ASHBY DE LA ZOUCH CONSERVATION

AREA APPRAISAL AND STUDY

APRIL 2001

NorthWest Leicestershire District Council
PREFACE

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires that Conservation Areas are kept under review (Section 69(2)) and that local planning authorities in exercising their planning powers, pay special attention to the desirability of preserving or enhancing the character or appearance of Conservation Areas (Section 72). Having regard to these requirements and the advice contained in the English Heritage guidance notes 'Conservation Area Practice' and 'Conservation Area Appraisals', the District Council produced a draft Appraisal/Study of the Ashby de la Zouch Conservation Area in December 2000. The draft document included proposed alterations to the boundaries of the designated Conservation Area (of November 1972 as amended in September 1992).

The draft document was the subject of consultation and publicity over a six week period between 4 December 2000 and 15 January 2001. Having considered the various representations and recommended amendments the District Council's Executive Board of 3 April 2001 resolved the following :-

(1) to approve alterations to the boundaries of the Conservation Area as outlined in the Planning Group report.

(2) that subject to the amendments outlined in the Executive Board Report the Conservation Area Appraisal/Study document be adopted as supplementary planning guidance to the policies of the North West Leicestershire Local Plan.

As supplementary planning guidance the Conservation Area Appraisal/Study document whilst not having the same status as an adopted plan policy may be taken into account as a material consideration in the determination of planning applications.
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1. INTRODUCTION

1.1 Conservation areas are defined as “areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance” (Section 69(1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990). The Ashby de la Zouch Conservation Area was designated by the former Leicestershire County Council in November 1972. The formal designation was based on a townscape assessment - Ashby de la Zouch : A Study In Conservation - undertaken by the former County Council in May 1971.

1.2 At the time of the Conservation Area designation the town was the administrative centre of Ashby Urban District Council. Upon local government re-organisation in April 1974, Ashby de la Zouch became part of the District of North West Leicestershire. In September 1992 and subsequently in April 2001 the Conservation Area boundaries were amended by the District Council. The existing designated boundaries of the Conservation Area are shown on Map 1.

1.3 This Conservation Area Appraisal/Study document aims to fulfil two key roles. The Appraisal outlines the historical development of the settlement and defines the special interest, character and appearance of the built and natural environment within and surrounding the existing Conservation Area boundaries. The Study identifies future opportunities for the preservation and enhancement of the Area (the numbers in bold in paragraphs refer to an associated photograph/plate).
2. LOCATION, POPULATION AND TOPOGRAPHY OF ASHBY DE LA ZOUCH

2.1 Ashby de la Zouch is a market town of 12,335 people*, which takes the second part of its name from the La Zouch family whom held the castle and the manor from circa 1160 to 1399. The town is located 28km north-west of Leicester, 20km south of Derby and some 8 km to the west of Coalville.

2.2 Ashby stands at the intersection of the roads between Nottingham and Tamworth/Birmingham (formerly the A453) and between Leicester and Burton-Upon-Trent (the A511; formerly A50). This strategic importance has to some extent been diminished following the opening (in January 1990) of the A42 to provide a by-pass for north-south traffic flows and the completion of the Ashby By-pass (programmed to open during 2002) will establish a new principal route for east-west traffic.

2.3 Ashby is situated in a shallow valley created by the Gilwiskaw Brook. The brook, however, no longer forms a visual part of the townscape within the central core having been culverted in the nineteenth century. Brook Side - running parallel to Brook Street - and Union Passage trace the approximate line of the watercourse in the town centre.

2.4 Ashby is located within the Leicestershire/South Derbyshire coalfield, although its position on the crest of an upfold (the Ashby anticline) meant that no significant mining activities were undertaken in the immediate vicinity of the town.

* Mid -1998 Estimate : Leicestershire County Council
3. **ORIGINS AND HISTORICAL DEVELOPMENT OF ASHBY DE LA ZOUCH**

3.1 The first documented record of the town is the Domesday Book of 1086/7 when the manor and village were coextensive (Millward, 1985, p39). It is probable, however, that occupation had occurred in the Anglo-Saxon period and it is believed the central area was originally two separate settlements - the nucleus of one in the valley beside the Gilwiskaw Brook and the other a linear settlement on the hill centred on Wood Street (Leicestershire County Council, 1971, p8). The hill site became contiguous with the parish church of St. Helen's and the castle; the latter being established by the Beaumonts, the Earls of Leicester in the middle years of the twelfth century on the site of a timber Norman manor house (Pevsner and Williamson, 1992, p80; English Heritage, 1993b, p16-17).

3.2 Ashby’s strategic cross-roads location lent itself to passing trade and the market was established between the two early settlements with the acquisition of a market charter in 1219. Ashby may even have acquired Borough status by 1330 (Beckett, 1988, p60). The early medieval core is now represented by the area between the parish church/the castle and lower Market Street. Running parallel to the rear of Market Street; South Street and North Street would have provided access to field areas beyond; the previous name of North Street as Back Lane (on John Woods Map of Ashby de la Zouch of 1837) reflecting this former function. Burgage plots ran the full depth between Market Street and its parallel streets, upon which rows of houses/workshops - 'the Courts' - were constructed in the medieval and post-medieval periods. Some thirty-two courts in total were established within the central core (Leicestershire County Council, 1971, p13). The court buildings provided accommodation for skilled craftsmen.
3.3 During the medieval period the castle (1) was one of the chief influences on the town's development. In 1462, William Lord Hastings was granted the manor and between 1474 and 1483(1) undertook a series of building works to the castle; including the erection of the 'Hastings Tower'; to create a fortified structure (Hillier, 2000, p11-14). A substantial re-building of the Parish Church of St Helen's (2) also occurred during this period (Pevsner and Williamson, 1992, p79).

3.4 Ashby Castle was garrisoned through to the English Civil War by the Hastings family (the Earls of Huntingdon from 1529). During the Civil War in 1642 Henry Hastings joined the royalist cause and in 1644 the triangular shaped Mount House was erected on Leicester Road to accommodate troops and to provide a look out position (English Heritage, 1993b, pp21-2). The Castle fell to Parliamentarian troops in March 1646 and was slighted in November 1648, after which the Hastings family re-located to their seat at Donington Park (Hillier, 2000, p58). Subsequent members of the Hastings family (and the later Rawdon-Hastings and Abney-Hastings families),(2) however, remained of influence in the town into the twentieth century.

3.5 By the beginning of the eighteenth century, Ashby was cited as being one of the principal destinations of road carrying services between London and the east Midlands (Chartres, 1977, p90-3) and establishments such as The Bulls Head (3) and the Queens Head Inn(3) served as coaching inns. This strategic importance along with its status as a market town brought concurrent wealth, which was manifest during the Georgian period with the re-fronting and rebuilding of properties along Market Street and the construction of substantial dwellings of some architectural pretension at the edge of the medieval core.
Plate 1
Hastings Tower, Ashby Castle, off South Street

Plate 2
Church of St. Helen’s, off Lower Church Street

Plate 3
The Bull’s Head (now Fayre & Firkin), No. 67 Market Street
3.6 Ashby's prosperity continued into the nineteenth century with the establishment of a spa resort to the south-west of the town centre. The resort's founding was the result of the discovery in 1805 of saline springs at Bath Pit, Moira on the lands of Francis Rawdon-Hastings; 2nd Earl of Moira (White, 1846, p299). The Earl's agents initially built a bath house and hotel at Moira, but by 1820 had decided to transport the spring waters to Ashby (Pevsner and Williamson, 1992, p77). The transportation of the waters in tanks was undertaken by boat along the Ashby Canal to Willesley Basin and then onwards to Ashby by horse drawn tramway. The tramway was originally proposed as a canal cut itself. (5)

3.7 The Ivanhoe Baths (6) were opened in 1822 within the formal space created by the laying out of the Bath Grounds and by 1827 the Royal Hotel (4), Rawdon House and Terrace (5), and Ivanhoe Terrace (Nos. 10-15 South Street) had been completed nearby to provide boarding accommodation for visitors to the spa. (7)

3.8 In 1849 the railway station (6) was opened on the Midland Railway's new line from Leicester to Burton, which brought a further influx of visitors and led to the consolidation of development in the south-western area of the town. The station was linked to the town centre by Station Road; a newly created street which cut across the garden frontage of the Royal Hotel on its route northwards to join Bath Street. The former main road, the route of which remains extant at its northern end as Wilfred Place, was severed with the railway's construction.

3.9 The prosperity due to the spa resort was, however, relatively short. The Ivanhoe Baths closed in the 1870s due to lack of patronage as Ashby like many similar spas was eclipsed in popularity by the seaside resorts (Hillier, 1983, p34). (8)
Plate 4
The Royal (formerly Hastings) Hotel: Station Road frontage

Plate 5
Rawdon House/Terrace, Station Road: Façade to Bath Grounds

Plate 6
Former Midland Railway Station, Station Road (now offices)
3.10 In the latter part of the Victorian period the town increasingly developed a more industrial role and to the north of The Green, factories and works were established. These industries were served by the Midland Railway's Derby to Ashby line of 1874 which between Wilfred Place and Burton Road followed the course of the earlier horsedrawn tramway. The latter part of the nineteenth century also saw the start of the rationalisation of the court buildings under the Public Health Acts. This process continued incrementally throughout the twentieth century and resulted in a significant overall change to the townscape.

3.11 In 1906, a passenger tramway - the Burton and Ashby Light Railway - was opened by the Midland Railway between the two towns. Within Ashby its construction resulted in the demolition of properties at the Market Street entrances to Bath Street and Derby Road. The tramway closed in 1927 followed by the cessation of rail passenger services to Derby in 1930. Services to Leicester and Burton ended in 1964, although the line remains open to freight.

