Earlsdon

CONSERVATION AREA APPRAISAL







Coventry City Council

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APPRAISAL

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SECTION ONE
INTRODUCING EARLSDON

Introduction

The area of Earlsdon, in the south-west of Coventry, was originally laid out in 1852 by the Coventry Freehold Land Society with 251 plots arranged around eight streets. The development of the area progressed as a result of the economic boom in the late Victorian (1837-1901) / Edwardian period (1901-1910/14). The resulting combination of mature landscape, small scale red brick buildings and larger scale formal buildings gives Earlsdon its distinctive Victorian and Edwardian character.

Conservation Area Management Documents

This Conservation Area Appraisal document has been produced to support the designation and to define and record the special architectural and historical interest of Earlsdon and identify opportunities for enhancement. It should be read in conjunction with the following:

- Earlsdon Conservation Area Management Plan: this sets out the council's proactive strategy, including actions and policies, for the management of the area.
- Earlsdon Conservation Area Article 4 direction: this provides a list of permitted development rights removed as part of the Conservation Area's management and contains vital information about what work will need planning permission.

Summary of special interest

The special interest that justifies designation of Earlsdon as a Conservation Area derives from the following features:

- Earlsdon was originally laid out in 1852 by the Coventry Freehold Land Society with 251 plots arranged around eight streets.
- Many of the area's buildings date from the late Victorian / Edwardian period, and remain good examples of housing development by the early building society movement (the Freehold Land Societies) in this period.
- The original buildings and layout is still largely intact. The Victorian / Edwardian architecture and red-brick housing predominate in the area.
- There are Victorian and Edwardian streets of high quality suburban housing, with leafy streets and a garden-city influence.
- The changing styles of architecture and the street scene reflects the changes in the organisation of the building industry and the market for which housing was developed.
- The area is linked to the Victorian and Edwardian industries which make Coventry famous – ribbon manufacturing, watch making, bike and car manufacture. There is still evidence of industrial premises mixed in with domestic dwellings.
- Overall, Earlsdon is the best surviving example of late Victorian / Edwardian period suburb in Coventry.

General description

Earlsdon lies to the south-west of Coventry, on a slightly elevated gently-sloping plateau at an altitude of between 90m and 105m above sea level. The geology consists of mudstone and sandstone sedimentary bedrock.

Much of the centre of Earlsdon is a residential area comprising small terraced and semi-detached houses mixed with some small industry present, while areas adjacent are streets of high quality Edwardian suburban housing, with leafy streets and a garden-city influence.

The earliest developments (around Earlsdon Street) were initially planned but usually built up piecemeal and often left incomplete until later City development phases filled them up. They have an average house plot size of less than 50sqm. Most of the properties have very small gardens to the front and small gardens to the rear. The predominant materials are locally produced mixed red-brown-brindle bricks, plain clay brindle tiles and Welsh slates.

Slightly later developments (for example, around Rochester Road) were planned and aimed at the skilled artisan and middle classes. These comprised small detached houses and small semi-detached houses. The average house plot size of these is still less than 50sqm. All of these properties have small gardens to the front and small / medium sized gardens to the rear. The predominant materials are highly varied red brown brick, tile, render, roughcast, mock-timber framing, plain tiles and Welsh slates.

The later Victorian and Edwardian developments in Earlsdon (for example around Mayfield Road) have an intensely regular character both in street form and building design. These comprised small to medium terrace houses. The average house plot size is less than 50sqm. All of the properties have small gardens to the front and small or medium sized gardens to the rear.

The predominant materials are locally produced smooth mellow red brick, decorative concrete lintels, corbelling and Welsh slates. Within Earlsdon, there are two adjoining parks; Spencer Recreation Ground and Spencer Park, opened in 1883.

Conservation Area boundary

Consultation with the community and subsequent work by the local communities and the City Council conservation staff looked at a wide area around Earlsdon, considering the significance of the historic environment, the character of the area and to define the boundary. This included the whole of the area between the Kenilworth Road Conservation Area and Earlsdon (including the Woodland and Stoneleigh Avenues), and the area between the Chapelfields Conservation Area and Earlsdon. Paragraph 127 of the National Planning Policy Framework cautions local planning authorities to ensure that an area justifies designation as a Conservation Area because of its special architectural or historic interest, so that the concept of conservation is not devalued through the designation of areas that lack special interest. It is with this in-mind, that these three areas have not been included within the Conservation Area.

- The area of Woodland, Stoneleigh, Eastleigh and Westleigh Avenues: as they do not share the same character as the Victorian and Edwardian streets to the north and east,

and the character of this area isn't too dissimilar from many nearby parts of Green Lane and Cheylesmore (to the south and east).

- The area of Hartington Crescent and Myrtle Grove: as it doesn't share the same special character of the other parts of Earlsdon.
- The area between the Chapelfields Conservation Area and the railway line (the Coventry to Birmingham railway line): this area has a similar history to parts of Earlsdon. However, the special interest of this area is now so eroded by piecemeal change that this area no longer has quite so much special interest; and is only of comparable interest to other parts of Coventry.

Therefore, the boundary is as shown:

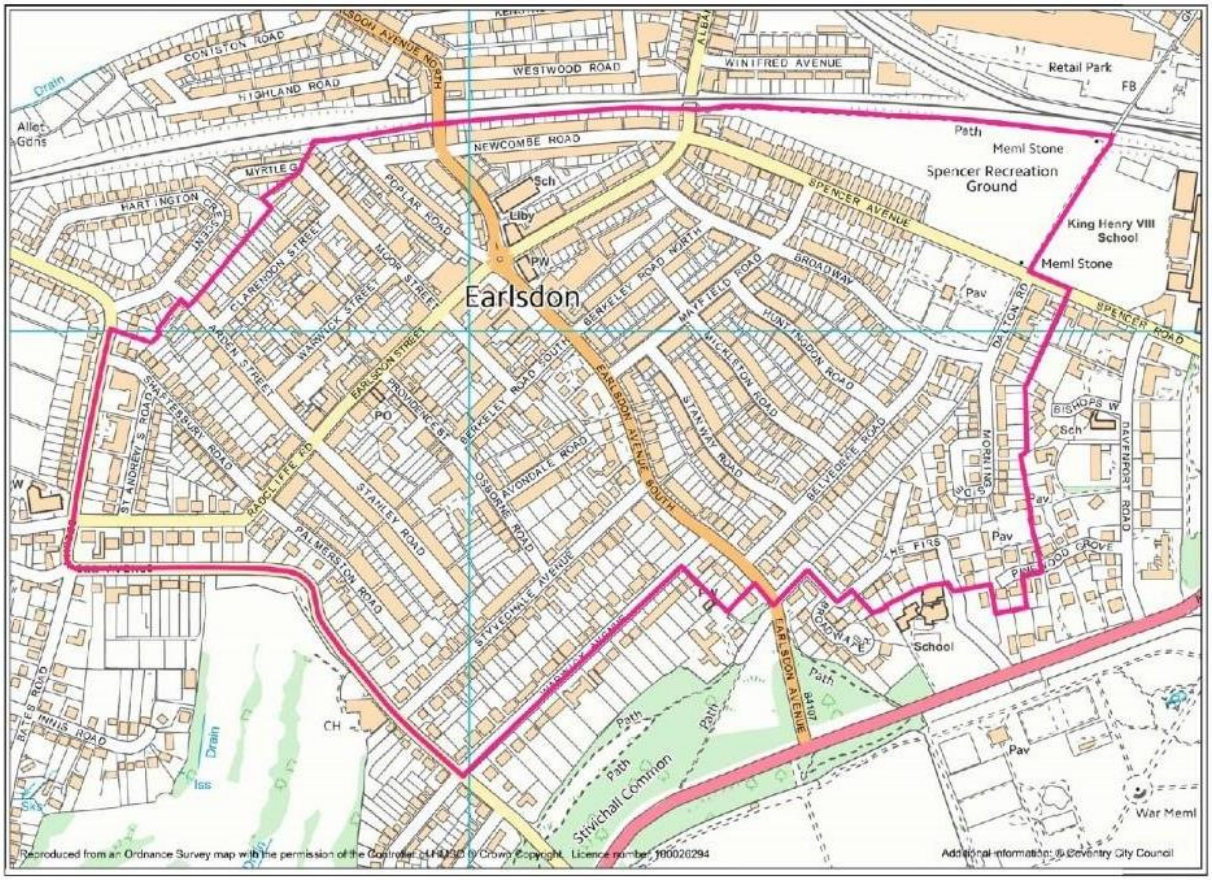


Fig 1.1 Earlsdon Conservation Area boundary

Community consultation

Following a petition from local residents to designate Earlsdon as a Conservation Area, the community has been very involved in the designation process. Residents attended a series of workshops, discussions were undertaken at resident association meetings and the community have had a chance to comment on this document.

The workshops involved local residents in appraising the Conservation Area. Groups went out onto the streets to record the character of the area, and specific buildings of interest. This work

provides much of the evidence-base for this appraisal. Full details of the consultation can be found in Appendix B.



Fig 1.2 community workshop

What they valued

Residents stated that they valued

- The area's historic residential buildings, the open spaces around Earlsdon, the tree-lined streets, garden trees, front gardens and the garden boundaries to the street.
- The history of Earlsdon, including the historic buildings used by the community, as well as the small historic industrial buildings, the public amenities and community facilities.
- The social aspects of Earlsdon, with the shops and eating & drinking places forming a definite centre in Earlsdon Street. Residents appreciated the local culture that includes an active engaged community with a mixed and diverse demographic that gives the character of the area a suburb or village feel.

The key issues

Workshop attendees highlighted a number of issues in the area, including:

- The loss of historic industrial and commercial buildings.
- The loss of historic architectural features on buildings, through, for example, the addition of external wall insulation and cladding, or changes to windows and historic shop fronts.
- The loss of front gardens and green spaces, and the issues that mature large trees can have, such as the need for pruning and unstable pavements that the roots can cause.
- Concern over houses in multiple occupancy – particularly with reference to a reduction in maintenance such as neglected gardens and dumped furniture that absentee landlords might encourage.
- Car parking and traffic, as well as the maintenance of the environment and the upkeep and appropriateness of the public realm were issues, including inappropriate signage in the street.
- Concern about pressure-on and potential loss of community assets, changes to shops, and late-night noise and disruption.

Managing change

Workshop attendees were then asked how they want their area to change. The need to maintain the diversity, integrity, rarity and overall character of Earlsdon was raised, with the following specific actions:

- A clear strategy for the management of historic street trees
- Better management of traffic / highways and the improvement of public realm
- Stricter planning controls on windows, cladding and building frontages
- More appropriate street furniture and better signage
- Schemes to improve parking issues
- Controls over licensing and opening hours
- Better street cleaning, weeding and better management of waste.
- Better shop frontages, by gradual enhancement, and 'steer' using design guidance
- Improvement of areas directly behind shops
- Attract more investment through Conservation Area status (e.g. Townscape Heritage Initiative)
- Preserve the appeal of Earlsdon to visitors as well as locals
- Raise awareness about why Earlsdon is special for 'constructive conservation'
- Consideration of 'assets of community value' and 'local listing' (outside the Conservation Area boundary).

In this process, groups identified where different values and different issues may either align or where they may come into conflict (e.g. valued lines of historic trees causing issues of root damage and footway obstruction, or; a lack of public car parking spaces, but a desire to preserve local open spaces for recreation and amenity).

The approach aimed to have communities "think like planners" – weighing their new understanding of local character, special interest and significance, against various pressures for change.

The workshops demonstrated clear community support for designating Earlsdon as a Conservation Area, as well as the Local Listing of key buildings around the area.

SECTION TWO
EARLSDON'S HISTORY

Historic Development

Understanding the development of Earlsdon through time is critical for appreciating its specialness.

A 1579 survey shows that large enclosed fields existed on this area, with many of these fields owned by Robert Dudley or Coventry Corporation in the 16th century. In the 18th century, surveys show a similar field pattern of enclosed fields.

