



# New Alresford

CONSERVATION AREA

*A Technical Assessment*



**Winchester**  
City Council

*November 2001*

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1.1.1 The 1990 Planning (Listed Buildings and Conservation Areas) Act places a duty on every local planning authority to determine which parts of their area are "areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance" and to designate them as Conservation Areas. The Act and recent Government advice (Planning Policy Guidance Note 15) also states that the local planning authority should, from time to time, formulate and publish proposals for the preservation and enhancement of these conservation areas.

1.1.2 This document is a technical appraisal of the New Alresford Conservation Area and is based on a detailed analysis of the area. It defines and records the distinctive features of New Alresford and attempts to be as factual and objective as possible. To achieve this in a manageable form, the assessment is divided into a series of sections which examine the various elements that comprise New Alresford's special character and appearance. However, it is the combination of these features which justifies the designation of the conservation area, rather than the importance of any one particular feature.

1.1.3 The document seeks to increase awareness of these special qualities to ensure that as the area evolves, it does so in a sympathetic way so that the essential character of the area is sustained for future generations. As part of this, a number of enhancement measures are suggested, to be addressed as and when the opportunity arises.

1.1.4 The information contained in this assessment was collected between May and June 1996 and is believed to be correct at the time of compilation. Given the complexity of the area, every attempt has been made to highlight those features which are particularly significant. However, the omission of any feature or features from the text and/or accompanying maps should not be regarded as an indication that they are necessarily without significance or importance in conservation and planning terms.

1.1.5 This Technical Assessment, the boundary amendments and enhancements contained within it, was the subject of a six week period of public consultation during November 1997.



- 2.1.1 New Alresford is located approximately six miles to the east of Winchester on gently rising slopes, south of the River Alre and east of its confluence with the River Itchen (see map 1). The town is sited at the end of a ridge overlooking the Great Weir and has developed as a compact settlement in an outstanding setting of river valley and parkland associated with 18th and 19th Century country houses. In addition to the historic town, housing estates have developed since 1945 on low lying ground to the west and on higher ground to the south and east.
- 2.1.2 The conservation area was designated in August 1969 and extended in 1998. The boundary incorporates the three main medieval streets, the Great Weir, Alre Mill and Weir House to the north, Pound Hill to the west and land to the south of West and East Streets. Within the boundaries of the conservation area there are approximately 250 buildings over half of which are listed as being of historic or architectural interest (see map 2). The area combines a mix of commercial and business premises with residential buildings and the town forms one of the larger shopping centres for the district.
- 2.1.3 The boundary of the most easterly section of the Itchen Valley Area of Special Landscape Quality (ASLQ) skirts the settlement just to the north of Broad Street confirming the closeness of the river landscape to the centre of the town. Additionally, Old Alresford Pond, which lies within the ASLQ, is covered by an Article 4 Direction removing permitted development rights for development of the land for the purposes of fish farming. As a wetland of importance, the pond is also a Site of Special Scientific Interest (SSSI), displaying a range of reed swamp, fen and carr woodland and flowering plants.
- 2.1.4 The River Alre from Alresford Pond close to its junction with the River Itchen, also lies within the Itchen Valley ASLQ. This stretch of river has been designated as a Site of Importance for Nature Conservation (SINC) as the open freshwater water course supports an exceptionally rich range of plant species, invertebrates, birds and amphibians. The River Alre, both upstream and downstream of

Alresford Pond, along with the whole of the River Itchen, has recently been notified as a SSSI. In addition, part of the River Alre, along with stretches of the River Itchen, has also been notified as a candidate Special Area of Conservation (SAC).

- 2.1.5 The importance to nature conservation of Alresford Pond, the River Itchen and River Alre is confirmed by the SSSI designation covering this area and further restricted by the Article 4 Direction covering Alresford Pond. The SSSI designation offers the highest level of protection to these features given the range of flora and fauna which they support. The conservation area boundary therefore excludes Alresford Pond on the grounds that the SSSI designation more than adequately provides for its protection and conservation area status would not result in any further protection. Nevertheless, the importance of the pond to the historical development and setting of the town is acknowledged.
- 2.1.6 The landscape to the north and east of New Alresford consists of rich farmland and large country houses set in mature 18th Century parkland, broken by the valleys and streams making up the River Alre. The best views into the heart of New Alresford are from the north, principally from the Abbotstone road looking south over the town. William Cobbett noted that "Alresford, which is a nice little town in itself, presented a singular beautiful view from the last little hill coming from Abbotstone." This particular view encompasses all the various elements forming the setting to New Alresford. These elements are comprised of the undulating landscape in which the town is set, the parkland surrounding it, the watercress beds and wooded river valley, the marked absence of modern housing estates which are hidden by the topography and the embankments and cuttings associated with the railway line. The extensive and mature well treed environment of the town as a whole beyond which open farmland of Tichborne Down can be viewed can also be fully appreciated.
- 2.1.7 In the 18th Century substantial houses were built to the north and east of New Alresford on both sides of Alresford Pond with associated parkland landscapes. In



particular, the importance of the open landscape comprising Arlebury Park to the west of New Alresford, to the setting of the town and the conservation area can not be over emphasised. Although excluded from the conservation area for reasons of ensuring a well defined and reasonably tight boundary, the land is defined as 'countryside' under the provisions of the Winchester District Local Plan, and therefore this provides a strong presumption against further development of this land.

2.1.8 Broad Street rises approximately 8 metres from north to south over its entire length and at the southern end of the street the church tower of St John the Baptist stands above the roofs of the buildings, with the white gables of 2 Broad Street being equally prominent. The buildings along Broad Street, West Street and East Street are set within a backdrop of substantial tree coverage, sited mainly along the railway embankment to the south of the conservation area but also within the gardens of properties within Broad Street, East Street, West Street and the church yard. Copper Beech trees situated randomly across the area add contrasting colour to the dense green of this vegetation. Groups of trees situated within the churchyard and to the east of Sun Lane, as well as a number of individual trees, are all covered by Tree Preservation Orders and are shown on map 2.

