyster shell deposits suggests that there may have been a continuous shell bank along the foreshore, created by an early fishing industry, from 40 metres wide to a maximum of 100 metres. The core of port buildings between Thames Street and the High Street forming the medieval centre of what was the Great Quay are nationally recognised and protected. The majority of the historic buildings fronting the quay date from the Georgian and Victorian periods with some new infill development designed in traditional style on the central quay.

The redevelopment of the last traditional manufacturing site on the East Quay at Poole Pottery in the late 1990's marked a turning point in development. Poole or Carter's Pottery was a century old manufacturing business producing high quality decorative ceramics and tableware, exported worldwide. As such the factory was also a national tourist attraction. The factory was subject to economic problems in the 1990s and the prime waterfront site it occupied on east quay was highly valued. The mixed use development that replaced the pottery transformed the Quay by introducing a complex of tall buildings in a contemporary style to a quayside with traditionally designed warehouses and pubs. From 2001, the related boat haven, new sea defenses and quayside promenade works have improved public access to the quay.



Old Town Quay contrasts with the new working Quay at Hamworthy

The Quay Conservation Area has three distinct sub-areas that define its character today. The **West Quay** area west of the High Street has historic pubs, a variety of large and small converted warehouses, the medieval core (or the Great Quay) centred on the museum, and modern office and housing around the bridge approach. The **Central Quay** between the High Street and Old Orchard is another distinct area with its converted warehouses and pubs and historic lanes running up to Strand Street. The **East Quay** from Old Orchard to Green Road/Green Gardens includes the Quay Thistle Hotel and Dolphin Quays, the Fishermans quay and lifeboat station and some streets of 19th/early 20th century terraced housing. The history of the West and Central Quays is intrinsically linked due to the nature of the shoreline reclamation works of the late 18th century. The East Quay was reclaimed and developed from the later 19th century.

3.3.2 Historic Development of Current Townscape Character:

West Quay Road and Central Quay (to Old Orchard)

Most evidence for the earliest developments on the quay was found on the lands between the High Street and Thames Street. The large oyster shell bank, excavated under the floor of the Town Cellars provided a firm foundation for it and an adjacent hard for beaching craft. Excavations in lower Thames Street revealed a beach level and stone foundations of 1300-1400 which may be early evidence for the construction of the Great Quay. By c1500 Poole became the sixth largest exporter for cloth and by 1538 was reported to have a custom office upon the Quay and prison next to the Town Cellars.

The existing Town Cellars officially dated to the 15th century (EH, 2010) may have succeeded a complex of earlier stone structures linked to the port. At 36.5 metres (130 feet) the warehouse is among the longest port buildings known in Europe at that date. The town cellars appear to have been in place during the construction of the Great Quay in the latter 16th century. The Great Tudor Quay was recorded south of the Town Cellars running 240 feet along the quayside with stairs, a wooden platform and gun placements though no excavations have revealed its exact nature. Adjacent to the waterfront there were also several private jetties, piles or docks built out into the channel used for unloading mixed cargoes at sea into "lighters"; in 1563, 34 piles and eight cellars were listed for Poole. These piles have been confirmed by excavations on shoreline sites at Thames Street, Barbers piles and elsewhere (Hinton, pg. 9 in Excavations in Poole). How far these piles influenced more extensive reclamation is unclear though the areas south of Strand Street with its lines of narrow lanes probably indicate jetty and property lines on the landward side and date from the 16th century. The Poole Arms contains early 17th century evidence and may have been a warehouse from the early reclamation period.



Sarum Street looking up the High Street

As the 18th century progressed, quayside developments responded to trading markets. Trade was controlled by a few influential merchants who built a meeting house in 1727 where the extended Harbour Office is today. A 1756 Act of Parliament allowed for the appointing of commissioners and officers to apply proceeds from duties paid by ships using the port to the maintenance of the harbour and quay. In 1788 the merchants agreed to give up the open spaces in front of their warehouses and to an extension of the quay eastward, with the three quays becoming realigned to become one long and more regular linear quayside.



By the end of the Napoleonic Wars the local economy had shifted from supporting the cod fishing trade, to grain handling, clay-extraction, foundry and brewing industries. Josiah Wedgewood recognised the value of Poole clays, over a third of which supplied the Merseyside potteries in the 19th century with the barges bringing back Baltic timber and Welsh slates on their return. Building materials were in demand as the suburbs of Poole and Bournemouth were being developed. Belbens large warehouse with its steam-powered mill was once the most prominent building on the quay supplying milling facilities for the west country. The warehouse was demolished post WWII, though it provided the footprint, mass and scale for the building that replaced it (Dundees).

Industrial buildings have dominated the use and the form of the Quay for many centuries. By 1927, the Cleveland Bridge and Engineering Company had built the third Poole bridge to Hamworthy, on the site of two earlier bridges dating to 1837. The prominent bascule bridge with its copper panelled overhead arches contribute to the industrial character of the quay

Fires and WWII bomb damage had a major impact on quayside properties as the waterfront was a key target of German aircraft. The bombing of many of the ancient cottages on Barbers Piles, Yeatmans warehouse and other buildings west of the Harbour Office caused irreversible damage. The brick warehouse with the arched gable facing the end of the west quay remained intact after much of Barbers Piles was damaged. It was converted to flats when the current Barber Piles housing was built. By 1962 Christopher Hills Ltd who had been in business on the quay since 1846 built a large concrete grain silo, more than 90 feet high on the west quay which was only recently demolished. For more than four decades the grain silo dominated the West Quay. As the economy changed all the warehouses were converted to residential and commercial uses.



Repaired boundary wall, St. Clements Lane

East Quay Conservation Area (Old Orchard to Green Road):

By the early 17th century the area south-east of Lagland Street was laid out around Bayter Lane which ended at Bayter Green and the shoreline of what was then Holes Bay. A long sandspit reached out to the windmill site and ended at windmill point near where Baiter Park fronts the harbour today. At that time Holes Bay flowed through to Longfleet Bay (Holes Bay today) at the top of the peninsula under the towngate. By the mid-18th century the shoreline east of Bayter Green was identified as “Swampey Land Likewise a Burying Place in the time of Plague”.

At the end of 19th century the shoreline east of Lagland Street remained as undeveloped mudflats. Problems with trade worsened as quayside waters were not deep enough to allow the bigger ships

to dock. The Corporation wanted to prevent the harbour floor from silting up at the narrow harbour entrance and to provide more attractive docking facilities for larger ships for trade. The construction of a quay to run into the deeper waters of the harbour east of the pottery was approved by the 1891 Poole Harbour Act. By 1894 it was clear that a quay would have to be built in front of Carter's Pottery to link the old and new east quay together.

After centuries of control over the quayside it was the completion of the east quay which caused the Council to relinquish control of the whole of quay side area to the Poole Harbour Commissioners (PHC). An agreement was finally reached in the late 1890s with the Corporation giving the PHC a long term lease over a 30 foot strip at the quay edge for operational control. The Corporation decided to build a new Fishermans Dock at the eastern end of the new quays to compensate the Fishermen for the loss of their haven. The use of this shingle beach by local fishermen for landing boats and drying nets continues to the present day.

With the reclamation work and east quay completed Carter's Pottery extended its plant with a building that ran parallel to the quay. The Gasworks extended its' operations south of East Quay Road with the installation of large steel gantries, behind a substantial brick boundary wall, that moved coal from ships on the quay to the works, also carried coal through the lower part of the Town to the gasworks at Pitwines. Stanley and Ballard Roads were also laid out after the reclamation of "New Quay" or east quay between 1900 and 1937.

The construction of the Quay Thistle Hotel, on the site of the gasworks, transformed the area from heavy industrial uses to one with a commercial and tourist oriented environment. The transition was complete when the Poole Pottery was demolished to make way for Dolphin Quays and the adjacent marina.



Pre- WWII East Quay with Poole Pottery (bottom left) and Gas Works (bottom right)

3.3.3 Architectural and Historic Interest:

West Quay/ Great Quay (West Quay Road to the High Street)

The medieval heart of the Great Quay remains the most distinct and significant area, architecturally and historically, on the quayside, easily recognisable as being quintessentially Poole harbourside. The landmark group of historic buildings facing the open area at the foot of Thames Street includes the Museum, (former Town Cellars), the Custom House and Harbour Office. The present arrangement of the Custom House facing the east dates from the realignment of the quays in 1788 as it originally faced the Little Quay.

The Harbour Office was extended in 1822, 6 feet out onto the quay with a colonnade supporting it. The Great Quay buildings represent the golden years of harbour trade in use from the time when Poole became a staple port, able to collect customs from the woollen trade, and cod fisheries that financed the merchants who met and organised improvements to the quay from the Harbour Office.

The pair of adjacent warehouses to the east of the Custom House probably date from 1813 when a fire damaged the custom house. Their elevations are intact and they contribute to the industrial heritage of the Quay. The early C19th warehouse that adjoins the c.15th Town Cellars to form the museum towers slightly over the Great Quay at 5 stories. The new atrium to the museum, designed to simulate a ships masts, has given the museum a contemporary presence and entrance onto the Lower High Street with a viewing platform. The industrial buildings of the early 19th century combine with the ancient stone warehouse and classical architecture to give the assembly an air of permanence and timelessness from the quayside.

South and west of the Custom House the area has been largely redeveloped with extensive post WWII renovations to the historic Piplers Chandlery shop and Yeatmans warehouse. The demolition of the grain silo has left a vacant site next to the Barbers Gate, the modern housing terraces and blocks of flats that occupy the former Barbers Pile site. The gable fronted warehouse design of the Barber's Gate development has been successfully integrated with the surrounding townscape. The open green space between Barber's Gate and West Quay Road was a former warehouse site with important archaeological remains of the original shoreline. The old lifting bridge is an important gateway to the quay, where it dominates the skyline and offers views of the Little Channel and Holes Bay. The sights and sounds of yacht building, dredging machinery, police boats and the old bridge lifting, all add to the dynamic, changing scene along the town quay.



Great Quay night lighting



Listed & converted 18th century & early 19th century warehouses & 19th century pub at High Street junction with The Quay

Central Quay (High Street to Old Orchard)

Despite many changes since the reclamation, the built area from the High Street to Old Orchard Road retains a traditional quayside character. The group of 5 listed buildings grouped around the centre of this area running from the Portsmouth Hoy to the classically styled 19th century Rowes warehouse, are clearly the key landmarks that distinguish its unique character.

The Poole Arms is the earliest (17th century) and perhaps the most unusual survivor of an early warehouse that dates to the shoreline reclamation period. With its green tile, gable-fronted facade

it is a centrepiece between Old Orchard and the High Street and the best of the tile fronted public houses in the Borough. The Portsmouth Hoy is the only other 18th century listed pub on the Quay dating back to the days when coasters moored opposite the pub and travelled regularly between Portsmouth and Poole. The Grace Warehouse which sits comfortably between the Portsmouth Hoy and the Poole Arms was once the Britannia pub. The pair of 19th century, listed five storey warehouses nearer to Old Orchard with painted and rendered fronts, are important as the last of the warehouses on the central quayside. The Hennings warehouse to the west was once a boatshift warehouse. Next to Hennings is Rowe's warehouse, with its simple classical detailing.



Pubs & converted warehouses form the essential character of the Central Quay

Historic pubs and warehouse building styles have guided recent developments on gap sites along the central quayside. Heights have been maintained to the 5 storeys set by the 19th century warehouses. Back plots fronting Strand Street have also been developed in a warehouse style with taller extensions that are not overly dominant from the quay.

Other noteworthy buildings in this area are the pair of late 19th century public houses on the quayside near Old Orchard. The Lord Nelson formerly known as the Blue Boar (for Blue Boar Lane), stands



Baden Powell sculpture on Central Quay

next to the Jolly Sailor pub. The reproduction Fish Shambles near the Old Orchard resembles the old fish market that stood near this site. The Fish Shambles occupies a key position in the open space provided by the wider paving and focal point in front of the Lord Nelson public house and food kiosks.

The little lanes running north to Strand Street survive from at least the 17th century and possibly from the earlier reclamation period are another significant archaeological feature of the central and west quays. (see **Pythouse Map 1634**) The names represent former property owner and historic uses for the quayside area. The gaps formed by the lanes improve access for pedestrians to the quayside.

The quayside has been transformed to serve as a promenade and open space for special events. Large and small vessels use the quay as a mooring site for their tourist operators who sell tickets on the central quay. Views from the area open out and extend over to the treed outline of the Purbeck Hills to the west and harbour to the south. The recent addition of the Baden-Powell sculpture, depicting the founder of the scout movement gazing out to Brownsea Island, has reinforced the importance of the public open space on quayside.

3.3.4 East Quay

The east quay has been radically transformed from its industrial past into a residential, commercial and leisure area. The Dolphin Quays development dominates the area as its height and massing exceeds the tallest of the quay buildings. The area serves tourists and residents alike with restaurants, pubs, shops, the quayside promenade and yacht haven. The Poole Pottery outlet remains a key attraction for East Quay though the warehouse that houses it makes no contribution to the townscape. The Swann Inn remains a local landmark, with its distinctive glazed green tiles, sited on a bend in Old Orchard Road where Lagland Street once ran down to the Quayside.

The area around the Quay Thistle Hotel remains open, informal and welcoming, despite the lack of landscaping around the hotel car park and derelict open space to the east. The low rise hotel itself has a neutral or benign impact on its surroundings. As a neutral building the hotel and its green landscaped frontage blends in well with the surrounding residential areas.

East of Quay Thistle Hotel the Lifeboat Station stands below Ballard roundabout as a local landmark dating from the 1880s when it was moved from Sandbanks. The slip west of the Lifeboat Station adds archaeological interest to the shoreline. East of the Lifeboat Station the fishermen maintain their net drying and their boats and have a launch area as has been the case around the quayside from time immemorial.

In 2000-01 new Purbeck stone walls were built to enclose and improve access through the Fishermans area at the same as the boat haven was built opposite the pottery site. The new Purbeck stone walls were designed to match the existing c.1900 boundary walls. Bespoke railings were designed by the artist Giuseppe Lund and installed up to the slip adjacent to the Lifeboat Museum. The area is a popular walking area with attractive views of Brownsea, the harbour and the Purbeck hills and skyline. The waterfront promenade continues from Green Road through to the green open space of Baiter Park, as a key pedestrian and cycle route.

The late 19th century residential streets of Stanley Road and Ballard Close between the Ballard Road roundabout and Green Road provide an important historic anchor and setting for the historic east quay and the post-war developments to the north. The low scale of these houses opens up views both from the houses and from properties to the north, to the harbour. Terraced housing with pastel colour-rendered frontages present welcoming, low scale, well proportioned frontages typical of a late Victorian, sea side community.



