



Directorate of Economy and Environment
Director **Stuart Love**

Shanklin Conservation Area

Conservation Area Appraisal

*Adopted
April 2011*



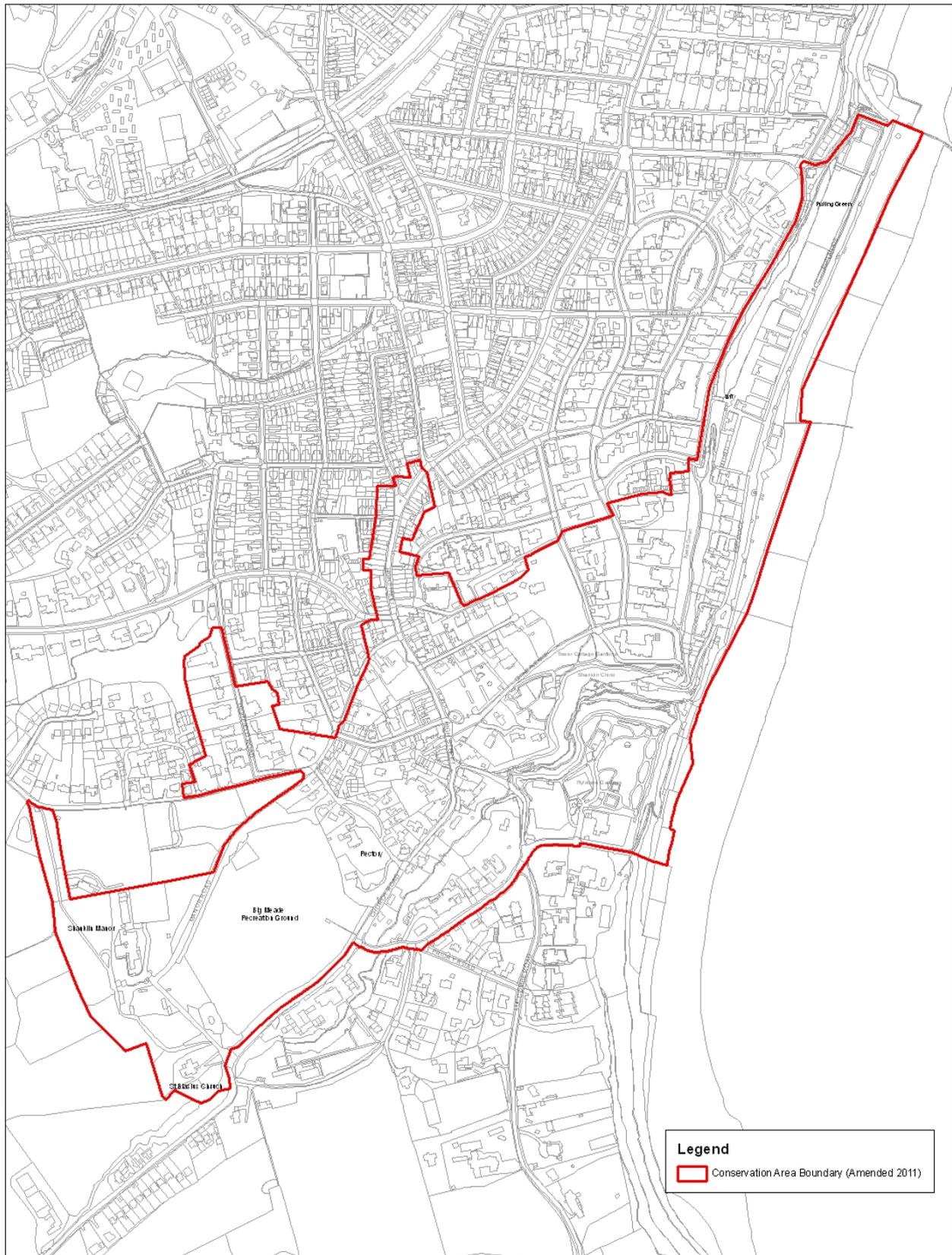
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Shanklin Conservation Area
Conservation Area Boundary

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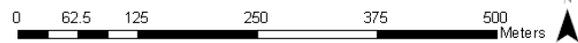


Fig 1: OS map with conservation area boundary amended 2011



Shanklin Conservation Area
Conservation Area Boundary

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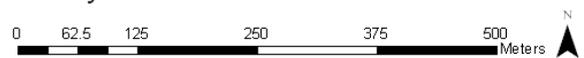


Fig 2 Aerial photograph (2005) superimposed with conservation area boundary

1. Introduction

1.1 The Isle of Wight Council recognises that a quality built environment is an essential element in creating distinctive, enjoyable and successful places in which to live and work. Our Ecoland Sustainable Community Strategy and Island Plan Core Strategy recognise that our historic environment assets attract investment and tourism, can provide a focus for successful regeneration and are highly valued by local communities.

1.2 As part of a rolling programme of conservation area designation and review, the Council designates parts of Shanklin as a Conservation Area. Local Planning Authorities have a duty under The Planning (Listed Buildings and Conservation Areas) Act 1990 to designate as conservation areas any areas considered to be of special architectural or historic interest, the character or appearance of which it is desirable to conserve or enhance.

1.3 Legislation also makes provision for schemes to enhance the area. Therefore, the inclusion of areas of potential allows for schemes to be put forward that will improve the area, in keeping with its own individual character, and to a high standard. Further policy guidance and information for land and property owners can be found on page 31 of this document.

1.4 Designation **does not** mean that development cannot take place within the conservation area or within its setting. Designation means that special consideration will be given to applications within the conservation area to ensure that any demolition is fully justified and that schemes (which are acceptable on all other planning grounds) are of a suitable design, are high quality and appropriate to the special character. This additional level of consideration allows the Council to insist upon the best possible standards of design within a conservation area, and equally to refuse development proposals on the grounds of poor design or quality.

1.5 In coastal areas, the boundaries may follow the line of the mean low water mark, extending to include the whole of any pier, any part of which is within the mean low water mark which is the extent of the

jurisdiction of the Council and so is used for consistency.

SHANKLIN CONSERVATION AREA

2.1 The area under review falls within the parish of Shanklin and contains a previously designated conservation area, first designated in 1971. The original conservation area covered the historic core of Shanklin. The amended Shanklin Conservation area includes the historic core, known as the Chine and The Old Village character area, plus three more character areas the High Street, Keats Green and The Esplanade and lastly Big Meade and Highfield Road.

2.2 Public consultation has demonstrated support for the inclusion of the whole of the Esplanade.

3. Location, context and setting

3.1 Shanklin is a seaside resort on the east side of the Isle of Wight with a population of 8,700 people.

3.2 The Chine is a Historic Park and Garden of local importance. The cliffs to the south are designated as a SINC (Site of Importance for Nature Conservation). The area contains a number of hotels, the economy of the area is primarily based on tourism. The town centre benefits from a good range of retail, leisure and financial services. Regent Street serves the local residents with retail and services. Leisure uses, notably restaurants, cafes, hotels and public houses are concentrated in the Old Village and High Street. Buildings within the town centre retain residential use at upper floors.

3.3 To the south is countryside, Shanklin Down, an Area of Outstanding Natural Beauty. Historically within this landscape sat Shanklin Manor, a medieval settlement, which now forms Big Meade recreation ground. The revised conservation area has been extended to cover this original area and the early houses that developed around the manor towards West Hill Road and Highfield Road.

3.4 To the north of the Old Village development was rapid after the railway arrived in 1864. The High Street area around Shanklin

Theatre has some grand buildings of architectural interest. Outside the proposed conservation area boundary the Victorian buildings are numerous and very similar. The quality of the environment on Regent Street is let down by the lack of consistency in buildings and lack of traditional shop fronts. Beyond the town centre there is a mass of Victorian housing. The extent of urban sprawl has eventually joined Shanklin to Lake and Sandown.

4. Historic Development of Shanklin

4.1 Shanklin was mentioned in the medieval Domesday Book 1086 as Scenclinc, a name derived from its location, meaning a 'cup in the rising ground'. This small medieval settlement is identified on the 1793 map. It remained a small agricultural and fishing community for a long time by virtue of its isolated position.

4.2 On the OS 6" unpublished map 1793 there were three distinct settlements: the



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Fig 3: Extract from the unpublished Ordnance Survey 1793

church and manor at the south west end of Big Meade; an area from the NE end of Big Meade

to the head of Shanklin Chine; and an area around Peach's Farm, which is now the junction between Victoria Avenue and the High Street. There was also a single cottage on the foreshore called Fisherman's Cottage.

4.3 When first discovered by adventurous travellers Shanklin was a small dispersed settlement with a population of around a hundred people. The first development occurred when East Cliff was built, followed by Vernon Cottage in 1817 and then Tower Cottage. Eastcliff Road and Steephill Road were the first new residential roads in the village. With the building of Church Road in 1826 development slowly continued.