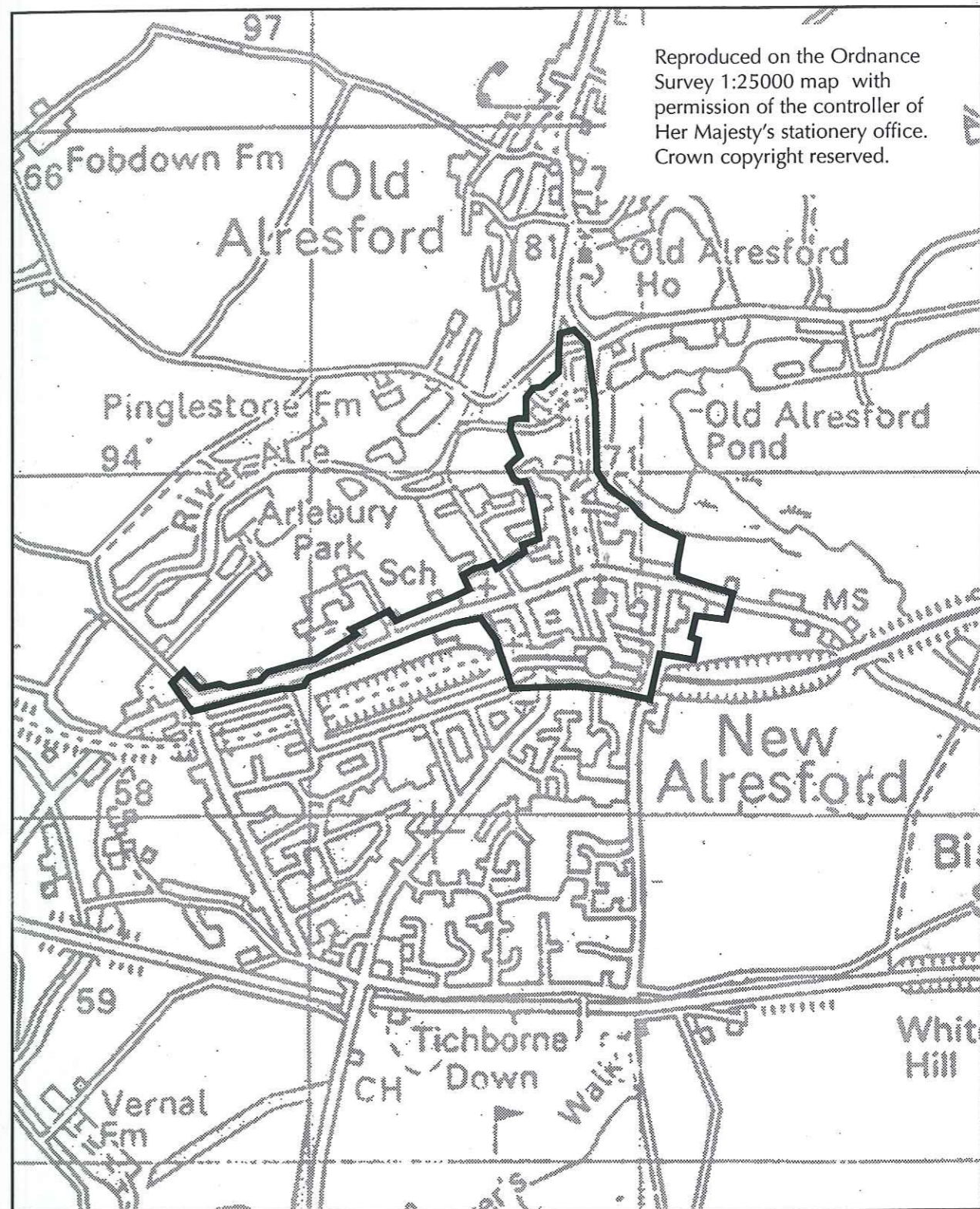
2.1.9 The Mid-Hants Railway comprised of both embankments and cuttings forms a dominant tree covered feature isolating the old core of New Alresford from 20th Century development to the south, making it one of the best examples of a small historic country town within Hampshire.

2.1.10 From Jacklyns Lane, approaching northwards into the conservation area, the church tower forms a single visible landmark from the south side of the embankment. The approach into the conservation area on the B3047 is from east to west along the river valley and therefore the setting of the town from this road is not as pronounced as from elevated positions. However, from both directions, the change from open space to the built form of the town is abrupt. Approaching from the west, the road passes along The Avenue with its mature lime trees, before meeting the first houses at Pound Hill. From the east, the change from countryside to town commences with the brick boundary wall of Langtons. Views towards Old Alresford Pond are apparent until the edge of

the conservation area is reached.

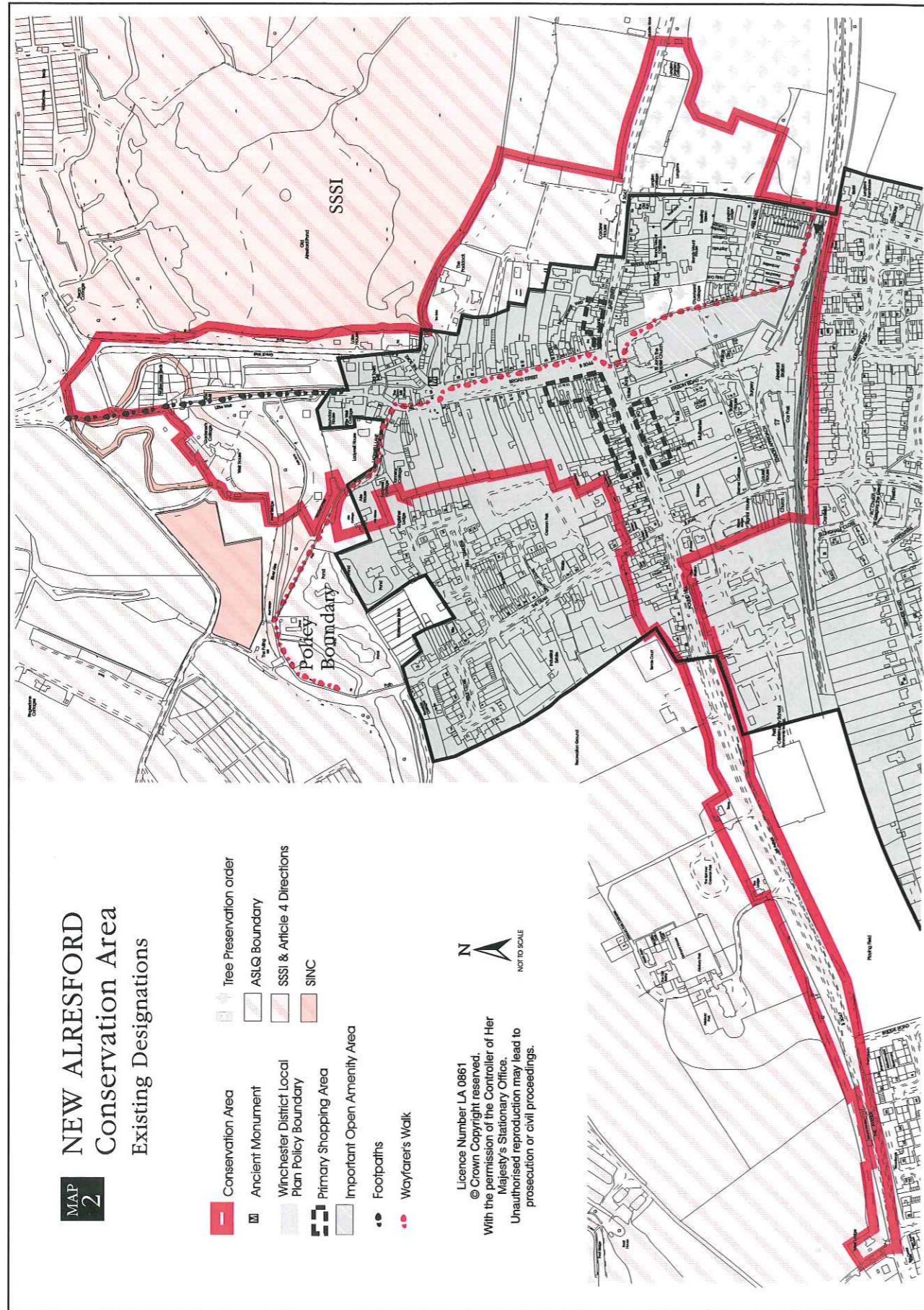
2.1.11 The construction of the A31 bypass during the 1980's has enabled a large proportion of the long distance through traffic to be routed away from the town. However the absence of an alternative north south route along the Candover valley does result in heavy traffic through the town. The town has, however, retained its vibrancy of a lively shopping centre. The long distance Wayfarers Walk also passes through New Alresford, approaching along Sun Lane, through Broad Street and heading in a north west direction towards Abbotstone.

