

RUGBY BOROUGH COUNCIL

**RUGBY TOWN CENTRE
CONSERVATION AREA APPRAISAL**



June 2010

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INTRODUCTION

Rugby Town Centre Conservation Area covers the commercial and historic centre of the market town. Approached from the A426 from the north and south with Hillmorton to the east and Bilton to the south west, the area centre's on the historic market place. It is adjacent to Rugby School Conservation Area and Bilton Road Conservation Area.

The designation follows the historic street patterns with a high density of development and limited green or open space. The Conservation Area broadly falls into three areas. The area comprising Regent Street and Regent Place characterises the Edwardian expansion of the town. Albert Street and Church Street typify the earlier period including late Georgian and Victorian development which also incorporates important areas of open space. High Street, Sheep Street and Market Place represent the commercial heart of the Conservation Area.

Conservation Areas were introduced by the Civic Amenities Act in 1967. A Conservation Area is defined by the Planning (Listed Buildings and Conservation Areas) Act 1990 as an 'area of special architectural or historic interest, the character of which it is desirable to preserve or enhance'. Section 69 of the Act places a duty on the Local Authority to review its Conservation Areas from time to time, Section 71 requires the Authority to formulate and publish proposals for their preservation and enhancement. Rugby Town Centre is one of 19 Conservation Areas in the Borough.

Local Authorities have a duty to identify, designate, preserve and enhance Conservation Areas within their administrative area. The aim in a Conservation Area is to preserve or enhance not merely individual buildings but all those elements, which may include minor buildings, trees, open spaces, walls, paving, and materials etc., which together make up a familiar and attractive local scene. The relationship between buildings and spaces within Conservation Areas creates a unique environment, which provides a sense of identity and amenity for residents and an irreplaceable part of our local, regional and national heritage.

The positive identification of areas for designation helps focus attention on its qualities and encourages a sensitive approach to any proposed development. The Local Planning Authority will exercise particular care to ensure that change, where it occurs, will preserve or enhance the character of an area. The designation of a Conservation Area ensures that consideration is given to the quality of design and context and that new development respects its surroundings.

There are different planning controls in Conservation Areas and anyone proposing development should seek advice from Rugby Borough Planning Authority. In addition to planning controls that govern alterations and extensions Planning Permission would be required for the following development in Conservation Areas:

- The cladding of any part of the exterior of a dwelling with stone, artificial stone, pebble dash, render, timber, plastic or tiles;
- An extension extending beyond a wall forming a side elevation of the original dwelling;
- An extension having more than one storey and extending beyond the rear wall of the original dwelling;
- Any enlargement of a dwelling consisting of an addition or alteration to the roof;

- The provision of a building, container, enclosure, swimming or other pool where it would be situated on land between a wall forming a side elevation and the boundary of the dwelling or to the front of the original principal elevation;
- The installation, alteration or replacement of a chimney, flue or soil and vent pipe which fronts a highway and forms either the principal elevation or a side elevation of a dwelling;
- The installation, alteration or replacement of a microwave antenna on a dwelling, or within the grounds, on a chimney, wall or roof slope facing onto and visible from a highway or on a building greater than 15 metres in height.

In addition Conservation Area Consent is required to demolish a building which is larger than 115 cubic metres. Conservation Area designation also protects trees within the boundary by requiring owners to give the Local Planning Authority six weeks notice of their intention to carry out any work on trees that have a trunk in excess of 75mm in diameter measured 1.5 metres from the ground.

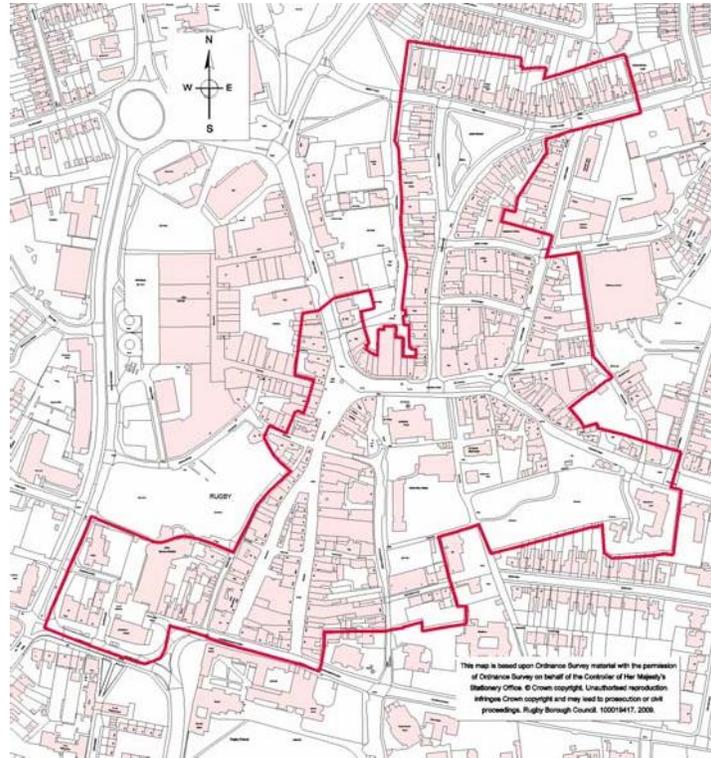
All Planning Applications for development which would affect the character of a Conservation Area must be advertised in the local press and site notices posted.

This document is an appraisal of Rugby Town Centre Conservation Area. It is based on guidelines issued by English Heritage, the Government's advisor on the historic built environment, and has been prepared by Rugby Borough Council. The principal objectives of the appraisal are to:

- define and record the special interest of Rugby Town Centre Conservation Area to ensure there is full understanding of what is worthy of preservation;
- increase public awareness of the aims and objectives of Conservation Area designation and stimulate their involvement in the protection of its character and to inform decisions made by Rugby Borough Council, statutory authorities Council and local residents;
- reassess current boundaries to make certain that they accurately reflect what is now perceived to be of special interest and that they are readable on the ground;
- assess the action that may be necessary to safeguard this special interest and put forward proposals for their enhancement.

It is, however, not intended to be wholly comprehensive in its content and failure to mention any particular building, feature or space should not be assumed to imply that they are of no interest. This assessment should be read in conjunction with the Rugby Borough Local Plan 2006 saved policies, submission Core Strategy, and national policy guidance particularly Planning Policy Statement 5 Planning for the Historic Environment and its practice guide. These documents provide more detailed information on local and national policy relating to Conservation Areas.

MAP 1 CONSERVATION AREA DESIGNATION



LOCATION AND CONTEXT

Rugby Town Centre is one of the largest Conservation Area in the Borough. The designation stretches from the Edwardian suburbs in the north and borders Rugby School to the south. The area covers the majority of the commercial centre of the town and follows the settlement's historic road layout.

The area is approached from the north along Albert Street and Regent Place with roads leading to Hillmorton and Clifton to the east. The southern portion of the area is adjacent to the gyratory system with road links to Long Lawford, Bilton and Dunchurch.

Photo 2 Approach into the town centre from Clifton Road.



The designation is bordered to the north by Edwardian suburban development. To the east there is a mix of commercial and residential buildings. The western part of the designation borders Corporation Street and Lawford Road which have a mix of commercial and residential buildings. The surrounding development differs significantly and often contrasts with the character and appearance within the Conservation Area.

The land and buildings within the Conservation Area are generally of good visual quality and well maintained. There is, however, potential of development pressure. Although the buildings are largely in commercial use, areas such as Regent Place are characterised by a residential character. Pressure for more imposing signs on buildings or enlarged windows would gradually erode the area's special architectural and historic appearance. The development along Regent Street includes a series of fine Edwardian terraces incorporating many architectural themes and materials. The removal of original features or fenestration would devalue not only individual quality but also their group value.

The designation includes sites which are under pressure for redevelopment. Sites such as Herbert Gray College and the terrace on Church Street opposite the church occupy key locations in the Conservation Area. It is essential that the scale, siting, appearance and materials of any new buildings respect the context of the surroundings.

The majority of the area is densely occupied by buildings and as a result the amount of green and open space is limited. Such space provides a distinctive element within the urban framework with attractive elements creating a leisure area and an enhancement within the townscape. Therefore important groups of trees and the spine of open space, (including the Holy Trinity Churchyard and land within Herbert Gray College), must be respected and enhanced.

In addition, any major redevelopment scheme must respect the contribution made by important historic listed and unlisted buildings. Many such buildings are attractive and historically important structures which combine to create an attractive and interesting streetscene. The development of sites bordering the Conservation Area could also have a significant impact on the character and appearance of the designation. Any redevelopment on the approach into the Conservation Area, e.g. the section of Albert Street which abuts the area and land at Gas Street, must consider the setting of the Conservation Area in terms of views in and out and relationship with historic scale, massing, materials, grain, plot ratio, density, roofscape and architectural articulation.

GENERAL CHARACTER AND FORM

The historic core of buildings follows the street patterns of Church Street, Market Place, High Street and Sheep Street. These generally abut the highway. The area is characterised by a high density of development which provides a solid frame to the street pattern.

The Conservation Area falls broadly into three main areas. Regent Street, Regent Place, Henry Street and Bank Street are generally Edwardian commercial terracing. The buildings around Jubilee Gardens still retain a domestic appearance despite now being in commercial use. Regent Street contains a long terrace leading to Church Street and the development in this section is predominantly two and three storey.

Photo 3 Edwardian Rugby



The second area mainly contains Victorian architecture and follows Albert Street, Church Street and Little Church Street. This area has less uniformity than the first subsection. Individual buildings of differing scale co-exist but the area is mainly characterised by two and three storey terracing. The area contains open space including the churchyards and the grounds of Herbert Gray College. The majority of important trees are in these spaces.

Photo 4 Victorian Rugby



The third character area is the commercial heart of Rugby. It follows the historic north/south road pattern influenced by the market town origins with a high density of activity or development around the wider spaces at the north end of Market Place and at the juxtaposition with Lawrence Sheriff Street to the south.

Photo 5 Market Square



The majority of buildings within the Conservation Area are in commercial use, however residential and community uses also feature. Sheep Street, High Street and Market Place are pedestrianised.

GREEN AND OPEN SPACES AND LANDSCAPING.

The Conservation Area is densely developed and dominated by buildings. Although landscaping and open green spaces are limited they play an important role within the designation. Such space provides a contrast to the built development, a setting to certain buildings and a visual relief to development.

The approach into the Conservation Area from the west into Regent Place is through Chestnut Field, a series of open grassed areas which are planted with sorbus, willow, horse chestnut, sycamore, oak, beech, lime and cherry. It provides an attractive open and green gateway into the designation.

Although separated by terraced buildings this open space has a visual link to Jubilee Gardens. This latter triangular green is the central point at the northern end of Regent Street and Regent Place. It is lined on the outer edges by mature lime trees. The space acts as a focal point and creates a sense of openness, in contrast to the more highly enclosed Regent Street.