4.4 The 1842 Tithe map shows the absence of any buildings north of East Cliff. The pace and nature of development in the Old Village was controlled by Francis White Popham, born 1829 as Lord of the Manor he granted leases of the land on condition that only single or semi-detached villas were erected and that a proportion of the ground was reserved for garden.

4.5 A desire for improved health bought about by the Industrial Revolution and a belief that the taking of spa water and sea bathing had curative qualities prompted people with disposable income to head to seaside resorts. Shanklin's development as a spa resort in comparison to mainland resorts was relatively late. Shanklin had three springs at the head of the Chine, at Small Hope and below Osborne Steps.

4.6 In a publication of 1872 called "Shanklin as a Health Resort" by Dr G Harvey Betts said "A spot possessing such natural beauties, with its invigorating climate and peculiar advantages for sea bathing, was not likely to remain neglected by the health and pleasure-seeking public." The spring water recommended to cure many ills, together with the picturesque Chine, led to the town becoming a fashionable Victorian resort. Its popularity was assured when the railway line from Ryde opened in 1864. A pier was completed in 1891 and the cliff lift was opened in 1892 to link the town level with the Esplanade. Sadly, the magnificent pier pavilion caught fire 1927 the remaining structure was washed away in the great storm of 1987.

4.7 During the Second World War Shanklin was bombed and some notable buildings were destroyed. The United Reform Church on the High Street was one that was rebuilt while the Old Spa Hotel on the Esplanade was lost and remains a gap site on the Esplanade.

4.8 Along the coast at Shanklin remains of Second World War pill boxes and gun placements can be found. At Shanklin Chine part of the PLUTO line is still visible. The location of military installations are recorded on the HER.





Fig 4: OS Map 1st Edition 1864

Around 1760 adventurous travellers had begun to discover the picturesque village of stone built and thatched roof cottages set in a cliff bound coast line and gorge-like Chine. By 1864 Shanklin had developed as a romantic rural-maritime retreat of cottage ornés and a few hotels. Villas were beginning to be built on choice sites on the Esplanade, Keats Green and West Hill Road. The railway station opened 1864.



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Fig 5: OS Map 1896

By the beginning of the 19th Century Shanklin became a pleasant and fashionable spa and resort town. By 1896 the pier and lift had been built and the Esplanade developed. Development had begun to spread northwards towards the station.



*Fig 6: The Esplanade and the Spa Hotel
Photo Alan Parker - The Story of Victorian
Shanklin*

5. Archaeological Potential

5.1 The area has revealed few archaeological finds dating to the prehistoric periods. A flint tool is recorded in the HER having been found near Highfield Road area.

5.2 There is greater potential for archaeological finds around the immediate vicinity of Shanklin Manor and St Blasius church, a medieval site and those areas shown to be occupied on the 1793 map. However archaeological remains of any period could be found in the conservation area.

5.3 This document does not identify all the known heritage assets within the conservation area, therefore any omission of any building, feature or space should not be taken to imply that it is of no interest.

SPATIAL ANALYSIS

6. Character Areas

6.1 Shanklin is a large urban area within an

undulating chalk landscape, along the coast steep sandstone cliffs create a two tier settlement. Affording quiet grass lined cliff top promenades and a seafront full of seaside amusements. The railway line runs some distance north and inland of the original settlements which were focussed around the Chine and the Manor. The commercial town centre connects the Old Village to the railway station. Big Meade near Shanklin Manor provides a large area of open space as you approach the town from the south.

6.2 The cluster of original cottages in the Old Village are dispersed and somewhat random. The early Victorian development on Keats Green, the Esplanade and Highfield road are detached villas on generous plots. The later Victorian development of the High Street and on towards the station is more compact with regular interconnected streets.

6.3 The importance of the landscaped area to the east cannot be exaggerated; its close proximity to the Old Village and the commercial High Street provides a green link to the foreshore. The existence of the Chine; is the origin of the town and it provides a green space in the heart of the conservation area.

6.4 The conservation area boundary includes the original disperse settlements and

the early Victorian developments of the town as it expanded to become a spa and resort town. Defining the special interest involves recording the appearance of the area, documenting its historical development and analysing the values and significance of the area.

6.5 The Shanklin Conservation Area is divided into four character areas to reflect its character.

Area 1: The Chine and Old Village
 Area 2: High Street
 Area 3: Keats Green and Esplanade
 Area 4: Big Meade & Highfield Road

Area 1: The Chine and Old Village

This character area focuses on the historic core of the village, it includes the 'Old Village' and 'the Chine' and covers the original conservation area.

Area 2: High Street

For the most part this incorporates the commercial area in the historic core of the town.

Area 3: Keats Green and Esplanade

This character area is more leisure activities and focuses on the hotels and tourism.

Area 4: Big Meade & Highfield Road

This Character area includes the recreation ground and covers the original medieval settlement.

7.3 The sketch below shows the town from the sea; it illustrates the pattern of development in relation to the cliff-bound coast line and the Chine.

CHARACTER ANALYSIS

The analysis of the character of these individual areas is examined in depth in the following chapters

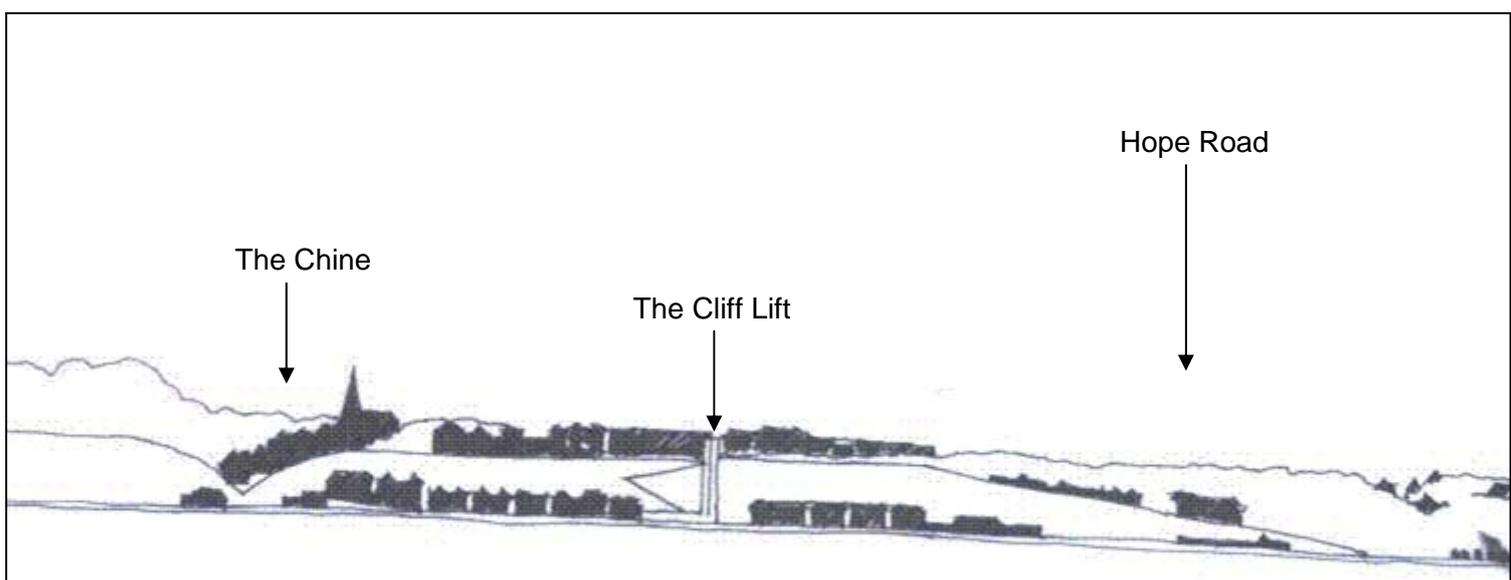
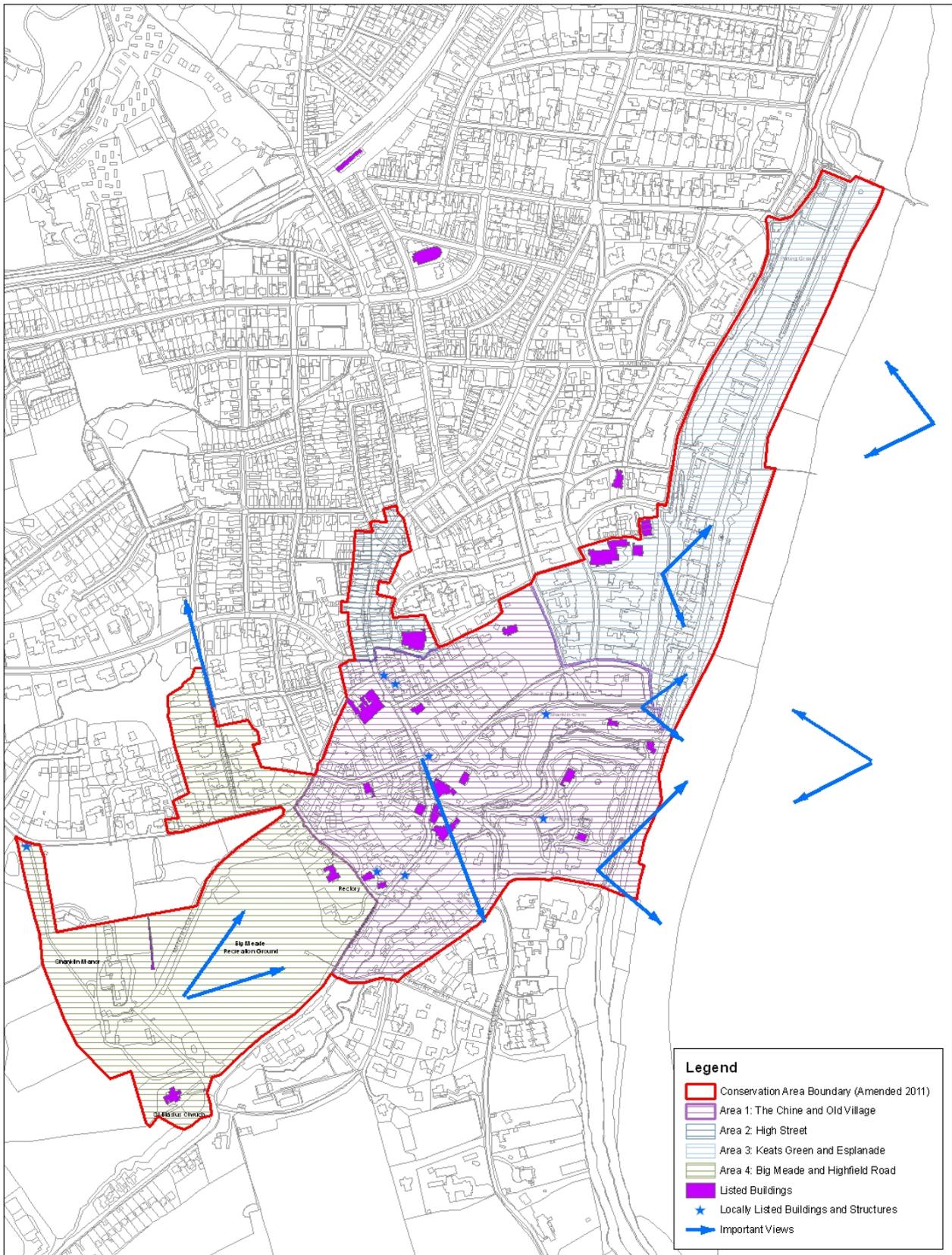