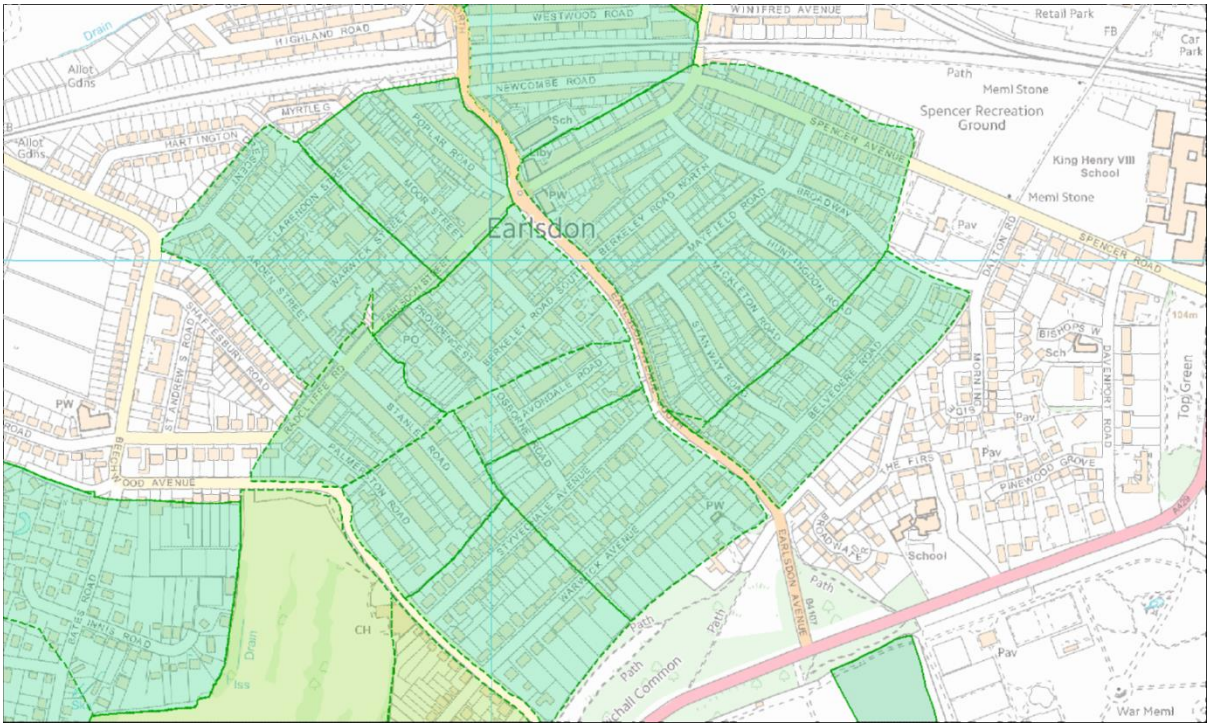


Fig 2.1 16th century field boundaries

In the early part of the 19th century, the patchwork of enclosed fields was broadly the same (with some subdivision), and many fields marked as either ‘pasture’ or ‘meadow’. To the east of the area, land was marked as “Lammas land” on the Coventry Inclosure map of 1860, possibly indicating the prior location of open fields (Lammas Land was land that had arable use for part of the year, but then available as common-land pasture for the rest of the year).

The subsequent Victorian and Edwardian development of Earlsdon took place on this area of previously enclosed fields. However, a number of these early field boundaries can be seen in the current land boundary and street pattern.

The first four decades of the nineteenth century saw rapid development in the silk ribbon industry, the main industry in Coventry. The population of the City almost doubled from 16,049 in 1801 to 30,781 in 1841. Housing and workshops within the area of Coventry City walls became increasingly congested, and few houses had a clean water supply or adequate sewage system.

As described above, there is evidence the Earlsdon area consisted mainly of large enclosed fields from the 16th century onwards, with a possible area of open fields towards the City. Part of this area was known as Elsdon Ground in the 18th century.

Due to a demand for housing and workshops outside the City, 251 plots were laid out in eight streets by the Coventry Freehold Land Society in 1852. The streets were paved and each plot provided with a water supply from the Spon End Waterworks and drainage for waste and rainwater (but no provision for sewage disposal). These streets were centred on Earlsdon Street.

Earlsdon developed as a fairly detached settlement from the centre of Coventry; outside the City boundaries until its incorporation in 1890, although still within the larger parish of St Michael's. This gives Earlsdon a distinctive separate character.

The Freehold Land Societies carried out the early development of Earlsdon, making its development and community character unique. Freehold Land Societies were formed in the 19th century, to both develop housing that wasn't crowded and insanitary (like much in the centre of the City); and also as a political act – ensuring that there was a more equitable representation of MPs from the City, as well as the surrounding countryside.

As the ribbon industry declined after the mid-nineteenth century, the watch industry had a slow and erratic expansion until the 1880s. While the watch industry originated in the vicinity of Spon Street (to the north), its success resulted in two satellite developments, one called Chapelfields (designated as a Conservation Area in 1976), and one at Earlsdon. The artisans employed in the watch industry at this time could afford to move to the new village of Earlsdon; approximately two thirds of the population in Earlsdon were employed in the watch industry. During the late nineteenth century, development of the plots in Earlsdon occurred sporadically.

By the 1880s, the watch industry entered a period of slow decline, unable to compete with the cheaper Swiss and American watches produced in larger productive units with lower labour costs.

In 1890 the boundary of Coventry City was extended to include Earlsdon. In 1891 six streets were laid out around the Rochester Road area. By this time the dominance of domestic manufacturing for the production of watches and ribbons was declining, to be replaced by the small factory manufacture of the emerging cycle, car and machine tool industries. Houses were erected for the skilled artisan and professional classes. In 1897 four streets around Styvechale Avenue were laid out by partnership of four men, known as the Earlsdon Syndicate.

After the opening of Albany Road in 1897, the population of Earlsdon grew, as the connection to the City improved, and the emerging industries expanded. The area around upper Newcombe Road, Poplar Road, and upper Albany Road was developed by Inger Stevens after 1897.

The demand for housing in the early 20th century, due to the booming cycle factories and other industries, led to the Newcombe Estates Company laying out a number of streets north of Albany Road around the Broomfield Road/Melbourne Road area, between 1904 and 1907.In 1905, a tramway was constructed to Earlsdon along Albany Road and Earlsdon Street, terminating at Rochester Road.

In 1908 Charles Woodhall was able to buy the land south of Albany Road on which Berkeley Road and the Albany Road end of Broadway were built. Then, in 1909, the Newcombe Estates Company worked in partnership with Coventry solicitor Charles Band to develop the streets to the south of this (around Mayfield Road).

A larger school was opened in 1890, and a library was opened in 1913, both on Earlsdon Avenue North. A Wesleyan Methodist Chapel opened on Albany Road in 1923, and a Church of England

Church opened in Palmerston Road in 1913, to be replaced by a new church on the corner of Rochester Road and Beechwood Avenue (outside the Conservation Area) in 1931.

In each area, the changing styles of architecture and the street scene reflected the changes in the organisation of the building industry and the market for which the housing was developed.

During the period from the 1850s to the 1910s the building industry changed from one dominated by the self-employed master craftsman to one dominated by large firms of building contractors; and the market from one in which a house or pair of houses was built for an owner occupier and tenant to one in which a terrace of houses was built for a landlord. Each area reflects the popular architectural style of the period during which it was developed. The socio-economic background of residents was and remains that of the skilled artisan, the owner of small business, middle management, professional class and the retired.

The areas are unified in their character and a lasting testimony to the building skills of the Victorian and Edwardian people who developed Earlsdon. The areas portray in architecture, bricks and mortar the history of the building industry and its market from the mid-nineteenth century to the early twentieth century. The Conservation Area is a physical demonstration of the history of urban housing for the respectable working class and lower middle class of England.

Earlsdon Map Regression

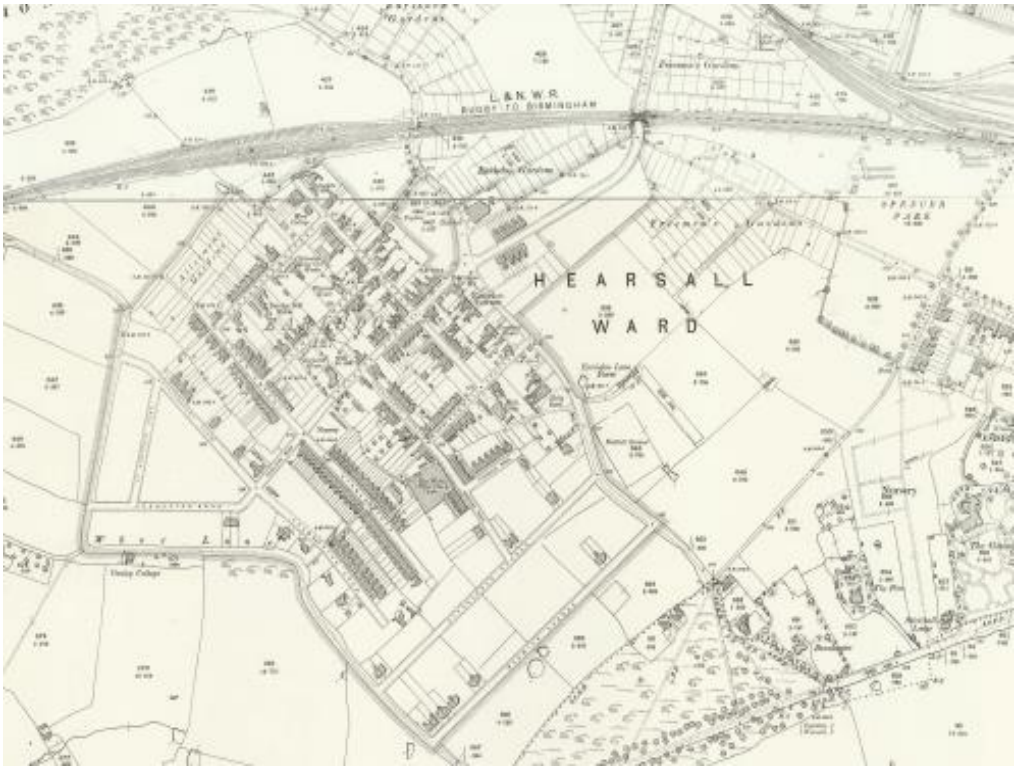


Fig 2.2 1892 – 1914 Mapping



Fig 2.3 1920 – 1940 Mapping



Fig 2.4 1945 – 1970 Mapping

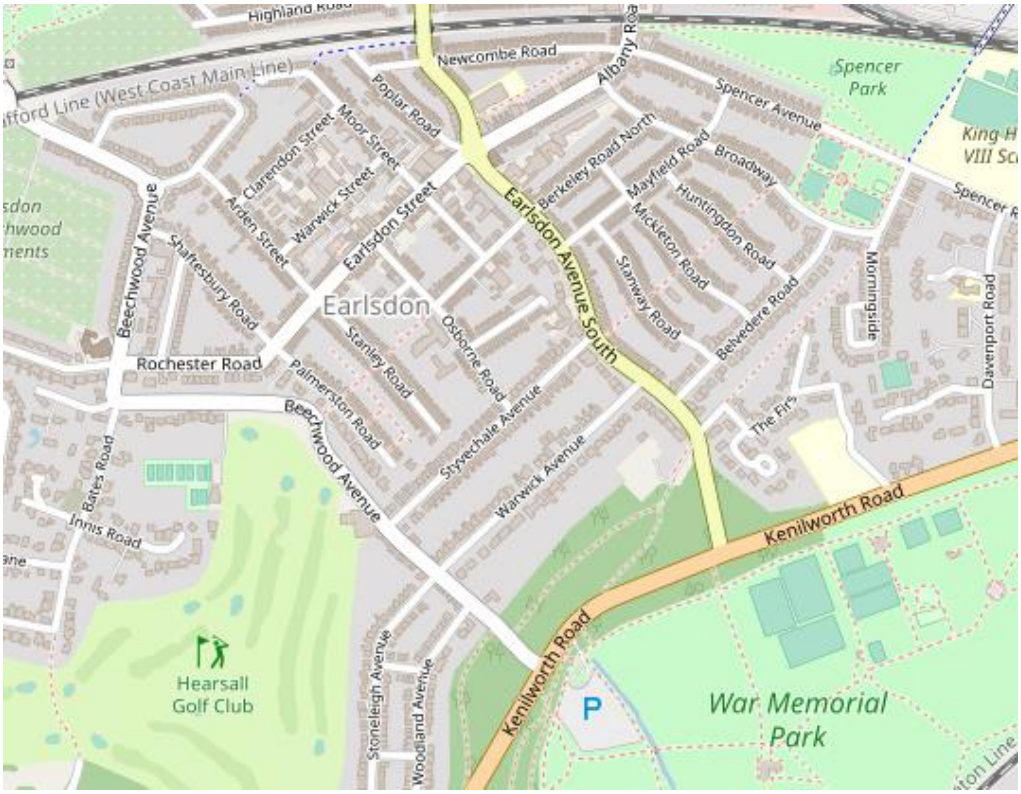


Fig 2.5 Modern Mapping

SECTION THREE
EARLSDON'S CHARACTER

The localities

For the purposes of this document the area of Earlsdon will be divided into a series of localities. These localities are:

1. Earlsdon Street locality
2. Rochester Road locality
3. Styvechale Avenue locality
4. Newcombe Road locality
5. Mayfield Road locality
6. Morningside / The Firs locality

This appraisal will consider each of the localities in turn to understand its character and identity. An appraisal map for each locality is provided in Appendix A.