## MAP 1 NEW ALRESFORD Conservation Area Location Map



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- 3.1.1 New Alresford's name is derived from Old English meaning 'the ford of the river where the alder trees grow'. Land forming the Liberty of Alresford; probably the parishes of New Alresford, Old Alresford, Medsted and perhaps that of Wield, was granted to the church at Winchester during the 7th Century. The Domesday Survey records that there were three churches within the Liberty of Alresford leading to the assumption that Old Alresford, New Alresford and Medsted were separate settlements at that time.
- 3.1.2 During the mid 12th Century, Bishop Henry de Blois acquired nearby Bishops Sutton from his brother and built a palace. In addition, he commenced the building of a new fishpond which was completed by Godfrey de Lucy, Bishop of Winchester in the early 13th Century.
- 3.1.3 Old Alresford Pond originally extended to some 81 hectares and was fed from springs to the east and dammed by the Great Weir. Originally it was thought that the pond was constructed in order to make the river navigable down to Northam, but it seems more likely now that it was built as a fish pond in order to vary the limited medieval diet. As well as this, the pond provided a sufficient head of water for mill races situated downstream.
- 3.1.4 Bishop de Lucy obtained a charter from King John in 1200 granting a weekly market at New Alresford, planning and rebuilding the town to provide a spacious market place. An additional charter was granted in 1202 for a three day fair, and trade was increased during the reign of Henry III when the road between Alton and New Alresford was improved.
- 3.1.5 The planned town consisted of burgage plots, with a narrow frontage of approximately 33 feet and a depth of 330 feet, these plots were rented from the Bishop of Winchester. On each plot, there was room for a shop and house facing onto the market place with a side access to outbuildings which were stretched along one boundary wall. Burgage plots occupied both sides of Broad Street and West Street. Within the wide market place, stalls were set out

selling items made within the workshops of the burgage plots.

- 3.1.6 The form of the town today is almost identical to its layout in the 13th Century. Despite the numerous fires which devastated the town at regular intervals, buildings were reconstructed following the original arrangements of the burgage plots.
- 3.1.7 The first fire occurred in 1160, during the reign of Henry II, destroying much of the town and was followed by another fire in 1440 occurring during a period of plague. One of the worst fires appears to have been started deliberately and occurred in 1689. The Church, Market House and most of the town was destroyed, however at the southern end of Mill Hill, there are several buildings which survived this fire. After the grant of a Royal Brief, money was collected and the buildings reconstructed. In 1736, a further fire broke out in a public brew house destroying buildings in West Street. The town's ability to attract finance after these disastrous fires made possible the complete reconstruction of the town with buildings of more durable materials, many of which have remained until today.
- 3.1.8 The positioning of the planned town close to the River Alre, the construction of the Great Pond and the creation of large houses in landscaped parks have ultimately checked the growth of the town in a northerly direction and therefore the bulk of modern 20th Century development is to the south of the planned town. In the mid 18th Century the new toll road to London passed through New Alresford influencing the direction of growth of the town along West and East Streets and bringing new wealth to the settlement. The role of the town as an important posting centre with Inns in West Street flourished until the railway arrived. A toll house survives along The Avenue.
- 3.1.9 The Tithe Map of Alresford Parish dated 1837, shows the alignment of streets based on the layout of the planned town (see map 3). This shows the establishment of The Dean running from West Street down to the river, with non domestic buildings both in The Dean and Mill Hill. A fairly comprehensive network of footpaths existed to the south of the town, a number of which



are still being used today. Fields surrounding the town were in use for arable, pasture or as paddocks.

3.1.10 The 1870 Ordnance Survey map shows a full range of services in existence within the town. The railway, constructed in 1863 connected through to main lines at Winchester and Alton, with the line running to the south of West and East Streets. This crossed fields shown on the 1837 Tithe Map and altered the alignments of several footpaths in that area. A new road from West Street to the newly constructed station opened up the area to the south of West Street. The railway made possible the development of the watercress industry using the pure water of the chalk streams to grow the cress producing the first commercial crops for the London market via the Mid-Hants Railway.

3.1.11 There were a significant number of pubs and inns within the centre of the town along with malshouses, a brewery and two smithies. Two mills and a tannery were located to the north of Broad Street. Pound Hill at the western edge of the conservation area takes its name from the cattle pound located there. Along Sun Lane, a bowling green was in existence.

3.1.12 The 1909 Ordnance Survey Map reveals a number of new additions to the town. These relate mainly to the land north of the Station and to the south of West and East Streets. Terraces of housing had been constructed on Station Approach and Edward Terrace, on the west side of Sun Lane. Other buildings included a warehouse close to the station and a police station on the east side of Station Road. Behind these buildings the churchyard had been extended.