3.4.4 Urban Form:- Town Quay

Urban Grain and Structure

- Open aspect in the central area with tighter grain in residential areas at either end of the CA and around pockets of historic buildings west of the High Street and around the Poole Arms on the Central Quay
- Consistent building line with mainly positive building frontages facing quayside

Landscape

- Hard landscaped public promenade combined with sea defenses on edge of the quayside winds its way out to the Old Bridge to the west and east to Baiter Green
- Informal green space defines the triangle at the Old Bridge approach, between West Street and West Quay Road on a site where original shoreline was located
- East of promenade a shingle beach provides landing for fishing boats and net drying with uninterrupted views of the open harbour

Density and Uses

- Tourist oriented retail, restaurant, café and food shops on ground floor with residential flats on upper floors
- Medium, high density development

Height and Mass

- Defined generally by buildings of 4 to five storeys on average overall
- Mass and height increases in structures at east end at Dolphins Quay and to the rear of the Central Quay where Strand Street developments, Orchard Plaza and the multi storey Quay Car Park are visible
- Mass of newer warehouse style buildings is broken by pitched roofs

Architectural Styles and Materials

- Classic, mid-Georgian harbour office and Custom House
- Gable fronted Victorian and 18th century warehouses and more recent warehouse style buildings
- Georgian and Victorian pubs
- Modern block of flats and hotel in neutral designs; Dolphin Quays has a distinct late 20th century design with its curved roofs and broken elevations
- Early buildings are of coursed stone rubble
- Majority of historic buildings are of red brick or rendered brickwork painted in pastel colours. Poole Arms and the former Swann Inn on Old Orchard have green glazed Poole ceramic tile facings.
- Most Georgian buildings have high quality red brickwork, gauged arches and stone dressings with clay and slate tiled roofs
- More recent buildings are in brown and cream coloured bricks and renders

Roads and Promenade

- Quayside road is accessed mainly from West Street, Lower High Street, Old Orchard and Green Gardens and designed with a traffic calming, on-street parking arrangement that is pedestrian friendly
- Red brick pavings complement historic buildings and indicate pedestrian crossings
- Quayside promenade has Purbeck stone and timber edges separated from the highway by granite-topped low brick walls east of the High Street

- Original stone sea walls at the east quay combine with bespoke railings and new stone walls east of the Lifeboat Museum
- The removal of double yellow lines from the main quay road gives the highway a cleaner, less cluttered appearance

Pedestrian Lanes

- Pedestrian lanes between the Central Quayside buildings to Strand Street are a distinctive feature of the quay with names evoking the past activities and people associated with the quay (Bennett's Alley, Hosier's Lane, Bull Lane and Buttons Lane).
- St.Clement's Lane west of Yeatmans Old Mill building and Thames Street is of particular interest as it reaches the former shoreline.
- New developments at Castle Street have respected the lanes to the quay

Street Furniture

- Restored cast iron lamp posts complement the setting of historic buildings
- Cast iron moorings add to the marine character
- Victorian style benches have been designed to enhance the character of the quayside
- Large recycling bins have recently replaced more traditionally designed bins

Views

- Views of the Little Channel open out on the Central Quay to panoramic views of harbour waters, Purbeck Hills and Brownsea Island
- Condition
- Overgrown open space on East Quay near the Lifeboat Museum
- Natural stone pavings in front of Dolphin Quays and Museum/Thames Street are failing
- A-boards and some excess highway signage creates a cluttered appearance
- Fish Shambles and food kiosks need refurbishment
- Café/pub seating is unattractive, uncoordinated and obstructive in some places
- Lighting strategy is needed

Setting and Relationship to the Town

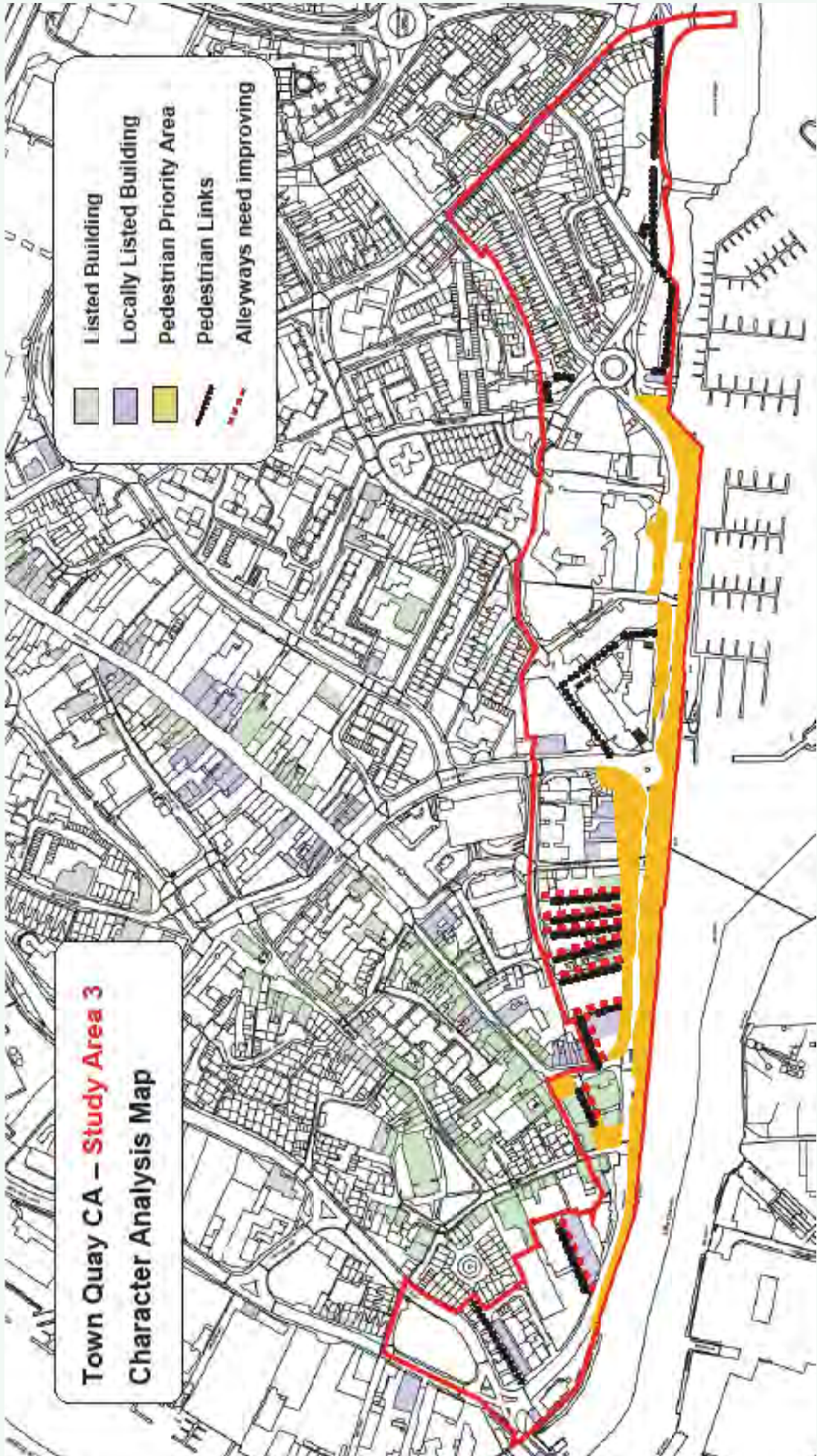
- Setting is an attractive, dynamic harbourside and channel still characterised by the industrial heritage that created it with the Old Lifting Bridge defining its western edge, Hamworthy Quayside continuing with boat building traditions and some fishing activities.
- The Poole Museum, Restaurants, pubs, shops and boat operators serve a regional tourism market
- The quay is a premier outdoor space within the Borough and one that serves the recreational and cultural needs of the town and region



Signage A-boards cluttering the pavement



Post-war infill obstructs the views of historic buildings



Town Quay CA - Study Area 3
Character Analysis Map

- Listed Building
- Locally Listed Building
- Pedestrian Priority Area
- Pedestrian Links
- Alleyways need improving

3.3.5 Townscape Analysis: Quay

The town quay survives with its complex of medieval woolhouse and old port buildings, relatively low scale, in the central and great quays, and gable fronted, warehouse style buildings and pubs front the harbour. A slightly finer grain created by the historic pubs present good architectural qualities over a range of historic periods. The east quay has a distinct contemporary style which sets it apart from the more traditional areas. The area continues to attract many visitors to cultural sites, boat trips and other leisure activities.

Strengths

- Focus for harbour access, activities and enjoyment for the town and visitors
- Quality and variety of buildings, townscape and public arts
- Cluster of restaurants, pubs and shops cultural sites, and Old Town nearby
- Pedestrian focussed, access to quayside and waterfront trail
- Views of harbour
- Car parking access
- Good setting for events and attractions

Weaknesses

- Paving needs improving/more consistent and appropriate repairs
- Overall clutter of A-board signage on quayside and pavings obstruct highway
- Traditional pedestrian links through to Strand/High Street not visible enough
- Poole Pottery Retail outlet does not reflect the heritage of the business and its significance for Poole and Dorset.
- Old bridge approach needs improving as gateway
- Some inappropriate building signage/shopfronts
- Outdoor seating is inconsistent in quality and design
- Lanes from Quay to Strand Street need improving and interpreting



Barbers Gate, good contextual architecture

- Quay Visitors multi-storey car park has inactive frontages and is unattractive and out of scale with surroundings
- Dolphin Quays building has vacant ground floor units with boarded up windows and canyon-like atmosphere
- The vacant site east of Quay Thistle hotel is derelict within a prime tourist area
- Lifeboat Station brick and terra cotta is eroding under paint and the building looks unattractive
- Stone pavings in front of Dolphin Quays development from 2000 improvements are not being maintained
- Standard light columns are not in keeping with an historic quayside
- Historic terrace housing on Stanley Road has been altered with inappropriate renovations

Opportunities

- Good venue for more events
- Prime visitor/tourist area
- View to and from harbour and to and from Holes Bay
- Centralising and improving design of tourist information (BoP and tour boats operators) and food kiosk area
- Improve parkinf for motorcycles

Threats

- Underprovision of sea defences for future sea level rise forecasts
- Issues of anti-social behaviour surrounding the night-time culture
- There is no vision or design brief for the area east of Dolphin Quay



Top: Views out to the Harbour

Right: Views along West Quay from the Caro sculpture

3.4 Lagland Study Area

3.4.1 Overview (see Map- Lagland)

“Lagland Street” appears with some buildings dispersed on both sides on the 1634 Pyt Map with Bayter Green to the east and Pitwines to the northeast. It was well developed by the Georgian period with detached houses. Three houses of the 24 sites recorded by the RCHM as the earliest buildings, were dated from the early 18th century. By the 19th century Lagland developed into a main street running off the north end of the High Street and parallel to it down to east quay at Carters Pottery. The street was densely populated with corner shops and pubs and narrow lanes lined with terrace housing running east and west. The names of some older terraces such as Percy Gardens have been adopted for the modern terraces. The street had one of the highest densities in the town. Industries defined the edge of the area with the pottery and gasworks on the quayside, foundry to the east and ropeworks to the north. The ladies walking field to the north-west provided important green lungs for the area residents.

3.4.2 Historic Development of Current Townscape Character

All the historic sites recorded as fronting Lagland Street by the RCHM were demolished in the housing projects of the 1960s though some buildings that were an important part of the community remain. The Grade II* listed 1777 Congregational Chapel on Skinner Street, the Cockleshell Pub and the 18th century Friends Meeting Hall on Prosperous Street have all survived. The latter site has been extensively altered though it retains historic value. Both the chapel and Meeting Hall had burial grounds which are now unmarked.

Old Orchard was re-constructed as the new east west access from West Street down to the quay in the 1960's. The quay end of Lagland Street was re-oriented around a new block of flats called Drake Court. No redevelopments have come forward in recent times to address the street to any degree. Car parks and the backs of buildings do not present a positive image of the area. Positive frontages on the west side of Lagland are now rare, with the exception of No.54 Lagland Street, the Foundry pub to the north and the Old Town Community Centre (former Friends Meeting Hall) on Prosperous Street.

3.4.3 Architectural and Historic Interest

Generally, Lagland Street has the character of a service lane and transport corridor, especially at commuting times when traffic increases. Parked cars are the dominant feature of the street on the gap sites leftover from the 1960s clearances. The North Street and Skinner Street areas retain buildings that contribute to the streetscape. The 1960s housing sits back from the building line and does not address the street. Views are of the rooflines and backs of buildings on the High Street.

The small pocket of buildings at the northern end of Lagland Street and adjacent to the High Street CA have a significant and positive impact on the streetscape and setting of the High Street CA, though they have no current protection. The Foundry Pub at No 58 Lagland Street is the only building surviving from the late Victorian Foundry days when it was a foundry workers pub. The public building at No 54 Lagland Street, was built as a post-war Employment Exchange, up to the pavement edge and has a simple symmetrical elevation and good proportions. Narrow lanes such as Globe and Westons Lane running from Lagland Street to the High Street, were once lined with buildings and shops, and are now being re-developed with housing.

The former Swan Inn is a positive locally listed, building on the quay end of what was Lagland Street and is now Old Orchard Street. It is indicative of the Victorian corner shops, inns and Georgian houses that once fronted Lagland Street. The Skinner Street Congregational Chapel also faces the south end of Lagland Street though it is separated from the street frontage by a car park. It remains a landmark building in the area. The adjacent Cockleshell Pub retains part of the side wall of the British Free School for boys, which was built in 1880 and demolished in the 1980s. The former 19th century Royal Oak and Gas Tavern is another landmark at the corner of East Street and Skinner Street, though it is now vacant.

3.4.4 Urban Form: Lagland

Urban Grain, Structure and Landscape

- Open grain with irregular plot sizes on corner plots of 1960s tower blocks with tighter more regular plot sizes and frontages where there is terraced housing and older houses left from the pre-war era in the south end of the area around Drake Court.
- No significant hard or soft landscaped areas though there are communal greenspaces between the 1960s terraces and tower blocks

Architectural Styles and Materials

- Four modern 1960s Z-shaped tower blocks and terraces in simple rectangular plan forms with light coloured brick and rendered elevations
- Some plain fronted red brick Victorian terraces survive on Drake Street and flank the 3 storey modern infill block of council flats on Skinner Street
- One of the finest 18th century non-conformist chapels in England survives with its symmetrical, wide gable front, English bond brickwork, hung slate tiles and Tuscan portico on Skinner Street.
- Victorian pubs front Lagland Street and East Street with some good exterior features

Density, Uses, Height and Mass

- High density tower blocks on East and Skinner Streets and 1960s terraces though low density elsewhere
- 11 storey tower blocks dominate the centre of this area and the quay end of Lagland Street
- Primarily residential uses with meeting hall, church and pubs near the south end of the area closer to the quay

Conditions

- Generally good though the Skinner Street church is in need of repair;
- The former Royal Oak tavern is also in need of restoration

Roads and Pedestrian Lanes

- Good pedestrian access through the housing areas to the High Street and quayside
- Lagland Street, Green Road, East and Skinner Streets provide vehicular access

Setting and Relationship to the Town

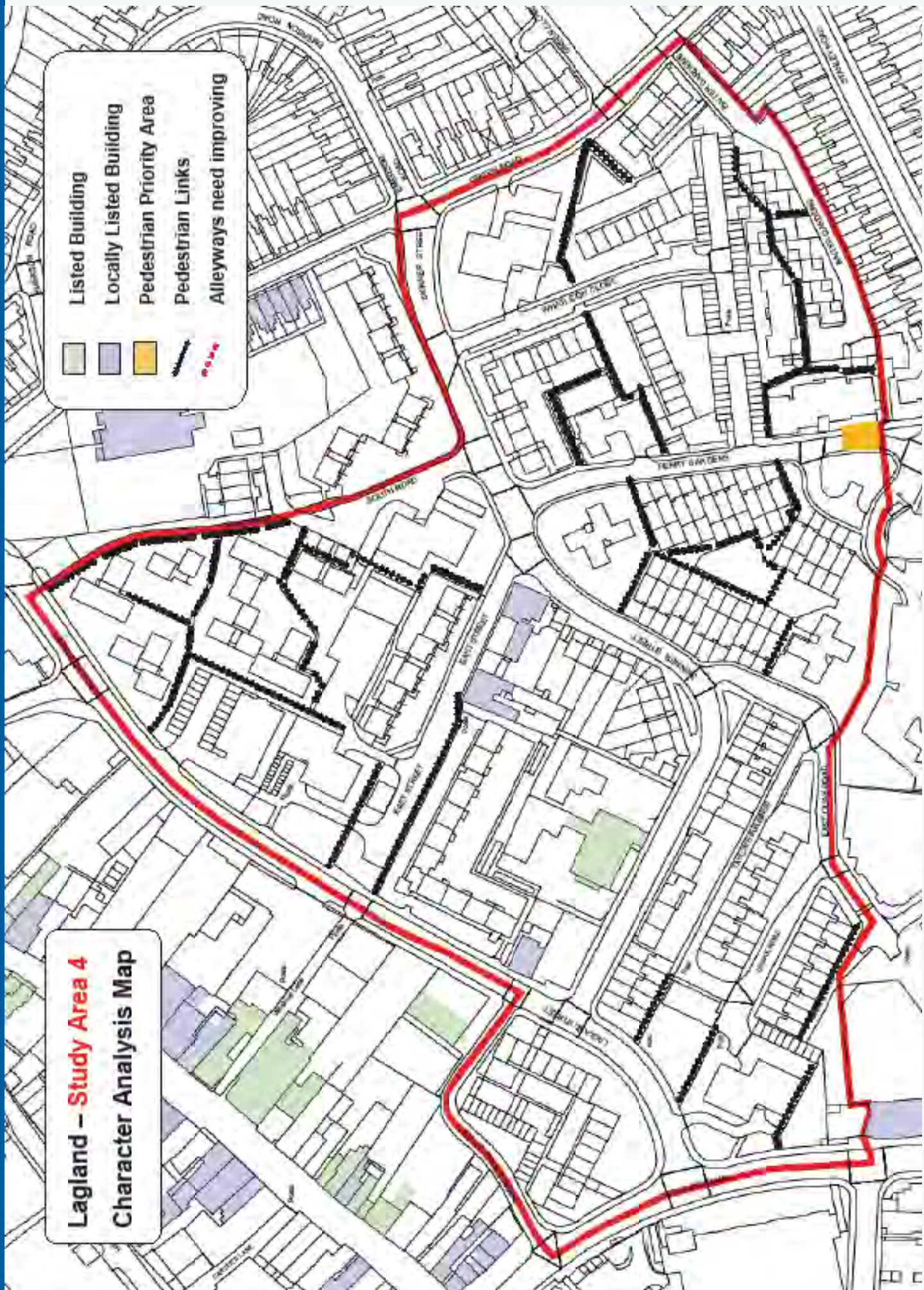
- The grain, form and design of the buildings and landscaping does not respond to the heights, finer grain, scale and other elements of the historic core
- Views of the quay may be offered within the tower blocks though they are cut off at ground levels from garage blocks and the arrangement of building clusters