3.12 In the second half of the twentieth century, industrial manufacturing continued to increase at the periphery of the town. This development generated local employment and housing demand, leading to the building of a number of new residential estates around the historic centre. Within the established core housing development was undertaken within the grounds of a number of the more prestigious properties; including Trinity Close within the grounds of Hill House and Tower Gardens at Highfield House. The rapid housing development in the post Second World War period has also firmly established Ashby with an important commuter role; a role enhanced further with the opening of the A42/M42 link in January 1990.
Notes

1. William Lord Hastings was executed in 1483 for treason although the family's lands were subsequently returned to his son Edward who strengthened his position by siding with Henry VII at the Battle of Bosworth Field in 1485 (English Heritage, 1993b, p20-1).

2. Francis Hastings; the tenth Earl of Huntingdon; died in 1789 without issue. The Barony descended to his sister Elizabeth (married to the 1st Earl of Moira), whose eldest son Lord Francis Rawdon (1754-1826) assumed the name of Hastings and inherited the Ashby and Donington estates of his uncle. Francis Rawdon-Hastings became the 2nd Earl of Moira in 1793 upon the death of his father. The tenth Earl of Huntingdon had a natural illegitimate son; Sir Charles Hastings; who married the heiress of Thomas Abney of Willesley Hall (Palmer, 1982, p56).

3. The present Queens Head Inn was at the beginning of the nineteenth century known as The Angel. The name was transferred following the demolition of the previous Queens Head which occupied the site of the present HSBC (Midland) Bank at Nos. 62-64 Market Street.

4. Francis Rawdon-Hastings became Viscount Loudoun in 1804 following his marriage to the Countess of Loudoun (Lady Flora Muir Campbell) and in 1816 was made the 1st Marquis of Hastings.

5. The tramway opened in 1802 to link the Ashby Canal (completed throughout between Marston Junction and Ashby Woulds in 1804) to lime works at Ticknall/Cloud Hill (Breedon) and collieries at Lount. Chief promoters of the Ashby Canal included the 2nd Earl of Moira, Sir Charles Hastings of Willesley Hall and Joseph Wilkes of Measham (Holt, 1996, p6-9). The spring waters were transported by railway from 1850.

6. Sir Walter Scott in his novel Ivanhoe; first published in 1819; set the grand tournament in the grounds of Ashby Castle.

7. The Ivanhoe Baths, the Royal Hotel, Rawdon House/Terrace, Ivanhoe Terrace and the later railway station (the station possibly in collaboration with the Midland Railway's engineer J. S. Crossley) are all accredited to the architect-surveyor Robert Chaplin (Pevsner and Williamson, 1992, pp84-6). Chaplin worked in Ashby between 1831-50 (Hillier, 1983, pp17-18). The Royal Hotel was known as the Hastings Hotel until circa 1839.

8. In July 1887, the baths were re-opened following a refurbishment, although they had closed again by the outbreak of the First World War (Hillier, 1983, pp35-9). The Ivanhoe Baths were demolished in 1962.

9. The Ashby - Derby line between Ashby and Cloud Hill Quarry (Breedon) had been lifted by 1955 following its closure to freight.

10. Highfields House itself was demolished in 1971 as part of the Tower Gardens development. Hill House has been converted into apartments.
4. FACTORS CONTRIBUTING POSITIVELY TOWARDS THE CHARACTER OF THE CONSERVATION AREA

Character Statement

4.1 The overall visual character of the Area is predominantly of a Georgian/early Victorian townscape. The Area does, however, also betray earlier patterns of growth and at its periphery contains some later nineteenth century buildings. The Area essentially relates to the extent of the built form of the town centre at the end of Ashby's period as a spa resort.

4.2 Ashby's development as a medieval market town remains evident in the rectilinear plan form of its central area. Market Street remains the town's main commercial street and forms part of the principal east-west link through the town (A511; formerly the A50). The A511 continues eastwards as Wood Street (in part)/Upper Church Street/Leicester Road and westwards as Derby Road and Burton Road. The road from Burton-Upon-Trent formerly entered the town along Hill Street and Kilwardby Street; the initial establishment of the present route being reflected in the name 'New Burton Road' at the turn of the twentieth century (the road had previously been known as Clap Lane).

4.3 The central core reveals the physical survival of the former burgage plots which linked Market Street with the parallel streets of South Street and North Street, albeit that the depth of some plots has been truncated as a result of later developments fronting these former back lanes. The functional form of the surviving court buildings to the rear of the plots presents a marked contrast to the much grander facades to frontage buildings along Market Street.
4.4 South Street connects Bath Street/Station Road in the west with Lower Church Street to the east. Lower Church Street also links with three other well defined visual groups - Market Street, Wood Street and the Church/Castle area. The buildings of the former spa resort around the Bath Grounds form a distinct group.

4.5 North Street runs eastwards from The Green and then turns south to join Market Street at its junction with Wood Street at the eastern side of the town centre. Derby Road/Elford Street and Brook Street link The Green to Market Street.

4.6 The primary use of buildings in the central core is retail, with some residential, office and ecclesiastical uses interspersed. The typical built form of the retail/commercial buildings is of a three storey structure with street-facing shop fronts, service areas to the rear and domestic/storage accommodation above. There are a number of inns and public houses throughout the town centre, although their grouping along the Kilwardby Street/Market Street/Wood Street corridor reflects the former role of many as coaching inns.

4.7 Although the commercial and residential properties in the central core superficially have architectural dates of the eighteenth and nineteenth centuries, many facades have been added onto buildings with earlier origins. Beyond the immediate core are the Georgian/Victorian built residences of some pretension. Smaller domiciliary buildings also remain, principally around The Green and along the northern side of Wood Street.

4.8 The individual factors considered to have a positive impact on the character of the Conservation Area are shown on Map 2.
Building Materials and Local Details

4.9 The Georgian and early Victorian developments that predominate within the Area essentially comprise red brick buildings (7) although in a few instances, a yellow brick occurs. There is widespread use of render, both true stucco so fashionable in the Georgian/early Victorian period and the later cement-based types of the twentieth century. Medieval and sub-medieval work, where it survives, largely comprises Derbyshire gritstone or local, grey and yellow sandstone. Local sandstone is also a feature of the early nineteenth century spa resort buildings and their boundary walls. There is some pre-1700 timber framing, albeit often covered by later brickwork. The timberwork that is most evident is mock applied timbering of a late nineteenth/early twentieth century date, such as that to the facades of The Queens Head Inn (79 Market Street) (8). The applied timbering to No. 57 Market Street covers the original structural timbers (DoE, 1977, p31).

4.10 Roofs to properties are typically of Welsh slate or rosemary clay plain tiles. It is likely that, prior to the eighteenth century expansion of the town, the use of clay tile was more common. Thatch remains to only one property; the eighteenth /nineteenth century cottage at No. 1 Hill Street.

4.11 The shop fronts within the commercial area are predominantly of a late nineteenth century date, often inserted into former dwellings of an earlier date. In their composition shop fronts typically have a stall riser below their display window along with a architrave, fascia and cornice above (9). Many premises also have pilasters which frame the overall shop frontage and a number retain elaborate consoles.
Plate 7
Mansion House (now Nos. 26 & 26a), Kilwardby Street

Plate 8
Queens Head Inn, No. 79 Market Street

Plate 9
Nineteenth Century Shop Front: No. 53 Market Street ('Rebellion')
4.12 As the majority of the facades to town centre commercial buildings are in the polite architectural style, the typical form of fenestration above shop fronts is that of the vertical sliding sash set recessed within its opening (Figure 1). This is also the typical fenestration to houses of any architectural pretension. Above these openings are stone or plaster lintels or gauged brickwork. There are, however, some surviving examples of early casement windows (Figure 2). Horizontal Yorkshire sliding sash windows (Figure 3) are more typical to buildings of a dormicillary nature; often with segmental brick arches above.

4.13 Doorways are generally plain, although some fanlights and better quality door surrounds are to be found to more prestigious properties. Good examples include the Mansion House (Nos. 26/26A Kilwardby Street), St. Helen's House (No. 89 Market Street) and the terraces associated with the 'spa development' on South Street (10). No. 53 Market Street has a particular fine entrance (11). The doors to buildings of any architectural pretension are typically of a paneled design (Figure 4). In some instances panes of glass have been installed to replace timber panels. Buildings of a more dormicillary nature retain doors of a vertically boarded ledged and braced construction (Figure 5). Door and window units typically have a paint finish, that to windows of a white/off white colour.

4.14 Fixtures and fittings from earlier periods are also evident within the Area and include a mid-eighteenth century milestone on Wood Street, a disused stone drinking trough on Station Road (12) and iron bollards on the western side of Upper Church Street and at the Market Street entrance into Union Passage (all of which are Grade II listed buildings). Above the narrow entrances to the former Courts along Market Street some metal name/number plates remain in situ.
Plate 10
No. 23 South Street

Plate 11
Door with Fanlight:
No. 53 Market Street

Plate 12
Stone Drinking Trough
(of 1893), Station Road
Figure 1: Vertical Sliding Sash Window Unit

Figure 2: Casement Window Unit

Figure 3: Yorkshire Horizontal Sliding Sash Window Unit

Figure 4: Panelled Door

Figure 5: Ledged and Braced Vertically Boarded Door
There are over a hundred and twenty listed buildings within the Area (Appendix A). The Castle is listed at Grade I as a building of exceptional interest, as well as being designated a Scheduled Ancient Monument. There are six Grade II* listed properties - buildings of particular importance - including three buildings along Station Road associated with the early nineteenth century spa development; the Royal Hotel, Rawdon House/Terrace and the former Midland railway station (now offices). The other three Grade II* listed buildings are the sixteenth century Bulls Head (No. 67 Market Street), the eighteenth century Mansion House (now Nos. 26 & 26A Kilwardby Street) and the Loudoun Monument on Bath Street, which was unveiled in 1879 as a memorial to the Countess of Loudoun (13).

