

CONSERVATION AREA APPRAISAL

XIX SHAFTESBURY AVENUE

Location and Topography

Shaftesbury Avenue runs north from Goring Road to The Strand. The designated area lies on level ground south of West Park Recreation Ground. To the north, the Downs are visible, to the south, traffic lights. About 250 metres to the east lies the Robson Road Conservation Area, which has buildings of similar age and architectural style.

Origins and Development of Settlement

Shaftesbury Avenue follows the ancient route from Durrington to the sea (see 2" County Map of 1806). It remained as farmland until the mid 1930s, when it was developed as part of the West Park Estate by Messrs R. R. Maddison and W. Brookes.

Architectural and Landscape Qualities

The houses in the conservation area are fine examples of modern movement inspired architecture. Those on the west side of the road are predominantly semi-detached and built to the design of M Rainsford Fletcher. Detached houses of similar style were built on the corner plots; four are included in the designated area.

The buildings have the modern movement's characteristic massing, flat roofs, parapets, white-painted concrete, steel window frames, crisp detailing and juxtaposition of cubist forms with curved, sweeping forms. The houses in the Robson Road conservation area share these characteristics. The Estate as a whole provides a good 'moderne' setting; most houses have pitched features (eg. curved, white-concrete balcony partitions and Crittall windows).

Roofs

In common with most modern movement architecture, the houses on Shaftesbury Avenue have flat, parapeted roofs built on a variety of levels. They were originally constructed of asphalt on timber framing. The upper storeys are set back from the external walls and their roofs overhang. The effect is reminiscent of a ship's deck.

Roofscape

All the houses on the west side of the conservation area are 3 storeys high and flat-roofed. The upper storeys are set back from the front of the buildings, with square, white chimneys above, giving the roofscape an interesting rhythm. The view is especially impressive from the north, looking down from the railway bridge; uniformity is maintained because the detached houses at the southern end of the row are hidden by trees. The roofscape to the east is less ordered; owing to later infill, height differences and a less rigid building line.

Building Line

The houses on the west side of the road have moderately large front gardens, integral garages and are built at a uniform distance from the pavement, whereas those to the east are slightly staggered.

There is a considerable contrast between the two sides of the road in terms of layout. The west has a regular line of semi-detached villas, all of similar proportions and built so closely together that they seem continuous; the houses to the east (including those not within the designated area) are mostly detached and well spaced. Blossoming trees add to the diffuse effect.

No. 130 Goring Road has perhaps the most dramatic design of the buildings in the group and is sited close to the road on a corner plot, which gives it a landmark quality. Its high brick garden wall lessens its impact.

Fenestration

Window replacement has deprived this area of some of its original character. A few buildings retain their 1930s windows (eg Nos. 22, 24 and 26 Shaftesbury Avenue); these are steel framed with approximately 100mm square panes.

Doors

The original front doors and garage doors were wood panelled and of a standard design. A few survive (eg. No. 18 Shaftesbury Avenue).

The detached villa at No. 5 Shaftesbury Avenue has an especially attractive doorway, now made into a closed porch.

Prevalent Building Materials, Textures and Colours

Wall surfaces are smooth concrete, painted white or pastel colours; unfortunately, a few have been painted significantly darker than the rest, spoiling the uniform effect. The approximately 0.5 metre high red-brown brick, basket-weave garden walls may be original.

Local Details

Lamp-posts in the area have streamlined, smooth, modern forms which accord well with the architectural style of the houses.

