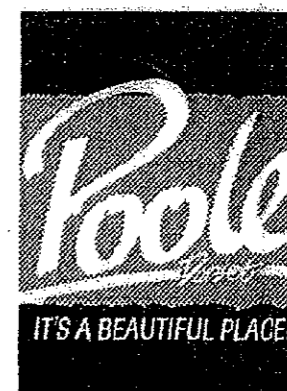


The Avenue Conservation Area

(Designated - July 1989)



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CHARACTER

The Avenue Conservation Area is characterised by large houses in high-density planting and mature landscaping, creating a sylvan residential character.

The area can be divided into three distinct zones:
The Avenue itself; streets to the east; and streets to the west.

1. The Avenue:- The street is lined on either side by tall, mature trees and low shrubbery. There are good examples of 1920s and 1930s domestic architecture on The Avenue, constructed of red brick and render, or harling with clay roof tiles. Development is low density with substantial properties set in large, well landscaped gardens behind low brick walls or fences.
2. Streets to the east of the Avenue:- Buildings are generally from the late Victorian/Edwardian era. Ornate detail is a typical feature with turrets, decorated timber bargeboards and porches and bay windows with coloured glass. The properties on Pinewood Road are a particularly good example of Edwardian architecture and possess a uniformity of style derived from the use of steep gables, broad areas of fenestration, divided into vertical sections and bold angular bays.

A major feature of this area that adds to its character is the preponderance of low brick walls that survive on the front garden boundaries. They are around one metre in height and are decorated with dentil courses and panels.

A sense of spaciousness is created as a result of the sylvan character of the area. Mature trees and hedges such as laurel, rhododendrons and hawthorn line the roads in the area. Clumps of trees are also found in the area contributing to this character.
3. Streets to the west of the Avenue:- The remainder of the area is also residential in character with the buildings largely being constructed of red brick and render with red clay roof tiles. Some of the properties also have tiles hung on their front elevation and are good examples of Arts and Crafts architecture. Development is of low-density with large detached buildings set in large, well-landscaped grounds. The buildings are usually glimpsed through the vegetation.

KEY ISSUES

TRAFFIC AND MOVEMENT

- Where new development has occurred, the well landscaped boundaries which are a characteristic of the area are often not repeated due to the requirement for sight lines.

LAND USE

- Some of the residential properties have been converted into nursing homes and guest houses. As a result of these uses, extensions have been built, many of which are out of character with the area.
- A requirement of changes of use to institutional uses is the provision of additional car parking - this often results in the front gardens of properties being hard surfaced which is detrimental to the character of the conservation area.
- Pressure for new housing in the form of infill or plot division poses a threat to vegetation, boundary walls and character.

ENHANCEMENT AND PRESERVATION

- New proposals for development or extension must be subservient to the original building and in character with the building and area.
- Mature landscapes should be protected and enhanced as they are a major contributor to the character of the area.
- Brick boundary walls, and in some cases fences, are a major feature of the area and need to be protected and, where proposed for replacement, to be replicated.
- Where new development or intensification is proposed, the potential impact on the appearance and character of the area will be given early consideration. Proposals that might prejudice the character will be resisted.
- The impact of the motor car needs to be assessed when determining applications for development within the area. Proposals that would result in unacceptable levels of parking will be resisted.