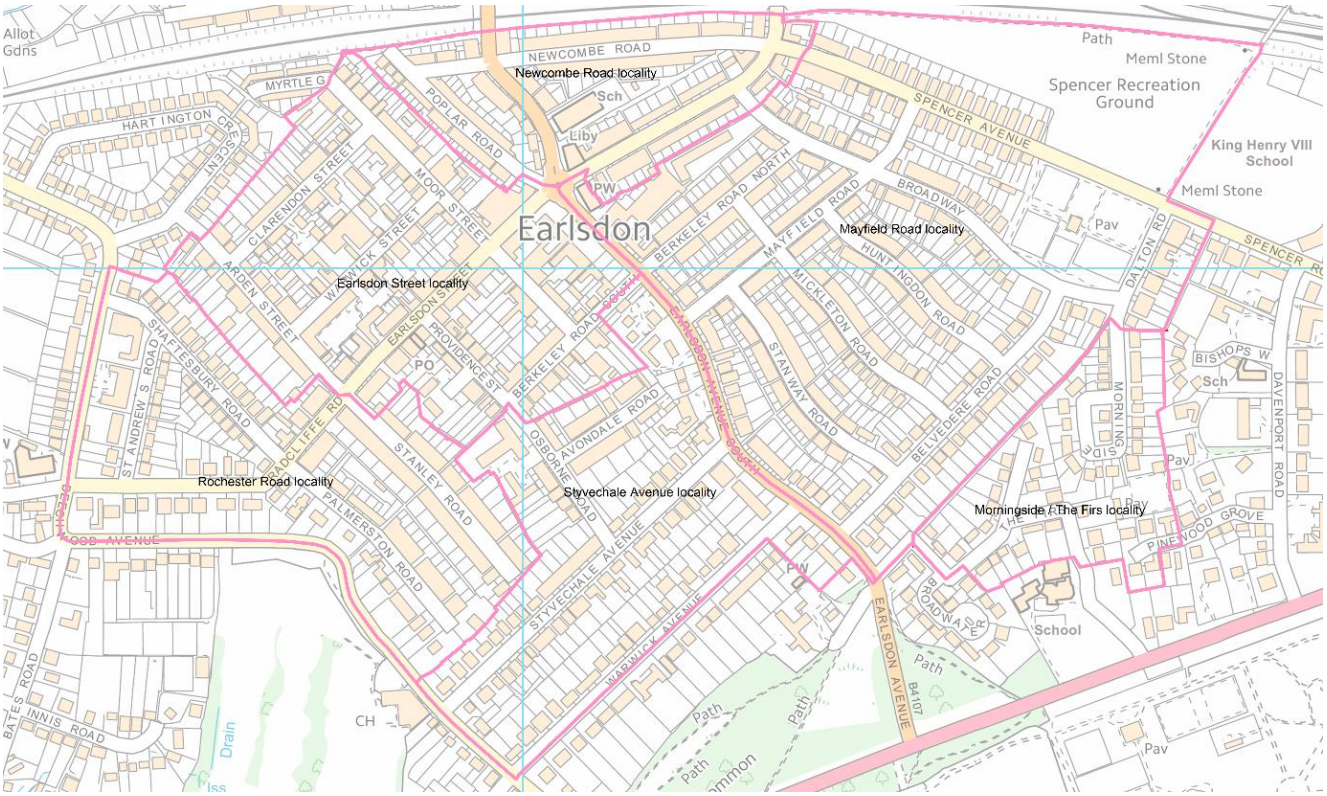


Fig 3.1. The localities

Earlsdon Street locality

History

In late 1851, members of the Coventry Freehold Land Society bought thirty acres of land around Elsdon Lane (what became Earlsdon Lane, and subsequently Earlsdon Street). 251 plots laid out in eight streets by the Coventry Freehold Land Society in 1852. These were on the following streets that form this locality:

- Earlsdon Street
- Northern part of Earlsdon Avenue South (formerly Earlsdon Terrace)
- Providence Street
- Berkeley Road South (formerly Cromwell Street)
- Moor Street
- Clarendon Street
- Warwick Street
- Arden Street

The streets were paved and each plot provided with a water supply from the Spon End artesian well and drainage for waste and rainwater but no provision for sewage disposal. The plots were to be allocated to members of the Coventry Freehold Land Society by ballot.

The early development of the new village suburb of Earlsdon was slow and uneven with one or two houses being erected in a street while other plots remained vacant sometimes for many years. Nineteen years later in 1871 only 114 houses had been built on the 251 plots. The slow erratic development of Earlsdon reflected the City's economic decline between 1860 and 1890.

The Freehold Land Society aimed to sell the 251 plots to artisans who were members of the society. The Trustees anticipated that each artisan would purchase a plot of land, take out a mortgage and commission a builder to erect a house on the plot which the artisan would occupy, the house being designed by the builder in consultation with the prospective artisan owner. However the City's economic decline affected the development of the new estate. Many plots remained unsold for years; other plots were sold but not developed for several years; and other plots were sold on after a few years undeveloped. Some members of the Society bought two plots or erected two houses on one plot – one house was then let and the rent helped to pay the mortgage.

As each artisan or owner commissioned their own builder, the design of their houses reflected that of other houses being erected to meet the needs of their trade and the occupier's position in the hierarchical structure of the trade. The buildings in this locality represent the occupation and status of watchmakers. The buildings reflect the structure of a building industry dominated by individual tradesmen working for individual owners on individual plots of land.

In 1890 Earlsdon was incorporated into the City of Coventry, and by the end of the 1890s, with the opening of Albany Road, there was a boom period in building in Earlsdon. By 1899, the number of houses on Earlsdon Street had doubled, and a number of shops were opened.

Several notable watchmakers moved into the area; Earlsdon House (now Stoneleigh House) on Earlsdon Street was a large Victorian villa residence built by John Flinn and later occupied by Joseph White, both leading watch manufacturers in Earlsdon.

Description and positive features

While this locality was planned and laid out in the 1850s, the development of the plots happened on a piecemeal basis, and often left incomplete until later city development phases filled them up. The area is a mix of many different types of residential small terrace and semi-detached houses mixed with some industry. Generally these are two story dwellings set back from the street with front gardens and historic boundaries e.g. walls, fences or hedges.

In Berkeley Road South there is a mixture of two and three storey buildings, some with topshops at the upper storey. Many of the commercial buildings (along Earlsdon Street) were converted from residential properties in the late 19th century. The average house plot size is generally between 100 and 150 square metres, and most of the properties have very small gardens to the front and small gardens to the rear.

Overall:

- Many original properties (and property boundaries) survive, with a small amount of modern infill replacing earlier industrial units.
- The predominant materials are locally produced mixed red-brown-brindle bricks, plain clay brindle tiles and Welsh slates, with many buildings still retaining original sash windows, with many bay windows. A small proportion of buildings are roughcast rendered. It is these building materials and the form of the development that gives Earlsdon its high level of local identity.
- There is a high level of original detailing on buildings, including carved stone lintels or brick arch details above windows and doors, terracotta detailing on brickwork often at first floor level, timber detailing on gables, many original timber windows and doors, tiled porch flooring, building names (e.g Evelyn House, Bath Cottage, etc), alleyways between (and underneath) terraced houses, and other features give Earlsdon a strong Victorian and Edwardian character.

Photographs, views and vistas



Fig 3.2. The junction of Earlsdon Street, Earlsdon Avenue South and Poplar Road, marked by the central clock, straddles three localities, and provides a significant nodal point and gateway in the area. The Earlsdon Street locality begins to the left of this view, marked by the visual presence of the decorative timber-framed interwar City Arms pub.



Fig 3.3. Earlsdon Street provides the bustling community focal point to the area which a mix of domestic and commercial premises. It has, however, been negatively impacted by modern signage, shopfronts, infilling, and street clutter



Fig 3.4. Arden Street is a residential road running away from Earlsdon Street. It has a particularly strong rhythmic group of smaller-scale red brick terraces with stone detailing above the windows, and chimneys.



Fig 3.5. Clarendon Street has seen extensive redevelopment to the south side of the street (right), but retains a significant group of red brick and roughcast rendered terraces and semi-detached dwellings to the north side (left) incorporating decorative brickwork to eaves, stone window and door dressings and some decorative half timbered gables, though many historic windows have been lost.



Fig 3.6. Moor Street incorporates a former nail factory, now converted to offices, alongside a series of terraces with some later infill. Key losses along this road include historic boundary treatments (rebuilt), and windows. At least one brick terrace has been inappropriately rendered. The Criterion Theatre, provides an important visual terminus to the road.



Fig 3.7. Berkeley Road South is a mix of terraces at varying scales, incorporating some semi-detached dwellings. These include larger-scale terraces with historic top light windows. Detailing includes decorative brick patterning to the eaves, stone window and door hoods, and chimneys.



Fig 3.8. Providence Street provides important views down to Earlsdon St with a series of smaller-scale red brick terraces which are unfortunately impacted by infill and visual clutter to facades, including satellite dishes.

Negative features

- On Earlsdon Street there is a general accumulation of street furniture, signage clutter, and some poor shopfronts on positive buildings, inappropriate frontages and out of scale signage.
- Satellite dishes and other visual clutter.
- Pebble-dashing and thermal cladding to some originally brick-built buildings.
- Some small dwellings appear to be joined together and rendered.
- Dormer windows facing the street
- Mix of historic boundaries e.g. wall, fences or hedges the result of eroded or lost historic boundaries and front gardens.
- Loss of traditional windows, including materials and styles.

Rochester Road locality

History

In 1890 the boundary of Coventry was extended to include Earlsdon. The trustees of Joseph White's estate anticipated an increased demand for housing in Earlsdon and purchased 29 acres of land. He then laid out the six streets in this locality:

- Radcliffe Road
- Rochester Road (part)
- St Andrews Road
- Shaftesbury Road
- Palmerston Road
- Stanley Road

Description and positive features

This area, further away from the City, was attractive to for those that wanted larger plots and larger properties. It also joined Earlsdon by road to Whor Lane (now Beechwood Avenue).

This locality has more uniformly developed than the Earlsdon Street locality. While individual streets have different building styles due to the process of development, there is a general uniformity within these terraces and rows of semi-detached houses. The plots are larger (around 215 square metres) and the properties generally larger too.

Most of the properties are two story dwellings set back from the street, with small gardens to the front and small or medium-sized gardens to the rear. Most dwellings have walls, fences or hedges fronting the pavement. The predominant materials are highly varied red brown brick, tile, render, roughcast, half-timber, plain tiles and Welsh slates.

Overall there is a high level of surviving original detailing on buildings including:

- Carved stone lintels or brick arch details above windows and doors.
- Terracotta detailing on brickwork often at first floor level.
- Ornate roof finials.
- Timber detailing on dormers.
- Many original timber windows and doors.
- Some original timber porches.
- Tiled porch flooring.

Photographs, views and vistas



Fig 3.9. Radcliffe Road is a continuation of the central spine of Earlsdon Street, but becomes significantly more domestic in character. It has a strong rhythm of red brick terraces on both sides of the street, incorporating stone detailings to windows and doors, as well as a series of larger semi- properties with render to the upper storeys finished with decorative half-timbered gables



Fig 3.10. Rochester Road is less dense than Radcliffe Road, and is formed from a series of larger-scale detached and semi-detached dwellings finished in brick and render, incorporating key examples of stone and brick detailing, with visually prominent gables. The road is enhanced by soft landscaping from front gardens and boundary treatments, with a degree of setback from the road.



Fig 3.11. Despite the addition of a large late twentieth century apartment block, St Andrews Rd includes an important group of semi-detached dwellings finished in brick and render, with a strong rhythm of gables set back from the road.



Fig 3.12. Shaftesbury Road is characterised by a surviving group of semi-detached brick and rendered dwellings, in a strong building line with a series of half timbered gables topped with roof finials. Some of these incorporate historic timber porches. There has been an evident loss of historic boundary treatments along this road.

Fig 3.13. To the south side of Palmerston Road (right) there are a series of larger detached dwellings, including those incorporating decorative timberwork and substantial chimneys. To the north side (left), is a



surviving collection of rendered and red brick terraces. There has been some clear loss of historic boundary treatments along the road, and some vacant land detracting from the overall streetscene. There is also a degree of visual clutter, including substantial tv aerials, and large visible dormer windows.

Negative features

- Eroded or lost historic boundaries or front gardens
- Lost historic frontages
- Loss of original sash windows
- Dormer windows facing the street;
- Derelict gap sites
- Satellite dishes and other visual clutter
- Pebble-dashing and cladding to some originally brick-built buildings

Styvechale Road locality

History

In 1897, the Earlsdon Syndicate (a partnership of four men) bought a twenty acre area of land. This covered the area to the south east of the original settlement between Earlsdon Lane (now Earlsdon Avenue South) and Whor Lane (now Beechwood Avenue). In 1899 they laid out the twenty acre Styvechale Estate on this land. This consisted of:

- Warwick Avenue
- Styvechale Avenue
- Osborne Road
- Avondale Road

Warwick and Styvechale Avenues were laid out 40 feet wide, and attracted builders of large houses. The southern side of Warwick Avenue is part of the Kenilworth Road Conservation Area.

Description and positive features

Generally these are large two story dwellings set well back from the street with front gardens and historic boundaries e.g. walls, fences or hedges. There are many more semi-detached or detached properties than in other parts of Earlsdon.

The houses in these streets are generally larger than other parts of Earlsdon. The housing in Warwick and Styvechale Avenues generally consists of large semi-detached properties, some with notable separate garages. The average house plot size is around 250 square metres, and most of the properties have medium-sized gardens to the front and large gardens to the rear.

Overall:

- Many original properties (and property boundaries) survive, with only a small amount of modern infill replacing earlier industrial units.
- The predominant materials are highly varied red brown brick, tile, render, roughcast, half-timber, plain tiles and Welsh slates.
- There is a high level of original detailing on buildings, terracotta detailing on brickwork, ornate roof finials, timber detailing on dormers, many original timber (often bay) windows and doors, and some original timber porches, tiled porch flooring and other features.

Photographs, views and vistas



Fig 3.14. To the east side (right) of Avondale Road there is a terrace with a highly significant surviving decorative pattern incorporating half-timbered gables topped with roof finials, chimneys, bay windows, a contrast between brick and roughcast render (separated by brick banding) and round oculi windows. Whilst the terrace is enhanced by front boundary soft landscaping, there has been loss of historic boundary treatments and hard-standing/surface materials.



Fig 3.15. Styvechale Avenue is a pleasant street with a series of rhythmic semi-detached dwellings incorporating decorated half timber-gabled with roof finials.

Fig 3.16. Warwick Avenue is characterised by a group of significant larger-scale detached and semi-detached properties. To the east side of the street (right) this includes substantial setback behind front



garden plots and soft landscaping. To the west side (left) there remains a setback, though this is reduced, and a series of more visually prominent properties with timberwork and decorative brick chimneys. The sense of suburban seclusion is enhanced by periodic street trees, whilst evidence of early examples of private vehicle garaging are also of note.

