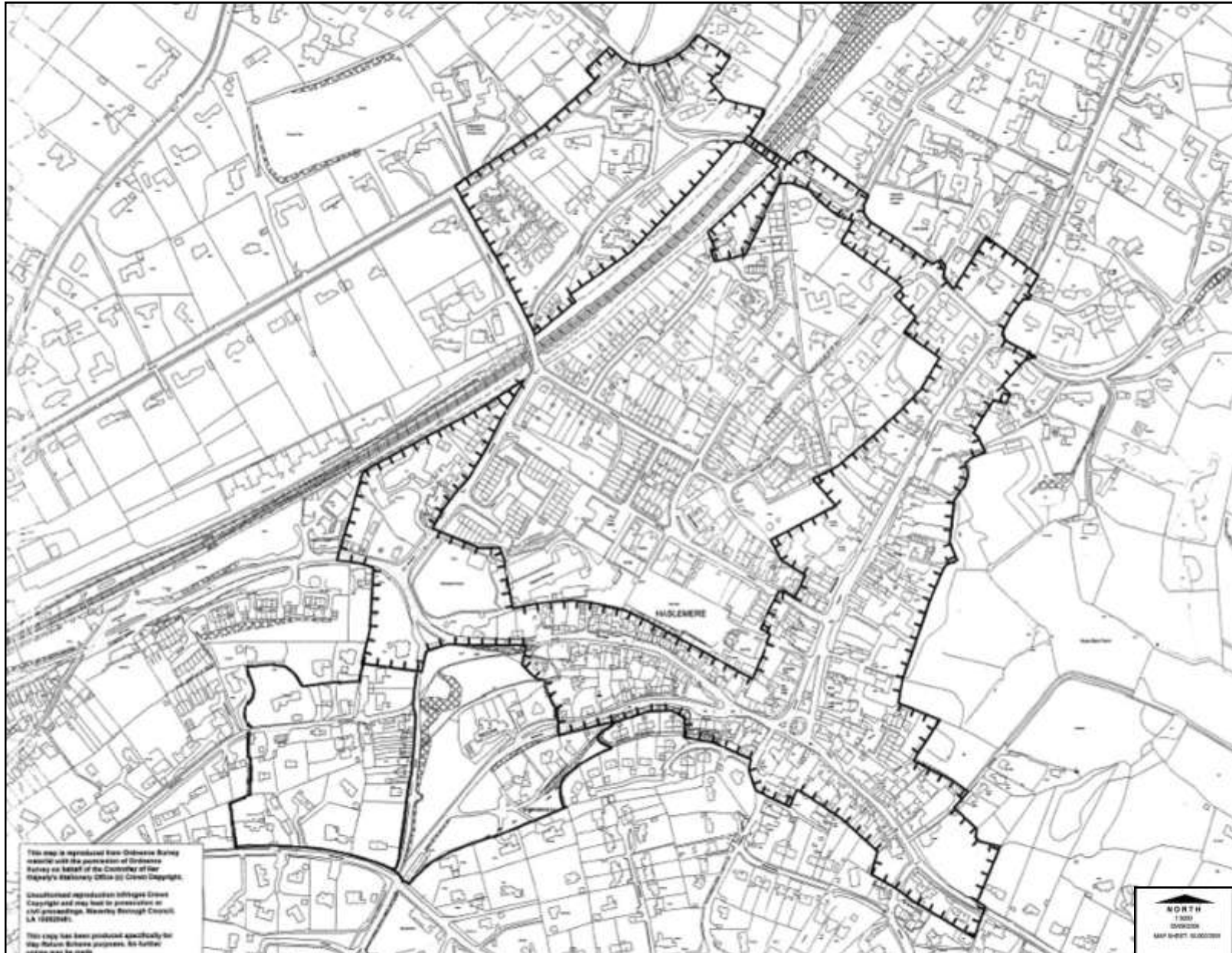


**7.1 Area 1: Haslemere Conservation Area**



Detailed map of Haslemere Town Conservation Area as of 2006

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The Conservation Area is characterised by:

- Medieval T-shaped pattern of the High Street, Lower Street and Petworth Road, with the Georgian Town Hall at their junction
- Historic and distinctive buildings, varying in age from the medieval to early 20<sup>th</sup>C, lining the High Street and the various ancient routes entering the town: Shepherds' Hill, Lower Street, Petworth Road and Sandrock
- Backcloth of densely wooded hillsides
- Proximity of National Trust meadows and woodland east of the High Street
- Town Meadow is an important recreational area on the edge of the old town centre
- Vibrancy of the High Street and West Street as the retail and social heart of the town with street cafés, pubs and high-quality independent shops
- Many historic buildings with a variety of local vernacular details surviving in their irregularly-shaped, and very often, small plots. Half Moon House is a typical example



Collards

### Haslemere Town Centre Conservation Area description

The Conservation Area runs alongside the principal streets and routes leading to and from the historic Town Centre (High Street). It is along these routes that some of the oldest and most distinctive properties within the town are found. In 2005 the Conservation Area was extended to include the western side of Sandrock and part of Courts Hill Road and Courts Mount Road.