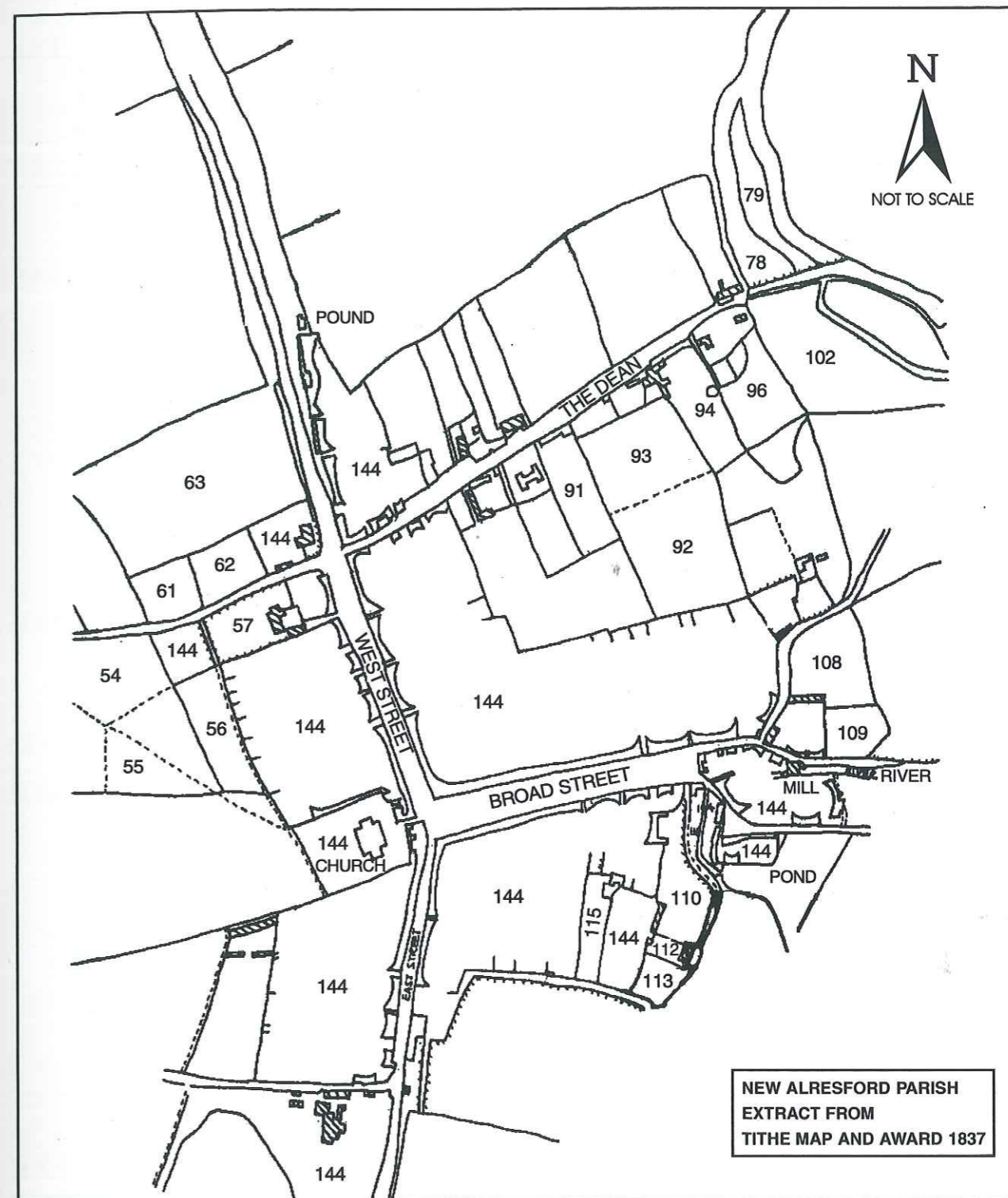
3.1.13 To the west of Sun Lane, land had been laid out for allotments and the line of the newly constructed Southampton Road (now Haig Road) followed the line of one of the footpaths shown on the 1837 Tithe Map. There were still a number of pubs within the centre of the town although not as many as in 1870. The brewery, malshouses and ventilator in West Street owned by the Hunt family, closed in 1902. The buildings are still in existence today and have been converted to residential, office and storage uses.

3.1.14 The 1940 Ordnance Survey map shows a further reduction in the number of pubs within the town. Further development had

taken place along Station Road including a cinema and a hall. The allotments off Sun Lane had been divided into housing plots and some development had taken place within the burgage plots to the rear of West Street. Between 1940 and today there has been further commercial and residential development within the centre of the conservation area. A small amount of redevelopment has occurred along Broad Street, East Street and West Street and further development in the vicinity of the railway station. Despite this, the intrinsic form of the 13th Century planned town has remained surprisingly intact.

**MAP 3**

**NEW ALRESFORD Conservation Area  
Tithe Map 1837**



- |    |                              |     |   |
|----|------------------------------|-----|---|
| 54 | JACKLYNS HILL FIELD- ARABLE  | 95  | HOUSE, MALSHOUSE, BUILDING YARD, GARDEN |
| 55 | JACKLYNS HILL FIELD- PASTURE | 96  | PADDOCK NEAR THE DEAN                   |
| 56 | JACKLYNS HILL FIELD- PASTURE | 108 | PADDOCK NEAR THE WEIR - ARABLE          |
| 61 | SE CORNER PADDOCK- PASTURE   | 109 | PADDOCK NEAR THE WEIR - ARABLE          |
| 62 | SE CORNER PADDOCK- ARABLE    | 110 | PADDOCK NEAR BROAD STREET - PASTURE     |
| 63 | ST JONE'S FIELD- ARABLE      | 111 | FOOTWAY AND PLANTATION - WOOD           |
| 78 | PART OF THE RIVER            | 112 | COTTAGE AND GARDEN                      |
| 79 | THE ISLAND - SEDGE PLANTS    | 113 | PADDOCK NEAR ABOVE - ARABLE             |
| 92 | EAST END OF PADDOCKS- ARABLE | 115 | PADDOCK NEAR BROAD STREET - PASTURE     |
| 93 | WEST END OF PADDOCKS- ARABLE | 144 | TOWN GARDENS                            |
| 94 | PADDOCKS                     |     |   |



- 4.1.1 Archaeological finds within New Alresford and Old Alresford parishes confirm that there was human activity within the area going as far back as the Bronze and Neolithic periods. Finds from these periods have tended to be on the downlands while during the Anglo-Saxon period the majority of people lived along the major river valleys.
- 4.1.2 On the downs to the north of Old Alresford, evidence of human activity has been discovered in the form of Neolithic and Bronze Age burial mounds. There have also been a number of Iron Age finds in and around New Alresford. An Iron Age hoard of over 60 inscribed gold staters were found in the vicinity of Old Alresford. To the south of the conservation area, a Saxon inhumation burial was found at Tichborne Down House beneath which an Iron Age rubbish pit containing Iron Age and Roman pottery and other finds was also excavated.
- 4.1.3 Roman artifacts include the discovery of a small jar shard in a drainage channel to the rear of Alresford Post Office. The foundations of a Roman Villa covering a large area was discovered to the south west of Old Alresford.
- 4.1.4 New Alresford is especially rich in medieval and post medieval artifacts. Although almost entirely destroyed by fire in 1689, small fragments of the original medieval church of St John the Baptist remain, including a 13th Century window and the base of its tower. A small stone bridge dating from the late 14th Century crosses the outflow stream from Old Alresford Pond. Despite being widened in the 19th Century, part of the original pointed arch is still visible on the northern side. The bridge is a Scheduled Ancient Monument and a grade II\* Listed Building.
- 4.1.5 Old Alresford Pond formed behind the Great Weir covered around 80 hectares at its completion, the original extent indicated today by the large tracts of watercress beds, marshy areas and water meadows. The Weir itself was completed in the early 13th Century and forms a causeway across which the road to Basingstoke passes. The causeway is about 18 metres wide at the bottom and 9 metres at the top. It stands