Negative features

- Satellite dishes and other visual clutter
- Removal of historic boundaries and/or front gardens.
- Loss of original sash windows
- Pebble-dashing and cladding to some originally brick-built buildings.

Newcombe Road locality

History

The Poplars Road Estate opposite Earlsdon School was named after a detached house located halfway up Poplar Road on the left hand side. The estate was located entirely within the grounds of this house, which was demolished to make way for the estate. The land was sold between 1904 and 1908, and the houses built soon after that.

The Poplars Road Estate includes the following streets;

- Poplar Road
- Earlsdon Avenue North (to the London to Birmingham railway line)
- Newcombe Road (west of Earlsdon Avenue North)

At the start of the northern section of Earlsdon Lane (now Earlsdon Avenue North) was developed the school and the library. The school was built in 1890, and the library in 1913.
Albany Road linked Earlsdon with the City, and was opened in 1898. During the construction of Albany Road, the railway bridge was widened, and sewage and other services were installed. Housing development along Albany Road occurred in a piecemeal manner after this date, and the land to the north of Albany Road (originally owned by the Sir Thomas White Charity Trustees), was brought up by the Newcombe Estates Company.

This company originated in the 1870s as a partnership between two brothers from Market Harborough, Leicestershire. The Company did much building work around Coventry, and their plans for the development for this part of Earlsdon broadly followed the plans already drawn up by the Sir Thomas White Charity Trustees. Their earliest purchase was simply called the Albany Estate and was purchased in 1904. The area between Albany Road,the railway andNewcombe Road (east of Earlsdon Avenue North), was laid out within a year of purchase, and then sold on to builders who would generally pay upfront for the plots. While the plots were developed by a wider variety of builders, they all kept to the set building line, and differences were mainly restricted to various types of bays, doorways and windows.

Description and positive features

These Edwardian developments on Poplar Road, Newcombe Road and the eastern side of Earlsdon Avenue North have a regular character both in street form and building design, comprising small to medium terrace houses. The average house plot size is around 100sqm. All of the properties have small gardens to the front and small or medium sized gardens to the rear. The predominant materials are locally produced smooth mellow red brick, decorative concrete lintels, corbelling and Welsh slates.

The houses on the western side of Earlsdon Avenue North are slightly larger semi-detached, often with gables, porches, dormer windows and more architectural detail. The predominant materials are highly varied red brown brick, tile, render, roughcast, half-timber, plain tiles and Welsh slates.

The western and eastern ends of Albany Road consist of a number of red-brick medium sized terrace houses, most with bay windows on ground and upper floors. Some of these have been converted to commercial use. Adjacent to this on the south side are three storey flats fronted with brick (or shop-front frontages) on the ground floor and rendered above, with columns and pediment detailing around the doorways. Opposite are rendered terraced houses with archways over the doors and bay windows.

Overall, there is:

- A high amount of surviving detailing, particularly on Albany Road, where there are elaborate crenulations and hood mouldings above the windows.
- Strong terrace rhythm.
- Brickwork pattern to eaves levels.
- Window hood moulds.
- Strong presence of historic buildings at the Junction, with the Earlsdon clock in the centre.

Photographs, views and vistas



Fig 3.17 The junction of Earlsdon Street, Earlsdon Avenue South, and Poplar Road, marked by the central clock, straddles three localities, and provides a significant nodal point and gateway in the area. The significant grouping of the clock, Earlsdon Methodist Church and Earlsdon library provide an important focal point at the gateway into the Newcombe Road locality.



Fig 3.18. The junction allows significant views back to the City Centre, including those of Coventry's medieval spires.



Fig 3.19. Newcombe Road provides views back to the City Centre. Despite a strong terrace rhythm with a run of smaller-scale red brick terraces incorporating chimneys and stone detailing enhanced by a curving street structure, the group has been undermined by visual clutter including satellite dishes, tv aerials, bins, as well as alterations to windows and front boundary treatments.



Fig 3.20. Poplar Road is characterised by a strong terrace rhythm, formed from smaller-scale red brick dwellings. These incorporate stone detailing around windows and doors, as well as brick patterning to eaves level. Despite this strong rhythm, the group value of the terrace has been undermined by the loss of historic boundary treatments, intermittent rendering of historic red brick houses, and general visual clutter including satellite dishes, as well as loss of historic windows.

Negative features

- Satellite dishes and other visual clutter
- Removal of some historic boundaries and/or front gardens
- Loss of original sash windows
- Pebble dashing and cladding to some originally brick-built buildings.
- Some inappropriate shop frontages

Mayfield Road locality

History

In 1907 the Newcombe Estates Company bought a strip of land to extend Spencer Road to Albany Road, creating Spencer Avenue. In 1908, a Charles Woodall bought the area of land to the south of Albany Road on which the following roads were built, with plans submitted in 1908:

- Berkeley Road (now Berkeley Road North)
- Broadway (Albany Road end)

Also in 1908, the remaining land between Albany Road and Kenilworth Road had been bought by a local solicitor, Charles Band. The following year the Newcombe Estates Company agreed a partnership with Band to jointly develop the area made up of:

- Broadway
- Mayfield Road
- Huntington Road
- Mickleton Road
- Stanway Road
- Belvedere Road

These roads were gradually adopted by the Corporation, and most roads were flanked by housing before the start of World War One in 1914. The main exception was Belvedere Road, with larger plots that attracted high status housing not being fully developed until the 1920's.

A local ribbon manufacturer, David Spencer, donated more than £4000 to pay for a 'people's park' behind the site of the proposed new grammar school. The park (Spencer Park) was opened in 1883, and the Grammar School (King Henry VIII School) opened in 1885. In 1912, the section of Spencer Park enclosed by Spencer Road, Dalton Road and Broadway was installed with tennis courts and bowling greens, with the pavilion opening in 1915.

In 1887 Dalton Road was laid out (named after a local landowner and ribbon manufacturer, Robert Dalton).

Description and positive features

Spencer Road and Broadway have mainly large semi-detached houses, with an average plot size of around 250 square meters. The predominant materials are highly varied red brown brick, tile, render, roughcast and half-timber and red ceramic roof tiles.

The streets of Berkeley Road North, Mayfield, Huntingdon, Mickleton and Stanway Road have an intensely regular character both in street form and building design. Mostly these comprise small to medium terrace houses.

The average house plot size is around 150 square metres. All of the properties have small gardens to the front and small or medium sized gardens to the rear. The predominant materials are locally produced smooth mellow red brick, decorative stone lintels, corbelling and Welsh slates. As Belvedere Road were laid out with larger plots that attracted high status housing that was not fully developed until the 1920's, the character is different. This comprises detached and semi-detached houses with larger gardens, driveways and garages and gables. The predominant materials are highly varied red brown brick, tile, render, roughcast, half-timber, plain tiles and red ceramic roof tiles.

Dalton Road, developed earlier than the rest of this area, contains very large late Victorian red-brick semi-detached buildings in large plots. Unlike much of the other parts of Earlsdon, the main roofing material in Spencer Avenue, Dalton Road, Belvedere Road, and nearby areas including Morningside and The Firs is ceramic roof tiles, rather than Welsh slate.

Photographs, views and vistas



Fig 3.21. Spencer Avenue is characterised by a significant rhythm of red brick and roughcast render semi-detached dwellings, enhanced by street trees and long range views to the landscaping of Spencer Park. The road incorporates examples of historic tiling to doorways and pathways, characteristic stone detailing around bay windows, and a strong rhythm of gable ends incorporating half-timbering. Despite a high level of surviving detailing, there are some examples where this timberwork has been replaced with uPVC panelling, and there has been general rebuilding of historic boundary treatments.



Fig 3.22. Dalton Road is characterised by large red brick dwellings with impressive stone surrounds to bay windows, they are enhanced by a curve in the road which frames views to the buildings as a group as well the boundary hedgerows to Spencer Park.

Fig 3.23. Mayfield Road provides an important spine in the locality, characterised by sets of grouped smaller-scale red brick terraces with decorative brickwork to eaves and stone window hoods. Whilst some



traditional sash windows remain, many have been replaced with uPVC top hung windows and traditional boundary treatments have been rebuilt.

Fig 3.24. Huntington Road is characterised by strong groups of both red brick and roughcast rendered terraced properties. The curve of the street provides interesting views up and down the street, enhanced by unifying features such as chimneys. Along the road, however, many traditional windows have been lost,



historic boundaries rebuilt and in some areas visual clutter (e.g. satellite dishes and aerials) have encroached onto the facade with some placed on chimneys.



Fig 2.25. Mickleton Road has, on both sides of the street, significant groupings of red brick and roughcast rendered terraces, enhanced by a curve in the road which provides interesting long range views. Roughcast rendered terraces incorporate detailing such as half-timbered gables, whereas brick properties generally include stone window hoods. Despite the strong terrace rhythm many historic windows have been lost, boundaries rebuilt, and general clutter (satellite dishes and aerials) has encroached on the facade and chimneys.



Fig 2.26. Stanway Road is characterised by a close grouping of red brick and roughcast rendered terraces and semi-detached dwellings. The properties incorporate decorative painted half-timbered gables, brick detailing to eaves, and stone window hoods. The curvature of the road creates interesting views of the properties. Despite a strong terrace rhythm many historic windows have been lost.



Fig 3.27. Berkeley Road North is characterised by significant groups of red brick terraces (with some examples of roughcast render) incorporating stone banding and hoods around windows and doors some of which incorporate a pattern, as well as key features such as chimneys which provide a strong rhythm to the road. Despite a strong terrace rhythm many historic windows have been lost, boundaries rebuilt and at least one example of a red brick facade being inappropriately rendered.



Fig 3.28. Broadway is characterised by a group of semi-detached dwellings, predominantly roughcast rendered, incorporating features such as painted decorative half-timbered gables, large bay windows, and stone/brick detailing. The eastern part of the street is enhanced by the open space of Spencer Park which provides a formal landscaped boundary as the road curves into Dalton Road.

Negative features

- Satellite dishes and other visual clutter
- Some loss of historic boundary treatments
- Loss of historic window styles
- Pebble-dashing, rendering, and cladding to some originally brick-built buildings.

Morningside and the Firs locality

History

The Firs was laid out around the 1920 from of an area of the grounds of the building known as The Firs (now part of the King Henry VIII Preparatory School). There was sporadic development before the Second World War, but the area was, however, largely developed in the latter parts of the 20th century. Morningside was built during the interwar years (1918-1939), carved out of land from an old nursery behind The Grange.

Description and positive features

This locality contains a greater mixture of building styles and periods than other parts of Earlsdon. The area consists of generally large detached two story dwellings set well back from the street with front gardens and historic boundaries e.g. walls, fences or hedges. There are a combination of early and late 20th century buildings in this area.

The Firs contains a number of earlier 20th century buildings, such as numbers 5, 6, 7, 9 13, 14 and 16, built around the 1930's. These are detached two-story residential dwellings, generally red-brick with pitched tiled roofs, and brick architectural detailing in an arts & crafts style. Other plots in The Firs were developed in the later 20th century with a greater mixture of styles; but predominantly still two-story brick-built detached dwellings, often with large pitched gables. The Firs have an average house plot size of around 250 square metres, and most of the properties have medium-sized gardens to the front and large gardens to the rear.

Morningside was developed in the inter-war years of the early 20th century. The residential properties in this area are large semi-detached and detached two story dwellings set well back from the street with front gardens boundary walls, fences or hedges. The average house plot size is around 250 square metres, and most of the properties have medium-sized gardens to the front and large gardens to the rear. The predominant materials are red brown brick, tile, render, roughcast and half-timber. There is often original detailing on buildings including timber detailing on dormers, many original timber (often bay) windows and doors, brick and tile arch detail to doorways and other features.

The Conservation Area also includes five buildings in Pinewood Grove. These are included so that there is no gap between the Earlsdon Conservation Area and the Kenilworth Road Conservation Area, given the area's importance to the setting of both. This area consists of detached one and two-story residential dwellings built in the early 1970's with medium-sized gardens to the front and large gardens to the rear. The predominant materials are buff brick, painted timber cladding and ceramic roof tiles.

Photographs, views and vistas



Fig 3.29. The northern section of the Firs is predominantly late 20th century. However, progressing south towards Kenilworth Road there is an interesting collection of larger, brick, detached dwellings dating from the interwar period, enhanced by strong boundary landscaping along the street frontage. The area feels secluded, and a significant different character to the dense terraces of much of Earlsdon.



Fig 3.30. The northern offshoot of the Firs terminates in an interesting interwar property.



Fig 3.31. Morningside is characterised by a significant surviving group of interwar semi-detached dwellings. They draw on the precedent elsewhere in Earlsdon, and more broadly, for decorative timber-framing. The road is enhanced by setbacks, and landscaped front boundary treatments where they remain.



Fig 3.32. Morningside provides a winding suburban set of properties, with reveals created around strong corners. Some of the soft landscaping has been lost in favour of close board fencing.

Negative features

- Satellite dishes and other visual clutter
- Pebble-dashing and cladding to some originally brick-built buildings
- Replacement of original timber and metal framed windows with UPVC
- Some loss of traditional boundary treatments

Open spaces, gardens, and trees

Spencer Park was opened in 1883, and in 1912, the section of Spencer Park enclosed by Spencer Road, Dalton Road and Broadway was installed with tennis courts and bowling greens, with the pavilion opening in 1915.

