

Totland Conservation Area

Conservation Area Appraisal

Adopted June 2012



Conservation and Design
Planning & Regulatory Services

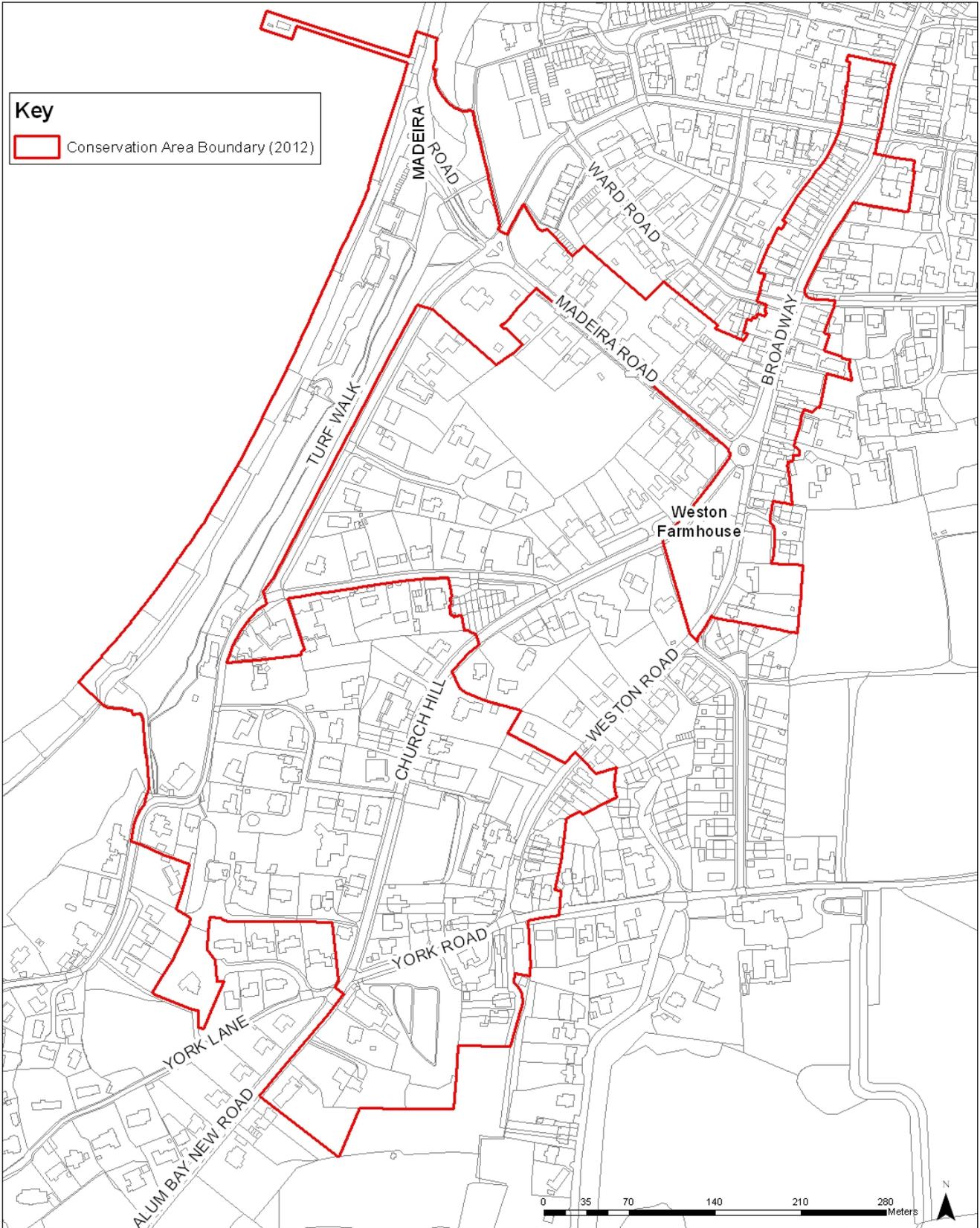
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Totland Conservation Area



1 Introduction

1.1 The Totland Conservation Area falls within the parish of Totland and is located to the south west of Freshwater. It is mainly comprised of areas of the residential settlement of Totland. It does not contain any previously designated conservation areas. The area was surveyed during 2011.

1.2 This appraisal has been produced using information contained within Historic Environment Records (HER), the Historic Landscape Characterisation (HLC), the Historic Environment Action Plan (HEAP), the Isle of Wight Records Office, the Totland Parish Plan (2007) and Totland Parish Council website. A full list of references can be found in the bibliography at the back of this document.

1.3 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.

2 Planning policy context

2.1 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. The 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.

2.2 As part of a rolling programme of conservation area designation and review, the Council proposes to designate parts of Totland 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 preserve or enhance.

2.3 The 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 at www.iwight.com/conservation.

2.4 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.

2.5 Conservation area appraisals are produced in partnership with the community. By means of a 6 week period of public consultation (in this instance December 16th 2011 to January 27th 2012), local communities are able to input to the research to identify areas of special character and to map the development of their distinctive streetscapes. Conservation area appraisal documents produced in partnership with local people in this way can assist with community planning to explore the best ways for an area to develop and grow whilst ensuring that it keeps its local character and sense of identity.

3 Definition of special interest

3.1 The special interest of the Totland Conservation Area incorporates a large part of the area's late 19th century architecture which is closely linked to the area's development as a tourist resort.

4 Location, context and setting

4.1 The Totland Conservation Area is situated within the Freshwater Isle (also known as the West Wight peninsula) which is almost an island in itself, south west of Freshwater. The area is administered by Totland Parish. The coastline is dramatic: within the boundaries of Totland parish are soft eroding coastal slopes, shingle beaches, chalk cliffs, the Needles and the colourful sands of Alum Bay. Two thirds of the parish is classified as Area of Outstanding Natural Beauty (AONB) and Headon Warren is the largest surviving area of heathland on the Island. The Western Yar River forms the eastern boundary of Freshwater Isle.

4.2 The geology of the area is Palaeogene, mainly Osborne and Headon Beds and some Bembridge Limestone, with Reading Beds, London Clay and deposits of Bracklesham Group to the north of the chalk. Superficial deposits include Plateau Gravel at Headon Hill and near Hill Farm, Alluvium in the floor of Yar valley and Gravel Terraces on valley slopes. The area has a low altitude generally, with a maximum of 125m at Headon Hill but elsewhere 20m – 55m. Moderate slopes except at Headon Hill and Golden Hill where gradients are steeper.

4.3 The population of Totland is approximately 3000 and the area is predominantly residential with some remaining shops and services in the centre. There are numerous late Victorian/Edwardian villas and hotels which denote the area's origins as a tourist location. The area is still a popular destination for visitors and there are many hotels, guest houses, camping and caravanning sites. Development in the village centre is mainly linear but other areas, particularly towards the coast, are of a more dispersed settlement pattern. The area is linked to other settlements by the A3054 to Yarmouth and the A3055 to Freshwater Bay.

5 Historic development of Totland

5.1 The unpublished Ordnance Survey map of 1793 (Figure 1, page 3) shows that large parts of the West Wight were virtually uninhabited, with a scattering of hamlets outlying the small village of Freshwater. Totland didn't become a parish in its own right until 1894, coinciding with the period of rapid growth. From the 7th century the area was part of the western manor of the Saxon parish of Freshwater (known at the time of the Domesday Survey as Kings Freshwater), used for grazing, hunting, fishing and farming. Field patterns show clear evidence of enclosure from a medieval open-field system. Weston Farm, which dates from the 17th century, is visible on the 1793 map.