The Grade II listed properties - of special interest - largely comprise nineteenth century commercial buildings along Market Street and the Georgian/Victorian town houses flanking and dispersed within the main commercial core. Many buildings are specifically listed for their group value contribution (DoE, 1977).

The Grade II listed buildings also encompass churches of various denominations, including the Anglican churches of St. Helen's off Lower Church Street and of the Holy Trinity (1840) on Kilwardby Street, along with the Roman Catholic Church of Our Lady of Lourdes (1915) on Bath Street/Station Road (14). The Non-Conformist movements are represented by the Ashby Congregational Church (1825) on Kilwardby Street and the Ashby Baptist Church (1852) on Brook Street (15). The former General Baptist Chapel (of 1817) on Mill Lane is now the premises of the printers C. J. Lewis (Ashby) Ltd.
Plate 13
Loudoun Memorial, Bath Street/South Street:
Unveiled in 1879 to the designs of the architect George Gilbert Scott

Plate 14
Roman Catholic Church of Our Lady of Lourdes (1915), Bath Street

Plate 15
Ashby Baptist Church (1852), Brook Street
4.18 Listed buildings of the Victorian period include the Market Hall and Italianate Town Hall (No. 74 Market Street) (16); both of 1857; and the French Renaissance style Midland (HSBC) Bank (62-64 Market Street) of 1891 (17); which was built to the designs of the Leicester architects Goddard, Paget and Goddard (Pevsner and Williamson, 1992, p83). The twentieth century is represented by the war memorials at the junction of Market Street/Brook Street (unveiled in 1922 to the designs of the Leicester architects Fosbrook and Bedingfield) and in the churchyard of the parish church of St. Helen's.

4.19 There are also a large number of unlisted buildings and structures of some architectural or historic merit which are considered to make a positive contribution to the streetscape of the Area (Appendix B). Many of these properties also superficially appear to date from the prosperous Georgian and early Victorian period. The substantial brick built (former) Vicarage to St Helen's Church is largely a product of two stages of rebuilding works; undertaken in 1783 and during the first half of the nineteenth century (White, 1846, p299). The Saline Baths Infirmary of 1854 - a charity for the poor - occupied an earlier factory building on Bath Street (now part of Ashby House) until the 1890s (Hillier, 1994, p44).

4.20 Later properties of some architectural merit include the Police Station (of 1862), the former Magistrates Court (of 1879) and Stephenson College's inter-war Ascott House (18) (the former offices of Ashby Rural District Council); all of which are situated along South Street.
Plate 16
Town Hall/Market Hall
(of 1857), No.74 Market Street

Plate 17
HSBC (formerly Midland)
Bank (of 1891), No. 62-64
Market Street

Plate 18
Ascott House, South Street
(former offices of Ashby Rural
District Council)
Boundary Treatments and Ground Surfaces

4.21 Within the commercial core, there are relatively few boundary treatments with properties largely being set up to the back edge of the footway. This gives streets such as Market Street and Bath Street a strong sense of enclosure and a defined visual edge.

4.22 Where boundary treatments are a significant feature they tend to be to the frontage of buildings with a public face; the Boys Grammar School has fine brick boundary walls along Leicester Road and South Street; Manor House School has a fine coursed stone and brickwork wall onto South Street; and the eastern boundary wall of the former Vicarage makes a significant contribution to Upper Church Street. St. Helen's Church has fine entrance gates and piers onto Lower Church Street. All these structures are individually listed at Grade II.

4.23 Also listed at Grade II are the railed walls to the Baptist Chapel on Brook Street, the boundary wall and gazebo at Larach Beg (No. 2 Hill Street) and the boundary walls to the Kilwardby Street frontages of the Mansion House (Nos. 26/26A) and the former grounds to Hill House (now the eastern boundary to Nos. 1,2,3 & 4 Trinity Close). The railed enclosure to the War Memorial at the junction of Market Street and Brook Street contributes to the setting of the Grade II listed structure.

4.24 Ground surfaces are largely of grey tarmacadam, although earlier treatments do survive. Granite setts remain in the rear courtyard of the Queens Head Inn and the cobbled forecourt to the former railway station incorporates sections of track to the former Burton and Ashby Light Railway which terminated there.
The Archaeological Significance and Potential of the Area

4.25 The castle and its associated formal garden area 'The Wilderness' to the south are designated a scheduled ancient monument. The castle as a fortified house is a rare monument type, of which fewer than two hundred examples have been identified in England and all of which are considered to be of national importance (English Heritage, 1993a, p5). The 'Wilderness' incorporates sunken garden elements of the sixteenth century surrounded by leveled walkways from which gardens would have been viewed (English Heritage, 1993a, p3).

4.26 The potential for the survival of below-ground medieval archaeology in the Conservation Area is considered to be significant, especially around the castle site and in the vicinity of St. Helen's Church (English Heritage, 1993a, p5). To date little excavation work has taken place.

4.27 Other areas of potential below ground archaeological interest are the former court areas between Market Street and North Street/South Street where there have been significant levels of demolition of ancillary buildings. A number of these areas have not been redeveloped and are being used for the purposes of car parking or open storage.

4.28 Standing building archaeology of a medieval date has gone largely unrecorded, although the potential for such archaeology is high in view of the level of re-building that occurred along the principal streets of the town in the Georgian and early Victorian periods.
4.29 Where they remain, the modified buildings alongside the courts behind Market Street show evidence of medieval origins as well as post-medieval development features. In buildings on Lower Church Street and at the top of South Street and Market Street, oversize timbers and high quality stonework suggest a possible post-seventeenth century robbing phase of materials from the castle site.

4.30 Post-medieval standing building archaeology is plentiful in view of the large number of eighteenth and nineteenth century domestic and retail properties constructed throughout the Area. Again, much is unrecorded. Within the Bath Grounds stone fragments from the columns, pediments and cornices of the former Ivanhoe Baths line the footpath behind the Royal Hotel and its car park.

The Contribution of Green Spaces and Natural Elements

4.31 Notwithstanding the close knit form of development within the historic core and the residential and industrial expansions of the late nineteenth and twentieth centuries, trees and green spaces make a valuable contribution to parts of the townscape. At the southern extent of the Conservation Area the Bath Grounds off Station Road/South Street make a particularly important contribution to the setting of the town centre. The Bath Grounds - although reduced in extent following later developments along South Street and Prior Park Road - still provide a large expanse of open green space.

4.32 Opposite the Bath Grounds on the western side of Station Road, a strand of mature lime trees are set behind a boundary wall. In the summer months the trees screen the late twentieth century commercial developments and along with
the mature trees within the Bath Grounds, provide an attractive Arcadian quality to Station Road (19). Many trees within the Bath Grounds and those along the western side of Station Road are the subject of tree preservation orders.

4.33 In the south-western part of the Area, the substantial grounds of the former Vicarage contain a number of mature trees covered by a tree preservation order and the adjoining churchyard of St. Helen's Church provides a self contained tranquil green space. The qualities of the churchyard apply equally to the Castle grounds to the south, which visually link through to the Manor House School playing fields and the Bath Grounds to the west. This almost continuous green swathe along the southern flank of the town centre separates the historic core from the peripheral residential developments of the late twentieth century.

4.34 Within the Conservation Area other extant Tree Preservation Orders cover a Mulberry tree within the grounds of Ashby Congregational Church and the trees to the Kilwardby Street frontage of the former grounds to Hill House (20).

4.35 The mature trees within the former grounds to Highfield House (now Tower Gardens) provide a fine visual backdrop to the cottages on the eastern side of Hill Street. On the western side of Hill Street, a row of mature lime trees rising above a brick boundary wall define the frontage of 'Blaisdon' (No. 4 Hill Street).

4.36 Within other parts of the Area small groups of trees provide a significant feature in the urban setting, such as those within the amenity area at the junction of Wood Street and North Street (21).
Plate 19
View North-Eastwards along Station Road from the Railway Bridge

Plate 20
Kilwardby Street frontage to Nos. 1-4 Trinity Close

Plate 21
Amenity Area, Wood Street/North Street
The Character and Relationship of Spaces Within the Area

Wood Street (formerly Woodgate)

4.37 Wood Street forms the eastern entrance into the Conservation Area upon the ascent of Nottingham Road. The curvature of the street at its eastern end prevents long views being obtained down Market Street, thus giving this part of the Area its own spatial identity (22). The eastern side elevations of Nos. 41/41a Wood Street are particularly prominent on the approach to the town centre (23).

4.38 The street frontage consists largely of two storey residential properties, punctuated by more dominant three storey buildings, particularly on its southern side (24). Commercial premises include the Kwik Fit Service Centre (between Nos. 14 and 28), Machins Business Centre (a former coach depot) and the Ashby Court Hotel (No. 35). The Hotel, formerly known as the Flaxdressers Inn, was re-built with mock applied half timbering to its front elevation in the 1920s to the designs of the Ilkeston architect Harry Tatham Sudbury (1877-1959). The adjoining dwelling (No. 37) was formerly the Bull (or Top Bull/Red Bull) public house. Also now a dwelling is the former Swan Inn (No. 6 Wood Street).