Photo 6 Jubilee Gardens



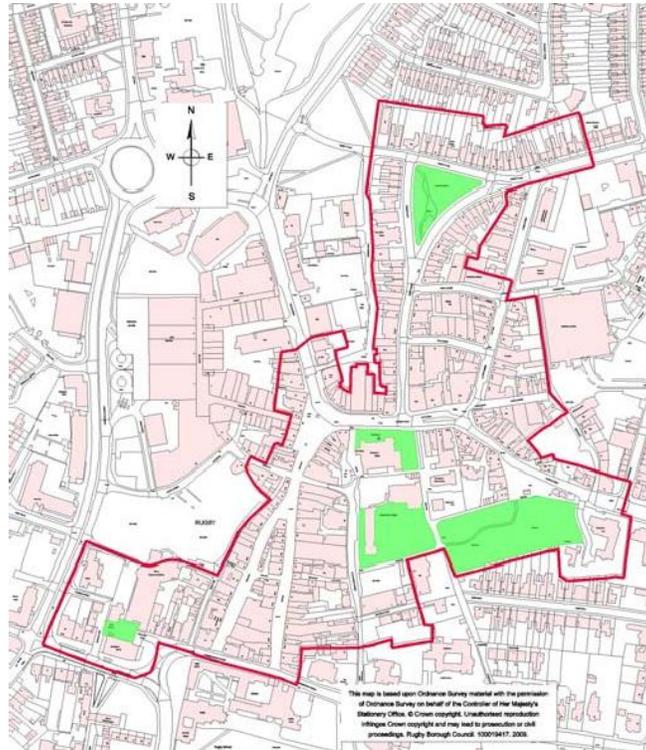
The churchyard to the east of St Andrew's Church is a large open space. The north side abuts the highway and makes a significant visual impact in the streetscene. The setting of the dominating church is softened by mature lime trees on the north and east boundary. This open space is part of a landscape corridor which links visually with the land around Herbert Gray College. Although enclosed by fencing the landscaping in the college grounds are read as part of the planting on the churchyard with lime, beech, oak and sycamore trees featuring. Viewed from Little Church Street the planting forms a dense green background.

Although the open land is limited in size around St Andrew's Church the building has a green and open setting which is not typical in the Conservation Area. Grassed areas border the building east behind railings.

The only other instance of significant undeveloped land around buildings is the garden serving Percival Guildhall. This garden provides a pleasant setting within the enclosure of the boundary walls.

Tree planting is generally limited to 'green' open spaces. However, there is street planting in the highway with whitebeam and rowan on Sheep Street and High Street and pyrus and silver birch in Market Place.

MAP 2 GREEN AND OPEN SPACES



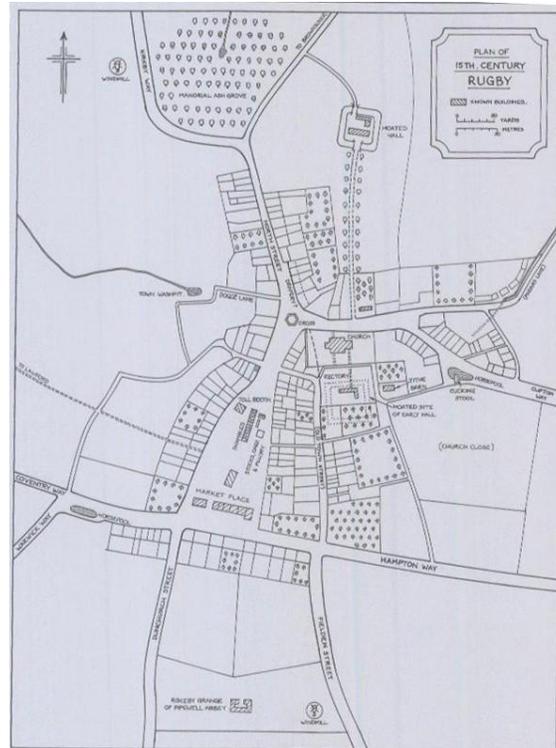
HISTORIC DEVELOPMENT

Archaeological work has provided little evidence of early activities in Rugby largely as a result of the destructive ploughing during the Anglo Saxon period and the extent of development since the Georgian period. The settlement may date back to Roman times with Rugby positioned near a strategic convergence of roads, occupying a hill top centre and in close proximity to a ford crossing the River Avon. Rugby has historically been referred to as Rokeby, Rocheberige and Rocheberia in the Domesday Book.

The evolution of Rugby from a small settlement to a strategically important market town is as a result of proximity to important roads. Two routes converged; one running east from Barrs Hill, Coventry, the other came southwards from Leicester. This road forked towards Oxford, forming a Y junction at the point of the Clock Tower. This space became the market place and the street pattern remains.

The medieval town grew out of the early village remaining based around this crossing. The road from Barby approached the settlement along the line of the present Little Church Street. Originally this road gently curved past the church. The extension of the graveyard and alterations to the church diverted the road to its current position.

MAP 3 RUGBY IN THE FIFTEENTH CENTURY



Dunchurch Street formed the other part of the junction, the current Drury Lane. Its route to the cross is now interrupted by buildings.

The marketplace triangle was open with space for the penning of livestock and the importance of these historic activities are linked to local names including Sheep Street and Butchers Row. The market was granted in 1255.

The two sides of the market place accommodated houses with shops and included drapers, ironmongers, chandlers, cordwainers, inns and ale-houses. Temporary stalls were erected on market days; these eventually were replaced by permanent shops, probably in the late thirteenth century. Such development is likely to have commenced on Little Church Street.

The replacement of stalls with permanent shops continued into the fourteenth century through development known as The Shambles in the middle of the market place. In the fifteenth century the town probably contained open hall houses which were half timbered and thatched and it is likely that first floors were added to the open halls in the sixteenth century. The oldest domestic building and the only timberframe structure left in the town is 1 Chapel Street.

The town centre continued as an important market although infill development forming High Street reduced the amount of open space. Development in the eighteenth century between Sheep Street and Drury Lane mostly took the form of private houses.

A further significant catalyst for change was the railway. The London to Birmingham railway opened in 1838 and Rugby Station was built. Within 12 years five other

companies provided routes resulting in Rugby becoming a major rail junction. This facilitated the shift from market town to a railway and industrial centre.

Map 3 shows the street pattern of the fifteenth century remarkably similar to the present pattern. Old Town Street is the current Little Church Street, Hampton Way follows the present Lawrence Sheriff Street and the buildings either side of the current High Street and Sheep Street mark the edge of the historic market place. Regent Street follows the line of the access to the Moated Hall.

ARCHAEOLOGY

The central area of the Conservation Area is within the projected extent of the medieval settlement of Rugby, largely recorded from documentary and cartographic evidence. Evidence of medieval boundary plots was recorded during archaeological work carried out before the construction of the new Library, Museum and Art Gallery.

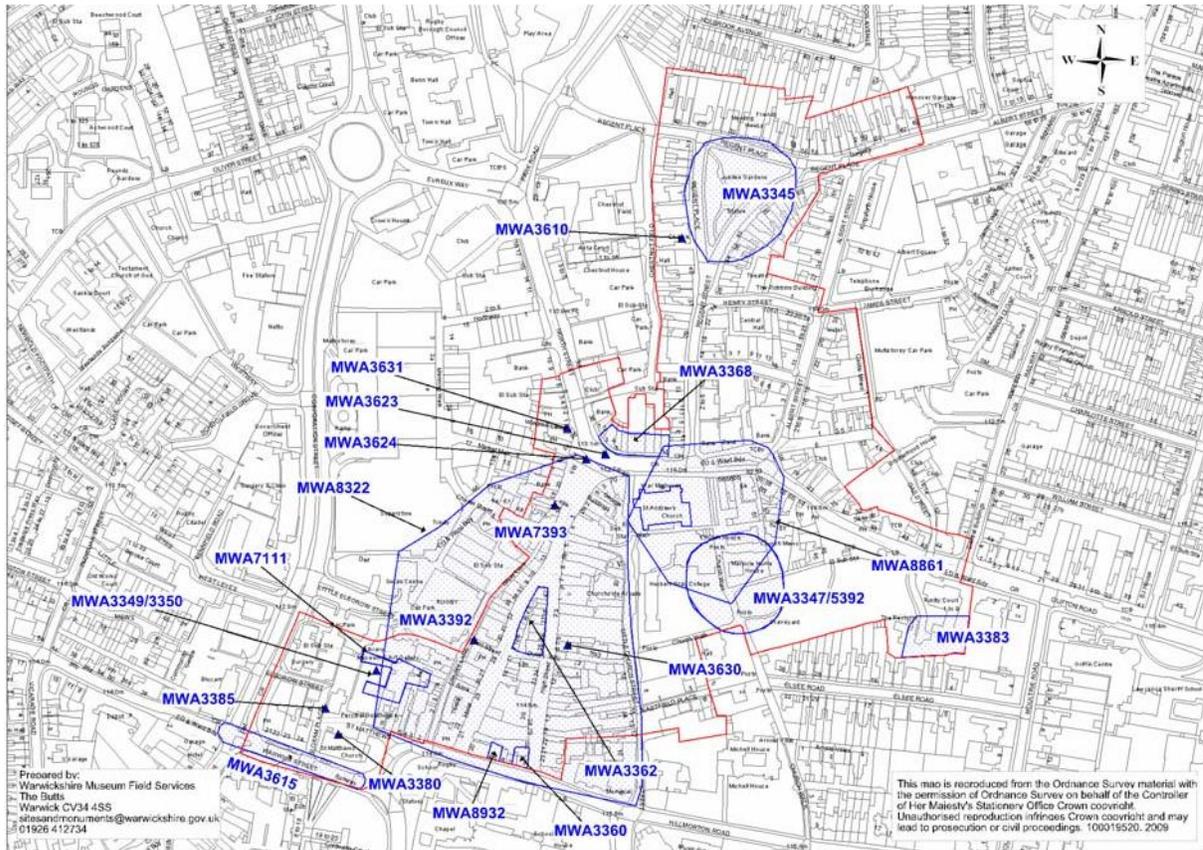
A number of other medieval features are recorded within the Conservation Area. The medieval monastic grange of Pipwell Abbey is suggested, from documentary evidence, as being in the vicinity of Herbert Gray College. The earthwork of a moat was also recorded here in the late 19th century. The site of a possible medieval Castle at Regent Place is known only from documentary evidence; the site is now built over.

A number of churches are recorded lying within the Conservation area. St. Andrew's is medieval in origin but was largely rebuilt in the 19th century. St Matthew the Evangelist is of 19th century date, as was the former Holy Trinity Church, originally consecrated as a chapel of ease to the parish church, and demolished in 1983. The Baptist Church in Regent Place dates from 1905.

A number of other buildings are recorded within the Conservation Area. The site of stocks are recorded from Sheep Street. The Almshouses, which formerly stood in Church Street, are assumed to have been founded in the 16th century, shortly after the death of their benefactor, Lawrence Sheriffe. The buildings were altered in the 18th and 19th centuries, and were demolished in 1958. Percival Guildhouse in Bloxam Place is of local interest, as the former residence of the local antiquary, Mathew Holbeche Bloxam 1805-1888. The Rugby Club in North Street dates to the 19th century and is recorded as being "in modified Neoclassical style". The Jubilee Clock Tower in Market Place was erected to mark Queen Victoria's jubilee. The Windmill Inn, Windmill Lane is a coaching inn dating to the early-mid 19th century. The site of a Lewis Gun placement, part of the World War Two defence ring around the town, is recorded in the vicinity of Church Street.

Lawford Road was formerly Warwick Street, a turnpike road, and it has been suggested that a toll gate existed at the Rugby end of this road.