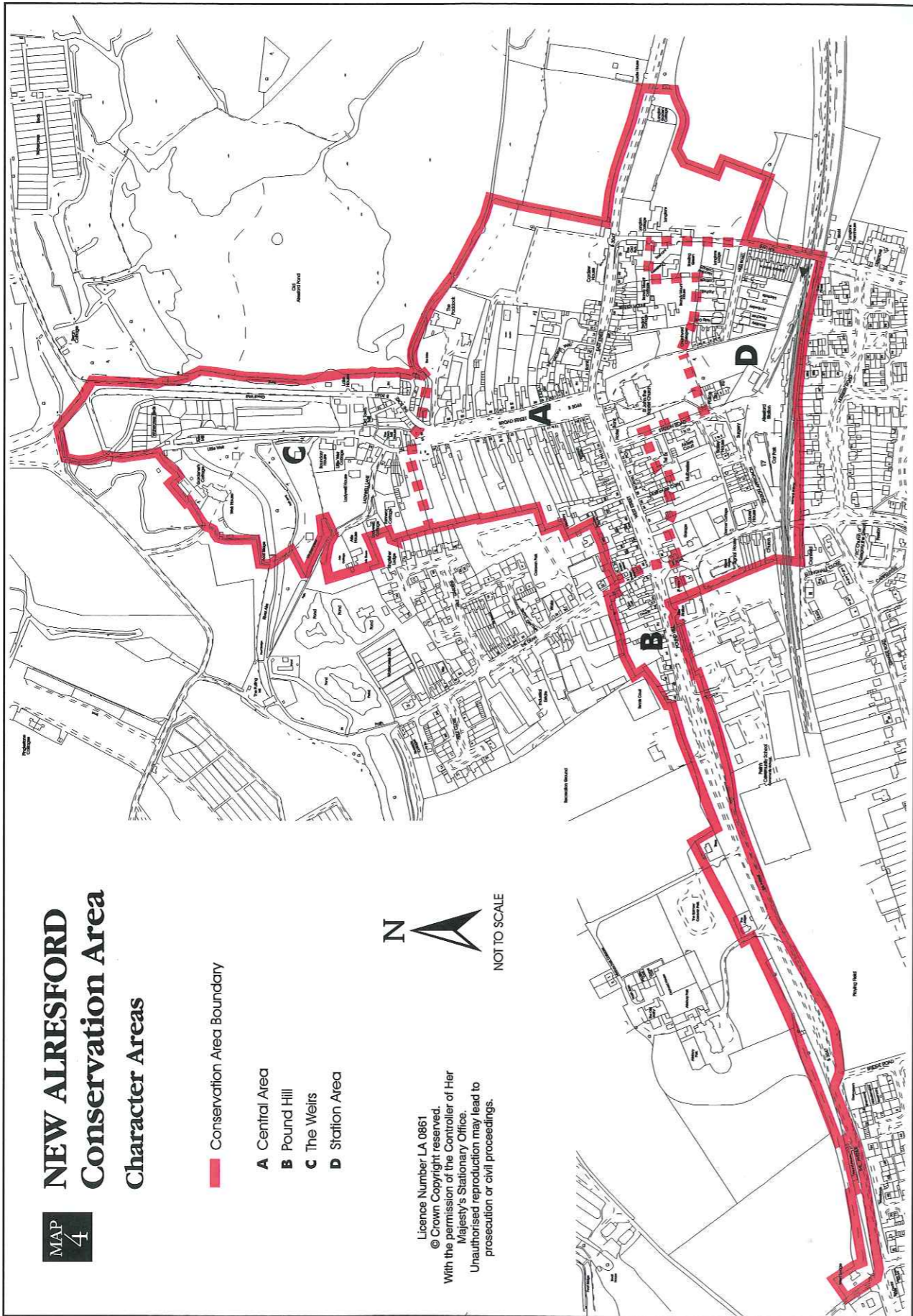
about 6 metres high and is lined by deciduous woodland trees on both sides.

- 4.1.6 The head of water emerging from Old Alresford Pond is responsible for the large number of mills at the northern part of the town. The Shettles, of 13th Century origin, were hatches regulating the water flow. These had all but disappeared until replaced by the present system of hatches in 1994/95 by the then National Rivers Authority (now the Environment Agency) as a means of controlling the flow of water. Several post-medieval mills are still in existence today although none are in use. Town Mill and Alre Mill are both constructed on the site of older mills. Records for Town Mill go back to the 17th Century.



- 5.1.1 The strongest influence on the physical form of the town has been the original organisation of the 13th Century planned town which has dictated the regular pattern of development within the central streets. It has also influenced the layout of the dwellings and outbuildings on each burgage plot and the pattern of courtyards to the rear of properties. On East and West Streets, accesses to the rear of properties have developed into larger yards within which there is some modern infill. Additionally, the access through George Yard from Broad Street to East Street follows a route which is older than the planned town itself.
- 5.1.2 The fortunes of New Alresford have varied throughout the ages, during the 14th Century the town was prosperous, its wealth based on fulling, brewing and tanning industries, the corn trade and its annual sheep fair. The requirements of these activities has influenced the location of mill and industrial buildings close to the water of the River Alre at Mill Hill and away from the more residential parts of the town.
- 5.1.3 The sheep fair was held in the streets of the town until moving in 1834, where it continued at other locations until 1971. As a reminder of the importance of the wool industry to New Alresford, East Street and West Street were originally known as Ram Alley and Sheepcoop Street respectively and Sun Lane was formerly a drove track.
- 5.1.4 The history of a number of individual buildings in New Alresford has been comprehensively documented within the series of 'Dwellings in Alresford' by Isabel Sanderson.





6

*Character Areas*

6.1.1 New Alresford's Conservation Area consists of varied and complex areas of open spaces, tree cover, water features, historic built forms and peripheral development, some of which relates to the introduction of the railway. To allow for adequate assessment the conservation area has been subdivided into four distinct "character areas" as shown on Map 4. The approach to the central, historic core, (A on Map 4), is dealt with in paragraph 6.1.2 below. Pound Hill, (B on Map 4), forms the western entrance into New Alresford and is different in appearance, history and character to the central area (Chapter 10). The Weirs, (C on Map 4), covers all of that area north of Broad Street and includes the Great Weir, The Soke and Mill Hill, a distinct area of water features, tree cover and considerable historic reference (Chapter 11). The final sub-division relates to the Station Area, (D on Map 4). This area has expanded south from the historic core of New Alresford largely because of the introduction of the railway with its related buildings (Chapter 12).

**Central Area**

6.1.2 The central commercial and residential core of the New Alresford Conservation Area includes Broad Street, West Street and East Street, plus the areas to the rear of these streets as indicated on Map 4. For ease of reference to specific areas, the central area has been further broken down into the component parts of Broad Street, West Street and East Street. It is appreciated that the relationship between the built form and spatial containment is strong and can be read as one area, but there are subtle variations in form, architectural style and use. Each area is assessed in terms of townscape, Listed Buildings, unlisted buildings, built characteristics, local details and features, detractors and enhancements. Thus chapters 7, 8 and 9, that follow, will deal with Broad Street, West Street and East Street respectively in assessment terms listed above.