Fig 7: Town from the sea showing two tier coast line of Shanklin



Shanklin Conservation Area
Character Areas and Key Views

Area 1: The Chine and Old Village

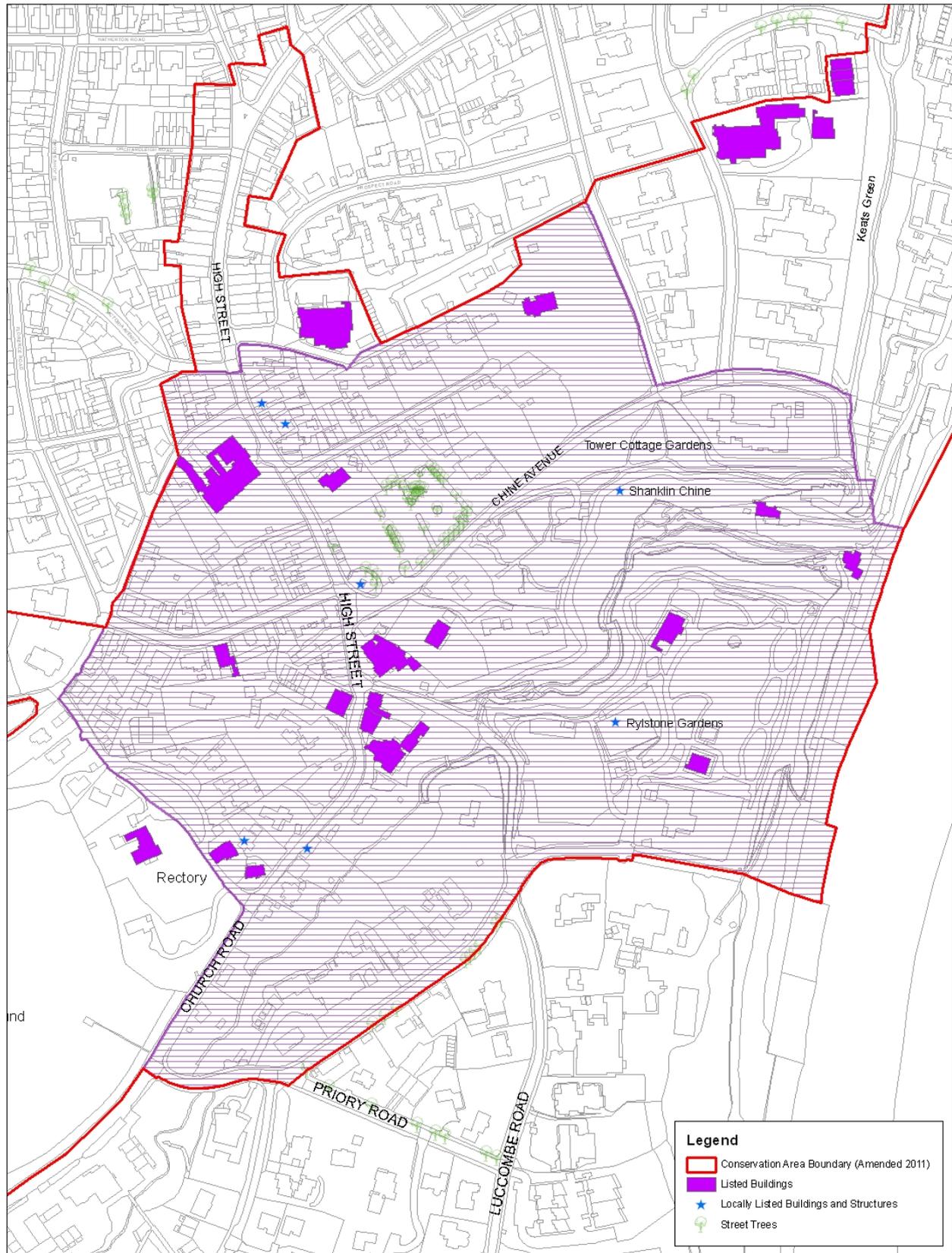


Fig 9: Church Road the Old Village

Summary of Special Interest

The Chine and Old Village Character Area forms the heart of the conservation area, a bustling hub of activity in the summer. Many visitors are attracted by the historic buildings and the natural wonder of the Chine, it is a popular and much photographed picturesque location. The historic built environment, enhanced by garden settings, is complemented by the large landscaped areas and open public space. A strong visual connection to the landscape is created through the topography allowing distant views of the surrounding countryside. Thatched buildings in the cottage ornés style are a defining characteristic of this area.

Area 1: The Chine and Old Village



Shanklin Conservation Area
Character Area 1: The Chine and Old Village

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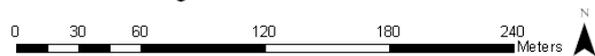


Fig 10 : Map showing The Chine and Old Village Character Area



Fig 11: Shops, Church Road



Fig 12 : Hotel, Church Road

8. The Chine and Old Village

8.1 At the head of the Chine sits the heart of the conservation area known as the Old Village. The buildings here include thatched cottages, hotels, public houses and small shops. The area also includes a large landscaped area to the east consisting of Rylstone Gardens, Shanklin Chine, Tower Gardens, and the cliff path leading to the foreshore. It stretches north to the junction of Victoria Avenue and High Street, includes Eastcliffe Road, Grange Road and reaches south to Big Meade recreation ground.

8.2 A disperse and somewhat random grouping of properties around the Crab Inn, the winding street and steep drop to the Chine evoke an essentially introverted aspect. The group to the north, including Daish's Hotel, Eastcliffe and group of buildings facing onto the high street are more tightknit. Eastcliff Road is characterised by high stone boundary walls present.

8.3 At Luccombe, south of Shanklin, the curve of Sandown Bay begins. It is fronted for nearly three miles by sandstone cliffs. Shanklin Chine forms a gorge-like gap in the shoreline, with its waterfall set amongst rocky tree lined slopes. It was this chine that first attracted visitors to the small village of Shanklin. Beyond the Old Village long distance views connect the town back to the downs.