Lagland Street, view of the northern end, framed by the terrace on Green Road

Lagland – Study Area 4
Character Analysis Map

- Listed Building
- Locally Listed Building
- Pedestrian Priority Area
- Pedestrian Links
- Alleyways need improving



3.4.5 Townscape Analysis: Lagland

This area has a large resident population though it was redeveloped in the post war era with no reference to the historic character of the High Street, the Quay or the surrounding Victorian suburbs. Remnant historic streetscapes have been broken up with infill developments that are out of character. Historic buildings are isolated. The area has good access to the quay, shops and public transport.

Strengths

- Some harbour views from higher level floors in tower blocks
- Some historic buildings contribute to the streetscape character of lower Lagland Street and provide orientation and reminders of the past in an area extensively redeveloped
- Good pedestrian access to waterfront, shops and public transport

Weaknesses

- Unprotected historic properties housing community facilities are outside the Conservation Area
- Lagland Street (west side) has weak frontages and no streetscape character
- Landscaping around historic landmarks should be improved.
- Skinner Street Congregational Chapel needs a more intensive use strategy to fund quality repairs and maintenance
- Traffic intensity at commuting time needs calming
- Post-war buildings have poor relationship with grain and fabric of surrounding historic streets
- Garage courts are underused and block views of the harbour
- Uncertain future for East Quay developments
- Some residential properties are overshadowed by Dolphin Quays

Opportunities

- Gap sites can be infilled with mixed use/ appropriate buildings to restore active frontages as proposed in the Poole Core Strategy
- Masterplan for Town Centre will include design briefs for Lagland Street
- Vehicular and highway dominance

Threats

- Under-use of and condition of vacant historic buildings
- Fear of crime



Weak frontages on Lagland Street



Views from Old Town School to the High Street

3.5. Old Town School Study Area:

3.5.1 Overview

The oval shaped area encircled by Globe Lane, Newfoundland Drive and Emerson Road forms the southern part of historic Pitwines. Pitwines was defined on its northern edge by the trench which ran alongside the medieval stone towngate (1634 Pyt Map). The trench is roughly in the location of the current railway line running alongside the northern edge of the Sainsbury's property. The northern part of the site was an 18th ropewalk marked in the 1774 map along South Road. The ropewalk buildings were near the Arts Centre. Today, the area is primarily in residential use focussed on the Old Town School on Green Road. The area has a low rise scale with a mixture of housing types and some good late Victorian terraces (see **Map- Old Town School Area**).

3.5.2 Historic Development of Current Townscape Character

The triangular South Road School site at the north end of Lagland Street and former foundry site forms the central focus of this area. The Lewes Iron and Brass Factory was one of the most extensive buildings in the late 19th town, stretching 700 feet down Green Lane and a similar distance down South Lane. The foundry created employment after the fisheries declined in the 1870s and met the 19th century demand for steam-driven agricultural machinery. After fire destroyed much of the plant, tools and machines under production, the plant carried on until its closure in 1900, when it was taken over by the Butlers Brush Factory and suffered another fire in 1955. By 1912 the South Road School had been built on the rear of the foundry site where it remains in use, today as part of a larger, recently extended, school complex. The old foundry buildings were purchased by the Corporation in 1960 and used to extend the schoolyard.

The historic Old Town School is no longer visible from Lagland Street as a new school was recently built on the foundry site facing Lagland Street in a contemporary style. A late Victorian terrace fronting Green Road, called Fairlight Terrace, pre-dating the school, shares the east side of the Old Town School plot (1887 OS Map). The Emerson Road/ Newfoundland Road estate was developed later around 1900 by William Carter and named for his son. It is made up of renovated Edwardian semi-detached houses and detached houses.

3.5.3 Architectural and Historical Interest

There is a consistency of scale, massing and rhythm throughout the terraced housing fronting Emerson Road and Green Road. The regularly spaced frontages give cohesiveness to the whole area that was originally overshadowed by the gasworks that stood to the north and the east. The Fairlight Terrace is a good example of late Victorian housing.

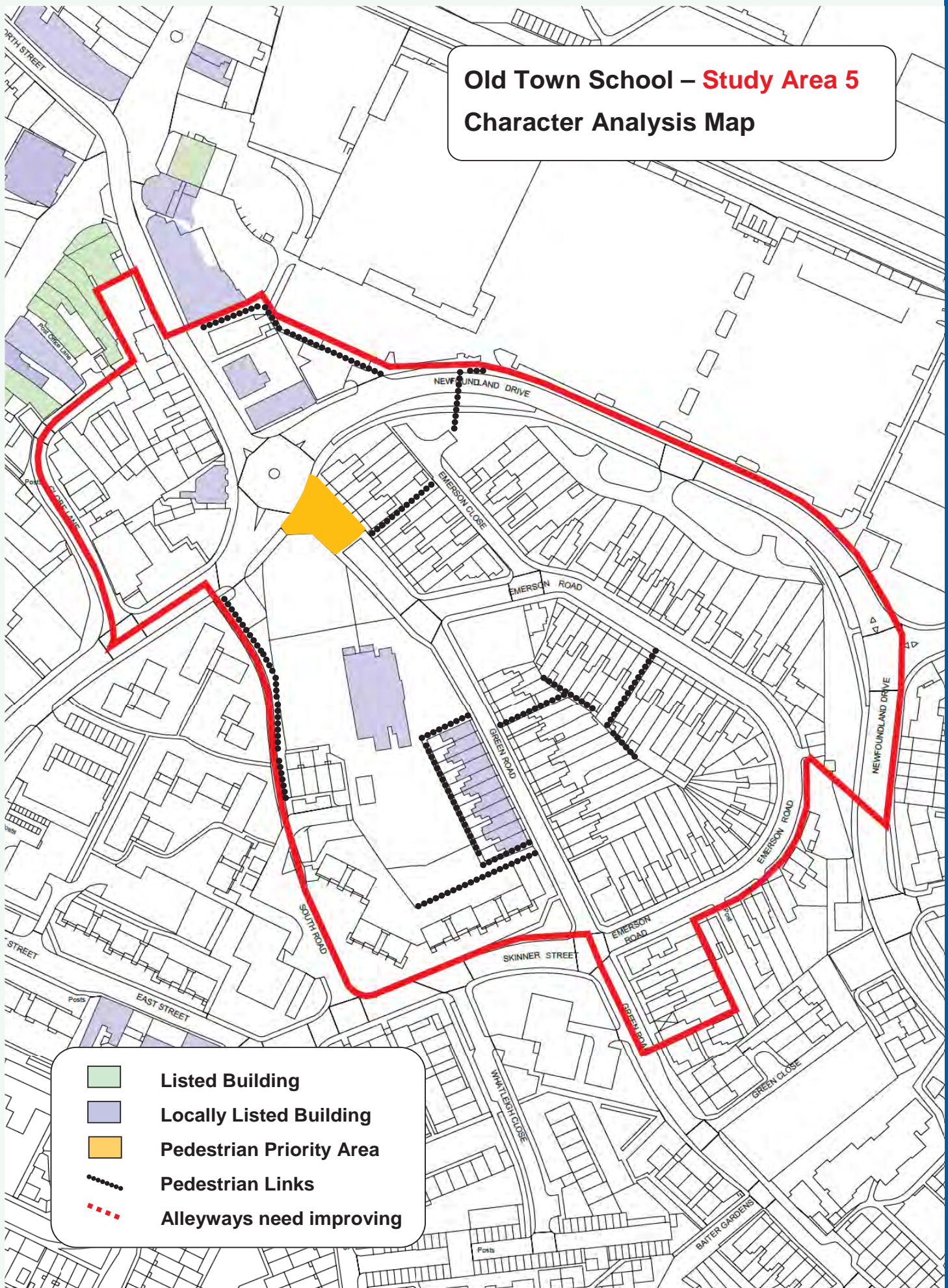
The Locally Listed Old Town School is an important landmark, formerly at the top of Lagland Street. The setting of the Old Town School has been altered with the construction of the linked school extension now a focal building on the corner plot when viewed from Lagland Street.



Green Road with the gasworks to the north

While the northern end of Green Road has been closed where it meets Lagland Street, it relates to the group of buildings fronting North Street, near the roundabout and the approach to the High Street. The Foundry Pub, Evangelical Church and Citizen Advice Bureau are all key community buildings of local historic and architectural value. This group preserves the setting of the High Street by virtue of their low scale, materials and orientation.

Old Town School – Study Area 5 Character Analysis Map



3.5.4 Urban Form: Old Town School

Urban Grain, Structure and Landscape

- Tight, compact grain of Victorian terraces and Edwardian suburban estate;
- More irregular open plot sizes plots on Skinner and South Road 1960s housing estate
- Newfoundland Drive has been planted to screen Sainsburys Car Park
- Primarily low density, two storey residences centred on a school
- Low boundary walls and gate piers enclose small forecourts in front of most properties

Architectural Style and Materials

- Late Victorian and Edwardian terraces, of two storeys with fewer alterations on Green Road of plain red brick or cream brick with red bricks used for string courses and window surrounds; some have projecting bays and arched door openings; wide chimneys on party walls create a distinct rhythm; some original windows have survived with two over two timber sliding sashes with horns
- Emerson Road has more varied styles, deeper bay windows with decorative barge boards and more extensive alterations; larger, detached houses back onto Newfoundland Drive (some are double fronted) have bigger plots

Density, Uses, Height and Mass

- Primarily low rise and low density, residential use focused on the school with densities increasing on South Road which is fronted with 1960s flats within terraced housing

Condition

- Some detached housing on Emerson Road have poor quality renders, inappropriate porches, windows, doors and boundary treatments

Roads

- Green Road is closed to traffic at the north-west though it remains the main access for the area from the south
- North Street and Lagland Street meet at Newfoundland Drive roundabout which is intrusive, out of scale and dominates the streetscape in this gateway location

Setting and Relationship to the Town

- The low rise character of the area offers a positive, open aspect and human scale that preserves the setting of the High Street CA and Quay CA and acts as a gateway from the High Street through to the newer housing around Green Gardens and Stanley Road nearer the quay.
- The setting of this estate is constrained by the Sainsbury car park and roads that surround it
- It provides good quality housing with positive townscape character near the Town Centre
- The 11 storey tower block on East Street dominate views around the area



Highway dominance, junction of North Street and Lagland Street

3.5.5 Townscape Analysis: Old Town School

(see Character Analysis Map: Study Area 5)

The Old Town school area has a good Edwardian school at its centre, with historic terraces and suburban housing of good overall townscape value.

Strengths

- Gateway location to east side of the peninsula
- Landscaping lining Newfoundland Drive and Sainsburys Car Park softens hard edges
- Older housing with overall townscape character
- School provides focal point for community

Weaknesses

- Historic character of houses has been eroded by extensive renovations, including poorly designed window replacements, brick-painting, alterations to roofing materials and boundary walls
- Weak, unattractive backs of properties and boarded fencing front some streets
- Roundabout is inappropriate for this location
- Pressure for parking is detrimental to the street scene

Opportunities

- Some alterations to historic buildings can be reversed
- Roundabout improvement/reduction would be beneficial at North Street

Threats

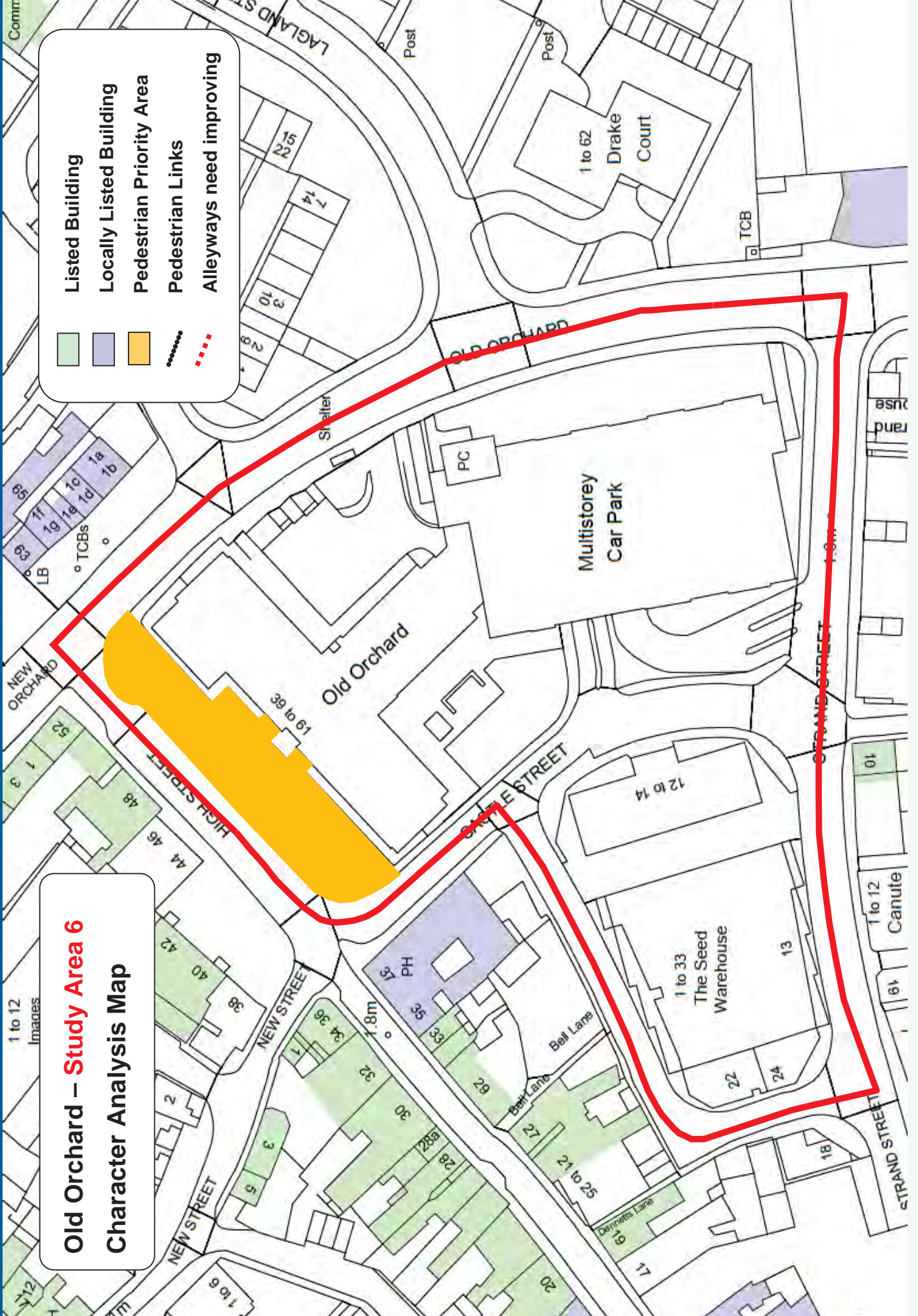
- Traffic on Lagland Street at commuter times



Old Town School provides the focal point for the neighbourhood

Old Orchard – Study Area 6
Character Analysis Map

- Listed Building
- Locally Listed Building
- Pedestrian Priority Area
- Pedestrian Links
- Alleyways need improving



3.6 Old Orchard Study Area

3.6.1 Overview (see Map-Old Orchard)

In the 1970s the area south of Old Orchard to Lagland Street, along Strand Street, and including Castle Street to Dennets Lane was largely cleared of historic buildings and re-developed as an office precinct. The Y-shaped area forms a wedge between the High Street and Quay Conservation Areas. The frontage on the High Street was developed for the tallest building in Poole at Orchard Plaza where a multi-storey car park, office block and Seed Office was built. Castle Street was extended as a pedestrian lane running down to the quay. The Quay Visitors multi-storey car park entrance occupies the site very near the 16th century County Courts. The car parks' entrance ramps make a visible impact at the corner of Strand and Castle Streets. A listed c.1800 merchants house remains standing at the corner of Strand and Castle Street as a reminder of the scale and pre-1960s character of the area.