## 7.1 Townscape

- 7.1.1 Broad Street is the main north/south orientated road through New Alresford. It is approximately 30 metres wide, building frontage to building frontage, 220 metres long and drops approximately 8 metres from south to north.
- 7.1.2 Broad Street has recently been the subject of an Environmental Improvement Scheme which involved repaving, defining parking bays and new tree planting. The improvements were part of a Hampshire Country Towns Initiative Scheme and made use of traditional materials such as Purbeck stone slabs, granite kerbs and block paving. A replacement avenue of Lime trees were chosen to enhance these improvements. This replicates the more mature trees to the north of the Street which are mainly Limes but with a few Maples and a Sycamore. The improvements to Broad Street allow for a market to be set up along the service road allowing traffic to flow freely along the main road.
- 7.1.3 The houses in Broad Street have remained remarkably intact since the last rebuilding but the sense of space has changed dramatically. Prior to the planting of the trees in the late 19th Century and subsequent road improvements, the full width and length was completely open, producing a significant open area.
- 7.1.4 The view north along Broad Street is dominated by the mainly 18th Century, two and a half storey buildings which line the east and west sides. These frame the street which has in this century become subdivided into parking areas, a service road, pavements, tree planting area with street furniture consisting of lamp standards, seats, notice board and litter bins. As with West Street the strong building lines of continuous street frontages produce a strong sense of spatial containment. Important views towards the downs to the north of New Alresford, can be seen above the rooflines and trees at the northern end of Broad Street.
- 7.1.5 Access to the rear of Broad Street is limited. The first point of access heading north is The George Yard, to the east of
- Broad Street. This is approached under an old coaching entrance and allows access through to East Street, following the line of the medieval street. It also allows views of the mature trees to the north of East Street and views of the prominent gable and rear elevation of Cardew House. The Yard is of irregular shape, part rough gravel, part tarmac, lined by a builders merchants' yard and sundry outbuildings. At a point where it bears south to East Street the area offers excellent rear views of the intricacies of rooflines and chimneys in East Street. The trees south of East Street form the skyline detail.
- 7.1.6 To the west of Broad Street a flagstoned covered alleyway, south of No 21, allows the public to access the burgage plots. Commercial businesses open onto the passageway which leads to additional retail outlets set further back into the sites. The areas created to the rear are small and intimate with the strong lines of the burgage plot walls evident and allowing views of the rich pattern of rooflines along the rear of Broad Street.
- 7.1.7 Opposite No 25 the road layout changes, reflecting the change in use of the buildings from mainly commercial to predominantly residential. The major service road at the southern end of Broad Street ends, but to the west an access road primarily used for parking commences. The trees are more mature at the northern end. Many of the properties have fine classical door detailing and carriageway entrances. The recent improvement scheme allowed for the retention of the important features of the old flag stones adjacent to the buildings.
- 7.1.8 The gravelled driveway between Nos 48 and 44 allows for views eastward to a low thatched outhouse and mature trees of significant townscape merit beyond.
- 7.1.9 The corner of Broad Street and The Soke is a point of transition between the town and the Weirs area and consists of the Old Fire Station with brick walls, gate pillars and gates. One private area which commands views of some significance over Old Alresford Pond is that area surrounding Tangletrees and The Paddock to the rear of



the north east corner of Broad Street.

7.1.10 The northern end of Broad Street defines the limits of the planned town. To the west side of Broad Street the road slopes down to Mill Hill, formerly Tanyard Hill, past a few surviving medieval houses that formed the northern limits of the burgage plots. To the east of Broad Street the road bears eastward to allow deflected views of The Soke. Nos 51 and 53 form a visual stop to the northern end of Broad Street but distant views are possible to a panorama of farmland and trees beyond.

7.1.11 Looking south from the northern end of Broad Street Nos 1, 3 and 5 West Street and Nos 2 and 6 East Street, together with the Church of St John the Baptist towering above, form a visual stop to the southern end of Broad Street. Trees in the churchyard are just visible on the skyline.

7.1.12 Broad Street has lost its original sense of openness but has managed to retain a type of spaciousness in a different format. The medieval layout is still clearly visible despite 20th Century pressures for traffic movement and parking, both of which add to the vibrant nature of the space and the overall character and appearance of the town.

## 7.2 Listed Buildings (West Side)

7.2.1 The following properties are Grade II Listed Buildings on the west side of Broad Street:- Nos 1, 3, 5, 7, 11, 13, 15, 17, 19, 19a, 21, Granary to the rear of 21, 23, 25, 27, 29, 31, 35, 39, 41, 43, 45, 47, 49, 51 and 53 (see Map 5). Basic descriptions of these properties, for identification purposes only, can be obtained from the Department of the Environment's list of Buildings of Special Architectural or Historic Interest, list No 20 dated 16th November 1983.

7.2.2 Nos 1, 3 and 5 Broad Street (includes 2 West Street) is one large prominent building on the corner of West Street and Broad Street. It was formerly one large house which has now been converted into flats above shops. Dating from the mid 18th Century with later 19th and 20th Century additions, it is constructed of brickwork, now painted, under a large double piled, hipped and gabled tiled roof. A significant wide stone Doric doorcase faces out onto Broad Street. The windows were replaced in the Victorian era, but the building still retains many significant architectural features.

7.2.3 The buildings on the west side of Broad Street are all Listed, with the exception of No 5a, and virtually form a continuous street frontage. Nos 7 and 9 consist of a main block of two and a half stories and a lower two storey addition which creates a continuous form with the unlisted No 5a. The most prominent detail on Nos 7 and 9 is the canopy at ground floor level which is wide enough to cover the footway and is supported by cast iron columns with decorative scrolls to the angle braces and a cast iron scroll decoration to the edge of the canopy.

7.2.4 Nos 11, 13 and 15 are all 18th Century houses with shops under and are of painted brick under clay tiled roofs of varying ridge heights. No 17 varies in form from Nos 13 and 15 as it has a deep stone capped parapet, tall chimney stacks and a French casement to the first floor level. This was refronted in the 19th Century to include what is a common feature in New Alresford, a continuous moulded cornice detail above the door and window. No 19/19a, is a simple 18th Century house with an early 19th Century shopfront with one large window and moulded cornice above.

7.2.5 Godwin House, No 21, is of an elaborate style. Dating from the 18th and mid 19th Century, it has a first floor angular bay with Victorian sashes and a ground floor early 19th Century double shop front of two angular bays with a moulded cornice and sloping frieze over. A simple doorway to the north side allows access to the former Bakehouse at the rear of No 21.

7.2.6 The Old Post House, No 23, is a late 18th Century colourwashed house of symmetrical form, with 18th Century sashes in exposed frames, the ground floor sashes are wider. The doorcase is of a classical design with a segmental broken pediment with well detailed door and stone step.

7.2.7 The only three storey house in Broad Street is No 25, built in 1840. Its shallow roof sets it apart from the adjoining steeply pitched tiled roofs. Details include moulded eaves cornice and frieze with spaced coupled brackets, brackets beneath windows and sashes in reveals with narrow side panes. Nos 27 and 29 are again 18th Century buildings following a similar pattern to No 25, being two storey and painted stucco. No 27 has an elegant door and doorcase including moulded hood on panelled architrave, and rectangular fanlight

with carved diamond pattern. A wall plaque pays tribute to Mary Russell Mitford.

7.2.8 No 31 is an 18th Century house of red Flemish brickwork with blue headers, with red brick flush first floor band, red rubbed flat arches, modillion eaves cornice and elaborate doorway in the Doric order with triglyphes and fluted pilasters. Nos 33 and 35 read as one building sharing a low roofline. However, No 33 has the same brickwork detailing as No 31, and No 35 is colourwashed with the first floor band broken by the upper window. No 35 has a pediment doorcase and No 33 has a simpler plain hood with brackets.