4.39 On the northern side of Wood Street farms remained in existence into the twentieth century and agricultural land adjoins the Area to the north of the public footpath running along the rear boundaries of properties. Former farm outbuildings converted to other uses survive as visual evidence of earlier agricultural usage, including the former smithy within the property at No. 41a Wood Street.
Plate 22
View South-Westwards along Wood Street from Ashby Court Hotel

Plate 23
Nos. 41 & 41a Wood Street

Plate 24
Nos. 72-52 Wood Street
Upper Church Street/Mount Walk/Leicester Road

4.40 The properties to the eastern side of Upper Church Street are mostly in residential use; the buildings of finer architectural quality being generally located closer to the churchyard of St. Helen's Church. The buildings date from the late eighteenth and early nineteenth century and include the three storey former George III Inn at No. 25 Upper Church Street (25).

4.41 With the exception of the cottages adjacent to Wood Street (Nos. 2 & 4 Upper Church Street), the western frontage is split evenly between the churchyard to St. Helen's Church and the boundary walls to the old Vicarage. A visual stop to the views northwards along Upper Church Street is provided by the Ashby Court Hotel (26). The views southwards are closed off by mature trees within the grounds of the Ashby Grammar School (27).

4.42 Mount Walk is a southward footpath continuation of Upper Church Street towards the early nineteenth century Prior Park House (a Grade II listed building beyond the Conservation Area). Mount Walk defines the eastern edge of the Castle grounds and provides a pedestrian link between the town centre and the late twentieth century housing built off Prior Park Road/Upper Packington Road.

4.43 The grounds of the Grammar School are bounded by Mount Walk and Leicester Road. The Cottage Hospital (of 1897) stands at the junction of Leicester Road with Range Road (formerly Rifle Range Road). Further along the eastern side of Leicester Road - and beyond the Conservation Area boundary - are a series of large detached and semi-detached Edwardian villas.
Plate 25
Former George III Inn:
No. 25 Upper Church Street

Plate 26
View Northwards along
Upper Church Street towards
Wood Street

Plate 27
View Southwards along
Upper Church Street
towards Mount Walk
Lower Church Street

4.44 Lower Church Street is relatively narrow at its northern end and the imposing properties built along its frontage give it a strong sense of enclosure (28). At its southern end the street opens out and the property at No 21, along with the terrace at Nos. 23-27 and the former Boys’ Grammar School, together create the formality of a Georgian square at the junction with South Street (29).

4.45 The curved fascia of No. 27 Lower Church Street leads the eye towards the churchyard where the tower of St. Helen’s Church provides a focal point.

Parish Church/Castle Area

4.46 The Parish Church of St. Helen's and Ashby Castle occupy extensive grounds to the south-east of Lower Church Street/South Street and play a limited part in the urban scene. The Parish Church, enlarged and restored in the late Victorian period, contains a number of memorials to the Hastings family. Grade II listed late eighteenth/nineteenth terraced houses (Nos. 1-3 The Churchyard) and mature boundary walls form the northern boundary to the churchyard (30). A war memorial is situated within the western part of the churchyard.

4.47 The surviving built fabric of Ashby Castle dates from the twelfth century through to the fifteenth century and is dominated by the Hastings Tower. The Manor House School is located within the north-eastern area of the former grounds to the castle. The Manor House was built in 1831/2 on the site of the earlier Ashby Place of circa 1724 (English Heritage, 1993b, p24; Hillier, 1994, p85).
Plate 28
View Northwards along Lower Church Street towards Wood Street

Plate 29
Junction of Lower Church Street with South Street

Plate 30
Nos. 1-3 The Churchyard and Boundary Walls to the Churchyard
Market Street (including 'The Courts')

4.48 The historical importance of Market Street is emphasised by its scale, the quality of buildings along its frontage and its width (31). Opposite Brook Street, is a detached island block of three-storey buildings (Nos. 34a/36a/38a). The encroachment of such island blocks onto the original extent of a market place typically occurred following the replacement of temporary stalls by structures of a more permanent nature, themselves subsequently re-built at a later date.

4.49 Market Street has a strong visual edge that encloses the wide street. Although many buildings are of three stories, they are not of a uniform height, in part owing to the slope of the ground towards Brook Street. The roof pattern thus created is of visual interest (32). A three storey commercial block on Bath Street effectively closes off views westwards (33). St Helen's House with its Tuscan porch occupies an important position at the eastern end of Market Street (34).

4.50 The surviving courts behind Market Street trace the development of the burgage plots (35) and provide pedestrian links - both public and private - between South Street, Market Street and North Street, particularly during daytime hours.

4.51 A number of the former court buildings, which originally fulfilled a secondary role, now relate more closely to the function of their Market Street frontages following their conversion to individual shop units or to mews type pedestrian shopping areas; examples include Rushton's Yard (Court 8), Bakery Court, Bullen's Yard and Pass's Yard (36). Some courts do, however, retain residential uses such as Court No. 19 at the rear of Nos. 83/85 Market Street.
Plate 31 : View Eastwards along Market Street from Derby Road

Plate 32 : Nos. 53-79 Market Street
Plate 33: View Westwards along Market Street towards Bath Street

Plate 34: St. Helen's House, No. 89 Market Street
Plate 35: ‘Stable Mews’ linking between Market Street and South Street

Plate 36: Pass's Yard Viewed from the Market Street Entrance
South Street (formerly Ivanhoe Road)/Union Passage

4.53 The west part of South Street is predominantly residential and in the early nineteenth century witnessed building associated with the spa resort (it was known as 'Ivanhoe Road' in 1837). The Grade II listed houses at Nos. 10-15 (Ivanhoe Terrace) (37) and Nos. 18-23 were built during the early successful years of the spa resort and enjoyed open views southwards until the erection of dwellings on part of the Bath Grounds to the southern side of South Street and on Prior Park Road in the twentieth century. The stone boundary wall that defined the extent of the Bath Grounds remains along South Street.

4.54 The building of Ivanhoe Terrace between 1822-6 across the width of more than one former burgage plot initiated the piecemeal frontage development which continued into the latter part of the twentieth century and has closed many gaps along the street frontage. Gaps that remain along the northern side generally indicate car parks or footway links that exist through to Market Street; including the public rights of way provided by Union Passage, Lambs Inn yard and Bakery Court. The footway links generally enter Market Street below arched entrances.

4.55 The Priest's House (No. 24 South Street) - a former lodge to Prior Park House - indicates the end of the predominantly residential use. The east end of South Street has mainly commercial and educational uses, along with a public car park.

4.56 Each end of South Street is defined by buildings providing a visual stop to the road; the Roman Catholic Church of Our Lady of Lourdes to the west (38) and the town houses at Nos. 23-27 Lower Church Street to the east (39).
Plate 37
Ivanhoe Terrace,
Nos. 10-15 South Street

Plate 38
View Westwards along South Street towards Bath Street/Station Road

Plate 39
View North-Eastwards along South Street towards Nos. 23-27 Lower Church Street
Bath Street (previously Cotton Mill Lane)

4.57 Bath Street has a similar scale to Market Street consisting largely of three storey buildings in commercial use. The Loudoun Monument is a landmark where Bath Street widens at its southern end to join Station Road and South Street (40). The former Holy Trinity Vicarage and, in particular, the Roman Catholic Church of Our Lady of Lourdes dominate views at the entry from Station Road into Bath Street (41). The Shoulder of Mutton public house provides a visual stop to views northwards towards Market Street/Kilwardby Street (42).

4.58 Buildings on the western side of Bath Street (Nos. 2-8) were constructed in the opening decades of the twentieth century following the widening of the street to accommodate the Burton and Ashby Light Railway (opened in 1906).

4.59 The buildings to the eastern side are largely of a nineteenth century date, although some late twentieth century re-development occurred. Nos. 3-9 Bath Street incorporate the remaining portion of the former Cotton Mill from which the thoroughfare previously took its name. The recessed arcade to the four storey element of the former Mill belies its association with the entrepreneur Joseph Wilkes (1732 -1805) - this being a feature to many of his buildings erected close to the Ashby Canal in Measham. Similar recessed arcades appear to the early nineteenth century built Alpha Cottages which are visible from Bath Street along with the Holy Trinity Church tower through the gap between the Catholic Church of Our Lady Of Lourdes and a former car showroom (presently Wataday). The cottages were built adjacent to 'Wharf Yard' (subsequently a highway depot) which was served by the tramway link to the Ashby Canal.
**Plate 40**
View Southwards along Bath Street from Market Street/Kilwardby Street

**Plate 41**
View Northwards from Station Road towards Bath Street

**Plate 42**
View Northwards along Bath Street towards Market Street/Kilwardby Street
4.60 The spa buildings attributed to the architect-surveyor Robert Chaplin on the eastern side of Station Road have neo-Classical detailing. The three storey Royal Hotel with its large porticoed entrance presents an imposing façade to its Station Road frontage. The hotel's principal elevation, however, faces towards the site of the former Ivanhoe Baths in the Bath Grounds (unfortunately the Hotel's fine ashlar stone façade has been somewhat undermined by later brick built extensions of poor architectural quality).

4.61 Rawdon House/Terrace (Nos. 3-9) also have their principal elevations facing eastwards to take advantage of the views over the Bath Grounds. The ashlar faced stonework and verandas across their principal facades are in marked contrast to their plain elevations of colourwashed stucco with paired porches fronting Station Road (a composition slightly marred by the lack of uniformity to the colourwash finishes) (43). The open nature of the car park to the Royal Hotel; between the Hotel and Rawdon Terrace; allows views from Station Road into the Bath Grounds across the site of the former Ivanhoe Baths.