A number of chance archaeological finds have been made in the conservation area.

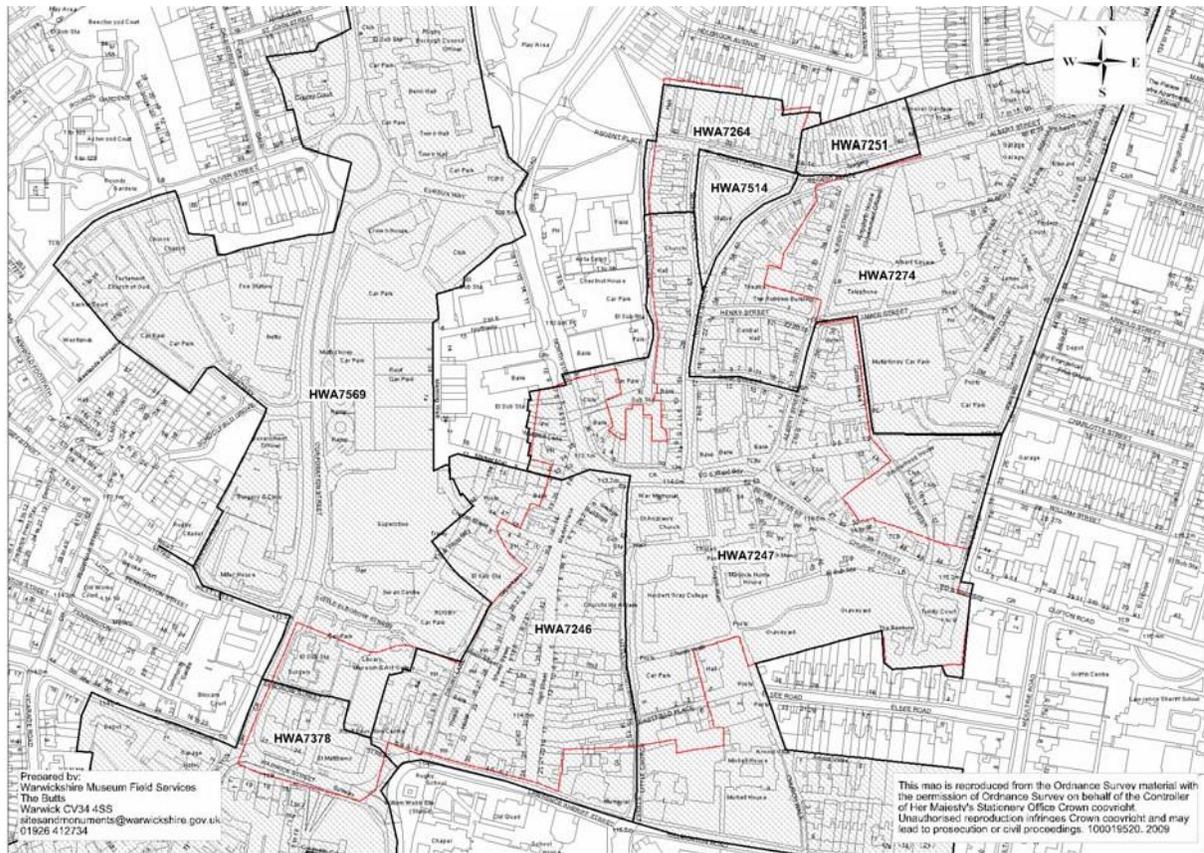


MAP 4A Archaeology recorded on the Historic Environment Record

HER Records

- MWA3344 Church of St Andrew, Rugby
- MWA3345 Site of a Possible Medieval Castle at Regent Place
- MWA3347 Site of Medieval Moat at Herbert Gray College
- MWA3349 Findspot - Roman bronze ring
- MWA3350 Findspot - undated bronze hammer
- MWA3360 Medieval well site
- MWA3362 Site of stocks, Sheep Street, Rugby
- MWA3368 Site of Almshouses, Church Street, Rugby
- MWA3380 Church of St. Matthew the Evangelist, Warwick Street, Rugby
- MWA3383 Site of Holy Trinity Church, Church Street, Rugby
- MWA3385 Percival Guildhouse, Bloxam Place, Rugby
- MWA3392 Well at The Royal Hotel, Sheep Street, Rugby
- MWA3610 Baptist Church, Regent Place, Rugby
- MWA3615 Site of Toll Gate, Warwick Street, Rugby
- MWA3623 Rugby Club, North Street, Rugby
- MWA3624 Jubilee Clock Tower, Market Place, Rugby
- MWA3630 Findspot - Imperial Clay Pipe
- MWA3631 The Windmill Inn, Windmill Lane, Rugby
- MWA5392 Site of Poss Monastic Grange at Herbert Gray College
- MWA7111 Medieval and Later Settlement Evidence, Rugby Library, St Mathew's Street
- MWA7393 Fragments of Victorian pottery found at 18/19 Market Place, Rugby
- MWA8322 Medieval town of Rugby
- MWA8861 Site of 2 Lewis Gun emplacement
- MWA8932 Floor surfaces, 4/5 Lawrence Sheriff Street, Rugby

The Conservation Area broadly reflects the Historic Settlement Core identified in the HLC. This consists of the central area of medieval settlement identified above, with extensions to the north and south visible on the first edition Ordnance Survey Map of 1884. Terraced housing developed gradually, largely from the 1880s onwards to the north of the Conservation Area. Jubilee Gardens is first marked on modern mapping.



MAP 4B ARCHAEOLOGY HISTORIC LANDSCAPE CHARACTER

HLC Records

HWA7246	Historic Settlement Core
HWA7247	Historic Settlement Core
HWA7251	Pre 1880s Terraced
HWA7264	Post 1880s/Pre 1900s Terraced
HWA7274	Post 1900s/Pre 1955 Terraced
HWA7378	Historic Settlement Core
HWA7514	Park/Garden
HWA7569	Municipal and Civic

ARCHITECTURE, BUILDING MATERIALS AND FEATURES

Rugby has a mixture of architectural styles and periods dating from medieval times, although only two medieval buildings remain. St Andrew's Church has a fourteenth century western tower although the main body of the church was rebuilt and enlarged by William Butterfield to include new nave, aisles, transepts and chancel in 1879. The vestries and north-east steeple were added by Ewan Christian in 1895 to 1896. 1 Chapel

Street dates from the late sixteenth or early seventeenth century and was extended in the mid seventeenth and late nineteenth century.

Buildings in the Conservation Area date mainly from the late Georgian, Victorian and Edwardian periods as well as the twentieth century. This has resulted in a mix of architectural styles which provides a diversity of architectural expressions.

The Georgian period included buildings combining a range of classical styles. Number 16 Church Street, built in the late eighteenth century, incorporates Doric pilasters and a rectangular fanlight. 18 and 18A Church Street, from the early nineteenth century, has Ionic pilasters and a symmetrical facade. In contrast 40 and 41 High Street is a far plainer composition with understated formality with keystones and sash windows. This plain character is continued in 13 Market Place which has a symmetrical three window range. Number 20 Market Place has a far greater formality with the use of stucco, four tall Ionic pilasters and a pronounced corbelled cornice.

Photo 7 Georgian influenced architecture



The Victorian period includes neo classical architecture, such as 23 Warwick Street, with plain full height pilasters and keyblocks. The early to mid-Victorian architecture continues this formality but in an unassuming manner e.g. 66 and 68 Church Street which has stucco lintels and keyblocks. This style is provided in a less formal manner at 5 and 6 St Matthews Street, built around 1842, with plain brick pilasters, flat arches and Doric pilasters under a pediment providing a central access.

A more embellished Victorian style is evident from the mid nineteenth century with 2 to 9 Albert Street being a good example. Stuccoed, it is two storey with rusticated stone to the ground floor, cornices and sash windows. The mid Victorian period also featured Gothic architecture. , Built in around 1860, 14 Market Place is a Flemish bond brick building with stone and polychromatic brick dressings, pointed arched architraves and

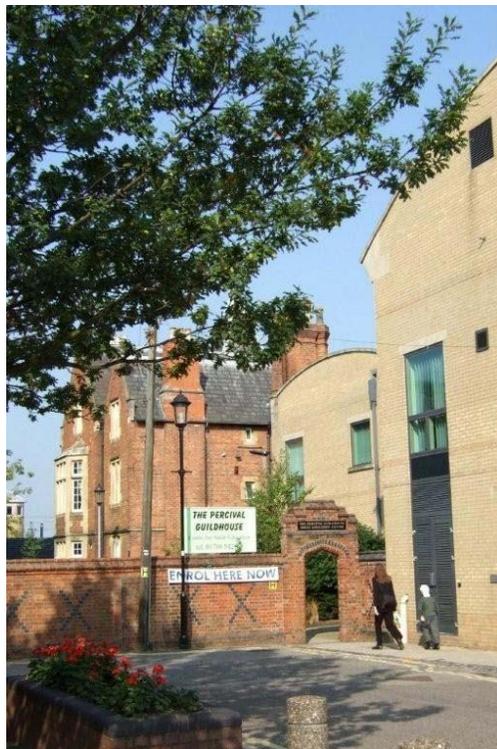
heavy cornices. Another example of this period is 37 High Street with blue brick diapering, stone and blue brick bands and stone voussoirs.

This period evolved into a rather plainer and robust form of Victorian architecture, 15 and 15A Market Place is of Flemish bond and is far less embellished. It is a good example of the less exuberant architecture of the mid nineteenth century.

The 1860s gave rise to Italianate architecture, 23 and 24 Market Place is of stucco with a balustrade parapet with the middle floor fenestration under segmental pediments. This style is also on North Street and Albert Street.

A further Victorian design is the gothic Tudor style displayed on Percival Guildhouse. Of the mid-nineteenth century the red brick building has stone dressings, stone mullions and transoms. The Crown public house demonstrates another Victorian style with sham timber framing and parge work panels to the upper floors and mullion/transom windows.

Photo 8 Percival Guildhouse



The Victorian period also saw the erection of the Clock Tower in 1887 to commemorate Queen Victoria's Jubilee. It occupies the site of the medieval market cross that was removed in the seventeenth century.

The Edwardian period provided a mixture of architectural styles. The former Town Hall, 4 High Street, is an ashlar fronted building in a 1700 Baroque style. The first floor has Ionic fluted pilasters and pediments over the windows, a rusticated parapet and rusticated architrave surrounds.

Number 8 Regent Street incorporates a modified Art Nouveau style. Of red brick and stone dressings the facade includes a curved gable with balconies. The Baptist Church and Sunday School Hall in Regents Place are influenced by the Perpendicular style and

act as landmarks. This contrasts with the majority of Edwardian buildings in the Conservation Area which are terraced and more domestic in appearance. The street contains significant variation within a single design theme.

Twentieth century post Edwardian development has largely been limited to infill. The key buildings from this period include the former Woolworths building, a 1950s four storey structure of red brick with two levels of fenestration with a horizontal emphasis, and mosaic infill. Towards the southern part of High Street there are two Art Deco buildings. One comprises smooth stone with crittal windows; the second includes a shallow pediment. A further notable twentieth century building is the HSBC structure. This is a three storey smooth stone building with narrow vertical emphasis windows and a decorative panel.