No. 10 Strand Street is indicative of the past appearance of Fish Street

3.6.2 Historic Development of Current Townscape Character

The study area of Old Orchard was historically part of the administrative historic core of the Old Town from the 16th to the 19th century when it was centred on Fish Street. Fish Street appears on historic maps and was always known as such until it was renamed Castle Street, for no apparent reason around 1920. Fish Street ran from the corn market on High Street down Strand Street to Pluddie's Lane to the Quay. Local history dictates that Pluddies Lane or Bloody Street was named to mark the site where Poole men fought the Spanish and French invaders to avenge the exploits of Poole's pirate, Harry Paye. The 16th century County Court occupied the east side of the street. A Town Hall and Prison was built in the middle of the street by 1569 and was demolished when the Guildhall was built in the 18th century. The prison is well known for housing Charles Wesley for his evangelical preaching against the Church of England. The street also had a medieval hostelry called the Rising Sun.

The RCHM recorded the streetscape and buildings in the 1950s. Part of the area, at the corner of Castle Street and the High Street, was the largest urban excavation site in Poole in 1973 and 1975 and resulted in finds of a large quantity of medieval pottery and building features implying that Castle Street and the High Street were settled by the 13/14th centuries. The area was cleared for office developments and is dominated by Orchard Plaza. Orchard Plaza was recently converted from offices to flats and



Highway dominance on Strand Street

ground floor retail uses. The external elevations were markedly improved by re-cladding. The Corn Market on the Lower High Street frontage was re-landscaped as a shared space with reduced traffic and signage clutter. Paving lights were inserted to indicate where historic property boundaries once were. Pollarded trees give the frontage an important human scale.

3.6.3 Architectural and Historical Significance

All buildings were developed in the 1960's renewal period when demand for an office precinct was driven by post-war redevelopment. The streetscape is dominated by Orchard Plaza and the Quay visitors multi-storey car park. Views down to the quay through the buildings lining Castle Street are key to orienting pedestrians. Views over the back plots to the rear and roofscapes of historic Lower High Street buildings are also important for orientation.

3.6.4 Urban Form: Old Orchard

Urban Grain, Structure and Landscape

- Big plots, open grain and wide frontages on irregular plots with peripheral planting
- Old Corn Market at frontage of the Orchard Plaza on the High Street has formal lines of mature street trees, seating and wider pavements to encourage a relaxed approach to the Lower High Street

Architectural Style and Materials

- Modern metal and concrete cladding on Old Orchard Plaza and Multi-storey car park
- Warehouse style with brick elevations are used in the two office buildings and the Strand Street frontages

Density, Uses, Height and Mass

- Orchard Plaza has been among the tallest buildings in the peninsula until the more recent construction of the Asda tower on West Quay Road (the link between the plaza and multi-storey car park is 12 stories and creates a building with a large mass and high density)
- Originally in office use Orchard Plaza is now in mixed use with flats and ground floor shops and offices
- Adjacent buildings are in office use, are of lower heights and scale at 3 storeys

Condition and Roads

- Conditions are good
- Strand Street and Castle Street are main roads though they are not through roads due to blockages on the quay

Setting, Views and Relationship to the Town

- Orchard Plaza has become a landmark in the Lower Town due to its scale and high visibility though it's setting stands in sharp contrast to its form as it is wedged between the traditional character of the Town Quay, High Street and Old Town Conservation Areas
- Orchard Plaza's relationship to the High Street has improved considerably due to recent renovations and hard landscaping
- Glimpsed views of the quay and quayside setting give this area a high status

3.6.5 Townscape Analysis: Old Orchard

(see Character Analysis Map: Study Area 6)

Castle Street is the focus for the Old Orchard area though the street was formerly known as Fish Street. It was the administrative centre of the town centre though there is no reference to its past now with the exception of the passage of Castle Street from Strand Street through to the Quayside. It is a prime office and residential location and provides quay parking

Strengths

- Central office location near the quayside
- Views of harbour from upper floors

Weaknesses

- No active frontages on ground floors facing Castle and Strand Streets and New Orchard
- Quay Visitors car park has mass and scale out of context with surrounding historic environment
- The area has a utilitarian, canyon like character with Orchard Plaza and the multi-storey car park towering over a small area
- There is no physical indication that this was a high status, central hub of the Borough for three centuries
- Highway dominance on Strand Street around the multi-storey car park

Opportunities

- Multi-storey car park may be altered/ redeveloped
- Reveal the rich history of the area in new developments, particularly in public realm

Threats

- Future demand for office space



New landscaping has rejuvenated the forecourt of Orchard Plaza

3.7 Towngate/Hunger Hill Study Area

3.7.1 Overview (see Map- Town Gate Area)

The towngate area was developed from the 15th century when a license for a defensive wall came with the 1433 grant from King Henry VI, which secured it as Dorset's Port of Staple and one of only six towns in England to which such permissions were given. A drawing of the castellated Towngate appears at the land bridge to the peninsula where it joins the mainland, on the first map of the town (probably 1617-1625). A section of the ditch dug alongside the gate, across the entrance to peninsula, was found in the 1976 excavation of the Station Hotel site. A massive stone structure was identified during the construction of the Towngate Bridge in 1970/71 when the engineers uncovered a stone boundary marker and other stone debris. A number of other historic buildings were cleared for the construction of the roundabout, including the Garland almshouses of 1812 construction and the railway station.

3.7.2 Historic Development of Current Townscape Character

The area was built up in the late 18th century after the construction of the Peter Thompson House, in 1746, made the area more attractive for higher status buildings. The Peter Thompson house had a large shrubbery within its grounds that stretched across Market Street to the shore of Holes Bay. Another important open space that remained remarkably undeveloped was the mortuary site due to its ownership by the Fraternity of St George which was sequestered by Henry VIII. The area first appears as a burial site on the 1822 map. When the St James Churchyard became full of burials the burgesses bought the land under the 1843 Burial Act and presented it to the Church. By 1950 the Rector of Poole asked the Council to take over the Burial Ground under the Disused Burial Ground Act. When the Council agreed to use the land as open space, the tombstone inscriptions were recorded and the stones were moved to the perimeter boundary wall and the land was levelled. Many well known townspeople are buried in the graveyard.

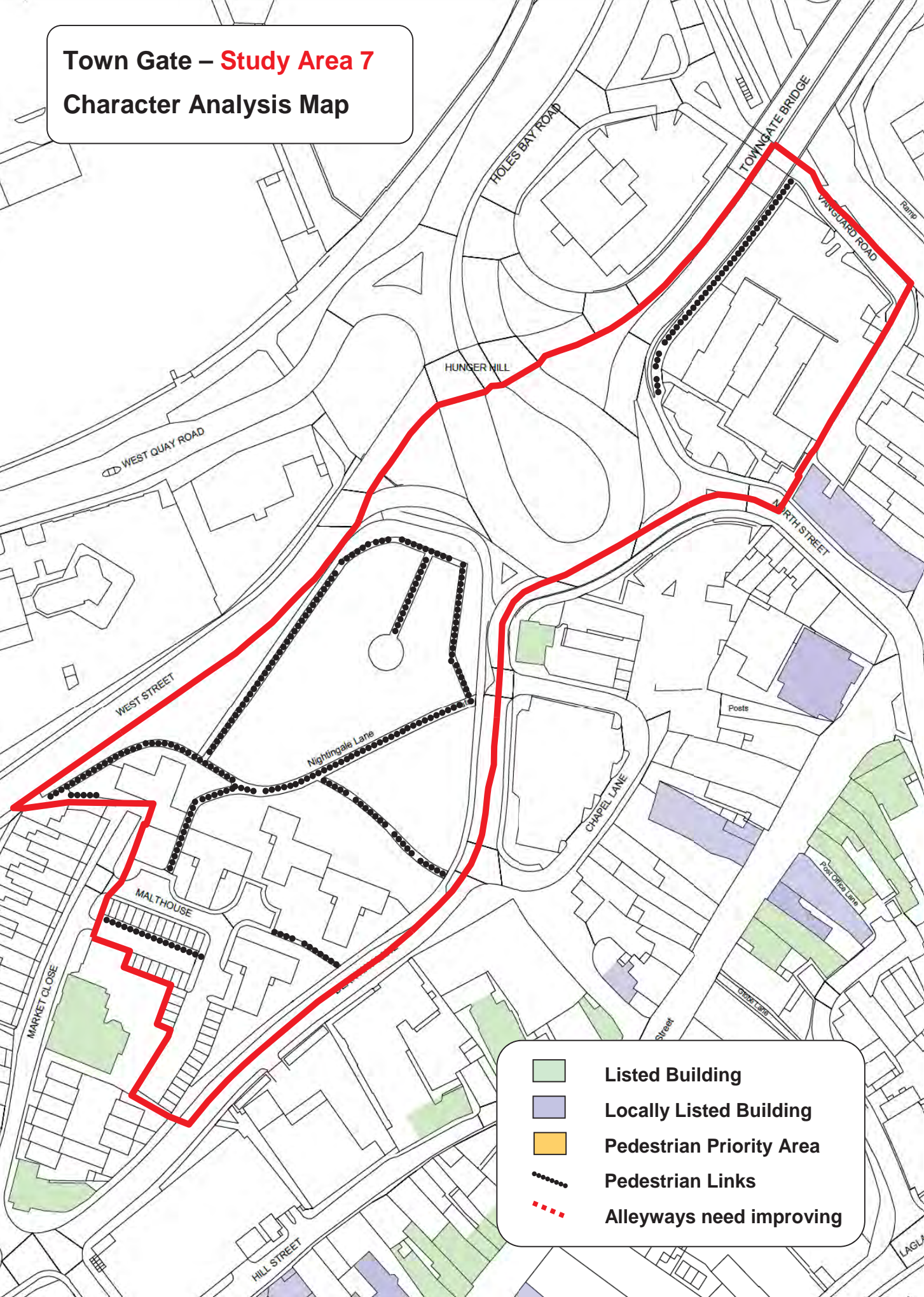
The construction of the London and South Western Railway line in the 1870's and the opening of the station in 1872 spurred the development of hotels and industry, such as the timber trade, malthouses and breweries. The lands north of Peter Thompson House were, by 1818, being used for malthouses for the Towngate and later the Poole Brewery on Dear Hay Lane until the 1950s, when the malthouses were demolished for flats.

After the demolition of most of the buildings fronting Towngate Street and the construction of the Towngate bridge and shopping centre, the area was transformed from the Victorian railway station gateway of the town into a roundabout for vehicles entering the area from Holes Bay or West Quay Road. Trains entering and embarking from the new station at Sterte could be accessed off Wimborne Road by car and less easily by pedestrians, through the shopping centre.

3.7.3 Architectural and Historical Significance

The location of the towngate and the most important medieval defensive structure in the town marked the gateway into the town where Towngate Bridge is located. Hunger Hill green and former burial ground is a key green space reduced from its original size. The Rising Sun Public House is a Grade II listed building and only surviving historic building on the western boundary of the High Street CA. The area forms an important part of the setting of the High Street Conservation Area.

Town Gate – Study Area 7 Character Analysis Map



3.7.4 Urban Form: Towngate

Urban Grain, Structure and Landscape

- Area has an open grain with large plots with the focal plot planted out with mature trees and shrubs as an informal urban park (on a burial ground)
- The green open space and plantings on roadsides softens the traffic impacts and screen car parks, maintaining the open character of the area and views over to the backs of buildings in the High Street Conservation Area
- Roundabout dominates the use of the area as the main entrance to the town from the west via the A350, High Street and Town Centre North over Towngate Bridge

Architectural Styles and Materials

- Modern, T-shaped 1960s block of flats at the rear of the burial ground with more recent office blocks flanking the entrance to Towngate Bridge (Merchants House and Winchester Place). Merchants House has been designed in a warehouse style
- Red bricks have been used throughout the area to complement buildings in the nearby Conservation Area

Density, Use, Heights and Mass

- Office, residential, and public open space uses in an area where heights and densities remain relatively low; tall buildings at Asda and Aqua properties dominate the setting of the area to est

Condition and Roads

- Buildings, open spaces, roundabout and the highway are generally well maintained

Setting, Views and Relationship to the Town

- The character of the setting varies widely; on entering the area from the west on the A350 where the recent and fairly massive Aqua development lines the shore of Holes Bay sitting alongside the new Asda tower and retail complex
- The setting to the east and south is characterised by the low scale, traditional character of the High Street and Old Town Conservation Areas
- The area functions as an important gateway to West Quay, the bridges to Hamworthy and Town Centre North
- Towngate Bridge dominates the area



View looking toward High Street from Hunger Hill

3.7.5 Townscape Analysis: Town Gate (see Character Analysis Map: Study Area 7)

The Towngate/Hunger Hill area remains a key gateway into the town from Holes Bay Road. It is dominated by traffic though key landmarks remain at the former burial ground, the Rising Sun Inn and views into the High Street Conservation Area.

Strengths

- Rising Sun Public House was, formerly part of a housing terrace and the Brewer Arms is a key late 18th century landmark on Chapel Lane
- Views of the High St Conservation Area and landmark buildings such as the Methodist Church
- Former burial ground is a key landmark and green, open space with mature trees
- The Towngate boundary marker and plaque, embedded in the Towngate Bridge is an important reminder of the medieval archaeology of the town

Weaknesses

- The Hunger Hill burial ground site is outside the Old Town CA boundary
- Significance of the burial sites have been reduced due to the clearance of the plots and movement of the gravestones- some of which are now heavily weathered.
- Large advertising panels displayed on historic buildings on North Street facing the Conservation Area should be controlled where they detract from this key gateway to the High Street.
- Hunger Hill roundabout traffic levels and speeds have a negative impact on pedestrians and the gateway area
- The Towngate boundary marker should be relocated to a more appropriate and high profile site where the medieval towngate can be interpreted as a key landmark within the Hunger Hill area
- On arrival at Hunger Hill from Hole's Bay there is no clear distinguishing local identity aside from views of the High Street

Opportunities

- Record and commemorate history of burial ground and medieval towngate site
- Potential improvements to Dear Hay Lane car parks could enhance this area
- Redevelop surface car parks when feasible

Threats

- Increasing traffic and further gyratory improvements
- Pedestrian safety



Important view of the High Street from Hunger Hill

3.8 Lower West Street Study Area

3.8.1 Overview (see Map- Lower West Street Area)

A road framing the west shore of the peninsula running from the quay to Towngate street in the north appears on the early 16th century Bankes map in the approximate location of West Street today. The 1624 map shows the street running parallel to the edge of Longfleet Bay to the north-west to West Butts spur (roughly where the RNLI waterfront building is today) through Hunger Hill to Towngate. The west side of the street was partly developed by the 17th century and by the 18th ran north from Thames Street along the west side of St James Church up to West Butts Street. The names of the cross streets that were in evidence by 1888 linked the street with the topography of the bay to the west- including Barbers Piles, Bay Hog Lane, Fowlers Lane and West Butt Street.

