

LOWER FROYLE CONSERVATION AREA
CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN: CONSULTATION DRAFT
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LOWER FROYLE: CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Purpose Of This Guidance

This consultation draft of the Lower Froyle Conservation Area Appraisal and Management Plan seeks to:

- Record and analyse the special interest of the Lower Froyle Conservation Area;
- Recognise the designated and non-designated heritage assets which comprise the conservation area;
- Identify issues relating to condition and detracting features, as well as opportunities for enhancement; and
- Set out an action plan with guidance and recommendations for the positive management, preservation and enhancement of the conservation area.

A conservation area is defined as an 'area of special architectural or historic interest the character of which is it desirable to preserve or enhance'. Approximately 2.2% of England is covered by conservation areas. It is a requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 that all local planning authorities 'formulate and publish proposals for the preservation and enhancement' of conservation areas within their jurisdiction, and that these documents are periodically reviewed.

A glossary of terms used in this document is provided in Appendix C.

Summary Of Special Interest

The special interest of the Lower Froyle Conservation Area is derived from the following key factors:

Strong vernacular character. The prevalence of traditional construction methods and local materials including brick, malmstone, clay, thatch and timber creates a strong vernacular character.

Architectural variety. Even across the vernacular buildings in the conservation area, there is notable diversity in scale, massing, orientation, materiality and architectural detail. This lends an informal, organic character and creates significant visual interest.

Georgian architecture. The survival of several substantial yeoman farmer's houses, which were built or re-faced during the 18th century, enhances the historic character of the conservation area and illustrates the economic prosperity of the settlement during the Georgian period.

Survival of agricultural buildings. The high rate of survival for historic agricultural buildings (including barns, hop kilns and granaries) makes an important contribution to the rural character of the conservation area and demonstrates the importance of the agrarian economy to the evolution of Lower Froyle.

Retention of historic settlement pattern and configuration. The conservation area has an informal, linear planform, characterised by gaps between buildings, pockets of green space and proximity to open countryside. There are many historic farmsteads which retain their historic yard configurations. The historic network of roads and lanes leading into and out of the conservation area is well preserved, which enhances the historic character of the settlement.

Age of buildings. A high proportion of the buildings within the conservation area date from the 15th-18th centuries. The density of historic building stock within the conservation area lends a very strong traditional character and illustrates the long history of the village.

Modest public realm. The notable lack of street-lighting, pavements and road marking paint and limited street furniture enhances the informal, rural character of the settlement.

Presence of trees and open space. The abundance of mature trees, hedgerows and green space within the conservation area heavily informs its rural character. The pond at the bottom of Husseys Lane, once central to the life of the agricultural community in Lower Froyle, is a particularly significant open space and confers a high degree of historic as well as aesthetic interest.

Landscape setting. The rural character of the conservation area is enhanced by views into the surrounding countryside. The absence of modern development to the eastern and western ends of Froyle Road preserves the visual relationship between the conservation area and its landscape setting and creates a strong sense of arrival/departure at the edges of the settlement.

EXECUTIVE SUMMARY

Summary Of Heritage Assets

There are 34 listed buildings within the conservation area; these are recognised and statutorily protected for their architectural or historic interest. Additionally, this Conservation Area Appraisal and Management Plan identifies the buildings, structures and features within the conservation area which make a positive contribution to its character.

Summary of Condition, Detracting Features and Opportunities for Enhancement

Common problems regarding condition:

- Lack of maintenance to historic boundary walls, resulting in deterioration and loss of fabric;
- Inappropriate repairs with cementitious mortar, which is particularly prevalent to historic boundary walls.

Detracting features:

- Limited numbers of uPVC windows and rainwater goods, which detract from the historic character and aesthetic interest of the conservation area;
- Limited numbers of redundant satellite dishes/television aerials, which detract from the historic character of the streetscapes;
- Limited examples of detrimental modern intervention such as the use of concrete roof tiles.

Opportunities:

- To address the identified minor detracting features.

Management Plan and Recommendations

Any change proposed within the Lower Froyle Conservation Area should seek to:

- Preserve its historical features;
- Enhance, where possible, its special interest;
- Positively contribute to its established character; and
- Be of the highest quality.

Repair and Replacement: The repair of a historic feature should always be explored before replacement. Where a feature is damaged beyond repair, replacement should be carried out on a like-for-like basis (in its truest form, i.e. the same materials and method of construction/installation, as well as appearance and style).