Photo 9 1950's development



Structures such as the curved terrace on the northern side of Church Street or the terracing on the eastern side of Market Place are examples of 1960s development echoing earlier styles.

The predominant material is red brick. Buff/yellow brick is also used on the more formal Victorian terracing, usually to front elevations. Render, stone and timber framing is evident. The most common historic roofing material is slate. A significant proportion of original fenestration remains although replacement upvc exists.

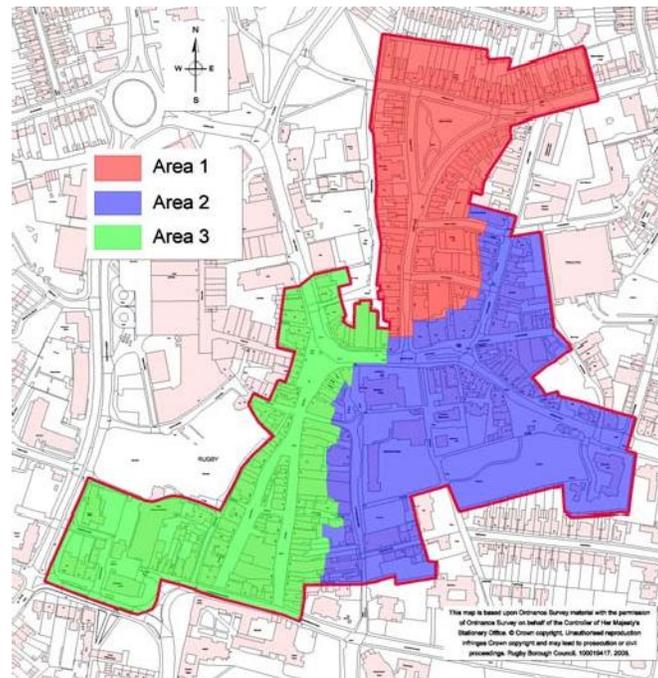
DETAILED ARCHITECTURAL ASSESSMENT

In order to make the appraisal more legible and informative the detailed assessment of the architectural and historic character has been divided into three smaller areas. These sub areas have been chosen to incorporate buildings and spaces which relate to each other both geographically and characteristically and comprise:

- Area 1: Regent Place, Regent Street, Henry Street, Bank Street;
- Area 2: Albert Street, Castle Street, Church Street, Little Church Street, Church Walk, Eastfield Place;
- Area 3: High Street, Sheep Street, Market Place, North Street, Chapel Street, Windsor Court, Wooll Street, Drury Lane, Lawrence Sheriff Street, Warwick Street, Elborow Street, Bloxam Place.

It must be noted that sub areas can overlap and transition can take place. The zones are therefore used as a tool to analyse and understand the area rather than to define whole areas as separate entities.

MAP 5 CHARACTER AREAS



AREA 1: REGENT PLACE, REGENT STREET, HENRY STREET, BANK STREET.

This area is characterised by Edwardian terracing combining individual buildings designed on a variation of a theme. The northern section of Regent Street is set around Jubilee Gardens and the southern section leads into the heart of the town with the spire of St Andrew's Church as the focal point. Around Jubilee Gardens the buildings have a residential scale and appearance despite now being largely in commercial use. Beyond the southern tip of the open space the character changes to incorporate a greater scale and commercial emphasis with shop fronts to the ground floors.

The overriding character of development on the northern side of Regent Place is Edwardian terracing. Although of differing appearances each respond to the general character of vertical emphasis design, bay windows, gables, dormers and chimneys. The buildings follow a similar front building line which creates a strong sense of enclosure. They are of red/painted brick or render, slate or concrete tile roof and contain a number of variations within a theme.

The dominant terrace aligns with the Society of Friends' building. A terrace comprising 13 properties, it is a series of variations within a framework of two storeys. Five of the terraces have a Victorian appearance with two storey bay windows and dominant window treatment with gables in the roof. The remaining terraces are more Edwardian influenced with square and canted bays, each with dormer windows with decorative bargeboards.

The terrace theme continues to the western side of Jubilee Gardens. The group of five buildings, from 1902, has an architectural style heavily influenced by Victorian terracing and comprises red brick and a mix of slate and concrete tile roofs. The building is two storey with two storey bay windows and dormers with decorative bargeboards.

A further terrace leading up to Henry Street maintains the Edwardian character. The buildings are two storeys with attic accommodation and incorporate dormer windows. Large chimneys punctuate the slate roof planes.

The terraced character is maintained on the eastern side of Jubilee Gardens. The terrace includes double fronted Edwardian buildings with two storey bay windows leading to rendered gables. Large, dominant gables interrupt the roofscape, one with a prominent timber boarding and rendered panels. The two storey red brick terrace terminates the more residential character of the terrace. The minimal number and scale of hanging signs and fascia boards help to retain the residential character of the area.

Photo 10 Terracing viewed through Jubilee Gardens



Although this terrace continues to follow the characteristics of the first part, including gables, bay windows, render and varied roof heights, the ground floor character changes. The buildings incorporate shop fronts, fascias, pilasters and stallrisers. Many attractive and original Edwardian shop fronts remain, displaying curved glazing with narrow glazing bars and delicate supporting metal work. Particularly good examples include no.42 with a Corinthian pillar on the entrance and no. 40 which has unusual Doric style pillars.

Opposite Henry Street is a significant Edwardian terrace. Of three storeys the terrace contains a number of different styles with changes in roof heights and designs but is

read as a single plane. The terrace represents a vernacular revival. The terrace incorporates individual small scale shopfronts to the ground floor and there is a mix of fenestration above including square bays, bow, oval and Venetian windows. Throughout a rhythm and variation within a theme exists and a clear hierarchy of windows is established as the building develops upwards. There are more than 10 changes of style within the terrace and materials include red brick, stone, render and timber framing. Roofing materials are slate or concrete tile. The terrace incorporates an Arts and Crafts influence with a Gothic theme. The buildings sit on narrow plots and the architectural style is rather ornate, held together by common themes of fenestration pattern/hierarchy and materials.

At ground-floor level the buildings have shop fronts and are in commercial use. Some original shopfronts with curved glazing and narrow glazing bars remain. There is a mix of hanging signs, fascias and a projecting clock. Illumination is discrete and subtle generally with no visible fittings. External lighting is limited.

Photo 11 Curved shop fronts



To the eastern side of Regent Street the Edwardian terracing is punctuated by roads. The terraces are relatively short and have curved or chamfered corners leading into Henry Street and Bank Street. Original curved shopfront glazing to 24 Regent Street has been maintained and incorporates stained glass with an oriel window to the first floor. The three storey terracing continues along Regent Street with a theme containing gables and bay windows.

One of the most striking buildings is the former department store, 16 to 20 Regent Street. Predominantly glazed over three storeys with narrow glazing bars and the original shopfront, it is topped by two crow step brick gables with oval windows within. The building is unusual and provides an attractive key building within the street scene.

On the south corner of Bank Street and Regent Street, 12 Regent Street turns into the side road and incorporates a curved elevation and roof. The adjacent terrace includes gables and parapet walls and the distinctive 4 to 8 Regent Street has piers topped with balled finials between which are two storeys of floor to ceiling windows. The windows are embellished with iron balustrades. The terrace is terminated by Lloyds Bank.

The Edwardian/Victorian terraced architectural character continues into Regent Place. Number 1 Regent Place is an Edwardian two storey building with attic accommodation. The building has a steeply pitched roof, verandah to the front and prominent glazing bars, chimneys and dormers.

Regent Rooms and the Rugby Baptist Church form a significant pair of complimentary landmark buildings of red brick with slate roof. The buildings are Perpendicular in style with two-storey central gables. The church has a tower of four storeys which creates a focal point in the streetscene and punctuates the roofscape. The chapel and hall contrast with the neighbouring domestic based Edwardian architecture for a more creative Arts and Crafts interpretation of Gothic.

Henry Road incorporates a greater degree of architectural individuality. The characteristic terracing is provided on the northern side and comprises a terrace of three storeys with three gables punctuating the slate roof. Attached is the two storey gable fronted theatre and to the other side is the dominant Robbins Building. A four storey structure it has a central pediment and vertical emphasis windows broadly in the Art Nouveau style.

To the southern side of Henry Street there is less cohesion. The distinguished faience fronted Central Hall is a two storey building with three large openings and two columns projecting above the main roof. To each side the buildings are more characteristic of the area.

Bank Street continues this pattern of terracing with individual designs for each building. To the northern side the terracing is initially two storey with three steeply pitched gables in the roof. A Dutch gable is followed by larger gables. Prominent chimney stacks are set at an angle and the rhythm created by the fenestration is a dominant feature in the street scene. The terrace terminates with an unusual three-storey faience building which has a more formal appearance with rusticated stone and Corinthian decoration.

The southern side of Bank Street contains two prominent buildings. The former cinema is three storey with wide gable over rusticated stone pilasters. The key building, however, is an imposing red brick terrace of three storeys. Containing rusticated stone, stone cills, Doric full height pilasters, keystones, stringcourse and parapet wall, the building has a formal classical appearance and dominates the street scene.

While the rhythm of building design is less defined in Henry and Bank Street the sense of enclosure remains. Buildings are more varied in character but fall within the established parameters of scale and plot width that characterise the area.

A further defining character in this section of the Conservation Area is the rear yards and alleys running off the main highways. This allows views of the rear of buildings. The widest view of rear elevations is obtained from the rear service road serving North Street car park. Mostly comprising red brick, the scale of rear extensions reduces closer to the road. The general view is made up of windows, chimneys, gables and outbuildings with rear yards often used for parking. The boundary walls achieve a sense of enclosure.

There are further alleys including those at the eastern tip of Jubilee Gardens and on Henry Street and Bank Street. These give relief to the sense of enclosure and lead to eye to the rear of buildings.

AREA 2: ALBERT STREET, CASTLE STREET, CHURCH STREET, LITTLE CHURCH STREET, CHURCH WALK, EASTFIELD PLACE

This area is characterised by predominantly Victorian architecture abutting the highway providing a sense of enclosure. There is a relatively high density of development comprising commercial and residential. Within these parameters there is much variation. The Victorian buildings range from simple buildings with little embellishment to formal design of classical proportions, Gothic and Italianate. There are also landmark buildings which do not respond to the prevailing character but are key focal points. A further important group of buildings are the small scale structures centring on the Squirrel public house.

In contrast to the majority of the Conservation Area this sub-section accommodates large areas of open space and a large number of mature trees. The final characteristic is development along Little Church Street which has buildings fronting onto the highway interspersed by buildings which continue onto the adjacent High Street.

In Albert Street there is less harmony and a greater variety of heights in buildings with many roofs largely hidden. The character is made up of a series of individual buildings comprising a profile of architecture which is plainer or less dynamic than the adjacent Edwardian area.

On the south west corner is a red brick two storey building which is double sided, occupying a corner location with Church Street. The building displays relatively unembellished elevations and is typical of many of the more simple Victorian buildings in this sub-area. This contrasts with a number of imposing buildings along the western side of Albert Road. Numbers 3 to 5 Albert Street is an early twentieth century three-storey red brick block in the neo classical tradition. The elevation is divided into panels by a series of stone columns supporting stone entablature and key stones in flat brick arches over timber large pane sashes. The floors are divided by a string course and band courses with ornamental stone surrounds.