The enclosed part of Spencer Park is hedge-lined, and there are mature trees around the Broadway and Dalton Road parts of the park. The park still contains tennis courts and bowling greens, as well flower beds and green open space on the area of former tennis courts. There is an attractive pavilion building, with tiled bonnet roof and veranda, small dormer windows and a central clock tower. This park provides an area of enclosed green space in Earlsdon

The other part of Spencer Park on the northern side of Spencer Avenue is unenclosed, and provides a large grass covered open space, separating Earlsdon with the City Centre. 32 London plane trees adjacent to the railway line are covered by tree preservation orders. The path to the pedestrian railway bridge is also tree-lined, and there are trees along Spencer Avenue. These add to the open space in this area of Earlsdon.

Photographs, views and vistas



Fig 3.33. North of Spencer Avenue, this part of the park is characterised by a significant swathe of open space that provides views to the built form of Spencer Avenue and back to the Coventry skyline to the west.



Fig 3.34. South of Spencer Avenue, this part of the park is a more formal designed landscape, complete with communal amenities such as tennis courts and a decorative bandstand. Its neat hedgerows and trees provide an important setting for the surrounding built form (particularly Dalton Rd, Broadway, and Spencer Avenue) as well as providing a sense of relief within the area.

Built form

Earlsdon has a mix of property types and styles. They largely date from the Victorian and Edwardian periods, with some from the interwar period. They include terraced housing at several scales, as well as semi-detached and detached dwellings.

There are some significant examples of industrial buildings, such as the old nail factory, and retail premises - particularly on Earlsdon Street. The predominant character of the area, however, is domestic.

The predominant materials are red brick and roughcast render enhanced by stone and timber detailing. Roof materials are a mix of slate and clay tile. Historic windows are painted timber.

The area is rich in architectural detailing and there is variation across the various types, ages, and styles of housing. This detailing however often draws from key elements including the use of decorative timber-framing both on gables and facades, incorporation of brick detailing at eaves level and as banding, as well as the use of stone dressings to windows and doors.



Fig 3.36. I*ndicative example of building types, styles, and materials*



Fig 3.36. Indicate example architectural detailing

SECTION FOUR
PROTECTING EARLSDON

Introduction

In light of the above appraisal and the identification of the positive and negative factors in each locality area, the following issues have been identified as being most relevant to the continuing preservation of the special historic character and appearance of the Earlsdon Conservation Area.

Actions to address these issues are outlined in the separate document: Earlsdon Conservation Area Management Plan. This should also be read in conjunction with the Earlsdon 'homeowners guide' which gives easy to read guidance on protection and best practices for the area

Protection of the historic environment

- Demolition: Some historic buildings have been demolished in recent years, damaging the integrity and character of the area.
- Historic architectural features: The character of many buildings of historic and architectural interest have suffered from the removal of historic architectural features. For example, the fitting of inappropriate uPVC windows and doors, concrete roof tiles, external wall insulation and cladding of external elevations.
- Extensions: The character of many buildings of historic and architectural interest have suffered from extensions and alterations that do not preserve or enhance the character of the area.
- Boundaries: There are many cases in the proposed Conservation Area that suffer from the removal of historic boundaries and front gardens.
- Shop fronts: There have been many changes to shop fronts that have not preserved or enhanced the historic character of Earlsdon.
- Empty buildings: Some buildings which make a positive contribution to the Conservation Area are currently empty and in need of beneficial use.
- Neglected buildings: Several buildings which are historically and architecturally significant are neglected and are in a poor state of repair.
- Undesignated buildings: Earlsdon and the surrounding area contains many buildings and structures that are of important historic and architectural significance but which are currently undesignated.
- Investment: There is a need to attract more investment through Conservation Area status.
- Advice: Residents and landowners need to have access to advice and guidance to help them preserve and enhance the area.
- Interpretation: The area would benefit from improved heritage interpretation to increase the public's appreciation of why Earlsdon is special, its history and its significance.

New design

- New developments: The design of some newer developments has not enhanced the character of the area. There have been some unsympathetic additions to the area; being of poor quality, an unsympathetic scale and giving a loss of traditional features.
- New shop fronts: Many mid-20th to 21st-century shop fronts do not preserve or enhance the character of the area, display inappropriate signage and have a negative impact on the character of the area.
- Noise and disruption: Issues relating to late-night noise and disruption
- Views: There are a number of important views and vistas looking from Earlsdon towards the City Centre that need to be preserved.

Public realm

- Public realm: The poor quality of the public realm in some key areas is having a negative impact on the area. There are examples of inappropriate and redundant street furniture that do not enhance the area.
- Parking and traffic: There are various issues relating car parking (both residential and commercial parking) and other traffic issues.
- Advertisements: The impact of unsympathetic signs and advertisements have a negative impact on the character of the area.
- Graffiti: Some boundaries (e.g. in Spencer Park, and some boundary walls) have been affected by graffiti which detracts from the attractiveness of the area and creates an atmosphere of neglect.

The green environment

- Trees: The trees (both street trees and garden trees), are a key part of the character of the area, and provide increased biodiversity, and should be protected and enhanced.
- Street trees: Mature large street trees have, in places, caused issues with unstable pavements
- Biodiversity: Gardens, parks and green spaces in the area provide important biodiversity in the City which should be protected and enhanced.
- Neglected areas: Several areas directly behind shops are neglected and are in a poor state of repair, which has a negative impact on the area.
- Property maintenance: There are issues with maintenance of some properties, causing problems such as neglected gardens and dumped furniture.
- Waste: There are issues of management of waste (location of bins, etc) and street cleaning.

References and contact details

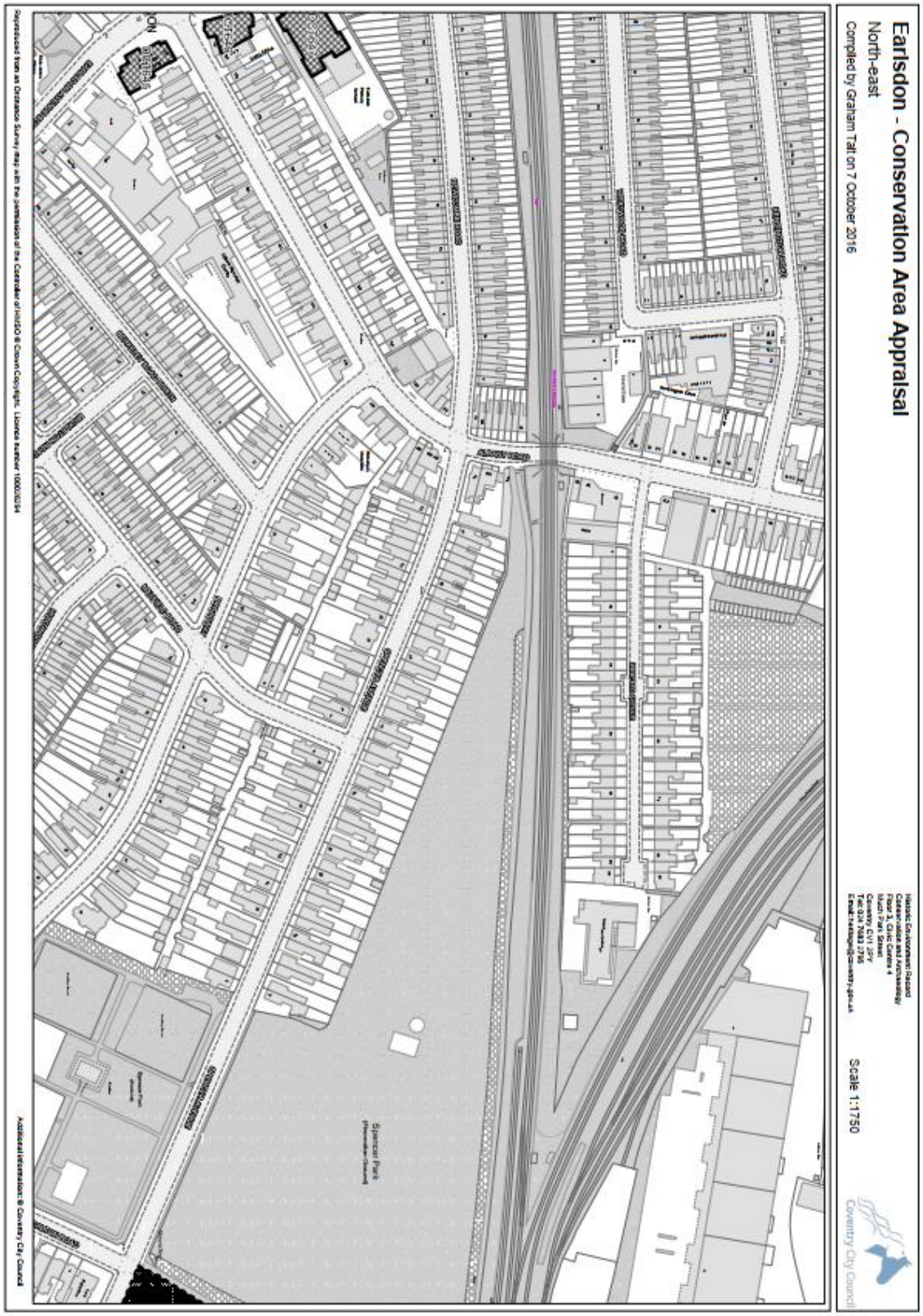
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Contact

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Coventry
CV1 5RR
http://www.coventry.gov.uk/conservation

APPENDICES

APPENDIX A
APPRAISAL MAPS



Earlsdon - Conservation Area Appraisal

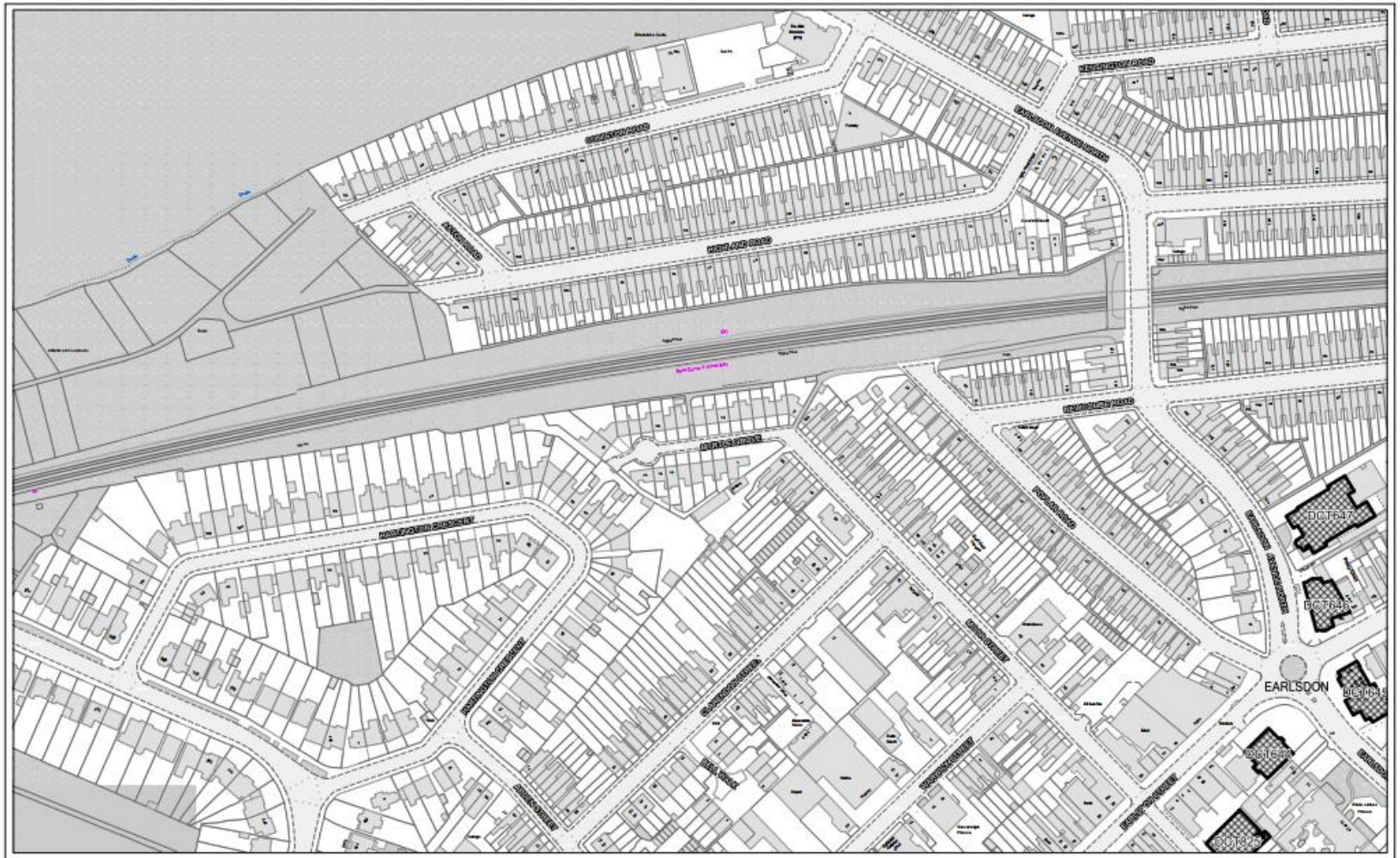
North-west

Compiled by Graham Tait on 7 October 2016

Historic Environment Record
Conservation and Archaeology
Floor 3, Civic Centre 4
Much Park Street
Coventry CV1 2PY
Tel: 024 7683 2795
Email: heritage@coventry.gov.uk