Rogers Almshouses were built by 1604 and remained a landmark at what is now New Orchard and West Street until 1971 when they were demolished for the road widening. Field excavations at this corner revealed the edge of the medieval area of the “island” of Poole and the remains of a chapel that may have been associated with the almshouses.

By the mid 18th century higher status buildings were constructed at the south end of the street opposite the church (West End House), and at Bay Hog Lane where a merchants house (Jollife House) was built. Both sides of the street were well developed with small terraced housing built alongside some of the lanes leading to Holes Bay. The Baptist Meetinghouse and its burial grounds at West Butts was also an historic landmark. The burial ground was archaeologically excavated prior to the RNLI development. A workhouse was situated south of Rogers Almshouses. Very few of these RCHM recorded 18th and 19th century houses have survived.

3.8.2 Historic Development of Current Townscape Character

By 1822 long, linear quay-side plots were laid out to the mudflats on the bay and a western port was laid out at West Butts. Waterfront lands became more valuable while plans for the first bridge to Hamworthy quay at the south end of West Quay Road were well underway. With the construction of the first timber toll bridge to Hamworthy in 1834 and its replacement in iron in 1885, West Street became a less desirable housing location and more commercial. The Dorset Iron Foundry on the west side of West Quay Road was built in the early 19th century and extended to the south-east in the 1850s when a gabled wing was added facing the street with a wide, central round-headed window with cast iron frame flanked by smaller round-headed windows.

By 1902 lands for West Quay had been reclaimed and the area had become more commercialised with several timber yards fronting the quay. The goods railway to the Quay which ran down West Quay

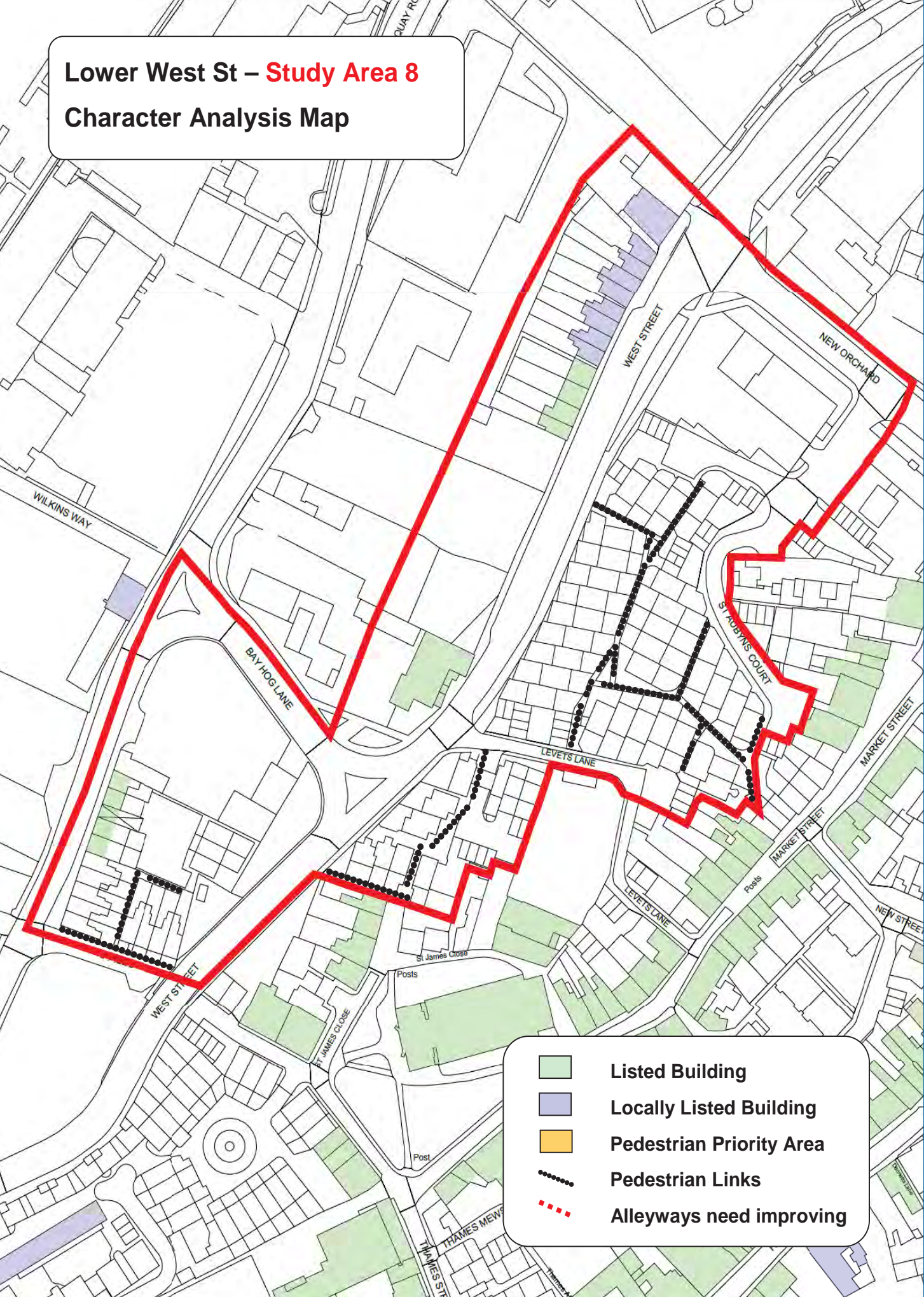
Road created noise, and other industrial uses reduced the residential amenities of the area. By the 1960s plans to widen and re-align King Street to form New Orchard led to the demolition of the historic buildings on the east side of West Street down to the rectory north of the St James Close. The west side of the street was also demolished south of Jollife House as West Street was re-aligned to the north and extended down to the Bridge Approach.

The RCHM recorded the complete streetscape of West Street between Bay Hog Lane and Barbers Piles which gives the impression of an elegant Georgian street flanked at either end by Jollife House



*Jollife House, Grade II Listed,
West Street/Bay Hog Lane*

Lower West St – Study Area 8 Character Analysis Map



and West End House. It is fortunate that these two large merchants houses survive. Jolliffe House or Eagle House, is a key, nationally listed, landmark on West Street. Jolliffe house was built c.1730 as the mansion house of William Jolliffe for his son, Peter, who reclaimed a mudland area from his back garden and built a wharf and coal yard there. In the early 19th century the west corner was demolished and rebuilt on a grander scale at the same time as two wings were added. The corner wing was demolished for the widening of Bay Hog Lane.

The Queen Mary public house is another important survivor along West Street where it faces the T-junction at Old Orchard. The pub is the only remaining one in the West/West Quay Road area and has locally made Carter tiles incorporated into its front elevation. The adjacent, late Victorian (locally listed) terraced housing is typical of other period houses that built up West Street and West Quay Streets, now demolished. Further south is the nationally listed Balston terrace. Nos. 1 and 3 were built as a single, late 18th century house, now much altered. These surviving houses are important representatives of the majority of Georgian houses on West Street that are now gone.

There is another group of important surviving buildings facing West Quay Road. Nos.10-13 were recorded as a 19th century warehouse by the RCHM of 2 storeys with serrated brick eaves, cornice and two ranges of segmentally headed windows. The warehouse was nationally listed and has been converted to housing units. North of the warehouse rear plot there was an early c.16th cottage fronting Bay Hog Lane. Barbers Piles had c.17th and late c.18th houses that were demolished for the re-alignment of West Street. No.13 West Street was an important Georgian house known as Poplar House which was partially demolished for the re-alignment of the street though its name is retained in the new townhouse complex of Poplar Close.

3.8.3 Architectural and Historic Significance

Lower West Street is an important transition/buffer zone between the Old Town and Quay CAs and the new office and commercial developments that occupy the lands to the west and north. The southern end of West Street from New Orchard to Barbers Piles contains the only remaining historic streetscapes left on West Street. The historic buildings are fragmented with gaps and new infill developments between Balston terrace and Jolliffe House. As such the buildings with townscape value are all important landmarks contributing positively to the character of the street. They also serve to mark the western edge of the historic environment in this part of the peninsula forming the important setting to the Old Town Conservation Area.

Jolliffe House is a key Grade II listed building and landmark facing West Street at its junction with Bay Hog Lane. It is one of the large merchants houses that reflect the early Georgian period of the town. The L-shaped cluster of terraced houses and converted warehouse at West Quay Road and Barbers Piles also make an important contribution to the character of the streetscape. While the individual houses are not distinctive they provide a scale and cohesiveness to the whole of the wedge of land between Bay Hog Lane, West Street, West Quay Road and Barbers Piles that complements the churchyard close to the immediate east in the Old Town. The Arthur Bray warehouse complex on West Quay Road is the last surviving marine industrial complex in the area. It is a locally listed building standing within a regeneration area and formerly served as the Dorset Iron Foundry.



Lower West Quay Road from Barbers Piles



West Quay Mews Listed, converted warehouse

Lower West Street is a main gateway into and out of the Old Town CA where New Orchard provides an important east-west access across the peninsula ending at East Quay. The Queen Mary public house frames the view from New Orchard. Levet's Lane is also lined with old boundary walls of stone rubble and brick. The open triangle of green space south of Barbers Piles is an important archaeological site marking the area where early quays and the waterline occurred in the medieval period. It is an important breathing/amenity space for nearby residents and softens the impacts of traffic and modern buildings. The whole area would have been part of the medieval core of the town before the shoreline was reclaimed.

3.8.4 Urban Form: Lower West Street

Urban Grain, Structure and Landscape

- Robert Rogers House (New Orchard) marks the edge of medieval Poole where the almshouses of the same (donors) name once stood; West Street roughly marks the pre-reclamation shoreline (though it was re-aligned post WWII)
- Has a traditional fine grain overall, with the older Georgian and Victorian terraces built up to the edge of the paving with regular frontages and narrow plots widths
- More recent office buildings at the corner of New Orchard, West Street and beside Jolliffe House occupy large plots and are set back from the edge of the paving. Newer terraced housing on the east side of West Street off Levet's Lane are laid out in a stepped arrangement of plots to line up with the curve of West Street
- Gaps in the townscape adjacent to Balston Terrace and at Bay Hog Lane have not been addressed since 1960s clearances
- Landscaping around the newer, private terraced housing is well designed and densely planted with a network of pedestrian lanes connecting to older lanes in the Old Town
- Boundary walls on the east side of West Street, enclose the more recent housing development, creating a barrier from the road

Architectural Styles and Materials

- Victorian pub with local ceramic tile facings
- Good, listed late 18th century houses (Balston Terrace) with high quality English and Flemish bond (red) brickwork and Victorian terrace with gable stack chimneys
- Jolliffe House is one of the prominent 18th century merchant houses of early Georgian style of stucco over brick with stone dressings and one north wing surviving,

Condition and Roads

- Generally good though some terraced housing on Lower West Quay Road have inappropriate alterations
- Tarmac pavings renewed with new granite kerbs at West Quay approach to Twin Sails Bridge
- West Street and West Quay Road are busy at commuter times leaving the historic buildings and residents subject to the traffic impacts

Setting, Views and Relationship to the Town

- Lower West Street shares the border of the Old Town Conservation Area to the south-east and relates to the scale, grain (plot sizes) and building types found there
- The land to the west that fronts on Holes Bay has largely been cleared for new developments that will regenerate the land "between the bridges". A complex of industrial buildings with industrial archaeology survive from the 19th century Dorset Foundry. Views over these lands from Holes Bay are of St James Church and the skyline of the Old Town

- Twin Sails Bridge and the new Marston Road to the north is influencing development and road use and transforming the area into a gateway location into the Old Town, the Quay and Hamworthy
- Best views are generally out to Holes Bay

3.8.5 Townscape Analysis: Lower West Street (see Character Analysis Map: Study Area 8)

The Lower West Street area retains the scale and the fine grain of the Old Town and contributes to its setting in a substantial way. It consists of the gateway into New Orchard and has landmark listed and locally listed buildings and other buildings that contribute to townscape character.

Strengths

- This area forms the setting and provides scale, townscape definition and character to the western edge of the Old Town CA especially when viewed from Holes Bay and Hamworthy
- The Queen Mary public house is a key community asset at the gateway facing New Orchard and together with the terraced houses on West Street forms a key group of buildings and contributes positively to the townscape
- Important medieval buildings such as Rogers Almshouses, and early shoreline structures south of Barbers Piles, have been excavated and recorded along West Street (at New Orchard) where they fronted Bay Hog Lane and the area has a high archaeological potential
- The planted greenspace south of Barbers Piles is an important oasis in a densely built up area
- Important listed buildings such as Jollife House and Balston Terrace form the setting of the Old Town CA

Weaknesses

- Traffic impacts
- Unsympathetic office developments
- Gap sites

Opportunities

- Regeneration area development opposite the Lower West Street may bring investment and renewal to this area
- Gaps in townscape on West Street and Bay Hog Lane
- Gateway to Twin Sails Bridge and Old Town Conservation Area at New Orchard

Threats

- Increasing traffic on A350 - West Street can be a barrier for pedestrians and have other impacts
- Unkown development on regeneration area
- Market for office space is variable and property maintenance may be affected
- Further gyratory improvements

4 Summary of Findings

Historic Town Centre Environment

The report provides the first in depth appraisal and analysis of the character and appearance of the three town centre Conservation Areas. The following Summary of Special Interest is intended to highlight the special architectural and historic interest of the Conservation Areas. Factors that have contributed to, and developed the Special Interest, also need to be recognised for creating the unique set of circumstances that have made Poole's historic core distinct and worthy of conservation status.

The unique character and appearance of the historic town centre must be taken into account when making planning decisions within the Poole Local Development Framework. Other defining aspects of the town centre relate to its open green spaces, quayside, promenades, pedestrian lanes and the many historic associations and social values the community attributes to it. Valued man-made structures and features that have been identified and mapped as part of this project, together with levels of protection relating to them, are described in Section 4.5.

4.1 Key Historic Factors Shaping the Current Built Form

Key facts and events that have shaped the remaining historic areas of the peninsula and continue to be celebrated and associated with the area are as follows:

- Poole is located on Europe's largest natural harbour and the sea has influenced its character and its socio-economic history. The historic town centre occupies an alluvial peninsula at the head of Poole harbour and until the 18th century was virtually an island, separated from the heath by marsh lands and a tidal creek. As a result the topography is relatively flat and the shoreline areas have been reclaimed from the harbour.
- Two major stone structures running out from Cleavel Point and Green Island, have been dated to 250 BC as the oldest known port structures in North-West Europe.
- Nationally important marine finds, such as the Iron Age logboat and excavations at the lower Hamworthy end of the Roman Road have revealed significant Romano-British and Roman finds, such as the Pompeian style hourglass grain mill.
- Poole peninsula developed from the 13th century with the silting up of Wareham harbour and the building of the Great Quay.
- Poole had an important maritime status in the county of Dorset from 1433 when it became a Port of Staple and Head port for Dorset; the construction of the Town Cellars may be associated with the grant of this status. The medieval warehouse on Paradise Street, formerly known as the Woolhouse/King's House or Town Cellars, may be earlier than its official date of 1500.
- By the early 16th century a settlement core had developed with an embattled Towngate of stone to the north at the entrance to the town, a market and two fairs, the Guild of St George, the Great Quay for ships, various shops, eight cellars, a slaughter house, Market House in Pillory Street, office on the Quay and a prison next to the town cellars. Aside from the towngate no town defenses have been located.

