Heritage Statement

1 The Hollies, Lake Road, RUDYARD

Mel Morris Conservation

on behalf of Mr N Murray

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Heritage Statement

1. Introduction and Policy Background

1.1 Mel Morris Conservation has been appointed by the owner of 1 The Hollies, Lake Road, Rudyard, to prepare a Heritage Statement in conjunction with the alteration of the forecourt and engineering works at The Hollies, Lake Road, Rudyard.

1.2 The National Planning Policy Framework (NPPF) states at paragraph 128 that 'local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance'.

1.3 A Heritage Statement is an assessment of the significance of heritage assets and/or their settings affected by a development, and of the impacts of that development upon them. Heritage assets can be designated (in this case Rudyard Conservation Area) or non-designated (in this case both the house known as 1 The Hollies and the road frontage well-head and gateway).

1.4 Impacts of development on heritage assets are assessed under national planning policy (NPPF 2012) paragraphs 132-135 and local plan policy, which in this case is the **Staffordshire Moorlands Core Strategy (2014):** Policy DC1 Design Considerations and Policy DC2 on The Historic Environment.

1.5 The local policies state:

Policy DC1 (Adopted Core Strategy) – Design Considerations

All development shall be well designed and reinforce local distinctiveness by positively contributing to and complementing the special character and heritage of the area in line with the Council's Design SPD. In particular, new development should:

- be of a high quality and add value to the local area, incorporating creativity, detailing and materials appropriate to the character of the area;
- be designed to respect the site and its surroundings and promote a positive sense of place and identity through its scale, density, layout, siting, landscaping, character and appearance;
- create, where appropriate, attractive, functional, accessible and safe public and private environments which incorporate public spaces, green infrastructure including making provision for networks of multi-functional new and existing green space (both public and private) in accordance with policy C3, landscaping, public art, 'designing out crime' initiatives and the principles of active design;
- incorporate sustainable construction techniques and design concepts for buildings and their layouts to reduce the local and global impact of the development, and to adapt to climate change, in accordance with policy SD1;
- protect the amenity of the area, including residential amenity, in terms of satisfactory daylight, sunlight, outlook, privacy and soft landscaping;
- promote the maintenance, enhancement, restoration and re-creation of biodiversity and geological heritage, where appropriate, in accordance with policy NE1;
- provide for safe and satisfactory access and make a contribution to meeting the parking requirement arising from necessary car use;
- ensure that existing drainage, waste water and sewerage infrastructure capacity is available, and where necessary enhanced, to enable the development to proceed;
- ensure, where appropriate, equality of access and use for all sections of the community

Policy DC2 (Adopted Core Strategy) – The Historic Environment

The Council will safeguard and, where possible, enhance the historic environment, areas of historic landscape character and interests of acknowledged importance, including in particular scheduled ancient monuments, significant buildings (both statutory listed and on a local register), the settings of designated assets, conservation areas, registered historic parks and gardens, registered battlefields and archaeological remains by:

1. Resisting development which would harm or be detrimental to the special character and historic heritage of the District's towns and villages and those interests of acknowledged importance.
2. Promoting development which sustains, respects or enhances buildings and features which contribute to the character or heritage of an area and those interests of acknowledged importance through the use of conservation area appraisals, design statements, archaeological assessments, characterisation studies and Masterplanning.
3. Preventing the loss of buildings and features which make a positive contribution to the character or heritage of an area through appropriate reuse and sensitive development, including enabling development, unless their retention is not viable or there would be substantial planning benefits to outweigh the loss

2. Description

2.1 The Hollies is one of a pair of four semi-detached houses located on the west side of Lake Road at grid reference 395091 358105. The houses were built originally between 1890 and 1899 (the date of the published OS map – see plate 1) in an Arts and Crafts style, as two pairs of three-storey houses with a semi-basement contained within the lowest storey. They are decorative, built in red brick with first floor bay windows and roughcast gable ends, large moulded timber eaves cornice, supported by ornamental brackets, and prominent bargeboards. All houses have a verandah, an enclosed stone projecting extension with an open timber balustrade above, which was intended to provide views over the lake.

2.2 The house plots were sold at auction on 16th October 1890 as Lot 7 by the North Staffordshire Railway, who owned the land along Lake Road, around this part of the lake. This was located opposite the Rudyard Lake Hotel, which was first established in 1851. Henry Platt, the proprietor from 1870, started a well-dressing festival in May 1871. The well may have been the original masonry structure now located between Nos. 1 and 2 The Hollies, but this is not certain.

2.3 Photographs taken in 2014 in preparation for the Rudyard Conservation Area Appraisal record the buildings and the frontages prior to alterations. These show that the frontage has not changed, but the land behind the well-head has been re-graded. In 2014 it comprised a sloping bank with steps and sloping path rising in parallel with the 'sister' property, 2 The Hollies.