5.2 From the 14th century beacons dominated the hilltops: the origin of the name Totland actually relates to its nature as a 'look-out (Tot). During the heyday of smuggling (1700 – 1850) Totland played a significant part in the trade and coastguards were garrisoned at various locations around the coastline. Following the Royal Commission of Defences in 1860, the Needles Old Battery, Hatherwood Point Battery and Warden Point Battery were constructed and further inland, the rural landscape was modified by the construction of Golden Hill Fort. These batteries and forts formed part of the Needles Passage defences.

5.3 The Coastguard cottages on the Broadway (which survive to this day) are shown on the 1861 map (Figure 2, page 3) along with a collection of other properties (Heatherwood House is present to the west and there is development around the location of the York workshop buildings) but there is still little difference between the 1793 map and the 1861 map. The establishment of the military from the 1860s onwards within the area would have produced a different economic and social climate within the West Wight peninsula with a growth in infrastructure (particularly the road from Yarmouth to Alum Bay) and a move from an agrarian economy to service related industries. However, the area didn't really begin to develop until the advent of tourism in the latter part of the 19th century. The Isle of Wight had become increasingly popular as a place to visit largely thanks to the patronage of Queen Victoria and places like Ryde flourished as a consequence: visitor numbers increased with the building of the Ryde pier. With the coming of the railway other areas of the island began to flourish, most notably Sandown, Shanklin and Ventnor. At Totland Bay, a wooden pier appears on the 1861 map and this is likely to have served local fisherman and the Needles Lighthouse built in 1859. An RNLI lifeboat was stationed at Totland Bay from 1869 until 1924 constructed with funds raised by local people.



Figure 1. Unpublished OS Map 1793, showing sparse population

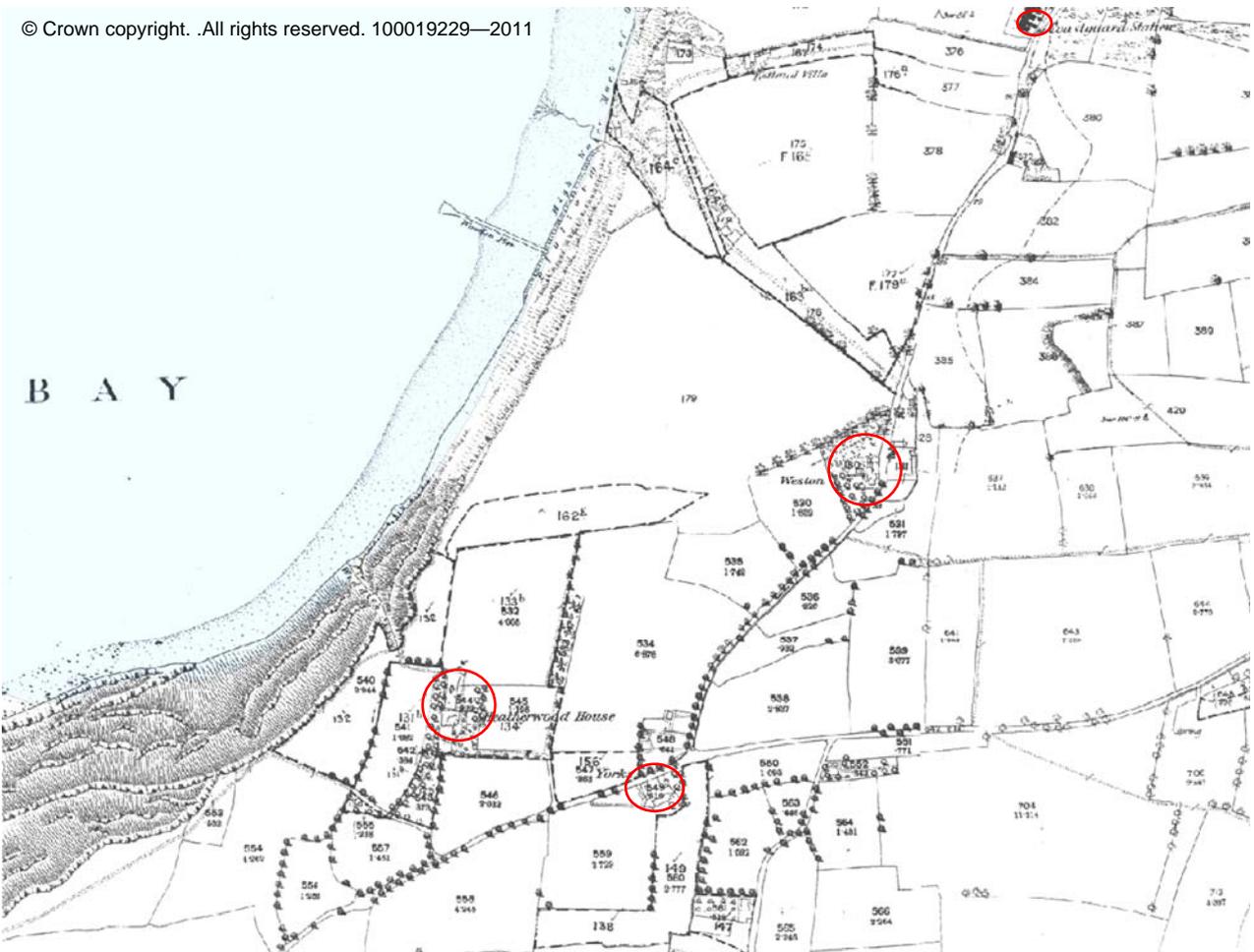


Figure 2. OS Map, 1st Survey, 1861, showing only minor changes in the intervening years