4.62 The railway bridge closes off the street (and the Conservation Area) at its southern end (44). For the most part the western side of Station Road consists of late twentieth century commercial buildings of overall poor visual quality - situated outside the Conservation Area - the impact of which is mitigated in the summer months by a screen of mature lime trees (45). Prior to the construction of Station Road, much of this area was part of the grounds to the Royal Hotel and included its stable block. The site was later occupied by a livestock market.
Plate 43
Rawdon House/Terrace:
Station Road Facade

Plate 44
View Southwards along
Station Road towards the
Railway Bridge

Plate 45
Premises to the Western
Side of Station Road
Kilwardby Street (formerly The Hill (for the upper part of its length))

4.63 Kilwardby Street forms the western entry to the Area and formerly continued in its extent to the Gilwiskaw Brook (ie: as far as Brook Street). The street descends steeply towards its mini-roundabout junction with Market Street/Bath Street. St Helen’s Church tower provides a distant landmark on this descent (46). On the ascent of Kilwardby Street, the former Water Tower (of 1851) is a focal point.

4.64 Architecturally, many of the buildings along Kilwardby Street are of some pretension, either displaying fine red brickwork or a stucco render finish. On the northern side, a glimpse view of the Ashby Congregational Church is obtained through a break in the frontage between its Manse (No. 20) and No. 18 Kilwardby Street (47). The three storey Mansion House (Nos. 26/26a Kilwardby Street) provides an impressive visual stop on the descent from Trinity Close.

4.65 On the southern side of Kilwardby Street the elegant wall stepping down the hill defines the extent of the former grounds to Hill House. Holy Trinity Church with its landmark tower (originally built with a spire) is set back from the road.

Hill Street (formerly Rosemary Lane)

4.66 Hill Street is a relatively narrow street, indicating its early origins, that runs northwards from Kilwardby Street (48). The two storey cottages on the western side are of a eighteenth/early nineteenth century date. On the eastern side, the regular red brickwork elevations and slate roofs to properties reflect their later nineteenth century date of construction.
Plate 46
View North-Eastwards along Kilwardby Street from Trinity Close

Plate 47
Ashby Congregational Church, Kilwardby Street

Plate 48
View Northwards along Hill Street
North Street (formerly Back Lane) and Mill Lane

4.67 North Street is mainly one-way for vehicular traffic (west-east) as it links the area around The Green with the easternmost part of Wood Street. Close to the Wood Street junction stands the Venture Theatre, which was built in the nineteenth century as the parish room to St. Helens Church.

4.68 To the south side of North Street its character is defined by the backs of the former burgage plots to commercial properties on Market Street. A number of these have been hardsurfaced for the creation of private off-street car parking facilities - in some cases across the width of more than one former burgage plot. Isolated pockets of nineteenth and twentieth century infill development occur (49&50), albeit neither to the extent, nor of the overall architectural quality of much of that undertaken along South Street.

4.69 Mill Lane and the Queens Head Inn path provide public rights of way linking North Street to Market Street. Mill Lane (51) largely comprises former court buildings which were converted into specialist shops in the late 1970s (the scheme received a Europa Nostrom Diploma of Merit Award in 1979).

4.70 The northern side of North Street - outside the Conservation Area - experienced much development in the late twentieth century to provide community facilities such as the Hood Park Leisure Centre, the Ivanhoe High School/Community College, a health centre and sheltered housing (Hood Court). These buildings are typically set back behind parking areas. The library/museum building (of 1836) remained in its original use as a primary school until 1988.
Plate 49
Late Nineteenth Century Infill Development, North Street

Plate 50
Late Twentieth Century Infill Development, North Street

Plate 51
View South-Eastwards along Mill Lane from North Street
Derby Road (formerly Derby Street)/Brook Street /Elford Street/The Green

4.71 Derby Road and Brook Street/Elford Street radiate northwards from Market Street and meet at Burton Road. The Green links Brook Street/Elford Road with North Street. Brook Side runs parallel to Brook Street.

4.72 The southern end of Derby Road was the subject of substantial re-development in the last two decades of the twentieth century, including the building of the Somerfield supermarket (52). The northern end is of late nineteenth century two storey terraced housing (with that to the western side retaining little original fenestration).

4.73 The buildings on Brook Street include late eighteenth/nineteenth two-storey commercial and residential properties along with some twentieth century infill. The street is dominated by the Baptist Chapel (1852) which provides a visual stop to views northwards from Market Street (53). A war memorial is located at the entrance to Brook Street from Market Street.

4.74 The Green consists generally of two-storey buildings mostly built throughout the nineteenth century; including those at Nos. 8-16 with their dominant chimney stacks (54). The Green provides a mix of commercial and residential uses and at its centre is a late twentieth century two storey purpose built retail block with clock turret (17/17a) which provides a focal point within this space.

4.75 Elford Street continues north-westwards to join Burton Road. The Bowling Green Public House stands at the junction with Brook Street.
Plate 52
View Northwards along Derby Road from Kilwardby Street

Plate 53
View Northwards along Brook Street from Market Street

Plate 54
Nos. 8-16 The Green
5. THE EXISTENCE OF NEUTRAL AREAS

5.1 Within the Conservation Area, there were a number of infill development/re-development schemes undertaken in the latter part of the twentieth century. Although not always necessarily contributing positively towards the character of the Area, many of these buildings have, by reason of their scale and the construction materials used, had a neutral impact. Examples of such schemes are Loudoun Court along South Street and the sheltered housing complex at Claridge Place off North Street/The Green.

5.2 Architecturally, the post war development on the southern side of South Street has had a largely neutral impact on the townscape. The buildings, for the most part present a bland appearance, however, again by reason of their predominantly two storey construction, they respect the scale of surrounding established properties. Some late twentieth century buildings, although in themselves of some architectural merit, merely appear prominent because of the relative plainness of their design in contrast with the more elegant and rich detail provided to earlier adjacent buildings.
6. FACTORS HAVING A NEGATIVE IMPACT ON THE CHARACTER OF THE CONSERVATION AREA

6.1 Although the overall character of the townscape for the most part retains its established historical and architectural context, there are some factors which are considered to detract from the special character of the Conservation Area. The individual negative factors are identified on Map 3.

Vacant Buildings

6.2 Vacant buildings within the town centre detract from the character of the townscape and can undermine its economic vitality. The long term vacancy of premises leads to deterioration in the built fabric and vandalism and therefore makes it increasingly difficult to provide an economically beneficial use for the existing buildings. Within the Area long term vacant buildings include :-

- No.23a Lower Church Street - a two storey mid-nineteenth house without vehicular access to the rear of Nos 17-23 Lower Church Street.

- Former Hare and Hounds Public House on the western side of Bath Street; its long term state of dereliction is detrimental to the character of the Area.

- Alpha Cottages (Nos. 5 and 6) in Court No 2 off Kilwardby Street - a pair of early nineteenth century cottages vacated in the 1970s. These Grade II listed cottages are accessible from the footpath along Court No 2 (adjacent to Hendon House at No.3 Kilwardby Street).
6.3 Alpha Cottages were; along with six other listed properties in the Conservation Area; identified as being at risk in the most recent condition survey undertaken under the Leicestershire County Council's Buildings At Risk Program (1990). The other six listed properties considered to be at risk with works actively being required to secure their future were - 2 Nottingham Road; 7 Lower Church Street; 27 Market Street; 56a Market Street; Town Hall, Market Street; and 108 Market Street. In the period following the survey most of these other properties have, however, been the subject of repair works to their built fabric.

**Under Used Buildings**

6.4 Within the commercial core there has been a slow movement towards the re-occupation of upper floors above ground floor shops for residential use. Nevertheless, a number of retail premises in the town centre have vacant accommodation at first and/or second floor level; the vacancy rate for upper floors appearing to be at its greatest along Market Street. This vacancy has led to a lack of repair of the built fabric above the ground floor shops, most markedly displayed in the deterioration of paint surfaces to window units and in evidence of damaged rainwater goods. This is to the detriment of the overall streetscape.

**Land of Poor Visual Quality**

6.5 The site of the former Ivanhoe Baths now forms part of the car park to the Royal Hotel and whilst allowing views over the Bath Grounds from Station Road, the large expanse of poor quality hardsurfacing is detrimental to the character of the Area. There are other sites the subject of previous building demolitions which
are also considered to make a poor visual contribution to the townscape; including that at the junction of Wood Street/Lower Church Street currently occupied by Ashby Sheds and Fencing and the former site of Wood Street Farmhouse (between Nos. 41 and 47 Wood Street).

6.6 Other areas considered to be of poor townscape quality are :-

- The public car parking area at the junction of South Street and Prior Park Road - a large area of tarmac with limited landscaping (55).

- The car parking area to the Somerfield Supermarket off Kilwardby Street and Derby Road - a large area of tarmac with limited landscaping adjacent to the Conservation Area. The creation of the vehicular entrance off Kilwardby Street has caused a visual break in the street frontage.

- Castle Motors (1a Kilwardby Street) - the open area used for the sale of motor vehicles emphasises the visual break caused by an earlier demolition of a building (56).

- The former course of the Derby to Ashby railway line between Kilwardby Street and Wilfred Place - a vacant area of land which detracts from the setting of the Area.

