

IVY PLACE CONSERVATION AREA APPRAISAL

Location and Topography

Heene Road leads northwards from a position on the seafront just over two thirds of a mile west of the pier. The Ivy Place Conservation Area lies almost entirely on the west side of Heene Road, and generally is set back from the seafront behind properties along West Parade. A small but significant area on the east side of Heene Road is included and one plot forming part of West Parade is also included. The land is almost level with only a very slight gradient falling towards the seafront.

Origins and Development of the Area

Influenced by the growth of Worthing as a seaside resort in the early 19th century, development took place in a second area further west along the coast near where the high street of ancient Heene, now Heene Road, meets the seafront. By 1839, the proto resort of Little Heene centred on Brunswick Road and the King & Queen Inn (now Brunswick Hotel) was established to the east of the ancient street then called Heene Lane. By 1850, building had begun on Heene Lane itself (now Heene Road) and the most prominent and grand buildings in this Conservation Area were erected. Outhouses at the rear of these early Victorian villas survive in Ivy Place which, together with Elsie Road, is a small informal group of later Victorian cottages. With further expansion of the new town of West Worthing in mind, Bath Road, Manor Road and Rowlands Road were laid out by 1875, but further development of this area did not take place until the turn of the century, when West Worthing was already being subsumed within the expansion of Worthing itself. Accordingly, houses in this area on Bath Road, around the cul-de-sac of Abbey Road, on the east side of Manor Road, and the south side of Rowlands Road are late Victorian or Edwardian properties.

Architectural Townscape and Landscape Qualities

In this Conservation Area, three main types of domestic architecture are evident; detached and semi-detached stucco villas from the early Victorian period on Heene Road; later Victorian cottages around Ivy Place and Elsie Road; and semi-detached and detached late Victorian and Edwardian houses typically with extensive areas of decorative tile hanging and white painted render with applied timber detailing on Rowlands Road, Manor Road, Bath Road, and around Abbey Road. Residential use continues to dominate although some of the larger properties are sub-divided and some are in a poor state of repair. In general, there are relatively wide streets, generous spaces about the buildings and recessed building lines all of which serve to convey a sense of spaciousness in the area except in Elsie Road which is a narrow access way and Ivy Place which has a distinctive quiet and close knit quality which is rare in Worthing.

Architectural historic and townscape elements which should be preserved:

- Original boundary walls and gate piers.
- Gardens fronting onto Heene Road.
- In Ivy Place, elevations finished in render with slate roofs.

- On Heene Road, slate roofs and elevations finished in stucco with fine detailing including rustication, quoins, string courses, balustrading, ball finials and pineapples, cornices, porticoes and door surrounds exhibiting the classical orders, and in the case of 129 Rowlands Road, gothic windows and tracery, and steep pitched gables with bargeboards.
- On Rowlands Road (south side), Manor Road (east side), Bath Road and around Abbey Road, including 1 West Parade, red clay tile roofs with ridge tiles and elevations finished in red brick, decorative red clay hanging tiles, white painted render and applied "half timbered" detailing.
- Original architectural features and detailing including bays, gables, timber sliding sash windows, string courses, cornices, columns, parapets, plaster mouldings, finials and exposed timber work.
- The informal surface material to Ivy Place and Elsie Road.
- Pavements of red brick paviors with granite kerbs.

Enhancement opportunities:

- Encourage owners and occupiers to implement schemes of repair maintenance and external decoration appropriate to the original design quality, character and appearance of individual buildings and also to complement the street scene.
- Remove the lean to on the south elevation of No 1 West Parade.
- Improve the appearance of hardstanding areas within front gardens by implementing soft landscaping schemes or preferably by replacing with soft landscaping.
- Retain, maintain and where necessary reinstate front boundary walls which reflect the original appearance of boundary walls in the relevant street.
- Retain, maintain and where necessary reinstate timber sliding sash windows.
- Retain and maintain trees and other mature planting in gardens in the area.
- Encourage boundary tree planting on the east side of Heene Road in front of MGM house, so as to improve the setting and appearance of the Ivy Place and Marine Parade & Hinterland Conservation Areas.
- On the east side of Heene Road permit selective demolition and some sensitive limited redevelopment of the Public House site so as to better reveal the original Victorian building and enhance its setting.



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