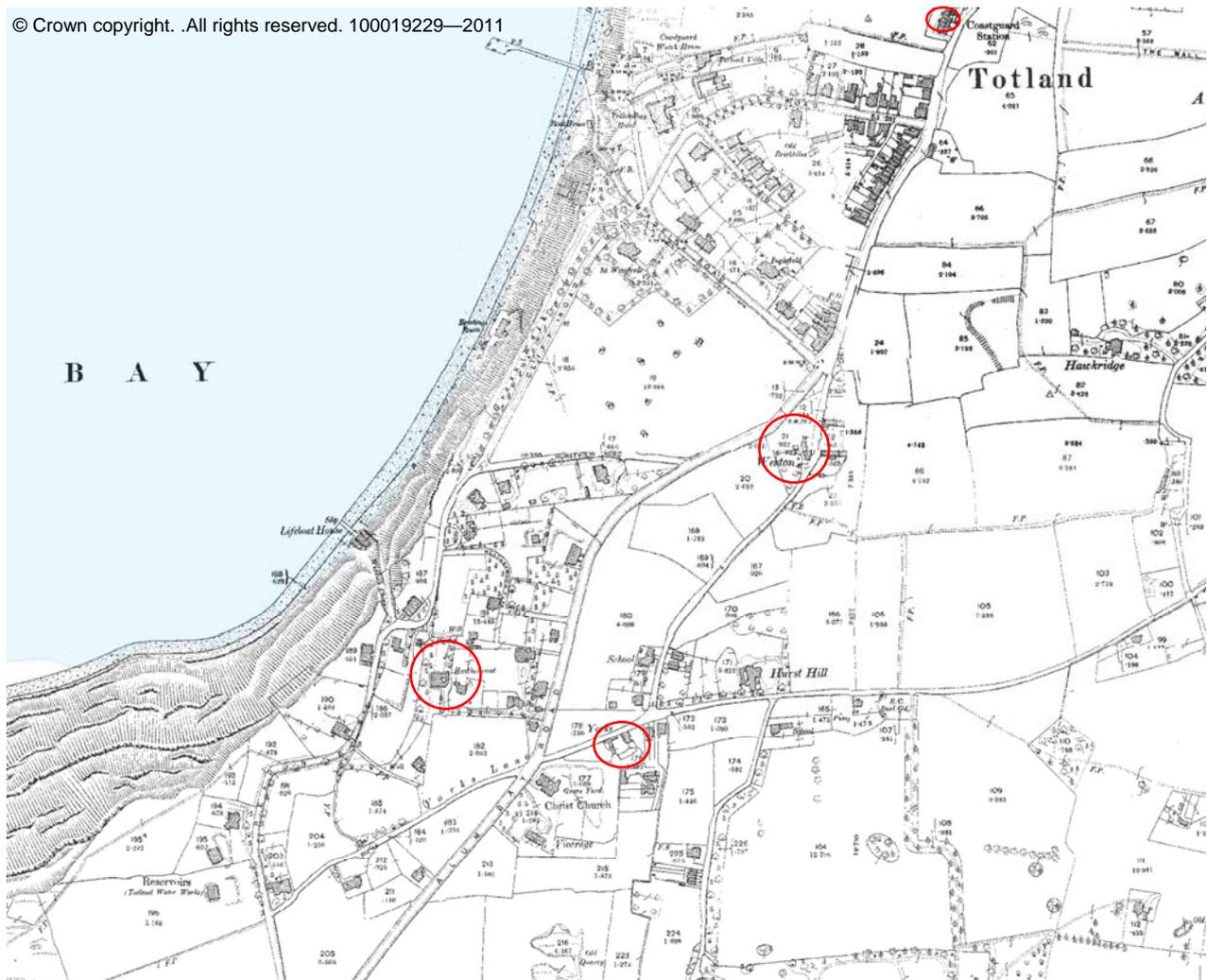


Figure 3. OS Map, 1st Revision, 1896, showing development progressing

5.4 Within West Wight, the presence of Alfred, Lord Tennyson (at nearby Farringford from 1853) helped raise interest in the area and attracted writers and artists as either residents or visitors (for example, Julia Margaret Cameron visited Tennyson in 1860 and subsequently bought Dimbola Lodge, Freshwater Bay). Tennyson's monument (formerly the site of one of the aforementioned beacons) stands on the chalk ridge of Tennyson Down which adjoins the coast south of Farringford.

5.5 The 1896 map (Figure 3) illustrates how the area began to flourish and all within a fairly short space of time. In 1870 the Totland Bay Estate Company was formed (by G. Aman and G. Preece, with 18 shareholders): the company purchased the former Ward estate in Totland with the intent of creating a planned luxury resort. In 1873 a new road was built to Yarmouth, to encourage more visitors. In 1875 Christ Church was built by public subscription and in 1888 Totland became a separate ecclesiastical parish. Thus, by 1890 Totland was firmly established, complete with promenade, a new pier (sited north of the previous wooden pier) and a large hotel (the Totland Bay Hotel).

5.6 The pier (designed by SH & SW Yockney) was 450ft long (although the original Totland Estate Provisional Order advertised it to be 550ft) and was made of iron. It was opened in March 1880 and was in use that summer, undoubtedly giving economic impetus to the area (a similar effect, although not on the same scale, as the pier at Ryde). Initially, the pier only received steamer traffic from Lymington and Yarmouth but services were later extended to include excursions around the island and to mainland destinations such as Bournemouth, Southampton and Portsmouth.

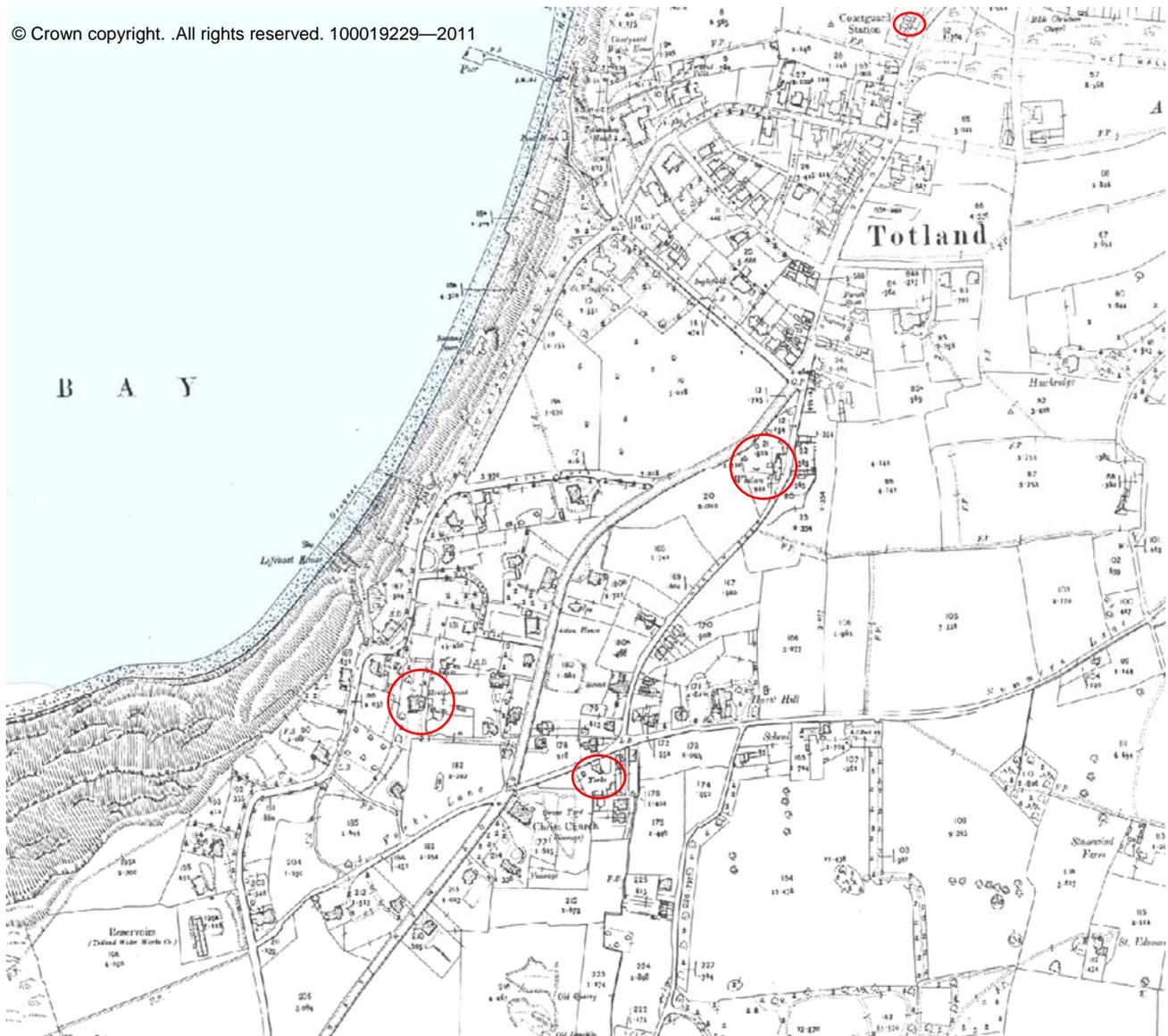


Figure 4. OS Map, 2nd Revision, 1907, showing further expansion

5.7 Stephens Directory of 1883 described Totland as . . .

. . .delightfully and pleasantly situated at the head of a fine open bay, the mighty ocean is seen in all its grandeur, while the sands are fine and clean, and well adapted for bathing, a splendid view is obtained from the beach and from the new hotel on the summit a grand scene as far as the eye can reach. Totland Bay is a Beach in reality as well as name, there is sand enough and to spare which is perfectly firm and of clean white appearance, the beach is not steep but slopes gently and safely, and the most timid may enjoy a dip with the utmost confidence.