- The car parking area to the Shoulder of Mutton Public House, off Derby Road - a hard surfaced area with no landscaping which has metal fencing of poor visual quality along its Derby Road frontage (57).
Plate 55
Public Car Parking Area at junction of South Street and Prior Park Road

Plate 56
Open Area to front of Castle Motors, No. 1a Kilwardby Street

Plate 57
Car Parking Area at rear of the Shoulder of Mutton Public House, off Derby Road
Buildings of Poor Visual Quality

6.7 Notwithstanding that the overall character of the Area retains its established Georgian/early Victorian visual context, a number of infill/redevelopment schemes undertaken in the second half of the twentieth century had a negative impact on the character and appearance of the historic core. Of those completed prior to the designation of the Conservation Area in 1972, the following are considered to have had a negative impact:

- Kwik Fit Service Centre (between Nos. 14 & 28 Wood Street) - its position back from the road frontage also breaks an otherwise well-defined visual edge to the streetscape (58).
- The former Kwik Save supermarket at Nos. 12-14 Market Street (now 'New Look') and its rear car parking area accessed off South Street.
- Nos. 59/61 Market Street (originally a Fine Fare supermarket).
- The parade of flat roofed retail units at the junction of Market Street/Bath Street (Nos. 1-6 Bath Street Corner) (59).
- The Eric Bailey Vehicle Repair Garage and former associated car showroom (now Wataday) adjacent to the Catholic Church of Our Lady of Lourdes on Bath Street (60).
- the telephone exchange building on South Street (No. 9A).
- the Vault on South Street (to the rear of Nos. 54-58 Market Street).
- The Repair Garage (Castle Motors) to the rear of No.1 Kilwardby Street.
- The outbuildings within the former Leicestershire County Council highway depot, off Kilwardby Street.
Plate 58
Kwik Fit Service Centre
(between Nos. 14 & 28 Wood Street)

Plate 59
Nos. 1-6 Bath Street Corner

Plate 60
Former Car Showroom, adjacent to Roman Catholic Church, Bath Street
6.8 The petrol filling station and the other modern commercial developments on the western side of Bath Street are also considered to be detrimental to the setting of the Area at its southern entrance, albeit that the mature trees to their forecourt areas reduce their visual impact in the summer months. The buildings comprising Machins Business Centre (adjacent to No. 27 Wood Street) are also of poor townscape quality.

6.9 Following the Conservation Area designation, there has been a general improvement in the design quality of new buildings and most late twentieth development schemes respected the scale and character of the streetscape. Nevertheless, there have been some developments which have been less sympathetic to the quality of the overall townscape, including the Somerfield Supermarket and Redfurns Furniture Store on Derby Road and the purpose built retail premises at the junction of Derby Road/Market Street (No. 11 Market Street). These buildings present extensive blank façades to street frontages.

**Shop Fronts and Advertisement Signs**

6.10 The installation of late twentieth century shop fronts to earlier buildings has to some extent undermined the character of the commercial shopping area. The juxtaposition of a modern frontage with the earlier architectural style of the facades at first/second floor level appears visually discordant (61, 62 & 63). Similarly, where the installation of unsympathetic windows above the shop front has occurred this detracts from the composition of buildings. External security shutters and pvcU 'balloon canopies' are largely not a feature within the Area, although where they have been installed they appear visually intrusive.
Plate 61
Twentieth Century Shop
Fronts : Nos. 61/63
Market Street

Plate 62
Twentieth Century Shop
Front : No. 32 Market
Street

Plate 63
Twentieth Century
Shop Front : No. 18
Market Street
6.11 With regard to advertisement signage to traditional shop frontages, the introduction of signs which project beyond fascias, the installation of internally illuminated box and fascia signs and the use of means of illumination such as cowl lamps or projecting strip lighting are all considered to have been detrimental to the streetscape. The level of signage on some buildings also appears to create visual clutter within the Area, as does the proliferation of 'A-boards' on the public highway.

**Poor Quality and Outstanding Repair Works**

6.12 Some past building repair work has often been carried out without due consideration to good conservation practice; such as the use of hard cement mortars in re-pointing works to brickwork/stonework. With the operation of the Town Scheme/Conservation Area Partnership Scheme (between 1987 and 1999) the quality of the work in grant assisted properties improved markedly, and this has had a limited knock-on effect throughout the town. However, a number of buildings still require repair works which need to be undertaken in a suitable manner. A long term concern is that such repairs may be carried out to the detriment of the character of a building and the streetscape in general, or that no work will be undertaken thus endangering the future of a building.

**'Wirescape'**

6.13 A confusion of supply poles and overhead wires creates visual clutter in the townscape and this particularly occurs at the junction of Lower Church Street/South Street where it detracts from views towards St. Helen's Church.
Traffic and Parking

6.14 The town has in the past suffered from considerable traffic problems, and these have only been partially addressed by the opening of the A42 bypass. Market Street as a result of being part of the A511 is seldom free from vehicles passing through the town centre. The result has been that many prominent Market Street buildings have suffered and continue to suffer from excess dirt, pollution and vibration damage. This situation is not conducive to the conservation of the town's built fabric. The visual context of the streetscape is further undermined in places, particularly along Market Street, by a clutter of traffic signs.

Crime and Vandalism

6.15 There are numerous pedestrian links between Market Street and the streets behind and during normal commercial opening times movement may be undertaken by a variety of routes. This changes, however, in the evenings and on Sundays when businesses close off many of these routes in response to the potential threat of crime. The result of this is that pedestrian movements are largely restricted to public rights of way and the Area becomes less permeable.

Permitted Development Rights

6.16 A detrimental impact on the character of the Area has occurred as the result of the alterations undertaken to some residential properties under the provisions of the Town and Country Planning (General Permitted Development) Order 1995 and its predecessors.
6.17 Although permitted development rights are generally more restricted in Conservation Areas than other parts of the District, this has not prevented the loss and alteration of features to older residential properties which are not listed. The permitted works have included the removal of traditional timber window and door units and their replacement with modern units of aluminium and pvcU construction (64). Some replacement window units, whether of pvcU, aluminium or even of timber, have also resulted in the introduction of window types such as mock top hung ‘sashes’ and picture windows, which do not reflect traditional fenestration details of properties within the Area (65). Increasingly, a modern stain finish is being used to timberwork rather than the predominant paint finish.

6.18 Other works detrimental to the character of the Area have included the capping or removal of chimney stacks, the replacement of black cast iron rainwater goods with grey pvcU products and the removal of Welsh slate and clay plain tile roof coverings and their replacement with concrete plain or interlocking tiles. A number of properties have had modern cement-based render applied to their facades to cover weathered or damaged brickwork. Where this has occurred within terraces it is particularly detrimental to the streetscape (66).
Plate 64
Nos. 1-11 Leicester Road

Plate 65
Nos. 11-15 Wood Street

Plate 66
Nos. 11-23 Derby Road
7. FUTURE OPPORTUNITIES FOR PRESERVATION AND ENHANCEMENT

7.1 The historic environment of the Conservation Area accommodates shopping, business, tourism and residential uses. The existing framework in terms of the range of buildings and spaces for the most part forms a cohesive streetscape, although as indicated by the Conservation Area Appraisal there are some factors which at present have a negative impact. There are, however, opportunities to address these negative elements and build on the overall strengths of the historic core of the town.

Repairs to Historic Fabric and Environmental Enhancements

7.2 Within the Area, a Town Scheme operated between 1987/8-1994/5 and a Conservation Area Partnership Scheme operated between 1994/5-1998/9. The Schemes provided grant aid towards the repair of historic buildings. Presently some funding is available under the District Councils general Historic Buildings Grant Scheme (albeit that the budget is limited). A similar scheme is operated by the Heritage and Resources Team in the Environment Management Department at Leicestershire County Council.

7.3 The District Council will endeavour where practicable to work with other bodies such as statutory undertakers in relation to encouraging the re-use of traditional ground surface treatments, the sensitive siting of services, etc. The completion of the Ashby By-pass may offer future opportunities for the introduction of pedestrianised areas along principal streets in the town centre.
Planning Policies

7.4 New development can reinforce the identity of the Area particularly where the streetscape is less cohesive in terms of vacant sites and where there are buildings and/or land of poor visual quality. The Conservation Area Appraisal has identified a number of such sites, the following of which already have the benefit of planning permissions for the purposes of re-development.

- The former site of Wood Street Farmhouse, between Nos. 41 and 47 Wood Street - planning permission (ref : 000731) granted on 8th November 2000 for the erection of two detached dwellings.

- The site of Ashby Sheds and Fencing at the junction of Wood Street and Lower Church Street - planning permission (ref : 970002) granted for the erection of one No. two storey dwelling.

- The former course of the Derby - Ashby Railway line between Kilwardby Street and Wilfred Place - planning permission (ref : 990660) granted for the erection of office development.

7.5 The Local Plan (in Policy R8(d)) specifically identifies an area of land and buildings on the western side of Bath Street and the southern side of Kilwardby Street as a potential redevelopment area. On 21st June 2000 the District Council adopted as supplementary planning guidance a development brief for the site which is available from the Planning and Environment Division.
7.6 On other sites identified in the Conservation Area Appraisal as currently having a negative impact, the Council will in principle encourage re-development subject to any scheme satisfying the normal planning requirements in relation to highway safety and residential amenities, as well as achieving the statutory requirement to preserve or enhance the character of the Conservation Area.

7.7 Where any development is proposed it will be considered against the relevant policies of the Local Plan (Policies E10, E11 and E12). In this regard it should be emphasised that the omission of any particular feature or space in this Appraisal/Study document should not be taken to mean that it is of no interest.

7.8 Proposals affecting listed buildings will have to have due regard to policies E13, E14, E15 and E16 of the Local Plan and due regard must be had to Policy E19 in respect of proposals affecting sites of archaeological interest. The policies of the Local Plan in respect of the historic environment are outlined in Appendix C.