Scale 1:1750

Coventry City Council



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Earlsdon - Conservation Area Appraisal

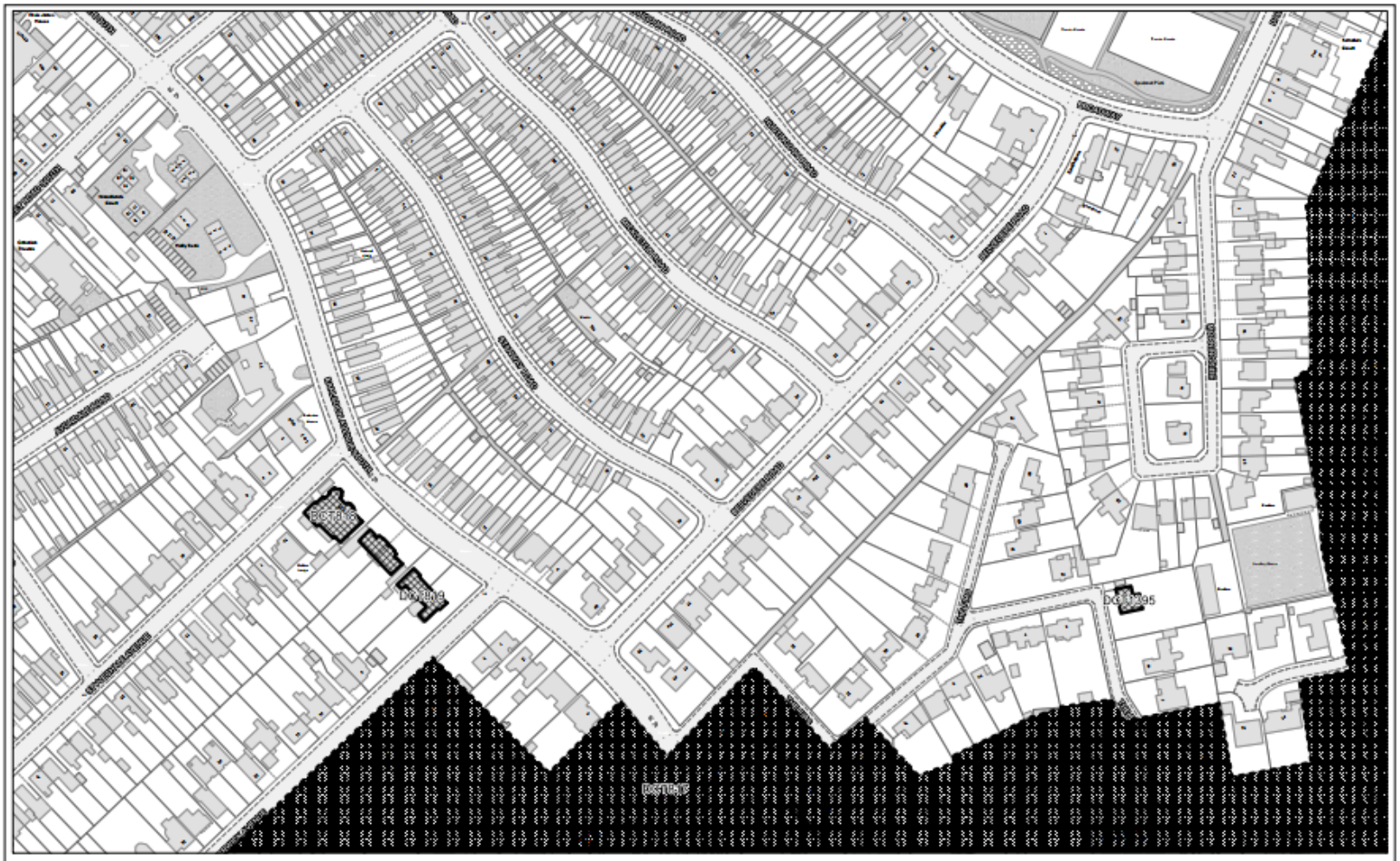
South-east

Compiled by Graham Tait on 7 October 2016

Historic Environment Record
Conservation and Archaeology
Floor 3, Civic Centre 4
Much Park Street
Coventry CV1 2PY
Tel: 024 7683 2795
Email: heritage@coventry.gov.uk

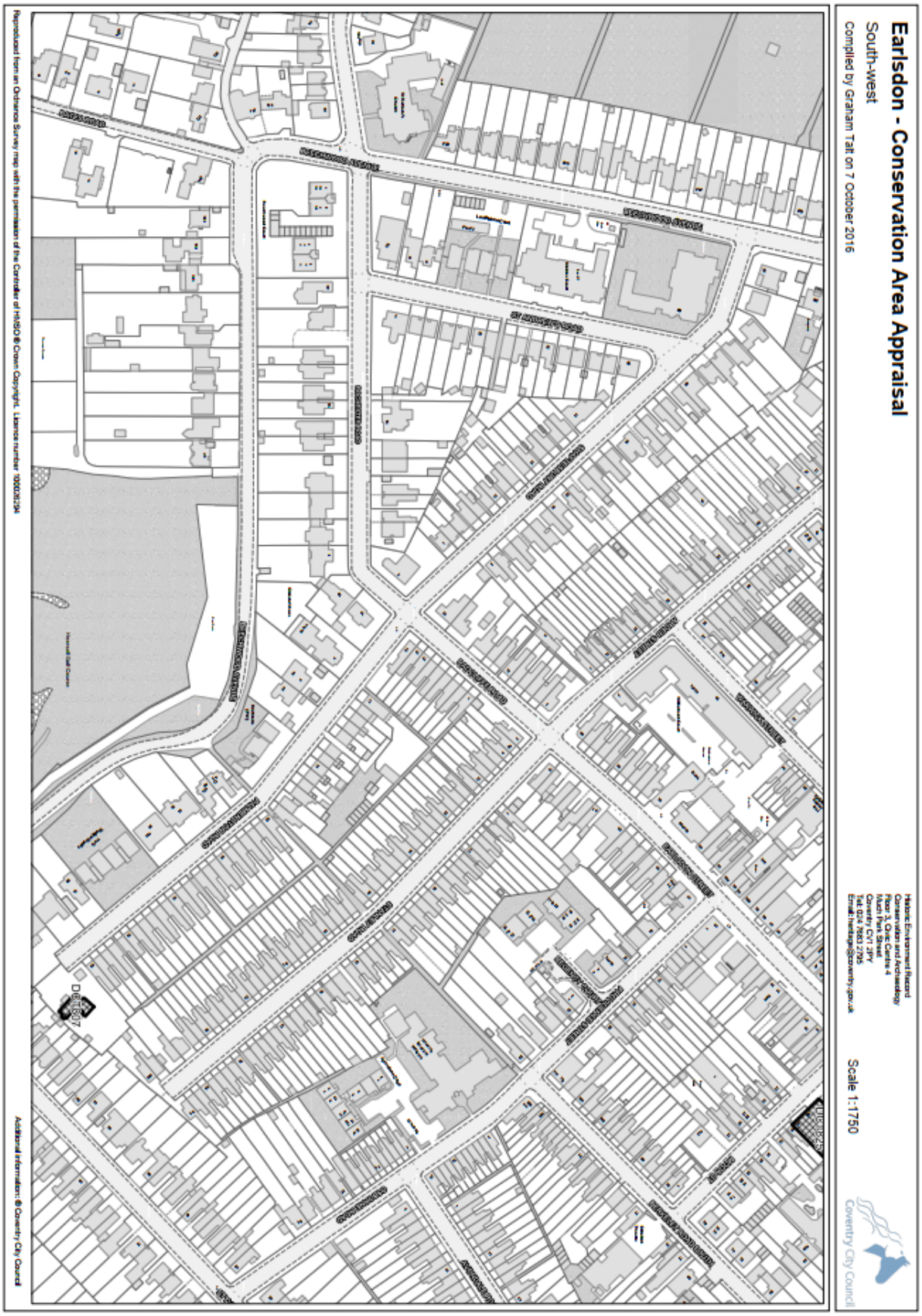
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Earlsdon - Conservation Area Appraisal
South-west
Compiled by Graham Tait on 7 October 2016
Historic Environment Record
Culture, Global and Archaeology
Planning, Culture & Leisure
Much Park Street
Coventry CV1 2PY
Tel: 024 7683 2795
Email: heritage@coventry.gov.uk
Scale 1:1750
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APPENDIX B

PLANNING POLICY CONTEXT

National

Conservation Areas are designated under the provisions of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. A Conservation Area is defined as, *'an area of special architectural interest, the character or appearance of which it is desirable to preserve or enhance'*. Section 71 of the same Act requires Local Planning Authorities to formulate and publish proposals for the preservation and enhancement of any parts of their area which are Conservation Areas. Section 72 specifies that, in making a decision on an application for development in a Conservation Area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

This Conservation Area Appraisal should be read in conjunction with the principles and policies set out in Section 12 of the National Planning Policy Framework; *Conserving and Enhancing the Historic Environment.*

Local

- Coventry City Council adopted the Coventry Local Plan and City Centre Area Action Plan on 6thDecember 2017.
- This Local Plan states that Earlsdon is proposed for designation as a Conservation Area and the exact boundaries will be determined by the production of Conservation Area Appraisals and Management Plans following public consultation.
- This Local Plan policy HE2 states that "In order to help sustain the historic character, sense of place, environmental quality and local distinctiveness of Coventry, development proposals will be supported where they preserve and, where appropriate, enhance those aspects of the historic environment which are recognised as being of special historic, archaeological, architectural, artistic, landscape or townscape significance", and this includes Conservation Areas.

Earlsdon Area of local distinctiveness

The concept of Areas of Local Distinctiveness was introduced in the Coventry Development Plan 2001 as a means of creating local design guidance in partnership with local communities. An Area of Local Distinctiveness "Area Character Statement and Design Guidelines" document was written in 2008 by members of ECAD (Earlsdon Conservation and Development). This Conservation Area Appraisal builds upon this work.

APPENDIX C
COMMUNITY ENGAGEMENT

Petition

On 20th July 2015 Coventry City Council responded to a petition submitted in January 2015, bearing 124 signatures entitled *"We, the petitioners, urge the Council to make parts of Earlsdon and Hearsall a Conservation Area, in order to provide some protection for this historic and unique place; especially from unsuitable over development".* It was proposed that the Council carry out an assessment of this area to assess whether it is of sufficient architectural and historic interest for them to be designated as new Conservation Areas or included within an expanded existing Conservation Area.

Workshops

Three community workshops took place in October 2016[1]. All residents and business were invited, and two public workshops and one specialist planning workshop was held. The workshops were designed to actively involve local residents in the Conservation Area Appraisal. The workshops looked at the impact of designating a Conservation Area, discussed the planning process in Conservation Areas as well as the local historic environment. This aimed to help communities better engage with the management of change in their area, allowing them to more effectively champion the significance and values of local heritage. Furthermore, the workshops aimed to provide skills in recording local heritage assets, and to identify issues and opportunities associated to key areas including housing, economy, amenity and recreation.

Groups went out onto the streets to record the character of the area, as well as recording specific buildings of special interest. The community groups continued the work after the workshops, and this data has been collated, and provides part of the evidence-base for this document. This work forms the basis of the maps and the identification of features in the area.