7.2.9 No 39, is a painted roughcast 18th Century house with slightly off centre elegant Georgian door in the main section. To the south side the carriage entrance has a bow sash window above.

7.2.10 No 43, Cranley, and 41 have similar proportions, sharing the same roofline. No 41 is of Flemish bond with blue headers, and a Georgian style 20th Century angular front bay window formerly a shopfront. Cranley is faced with mathematical tiles, has a symmetrical front and Tudor style north gable in half timber and single storey later addition to north side, with a "blind" central window at first floor level.

7.2.11 The first frontage gap appears between Cranley and No 45. No 45 is a plain walled stucco faced house with the ground floor windows restored from a former shop bay window. The remains of the painted shop sign is just discernable, under later coats of paint, between first and ground floor windows.

7.2.12 Oaklands, No 47, again follows a familiar brick patterning of red brick in Flemish bond with blue headers. A well detailed house, typical of the late 17th Century, of good proportions with such details as a fully moulded modillion cornice, red rubbed flat arches, mullion and transom windows, moulded hood and carved brackets to doorcase, panelled reveals, stone steps and carriage entrance on the south side.

7.2.13 The two pineapple vases on each end of the parapet to No 49 adds interest to this 18th Century house with an early 19th Century frontage. The single ground floor window has replaced a former shop window and the plain architraves to the first floor windows have distinctive keystones.

7.2.14 Facing south into Broad Street stand Nos 51 and 53, a symmetrical pair of early 19th Century brick houses with slate roofs. They have rubbed flat arches to ground floor windows although on No 51 the colourwashing of the building has covered this. They are prominent houses at the termination of the north end of Broad Street.

7.2.15 There are a number of important curtilage buildings to the rear of the properties in Broad Street, which, while not described individually in this document, do add significantly to the built form and structure of New Alresford. The majority of these are protected by virtue of their siting within the curtilage of Listed Buildings. Their retention and sympathetic restoration is paramount in retaining New Alresford's history.

7.2.16 Nos 3, 5 and 7 Mill Hill, a Grade II\* Listed Building, is one of the oldest buildings in New Alresford dating from c1350. It is a medieval timber framed, base cruck, hall house with later cross wings. Now three dwellings, it has many later additions and claddings added over the centuries. The cruck frame occupies the centre one and a half storey section of the building and is situated parallel to the road with the two, two storied, cross wings fronting the road. The windows are mainly modern. There are two simple 18th Century doors in the south elevation and large exposed timber framing to the north side. This was a building of some significance which survived the fires which swept New Alresford.

## 7.3 Listed Buildings (East Side)

7.3.1 The following properties are Grade II Listed buildings on the east side of Broad Street:- Nos 2 to 34 and 40 to 54, and the former fire station (see Map 5). Basic descriptions of these properties, for identification purposes only, can be obtained from the Department of the Environment's list of Buildings of Special Architectural or Historic Interest, list No 20 dated 16th November 1983.

7.3.2 The newsagent's shop on the corner of Broad Street and East Street is included in the descriptions for the north side of East Street.

7.3.3 The first Listed Building on the east side of Broad Street is No 2, The Horse and Groom Public House. Originally a coaching inn dating from the 17th Century, its former carriageway entrance, now filled with panels



and doors, has a Tuscan style surround above which is a bow shaped wrought iron sign with central ornate bracket. The door to the south side is also of the Tuscan order. Some of the original timber framing is retained inside.

- 7.3.4 Adjacent to the Horse and Groom is No 4, an 18th Century house with a stone capped parapet. It is taller than either of its neighbours, with two high sash windows in reveals at first floor level and 20th Century bay to the ground floor.
- 7.3.5 Nos 6, 8, 10, 12 and 14 were originally a coaching inn. It now has altered openings at first floor level breaking the first floor band. The carriageway entrance still remains as a recessed boarded doorway and has modern shopfronts to the ground floor level.
- 7.3.6 Nos 16, 18 and 20 are tall two and a half storey houses, No 20 is the library, with Victorian sashes to the first floor and the entrance to The George Yard to the northern end.
- 7.3.7 No 28 (including 22, 24 and 26) forms one with Nos 18 and 20 as they are of the same height, materials and fenestration. The Victorian sashes appear in exposed frames. The tall doorcase at the northern end has Greek mouldings, cornice and frieze broken above fluted pilasters. These frame the panelled door and stone steps which have a curving wrought iron rail to the northern side.
- 7.3.8 The roofline of No 30 is of two differing levels. The northern part is taller with a modillion cornice eaves over an angular bay. The ground floor has a wide double fronted shop with a continuous frieze and cornice over and single central entrance door.
- 7.3.9 No 32 is a four bay, 19th Century, white stucco faced building with a continuous parapet, a modern shopfront and carriageway entrance to the northern side. Adjacent to No.32, stands No 34, a more modest house with plastered coved eaves, scroll brackets and reeded pilasters to a panelled door.
- 7.3.10 No 40, Dorking House, is an early 19th Century, red brick Flemish bond building with red rubbed flat arches to first floor windows and a large cambered arch to the carriageway entrance to the south side. Blue headers are used in a pattern to form a first floor band. Its doorcase is typical of the type

found in New Alresford, but unusually has acanthus leaves on the lower parts of the brackets. It still retains its stone steps. The eaves also have acanthus ornament to spaced brackets.

- 7.3.11 No 42 is symmetrical in form with wrought iron spaced brackets to eaves gutter, plain walling and a Greek pattern doorcase with double scroll brackets and unusual dentil design. Adjacent is No 44, a simple house, stucco, with casement windows. Abutting this is No 46, the former blacksmith's shop. It is built of brick with weatherboarding and distinctive three light windows with five narrow vertical panes in each light.
- 7.3.12 No 48 is a late 18th Century house, of painted brickwork in Flemish bond with 19th Century two storey angular bays windows with Victorian sashes to the north side. Like much of New Alresford, the gable elevation is tile hung, while the rear wing has 18th Century sashes.
- 7.3.13 No 50 is a different design to the majority of buildings in New Alresford. The two dormers are more ornate with bargeboards and sashes. The parapet, like others, has a stone capping but the mould band has a lead top weathering detail which covers the two, first floor angular bay windows. On the south side there is a large rectangular bay, while on the north side there is a moulded cornice on three brackets above a door and two paned sash window. The wall plaque is mentioned in the 'Local Features' section of this document.
- 7.3.14 Browns, No 52, is one of New Alresford's earliest houses, being 17th Century, it is a timber framed structure with later additions. The front elevation is roughcast, the ground floor windows resting on a high plinth. The classical doorcase is positioned off centre, a reflection of its changes over the years.
- 7.3.15 The Listing of the fire station also includes the gates, gate piers and railings. It is a delightful small rectangular building, built in 1881 specifically for use as a fire station. It has some fine brick detailing to eaves and decorative ridge tiles and finials.