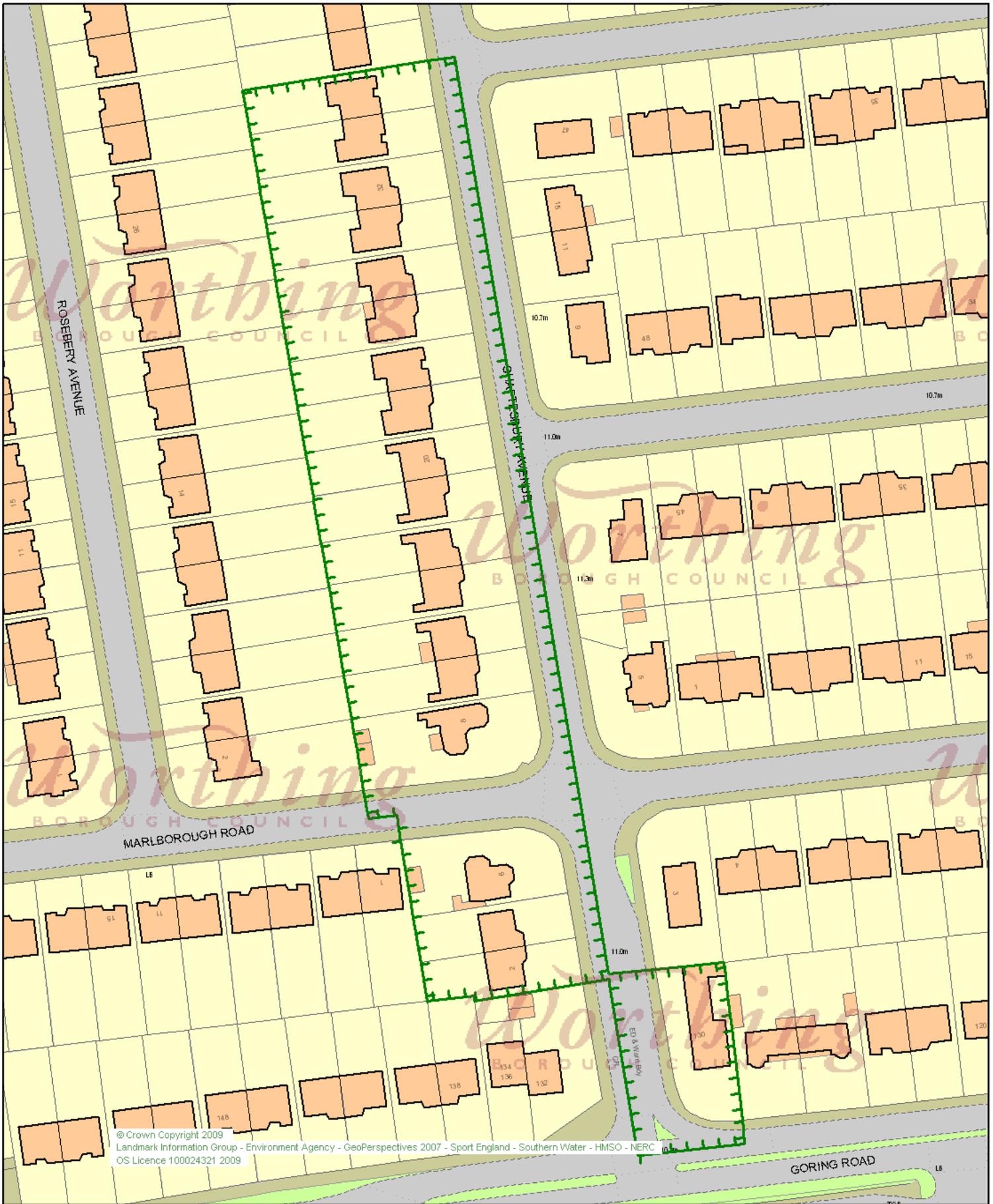
Enhancement Opportunities

Marlborough Road

- Removal of the artificial stone infill panels from the southern perimeter wall of No. 8 and replacement with suitable bricks or render and paint the wall white.
- Replace the garage doors of Nos. 6 and 8 with doors of special design. Repair the garage of No. 6.

Shaftesbury Avenue

- Resite television aerials (eg. Nos. 14 and 16) and satellite dishes eg No. 20) so they do not impinge on the roofline or main elevations.
- Repaint the darker-coloured buildings in white or very light pastel.
- Resurface the tarmac pavement to hide the pipe-laying scars.
- Replace the red plastic bin opposite the junction of Trent Road with one of special design.
- Maintain the basket-weave garden walls in good order and replace any that have been lost.
- Remove the overhead lines. These detract from the streetscene.
- Cut back the overhanging shrubs opposite Trent Road.
- Clean or renew the street sign opposite Trent Road.
- Repair and repaint run-down exteriors (eg Nos. 20 and 30).
- Remove the concrete air-bricks from the roof of No. 26.
- Replace the original design of doors and windows where they have been removed.
- Permit demolition and appropriate redevelopment of Nos. 132 and 134 Goring Road.
- Remove the boarding at the perimeter of No. 130 Goring Road (and remove the brick wall or at least reduce its height).



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