Fig B.1. Workshop

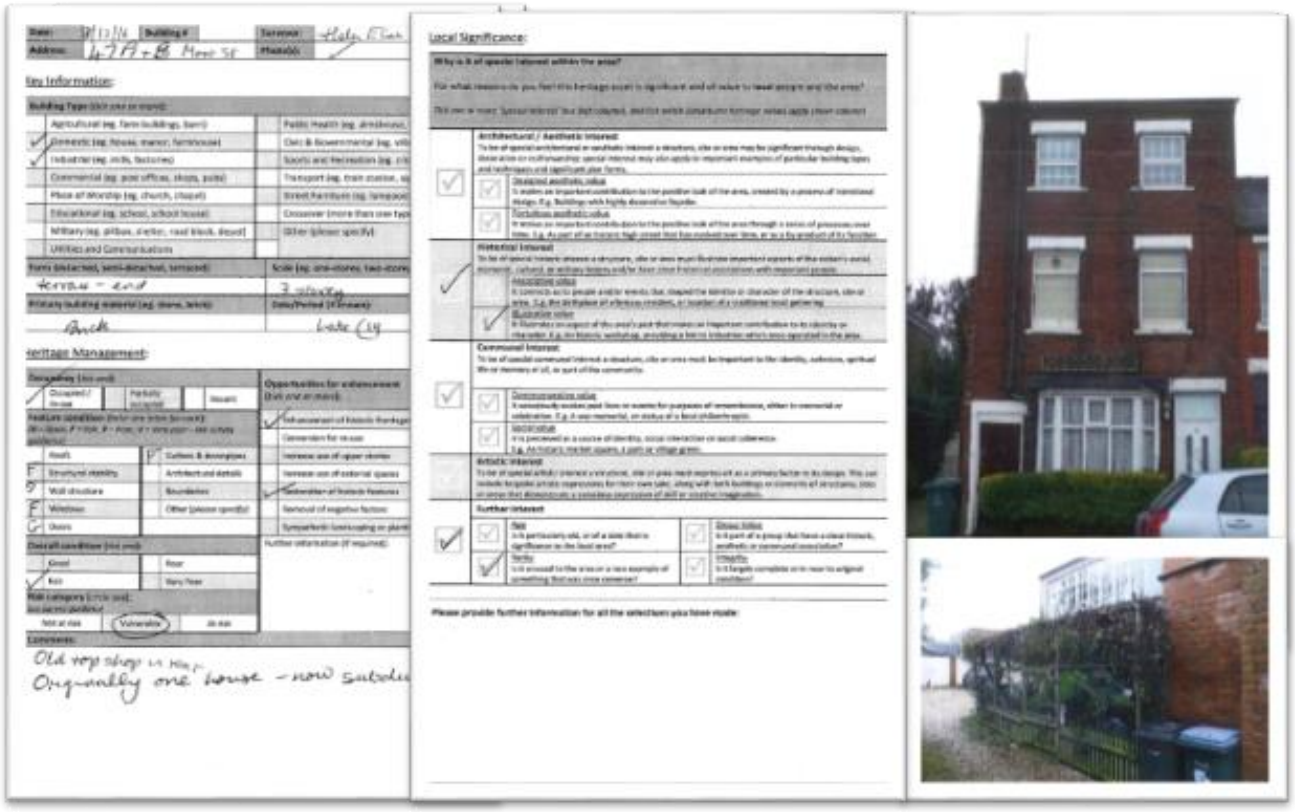


Fig B.2. Completed historic building recording form

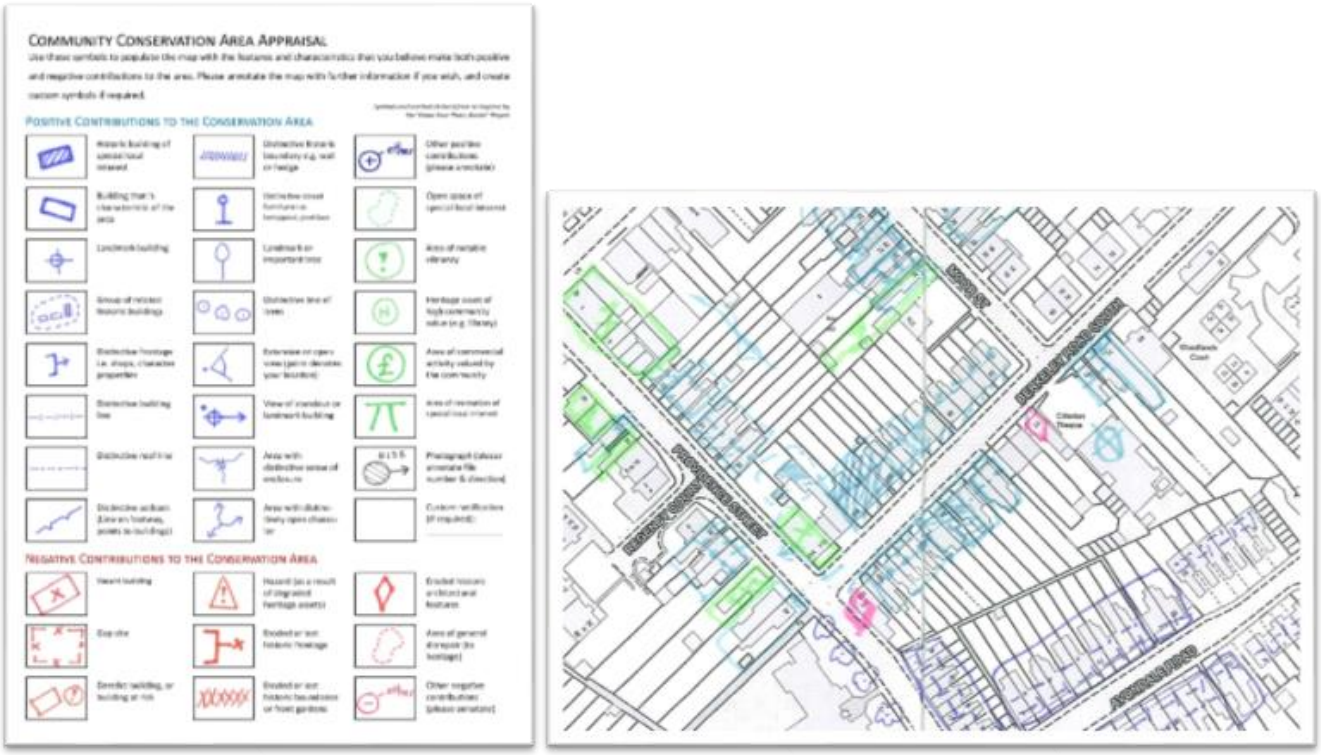


Fig B.3. Characterization mapping

Workshop findings

The workshops looked at what the community valued about the area, what issues there are, and how they wanted the area to change. In the workshops, groups looked at a series of questions:

- What do we like about this place / what do we value?
- What do we dislike about it / what are the issues?
- What do we want to see change / how do we want our area to change?

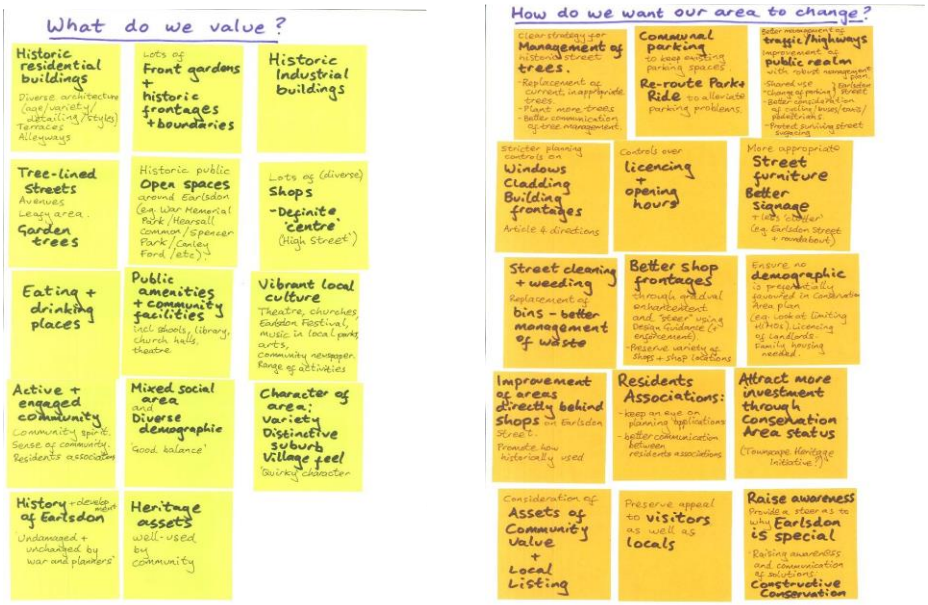




Fig B.4. Workshop feedback

Residents stated that they valued the area's historic residential buildings, the open spaces around Earlsdon, the tree-lined streets, garden trees, front gardens and the garden boundaries to the street.

Residents also valued the history of Earlsdon, including the historic buildings used by the community, as well as the small historic industrial buildings, the public amenities and community facilities.

They also valued the social aspects of Earlsdon, with the shops and eating & drinking places forming a definite centre in Earlsdon Street. Residents appreciated the local culture that includes an active engaged community with a mixed and diverse demographic that gives the character of the area a suburb or village feel.

Workshop attendees highlighted a number of issues in the area. They highlighted the loss of historic industrial and commercial buildings, and the loss of historic architectural features on buildings, such as the addition of external wall insulation and cladding, or the changes to windows or the changes to historic shop fronts.

Residents highlighted the loss of front gardens and green spaces, and the issues that mature large trees can have, such as the need for pruning and unstable pavements that the roots can cause.

Residents expressed concern over houses in multiple occupancy – particularly with reference to a reduction in maintenance such as neglected gardens and dumped furniture that absentee landlords might encourage.

Car parking and traffic, as well as the maintenance of the environment and the upkeep and appropriateness of the public realm were issues, such as inappropriate signage in the street.

Residents were concerned about pressure-on and potential loss of community assets, changes to shops, and late-night noise and disruption.

Workshop attendees were then asked how they want their area to change. The need to maintain the diversity, integrity, rarity and overall character of Earlsdon was raised, with the following specific actions:

- A clear strategy for the management of historic street trees
- Better management of traffic / highways and the improvement of public realm
- Stricter planning controls on windows, cladding and building frontages
- More appropriate street furniture and better signage
- Schemes to improve parking issues
- Controls over licensing and opening hours
- Better street cleaning, weeding and better management of waste.
- Better shop frontages, by gradual enhancement, and ‘steer’ using design guidance
- Improvement of areas directly behind shops
- Attract more investment through Conservation Area status (e.g. Townscape Heritage Initiative)
- Preserve the appeal of Earlsdon to visitors as well as locals

- Raise awareness about why Earlsdon is special – raising awareness for ‘constructive conservation’
- Consideration of ‘assets of community value’ and ‘local listing’ (outside the Conservation Area boundary).

In this process, groups identified where different values and different issues may either align or where they may come into conflict (e.g. valued lines of historic trees causing issues of root damage and footway obstruction, or; a lack of public car parking spaces, but a desire to preserve local open spaces for recreation and amenity). The approach aimed to have communities “think like planners” – weighing their new understanding of local character, special interest and significance, against various pressures for change.

The workshops demonstrated clear community support for designating Earlsdon as a Conservation Area, as well as the Local Listing of key buildings around the area.

A specialist report on the workshop processes can be found at http://www.coventry.gov.uk/downloads/download/4555/conservation_area_appraisal_workshop_report

Consultation

This document and the Management Plan has been taken out to consultation to residents and business people of Earlsdon, to special interest groups and to members of the public. <Insert results of community consultation (when complete) here>

APPENDIX D
HERITAGE ASSETS BY LOCALITY

Following the appraisal the following locally listed buildings and other buildings and features of value were identified.

Earlsdon Street locality

Locally Listed Buildings

- 1 Earlsdon Street (City Arms Public House) [MCT764]. The original City Arms was constructed in the 1850's. The original building was demolished and rebuilt in 1930; a mock-timbered pub building of its period with brick nogging to ground floor panels, detailed chimneys and decorative carved barge boards to the gables with pendants.
- 38 Moor Street (former Nail Foundry / Allard Cycle Company) [MCT768]. Built in 1885 as a Nail Foundry but closed following complaints from neighbours. Reopened as the Allard Cycle Works in 1890; cars and motor tricycles were also produced here for a short period from 1899 until 1902. This is a two-storey building, of red brick with stone dressings. It has a central pediment on the frontage and arched heads to some windows and doorways. In a recent report on Coventry car factories researched by the Ironbridge Institute it is stated to be 'one of the most striking examples of a late Victorian workshop to be used in car production' and its façade is likened to a chapel with Gothic detailing.

Other Heritage Assets, Positive Buildings and Features of Value

- 2-4 Earlsdon Street (former Co-Op buildings, now part Co-Op, part Age UK, part Greggs). 2-3 story terraced brick-built shop with distinctive gable and stone plaque reading "1907". Now split into three units, and the shopfronts not in keeping with the character of the street.
- The Albany Club, 10 Earlsdon Street. Built in 1889 as a coffee tavern it soon became a working men's club has run as a social club ever since. The frontage has been changed on a number of occasions, and the roof height was reduced in the 1970's. However, much of the existing building still survives, with a central pair of Doric columns broken at the level of the plain stone string courses. Elsewhere moulded copings, string courses and lintel above the columns add decoration. The two arched windows have alternating stone and brick voussoirs above.
- 13-29 Earlsdon Street (and 41 Moor Street). Row of cottages, most with names on front elevation.
- The Royal Oak, 22 Earlsdon Street [MCT15319]. The Royal Oak has changed little since it opened in 1859 and remains a traditional pub. At one time the pub also served as a local butchers and the rear bar, now adjacent to the garden was once a slaughterhouse.
- Henry Bates Cottage, 54-56 Earlsdon Street. Henry Bates Cottage is one of Earlsdon's oldest buildings, the third to be built in Earlsdon Street. Built by Henry Bates in 1852 as a cottage and later converted to a bakery in 1907.
  Earlsdon House (now Stoneleigh House), 66-68 Earlsdon Street. This was a large Victorian villa residence built by John Flinn and later occupied by Joseph White, both leading watch manufacturers in Earlsdon. It still survives as Stoneleigh House but the

original fine frontage has been badly disfigured. However, the original pilasters can still be seen.

Terrace of houses on Earlsdon Street (78 – 96 Earlsdon Street). Built between 1905 and 1925. Example of Edwardian red brick bay fronted terrace with mock Tudor gables over bay windows. Typical splayed corner allows a door into the corner shop at number 96.

- 59 Earlsdon Avenue South. An imposing double bay fronted house in Earlsdon Avenue South with large moulded lintels to all windows and door. First floor sash windows appear original with very narrow vertical glazing bars.
- 21 Moor Street. Large double fronted house, with classical lintels and brackets above upper windows, and triangular pediment above arched door.
- 33 Moor Street. Two storey brick built house, with arched passageway, classical lintels and brackets above doors and windows, and original sash windows with unusual glazing bar patterns.
- 47 Moor Street. Three story house, with rear extension containing top shop.
- 57 Moor Street. Earlsdon was without a provisions store until the opening of its first shop here in 1860. Continued as a general store until 1923 when it specialised in dairy produce. Has also been a shoe shop before becoming a charity shop and the present home of Coventry Samaritans.
- John Moore's House, 62 Moor Street. Site of the farmhouse owned by John Moore whose death and subsequent sale of farm land led to the creation of Earlsdon in 1852. The house briefly became the Bowling Green pub before being converted back into a house in 1854. Converted into two cottages in the 1920s it was demolished in the 1970s to make way for a factory extension, and more recently into dwelling houses. John Moore's name lives on however in Moor Street.
- 77 Moor Street. House with classical lintels and brackets above windows on first and ground floors. Historic boundary wall removed.