5.8 A village centre appears to have developed independently along the Broadway with many shops and attractive dwellings, probably in response to the demand for accommodation for those servicing the tourist industry and the grand villas that were springing up along the coast. A school was built close to the parish church (Christ Church). The 1907 map (Figure 4) shows how the area was expanding and this is further illustrated by the postcard on page 6 (Figure 5): the Totland Bay Hotel is situated above the pier and, in the foreground is the RNLI lifeboat station.

5.9 The creation of the railway link between Newport, Yarmouth and Freshwater (with a station at Bow Bridge to the east of School Green) ended the brief monopoly that the packet steamers



Figure 5. Postcard, 1910 (IOW Council), showing the pier, hotel and lifeboat station

had. With the outbreak of the First World War, pleasure cruises ceased but the Lymington ferry service continued until 1918. A once a day ferry service did resume in the early 1920s (posters marketing the journey can be found in the Isle of Wight Records Office) but the service finally stopped in 1927. Pleasure cruises resumed after the war but ceased in 1931 due to the condition of the pier. Repairs to the pier were carried out after the Second World War and the reconstruction of the pier-head shelter enabled the pier to re-open in 1952 and regular pleasure trips resumed again until finally ceasing in 1969.

5.10 Small scale holiday camps and holiday centres developed along the coast at Colwell Bay in the early 20th century and other locations in the second half of the 20th century and this, with the cessation of regular pleasure trips, meant Totland went into decline as a tourist location. The Totland Bay Hotel was demolished in 1970 and the pier finally closed in 1978.

5.11 Prosperity within Totland has not only been affected by changing patterns of tourism but also by the increased use of Newport as a shopping centre which has resulted in the loss of shops and services in the village centre. However, on a positive note, Totland remains a genteel tourist and retirement resort, the landscape setting attracting visitors and prospective residents alike.

6 Archaeological potential

6.1 Archaeological remains often contribute to the sense of place of an area, providing historic context which includes evidence of 10,000 years of human intervention in the landscape. Whilst the current evidence can only demonstrate a high degree of potential for archaeological remains in this area it should be understood that each period overlies the preceding chapter of human history producing a time depth that has resulted in the current unique character of the area. In this instance, the conservation area is best considered within the context of the Freshwater Isle area, comprising of land to the west of the River Yar and to the north of the chalk downs. Historically, Freshwater Isle was isolated from the rest of the Isle of Wight and had developed a distinctive landscape character by medieval times, with green rolling down land and an intricate network of routes and pathways connecting a series of small hamlets.

6.2 A variety of prehistoric material has been recorded from this area, including worked flint and metal work but no clear evidence survives of landscape use or for settlement other than the Headon Hill Bronze Age round barrows. A Bronze Age axe hoard has been recorded at Moons Hill and Bronze Age urn fragments recorded at Totland. Roman burials, coins and pottery have been recorded but no Roman buildings have been recorded to date. However, it has been predicted that the site of a Roman villa may exist in this area.

6.3 This document does not identify all the known archaeological potential within the conservation area, therefore any omission should not be taken to imply that it is of no interest.

7 Totland Character Analysis

7.1 The Totland Conservation Area covers an area that contains previous designed landscapes and planned settlement. The road layout, the building density, the architectural details and the presence of open spaces are all characteristics derived from the area's historic development. This, in part, has been determined by the topography and geography of the area but the major determining factor is previous land ownership and usage. Based on this spatial analysis it is possible to discern 2 distinct character areas within the conservation area (see map, Figure 6, page 8). This spatial division is also visually apparent in the aerial photograph on page 9 (Figure 7).

Character Area 1: Village Centre

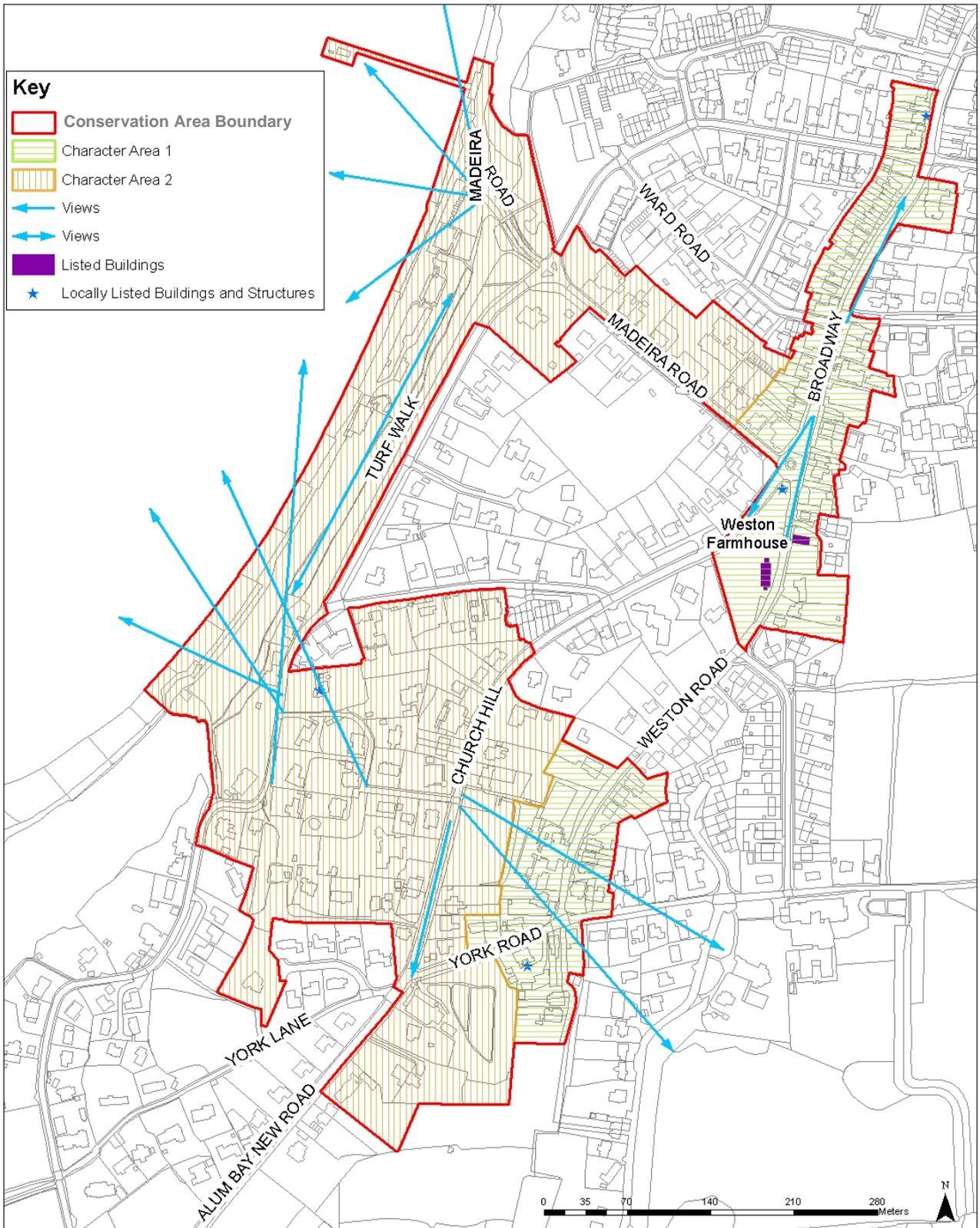
Character Area 2: Totland Bay

7.2 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.