- In 1569 Queen Elizabeth I made Poole one entire County Corporate in deed and name and altogether separate from the County of Dorset, naming it the “County of the Town of Poole”. After much debate on merging Poole and Bournemouth, Poole retained its independence (April 1, 1974).
- The earliest map of the peninsula of 1634 clearly shows the first plan of “Poolle Towne” complete with church, harbour, early landholders and the integral plots and links between Towngate, High Street and Lagland Streets.
- From the 17th century Poole became known for its fishing fleet, merchants and the trade links they established with Newfoundland’s Grand Banks and other new world fisheries. The cod fisheries brought most of the wealth to the town and financed the building of merchants houses, trading houses, outfitting and warehousing businesses, the Guildhall and other port buildings.
- China clay extraction for the ceramics industry began in the 19th century. The Carter pottery on East Quay grew from the late 19th century to become internationally known for its designs and quality until closure in 2007.
- In 1963 central government approved a Plan of Poole allowing for the wholesale clearance of terraces, houses, shops and industrial sites of the peninsula, mainly east of Lagland Street and north of the railway to create a new shopping area. Other areas were cleared for roads and multi-storey car parks. Some built heritage of Poole peninsula was protected and the historic buildings renewed within a “garden precinct” now known as the Old Town Conservation Area.
- In **1974 the Old Town was designated as the Borough’s first Conservation Area** and in 1975 won accolades for its progressive thinking on area conservation in European Architectural Heritage Year.
- In 1975 the **Charter of Queen Elizabeth II** (a second Royal Charter) conferred Borough status and retention of all historic titles and privileges on the district of Poole.
- In **1981 the Town Quay was designated as a Conservation Area** from the Hamworthy bridge to Green Road.
- In **1986 the High Street was designated a Conservation Area** from the railway crossing south to Old Orchard. A Town Scheme was introduced in partnership with English Heritage to grant aid works to historic buildings in the Old Town and historic quay areas.
- The demolition of the Power Generating Station in Lower Hamworthy in the mid 1990s restored historic views of the Purbeck hills and surrounding harbour, creating vacant land and a site for the new Twin Sails Bridge.



Poole Pottery, historic brand continues to attract tourists to the Quay

4.2 Summary of Special Interest

Since the designation of the Old Town, Quay and High Street Conservation Areas (1974, 1981 and 1986 respectively) these areas continue to have a special interest as defined by the physical evidence of past human activities visible in historic streets and lanes, plots, buildings, bridges, quaysides, and other structures. Townscapes with sympathetic infill developments, are set within a dynamic harbourside, opposite a working port, with views of the surrounding green ridges formed by the Corfe Hills and Poole harbour islands. The former Great Quay with its medieval stone buildings represents the heart of what was a thriving Elizabethan port with generations of townspeople benefitting from the international trade and infrastructure it created.

Whether on Market Street, the High Street, around St James' Close or on the quay there is a sense that the past is in evidence and has been shaped by many generations. The significance of the historic town centre was recognised early in the post-war years when the RCHM recorded many buildings for its landmark survey. The Poole Historical Trust also began documenting important epochs in the Borough's development and rich social life with its series of publications. The local history record, is one of the oldest in the country and together with art collections and other cultural material collected in the Poole Museum and is a rich repository of evidence for residents, educators and the public, generally, to appreciate and explore the past.

Despite the tall, post-war buildings, new development in gap sites and more minor alterations to elevations, roofs and boundaries, the old town south of the railway crossing retains its traditional character overall, with the characteristic elements of an historic port displayed by:

- The built heritage of Georgian merchants houses, Guildhall, the Great Quay harbour buildings and warehouses, waterfront pubs and sea walls, constructed from the wealth created by 18th and early 19th century port trade and industry.
- The town form with its Tudor and Georgian street pattern composed of long, major streets running from the former towngate and defences (now the railway) and the ropewalk of Pitwines, down to the quay, remains largely intact. The central High Street remains the historic spine of the town centre for pedestrians with its overall low scale and traditional shopfronts. Narrow pedestrian lanes and alleyways that date from the medieval period run off the long, main streets and the quay.
- Enclaves of distinct character indicated by narrow, small plots of medieval origin survive around St James' Church, Market and the lower High Street south of Orchard Plaza, creating a strong sense of the past, with views, sounds and smells of the quay enhancing the experience of being in these areas.
- From the 17th century deep plots with narrow frontages have faced the quay running back to Strand Street where the warehouses supporting the "front end" quayside businesses stood.
- The town's historical relationship with the sea is writ large in the exceptional landscape provided by the natural harbour. The flat topography of Poole peninsula exposes the townscape to views from many directions and views out to the Purbeck Hills AONB. The setting of the Conservation Areas forms part of the character and enriches the experience of residents and visitors alike, when using and approaching concentrations of historic streets, pedestrian lanes and the quayside, particularly by water. Peripheral areas at the Hunger Hill gateway, West Quay Road and East Quay, forms an important buffer between the old and transitional areas of the town.
- Some of the rich archaeological heritage of the town that began to be excavated from development sites in the 1970s remains buried in or below built structures, under undisturbed back plots and open spaces, left on the seabed, or under reclaimed shoreline properties. The Historic Environment Record and local museum hold information on these resources with the latter containing the best known examples of excavated artifacts.

4.3 Summary of Major Strengths and Weaknesses

4.3.1 Strengths

The key strengths of the three town centre Conservation Areas reflect the Borough's traditions and status as an historic port town with many faith groups, a strong sense of community and the buzz of activity associated with a working European port on an exceptional natural harbour on the English Channel.

- The harbour setting is a major strength, appreciated from the harbourside trail and promenade, which is accessible and major attraction of the town quay
- The survival of most of Market Street with the recently restored Guildhall gracing its head, containing the best small Georgian houses in the town
- The restoration of a significant group of stone medieval buildings on the Great Quay, including the Kings Cellar, Scaplens Court and the Georgian Harbour Masters office and Custom House, which are associated with the historic port
- Poole Museum/Local History Centre located within an ancient monument and listed building, with very good collections of material culture and exhibitions for residents and tourists to celebrate and learn about the town's past
- Large and small historic houses, quayside buildings, inns and taverns provide a livable historic environment and positive contribution to the townscape
- The Georgian parish church, Skinner Street United Reform Church, Baptist Church and Evangelical Chapel, represent a rich faith heritage and community very active today
- The street pattern, dating from the Elizabethan era south of the railway line, with its side lanes and passages maintains historical continuity. The street pattern provides permeable, accessible areas for pedestrians connecting directly to the High Street and the Quay
- There are a variety of strong neighbourhood groups with an interest in supporting community and maintaining the historic character and residential amenities of the area

4.3.2 Weaknesses

- Some developments have not complemented the historic setting of the peninsula, particularly the post-war renewal projects. The setting and use of the High Street Conservation Area is overshadowed by the housing blocks of the Lagland Street 1960s renewal areas
- No suitable replacement buildings for the west side of Lagland Street have come forward since its large scale demolition and it has been left with weak edges and frontages that don't knit the new development areas into the old town
- Multi-storey car parks also dating from the 1960s present dead frontages to the Conservation Areas, particularly on New Orchard, Castle and Hill Streets, and Dear Hay Lane
- The Dolphin Shopping precinct that replaced the traditional upper High Street has absorbed all the high end shops leaving the central High Street commercially less varied and attractive
- The elevations of the Dolphin Centre and some shopfronts facing Falkland Square and the railway crossing need renewing where they affect the setting of the High Street CA.
- Transitional, former industrial lands at East Quay, east of Old Orchard, and around West Quay and the railway goods yard have been left undeveloped and are overgrown
- The Hunger Hill and Kingland Road gateways into the town are not welcoming and form barriers to pedestrian movement
- Pavings on the pedestrianised High Street and tarmac on Market Street, from Levetts Lane, is worn and patchy
- Lack of variety in tourist facilities on the quayside

4.3.3 Opportunities

- Understanding and consolidating what is of historic value in the town will assist in recognising and protecting what is of value
- The Poole Bridge Regeneration Initiative SPG (2002-2004) demonstrated that the town has development potential on centrally located sites that present an opportunity to build on the town's outstanding marine heritage and setting
- Positive historic buildings and features (shown on Heritage Map 3) can be improved
- Managing minor issues and problems that detract from the Conservation Areas, such as clutter in the public realm and poor shop frontages, in a coordinated way, across all council services, can reap rewards as small gains can have a cumulative impact
- Gap sites can be developed sensitively to restore townscape consistency

4.3.4 Threats

- In 2008 High Street study commissioned by Poole Town Centre Management reported that the High Street gives visitors and residents the wrong impression, has too many low cost retail offerings, few connections to the Quay, barriers to movement, lack of a high quality public realm and a cluttered appearance.
- The 2010 Matrix Characterisation Study, commissioned by Planning and Regeneration Services, reported that the Borough's quality townscapes are potentially at risk because the Poole Core Strategy supports most intensification of development alongside them, in areas like the Town Centre. The study found that the Borough has been subject to a loss of identity in some areas with bland new developments failing to respond to local context and character. Local distinctiveness is being eroded incrementally and innovative change that reflects a sense of place is needed if the town is to remain a place of delight and quality to residents and visitors alike.
- A 2012 English Heritage survey of all 23 CAs in Poole found the High Street to be At Risk due to the condition of its building fabric and economic vulnerability.

4.3.5 Current Challenges

- High Street has vacant shops and under-used floorspace over shops
- Lack of family oriented tourism attractions, especially on the quayside
- Night time economy conflicts with residential amenities
- Traffic dominance, congestion and speeds at peak times with excessive signage and some over-engineered sections of the highway
- Inactive frontages on key streets
- Loss of architectural details and lowering of design standards for shopfronts and signage

4.4. Consultation Outcomes

Results of the consultation on the draft Parts 1 and 2 Town Centre Heritage reports were reported to the Environment Overview and Scrutiny Committee 26 April 2012. Committee agreed that the *Town Centre Heritage Background and History (Part 1)* and *Character Statement (Part 2)* supported the corporate objectives of revitalising Poole, strengthening communities and protecting and enhancing the built environment. Committee also agreed that the reports provide evidence for the Poole Core Strategy which aims to build on the distinctive character and cultural role of the town centre. Key town centre issues raised by consultation respondents can be summarised as:

- traffic increases around the new bridge
- clutter adding disorder and reducing mobility on the High Street
- low quality new buildings and refurbishments of existing buildings
- densities in West Quay development proposals
- inappropriate new buildings on the quay overshadowing and out of context with the existing character
- disruptive night culture on the quay
- raising the quality of and having more quay events
- loss of historic buildings at new bridge approach
- need to restore historic buildings
- protection needed to keep the character of the historic core
- “It is great to see heritage being highlighted... rather than being itemised on a list”.

4.4.1 Town Centre Conservation Area Boundary Extension

The boundaries of the three Town Centre Conservation Areas have been reviewed for their adequacy and consistency in line with the overall aim of this report and the Borough of Poole’s statutory duty to review the past exercise of [its] functions under *The Planning (Listed Buildings and Conservation Areas) Act 1990*.

As a result it has been determined that four areas adjacent to the three existing Conservation Areas are worthy of designation as part of one consolidated Town Centre Conservation Area as shown in **Maps 4.1 and 4.2**.

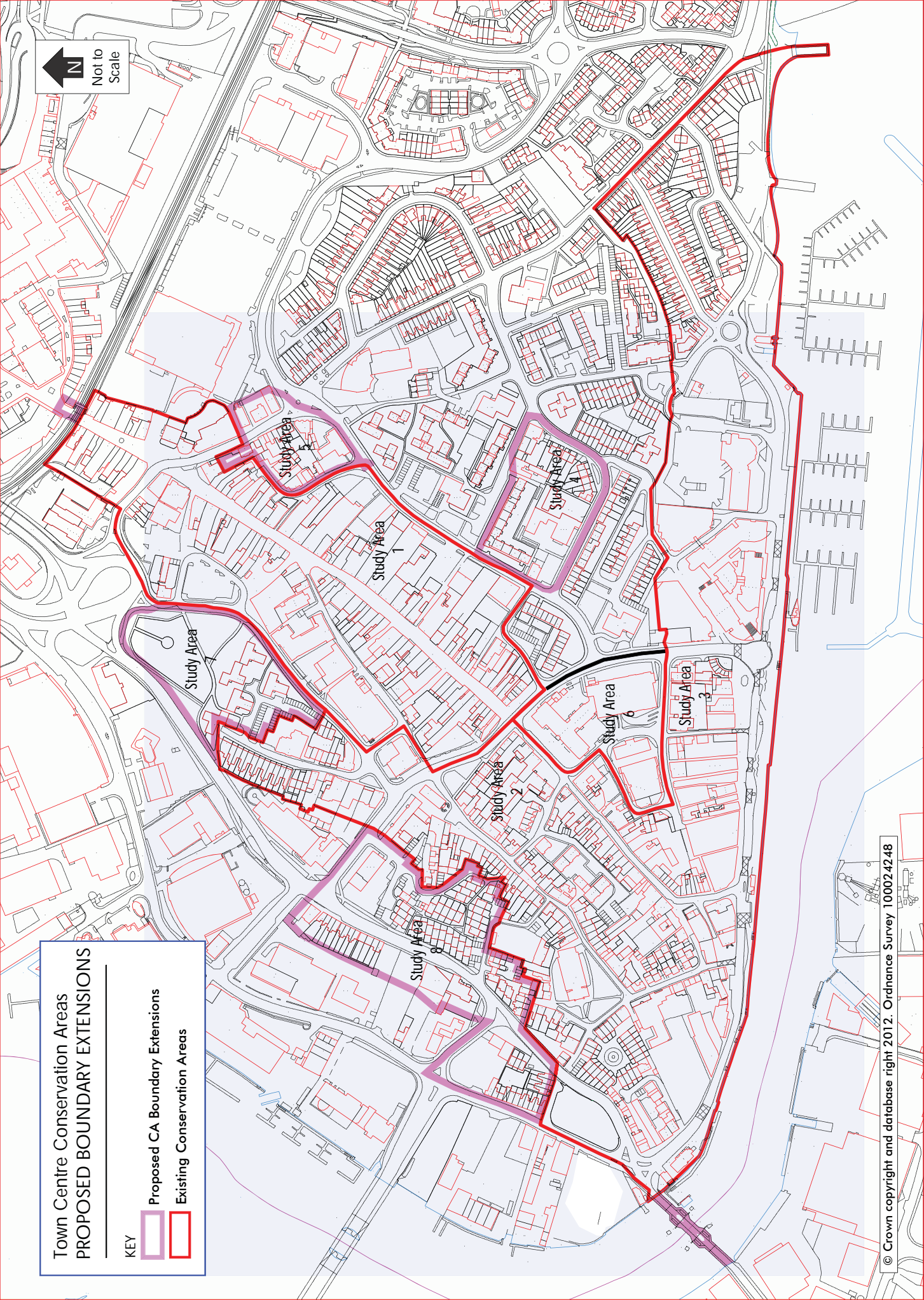
High Street Conservation Area: Study Area 1 to be extended to include:

Railway Bridge Gateway to Falkland Square

The northern end of the High Street CA boundary has been recommended for inclusion as it includes the pedestrian railway bridge and that portion of the railway track that corresponds to the level crossing in order to recognise and protect the last historic railway structure still in use in the town centre.

Old Town School: Study Area 5

The High Street Conservation Area boundary within the northern end of Lagland Street has been recommended for inclusion as a gateway area to the High Street and Lagland Street where there are three important locally listed buildings representative of social history and of good townscape value, worthy of protecting collectively. The Citizens Advice Bureau, Foundry Pub and Evangelical Church all provide links with the past and continue to serve the community today. The locally listed, semi-detached houses next to the former Museum and Library building and other low scale buildings on the street provide a positive setting for the historic buildings.