9. Historic Development

9.1 With the original cottages identified on the 1793 map few in number, the settlement only slowly evolved with the addition of further cottages by 1810. The promotion of the Chine as a visitor attraction started in the mid 1800s and led to the development of a number of hotels.

9.2 The early 19th Century led to further building at the north end, but the real expansion came with the Victorians and the railway.

9.3 The resulting Old Village is a Regency and Victorian collection of romantic cottages ornés around a few genuine old cottages. The first small hotels were opened 1824 and 1833, and villas were built on prime sites before the railway arrived in 1864. After this the settlement quickly grew into a town, mainly to the north of the Old Village.

9.4 Popham Road takes its name from Francis White-Popham, the last Lord of The Manor of Shanklin a direct descendant of Sir Geoffrey de Insula one of the first Lords of the Manor c.1170. Francis White-Popham was responsible for much of the Victorian development of Shanklin, only granting building leases with the strict condition that only single or semi-detached villas were built with a portion of the ground reserved for a garden or lawn. The family were benefactors of the town and owned



Fig 13 : Examples of Cottage Orné

great areas of land on the Isle of Wight.

9.5 During the second world war Shanklin Chine held one of Britains greatest war secrets PLUTO an undersea pipe-line laid across the bed of the English Channel to fuel the advance of the Allied armies from the Normandy beaches. Parts of the pipeline are still evident within the Chine.

10. Building Qualities, Materials and Local Details

10.1 The existence of the Chine; a dramatic landscape feature, was the reason , visitors first came to Shanklin. The stone built and thatched roof cottages these visitors discovered inspired a new style of architecture called “cottage ornés”.

10.2 Cottage orné is a term applied to houses designed to mimic very small dwellings such as workers houses or lodges, designed as exaggerated versions of vernacular cottages. Typically they have elaborate roofs (often thatched), tall chimneys, picturesque windows, and sometimes rustic timber work. Shanklin has many examples in the Old Village such as Vernon Cottage.

10.3 By 1845 the growing village included newly built picturesque dwellings of various sizes. Some as accommodation for summer visitors and others as rustic retreats for wealthy people such as Vernon Cottage, built in 1817.



Fig 14 Sensitive approach to signage

10.4 As well as stone cottages with thatched roofs the Old Village also contains early brick, painted render and coursed dressed stone buildings. The predominant roofing material for the later Victorian buildings is slate.

11. Public Realm

11.1 Numerous cafes and other traders spill out onto the pavement, many of the restaurants and hotels have tea gardens which give a green open nature to the public realm

11.2 The war memorial is located by the public car park enclosed in an area of planting. Nearby here are public information signs, public works of art with assorted benches and litter bins

11.3 It is notable that there are several examples of discreet Highways signage in the Old Village, This sensitive approach to signage, particularly at road junctions is very important in retaining the feel of the Old Village.

11.4 The large stone sitting on the corner of Alexander Road and Chine Avenue is the remains of a mounting block for horse riders.

11.5 The elevated pavement with its guardrails along the Avenue is where locals could promenade, clear of the dirt.



Fig 15: Church Road looking towards south

12. Green Spaces and Biodiversity Value

12.1 There are many individual specimen trees within the character area. Tower Gardens, where Tower Cottage was built in 1825 and was bombed in the war has many mature trees including beech and oak dated back to 19th century. Some of the ornamental species such as oriental plane and red oak are more recent.

12.2 Sadly on Chine Avenue a tunnel of magnificent beech trees growing into the wall were all removed in 2008 as they had all become so fragile. One old beech tree remains in the grounds of Bedford Lodge but it has been heavily pollarded.

12.3 Chine Hollow from the Crab Inn leads to the Chine. It contains a stream crossed by a small bridge and steps leading to Rylstone gardens. These gardens were once the grounds to Rylstone Manor, now a hotel. Within Rylstone Gardens, a public park sits

Rylstone House, c. 1860, now a hotel. A stone building with jettied half-timbered projection. Also within the park the remarkable Rylstone Chalet c. 1880 a two storey wooden veranda with slender columns and openwork balustrade on three sides. In the gardens there are many spectacular trees including a Coast Redwood, Monkey Puzzle, Sweet Gum and Monterey Pines. Along the cliff path are a row of impressive Holm Oaks.

12.4 Popham Road, named after the last Lord of the Manor is lined with the Common Lime tree, which has heart shaped leaves. Trees are a very important element of the overall character of the Old Village.

12.5 Shanklin Chine unique in the quality of its flora and fauna. With a drop of 105ft to sea level, and just over a quarter of a mile, the Chine covers an area of approximately three acres. Shanklin Chine is located at the heart of the Old Village and has two entrances; the top entrance is just down from the Crab Inn and as you walk through the top pay box you are greeted with the beauty of the main waterfall which is over 45ft. The path then takes you on your journey down. If you start from the bottom entrance, which is

located at the end of Shanklin Esplanade, you can see the stream as it reaches the beach with the Fisherman's Cottage and Chine Lodge listed buildings.

13. Key Views and Vistas

13.1 From the Chine there are glimpse views of the sea, from the cliff top there are spectacular views of the bay, the sea is not visible from the centre of the old village but because of the topography of the land there are views from the car park that look over the roof tops of the thatched cottages out towards the Downs.



Area 2: The High Street

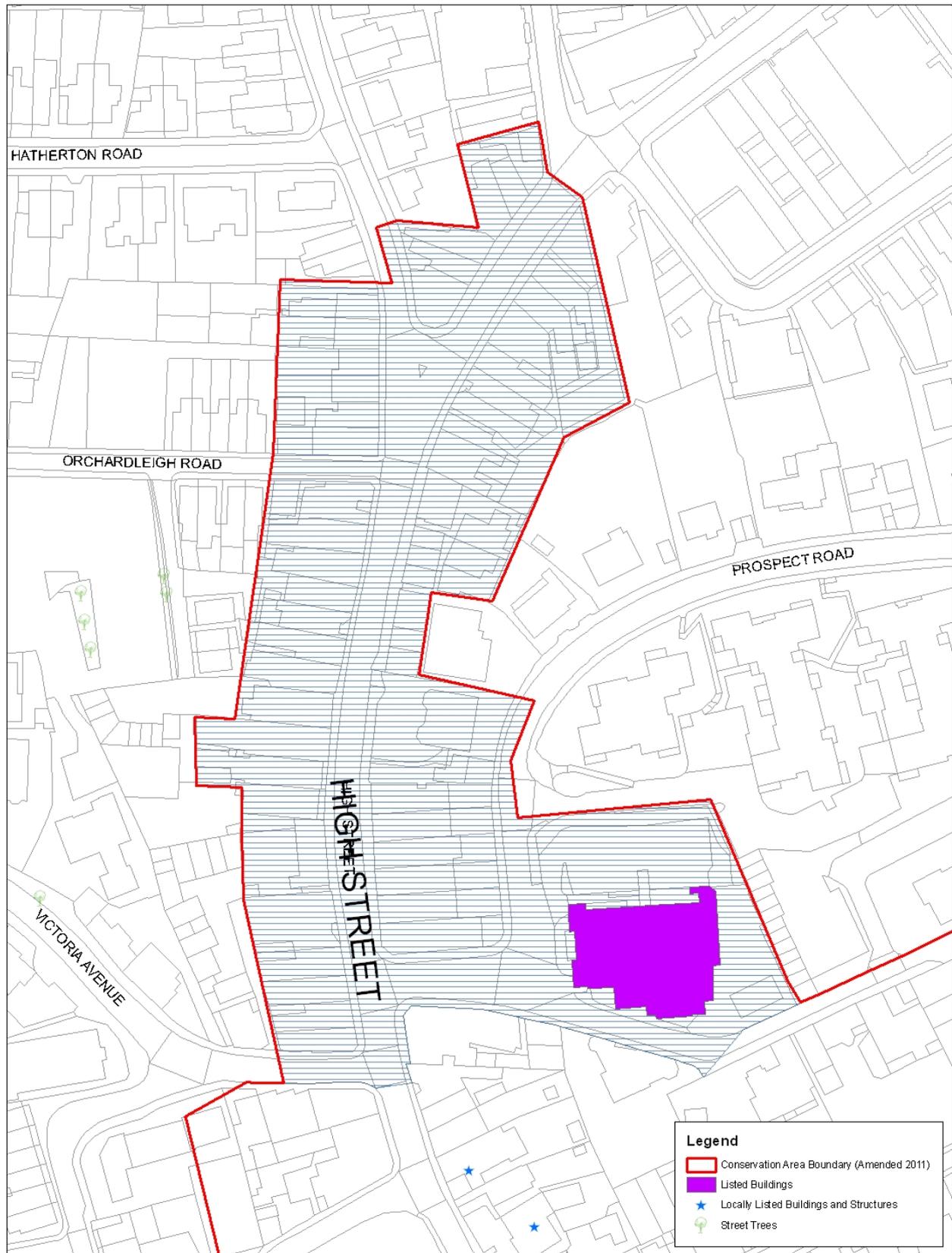


Fig 16: High Street Shanklin

Summary of Special Interest

This character area is characterised by a sense of enclosure and commercial activity.