8 Key views

8.1 Views into and out of the conservation area are of significance to the atmosphere of the area. Although in parts it is quite suburban, views to the sea and views to the surrounding hills, denote its coastal and semi-rural location. Key views are marked on the map on page 8 (Figure 6).





Totland Conservation Area

Character Areas and Key Views



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Fig. 6—Character Areas and Key Views



Totland Conservation Area

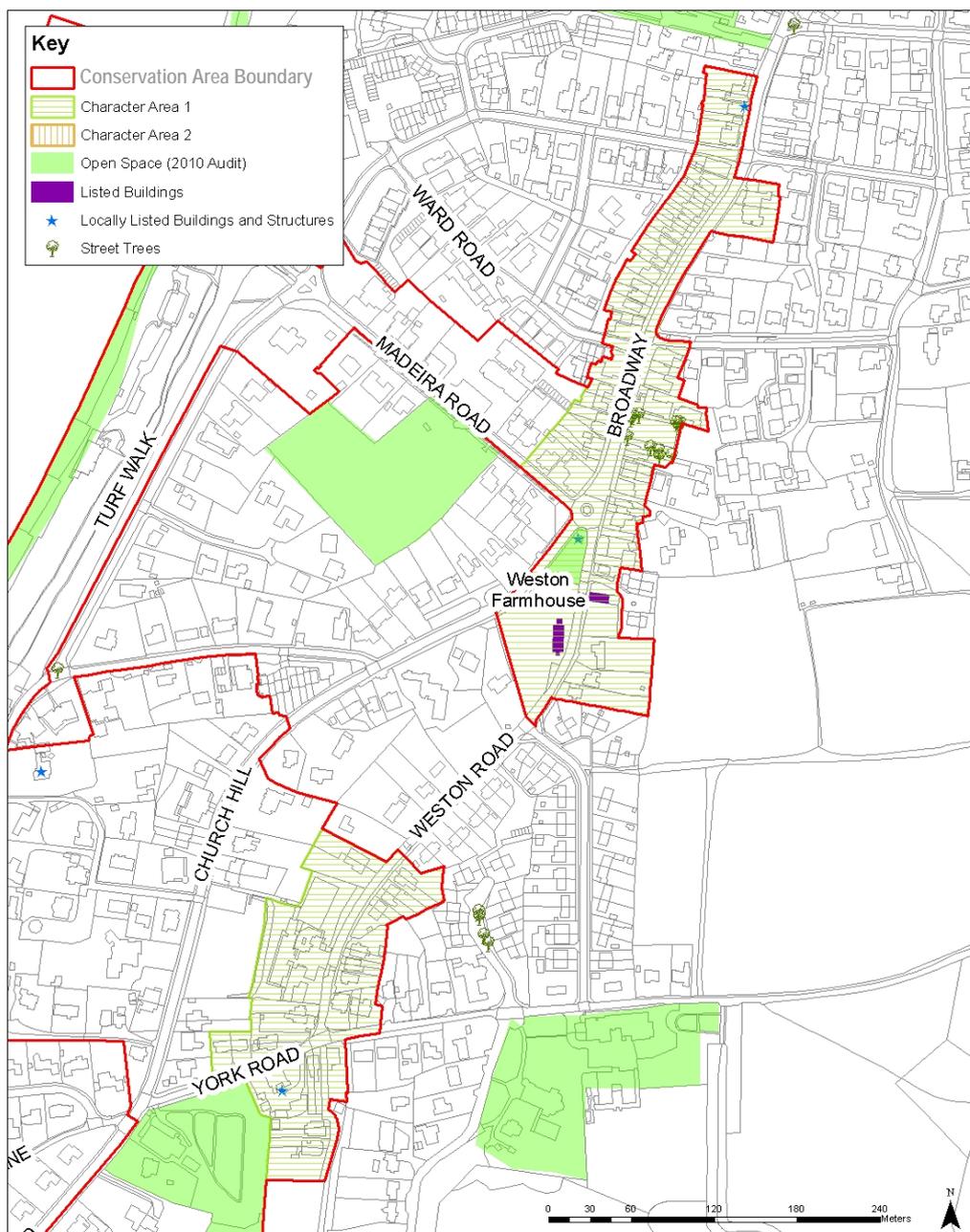
Conservation Area Boundary



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Fig. 7—Aerial photograph, 2005

Character Area 1: Village Centre



Totland Conservation Area

Character Area 1



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Summary of special interest

The historic service centre of the village of Totland, comprising late Victorian and early Edwardian buildings with many surviving examples of architectural details typical of the period. The sweep from the top of the Broadway down to the War Memorial and beyond includes a pleasing line of modestly proportioned late 19th century villas with repeated gables a strong feature.



Figure 8. *Weston Farm*



Figure 9. *Myrtle & Rose Cottages, Weston Rd*

9 Village Centre

9.1 The Village Centre character area is set inland but virtually runs parallel to the coast. The area is comprised of the linear development that evolved along The Broadway and continues, after a small break (to exclude a number of mid to late 20th century properties), along Weston Road to include the area around the junction of York Road.

10 Historic development

10.1 It appears that the Village Centre character area evolved independently in response to the development that was happening as a result of the Totland Bay Estate Company. Shops, accommodation and services were required for those people employed in either the tourist industry or in the grand villas that were springing up along the coast. A look through Kelly's Directories (a trade directory) of the late 19th and early 20th centuries shows the presence of a number of trades and services (such as greengrocers and fruiterers, hairdressers and wine merchants, bootmakers and piano tuners). A school was also built, on Weston Road, close to the junction with York Road.

10.2 Totland continued to gently expand throughout the 20th century with new residential properties being constructed. With the decline of Totland as a popular tourist destination and with the increase in out of area shopping, many of the shops have since closed and many of these have been converted to residential use.

11 Qualities, materials and local details

11.1 Much of the architecture within this character area dates from the late Victorian and early Edwardian period (with a few exceptions, such as Weston Farm which is a traditional farm building built of Isle of Wight stone dating from the 17th century, Figure 8).

11.2 In other regards, a distinction can be made between the planned development of the Totland Bay Estate Company and the village centre that evolved along side it. Essentially, the planned estate is typified by large, attractive villas situated in prime locations overlooking the sea whilst the village centre has more modest architecture, of modest proportions, which developed in a more linear fashion along existing roadways.

11.3 The majority of the purpose-built residential buildings in the Village Centre Character Area are mostly two storeys in height and are a mix of detached, semi detached or terraced houses. Local details include the use of red/orange brick, occasionally with a contrasting buff coloured brick detail (such as coursing or quoins), with a clay tile or natural slate roof. Typical windows would have been Edwardian period windows (for example, timber sliding sash, with a large pane in the lower part of the window and smaller panes in the upper) and some examples of these remain (Figure 9). Another interesting architectural detail common to the area (both on Weston Road and on the Broadway) is the use of square or rounded bays with slate or tiled roofs at ground floor level (also seen in Figure 9).