Number 11 to 13. is an early-twentieth century three-storey flat roof building. Of unusual faience and with rustication at ground floor level, the building has a rounded corner. The structure is lower in profile to the adjacent building but has sufficient character to be a dominant element in the street scene.

The variety of form continues on the eastern side of Albert Street. Number 2 to 8. date from the mid-nineteenth century and is a two-storey corner building of stucco and Welsh slate. The building has a rusticated ground floor which responds to 22 Albert Street. Of a similar period the building is Italianate characterised by ground floor rustication, heavy window surround, balustrading and oversailing eaves.

The lack of cohesion is demonstrated by 10to12 Albert Street. Of red brick the two-storey building has an ecclesiastical character with a vertical emphasis Gothic window on the upper floor with stone mullions and surrounds. The Gothic character is illustrated by the contrasting blue brick courses.

The Gothic character continues on the Alma Lodge Hotel. A two-storey red brick building it incorporates fish scale tile roof, timber mullion/transom windows, ornate bargeboard, contrasting blue diaperwork and prominent chimneys. The building breaks from the traditional siting as it does not abut the highway and has the appearance of an estate house.

Combining different styles, Albert Street provides an interesting and varied streetscape with non uniform roof heights, elevational treatment and architectural expression. However cohesion is created by the terrace affect with buildings butting upto the pavement and a strong sense of enclosure.

Castle Street continues this theme. The three storey red brick terrace at the north east corner, comprises a gable at each end, prominent chimneys and a slate roof. The building has rhythm and symmetry and has an imposing appearance on the roofofscape. At ground floor level the shop fronts retain the traditional appearance.

Photo 12 Terracing along Castle Street



The southern side of Castle Street partly echoes development fronting Church Street. The buildings closest to Albert Street have a greater formality of design and scale with rustication on the ground floor and symmetrical classical sash windows within a rendered elevation. The remainder of the buildings are varied in appearance. These include the Weatherspoons building which is single storey with gables and has an industrial appearance.

The sub-area also contains areas of greater uniformity. Parts of Church Street demonstrate this with terraces of formal-style buildings echoing Georgian principles of classicism, rhythm and symmetry.

This common theme of a more formal architectural language is illustrated by 18 and 18A Church Street, a focal building at the head of Castle Street. It is an early-nineteenth century stuccoed building with a slate roof above the three storeys. The structure is dominated by the contrasting Ionic pilasters to the upper floors on the front elevation above the rusticated ground floor. The building is the focal point to Church Street when viewed from the Market Place.

Photo 13 Formal architecture on Church Street



To the east of the St. Andrew's church is a formal terrace. Of three storeys with a curved end adjacent to the church the building has oversailing eaves, keystones and 6/6 sash windows. This terrace has varied roof heights and fenestration but is read as a single formal terrace. These buildings date from the early -nineteenth century.

The style continues into the Parish Apartments. The buildings are three storey and abut the highway. This architectural character is mirrored by development on the northern side of Church Street. Two and three-storey buildings form a varied terrace with render and red brick. The more formal terracing is towards the town centre. The Italianate Victorian style continues with heavy fenestration and emphasis placed on the openings. The terracing to both sides frame views into the town and lead the eye. They provide a strong sense of enclosure and generally incorporate small, traditional shopfronts.

To the rear of the Parish Apartments there is a Victorian courtyard development. Approached along a granite sett path the buildings have a backdrop of open green space to the rear. Although much altered the development continues the theme of terracing broken up by alleys.

The relative cohesion provided by the terracing is replaced on the eastern part of Church Street by a more varied form of development. The imposing Victorian character is displayed on 44 Church Street. Formerly a public house, it is a late-nineteenth century three storey stuccoed building with a hipped bay carried through to the first floor on the Railway Terrace elevation. The building is an important corner building providing interesting elevations to two highways. However, the building is not demonstrative of development in the locality. To the west there is a collection of small scale buildings. An example is The Squirrel public house. Dating from the early nineteenth century, the building is of painted chequer brick with a Welsh slate roof. The building is two storey and was originally three properties. Buildings to the rear and west are of a similar scale and appearance and comprise a small group of buildings which historically would have had small yards attached. The group comprise a smaller scale of development and an important contrast with the more formal terrace to the west.

Photo 14 Small scale buildings



Variation continues with landmark buildings which do not respond to the prevailing character. St Andrew's Church is the most significant building, the tower and spire being a focal point throughout the town centre. The west tower dates from the thirteenth century although the main body of the church dates only from 1879 following alteration and extensions by William Butterfield. The building is set back from the highway with a small churchyard providing an open setting.

The second key landmark building is 14 Church Street, the current Lloyds Bank. Occupying a prominent corner location, the building dates from 1904. Of Portland stone with slate roof, the building is in the style of Edwardian Baroque and includes asymmetrical elevations. These comprise rusticated pilasters and Gibbs surrounds, pairs of Tuscan columns with a dome above, dormer windows and gables. The building adds significantly to the roofscape and stands out due to the level of decoration and materials.

Further east along Church Street continuous development abutting the highway ceases and is broken by an open space opposite the Squirrel pub. The land contains small-scale buildings and some landscaping and is the foreground to the cemetery. However, the space is read in conjunction with the green and open space of the churchyard.

Clear views into the churchyard are limited by the line of mature trees running parallel to Church Street. The open space contains tombs, mature trees and provides a rare green open public space within the Conservation Area. The space is bordered by a pedestrian walkway that links Church Street to Elsee Road, Hillmorton Road and the High Street. The path also leads to Herbert Gray College, which although enclosed, contains another complimentary area of green space with a heavily treed boundary.

Although Little Church Street continues the theme of predominantly Victorian development the area generally contrasts with the prevailing character found generally in the historic area. The buildings on the western side generally front onto High Street leaving the rear elevations and extensions facing Little Church Street.

There are a number of buildings that make a positive contribution to the character and appearance of the Conservation Area. These are interspersed by gap sites and buildings of less character.

Herbert Gray College is a part red brick, part buff brick, two storey building originating from the eighteenth century but having more of a Victorian character. Incorporating decorative bargeboards, crenellation, prominent chimneys and an attractive large scale bay window, it is set in extensive grounds with well landscaped boundaries. The building has however been subject to twentieth century alterations and extension that have not benefited the structure. The grounds have a positive impact with the mature landscaping dominating the street scene at that point and providing relief to the surrounding higher density development.

Photo 15 The Merchants public house



To the south, The Merchants public house is a prominent a two-storey brick white painted building with timber panelling on the first floor rising to three storeys at the rear. On the eastern side of Little Church Street are Victorian semi-detached properties and the converted Churchside Arcade Shopping Centre which is a red brick Victorian building with an industrial heritage. These buildings are separated by gap sites, car parks and buildings with little aesthetic merit. Blank walls and service yards provide a neutral impact on the Conservation Area. However, with Rugby School to the south and St Andrew's Church to the north the road has significant potential to service a more dynamic and architecturally stimulating townscape knitting new development with the historic. The new housing scheme fronting Windsor Court is a good exemplar for enhancing other sites.

**AREA 3: HIGH STREET, SHEEP STREET, MARKET PLACE, NORTH STREET,
CHAPEL STREET, WINDSOR COURT, WOOLL STREET, DRURY LANE,
LAWRENCE SHERIFF STREET, WARWICK STREET, ELBOROW STREET,
BLOXAM PLACE.**

This section is the commercial hub of the town. The buildings are predominantly Victorian and follow the historic street pattern. The wide spaces of Market Place narrows down to the crossroads with Chapel Street before dividing into Sheep Street and High Street. The roads terminate at Lawrence Sheriff Street with Rugby School as the focal points. The Shambles accommodates buildings at a lower scale between

Sheep Street and High Street. The area concludes with more formal classical architecture along St Matthews Street and Warwick Street.

The approach to Market Place from Church Street and North Street is characterised by a high sense of enclosure with buildings abutting the highway. The 1960s terrace frames the northern end. The approach from the north is dominated by the Edwardian three-storey terrace with attic accommodation. Of red brick it has a strong rhythm provided by the regular fenestration with bay windows on the first floor, pairs of windows to the second floor, gables, dormers and chimneys in the slate roof.

Photo 16 Buildings fronting onto Market Place



Market Place is a large, tapering open space framed on three sides by buildings abutting the road. The focal point is the Clocktower. Erected in 1887 in honour of Queen Victoria's Jubilee, it has a square plan with Doric pilasters and an octagonal ashlar cupola. The tower is a focal point from Church Street. It also emerges into view from North Street and from the southern approach.

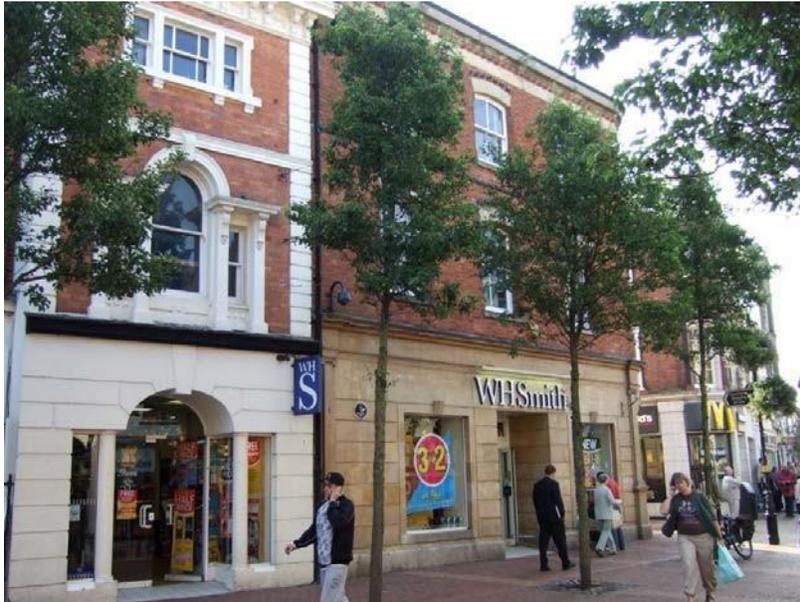
The general historic character is defined by three-storey buildings each with a different style which provide a positive element to the street scene.

The Rugby Tavern is a narrow three-storey building and imposing bay window. This contrasts with The Crown, a three-storey building with a dominant timber framed facade. Built around 1900 it has an imposing impact with large dormer windows punctuating the roof. The building, 23 and 24 Market Place is a mid-nineteenth century building in the Italianate style. Stuccoed and of three storeys, the building includes a balustrade parapet above windows with architrave surrounds under segmental pediments on consoles. Attached is 21 to 22 Market Place. Dating from the eighteenth century it has a far less embellished character of red brick and slate with a modern, elongated shopfront.

Market Place is narrower towards the south by the stepping forward of 18 to 19A. Dating from the late-nineteenth century the building is three storey, red brick and occupies a prominent corner location. The roof includes a half-hipped small plain tile roof with dormer and spire. The building has two main elevations, the facade and the northern elevation. Both are prominent as the building has a vibrant composition and projects beyond the adjacent buildings fronting Market Place.

There is more consistency in architectural style on the eastern side of Market Place until the pinch point. At this narrowing in the highway there are two buildings of individual appearance, but within the characteristic framework. Of red brick with rusticated stone to the ground floor one building has a Venetian window on the first floor with heavy window surrounds to the second. This Italianate influence contrasts with the less decorated corner building attached. Sharing rusticated stone on the ground floor it is of three storeys and red brick.