Map 4.1
Town Centre Conservation Areas Proposed Boundary Extensions

Lagland, Skinner and East Streets: Study Area 4

The area from Westons Lane eastward along East Street, south on Skinner Street and west to Lagland Street has been recommended for inclusion in the Conservation Area to protect a block with some key historic buildings, with community use, in an area that was largely redeveloped. The extension will add additional recognition and protection for the Grade II* listed United Reform Church.

Old Town Conservation Area: Study Area 2 to be extended to include:

North end West Street and West Quay Road: Study Area 7

Analysis of Study Area 7 has revealed the importance of the medieval towngate area, now encompassed within the Towngate Bridge, and the Hunger Hill Burial ground, to the heritage of the Borough. The towngate boundary marker is all that remains from the structure and as one of the town's key medieval sites is worthy of commemorating in a more appropriate way. The Hunger Hill burial ground contains the remains of well known Victorian people. Today the importance of this well-used green open space, at the northern edge of the Old Town CA and gateway to the Old Town from Hole's Bay and Hunger Hill, is recognised.

Analysis of Study Area 8 has revealed an important group of historic terrace houses and a listed, converted warehouse in the island between West Quay Road and West Street, Barbers Piles and Bay Hog Lane. The group of historic buildings contribute positively to the character of the area which has a high archaeological potential, forming the setting of the medieval area around St James' Church and containing views to and from it. To the north and east of this island the important groups of buildings along West Street including Jolliffe House, Balston Terrace and the adjacent Victorian terrace up to the Queen Mary public house are all positive buildings worthy of protection and forming the only remaining historic, residential streetscape of West Street. Jolliffe House and Balston terrace are nationally listed houses. The Queen Mary pub is the last public houses in use in as area that once had many public houses and forms an important landmark at the gateway to New Orchard and the north end of the Old Town.

It is recommended that the Old Town CA boundary be extended north and west from Market Close to include the Hunger Hill Burial ground in order to protect it as an important memorial heritage site associated with Victorian Poole's residents.

Lower West Street: Study Area 8

It is recommended that the Old Town CA boundary be extended west to include the historic buildings forming the townscape of West Street from the Queen Mary public house south to Jolliffe House and along Bay Hog Lane to West Quay Road, and south to Barbers Piles, in order to protect the remaining elements of the historic residential character and setting of the Old Town CA and the old lifting bridge. The area has archaeological potential as pre-reclamation shoreline and part of the medieval town.

4.5 Protection for Individual and Unique Heritage Assets

Poole peninsula has the highest concentration of ancient monuments, historic buildings and man-made elements in the Borough. Since the RCHM recorded many of the historic properties in the Town Centre in the 1960s, and the early List of Buildings of Special Architectural or Historic Interest was drawn up, the definition of heritage assets has expanded to include a wider range of man made elements and locally significant buildings. This wider definition for heritage assets has been recognised in the *National Planning Policy Framework, 2012*. A Heritage Assets policy (DM 2) has been recently adopted for the Borough of Poole within the *Site Specific Allocations and Development Management Policies DPD-2012*.

All the man made elements that add heritage interest and positive townscape and design value to the town centre heritage have been mapped as part of this study (see **Heritage Map 3**). As a result buildings and other elements such as good areas of landscape, views, buildings with positive townscape value, street furniture, vegetation and pedestrian lanes have been identified as having some significance because of their value in contributing to or detracting from the heritage and design of the town centre.

Taking account of these elements will enable the Planning Service to assess the impact of any development proposals that affect standing heritage assets or design elements and archaeology and require an assessment and conservation wherever necessary. The more significant the asset the greater the weight that is given to its conservation in planning deliberations (*NPPF-132*).

The levels of protection given to buildings and structures are graded by their value to the nation, including (see **Heritage Map 1**):-

- Scheduled Ancient Monuments;
- Grade I and II* buildings;

and to the local heritage, including:-

- Grade II;
- Locally Listed buildings and elements; and
- positive buildings, bridges, other structures and landscape within Conservation Areas.

4.5.1 Designated Heritage Assets

Scheduled Ancient Monuments and Listed Buildings and elements are approved for listing and described by the Department of Culture, Media and Sport with English Heritage. Conservation Areas are designated by Local Authorities. The assets are identified on **Heritage Map 1**.

In the Poole Town Centre these elements range from the medieval warehouse or King's Cellar on the quay to shops on the High Street, such as Boones. Some unique lamp posts, boundary walls and a war memorial in St.Jame's churchyard are also listed, as are the interiors of Listed Buildings. "Great weight" should be given to the conservation of this class of assets. Significance of this class can be harmed or lost through alteration or destruction of the asset or development within its setting. Substantial harm or loss of these designated assets should be exceptional (*NPPF-132*) and, where necessary, weighed against the public benefits of the proposal (*NPPF-134*).

4.5.2 Non-designated Heritage Assets

Poole has had a policy on Locally Listed buildings since the *Local Plan* was adopted in 2004 (see **Heritage Map 1**). Since that time the policy has been reviewed and incorporated within the Heritage Assets (DM 2) policy in the *SSA&DMP DPD*. Defence structures built for WWII, public art and commemorative stones are being considered for the emerging list which is a broader reflection of those parts of the environment that have functioned as part of the town's landscape, industrial, defence and social history. Planning applications affecting this class of non-designated assets should be determined by weighing the scale of any harm or loss with the significance of the asset (*NPPF-135*).

A third class of non-designated structures have been mapped as “Positive Features” have been mapped on **Heritage Map 2**. The loss of any elements within this class of structures which are considered to make a positive contribution to the significance of the Conservation Area should be treated either as causing substantial or less than substantial harm depending on the significance of the element and its contribution to the significance of the Conservation Area (NPPF-138).

4.5.3 Archaeological Sites

Poole’s historic core has a rich standing and buried archaeological potential that was only partly investigated in the wave of the 1960s housing clearances and redevelopment of the Towngate Street area for the new shopping precinct. The pre-reclamation shoreline areas, back plots of streets that were not re-aligned, such as the High Street, and open spaces all have some archaeological potential. Non-designated heritage assets of archaeological interest of equivalent significance to scheduled monuments should be subject to the same policies as designated heritage assets (NPPF-139). A protocol to follow on development sites with archaeological potential is set out in *Town Centre Heritage- Part 1*, page 9.

4.5.4 Setting of Heritage Assets

Setting does not have a fixed boundary but “embraces all of the surroundings from which the heritage asset can be experienced or that can be experienced from or within the asset” (EH, *The Setting of Heritage Assets*, 2011). The setting of the collective town centre Conservation Areas of Poole is a crucial factor as they sit within a peninsula that juts out into Poole harbour. Quayside buildings and other features on the edge of the historic core of Poole can be viewed from across the harbour, Holes Bay and from within the town. The setting of the heritage assets may be sympathetic, affect the ability to appreciate their significance, or they may be neutral.

As Poole town centre has been the subject of 1960s clearances, re-building post WWII and more recent developments, the extent to which road widening and re-alignments and the construction of tower blocks of flats and offices has affected the setting of heritage sites is in evidence on **Urban Design Map I**. Inappropriate changes from the past may be reversed by altering the changes to reveal a more positive setting.

In the future an assessment of the effect of developments on of the setting of heritage assets should be a starting point for any planning proposals. The stages for evaluating any development proposals are as follows;

Appraise and understand the significance of a the heritage asset(s) in question (including adding or removing a visual intrusion, noise, traffic activity and neighbouring structures/elements);

- Consider the implications of cumulative changes and threats to conservation also taking account of views, vistas, skyline interest and other attributes (see **Urban Design Map I**);
- Assess design impacts on scale, proportion, height, massing, alignment and use of materials;
- Make an assessment proportionate to the value of the significance of the asset;
- Assess transport proposals for the potential impact on heritage assets and landscape (see **Urban Design Maps 2 and 3**)

4.6 New Development

Recognition of the Conservation Value of the Town centre will provide gains from property maintenance and investment if it is built on local distinctiveness as outlined in *Poole Core Strategy-23* and the following general guidelines:

- Proponents of major new developments are encouraged to consider the town centre as a suitable location for retail, office, leisure and cultural attractions that build on and stimulate the rich heritage assets and cultural sectors of the Borough and County (PCS 10).

- A contextual approach is recommended for new developments in gaps sites and back plots that are part of the history of burgage plot development in the vacant sites within the CAs and that new designs take inspiration from existing buildings, town form and landscape and/or setting (PCS 5, 23 & 26; SSA&DMP DPD - DM 1 & 2).
- High Street shopfronts, signage, elevational treatments and usage need to be carefully designed and controlled as older retail units are generally, classically proportioned, with hidden historic features and rear elevations requiring more maintenance than modern shopfronts (*BoP, Shopfronts and Shop Signs, SPG, 2004*).
- The clutter of unnecessary and confusing advertising hoardings, highway signage and installations, and temporary structures on the High Street and town quay, needs to be considerably reduced in line with new government priorities from 2010.
- Landscape elements that characterise the Town Centre should be considered when any new developments are under review, including street trees, meeting points and crossings and boundary treatments to provide a well integrated scheme. Intrusive features can often be softened and buffered with hard and soft landscaping (see **Urban Design Map 3**).

4.6.1 Development Management

Development is not permitted without Planning Permission, Listed Building Consent and/or Conservation Areas Consent for the following key works common in the Poole Town Centre Conservation Area:

- Demolition of boundary walls (over 1 metre high if abutting highway or public open space or over 2 metres high elsewhere);
- Demolition or substantial demolition of a building greater than 115 cubic metres
- Signage for advertisements on shopfronts
- Works to trees with diameters of more than 75 mm (at 1.5 metre from the ground) even if not under a Tree Preservation Order
- Solar PV or solar thermal equipment installations proposed for existing walls or roofs on Listed Buildings (or within the curtilage of the Listed Building)) and for other (unlisted) properties within Conservation Area where a) such installations are proposed on a wall or roof slope forming the principal or side elevation of the dwellinghouse and would be visible from a highway or; b) on a wall or roof slope of a building within the curtilage of the dwelling house and would be visible from a highway.
- Extensions beyond a wall forming a side elevation and of more than one storey on the rear

Most structural building work requires Building Regulation Consent or approval however each site is reviewed on an individual basis. Works such as the re-pointing or rendering of historic masonry with cementitious materials have been carried out without consents and have caused irreversible damage to stone and brickwork in the past. It is important to seek guidance and pre-application advice from Building Control and Planning/Conservation Officers whenever questions arise over the suitability of building works.

Carrying out work that requires Listed Building or Conservation Area Consent without first having obtained consent is a criminal offence and may result in prosecution. Consent can be applied for retrospectively but may not be granted.

4.6.2 Movement

Better Designed Streets in line with *Manual for Streets (1 and 2)* are needed to reduce traffic dominance, reduce vehicle speeds and provide simple, safe, direct links between old and new areas for all modes of travel. Pedestrians should be given the highest priority. Requirements for double yellow no-parking lines in CAs are detrimental to the character of historic streets, such as Market Street though experiments with removing them in the Quay area have been largely successful.

Proposals for development within the public realm, such as transport-related works, will need to be assessed and mitigated where they would impact heritage assets. (Streetscapes, 5.4, 2005).

4.6.3 Sustainable Development

Sustainability issues for the historic built environment of the peninsula are of interest because of the concentrations of important historic buildings located on land that is at sea level, in a 'Coastal Flood Risk' area with flood defence provision that will need upgrading to meet future climate change predictions for rising sea levels (see the *Strategic Flood Risk Assessment Level 1*, 2009). The design of new flood resilient buildings, funding for adequate sea defences for the peninsula, and provision of emergency access plans are key planning considerations, particularly for high risk coastal sites along the town's east and west quays.

- The retrofitting of historic buildings for energy savings is another major challenge which owners are facing as fuel prices rise. The character, appearance and permeability of historic buildings will require consideration as new energy saving technologies and devices are introduced and become more essential.
- Every opportunity to retain green open spaces and improve the landscape design, establish connecting corridors between existing green infrastructure and new green infrastructure should be taken within the old town centre areas and adjacent regeneration areas (SSA&DMP DPD - DM 9).



Trees add to green infrastructure, Market Close.

4.7 Neighbourhood Planning

The passage of the *Localism Act* in April 2012 has enabled parishes and neighbourhood forums to create Neighbourhood Plans to support local councils in planning sustainably for their areas. Neighbourhood Plans can vary from setting out general policies that guide development to defining the way specific developments are carried out through passing Development Orders. They must be supported by an expert review and in conformity with the Local Plan (in Poole this is the Poole Core Strategy and related documents). Local Planning Authorities are prevented from making Local Development Orders allowing development that would affect a listed building and its setting. The need for Conservation Area Consent remains for development in Conservation Areas although LDOs may remove the need for certain types of planning permission.

As one of the aims of the Town Centre Heritage Character Statement has been to promote an understanding of the valued elements of the environment of the town centre, it may assist those communities interested in neighbourhood planning as the first stage will be to develop an appreciation of the inherited environment.

4.8 Prioritising Improvements to the Historic Town Centre

The Management Plan to accompany this document in a Part 3 report will provide guidance on design and maintenance and opportunities for enhancing the Conservation Areas within the Borough of Poole's jurisdiction, and in consultation with the community. An outline of priorities has been provided here as an interim measure to give an indication of current issues or trends that require consideration, while guiding developments and supporting improvements in accordance with the Poole Core Strategy and Local Development Framework.

With ongoing urban intensification and development occurring in regeneration areas adjacent to the town centre CAs, as well as cultural shifts in shopping activities in the retail sector and the Climate Change Act requirement to reduce carbon emissions, the historic environment of the town centre requires a collaborative and focussed approach if it is to retain its character into the future.



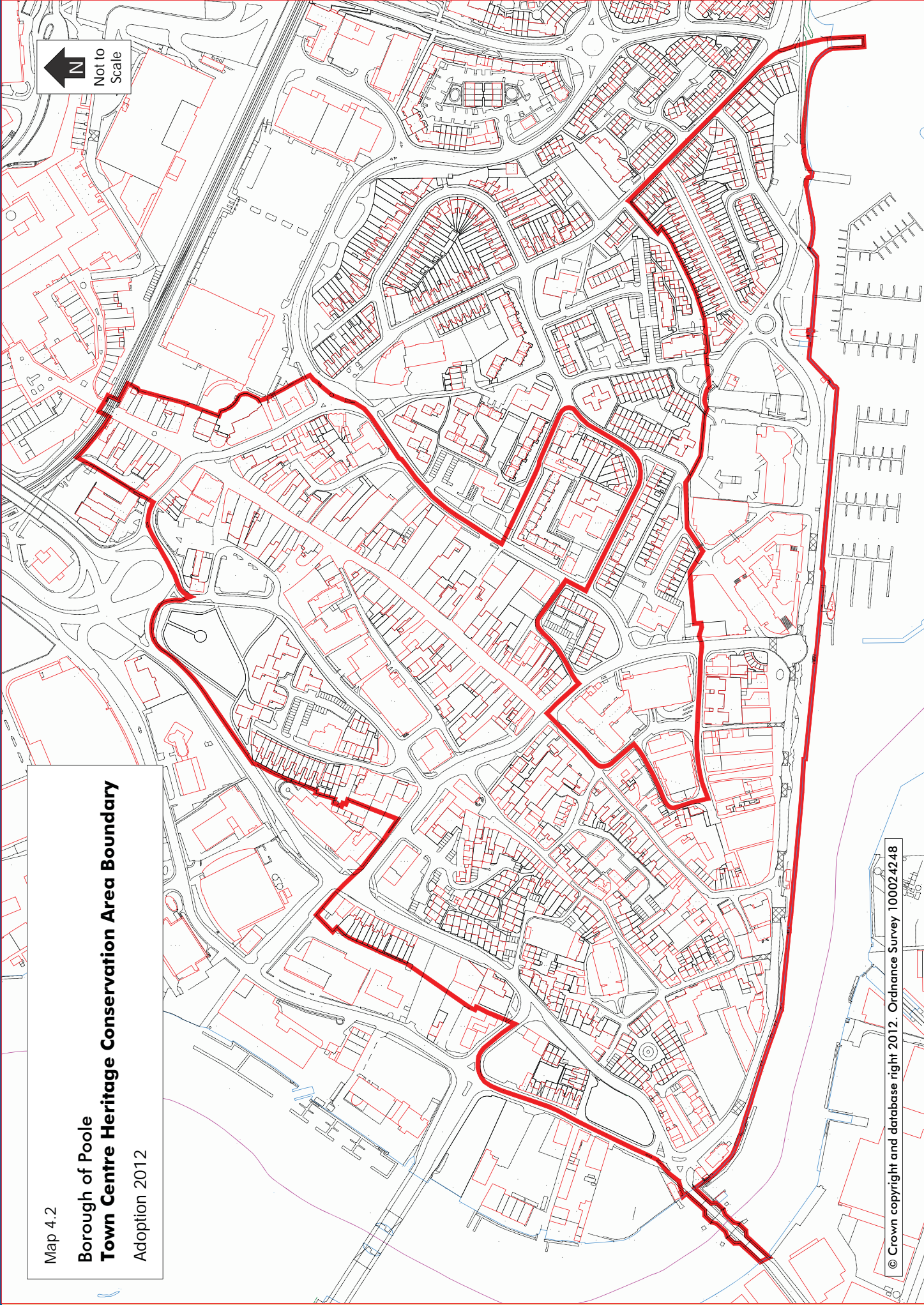
Events bring the Quay to life at night



Map 4.2

**Borough of Poole
Town Centre Heritage Conservation Area Boundary**

Adoption 2012



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Borough of Poole

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- Poole Historical Trust
- Poole Maritime Trust
- Poole Partnerships
- Town Centre Management Board
- Community Working Group (to Planning & Regeneration)
- Chamber of Trade
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www.heritagegateway.org.uk