Area 2: The High Street Character Area Map



Shanklin Conservation Area
Character Area 2: High Street



Fig 17: Map showing the High Street Character Area



Fig 18 : Shop front High Street

14. The High Street

14.1 The High Street Character Area is centred on the core C19 purpose built shops that served the growing town. It includes Shanklin theatre and extends to the point where the High Street splits into North Road and Western Road.

14.2 The OS map 1862 shows little development along the road, just fields and the odd cottage.

14.3 The buildings are 3 storey changing to two storey at the point the road slopes downwards as it heads north. The plots are narrow giving a vertical emphasis to the street scene. Many of the properties have bay windows at first floor that overhang the pavement. The roofs are pitched, in some cases behind parapets or with interesting corbelled brick at the eaves. The buildings further north are more modest in scale and less ornate in architectural detail.

14.4 The High Street has a sense of enclosure. It is on high ground the land slopes away in both directions.

15. Historic Development

15.1 Very few buildings are shown within this area on the 1st Edition OS map, the area being semi rural and on the edge of fields.



Fig 19 : Shop front High Street

However, by the time of the OS Landmark map 1898 the area was fully developed, the train station opened in 1864 this is when the town really started to expand and hence the need for local shops increased. The High Street represents a rapid growth period in the history of development of Shanklin town centre.

16. Building Qualities, Materials and Local Details

16.1 Some notable individual buildings and local styles are discussed below, however inevitably there are many more buildings and details which contribute to the character of the conservation area than can be mentioned here.

16.2 The majority of buildings are Victorian and retain the characteristic features of mid nineteenth century purpose built shops, including traditional timber fascias, pilasters, cornice and capitals. Mullioned shop windows with recessed entrances and timber stallrisers are common. The reason for this area being included in the conservation area boundary is primarily the quality of the 19th Century architecture and the surviving traditional shop fronts.



Fig. 20 Bank at end of High Street

16.3 The ground floors are predominantly shops, cafes and restaurants. Upper floors are either commercial or residential flats. The character area is mixed used. Properties are generally single aspect with no access to rear. However, a row of residential properties back onto the High Street facing on to Prospect Road.

16.4 The High Street is a long linear space with narrow pavements. The pavement is raised on the east side with steps down just before no. 50. Between no, 52 and 54 is a large detached house which is set back from the established building line, although in front of it is a single storey flat roof extension which appears out of place in this otherwise harmonious street scene.

16.5 Common materials are buff and red brick, with moulded render dressings to window or decorative brick string courses. Projection timber bay windows at first floor. One particular building stands out as being later period mock Tudor design. Later Victorian buildings lower down the street are rendered and painted. Roofs are predominately slate. Traditional shop fronts are painted timber with some fine examples still surviving although many have been replaced over the years not always in a sympathetic materials and design.



Fig 21: Corner building 64 High Street

17. Public Realm

17.1 The public realm is mainly limited to the pavement on either side of the High Street.

17.2 In front of Shanklin Theatre is an open space which affords an element of importance to this Civic building originally a literary institute, later a town hall and now a theatre.

17.3 At the north end of the High Street where the road splits into North Road and Western Road the area in front of the bank has been closed to traffic and paved to form a public space.

18. Green Spaces and Biodiversity Value

18.1 There are no green spaces within the High Street and no street trees to note.

19. Key Views and Vistas

19.1 The bank at the north end of the High Street (no.19) is a key building which terminates the view along the slightly curving High Street. The buildings either side of Steephill Road 64 and 66 are prominent corner buildings which frame a view to the front of the Theatre.

19.2 These assertive buildings on the corner of Steephill Road are buff with stuccoed ground floors and pointed angled turrets. One was a bank the other a post office c. 1890. Shanklin Theatre framed in view by these two buildings was originally built as Literary and scientific institute in 1879, and became town hall in 1913 and after a fire, was reconstructed as a theatre in 1933 although parts of the original Literary Institute survive. The Theatre is a Listed Building.



Area 3: Keats Green and Esplanade

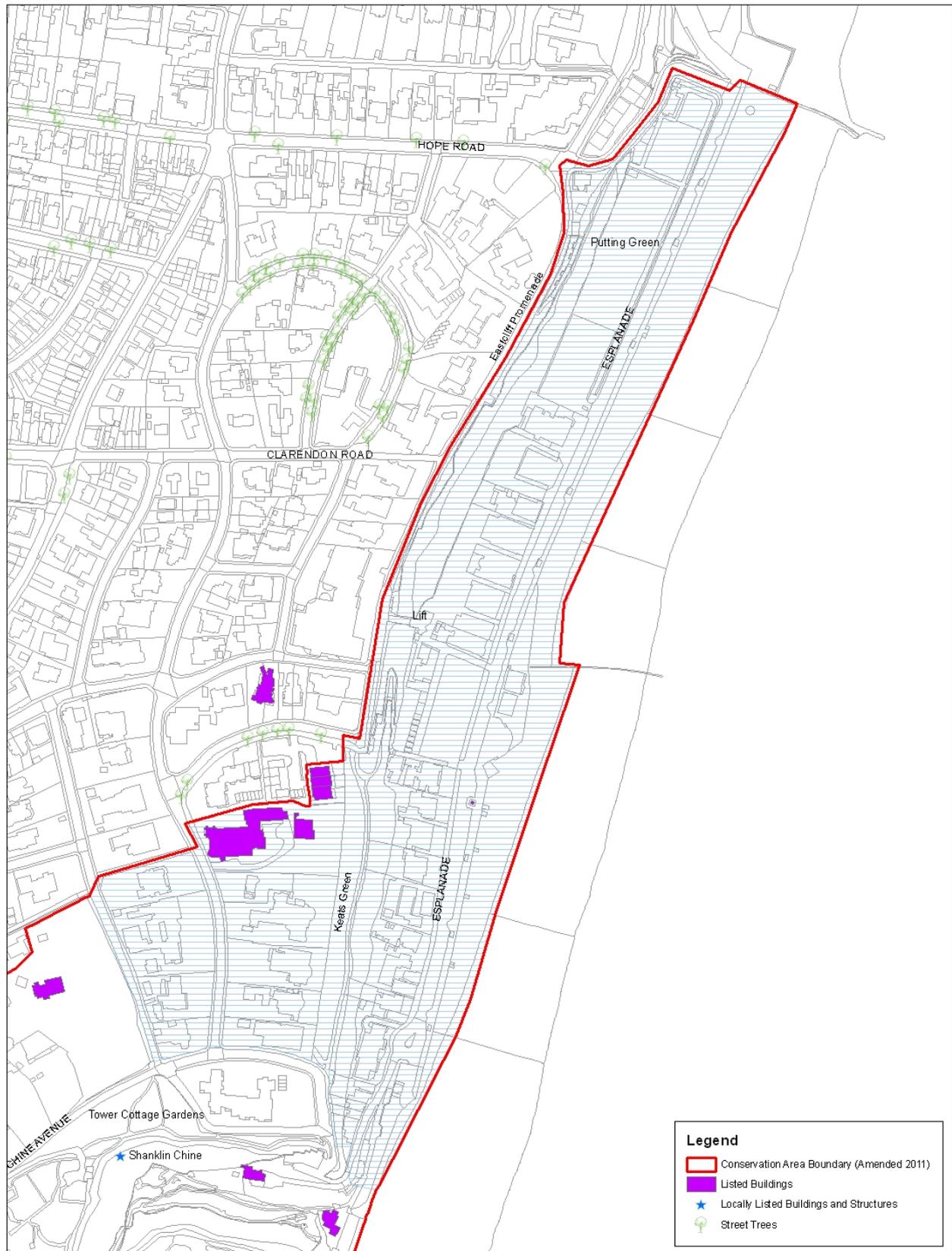


Fig 22: Keats Green

Summary of Special Interest

This character area represents a pleasant Victorian seaside resort divided by the cliff but connected by the lift providing both quiet green hotel quarter as well as all the traditional seaside entertainment on the shore.

Area 3: Keats Green and Esplanade



Shanklin Conservation Area
Character Area 3: Keats Green and Esplanade

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Fig 23: Map showing the Keats Green and Esplanade Character Area



Fig 24: Cliff path former Keats Inn

20. Keats Green and Esplanade

20.1 The Esplanade is a narrow strip of land at the foot of the cliff which runs from the base of Shanklin Chine to the bottom of Hope Road. Keats Green is the area at the top of the cliff north of Tower Cottage Gardens.