Photo 17 Classical architecture



The latter building is important because it forms one of four structures framing the cross roads where Market Place meets Chapel Street. Three of the four buildings have a curved corner and this guides the eye into the adjacent roads. At these crossroads the sense of enclosure is temporarily replaced by views beyond into two other contrasting enclosed streets. To the east trees within the grounds of Herbert Gray College provide a rare view of landscaping. To the west the dominance of buildings fronting onto Chapel Street provide a strong sense of enclosure.

The Black Swan is visible from the crossroads along with number 1 Chapel Street. The latter dates from the fourteenth century and is now a shop. It was originally a dwelling and is the only timberframed building left in the town centre. It is referred to in the novel 'Tom Brown's School Days'. Attached is the Black Swan. This is a two and three-storey building of brick with a slate roof and prominent chimneys. The two buildings form an important historic group.

Market Place diverges to form Sheep Street and High Street, the character of terracing continues to incorporate different elements. The building 11 and 12 Market Place is a late-Victorian building showing a neo-classical style. Of stucco, the building has three storeys, a central parapet, wide cornice and tall Doric pilasters. Next door, 13 Market Place dates from the early-nineteenth century and is a colourwashed three storey building. Attached is a further contrast. 14 Market Place was built in around 1860. Of red brick it has stone polychromic brick dressings and it is in the High Victorian style. The building also includes bracketed stone balconies.

As the single road divides into two pedestrianised highways 42 High Street dominates. Dating from the early-nineteenth century it is of painted brick with a low pitched roof behind a parapet. The three storey building has large first floor windows and forms a focal structure as the roads flow to each side.

The eastern side of High Street is characterised by a terrace which abuts the highway. The terrace contains great variation but is read as a continuous front. The majority of the buildings are three storey with a number of more prominent buildings of stone. Building style includes austere Classical, with red brick little embellishment, render, or stone and Art Deco. Roof profiles do not significantly feature on the street scene and the facades dominate. The street is terminated by the historically and architecturally significant entrance to Rugby School on Lawrence Sheriff Street.

Other key buildings in the Market Place comprise number 6 which has first and second floors with oriel windows and sash windows to each side. The building is topped by a stone balustrade. Attached is a domineering 1930s Portland stone building in an Art Deco style. The facade is predominantly glazed with stylised decorative columns between and horizontal panels containing decorative flower motifs.

Photo 18 High Street



The former town hall, 4 High Street (now Marks and Spencers) continues the classical architectural theme on a grander scale. Built in 1908 it has an ashlar front in a Baroque style of 1700. The first floor has an Ionic order with fluted pilasters, entablature and pedimented windows with a 'Gibbs Surround design'.

There are a number of Victorian buildings of red brick. Generally these buildings are relatively unadorned but there are decorative elements including quoins, pediments, and voisoirs. An example of a less decorated local yellow brick terrace is found at 20 High Street, while 5 High Street demonstrates a more embellished terrace and comprises a narrow red brick three storey building with classical elements including stone quoins and a pediment.

To the west of High Street the terracing character is maintained. However, there is less cohesion in the building style and structures take on greater individual character. The road is characterised by two terraces.

The southern most terrace includes 26 to 27 High Street, an extremely elaborate faience building which was the original Boots, (the second Boots is 28/29 High Street with a Portland stone façade built in the 1950s). From the Edwardian period, the building has a fine new shopfront with ornate glazing. The building has two further storeys with curved gables, dentilation, finials, balustrading and keystones. This contrasts with 30 High Street (formerly Woolworths), a 1950s Portland Stone flat roof building. The four-storey building has horizontal emphasis windows with mosaic tiles.

Attached is an imposing neoclassical two storey stone building. The facade incorporates an oriel window, large windows each side with keystones above and classical motifs.

The scale of buildings reduces as the terrace ends and the quality is reduced. The second terrace to the north continues with red and painted brick buildings featuring. This is illustrated by a terrace of four properties, each of differing character. 37 High Street is a mid nineteenth century Gothic building of red brick with Welsh slate. The building is unusually tall, comprising four storeys and its appearance in the streetscene is accentuated by the narrowness of the structure. The rear elevation is also highly visible along Sheep Street.

This is in contrast to 38 High Street, built around 1840. Although built of comparable materials the building is only three-storey with smaller scale fenestration. It is a building of limited decoration other than flat arches above the sash windows. Number 40 and 41 High Street is also from the early-nineteenth century and is of colourwashed brick and Welsh slate. The building has greater formality than its neighbour having sash windows with vertical emphasis and keystones. The character changes again with 42 High Street which has three key elevations. Forming part of the terrace in High Street and Sheep Street to the west, it is also the focal point within Market Place.

Behind this building the lower scale structures of the Manor Buildings emerge along Sheep Street. Dating from the Victorian period, the first building comprises red brick and curved glazing in the shop front with a parapet roof and is of limited height. The group of buildings continue this character with relatively simple Victorian architecture at a smaller scale than the prevailing surrounding development. An important visual contrast is created by the juxtaposition of the single storey buildings with the four storey building to the rear which front onto High Street. The single-storey buildings were formerly The Shambles.

The remainder of the eastern side of Sheep Street is a terrace of varying character. The group of buildings is dominated by the facade of the former Woolworths building. The surrounding buildings are of three storey and date from the Victorian period and the twentieth century. As with High Street the Rugby School buildings act as the focal point, terminating the view in Lawrence Sheriff Street.

The western side of Sheep Street has more cohesion than the east. The Three Horseshoes Hotel is a large Georgian three-storey building with cream painted brick walls and a slate roof. Due to its length and scale/rhythm of windows the building dominates the street scene. The adjacent buildings, 24 to 27, date from the early-nineteenth century and are characteristic of the residential buildings built in Rugby at this time. The building has four storeys of yellow brick under a Welsh slate roof with

dominant chimneys. The walls comprise sash windows under flat arches with fenestration diminishing in scale towards the top.

The Bull is also three storey but at a lower height. From the mid-nineteenth century, it is rendered and occupies a prominent corner location. The building terminates as a single storey structure and reads well with the pub to the north. Chesters has a chamfered elevation to lead the eye around the corner into Wooll Street. Of red brick it has a string course, dentilation at the eaves and is three storey.

Photo 19 The Bull and Sheep Street



The remaining terrace is of traditional Victorian three-storey buildings, rendered, painted and of a simple style. Numbers 33 and 34 Sheep Street, for example, comprise yellow brick with a slate roof and are relatively plain, typifying the characteristics of 1840s development in the town.

The buildings located on the juxtapositions of Lawrence Sheriff Street, High Street and Sheep Street are prominent. They are of varying styles but each makes a positive contribution.

Number 21 Sheep Street is a building with red brick to the ground floor and render and timber panelling above. The building has octagonal two-storey corners with curved windows to the entrance and a series of elements in the roof including hips, chimneys and finial.

Number 23 High Street is a prominent building with a central gable of red brick with diapers in contrasting brick. Of three storeys it has stone door surrounds, leaded lights and topped with a stone chamfer on the corner with High Street. The building is loosely based on the Tudor style.

Number 25 High Street (referred to in 'Tom Browns School Days') is from the mid-nineteenth century and comprises a three-storey red brick building with a gabled slate roof. There are small paned sashes in architrave surrounds with entablature over the first floor windows. The ground floor shop front has largely remained unaltered and has

a recessed entrance on the curve of the building. Above the entrance is an elaborate broken scroll pediment.

The mixed character of three-storey buildings is maintained between these prominent corner buildings. The terrace comprises render and brick with different eave and ridge heights. Overall they form a pleasing composition abutting the highway and mirror the sense of enclosure of the school buildings opposite.

In Drury Lane the scale of the buildings has coherence but there is little consistency in the style and appearance. The most prominent building is the Prince of Wales public house. Of three-storeys it is red brick with slate and is a traditional Victorian pub occupying a prominent corner location.

The remainder of the Conservation Area has a more formal character and appearance. St Matthews Street comprises a terrace of buildings dating from the 1840s. Of yellow brick and Welsh slate the buildings have the formality of those from the Georgian period. They comprise three storeys with plain brick pilasters, flat window arches and keyblocks on the second floor. Doric pilasters and a pediment announce the central entrance to the rear of the buildings. The football museum (5 St Mathews Street) has the oldest shopfront in Rugby

This formality is echoed in the terracing fronting onto Warwick Street. Dating from the early-nineteenth century they are built in a formal classical style using local yellow brick (to resemble stone) and Welsh slate. Sash windows have glazing bars under stucco faced lintels and keyblocks. Plain brick pilasters are full height.

Around this formal terrace are two key landmark buildings of different characters. Percival Guildhouse is set away from the highway on St Matthews Street. From the mid-nineteenth century it is of red brick with slate roof and of a Tudor style. The building is adjacent to the rear elevation of the modern library.

More prominent is the Church of St Matthew, built in 1841 in the Early English style. The building abuts the pavement and frames the busy gyratory system adjacent.

CONTRIBUTION OF UNLISTED BUILDINGS

Many unlisted buildings make a positive contribution to the character and appearance of the Conservation Area by complimenting the listed structures and providing historic and architectural interest, and a distinctive varied townscape.

The entire terracing and semi-detached properties along the northern side of Regent Place and running east into Albert Street are such buildings. Although incorporating variation they are buildings on a common theme providing a strong sense of enclosure. A varied but complimentary roofscape is created by the collection of dormers, gables, chimneys and bay windows.

The terracing along the eastern side of Regent Street, fronting onto Jubilee Gardens, is a more varied group of buildings. This adds to the collective quality of the terrace which is still read as a single entity.

The terrace on the western side of Regent Place provides a well maintained example of late Victorian/Edwardian architecture (1901) with good rhythm and a strong sense of enclosure. Together with the terracing to the north and east of Jubilee Gardens they provide the backdrop to the open space.

The terrace between Church Street and Jubilee Gardens are all important unlisted buildings. The buildings commence in the north with two storey structures incorporating prominent chimneys and bay windows. These lead to a three-storey terrace providing a fine example of Edwardian architecture. Although of similar heights the buildings incorporate variation in style, material and decoration. The facades are faced in stone, brick and render. Fenestration dominates with small scale shop fronts on the ground floor with square, angular and bow oriel windows above. The roofs are punctuated by gables and chimneys.

Although more fragmented by roads interrupting the pattern of development, buildings on the eastern side of Regent Street make important contributions. These include nos.

10, 12, 22 and 24 which were built around 1900 and display a number of variations in style. Number 12 incorporates a curved wall leading the building into Bank Street.

Henry Street and Bank Street are shorter roads resulting in less cohesion in the built form. However, as the buildings were largely concentrated within the Edwardian period there is consistency and quality in the architecture. The important buildings include Edwardian terracing, the Hall and on the corner of Albert Street, the imposing four storey Art Nouveau building.

This character is echoed on Bank Street where Edwardian terracing meets the three storey Estates Building on the corner of Albert Street. To the south are the theatre and numbers 4 to 10 Bank Street, an early-twentieth century three storey building in the neo classical style.