The Conservation Area is characterised by

- Buildings on the High Street which retain some of their original form:
  - The White Horse Inn and The Swan Inn, both early 1700s
  - Premises occupied by Lloyds Chemist, from about 1620



White Horse (left) and Swan Inn (above)



55 High



Inscriptions from inside Lloyds Chemist

- Several other buildings dating from around the 16<sup>th</sup>-17<sup>th</sup>C further up the High Street but they have new frontages
- Arts and Crafts style buildings, for example Angel Buildings, a pastiche of the medieval building style.



Close up of Angel Buildings

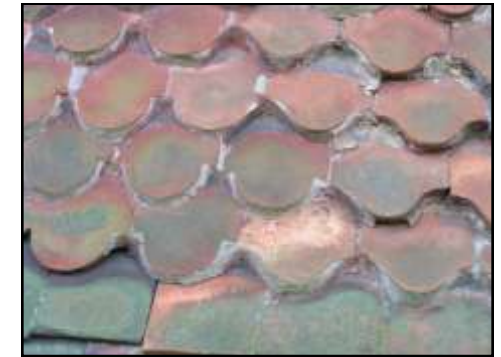


Half Moon House, next to Lloyds TSB



Haslemere Comrades Club

- Lower Street is the busy old entry route into the town centre from Wey Hill. Architecturally mixed and reflects the organic growth of the town:
  - South side has a row of 17<sup>th</sup>C and 18<sup>th</sup>C cottages with many interesting features including the local hand-made 'fish-tail' tile hanging and evidence of wooden glazing bars
  - North side is predominantly Victorian terraced houses
  - Yew Tree Cottage dates from the late 15<sup>th</sup>C or early 16<sup>th</sup>C



Typical fish-scale roof tiles



Town House, High Street



24 High Street



Mixed styles on Lower Street



The southern edge of the Conservation Area is defined by ancient routes i.e. Shepherds' Hill and Petworth Road:

- The oldest properties are the timber-framed buildings of the 15<sup>th</sup>C and 16<sup>th</sup>C.
- Terraced cottages of Shepherds' Hill are Victorian, with brick and painted and rendered facades and low roofs of locally-made tiles. These are sited high above the A286 and the town.



*View along Shepherds' Hill cottages*

The Conservation Area extends to the north and north west to the vicinity of St Bartholomew's Church. Notable buildings in this area:

- Little Barn, Church Lane, a late 17<sup>th</sup>C Grade II listed building
- Parish Church of St Bartholomew, with a frontage on to Church Green, dating to 16<sup>th</sup>C. The bell tower is the only remaining part of the original building
- The church has memorials to many prominent residents including Alfred, Lord Tennyson
- Late 19<sup>th</sup>C walls and wooden lych-gate around the churchyard are Grade II listed
- Church Hill House, a Grade II listed Queen Anne house, with the earlier Church Hill Gate, dated 1589, attached to its left



*Little Barn, Church Lane*



*St Bartholomew's Church*



*Church Hill House*

The Conservation Area was extended in 2005 to include the northern edge of Courts Hill Road and Sandrock. The character of this area is defined by:

- A core of old buildings, all of which have been modernised. Where extensions have been added, the work has been carried out with great care and sensitivity
- The spine of the area is the narrow ancient drove road, Sandrock
- Little Sandrock Cottage, dating from late 17<sup>th</sup>C, standing on the corner of Courts Mount Road.
- After World War I the area known as Water Tower field (now the 'Recreation Ground') was acquired to create a lasting memorial in the form of playing fields for the people of Haslemere. This was added to the Conservation Area in more recent times.



*Penfolds on Sandrock*

### **Design Guidelines for Haslemere Town and Conservation Area**

- *Generic Design Guidelines also apply in relation to any development in this area and these are stated in context in sections 4, 5 & 6 and Appendix 1. The complete set of guidelines can be found in Appendix 8.*
- Preserve and enhance the character of the Town Centre Conservation Area by ensuring that the scale, design and proportions of new buildings are sympathetic to, and consistent with, the existing historic features. Space around development is of as much significance as its architecture
- Protect the variation of High Street frontages; encourage use of wide pavements for café or similar social activities
- Respect the fabric of buildings and their surroundings when new uses are developed for existing buildings and alterations are undertaken
- Give preference to proposals for restoration and conservation of older buildings worthy of retention rather than demolition and re-development
- Any extensions or alterations to buildings should complement the existing detail, materials and built form of the houses
- Retailers should follow WBC's Shop-Front Design Guide, see Appendix 2

- Retailers should adhere to the present policy of banning all projecting internally-illuminated signs within the Conservation Area
- Ensure the use of appropriate materials and finishes; retain existing character features such as shop-fronts, windows etc
- Take steps to avoid the proliferation of advertising hoardings, even if only of a temporary nature, where they impact adversely on the overall street scene
- Retain and enhance the pedestrian passageways / alleys and links between streets and car parks throughout the town centre and create new links when the opportunity arises
- Retain the façade of the Police Station as an important contributor to the local built environment
- Street furniture should be of a high quality and of a single heritage design and appropriate colour