20.2 The grand sweep of the Bay which reaches all the way to Culver Down means Shanklin is visible across the Bay from Sandown. The view from the sea (fig 7) shows the way development follows the base of the cliff and the importance of the cliff to the character and identity of the town.

21. Historic Development

21.1 Very early maps show the shore line as undeveloped. The first building on the shore was Fisherman's Cottage which was built in about 1817. It was the occupant of this cottage who opened the path through the Chine, and charged tourist a fee to follow it. He was also the first operator of bathing machines on the beach. A Hot Brine Bath from the Fisherman's Cottage is now displayed within the Chine.

21.2 By 1842 the Tithe map, shows down on the shore, Fisherman's Cottage, The Chine Inn, the Coast guard Station and the early houses built in 1830's as well as plots marked out, well beyond the sea wall, which became known as Sea Terrace.



Fig 25: Esplanade

21.3 Originally access to the shore was from the Chine until Hope Road was completed 1876. A plan in 1870 to develop the esplanade from Osborne Steps to Hope Beach never materialised, the land was reclaimed allowing the promenade to be widened. It was not until 1899 that the land was leased and then sold to the district council for use as pleasure grounds.

21.4 The completion of the pier in 1891 meant the easier embarkation for the holidaymaker travelling around the Island by boat. During the 1880s there were proposals for a lift that eventually opened in 1892.

21.5 The inauguration of the railway in 1864 undoubtedly altered the character as visitors to the village began to arrive in droves and hastened the development of "seaside" amenities.

21.6 Keats Green was named after John Keats, an English romantic poet who made several visits to Shanklin in 1817 and 1819.

21.7 St Saviour's church opened in 1867 soon after the railway, many of the houses to the south of the church on Queens Road pre-date it. The area to the north was developed piecemeal after the railway came.



Fig 26: Hotels on Keats Green

22. Building Qualities, Materials and Local Details

22.1 Some notable individual buildings and local styles are detailed out below, however inevitably there are many more buildings and details which contribute to the character of the conservation area than can be mentioned here.

22.2 The Esplanade is bounded at the north and south ends by large natural beaches accessed by pedestrians only. Car access to the Esplanade is by Hope Road. Beyond the Esplanade the coastal cliffs remain essentially undeveloped, although a recent development at Luccombe is clearly visible and intrusive in the landscape.

22.3 There are pedestrian footpaths and a lift that connect the Esplanade to Keats Green. Along the Esplanade a narrow strip of development faces the sea, behind the cliff rises steeply visually separating the esplanade from the town above. Some properties have parking and access at the rear but generally parking is on the street and buildings benefit from active frontages at ground floor. Many of the uses are tourism related being hotels, restaurants or entertainment.

22.4 Materials include stone, render and brick. Roofs are shallow pitched the predominant covering is slate. Chimneys are functional and plain without embellishment.



Fig 27: St Saviour's Church

Sash windows, bays and covered verandas / balconies at first floor level are common features. Many of the original Victorian villas have been altered with the addition of ground floor single storey extensions to the front but above the majority of properties retain many original features.

23. Public Realm

23.1 Two main areas of public realm, the cliff top walk including Keats Green and the Esplanade bounded by the sea wall and sands below, have distinctly different characters, but both designed promenades provide wide views out over Sandown Bay and the resort's main focus of the sea.

24. Green Spaces and Biodiversity Value

24.1 Historically the Victorian buildings were set back from the pavement with front gardens. At the north end many of the properties have had single storey extensions bringing the building line to the back of the pavement.

24.2 At the south end of the esplanade the set back remains and the gardens provide an element of greenery to the Esplanade. On the cliff face undergrowth grows providing a green back drop to the buildings and an important wildlife corridor. Historical photographs show that there were once street trees planted on the Esplanade but none are there now.

24.3 Keats Green a grassy cliff top space has many gabled Victorian buildings at the north end at the junction of Osborne Road is a chalet style building, built in 1885 as the Shanklin Club, later it became Keats Inn and is now residential. The gables have fretted barge boards and below are iron framed veranders.

25. Key Views and Vistas

25.1 There are key views of Shanklin from the sea where the impact of the cliffs is fully appreciated. The Lift is clearly a landmark structure.

25.2 From the foreshore it is possible to see the buildings on the cliff edge, there are views along the cliffs towards Luccombe and across the Bay towards Sandown. As you descend Hope Road to the Esplanade there are views of the coloured beach huts, past the sailing club along the sea wall



Area 4: Big Meade and Highfield Road

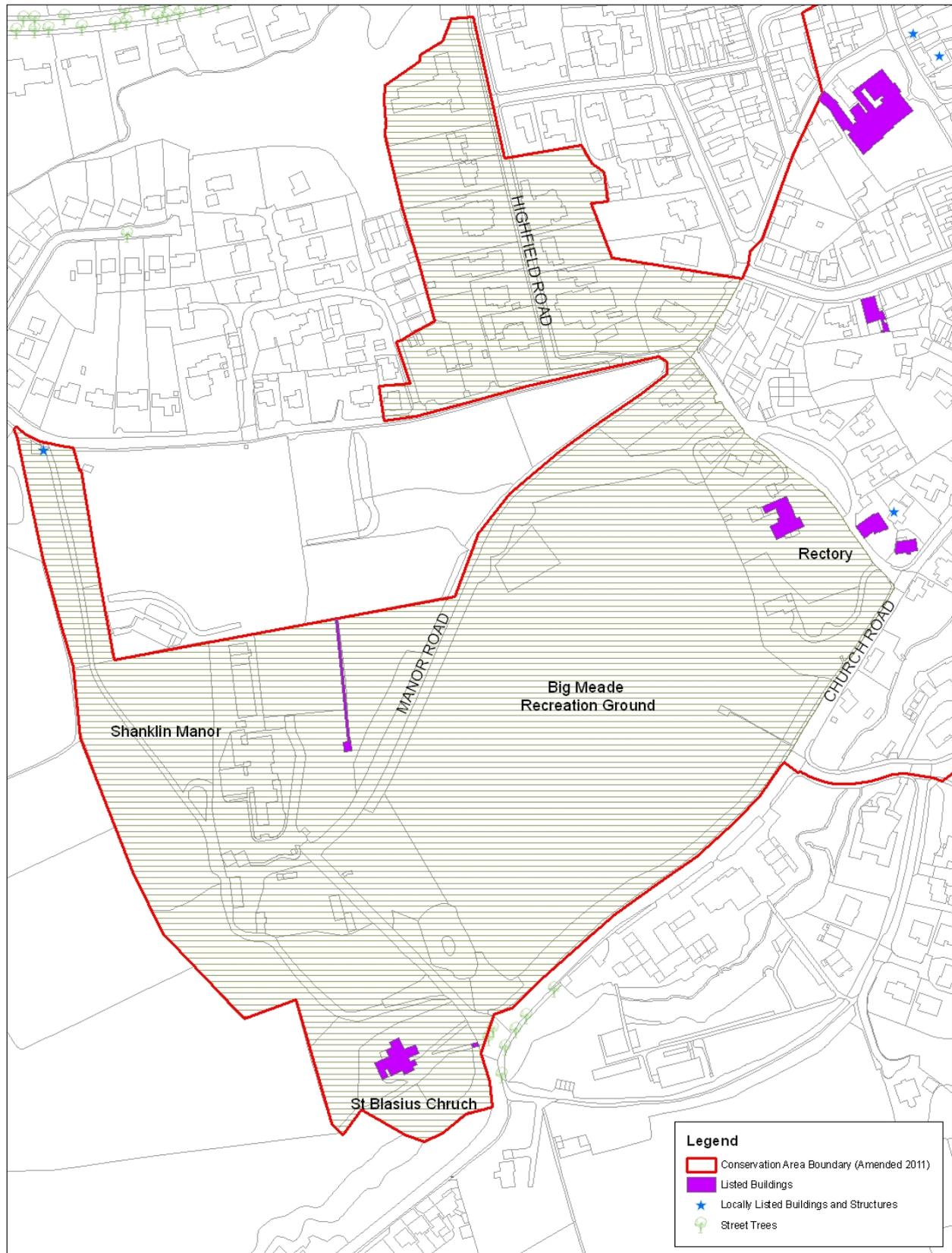


Fig 28: West Hill Road

Summary of Special Interest

Residential quarter some of the early grander residential buildings in Shanklin with high stone boundary walls. Shady, lush and green open spaces complement this predominantly residential area. The built environment dates late 18th and early 19th century represents the growth of Shanklin as a pleasant and fashionable town around an original medieval manor rebuilt in 1883.

Area 4: Big Meade and Highfield Road Character Area Map



Shanklin Conservation Area
Character Area 4: Big Meade and Highfield Road





Fig 30: Big Meade Recreation Ground

26. Location and Setting

26.1 Big Meade is a large open green space at the SW end of Shanklin visible as you approach the town along Church Road. The land rises gently towards the church and Shanklin Manor. To the north of Big Meade is the cricket ground and an area known as West Hill. Here on an area of high ground is Highfield Road.