#### 7.4 Unlisted Buildings

- 7.4.1 The Paddock, originally a pair of cottages, now one, is a two storey five bay red brick vernacular cottage with end brick stacks and a gabled roof of recently restored

clay tiles. It has white casement windows and although it is of little architectural merit it is a cottage of some character in a private yet important location. Detached from the main part of New Alresford, it is situated near Old Alresford Pond, on the edge of the conservation area (see Map No 5).

#### 7.5 Built Characteristics

- 7.5.1 The similarity of the built form in Broad Street makes for a harmonious townscape. The buildings are similar in form, shape, materials, style and detail but there still remains sufficient individuality to create an architecturally and aesthetically pleasing street scene.
- 7.5.2 The form of the houses are mostly two stories in height with No 35 having three stories. The ridgeline is parallel to the road, but even allowing for their regularity in stories their heights vary, which creates an interesting skyline along with the tall brick chimney stacks and clay pots, some of which are hand painted. The variance in roof heights allows for gables to be hung in vertical tiles. The clay tiled roofs are steeply pitched, with shallower pitches on the slate covered roofs of Nos 25, 51 and 53. Dormers are mainly small with flat roofs, some are gabled or hipped.
- 7.5.3 A common feature is the stoned capped parapets to the front elevation of a number of buildings. The majority of these elevations are painted, either painted brickwork, stucco, rendered or pebbledashed. Those not painted display some fine brickwork detail including the distinctive facing of red bricks and blue headers in a Flemish bond. Finer points include rubbed brick arches.
- 7.5.4 White wooden sash windows are the most common type of window opening, although a number are Victorian replacements. They are either set into reveals or in exposed frames. There are a number of 19th Century two storey angular bay windows and also a few 20th Century Georgian style multipaned bays.
- 7.5.5 New Alresford has a large number of elegant classical doorcases and doors with variations of pediment, frieze, scroll brackets, pilasters, panelled reveals and panelled doors with appropriate door furniture.
- 7.5.6 Other important built characteristics include stone steps to front doors and carriageway

entrances. Shopfronts have a characteristic continuous cornice detail over door and window/windows, often ornate and inclusive of a blind box.

- 7.5.7 Internally, a high percentage of buildings have basements, a feature of this is the number and variety of cellar grates visible at pavement level.

#### 7.6 Local Details and Features

- 7.6.1 The homogeneity of Broad Street belies its many individual local features and details.

These include :

- the following plaques:
  - a) The wall of Old Mill House, No 50, "This house was the Headquarters of the 47th Infantry Regiment 9th Division United States Army 1943 - D - Day June 1944".
  - b) Fire plaque on front elevation of No 7 Mill Hill.
  - c) No 27 "Mary Russell Mitford born here 1787 died 1855".
  - d) Fire station "Erected by the Bailiff and Burgess of New Alresford AD 1881".
- The Horse and Groom Sign.
- The decorative cast iron canopy over footpath at No 9.
- The lamp posts.
- Hanging symbol signs on business premises.
- Brick and tiles as a surface treatment between footpath and properties.
- The avenue of trees.
- The pillar box.
- The pineapples to the parapet of No 49.
- Individual door furniture such as footscrapers, door bells and door knockers.
- The flagstones at the northern end of Broad Street.



## 7.7 Detractors

7.7.1 The visual effect of the quality and character of the conservation area can be eroded in time by the cumulative effects of alterations and additions noted below:-

- The replacement of original roof coverings with concrete tiles.
- The use of plastic (uPVC), aluminium, or other non traditional window or door detail.
- The application of non-traditional paint colour.
- The removal of architectural features such as chimney stacks and pots, decorative brickwork and cornices.
- Inappropriate dormers and extensions to rear elevations.

# 8

## West Street

### 8.1 Townscape

8.1.1 Entering New Alresford from the west, the wide road of West Street is reached after descending Pound Hill to the cross roads of Jacklyns Lane and The Dean. West Street is approximately 20 metres wide, building frontage to building frontage and 210 metres long. It rises 10 metres from the base of Pound Hill to where it meets Broad Street. The Newsagent, No 1 East Street, creates a visual stop, with its prominent chimney stack to the right of which the mature tree in the grounds of Cardew House is visible on the skyline.

8.1.2 There are no trees within the street scene. The frontages of the commercial and residential properties abut directly onto the pavement edge. The buildings range from single to three stories but in the main are two storey. The strong building lines of continuous street frontages produces a strong sense of spatial containment.

8.1.3 Apart from the building line there is no obvious rhythm along West Street. The fenestration, rooflines and styles all differ. Roof pitches vary, steep clay tiled roofs are much in evidence, punctuated with flat roofed dormers and tall brick chimney stacks with clay pots to add skyline interest.

8.1.4 The colourwashed buildings, so prominent in East Street, are more restrained here, natural brick frontages or neutral colourwashes are more common. Traditional roller type canvas blinds are mainly on the northern side of the street, adding architectural detailing by way of blind boxes, some of which are of an elaborate and large scale often incorporated into the shop fascia.

8.1.5 This seemingly continuous road frontage is punctuated at various points by several access ways through to rear courtyards. The more prominent of these include the small courtyard accessed west of No 46, Bakehouse Yard. This small tarmac area allows for several commercial properties to be set at right angles to West Street, creating an intimate enclosed space. A young London Plane forms greenery within the Yard, while northwards an Ash tree of significant townscape merit north of West Street

becomes visible. Further along West Street, west of No 42, The Tapestry Centre, the roofline and vegetation of No 40b can be glimpsed above high brick walls, across a tarmac yard.

8.1.6 A recent Hampshire County Council Highways Improvement Scheme has meant a change of pedestrian paving surfaces along West Street to a light coloured concrete paving slab, with vehicular crossing points in grey block paving with conservation kerbing.

8.1.7 Twin entrances east of No 43 allow for glimpses to vegetation south of the street, also a tall 'rat-trap' bond wall dividing the driveways and the Listed gate pillars of No 39.

8.1.8 The main courtyard area leading south from West Street is accessed between Nos 35 and 33. Its unobtrusive entrance leads to a gravelled covered irregular shaped area where the sympathetically converted malthouse and outbuildings produce a quiet residential haven from the busy main street. Only large modern, metal garage doors detract from the area. From the end of this cul-de-sac a view of the roofscape of Mulberries is just visible above the considerable tree and shrub cover. From inside this courtyard views of the complicated and intricate roofscapes of the properties in West Street can be appreciated.

8.1.9 Opposite No 33 on the north side of the street, west of Bay Tree House, the green of the vegetation in Parham House is visible. This courtyard area is less well defined than previous ones. Its surface materials are mixture of rough gravel, tarmac and flag stones. Beyond a private area, through a wrought iron gate in a brick wall, it is possible to see across the old allotment site to a car parking area. Again a peaceful residential haven.

8.1.10 The restricted alleyway access to the west of Florel Design belies the space beyond. The space becomes an irregular shaped tarmac area, servicing the rear of The Bell Hotel, private dwellings, commercial premises and a private car park. Trees of some townscape significance become evident beyond the car park. It is a mix of old and new buildings randomly positioned.