  The Old Methodist Chapel / Criterion Theatre, Berkeley Road South. Built in 1884 as the first Methodist Chapel and replaced by the new Church (on the corner of Albany Road and Earlsdon Avenue) in 1923. Continued as a Church Hall for many years until being purchased by the Criterion Theatre in 1960. Continues as a Theatre until today.
- 71 Berkeley Road South. Thomas Pearson was a watch finisher and an early occupant of Cromwell Street (Berkeley Road South) when he built a house with a top shop in the street in 1852. The building has a dentil course at the eaves and a triangular pediment above the door.
- 73-75 Berkeley Road South. Built before 1888. Brick-built building with lower bays, and equilateral pointed arches above doors and central passage.

  The Weavers Cottages, 89-91 Berkeley Road South. Built in the 1850's as adjoining weavers houses they are the only example in Earlsdon and predate the collapse of the ribbon weaving industry in the 1860s. The large top windows were to allow light to the silk ribbon looms (the windows have been replaced with replicas of the originals). As weaving disappeared they were eventually used as watchmakers houses and workshops.
- 102-108 Berkeley Road South. Weavers' cottages with classical lintels and brackets above the doors and windows.
- 110 Berkeley Road South. This plot was bought in 1853 by the watchmaker John Hulk. He classed himself as a Manufacturer but was not as successful as his contemporaries and eventually was bankrupt.

- 114 and 112 Berkeley Road South. (Hennessy Hair Studios, previously Alexander Wines). Originally the ‘Earlsdon Stores’ selling ‘ales and stout’. The current shop front is a restoration of the original Victorian frontage.
- The Earlsdon Cottage Inn, 22 Warwick Street. Built originally in 1855 as a watchmakers house and workshop it was converted to a pub in about 1860 and has remained one ever since.
- Clarendon House and Westwood House, 15-17 Clarendon Street. This substantial pair of three-storey semi-detached houses in Clarendon Street was built to the requirements of father and son watchmakers William and Joseph Richardson and were occupied by them in 1855. The building included provision of top shops at the rear for production of watches. The entrance doors are arched and have classical lintels and brackets over. Sir Alfred Herbert (the noted industrialist and museum benefactor) lived in Westwood House briefly, and the famous architect Sir Frederick Gibberd grew up in Clarendon House. The historic boundaries / front gardens have been removed from these properties.
- 18 & 20 Clarendon Street (Evelyn House and Bath Cottage) have very intricate and detailed brickwork patterns and decoration, both as dentil detail below the eaves, and across the front elevations.
- 22 Clarendon Street. This building has arched windows and entrance with rubbed brick voussoirs forming the arches.
- Fairmount, 26 Clarendon Street. Built in 1895 for Arthur Morgan on his return from America. Morgan was a foreman at Rotherham’s & Sons clock & watch manufacturers. Subsequently used as a private school. The building is a mixture of terracotta ridged tiles and finials, mock Tudor and carved elements to the entrance porch. Interesting ironwork above the lower bay windows.
- 28-34 Clarendon Street (also known as Lorenzo Villas). A row of 4 terraced dwellings, in red brick with dentil detailing, stone window sills and lintels and interesting arched doorways.
  52 & 54 Clarendon Street. Pair of cottages, red-brick with original window sills and lintels. Has unusual shared entrance at front.

Rochester Road locality

Locally listed buildings

- 91 Palmerston Road (former Earlsdon Farm House) [MCT692]. One of a very few dwellings in the area before the development of the modern estates. It is said to have originated in circa1750, with later additions. The house has been modernized, but some of its original character is still recognizable.

Other Heritage Assets, Positive Buildings and Features of Value

- 2 Rochester Road. A double bay fronted house in Rochester Road with elements of mock Tudor, terracotta and stained glass.
- 4-6 Rochester Road. A pair of cottage style houses in Rochester Road with heavy framing to all windows. The top lights have decorative stained glass. Note the large stone coping to the garden wall.
- 8-10 Rochester Road. A pair of three storey houses with double height bay windows. A variety of special bricks and terracotta patterns have been used throughout the main façade, with terracotta dentils on the verges and stone dentils on shallow arches above the windows. Also decorative cast iron railings on top of the bays.
- 2-4 Shaftesbury Road. Semi-detached houses in Shaftesbury Avenue. They have a brick throating detail which caps the brick voussoirs above the arched first floor windows and the entrances. This links the windows and gives a double arch effect.
- Edward VII pillar box. An early 20th century pillar or post box situated on the corner of Palmerston Road and Radcliffe Road. Coventry's only Edward VII pillar box.
- 44 Palmerston Road. Large red brick house with mock-Tudor gable and porch detail.

Styvechale Avenue locality

Locally Listed Buildings

- 15-25 Earlsdon Avenue South [MCT703]. A row of large 'Arts and Crafts' style semi-detached houses that were probably built between 1901 and 1920. Each pair is in a different style but share common features. All are roofed with plain clay tiles. Other elements include mock Tudor, Dutch gables, hanging tiles, various shaped bay windows and red brickwork.

Other Heritage Assets, Positive Buildings and Features of Value

- 32-34 Styvechale Avenue. Brick built semi-detached houses. The central chimney servicing the two houses has a split arch to allow the valley gutter to drain into a hopper.
- 70-72 Styvechale Avenue. Large brick gables broken up with horizontal clay tile string courses. Note the tile corbelling at the eaves.
- 74-76 Styvechale Avenue. Two storey houses with clay tile hipped gables over chamfered mock Tudor first floors.
- 75-77 Styvechale Avenue. A pair of double height bay window houses with gables over built in 1917. The facing material is precast concrete with plain and rusticated cast stone finish.
- 86-88 Styvechale Avenue. A three storey pair of houses which combine a central Dutch gable and first floor mock Tudor wings.
- 12-14 Warwick Avenue. This house has dormer windows at the side of the house, pebble dash, facing brickwork and an unusual fully glazed room above the entrance.
- 54-56 Warwick Avenue. A large pair of houses with substantial areas of mock Tudor. The central gable has separate bay windows at ground and first floor levels. The central bay

has been hipped which has resulted in unusual triangular windows either side of the chimney stack.

- 62-64 Warwick Avenue. A large pair of houses with substantial areas of mock Tudor and a repeating arch theme. The central gable has separate bay windows at ground and first floor levels. Note also the brick arched windows and vertical 'eye' shaped windows adjacent to the entrances.

Newcombe Road locality

Locally Listed Buildings

- Earlsdon Primary School, Earlsdon Avenue North [MCT762]. Following an earlier school in Cromwell Street (now Berkeley Road South) (no longer extant), this school on Earlsdon Avenue North was built as Earlsdon Board School and opened in 1890. It was subsequently extended in 1908 to accommodate 547 children and 14 teachers plus the headmaster. This large Victorian institutional building is simply faced with red brick and red plain clay roof tiles. The original shallow arched windows ventilate and light the classrooms. The plain brick walls are relieved by decorative treatment to the numerous chimneys, finials, gable verges, shallow arches and bull's eye openings in the gables. Some of the cast iron railings at the front appear to be original. There is a more modern one-storey extension at the rear. The Old School Foundation board and clock survive in the school hall.
- Earlsdon Branch Library, Earlsdon Avenue North [MCT761]. The library was one of three built in 1912-13 (others at Stoke and Foleshill) with the aid of a £10,000 donation from Andrew Carnegie, the famous American steel magnate. The building is red brick with stone dressings and a grey slate roof. The stonework has classical details such as the open topped segmental pediment at the entrance, a minor triangular pediment above the entrance, pilasters at the entrance and corners and a linking cornice with dentils above the windows. The building is crowned with a domed lantern.
- Toilets, Albany Road. Built later than the Library. Red brick with contracting brick door surrounds.

Other Heritage Assets, Positive Buildings and Features of Value

- The Earlsdon Clock, at the junction of Albany Road, Earlsdon Street and Earlsdon Avenue. The clock marks what many consider to be the heart of Earlsdon. The clock was erected in 1990 by local subscription and replaces a tram clock which stood on the roundabout until the 1980's.
- Sir Frank Whittle, the inventor of the turbojet engine, was born on 1st June 1907 at 72 Newcombe Road, and lived there until he was nine years old.

Mayfield Road locality

Locally Listed Buildings

- Earlsdon Methodist Church, Albany Road [MCT760]. The Earlsdon Methodist Church was built in 1922 and opened in 1923 as a Wesleyan Chapel. It was designed in the late Gothic perpendicular style by Crouch, Butler and Savage, architects in Birmingham. It is cruciform in shape with facades of two types of facing red bricks combined with Weldon stone details and tracery. The large expanse of roof is covered with sand faced plain clay tiles. The front elevation has octagonal brick towers on the corners. These are topped with open stone turrets and pinnacles. The corner entrance with hardwood doors is a later addition.

Other Heritage Assets, Positive Buildings and Features of Value

- The pavilion, Spencer Park. Designed by the City Engineer, and opened in 1915 as a clubhouse and changing facility for the Spencer Park tennis courts and bowling greens.
- 2-4 Spencer Avenue. Large semi-detached houses with the bargeboard to the tiled gable having dentils at the verge. The two storey bay window has tile hanging above prominent bays.
- 61-63 Broadway. Large semi-detached houses with bay windows on three levels which reduce in size at each floor.
- 6-11 Dalton Road. A terrace of properties built in 1897 unified by the facing materials and the regular spacing of similar two storey bay windows. Special bricks and terracotta details decorate the gable verges and tops of bays.
- 2 Belvedere Road. Red clay roofing tiles, red bricks and unpainted stonework (giving an idea of what Earlsdon bay windows looked like before the fashion for painting stonework). The gables have parapets with stone copings. The end bay window wraps around the corner of the building. Note the arched entrance canopy.
- 47a Mayfield Road / 3 Mickleton Road. An end-terrace property. 47a Mayfield Road built as a private house and later 3 Mickleton Road and outhouse added, and 47a Mayfield Road converted to a shop by the mid 1930s (when it is noted as being the property of a furniture dealer). Double bay property, with adjoining house on 3 Mickleton Road which has a two-storey outhouse / stables, with original garage doors, and metal-framed window above.

Morningside and the Firs locality

Locally Listed Buildings

- 6 The Firs [MCT17117]. 6 The Firs is an attractive red brick house built by E Harris and Sons in 1934 for Mr G Sutton. The house was designed by Herbert William Simister who was a prominent midlands architect in the early 20th century who also designed the Coventry Council House in Earl Street and other notable buildings in Warwickshire. The house is red brick with a clay tile roof designed in an ‘Arts and Crafts’ style with broad low eaves, gables on the front elevation with a cat slide roof and loggia to the rear overlooking the mature garden. Until recently the house was owned and occupied by the same family

since the 1930s and there has been little altered in the intervening 90 years, it retains many period details and fittings inside and out.

APPENDIX E
POSSIBLE CANDIDATES FOR LOCAL LISTING

Several positive buildings are sited just outside the boundaries of the Conservation Area, and therefore have an impact on the setting but do not enjoy a similar level of protection. The following may fulfill the criteria for addition to the local list of heritage assets, and will be considered.

- St. Barbara's Church, 22 Rochester Road [MCT17070]. Earlsdon was part of the parish of St. Michael's (later the Cathedral) and in the care of St. Thomas's at the bottom of Albany Road. As the population grew, the provision of a purpose-built place for Anglican worship became urgent. A site became available near the corner of Palmerston Road and Rochester Road. By 4th December 1913 the first St. Barbara's Church (now Cloister Mews) had been erected and was dedicated by the Bishop of Worcester. After the building of the new church (see below), this continued as a church hall and offices until its eventual demolition and redevelopment in about 2006.
- In 1922 Earlsdon became a parish in its own right, and as most of the plots in the centre of the suburb were occupied a location on the periphery, at the corner of Beechwood Avenue and Rochester Road, was purchased for £950 and the church opened in 1931 by the Bishop of Coventry. One notable architectural feature was the use of reconstructed stone ('Adamant Reconstructed Hall Dale Stone') in its construction. It was the first Anglican church to be allowed to use such a material by the ecclesiastical authorities.
- Hearsall Community Primary School, Kingston Road (already Locally Listed). Opened 1913. Originally Centaur Road Council School, with boys, girls and infants departments; became Hearsall School in 1949, a secondary school from 1961, and subsequently a primary school. Large red brick institutional building, with triangular pediments, stone string course, separate 'Infants' entrances at either side of the building.
- Albany Public House, 24 Albany Road (already locally listed). Planning permission for the Albany Hotel was granted to the Marston's Brewery in 1903, just a few years after Albany Road was opened, but the building wasn't built until 1908.
- 69 Albany Road. A shaped gable enclosing a central arch with alternating brick and stone voussoirs. Within the arch are carved stone circular and arched elements. The building has a carved date of 1915.
- Former cinema, 71 Albany Road [MCT296]. Opened as the 'Broadway' cinema in 1922, and subsequently became the 'Astoria' until it closed in 1959. By 1973 the building was in use as a warehouse and it is now a Christian music college. Red brick built, with decorative brick pilasters and dentil courses.
- Old Clarence Inn, 173 Earlsdon Avenue North. This red brick and pebble-dash clad building was built in 1912 as The Clarence Stores by Mitchells and Butler's as a shop and off-licence, and in 1928 became the Clarence Inn. It was known as the Port of Call between 1971 and 1991, and has been known as the Old Clarence ever since.