27. Historic Development

27.1 Big Meade now a recreation ground is shown as an area of open space on the unpublished OS 6" map of 1793, probably a green associated with Shanklin Manor. Shanklin was a Domesday Manor. In 1170 Geoffrey de Lisle founded a manorial chapel next to the manor house. The medieval church was much altered in the later C19 when the manor house was rebuilt. The former Shanklin Chapel was known as St John the Baptist until it was changed to St Blasius, it is also known as the Old Church.

27.2 The Manor house has recently been converted into flats. It is not listed but in the grounds the remains of parts of the earlier manor, which was used as a farmhouse until 1879, including the old summer house and stone wall are listed.

27.3 The Parsonage, later the Rectory and since 1972 the Old Rectory is a listed building



Fig 31: view towards town

it sits at the opposite end of Big Meade from the church. The original dwelling probably 16-17th century has later 18th and 19th century additions. When the Lord of the Manor was not resident between 1780-1869 the parson was the leading inhabitant and the Parsonage the only gentlemen's 'seat' for a time.

27.4 On the 1862 maps close to West Hill there are several other houses built. Some of these properties incorporate date stones from as early as 1858.

28. Building Qualities, Materials and Local Details

28.1 Shanklin Manor was rebuilt around 1883 it is a large stone building with a tiled roof, Symmetrical in design with stone mullioned windows and splayed bay windows. The building has decorative brick chimneys.

28.2 The old Rectory is a substantial coursed stone building with a thatched roof, originally it was surrounded by barns, stables and other farm buildings much these are now gone and modern infill development flanks the listed building.

28.3 Highfield Road consists of some earlier stone buildings together with a number of Victorian villas.



Fig 32: Highfield Road



Fig 33: Highfield Road

28.4 The villas are buff brick with slate hipped roofs. They have bay windows with sliding sash windows. They have brick chimney stacks. The Highfield road climbs steeply from Westhill Road to an area of high ground. The road is edged with natural stone walling. Most of the properties along Highfield Road have high stone boundary walls.

29. Public Realm

29.1 There is plenty of public realm in this character area. Big Meade recreation ground provides a large area of open space. It includes a pond at the south end by the church.

30. Green Spaces and Biodiversity Value

30.1 The eastern boundary of Big Meade is marked by a row of Horse Chestnut and Lime trees which creates an avenue of mature street trees along the southern approach to the town. St Blasius Church has several Yew trees in the church grounds. Foot path S84 which runs along the western boundary of Big Meade is one of two ornamental approaches to Shanklin Manor and is an attractive sunken lane with a combination of tree species.

31. Key Views and Vistas

31.1 From the top end of Big Meade there is a wonderful view of Shanklin town centre. The roofscape of the town is clearly defined against the back drop of Sandown Bay.

31.2 The steeple of the church is a landmark within the recreation ground and the wider townscape.

31.3 Because of the topography from Highfield Road it is possible to look beyond the extent of Shanklin and see in the distance the Sea Mark monument on Ashey Down towards Ryde.

CONDITION ANALYSIS

32. Pressures, Problems and the Capacity for Change

In general the Historic Core is well maintained and appears to have achieved the difficult balance of a local economy which supports both year round employment and a high number of seasonal visitors. Retaining this balance is significant in sustaining and enhancing the character of the conservation area and this needs to be monitored. Fundamental to this year round success is the variety, type and quality of services provided from a small core area. It also continues its early tradition of being a popular resort. For the most part, the commercial properties have remained in commercial use, there being few residential conversions and loss of important shopfronts.

The quality of the town centre environments varies considerably. Conservation area designation has ensured that the buildings and shop frontages in the Old Village have been maintained at the highest quality. The street furniture and signage within the Old Village has used a heritage range and traffic signs used have been reduced to minimum size. At the north end of the High Street public realm improvements have provided a new 'square' forming a resting space as a mid point between the High Street and Regent Street. The High Street boasts an attractive street form with many examples of fine Victorian architecture with feature buildings on corner sites. In general the Old Village has a high quality physical environment, a perception of safety and an overall ambience and level of cleanliness that makes for a pleasant public realm. The environment in the High Street is let down by the condition of the buildings particularly at first floor, the quality of the pavements, lack of uniformity in shop fronts and the presence of satellite dishes.

The Esplanade has a variety of street furniture. Some of the original elegant shelters have been replaced with not so elegant replacements, a few of the original shelters at the south end of the esplanade remain near the Chine. The street lighting and paving while not traditional are at least uniform.

33. Potential for Enhancements

The preceding pages have defined the character of the areas and list a host of positive elements that are essential for its continued existence as an area of special architectural interest.

However, within Shanklin there are some elements that detract from its character. The key factors are:

- The use of modern building materials and the pressure to conserve energy to install double glazing.
- Through Traffic which is constant and the resulting pollution.
- Poor quality public realm patching by utility companies.
- Street clutter and proliferation of signage.
- Pressures for development and redevelopment.
- Large developments that fail to respect the size and scale of the surrounding buildings.
- The use of Article 4 Directions to control development and to prevent the loss of original material.
- Information on Permitted Development rights for flat developments (publicity).
- Screening of the more harmful elements to minimise any negative impact.
- Management of the parks and landscaped areas.
- Additional landscaping within the parking areas in the heart of the Old Village.
- Improvements to public realm. Working with Highways PFI contract. To ensure where historic street furniture and paving remains it is retained.
- Protection of trees within the conservation area and reinstatement of dead or dying trees.

The area in front of the Theatre neither enhances nor detracts from the character of the conservation area but there could be potential for enhancement to this space which would improve the setting of the listed building and provide a sense of civic pride.

General guidance

In recognition of the fact that the historic environment makes a very real contribution to our quality of life and the quality of our places, the **Government Statement on the Historic Environment for England**, (DCMS, 2010) established this vision :

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 historic environment should be seen as a vital contributor to improving the quality of place, and quality of life, for all. By supplying a focus for civic activity and offering opportunities for learning and recreation the historic environment can also be the foundation for more engaged and active communities. At its most basic, in providing distinctive local features and a tangible link to the past, the historic environment is often central to local identity in both urban and rural areas. Conserving the historic environment resource for future generations also accords with the principles of sustainable development.

These wider objectives for the historic environment are reflected in **Planning Policy Statement 1: Delivering Sustainable Development**, (ODPM 2005) which says that, ... *planning should facilitate and promote sustainable and inclusive patterns of urban and rural development by [amongst other things] protecting and enhancing the natural and historic environment, the quality and character of countryside, and existing communities.* The Council appreciate that our historic built environment is an essential element in creating distinctive, enjoyable and successful places in which to live and work. Our **Eco Island** vision and **Local Development Framework Core Strategy** recognizes that our natural and built environment attracts investment and tourism, provides a focus for successful regeneration and is highly valued by Island communities.

Managing Change It is acknowledged that change is inevitable. While it is right to provide protection and support for our past, this must be managed intelligently, with an appropriate balance of priorities and an understanding of what could be gained or

lost. *“In shaping places, Government at all levels must give priority to creating high quality environments for those who use them, developing and implementing policies which seek to retain local distinctiveness and give due weight to the obligation to protect, enhance and promote the historic environment.”* (The Government Statement on the Historic Environment for England, (DCMS, 2010))

Recent revisions to national planning policy guidance are informed by the known public benefits provided by the historic environment. **Planning Policy Statement 5** (Planning for the Historic Environment, CLG, 2010) was introduced in March 2010 to replace PPG15 and PPG16. The PPS does not change existing legal framework for the designation of scheduled monuments, listed buildings, conservation areas etc and existing law sets out the basis on which the various consents or licences may be required.

The new PPS employs the term heritage asset in relation to conservation areas, listed buildings, locally listed features, historic landscapes, all sites on the Historic Environment Record (HER) including old buildings and archaeology, whether designated or not. PPS5 states that *“once lost, heritage assets cannot be replaced and their loss has a cultural, environmental, economic and social impact. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.”*

This approach governs how change is managed in a Conservation Area. Large scale change requires “clear and convincing justification” (HE9) for loss of significance affecting any designated asset, particularly with regards proposals incorporating substantial harm to a building or feature of significance within a Conservation Area. This justification needs to consider the various public benefits as outlined above and include marketing and other reasonable endeavours to secure the continued conservation of a heritage asset. PPS5 Policy HE7 defines the process of place-shaping as one where the desirability of enhancing or better revealing the significance of the conservation area is a key consideration, including, where appropriate, through sensitive development of elements which do not contribute to the

significance of the designated area. In these circumstances, LPAs are encouraged to support design which is appropriate for its context and which makes a positive contribution to the appearance, character, quality and local distinctiveness of the historic environment and makes a positive contribution to economic vitality and sustainable communities. This additional level of consideration allows members and officers of the Council to insist upon the best possible standards of design for new developments within a conservation area or affecting its setting. Small scale changes are considered in Policy HE4 which specifically requires local authorities to consider whether the exercise of permitted development rights would undermine the aims for the historic environment, thereby supporting the use of Article 4 Directions in conservation areas.