All the buildings on Albert Street contribute positively to the Conservation Area. Those buildings are predominantly Victorian and cover a number of styles. Number 1 Albert Street is a largely unembellished red brick building contrasting with the imposing formality of the adjacent three storey structure. Ecclesiastical and Italianate design also contributes to the streetscene.

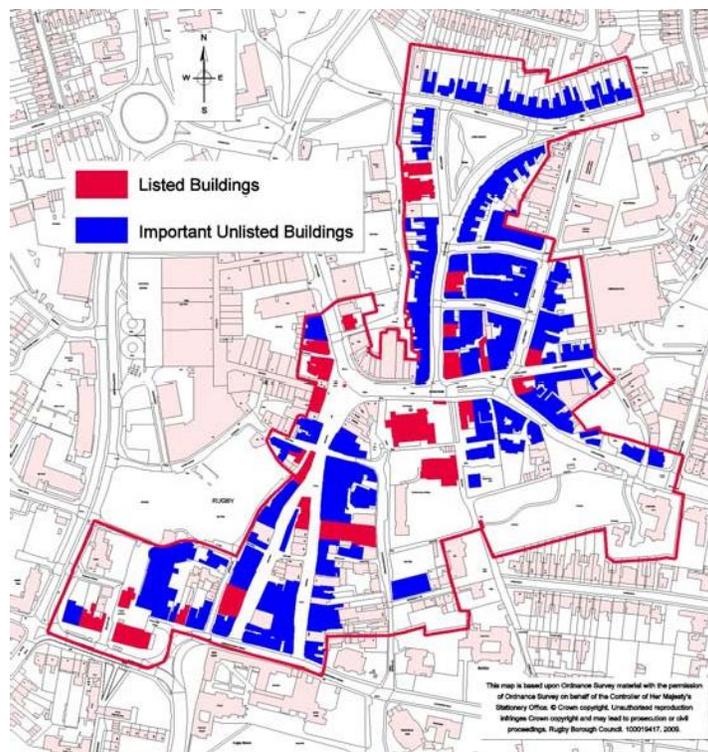
The buildings in Castle Street include a prominent terrace, small scale former industrial buildings and low key Victorian architecture. Together they provide a visually interesting and varied street scene.

Church Street provides terracing from the Victorian period which reinforces the sense of enclosure and demonstrates the expansion of the town throughout that period. The lower scale buildings, such as The Squirrel, contribute and are an important example of the residential buildings and yards that formerly characterised that part of the Conservation Area.

Individual buildings in Little Church Street make a positive contribution to the character and appearance of the Conservation Area including the Churchside Arcade and Merchants. In North Street, the Victorian terrace echoes development on Regent Street. Other notable buildings include The William Webb Ellis pub which reads as part of the terrace (which is listed), the library incorporating dominant glazing and curved elevations, and the Victorian terrace on St Matthew's Street.

Within High Street, Market Place and Street Church the majority of unlisted buildings contribute to the Conservation Area. The buildings abut the highway and reinforce the sense of enclosure. The important buildings include structures from the Edwardian and Victorian eras and buildings of the Art Deco style.

MAP 6 LISTED BUILDINGS AND IMPORTANT UNLISTED BUILDINGS



STREET FURNITURE

Street furniture is an important element in the Conservation Area since it contributes to the character of overall townscape, public spaces and is seen within the foreground to surrounding architectural composition, ideally it should enhance or reinforce local identity. It is particularly sensitive in a large and commercial environment where the quantity and quality of street furniture can have a fundamental impact on the enjoyment of the area.

The town is the commercial hub of Rugby and attracts a high number of visitors, resulting in the provision of elements which affect the character and appearance of the Conservation Area. CCTV columns, litter bins, street lighting, benches, bollards etc. have an impact on the designation. The majority of these are provided in black and this results in a visual consistency which largely minimises the impact. Rationalisation would be beneficial, however, to reduce unnecessary clutter.

The Conservation Area is at the heart of the town and borders the gyratory system so there is a high level of vehicular activity. This results in road signs, street markings, bollards, gates and railings. A number of these elements have a harmful impact on the Conservation Area. Consideration could be given to removing unnecessary railings, such as along Church Street. Different surface treatments and limited changes in levels could also be considered as an alternative to road markings.

The part of the Conservation Area along Warwick Street accommodates metal bollards, litter bins, a CCTV column and telegraph poles. Collectively these do not benefit the designation. These are mixed with more suitable street furniture such as traditional finger signs and the clock column.

Little Church Street is characterised by a narrow highway with pavements to both sides bordered by granite kerbs. There is no consistency in street lighting with Victorian lamps and modern plain lighting columns used. The two car parks lack significant boundary

treatment and include a mix of metal barriers and low timber bollards. Together with the ticket machines and painted disabled spaces the overall impact is one of inconsistency and clutter. The character of clutter and highway markings is accentuated at the turning head of Little Church Street.

The treatment of surfaces to the foreground of buildings is important. Large areas of concrete slabs, such as to properties on the northern side of Regent Place or Warwick Street, provide a harsh setting. A smaller scale surface treatment would reduce the engineered character and enhance the public/private space delineation.

Sheep Street and High Street are pedestrianised. Both have orange, red and blue paviers with a gated entrance with Lawrence Sheriff Street. Victorian style lighting columns, cycle hoops, benches and railings around trees also feature. There is a general consistency with the street furniture painted black. At certain points, such as the juxtaposition of Sheep Street and Wooll Street, circular quatrefoil patterns are laid in paviers.

The most effective street furniture is relatively unobtrusive. Street lighting provided on buildings, for example in Regent Street, provides adequate lighting but minimises street clutter.

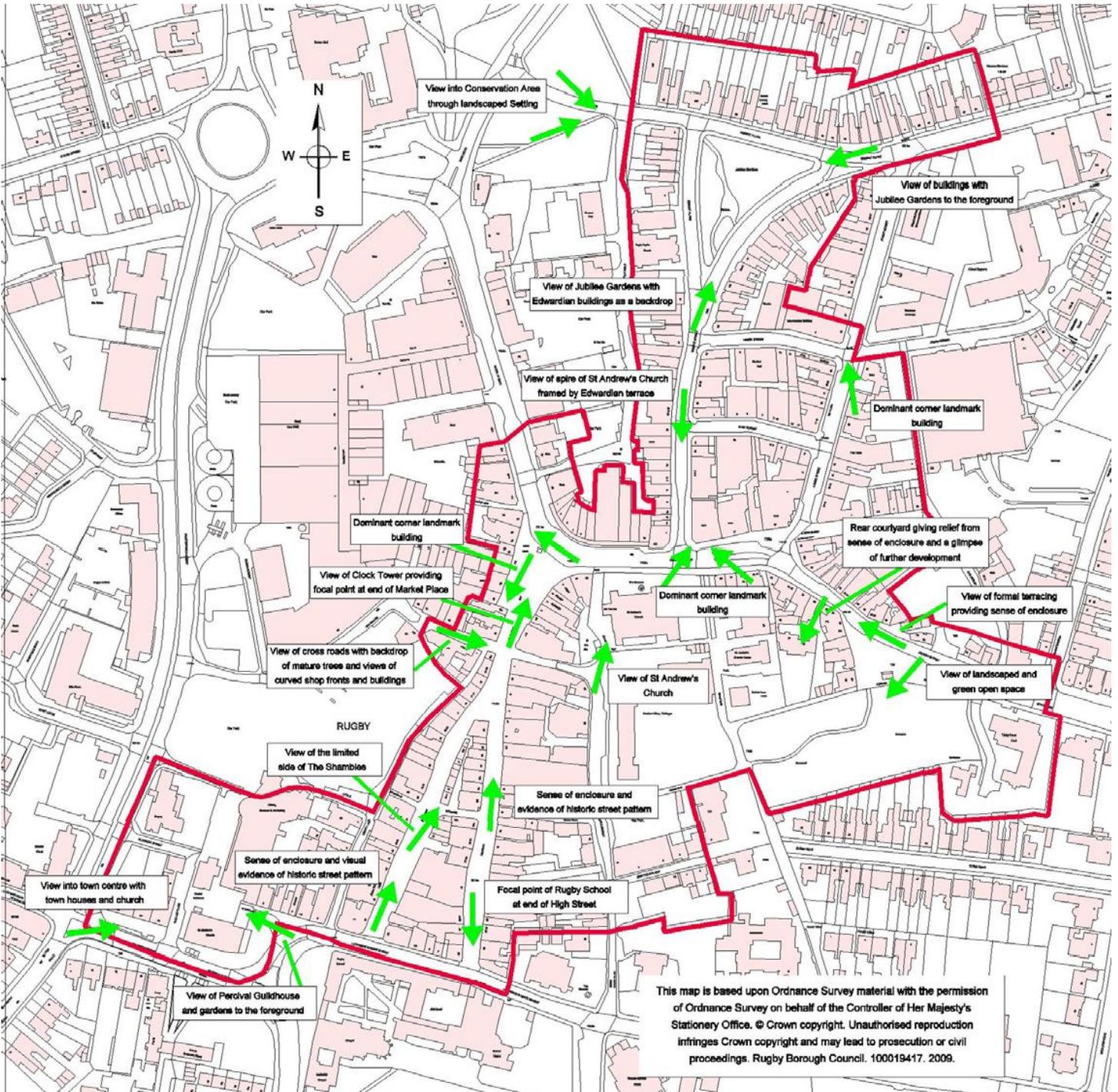
The use of sympathetic boundary treatment can enhance the Conservation Area. Use of decorative railings, such as those bordering St Andrew's Church, provide a relatively open form of boundary treatment and a suitable setting for the building behind. Close-boarded fencing along Little Church Street has a deadening effect and closes off the site from the adjacent footpaths.

A sense of place and history is provided by the bronze 'bricks' depicting Rugby players on pavements.

Groups of street furniture generally do not benefit the area. The three plain modern BT telephone boxes to the side of St Andrew's Church appear an incongruous feature in the street scene. More occasional traditional telephone boxes would enhance the area.

Benches are provided at points within the Conservation Area. In Jubilee Gardens the benches do not face the focal spire of St Andrew's Church with the Edwardian terracing framing the view. The groups of benches on the pedestrianised roads would benefit from a better local environment to appear less stark and improve the amenity of users.

MAP 7 KEY VIEWS AND VISTAS



EXISTENCE OF ANY NEUTRAL AREAS

The environmental quality of the Conservation Area is generally good but there are a number of neutral elements. The small area of open space to the south of Church Street and north of the Holy Trinity Churchyard is a large expanse of hardstanding with limited landscaping. The area's potential is not maximised and could be enhanced to be part of a larger open space adjacent to the green character of the churchyard. The buildings to the west of this area are two-storey flat roof structures and are of little visual or historic merit.

The curved terrace from the 1960s on the northern side of Church Street, together with the terracing along the eastern portion of Market Place, maintains the sense of enclosure by abutting the pavement. However, the style of the buildings is plain and represents a neutral form of architecture.

The buildings to the south of Dukes Jetty are neutral, not responding to the form of surrounding buildings. The buildings create a group which do not reflect the quality of the surrounding architecture.

The group of buildings on the western side of Drury Lane, behind the Three Horseshoes, does not make a positive contribution to the Conservation Area; improvements to the window design would enhance the elevation. A further neutral area accommodates the surgery building in Corporation Street.