[includes a version of the Dorset Historic Environment Record]

www.IHBC.org.uk

[Institute of Historic Building Conservation-professional network of conservation officers and related fields]

www.Poolehistory.org.uk

[photographs, maps and documents on local history]

www.SPAB.org.uk

[advice for historic building property owners and building crafts]



Appendix I: Heritage Maps 1, 2 & 3 and Urban Design Maps 1, 2 & 3

Heritage Map 1:
Scheduled Ancient Monuments, Listed Structures and Locally Listed Structures

Heritage Map 2:
Positive Features

Heritage Map 3:
Positive Features in the Eight Study Areas








Urban Design Map 1:
Views, Landmarks & Skyline Interest

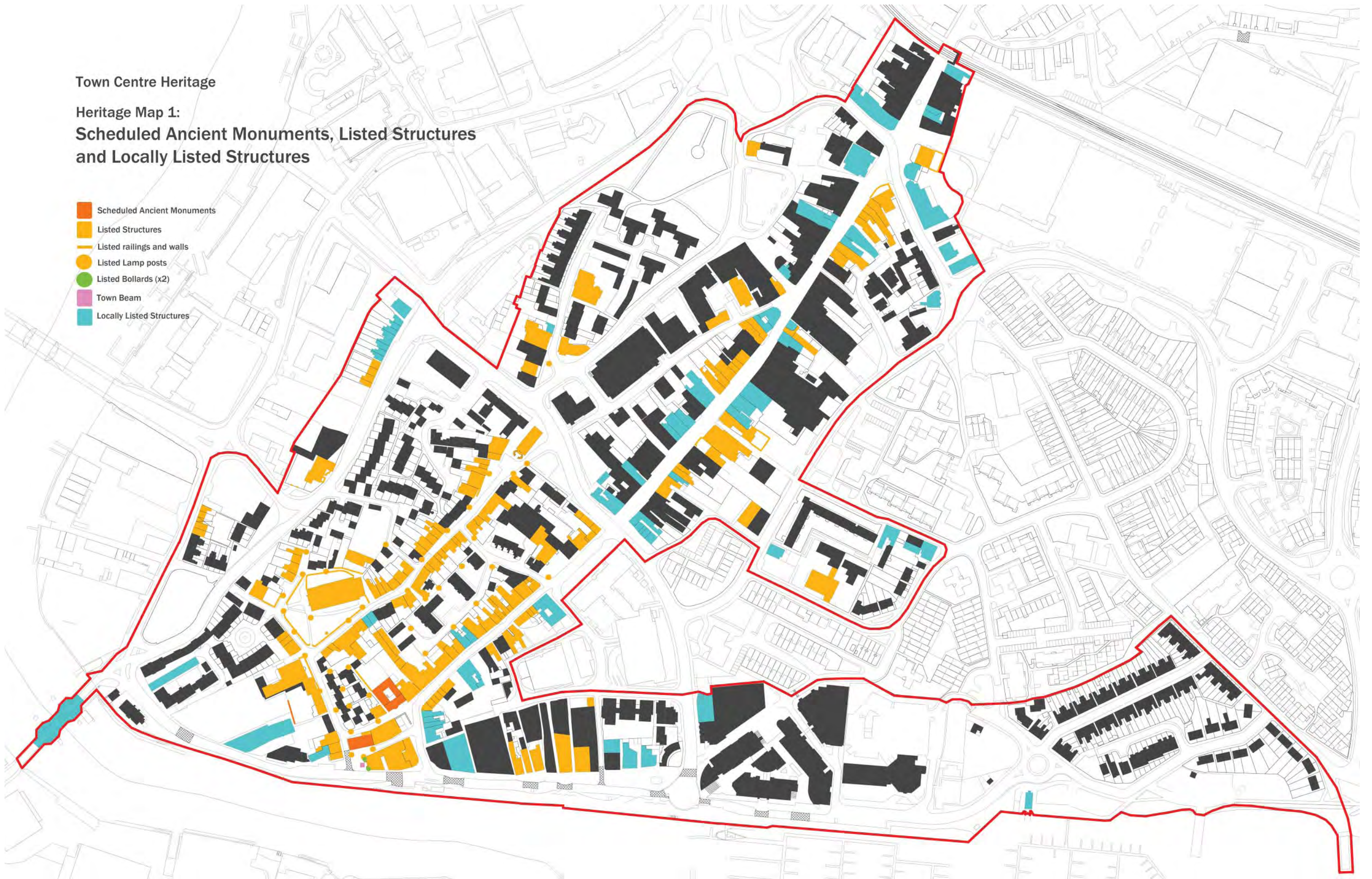
Urban Design Map 2:
Features of Townscape Significance

Urban Design Map 3:
Intrusive Features

Town Centre Heritage

Heritage Map 1: Scheduled Ancient Monuments, Listed Structures and Locally Listed Structures

-  Scheduled Ancient Monuments
-  Listed Structures
-  Listed railings and walls
-  Listed Lamp posts
-  Listed Bollards (x2)
-  Town Beam
-  Locally Listed Structures



Town Centre Heritage
Heritage Map 2:
Positive Features

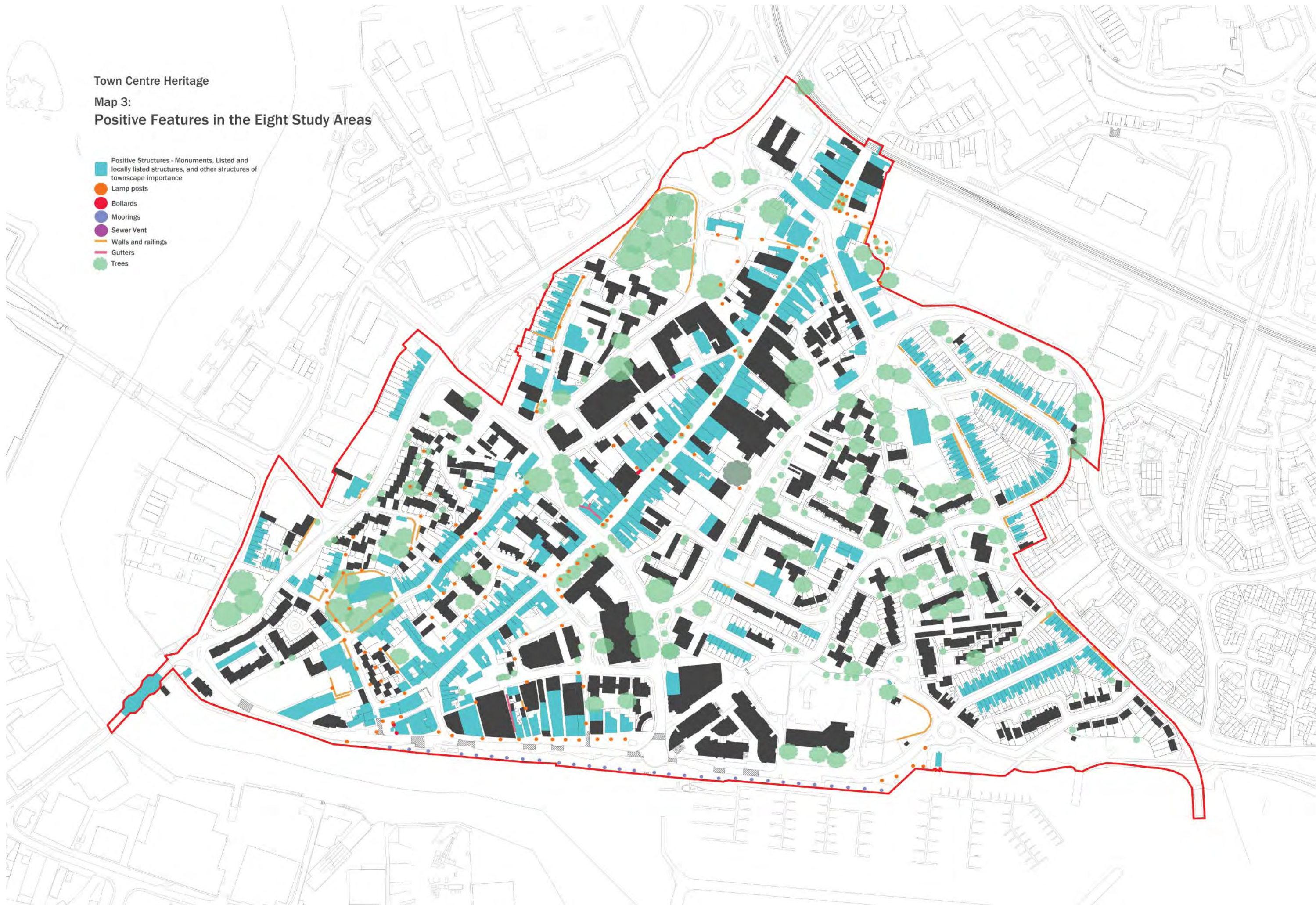
- Positive Structures - Monuments, Listed and locally listed structures, and other structures of townscape importance
- Lamp posts
- Bollards
- Moorings
- Sewer Vent
- Walls and railings
- Gutters
- Trees














Town Centre Heritage

Map 3:
Positive Features in the Eight Study Areas

- Positive Structures - Monuments, Listed and locally listed structures, and other structures of townscape importance
- Lamp posts
- Bollards
- Moorings
- Sewer Vent
- Walls and railings
- Gutters
- Trees



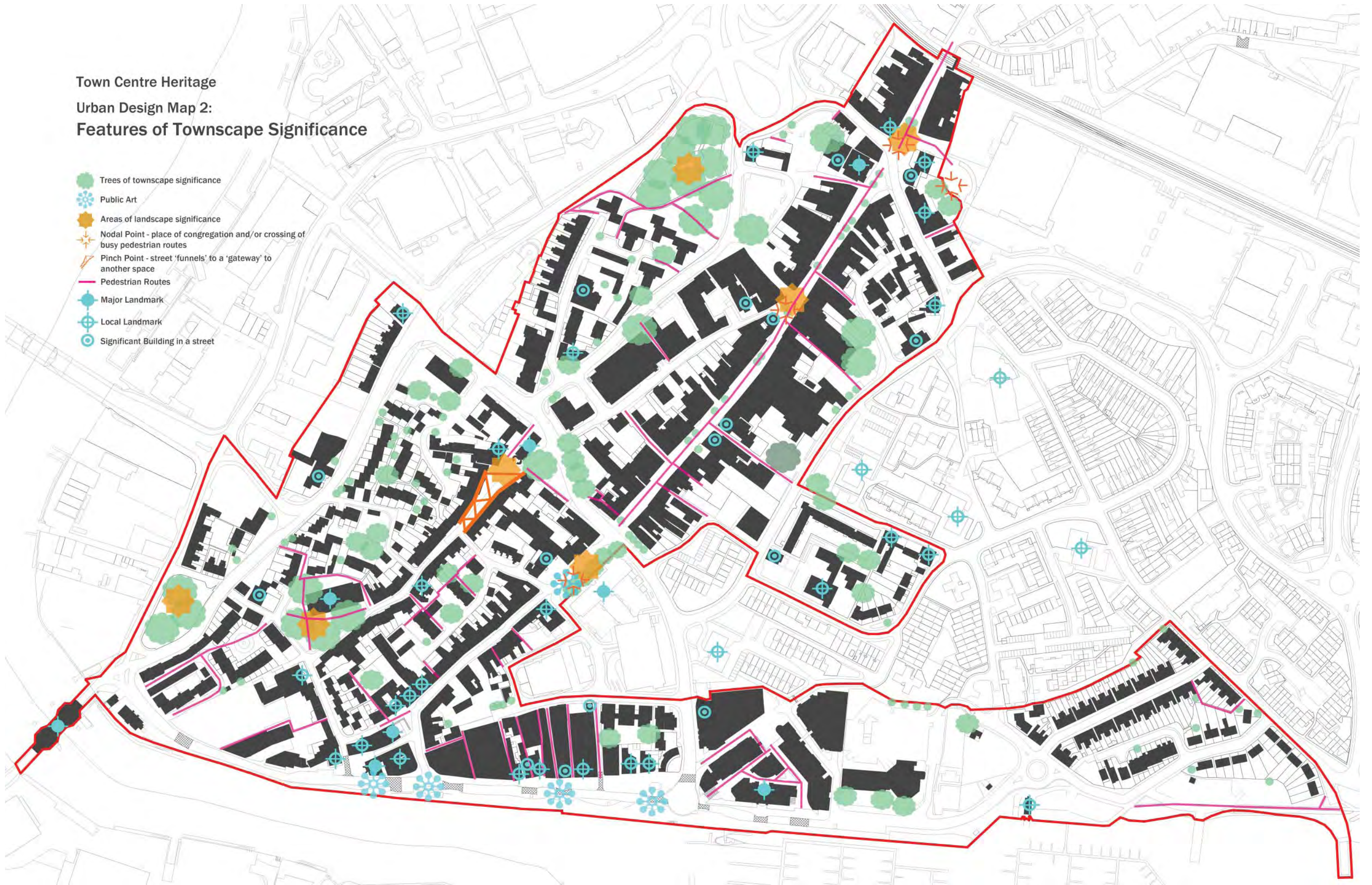
Town Centre Heritage
Urban Design Map 1:
Views, Landmarks & Skyline Interest

-  View - to a specific object / landmark
-  Glimpse - eg down an alley
-  Connected / linked spaces - linked by view and foot routes
-  Terminated view - view 'stopped' by a building
-  Sequential views - related views unfolding
-  Deflected view - eye led round a bend, inviting exploration
-  Vista - a general view, panorama
-  Major Landmark
-  Local Landmark
-  Significant Building in a street
-  Skyline Interest







Town Centre Heritage
Urban Design Map 2:
Features of Townscape Significance

- Trees of townscape significance
- Public Art
- Areas of landscape significance
- Nodal Point - place of congregation and/or crossing of busy pedestrian routes
- Pinch Point - street 'funnels' to a 'gateway' to another space
- Pedestrian Routes
- Major Landmark
- Local Landmark
- Significant Building in a street



Town Centre Heritage
Urban Design Map 3:
Intrusive Features

-  Intrusive feature - inappropriate building (scale, materials etc)
-  Edge - physical/visual boundary defining an area eg railway, water
-  Space Leak - the townscape falls apart
-  Disorientation - lack of legibility in the townscape





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Further Information

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