For all proposals in a conservation area or affecting its setting, Policy HE6 now requires that an authority only validate applications which provide sufficient information regarding a) the significance of any heritage asset and b) the proposed impact to it/them. Further detail on what information to provide is available at our website www.iwight.com/conservation or please call 01983 823552 in office hours. Applicants are also advised to contact the Archaeology Service archaeology@iow.gov.uk or phone 01983 823810 for access to the council's Historic Environment Record (HER).

Windows

The Council will always encourage the repair and refurbishment of original windows in Conservation Areas. The fabric of an original window i.e. timber, historic glass and fixtures and fittings are an important part of the historic interest of the window which itself forms an integral part of both the character and the appearance of a property.

It is also important to note that the Council's commitment to Ecoland priorities includes measures to support sustainability and therefore the re-use of traditional buildings and the harnessing of their embodied energy is eminently sustainable. For the same reasons, it is also preferable to retain historic windows as opposed to installing new, industrially manufactured windows of plastic materials such as UPVC. As such, the local planning authority supports the preservation

of original timber or metal windows in buildings of historical or architectural value. When original timber or metal windows are beyond repair and this has been fully justified by the submission of a detailed specialist report, the preference will be for the like for like replacement of the decayed windows, incorporating the retained glazing and fixtures and fittings, where possible. Replacement with alternative windows, in terms of design or materials, will generally only be considered when the existing windows are of an inappropriate design, e.g. not contemporary with the architectural style of the building. Sensitive upgrading can be undertaken to improve the thermal performance of a historic building, most commonly this is through sash refurbishment, hidden draughtproofing, upgrading loft insulation and installing secondary glazing. Further ways to achieve a reduction in energy loss can be found in English Heritage's advisory note *Energy Conservation in Traditional Buildings* (2008).

Changes requiring planning permission

At the time of writing, ordinary unlisted dwellings do not require planning permission for the changing of windows. However, if a property contains flats or incorporates a commercial element, planning permission is likely to be required. When a conservation area is designated, alterations to Permitted Development Rights come into effect whether an Article 4 Direction is designated or not. For those properties within the CA but not under a Direction, the following apply:

Extensions and alterations to dwellings

At the time of writing, the determination as to whether an extension is permitted development is primarily determined by virtue of the location, ground coverage and dimensions of the alteration and an impact assessment. The materials employed on any alteration or extension should be of similar appearance to the existing. Any roof extension or addition which would materially alter the shape of the roof (including dormers on any elevation) will require planning permission. Cladding any part of the exterior of a dwelling house within a conservation area (e.g. in artificial stone, timber or tiles) requires planning permission.

Garages and outbuildings

At the time of writing, all additional buildings, which are more than 10 cubic metres in

volume, wherever they are in relation to the house, are treated as extensions of the house and reduce the allowance for further extensions and outbuildings. Planning permission is required for additional buildings if the building would be situated on land forward of or between the side elevation of a dwelling and boundary of the curtilage of the dwellinghouse.

Demolition of structures

At the time of writing, conservation area consent must be obtained for any proposal to totally demolish a building with a cubic content greater than 115 cubic metres or a structure such as a wall if it is higher than 1 metre adjacent a highway and 2 metres elsewhere. Where total loss of (or substantial harm to) the significance of a heritage asset is proposed, a case should be made on the grounds that the proposal is necessary to deliver substantial public benefits and that for example, no alternative location or design will achieve this appropriately.

Satellite dishes

At the time of writing, a satellite dish is not permitted on a chimney, wall or roof slope which faces onto and is visible from a highway or on a building which exceeds 15 metres in height.

Solar panels and micro generation

At the time of writing, the erection of solar panels on a non listed building is permitted where the installation, so far as is practicable, is sited to minimise the effect on the external appearance of the building and the amenity of the area.

Design of new development

There are few examples of contemporary modern design in the conservation area. There will periodically be pressure from architects and their clients to commission modern designs rather than new traditional buildings. Irrespective of architectural style, a building will fit into its context if it observes the conventions of scale, height, building line,

orientation, materials that have been used previously in the conservation area. Building in Context New Development in historic areas published by English Heritage and CABI 2001 gives further guidance on the right approach to design in conservation areas.

PPS5 policies HE7, HE9 and HE10 require attention to the extent to which design contributes positively to the character, distinctiveness and significance of the historic environment. Irrespective of architectural style, a building will fit into its context if it observes the conventions of scale, height, building line, alignment, and materials that have been used previously in the conservation area. Further guidance can be found in Building in Context (CABI) and New Development in Historic Areas (English Heritage).

Archaeology

Most settlements contain archaeological evidence which helps to explain their origins and the way of life of former inhabitants. However, the historically diverse nature of settlement within the proposed conservation area makes it difficult to define specific areas of archaeological potential. The likelihood of the occurrence of archaeological material is related specifically to previous land usage.

Archaeological remains of any period could be found within the proposed conservation area and therefore proposals to carry out works which include ground disturbance may require an archaeological evaluation or assessment. The results of a preliminary archaeological evaluation may indicate that the impact of the proposed development on archaeological remains is inappropriate or needs to be modified.

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Maps

Ordnance Survey:
1793 Unpublished
1864 1st Edition
1996 25" Edition



APPENDIX A – Shanklin Conservation Area Boundary Description

- Starting at the corner of Popham Road and Church Road following the southside of Popham Road continue to foot path leading top Appley Steps
- At top of steps drop vertically down cliff face to meet groyne on foreshore to the mean low water mark.
- Heads north along the mean low watermark to the breakwater adjacent Hope Road car park.
- Continuing up centre of Hope Road round the boundary of No. 31 Hope Road to meet the north end of Eastcliff Promenade.
- Turning onto Eastcliff Promenade continues south along centre of Eastcliff Promenade passing the Cliff Lift and Osbourne Steps.
- Crossing Osbourne Road to meet the north end of Keats Green follow round the west elevation of Keats Cottage.
- Turns west along boundary of St Saviours Church to meet Queens Road.
- Crosses Queens Road to stepped footpath between Auckland Hotel and Belmont Hotel to meet Alexandra Road.
- Across Alexandra Road continues along pedestrian only end of Steephill Road following boundary of Eastcliff.
- At No. 16 Steephill Road turns between Eastcliff and No. 16 to follow rear boundaries of No.. 16, 15,13 Steephill Road rejoins Steephill Road turning north at rear of theatre.
- Follows the back edge of garages to Shanklin Towers includes boundary to Shanklin Theatre car park.
- Crosses Prospect Road along front boundaries of No. 10,12,14 Prospect Road and rear boundary of 64 High Street.
- Excludes 18 Prospect Road by following rear boundaries of properties on eastern side of High Street No. 54 to 20 (even).
- At No. 20 crosses the High Street to corner of Landguard Road and includes No. 2 Landguard Road. Follows rear boundaries of No. 7 to 19 (odd) High Street to meet Western Road.
- Crosses Western Road follows rear boundaries to properties on western side of High Street No. 21 to 31 including No. 1 Orchardleigh Road.
- Crosses Orchardleigh Road continuing along properties on the Western side of High Street to junction of High Street and Victoria Avenue.
- Across Victoria Avenue falls between Victoria Court and No. 2 Victoria Avenue along the west boundary of No. 5 Pomona Road.
- Cuts across Pomona Road along front boundaries of No. 4,6,8,10,12 and 15 Pomona Road to junction with Grange Road.
- At junction of Pomona Road and Grange Road turns west along rear boundary of No. 17 Pomona Road following rear boundaries of properties on eastern side of Highfield Road No. 6,6a,4a, and 4 to join centre of Highfield Road heading north as far as north end of No. 3 Highfield.
- Following rear boundary of No.3 Highfield continues along rear boundaries of Tanglin, Moonrakers, No, 5 and 7 Highfield to meet rear of No. 3 West Hill Road.
- West along rear boundary of 3 West Hill Road to meet driveway to West Hill Manor going around rear boundary of No. 7 West Hill Road.
- Turning east along West Hill Road continue until junction of West Hill Road and Manor Road.
- Turning into Manor Road continue along Manor Road until north corner of Shanklin Manor grounds turn west along edge of tennis courts along boundary of cricket grounds pass the cricket pavilion to footpath S85.
- Continues along field boundary to west of footpath S85 pass rear of Shanklin Manor until meets south west corner of St Blasius church yard
- Follows boundary of church yard to Lynch gate on Church Road.
- Continues along south east edge of Big Meade Recreation ground to rejoin starting point.