Figure 10. *The Broadway, c1910*



Figure 11. *The Broadway, 2010*

11.4 All or some of the above details are present on parts of the Broadway, and of particular interest is the line of detached and semi-detached buildings that form a sweep from Ward Road to Granville Road and which appear on the 1890s map (Figures 10 & 11) . An added architectural detail locally distinctive to this character area is the use of pierced fretwork fascias fixed to the gable ends.

11.5 Three storey buildings tend to dominate the centre of the village. Historically these were shops at ground floor level with accommodation above. There are a few remaining traditional shop fronts or instances of remaining architectural features (for example, original glazing) which give an indication of what the area used to look like but with the decline in local shopping (from the 1980s onwards) many of the ground floor retail areas have been converted into residential use. The loss of shop fronts and the installation of domestic frontages has tended to distort the original shape and form of some of these buildings (particularly where the conversions have been unsympathetic to original architectural features) but, in some instances, looking up past the conversion, original Edwardian architectural details are still evident. Apart from the conversion of shops, there are other examples of 20th century development within this character area but, because of the historic linear layout, most available plots have been infilled.

11.6 Boundary walls contribute to the character of the area, particularly the stone boundary walls of Weston Farm along Weston Road. In contrast, the absence of boundary walls along The Broadway in favour of hedging and soft verges contributes to the character of this part of the conservation area. Further along Weston Road, towards the school, hedging is also a common form of boundary treatment.

11.7 With the exception of Weston Farm and its associated buildings (granary and barn), all listed Grade II, there are no other listed buildings within this character area. There are 3 structures on the 'Buildings, structures, parks and gardens of local importance' (the 'Local List'): List: Yorks workshop, the War Memorial and the K6 phone box in the village centre.

12 Public realm

12.1 The character of a street scene is greatly enhanced by historic street furniture and historic surfaces and this is often overlooked during development work and the installation of underground services. For the most part the surfaces in this area are tarmac, often patchwork and in some instances, there is an absence of pavements and road markings which, when combined with the hedging and soft verges mentioned above contributes to a more rural atmosphere.



Figure 12. War Memorial



Figure 13. Long view along the Broadway

12.2 Telephone wires and electricity cables and their posts are present throughout and can be intrusive (as illustrated by a comparison of Figures 10 and 11, page 12). However, lighting is located on existing telegraph poles which has helped to minimise the street clutter.

13 Green spaces and biodiversity value

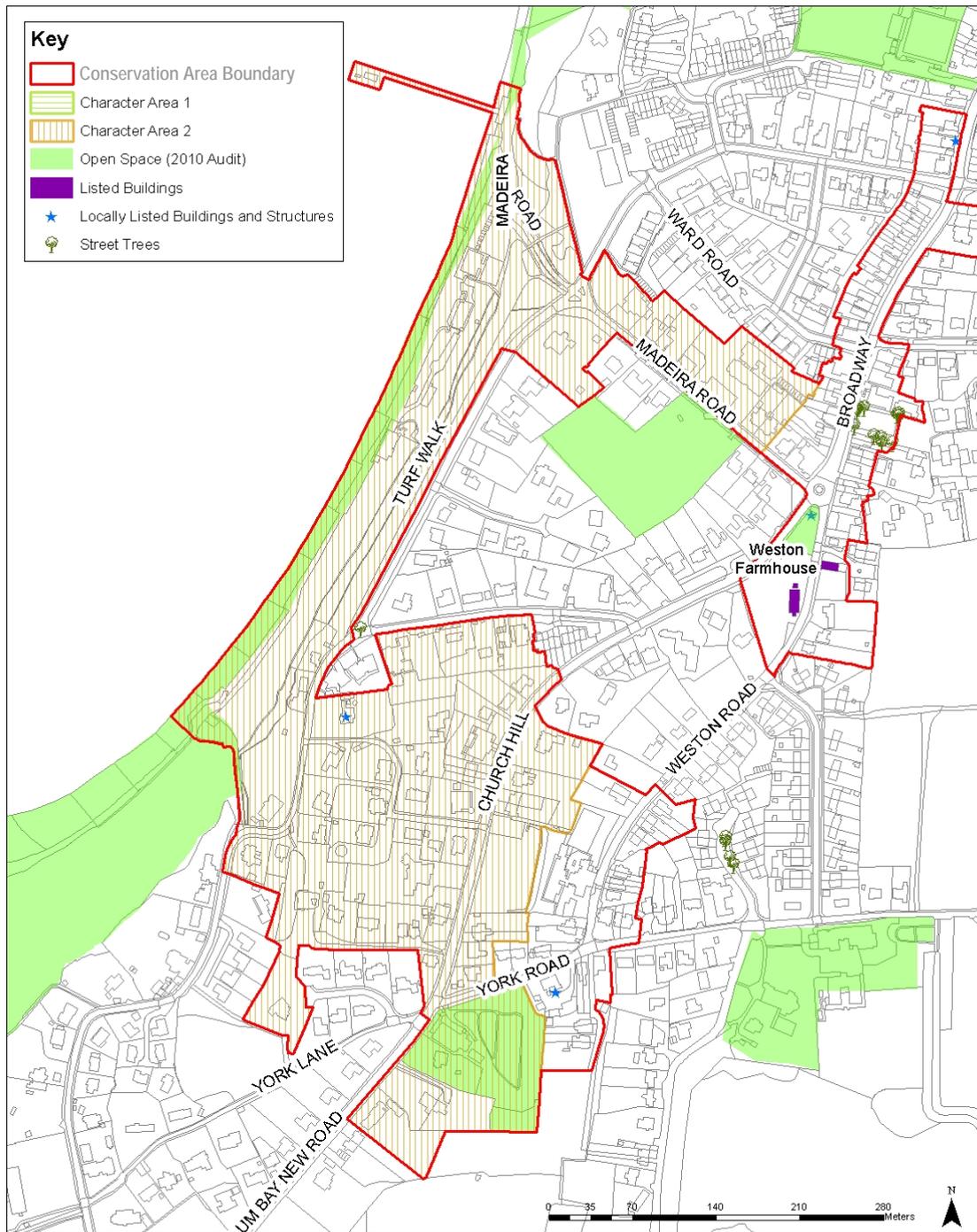
13.1 The Village Centre Character Area is softened by the presence of vegetation, particularly along The Broadway and around the War Memorial and the well maintained roundabout (Figure 12). Along certain parts of Weston Road, mature trees line the road and give a sense of enclosure. The presence of the more exotic Victorian/Edwardian planting is not so dominant in this part of the conservation area but some original planting remains.

13.2 Red squirrels have become established in the area. They, together with dormice, are nationally declining species which are dependent upon the continued survival of a continuous woodland canopy. Retention of tree corridors is important for their survival.

14 Key views and vistas

14.1 Views into and out of the area are mostly obscured by trees but the key view of the area is along the Broadway (Figures 12 and 13).

Character Area 2: Totland Bay



Totland Conservation Area

Character Area 2



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Summary of special interest

An example of a planned luxury resort with many surviving examples of decorative late Victorian and early Edwardian architecture. Many attractive villas remain, set within generous gardens, their premium locations giving long views out to sea.



Figure 14. Christ Church



Figure 15. Sentry Mead

15 Totland Bay

15.1 The Totland Bay Character Area incorporates a number of the surviving properties of the Totland Bay Estate Company and occupies an area closest to the coast. The area includes properties along the north side of Madeira Road, the area of Turf Walk and the esplanade, and a number of properties bound by Church Hill, Eden Road and the coast.