‘Living Above The Shop’

7.9 With regard to under-used accommodation above retail units, the Town and Country Planning (General Permitted Development) Order 1995 (Schedule 2, Part 2, Class G) permits the change of use of a building for any purpose within Class A1 (shops) or Class A2 (financial and business services) to a mixed use within Class A1 or Class A2 and as a single flat where that building has a display window at ground floor level. Development is not permitted unless the part of the building used as a single flat was immediately prior to being so used used for any purpose within Class A1 or Class A2.
7.10 The development of such single flat accommodation not only provides opportunities to encourage the repair of buildings by bringing them back into full economic use but also increases surveillance of the commercial area.

Vacant Properties

7.11 Where buildings are subject to long term vacancy/neglect, the Planning and Environment Division will normally attempt to work with owners or prospective purchasers to secure the long term future of any building. The District Council does also, however, have more formal powers to ensure the undertaking of repair works in relation to listed buildings and other buildings of architectural and historic merit in Conservation Areas in the form of Urgent Works Notices and Repairs Notices

Advertisement Signs and Shop Fronts

7.12 The traditional qualities of the townscape have been eroded by the display of insensitive advertisements and the insertion of modern shop fronts. Whilst the District Council has powers to control the design of many advertisements there are cases where signs can be displayed without the need for the submission of an application for advertisement consent. Clearly there is an opportunity to encourage sympathetic advertisement signage as well as improving the overall quality of shop fronts.
The Removal of Permitted Development Rights?

7.13 The effect of alterations to older unlisted residential properties as a result of permitted development rights have been detrimental to the character and appearance of the predominantly residential parts of the Conservation Area. As a mechanism to increase local planning authority controls on such works, an Article 4(2) Direction under the provisions of the Town and Country (General Permitted Development) Order 1995 allows authorities to withdraw certain categories of permitted development rights in respect of alterations and extensions to residential properties in Conservation Areas (without referral to the Secretary of State).

7.14 The District Council has generally resolved not to serve Article 4(2) Directions, but rather to provide advice and education on the use of appropriate materials to properties in these Areas. This is the position the Council intends to maintain with regard to Ashby de la Zouch and in this respect has produced a guidance note for residents of properties within the Conservation Area (which is available from the Planning and Environment Division). A leaflet is also available from the Division giving advice on pointing/re-pointing works to brickwork and stonework.
8. APPENDICES
APPENDIX A : BUILDINGS OF SPECIAL ARCHITECTURAL OR HISTORIC INTEREST WITHIN THE CONSERVATION AREA

Grade I

Castle Ruins (including two isolated towers), South Street - 12th to 15th century
(NB : also along with the Wilderness designated a scheduled ancient monument)

Grade II *

Loudoun Monument, Bath Street - 1879
26/26A Kilwardby Street (Mansion House) – mid 18th century
The Bulls Head, 67 Market Street - 16th century
3 - 9 Station Road (Rawdon House and Rawdon Terrace) - c.1822-6
The Royal Hotel, Station Road - c. 1826
Former Midland Railway Station, Station Road - 1849

Grade II

Baptist Chapel, Brook Street (Ashby Baptist Church) - 1852
Wall/Pier/Gates to Baptist Chapel, Brook Street - 19th century
1 - 3 (consec) Churchyard - late 18th/19th century
8 & 9 Elford Street - early 19th century
8 - 12 (consec) The Green - early 19th century
1 Hill Street -18th/19th century
3 & 5 Hill Street - late 18th/early 19th century
Gazebo/Garden Wall, Larach Beg, Hill Street - 18th century
2 Kilwardby Street - mid 19th century
4 Kilwardby Street - mid-19th century
6/8 Kilwardby Street - early 19th century
10/12 Kilwardby Street - late 18th/early 19th century
16 Kilwardby Street (The Fallen Knight Hotel) - late 18th/19th century
Flat 1, 18 Kilwardby Street - late 19th century
Flats 2 - 6, 18 Kilwardby Street - early 19th century
The Manse, 20 Kilwardby Street - 18th/early 19th century
Congregational Church, Kilwardby Street - 1825
Gate Piers at Mansion House, 26 Kilwardby Street - 18th century
Garden Wall at 26A Kilwardby Street - 18th century
Boundary Wall, 44 Kilwardby Street - 19th century
3 Kilwardby Street (Hendon House) - late 18th/early 19th century
Court No. 2, 5/6 Kilwardby Street (Alpha Cottages) - early 19th century
Church of the Holy Trinity, Kilwardby Street - 1838/40 with 1866 extension
Boundary Walls to south side of Kilwardby Street (to Nos. 1/2/3/4 Trinity Close)
Ashby de la Zouch Boys Grammar School (Eastern Buildings), Leicester Road - 1880
Street Boundary wall to Boys Grammar School, Leicester Road - late 19th century
Mount House, Leicester Road - circa 1644
5/7 Lower Church Street - early 19th century
9/11 Lower Church Street - late 18th century
17 Lower Church Street and rear building - late 18th century
19 Lower Church Street - late 18th/early 19th century
21 Lower Church Street - late 18th/early 19th century
BUILDINGS OF SPECIAL ARCHITECTURAL OR HISTORIC INTEREST WITHIN THE AREA (Continued)

Grade II (Continued)

23 - 27 (odd) Lower Church Street - early 19th century
Gates/Piers to Churchyard of St Helen’s Church, Lower Church Street - 18th century
War Memorial, Churchyard of St Helen’s Church, Lower Church Street - c. 1920
Parish Church of St Helen, Lower Church Street - 14th/15th/19th centuries
10 Lower Church Street - early 20th century
16 Market Street - early 19th century
18 Market Street - early 19th century
20 Market Street - late 18th/early 19th century
24/26 Market Street - late 18th/early 19th century
32 Market Street with rear buildings on Union Passage - early 19th century
Two Iron Bollards to Union Passage, Market Street - 19th century
34 Market Street - early 19th century
34A Market Street - early 19th century
Lamp Standard, Market Street (South Side) - 19th century (now sited at The Green)
50 Market Street (formerly George Inn) - 18th century
52 Market Street - 18th/early 19th century
56 Market Street (The Lamb Inn) - 16th century
56A Market Street - 19th century
58 Market Street - 18th century
60 Market Street - late 18th/early 19th century
62/64 Market Street (Midland (HSBC) Bank) - 1891
66/68 Market Street & Unit No. 1 Bakery Court - late 18th/early 19th century
70/72 Market Street - early/mid 19th century
74 Market Street (The Town Hall) - 1857
The Market Hall, Market Street - 1857
76 Market Street - late 18th/early 19th century
78/80 Market Street - late 18th/early 19th century
82 Market Street (White Hart Public House) - 18th/early 19th century
84/86 Market Street - late 18th/early 19th century (earlier timber framing)
88 Market Street - early 19th century
90/92 Market Street - early 19th century (some earlier timber framing)
94/96 Market Street - early/mid 19th century
102 Market Street - early 19th century
104/106 Market Street - early 19th century
108 Market Street - c. 1800
1 Market Street (Shoulder of Mutton Public House) - late 18th/early 19th century
3 Market Street - late 18th/early 19th century
23 Market Street - early 19th century
25 Market Street - early 19th century
27 Market Street - 18th/early 19th century
31 Market Street - late 18th/early 19th century
33 Market Street - late 18th/early 19th century
War Memorial/Railings/Piers/Gates/Lamps, Market Street - c. 1920
Grade II (Continued)

51 Market Place - 16th century
53 Market Place & Outbuildings to Mill Lane - early 19th century
55/57 Market Street - early 19th century
63 Market Street - mid/late 19th century
65 Market Street - late 18th/early 19th century
69 Market Street - late 18th/early 19th century
71 Market Street - late 18th/early 19th century
77 Market Street - mid/late 19th century
79 Market Street (Queens Head Inn) - late 18th/early 19th century
Former Stables to Queens Head Inn, 79 Market Street - late 18th/early 19th century
81 Market Street - early 19th century
83 Market Street - late 18th/early 19th century
85 Market Street - late 18th/early 19th century
87 Market Street (Mantingolm House) - mid 18th century
89 Market Street (St Helens House) - early 19th century
8 Mill Lane - late 18th/early 19th century
CJ Lewis (Ashby) Ltd. Premises, Mill Lane - early 19th century
9 Mill Lane - 19th century
1 North Street - 19th century
26 North Street - early 19th century
Lockton House, 2 Nottingham Road - early 19th century
10 - 15 (consecutive) South Street (Ivanhoe Terrace) - c. 1822-6
18 - 23 (consecutive) South Street - c. 1830
24 South Street ('Priest's House') - early/mid 19th century
28 South Street (Castle Lodge) - mid 19th century
Gate/Piers/Wall at Manor House School, South Street
Manor House School, South Street - 19th century
Boundary Wall (to North of) Manor House School, South Street
Grammar School, South Street - 19th century
Ashby de la Zouch Boys Grammar School, South Street - 1807
Roman Catholic Church of Our Lady of Lourdes, Station Road - 1915
Holy Trinity Vicarage, Station Road - mid/late 19th century
Drinking Trough (to front of the UK Garage), Station Road - 19th Century
13/15 Upper Church Street - early/mid 19th century
17 Upper Church Street - late 18th/early 19th century
19 Upper Church Street - late 18th/early 19th century
21/23 Upper Church Street - 18th century
25 Upper Church Street - late 18th/early 19th century
Southern Garden Wall to the Vicarage, Upper Church Street - 19th century
Two Bollards (hexagonal), Upper Church Street (West Side) - 19th century
Two Bollards (rounded), Upper Church Street (West Side) - 19th century
Grade II (Continued)