2.4 Photographs taken in 1909 and in the 1950s (Basil Jeuda – page 32 of 'Rudyard Reflections', 2001) show the houses and the road frontages, and reveal that apart from the slight widening of each access there has been little change. Basil Jeuda describes the properties as "The Beeches" and explains that they were purpose-built to provide holiday accommodation and refreshments. Advertisements record 'High Class Apartments' 'five minutes from the Station' and 'three minutes from the lake'.

3. Setting

3.1 The frontages to Lake Road were originally built with small front gardens and stone boundary walls, built in mortared random rubble, with flat stone copings. By 2014 the frontages to all four houses had been altered by widening gateways and driveways had been provided to the properties, each providing a small forecourt for a parked car.

3.2 Located between No. 1 The Hollies and the property to the north, No. 2 The Hollies, is an enclosed structure, a former well or spring, which has fallen out of use. It comprises a stone-built central structure, a small building with rubblestone walls and pink gritstone dressings, housing a central door, and a later, long overhanging roof, with Staffordshire blue clay tiles, and pair of small King post trusses each fixed to a stone gatepost. Under the overhanging roof are a pair of identical small gates serving the gardens of The Hollies. The open structure was built to look like a lychgate. Its use as a well-head is not certain but it appears to be marriage of two phases of construction. However, it seems likely that this had a specific tourist purpose, and was intended to be an eye-catcher, perhaps to support a phase of 'well-dressing', arguably that instigated by Henry Platt in 1871, although the structure does not appear on the 1879 OS map.

4. Significance

4.1 The Hollies and its walled frontage to Lake Road and small well-head structure are parrt of a unified group which represent the second phase of tourist growth at Rudyard during the 1890s. Their value lies in their attractive design, the use of the same construction materials and building details to both the buildings in the row of four and the frontages and the contribution and evidence in association with their original tourist-associated use.

4.2 Contribution to the Conservation Area

Rudyard Conservation Area Character Appraisal was published in 2016. Lake Road was discussed as a Sub-Area. A photograph of The Hollies was included on page 39 of the appraisal. The conservation area description includes a few references and explains the historic context:

> *"As this lane follows the contours, it was one of the earliest areas to be settled…. With the exception of Hotel Rudyard, there is now very little sense of the tourist industry along the lane, which was once characterised by tourist accommodation, tea rooms and cafes. …….. "*
>
> *"The development is generally spacious, with many properties enhanced by mature gardens, particularly on the rising land to the west; the clusters of development reflect the piecemeal process of historic development following land auctions. ….. "*

4.3 The Article 4 Direction introduced in 2016 explains the justification for including residential properties along Lake Road:

> *"Along Lake Road this was designed to control alterations to traditional dwellings, boundaries and the creation of hardstandings: Along the west side of Lake Road this was intended to include:*
>
> - *Pine Cottage, NabWood, Hillrise, Underwood House, The Beeches, The Hollies 1 and 2, Elton, Lilac Cottage and Red Cottage, South View, Yewtree Cottage, Glenora Cottage. "*

4.4 The value of The Hollies is therefore clearly expressed as being part of a group value with other identical properties and its mature gardens rising to the west.