Parts of Little Church Street are neutral including the rear of Marks and Spencer and the service yards and vehicular accesses fronting onto Little Church Street. The area to the west of St Andrew's Church provides clear views of the rear of buildings fronting Market Place and does not contribute positively to the character or appearance of the Conservation Area. The eastern side of Little Church Street is affected by gap sites which currently provide unattractive car parking areas. The new housing development

along Windsor Court/Little Church Street responds well to local character reflecting local scale, use, grain and density. The courtyard creates interesting views towards the backs of historic buildings. The 1960's building in the grounds of Herbert Gray College also has a neutral impact.

CONCLUSIONS

The overall historic character of Rugby Town Centre Conservation Area has been well-maintained and most architectural details in the older buildings have been preserved. The settlement character can be divided into three sections, the Edwardian area around Regent Street, the Victorian area around Church Street and Albert Street and the historic market area around Market Place, High Street and Sheep Street.

The historic road pattern remains remarkably unchanged from the early development of the town. The importance of the market in the evolution of the town is clear. The high visual quality of the Victorian and Edwardian development demonstrates the wealth and extent of the development of Rugby during those periods. There are a number of landmark buildings such as the St Andrew's Church and the Lloyds/TSB building. However, one of the defining characters derives from the cumulative quality and the

group value of buildings such as the Edwardian terracing in Regent Street and the Victorian development in the Market Place, High Street and Sheep Street.

The area is predominantly characterised by built development. The areas of open or green space are however important and a number of trees make a positive contribution to the character and appearance of the Conservation Area.

The overall quality of the Conservation Area remains high with the later infill development generally having a minor unobtrusive impact responding to the main characteristic elements within the designation e.g. plot width and height. There is scope for further enhancement by improving neutral buildings and spaces. In particular Little Church Street requires positive development which fronts onto the road in order to reverse the trend of development with blank elevations backing onto the highway from High Street.

PRESERVATION AND ENHANCEMENT

General Condition

The Conservation Area is in a generally good condition in terms of building and maintenance of open spaces and landscaping. There are a number of buildings which would benefit from sensitive refurbishment but no buildings are at risk or any in a serious state of disrepair.

Problems, pressure and capacity to change

Economic pressures to develop must be dealt with in a manner that gives due consideration to the impact of development within its context and on the character and appearance of the Conservation Area. These include the immediate site, wider views and vistas and mature trees. The occupancy level of shops and offices is partly dependent on the wider economy and empty shops and offices, or upper floors, erode the vibrant character of the town.

Incremental changes to buildings can affect the character and appearance of the Conservation Area. Alterations to the original roof materials, such as replacing original

slate with concrete tiles, removing chimneys or replacing timber sash windows with upvc fenestration, would contribute to the erosion of the area.

Commercial pressure to use corporate signage or to enlarge single shops would increase the impact of the commercial operation and reduce the rhythm of frontages to buildings.

As the Conservation Area covers the commercial centre of the town it is the vehicular hub of the settlement. The impact of vehicles is therefore significant and likely to increase in the future. Parked cars along highways such as Regent Street adversely affect the appearance of the Conservation Area while noise and disturbance from vehicles affects the amenity of the area.

Future management proposals

The Local Planning Authority has a duty to ensure that proposals for development either preserve or enhance the character or appearance of the conservation area. Rugby Borough Council is committed to this duty.

In order to ensure that proposals for development can be adequately addressed the submission of detailed plans and elevation will be required with the submission of any planning application within the conservation area. This is likely to require the submission of drawings relating to new building within its context and street scene, 1:50 scale drawings of plans and elevations are considered an appropriate scale. For more detailed proposals, and for specific elements of a proposed scheme, for example fenestration details, scale drawings of 1:5 or 1:10 may be required. A Design and Access Statement will also be necessary.

Opportunities for enhancement

Although the visual quality of the Conservation Area is significant there are areas where improvements could take place:

- Provision of boundary treatment of properties fronting onto the northern section of Regent Place. This could take the form of a red brick dwarf wall with simple railings or hedging. Reinstatement of planting to frontages in place of paving would greatly enhance the appearance of the area;
- Removal of large adverts and signs from buildings fronting onto Jubilee Gardens. These buildings maintain a domestic appearance and visual clutter from signage erodes this character;
- Replace upvc windows with timber sash windows using original examples as reference;
- Replace concrete tiles with reclaimed slate or a good slate substitute using local or original examples as reference;
- Provision of delineation between public and private space on buildings along the eastern side of Regent Street fronting onto Jubilee Gardens. This could take the form of dwarf walls/railings of uniform design or a sympathetic alternative surface treatment such as cobbles/setts adjacent to shop windows;
- Enhance Jubilee Gardens through removal of clutter and low level landscaping to create more of a village green;
- Use alternative surface treatments for pavements where large concrete slabs are currently used. The scale of paving module, e.g. slabs, should be consistent within the Conservation Area and the layout should reflect historic precedent.
- Slabs should replace the non-traditional paviour. Enhancement of Church Walk, and the network of linking paths, should be considered, including, for example bond gravel surface, Victorian style lighting and signage. Vehicular crossings over pavements could be laid with setts. A paving strategy and maintenance plan, based on best national practice and advice for Conservation Areas, for the whole of the public realm should be provided to maintain consistency and quality.;
- Consider the pedestrianisation of Regent Street to reduce the intrusion of vehicles and enhance the local environment;
- Sympathetically refurbish the small scale buildings on Church Street adjacent to The Squirrel public house;
- Enhance the open area which currently accommodates the wc's and electricity substation to the front of the Holy Trinity Churchyard. Additional soft landscaping would reduce the dominance of hard surfacing and allow the area to be more widely used and be read in conjunction with the adjacent open space;
- Seek alternative uses/re-uses of unoccupied buildings. Empty buildings detract from the character and appearance of the town and have a deadening impact.

- Remove highway safety, or visi-rail, railings to reduce the over engineered appearance and reduce clutter. An audit should be carried out and a Maintenance and Design Plan produced to improve quality and appearance based on best national practice and advice for Conservation Areas;
- Consider redeveloping the 1960s terracing along Church Street to provide a series of facades with more distinctive style and architectural design opposite St. Andrew's Church;
- Redevelop the poor frontages to 9, 9A and 10 Market Place and the block of modern buildings between Dukes Jetty and the former Woolworths building to provide buildings that enhance the area;
- Enhance rear courtyards and alleys with cobble surfacing and soft landscaping;
- Redevelop the Herbert Gray College site to remove the 1960s building and replace with a landmark structure, maximising the key landscaping features on the site;
- Redevelop the car parks in Little Church Street thus removing gap sites from the street scene, creating a unity in built form, sense of enclosure and providing greater architectural animation onto the street;
- Erect gates and means of enclosure onto the rear service yards that front onto Little Church Street in order to reduce visual blight;
- Revise the rear elevations of buildings that back onto Little Church Street to provide more frontage onto the street;
- Provide screening or further building to the rear of the 1960s terracing that fronts onto Market Place (to the west of St Andrew's Church) to provide greater street frontage to the northern end of Little Church Street;
- The list of Buildings of Local Architectural or Historic Interest should be updated.

APPENDIX 1

Summary of listed buildings in Rugby Town Centre Conservation Area

Albert Street

2, 4, 6 & 8 Albert Street, Grade II.

Chapel Street

1 Chapel Street, Grade II.

Church Street

Church of St Andrew, Church Street, Grade II*.

Churchyard Gateway, Church Street, Grade II.

14 Church Street, Grade II.

16 Church Street, Grade II.

18 & 18A Church Street, Grade II.

66 & 68 Church Street, Grade II.

Church Walk

Churchyard Gateway, Church Walk, Grade II.

Herbert Gray College, Church Walk, Grade II.

Eastfield Place

Masonic Hall, Eastfield Place, Grade II.

High Street

4 High Street, Grade II.

37 High Street, Grade II.

38 High Street, Grade II.

40 & 41 High Street, Grade II.

42 High Street, Grade II.

Market Place

Clocktower, Market Place, Grade II.

11 & 12 Market Place, Grade II.

13 Market Place, Grade II.

14 Market Place, Grade II.

15 & 15A Market Place, Grade II.

20 & 21A Market Place, Grade II.

21 & 22 Market Place, Grade II.

23 & 24 Market Place, Grade II.

Crown Hotel, 25 Market Place, Grade II.

Regent Place

Baptist Sunday School Hall, Regent Place, Grade II.

Baptist Church, Regent Place, Grade II.

Regent Street

8 Regent Street, Grade II.

16, 18 & 20 Regent Street, Grade II.

St Matthews Street

5 & 6 St Matthews Street Grade II.

Percival Guildhouse, St Matthews Street, Grade II.

Warwick Street

23 Warwick Street, Grade II.

24 Warwick Street, Grade II.

Church of St Matthew, Grade II.

APPENDIX 2**Useful Contacts**

A copy of this appraisal will be available at the Rugby Borough Council offices and on the Council's website at www.rugby.gov.uk.

For specific information about the conservation area and conservation issues please contact:

Development Strategy
Rugby Borough Council
Town Hall
Evreux Way
Rugby
CV21 2RR

Tel: 01788 533 533

Email: localplan@rugby.gov.uk

For further information relating to archaeology contact:

County Archaeologist
Warwickshire Museum Field Services
The Butts
Warwick CV34 4SS
Tel: 01926 412276
Fax: 01926 412974

For further information relating to listed buildings and conservation areas contact:

Historic England
The Axis
10 Holliday Street
Birmingham
B1 1TG

Tel: 0121 6256888

Email: midlands@HistoricEngland.org.uk

For detailed advice on repairing and restoring Georgian houses, contact:

The Georgian Group
6 Fitzroy Square
London
W1T 5DX

Tel: 087 1750 2936

Email: office@georgiangroup.org.uk
For "Care for Victorian Houses" leaflet, contact:

The Victorian Society
1 Priory Gardens
Bedford Park
London
W4 1TT

Tel: 020 8994 1019
Email: admin@victoriansociety.org.uk

For a range of technical advice leaflets, contact:

The Society for the Protection of Ancient Buildings (SPAB)
37 Spital Square
London
E1 6DY

Tel: 020 7377 1644.
Email: info@spab.org.uk

APPENDIX 3

Bibliography

Streets for All (West Midlands)	English Heritage
Shopfront and Advertisement Design Guide	Rugby Borough Council
Security Shutters for Commercial Premises	Rugby Borough Council
Streets for All West Midlands	English Heritage
Local List of Buildings of Architectural Interest	Rugby Borough Council
Rugby A Pictorial History	E W Timmins
Warwickshire Towns and Villages	Geoff Allen
A History of Warwickshire	
Planning for the Historic Environment (PPS5)	
Rugby Borough Local Plan 2006 Saved Policies	
Submission Core Strategy	

GLOSSARY

Bargeboards: board at the gable of a building covering the ends of the horizontal roof timbers and forming a 'V', often pierced and decorated.

Bay window: window of one or more storeys projecting from the face of the window at ground level.

Casement: window hinged at the side.

Corbel: block of brick projecting from a wall.

Dormer window: window standing up vertically from the slope of a roof.

Framed building: where the structure is carried by the framework.

Mullion: vertical member between the lights of a window opening.

Rendering: the process of covering outside walls with a uniform skin to protect from the weather.

Transom: horizontal member between the lights of a window opening.

Vernacular: the traditional local construction style.