16 Historic development

16.1 In the mid-19th century development in this part of the West Wight was limited. Heatherwood House (built in the colonial style) appears on the 1860s map (Figure 2, page 3) but there is very little else. However within 30 years there had been significant changes in the area and the main impetus to this development appears to have been the Totland Bay Estate Company, formed in 1870. More research is needed on the origins of the company but it seems to have been founded with the sole intent of creating a planned luxury resort. The company purchased part of the Ward estate and finally came to own all of the land between the main road and the sea.

16.2 Parallel development seems to have occurred with the village centre and the 1890s map shows a number of properties in both locations. Christ Church (Figure 14), at the junction of New Road and York Road was originally built in 1875 by Habershon and Pite. A south aisle was added in 1905-6 by Percy Stone and he also added the lych-gate in 1906 (the lych-gate is not in alignment with the church and it appears to have been built on the assumption that there would be a further extension to the church). The wood used to make the lychgate came from HMS Thunderer which fought at the Battle of Trafalgar.

16.3 Stephens Directory of 1883 refers to the building boom as follows . . .

Building is now proceeding rapidly and pretty villas are springing up. The Totland Bay Estate Company offer great facilities to partners who wish to erect residences for themselves. Leases are offered for 999 years, as the estate commands a fine frontage to old ocean . . . Those interested are urged to contact Thomas Waterhouse at Manor Terrace. Buildings listed include the Reading Rooms and Library, Coast Guard Station. Iron Pier, Wilmington, The Chalet, The Hermitage, St Winifred's, Glen Headon and Weston Terrace. Hand drawn plans exist for many of these properties, designed by the likes of WB Haberason, architect, 38 Bloomsbury Square, London and John Giles and Gough, architects, 28 Craven Street, Charing Cross.



Figure 16. *Aston House*



Figure 17. *Bayfield House*

16.4 More research is needed on the architects but many of them do appear to be London based and prominent in their field. For example, Sentry Mead (Figure 15, page 15) on Madeira Road was designed by Alfred Waterhouse (a celebrated Victorian architect) as a summer villa for Edwin Fox who owned the Newport to Freshwater railway and there is a window within Christ Church dedicated to his memory.

16.5 There are examples of 20th century development, particularly as infill or replacement dwellings and, in some instances these respect the proportion and scale of original buildings.

17 Qualities, materials and local details

17.1 Most of the surviving late Victorian/early Edwardian villas were built in prime locations, often on wooded sites, with seaward facing views. A complete inventory of surviving properties would be useful, particularly with reference to the list mentioned in Stephens Directory on page 15). In terms of typical architectural details, some mirror the materials and details of the village centre, including the use of red/orange brick, clay tiles and timber sliding sash windows. However, the use of these materials in this location is on a much grander scale. Also, where the development pattern in the village centre is linear (essentially along the main road) the development pattern in this character area is dispersed and the space between the buildings is proportionate to their size (many are three storeys in height) and status.

17.2 Sentry Mead on Madeira Road (Figure 15, page 15), Aston House (Figure 16) on Church Hill, Eden House on Eden Road all have corner towers topped by a tiled spire (although Sentry Mead differs in that it is square rather than round). Inglefield on Madeira Road and St Winifred's on Cliff Road also have examples of rounded towers at ground or first floor level. There are also many examples of half timbered gabled projections and terracotta tile hanging, particularly at first floor level (for example, on Hatherwood House and on Cliff House on Cliff Road).

17.3 There are numerous buildings of interest (including those already mentioned). Hatherwood House (not to be confused with the aforementioned colonial style Heatherwood) is an imposing Edwardian residence positioned in a mature landscape garden in a prime location overlooking the bay and is on list of 'Buildings, structures, parks and gardens of local importance' (the 'Local List').

17.4 There are exceptions to the typical materials and details presented above and one notable example is Bayfield (Figure 17), a house set within mature gardens with a prime view over the bay.): the use of grey pebbles and contrasting buff brick details and slate roof is in mellow contrast to the more typical red/orange brick and clay tiled roofs.

17.5 Boundary treatments are important to the character and appearance of the area. There are a mix of brick and stone boundary walls but the presence of planting (soft verges and hedging)



Figure 18. *Boundary treatments*



Figure 19. *Long view along Turf Walk*

gives the area a distinctive atmosphere (Figure 18, page 17) particularly towards the coast, along Cliff Road and along Turf Walk.

17.5 20th century developments vary in character and detail. In some instances, their presence is very low key and modest. However, there has been a tendency in more recent times to mimic some of the details of the late Victorian and early Edwardian architecture which has led to a highly stylised pastiche which can be over dominant in appearance.

18 Public realm

18.1 The character of the street scene is greatly enhanced by historic street furniture and historic surfaces and this is often overlooked during development work and the installation of underground services. Again, as with other areas, most surfaces are tarmac, often patchwork and there is an absence of pavements and road markings in some parts of this character which contribute to a semi-rural atmosphere.

18.2 Telephone wires and electricity cables and their posts are present throughout and can be intrusive. However, lighting is located on existing telegraph poles, which has helped to minimise the street clutter.

19 Green spaces and biodiversity value

19.1 The historic dispersed settlement pattern (based on its origins as a planned estate) gave rise to generously proportioned gardens and these are important contributory spaces to the Totland Bay character area (often there are fine examples of Victorian/Edwardian planting remaining).

19.2 Another area of interest is Turf Walk, specifically created as a green promenade and included within the AONB. Then there is also the promenade and pier, a pre-requisite of any seaside resort.

19.3 Red squirrels have become established in the area. They, together with dormice, are a nationally declining species which are dependent upon the continued survival of a continuous woodland canopy. Retention of tree corridors is important for their survival.

20 Key views and vistas

20.1 The most important views in this character are towards the sea from various vantage points along the coast. Equally, long views are possible along Turf Walk (Figure 19) and along the promenade. Further inland, two other important views are towards Christ Church from Church Hill and from Alum Bay New Road and to the Roman Catholic Church of St Saviour (built by W.C Mangan in 1923).

CONDITION ANALYSIS

The preceding chapters have defined the character of the Totland Conservation Area and listed a host of positive elements that are essential for its continued existence as an area of special interest. However there are a number of factors that are recognised to have a cumulative negative affect.

Problems, pressures and the capacity for change

P1 The character of the street scene is greatly enhanced by historic street furniture and historic surfaces and this is often overlooked during development work and the installation of underground services. Most surfaces are tarmac and there is an absence of pavements and road markings in some parts of this character which contribute to a semi-rural atmosphere. The scarcity of pavements and engineering solutions to improve traffic management should be retained to prevent the urbanisation of the area and to retain the relaxed village feel which gives priority to pedestrians over commuters, an ideal which is promoted in Government guidelines.

P2 Pressure for development and redevelopment may result in applications for inappropriate infill dwellings and inappropriate extensions to buildings of local interest which fail to respect the size, scale and materials of the original buildings. Such applications will not be supported.

P3 There are examples where traditional windows and doors have been replaced with later less sympathetic units. Care should be taken to retain existing windows and doors and where replacements are required consideration should be given to the type, design and profile of any replacements.

P4 Inappropriate boundary treatments and the creation of hard standings for vehicles within front gardens can result in the loss of the front amenity space, destroying historic boundary treatments and harming the setting of buildings.

P5 Increased clutter from multi-occupancy residence. For example, dustbins, letter boxes, utility provision, car parking spaces, etc are often insensitively sited. Equally, overhead cables, satellite dishes and television aerials can have a negative impact.