Boundary Wall (to North of) Manor House School, Upper Church Street - 19th century
41 Wood Street - early 19th century
47/49 Wood Street - 18th century
51/53 Wood Street - early 19th century
55 Wood Street - late 18th/early 19th century
Old Milestone, (outside) No. 10 Wood Street - 18th century
Court 22, 1 & 2 Wood Street - 18th century
50 Wood Street (Ivy House) - early 19th century
52 Wood Street - 18th century
54 Wood Street - late 18th/early 19th century
68 Wood Street - late 18th/early 19th century
70 Wood Street - late 18th/early 19th century
72 Wood Street (Flat Nos. 1-5) - late 18th/early 19th century

Source: DoE, 1977, pp5-56 (as amended)

NB The above list does NOT include all those buildings in the parish which are included in the list of buildings of special architectural or historic interest. The list is correct as at 1st April 2001.
APPENDIX B: UNLISTED BUILDINGS CONSIDERED TO HAVE A POSITIVE IMPACT ON THE STREETSCAPE OF THE AREA

2/3/4/5/6 Bakery Court
5/7 Bath Street
9 Bath Street
Ashby House, Bath Street
2-8 Bath Street
Hare and Hounds Public House, Bath Street
2/3/4/5 Brook Street
8/9a/10 Brook Street
Bowling Green Public House, Brook Street/Elford Street
8/10 Derby Road
13/14/15 The Green
20 The Green
Plough Inn, The Green
'Blaisdon', 4 Hill Street
Former Ashby U.D.C Offices, Kilwardby Street
7 Kilwardby Street
11 Kilwardby Street
13 Kilwardby Street
22-24 Kilwardby Street
28 Kilwardby Street (Strawberry Hill)
32-42 Kilwardby Street
44 Kilwardby Street
School House, Ashby Grammar School, Leicester Road
Cottage Hospital, Leicester Road
2 Leicester Road
4/6 Leicester Road
8 Leicester Road
10 Leicester Road
13/15 Lower Church Street
23a Lower Church Street
6 Lower Church Street
8 Lower Church Street
1a Market Street
15 Market Street
17 Market Street
19 Market Street
19a Market Street
21 Market Street
37 Market Street
39 Market Street
41 Market Street (Zeus Bar - formerly The Old George Public House)
43 Market Street
45 Market Street
47 Market Street
49/49a Market Street
Nos. 1-3, Court 19, off Market Street
8/10 Market Street
36/38 Market Street
APPENDIX B: UNLISTED BUILDINGS CONSIDERED TO HAVE A POSITIVE IMPACT ON THE STREETSCAPE OF THE AREA (Continued)

36a/38a/40a Market Street
40 Market Street
54 Market Street (Nat West Bank)
96/98 Market Street
100/100a Market Street
Thirsty Millers (formerly Stag and Pheasant Public House), Mill Lane
3-11 North Street
24 North Street
Trentham Close, North Street
Park View/Ivanhoe Villa, North Street
Venture Theatre, North Street (former Parish Rooms)
38 North Street
1/2 South Street
Police Station/Magistrates Court, South Street
16/17 South Street
'Stable Mews', South Street/Market Street
26/27 South Street
28/29 South Street
30 South Street
Ascott House, South Street (former Ashby R.D.C Offices)
Christadelphian Church, Union Passage
Former Factory ('Hastings House'), Union Passage
1/3/5 Upper Church Street
2/4 Upper Church Street
The Old Vicarage, Upper Church Street
7 Wood Street
9/11/11a/15 Wood Street
Ashby Court Hotel (formerly The Flaxdressers Inn), 35 Wood Street
37 Wood Street (formerly The Bull Public House)
39 Wood Street
41a Wood Street
6 Wood Street (former Swan Inn)
28/30/32 Wood Street
36 Wood Street
38 Wood Street
40 Wood Street
42 Wood Street
44 Wood Street
46 Wood Street
48 Wood Street
56/58 Wood Street
62 Wood Street
Nos. 3-5, Court 22, off Wood Street (between Nos. 36 & 38)

The buildings identified in bold are considered to have listed status by reason of their location within the historical curtilage of a principal listed building.

List prepared in the line with the criteria set out in the Appendix to the English Heritage advise note 'Conservation Area Appraisals' (English Heritage, 1997)
UNLISTED BUILDINGS : ASSESSMENT CHECKLIST

In assessing whether or not unlisted buildings make a positive contribution to the special architectural or historic interest of a conservation area, the following questions should be asked:

- Is the building the work of a particular architect of regional or local note?
- Has its qualities of age, style, materials or any other characteristics which reflect those of at least a substantial number of the buildings in the conservation area?
- Does it relate by age, materials or in any other historically significant way to adjacent listed buildings, and contribute positively to their setting?
- Does it, individually or as part of a group, serve as a reminder of the gradual development of the settlement in which it stands, or of an earlier phase of growth?
- Does it have a significant historic association with established features such as the road layout, burgage plots, a town park, or landscape feature?
- Does the building have landmark quality, or contribute to the quality of recognisable spaces?
- Does it reflect the traditional functional character of, or former uses within, the area?
- Has it significant historic associations with local people or past events?
- If a public building, does its function or enclosed public space contribute to the character or appearance of the conservation area?
- If a structure associated with a designed landscape within the conservation area, such as walls, terracing or a minor garden buildings, is it of identifiable importance to the historic design?

In English Heritage’s view, any one of these characteristics could provide the basis for considering that a building makes a positive contribution to the special interest of a conservation area, provided that its historic form and qualities have not been seriously eroded by unsympathetic alteration.

APPENDIX C: THE POLICIES OF THE NORTH WEST LEICESTERSHIRE LOCAL PLAN IN RESPECT OF THE HISTORIC ENVIRONMENT

POLICY E10

Development will not be permitted within Conservation Areas, or where it would affect the setting of such areas, which would:

(a) Be detrimental to the character or appearance of the Conservation Area in terms of:
   (i) scale, proportions and massing;
   (ii) layout, grouping and setting;
   (iii) detailing and materials of construction.

(b) Be detrimental to the setting of buildings which contribute positively to the character and appearance of the Conservation Area.

(c) Result in the loss of open spaces or important views within, into and out of the Conservation Area.

(d) Result in the loss of particular features which contribute positively to character and appearance of the Conservation Area, including:
   (i) Walls and other means of enclosure;
   (ii) Ground surfaces;
   (iii) Natural features (such as trees and hedgerows); and
   (iv) Features of archaeological interest.

(e) Be detrimental to environmental quality in terms of:
   (i) Traffic generation;
   (ii) Noise and other forms of environmental intrusion.

POLICY E11

Consent for the demolition of buildings which make a positive contribution to the character or appearance of a Conservation Area will not be granted unless:

(a) It can be demonstrated that the condition of the building makes it impracticable to repair, renovate or adapt to any reasonably beneficial use for which planning permission would be given; and

(b) There is clear and convincing evidence that all reasonable efforts have been made to sustain the existing use of the building, or to find a viable and acceptable new use or uses.

In the case of buildings which make little or no contribution to the character and appearance of their conservation area, demolition will not be permitted unless redevelopment of the site or the creation of an open space would make a positive contribution to the character or appearance of the conservation area concerned.
POLICY E12

Replacement or alteration of existing shop fronts within Conservation Areas, or where they would affect the setting of such areas, will only be permitted where:-

(a) The existing shop front is of insufficient quality to warrant its retention; and

(b) The replacement or alteration is of a design which is appropriate to the character and appearance of the Conservation Area.

POLICY E13

Consent for the demolition of a listed building will not be granted unless:-

(a) It can be demonstrated that the condition of the building makes it impracticable to repair, renovate or adapt to any reasonably beneficial use for which planning permission would be granted; and

(b) There is clear and convincing evidence that all reasonable efforts have been made to sustain the existing use of the building, or to find a viable and acceptable new use or uses.

POLICY E14

Change of use of a Listed Building will only be permitted where no detrimental effect is likely to arise from the proposed use on the character or appearance of the building or its setting.

POLICY E15

Alterations or extensions to Listed Buildings will not be permitted which are detrimental to the special architectural or historic interest of the building or to its character or setting.

POLICY E16

Development will not be permitted which would adversely affect the setting of a Listed Building, in terms of scale, massing, form, siting, design or materials of construction.

POLICY E17

Where a historic byway makes a positive contribution to the character or appearance of the surrounding landscape, development which would significantly diminish that contribution, or otherwise detrimentally affect the setting or amenity value of such byway will not be permitted.
POLICY E18

Development will not be permitted which would adversely affect the character or appearance or setting of historic gardens included in the Register of Parks and Gardens of Special Historic Interest, and identified on the Proposals Map.

POLICY E19

Development will not be permitted which would affect a scheduled ancient monument or other nationally important archaeological site, as shown on the Proposals Map, or subsequently recognised, or its setting or amenity value. Where known sites of county or local significance are affected, planning permission may be granted in terms which would allow preservation in situ, or, where this is impractical, by investigation and recording.

In areas of archaeological potential, planning permission will not be granted without proper evaluation of the archaeological implications of the proposed development.

POLICY E43

Outdoor advertisement consent will be granted where the proposed advertisement respects the interests of amenity and public safety.

In assessing the likely effect of proposed advertisements on such interests, regard will be had to all material factors, and in particular :-

(a) In the case of amenity, to the general characteristics of the locality, including (where relevant) the presence of any feature of historic, architectural, cultural of similar interest; and

(b) In the case of public safety, to the effect of the proposal on all aspects of pedestrian or vehicular safety.
# Bibliography


<table>
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Map 2: The individual factors considered to have a positive impact on the character of the Conservation Area.
Map 3: The individual factors considered to have a negligible impact on the character of the Conservation Area.