5. Map Regression

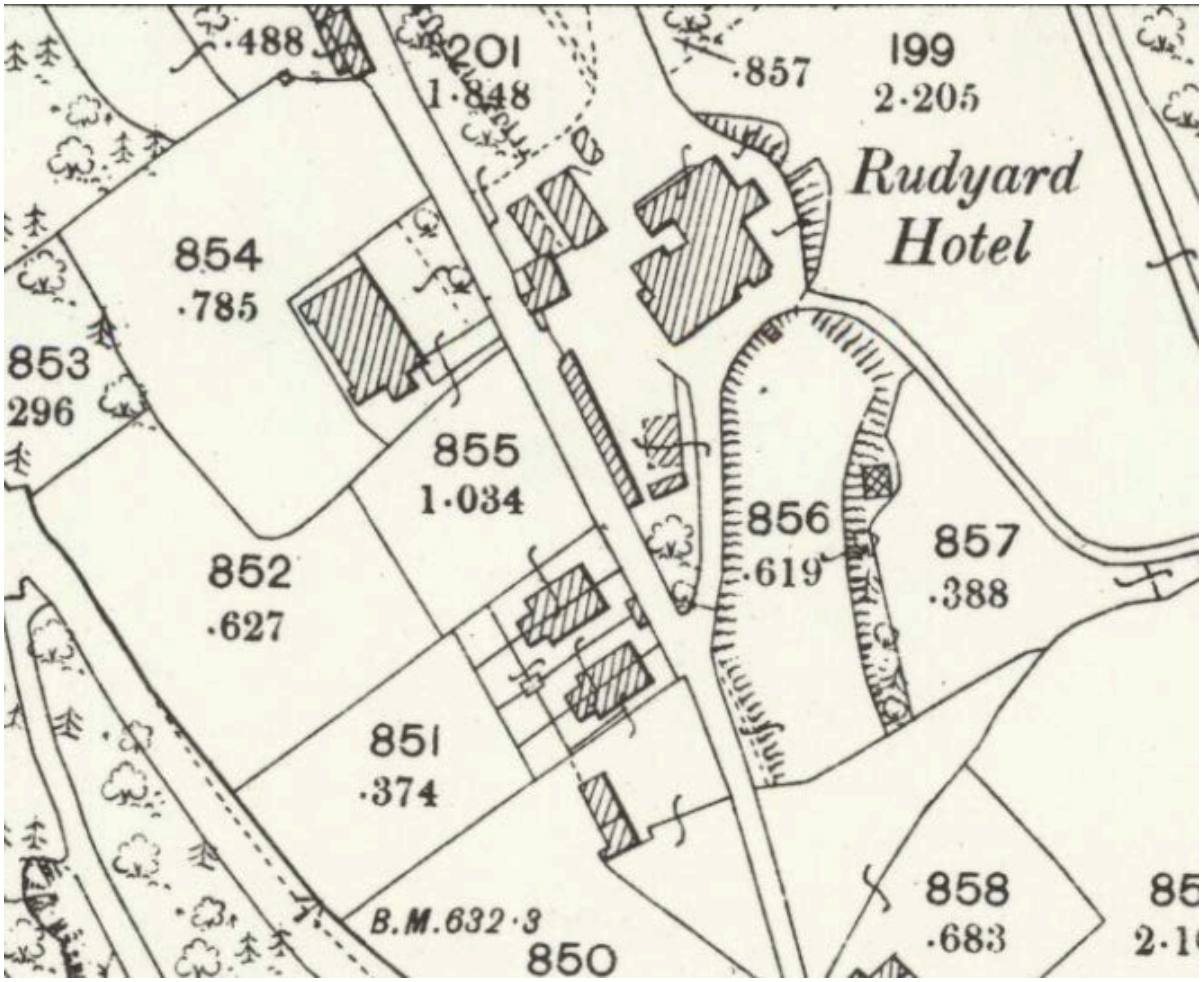

Plate 1 – Ordnance Survey map of 1899 (pub.) at a scale of 1:2500. This is the first time that The Hollies is illustrated within a group of four houses, two semi-detached pairs along with the contemporary 'well-head' structure on the road frontage.



Inset showing 1 The Hollies outlined in red.

6. Photographs



Plate 2 – Photograph taken by Mel Morris Conservation on 2nd December 2014 for the Rudyard survey of properties, as part of the Conservation Area Appraisal. The car parking bay and hardstanding was in existence in 2014.



Plate 3 – View of the 'well-head' with adjoining 'lychgates' from Lake Road (2018). The long flight of steps and rising ground at 2 The Hollies is visible in this view. This was not the same as No. 1 The Hollies, which had been altered by 2014 with a sloping path and intermittent steps.



Plate 4 – View of the built frontage of 1 The Hollies from Lake Road (May 2018). From this direction there is little change to the view and no change to the frontage.



Plate 5 – current view (May 2018) of the extended level area prior to finishing and facing in dressed gritstone.

7. Impact of Development

7.1 See drawings numbered: 668-ED-AL-GA01b, plan and section.

7.2 The removal of the topsoil and subsoil and the creation of an extended car parking area has no material impact on the specific characteristics that contribute to the special character of the conservation area or the significance of the built-up frontage, the well-head and gateways, and the significance of the house. There is no change to the boundary treatment and no change to the building.

7.3 The loss of a small additional area of garden to hardstanding has to be seen in the context that there was already a large area of hardstanding and a car-parking bay created off the road by 2014. This proposal consolidates and extends that area but it does not cause any further harm in terms of its impact on heritage assets. It introduces a stone retaining wall that is large when seen in the context of the backdrop to the glimpsed view from Lake Road, but tapers significantly to the road and is largely hidden by the well-head and gateway. The stone steps and simple handrail and balustrade are also appropriate and sympathetic. The details and materials are appropriate to the character of the area and fulfil Policy DC1 of the Core Strategy. It does not affect the amenity of the property or the amenity of adjoining properties.

7.4 The proposal makes no harm to the significance of the heritage assets and preserves the majority of the garden area rising alongside and behind the dwelling, in the views from Lake Road.

Melanie Lloyd Morris
31.5.18