P6 Trees are important across the conservation area and should be maintained. There are also examples of exotic trees. The wooded character of the area also allows red squirrels to flourish.

P7 Given the location of the area there are numerous environmental pressures from climate change including erosion and flooding. See Shoreline Management Plan (SMP2) for a full assessment.

Potential for enhancements

E1 A key opportunity for improvements will be the Council's Highways PFI project involving renewal and like for like replacement across the Island from 2013 and to include road surfacing, street furniture, road signs and lighting. This is an opportunity to safeguard the local distinctiveness through improving the poor aesthetics of the public realm, in particular the cluttered streetscape and mismatched surface finishes in the historic core. Poorly sighted, mismatched or decrepit signs, bins, road markings and bollards should be removed. The general approach to all highways works throughout the conservation area will follow the less-is-more principle and an audit of the public realm should be undertaken to inform decision making. Detailed guidance is contained in the Council's Guidance for Works on Highways and the Public Realm document. Existing limestone kerbs and historic surface finishes will be retained and carefully repaired. Where cost savings permit, natural or traditional materials will be sought, stretches of historic material re-laid and specific local designs replicated in order to sustain important local character.

E2 Outside of the PFI project, the Council will work in partnership to secure sensitive public realm enhancement schemes in the conservation area. We will work with the Town Council to

identify public realm improvement projects which will sustain the historic interest and local distinctiveness of the conservation area.

E3 The Council will continually seek improvements to both vehicle and pedestrian movements whilst respecting the character of the area.

E4 Within the designated conservation area boundaries, the local planning authority (LPA) will apply stricter policies and tighter controls on all types of development, paying particular attention to the need to sustain and enhance the character of the conservation area and to consider its setting in line with National Planning Policy Framework and the Isle of Wight Council Core Strategy Island Plan (Policy DM11) and to consider its seascape (Policy DM12). Where new designs are proposed in the conservation area or its setting, the LPA will seek to encourage ingenuity and quality in design, appropriate to its particular historic context. The need to sustain various characteristics such as the historic plan form, views, traditional materials and relationships between buildings will be key considerations in determining applications within the designated area. Proposals which lack quality materials or applications which are poorly detailed will not be supported. Key information on the external finishes, profiles and fenestration detailing will be sought as part of the application in order that the effect of a proposal on the character of the conservation area can be determined.

E5 In line with English Heritage guidance on sustaining and enhancing the character of a conservation area, residential dwellings may be subject to an Article 4 Direction to remove certain permitted development rights. This will control certain types of development and may prevent the loss of original material. Where loss is acceptable steps should be taken to control the type, design and profile of certain features (for example, replacement windows).

E6 Where appropriate the LPA will work with owners and the Totland Parish Council to improve the local environment and take action to address disamenity, unlawful development, inappropriate land uses and to secure investment in and sensitive management of vacant land or buildings in the area.

E7 The Council will continue to work with relevant bodies and organisations on the environmental issues regarding the Harbour and the coastal defences in line with the Council's commitment to the SMP2.

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Maps—Ordnance Survey:

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| 1st Survey | 1861, published 1861 |
| 2nd Edition | 1896, published 1898 |
| 3rd Edition | 1907, published 1908 |
| 4th Edition | 1939, published 1939 |

Acknowledgments

Thanks to Richard Smout (County Archivist).

Appendix A—Boundary description

- Starting at the junction between Weston Road and St Saviours Road head north west following the western boundary of Weston Farmhouse until reaching Church Hill.
 - Cross Church Hill and follow the northern edge of the road in a north easterly direction up to the junction with Madeira Road. Turn left down Madeira Road and follow the southern edge in a north westerly direction up to the boundary line of St Winifreds before turning firstly south west and then north west to follow the boundary line of the property to join with Cliff Road.
 - Follow the edge of Cliff Road closest to the sea in a south westerly direction to the junction with Eden Road, continue past Wilmington Heights and turn east to follow the southern boundary of Wilmington Heights then turn north to join up with Eden Road.
 - Follow the southern edge of Eden Road in an easterly direction before turning south just after Hurst View, following the eastern boundary to meet with the eastern boundary of Tinkers Ledge and heading east to join Church Hill.
 - Cross the road and follow the southern edge of Church Hill until the northern boundary of The Peak, turn south east and follow the northern boundary, turn south and follow the eastern boundary in a south westerly direction to the northern boundary line of Weston Bank.
 - Turn south east and follow the northern boundary line of Weston Bank in a south easterly direction to meet up with Weston Road, turn north east and continue to the point in line with the northern boundary of Rose Mead and turn south east.
 - Cross the road and follow the northern boundary of Rose Mead, turn south and follow the eastern boundary, turn south west and then south following the eastern boundaries of properties along Weston Road, before continuing south following the eastern boundary line of Victoria Cottage and joining Hurst Hill.
 - Turn west along the south edge of Hurst Hill until Ashmead Cottage, turn south and follow the eastern and southern boundaries of Ashmead Cottage.
 - Turn south and follow the eastern side of Hambrough Lane, turn west to follow the southern boundary of Broad Lea to meet up with the boundary of Christchurch Churchyard.
 - Follow the churchyard boundary first south and then west including the rear boundary of East House.
 - Follow the rear boundary of Down House in a south westerly direction to the southernmost point before following the boundary in a north westerly direction to Alum Bay New Road.
 - Turn north east and continue along Alum Bay New Road to the junction with York Lane, York Road and Church Hill, cross the road and follow the eastern boundary of The Cottage.
 - Turn west and follow the southern boundaries of properties up to and including Yaffles, turn and continue south following the western boundary of Yaffles and continuing along the eastern, southern and western boundaries of Glenheadon.
 - Turn north west until the eastern boundary of Beulah, turn north and continue to the southern boundary of Cliff House, turn west and continue along the southern boundary of Cliff House joining up with Cliff Road.
 - Cross the road and turn north and continue along Cliff Road to the western boundary of Bayfield, continue north following Widdick Chine down to the beach to the Mean Low Water Mark.
 - Follow the Mean Low Water Mark in a north easterly direction along the bay to Totland Pier, follow the edge of the pier out to sea and back in again before continuing a few more metres along the bay.
 - Turn in land for a few metres before heading south and following the steps up towards Aman Court and following the footpath south to join Granville Road.
 - Cross the road and turn north east, continuing along the western boundary of Sentry Mead.
 - Turn south east and continue along the northern boundaries of properties along Madeira Road until meeting the southern boundary of Overton on Ward Road, continue to the western boundary of Berkeley on The Broadway.
 - Turn north and continue along the western boundaries of properties along The Broadway, crossing Ward Road in the process, up to and including The Tyre Warehouse Garage, crossing Granville Road in the process.
 - Turn east and continue along the northern boundary of The Tyre Warehouse Garage, turn south and continue along the western edge of the Broadway until opposite Greensward House, turn east, and cross the road.
 - Follow the northern boundary of Greensward House, turn south and follow the eastern boundaries of Greensward House and Birkenshaw, turn west and continue along the southern boundary of Birkenshaw before rejoining the Broadway.
 - Continue south along the eastern side of the Broadway until Kendal Road, turn east along Kendal Road, then south to follow the eastern boundaries of properties along the eastern side of the Broadway (including Church Hall, Parish Room and car park), continue on to the eastern boundaries of properties on Weston Road (including 1 Meadow Barn Close) up to the south easterly point of the boundary at Sea Grove.
 - Turn west and follow the southern boundary line of Sea Grove until joining Weston Road, turn south and continue to rejoin with the start point.
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