Maintenance: Planned maintenance such as clearing gutters, managing plant growth and re-pointing reduces the need for repair in the longer term. Maintenance requirements are individual to each structure.

Trees: Eligible trees are protected under Tree Preservation Orders and the necessary permission should be sought from East Hampshire District Council before carrying out works.

Public Realm: Historic boundary treatments (both natural and man-made) make an important contribution to the character of the Lower Froyle Conservation Area and should be protected. Future interventions within the public realm should be high quality and sensitive to the established character of the conservation area.

New Development: The guidance in this Conservation Area Appraisal and Management Plan should be consulted at the earliest feasibility stage where substantial development is proposed so that development fully incorporates and respects the special interest of the conservation area. The addition of new features on existing buildings should not detract from their individual positive contribution or the overall character of the conservation area.

Sustainability: The maintenance and continued use of buildings within the conservation area is inherently sustainable and should be encouraged. Measures to improve building performance should give due consideration to the special interest of the conservation area.

INTRODUCTION



SECTION 1.0: INTRODUCTION

1.1 Lower Froyle Conservation Area

Lower Froyle is situated approximately 1.3km north-west of the A31, between Alton and Farnham. It is surrounded on all sides by open fields and woodland. The nearest settlement is Upper Froyle to the south, with less than 500m between the edge of each village. The two settlements lie either side of Saintbury Hill and are connected by Ryebidge Lane.

The conservation area designation covers the historic core of Lower Froyle, which stretches in a roughly east-west direction along Froyle Road from the Anchor Inn to Long Barlands, and in a north-south direction along Husseys Lane from Limit Cottages to Bridge House.

The Lower Froyle Conservation Area was designated in 1995. No amendments were made to the boundary between the original designation and the current appraisal.



— 2025 Conservation Area Boundary

This plan is not to scale

Base plan © GoogleEarth

SECTION 1.0: INTRODUCTION

1.2 Definition Of A Conservation Area

A conservation area is defined as an *'area of special architectural or historic interest the character of which it is desirable to preserve or enhance.'*⁰¹

Conservation area designation recognises the unique qualities of an area as a whole. This includes the contribution of individual buildings and monuments but also of other features, including topography, materials, spatial relationships, thoroughfares, street furniture, open spaces and landscaping. All these features contribute to the character and appearance of an area, resulting in a distinctive sense of place.

The extent to which a building, or group of buildings, positively shape the character of a conservation area derives not just from their street-facing elevations but also from the integrity of their historic fabric, overall scale and massing, detailing and materials. Rear and side elevations can also be important.

⁰¹ Section 69 (1), *Planning (Listed Buildings and Conservation Areas) Act 1990*.

1.3 Purpose and Scope of the Conservation Area Appraisal and Management Plan

It is a requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 for all local planning authorities to *'formulate and publish proposals for the preservation and enhancement'* of conservation areas within their jurisdiction and for these documents to be periodically reviewed.⁰²

It is important for local planning authorities to maintain an up-to-date strategy for the positive management of conservation areas so that they can be carefully adapted and continue to thrive. These public documents define and record the special interest of a conservation area and set out a plan of action for its on-going protection and enhancement.

Over time, conservation areas evolve and the integrity of characteristics which underpin their special interest may depreciate due to gradual alteration. It is therefore important to review and take stock of the character of a conservation area at intervals to ensure designation is still suitable and that the proper tools to manage change are in place.

Reviews often find that conservation area boundaries were previously drawn too tightly or include peripheral areas which do not contribute to an understanding of its character. Consequently, it is important to review the boundary and include/exclude buildings and spaces which do/not meet the requirements for conservation area designation.

⁰² Section 71 (1), *Planning (Listed Buildings and Conservation Areas) Act 1990*.

This Conservation Area Appraisal and Management Plan seeks to:

- Record and analyse the special interest of the Lower Froyle Conservation Area;
- Recognise the designated and non-designated heritage assets within the conservation area;
- Identify issues relating to condition and pressures for change; and
- Set out an action plan with guidance and recommendations for the positive management, preservation, and enhancement of the conservation area.

Although this document is intended to be comprehensive, the omission of any building, structure, feature or space does not imply that said element is not significant or does not positively contribute to the character and special interest of the conservation area. The protocols and guidance provided in Section 5 (the Management Plan) are applicable in every instance.

The assessments which provide the baseline information for this Conservation Area Appraisal and Management Plan have been carried out utilising publicly available resources and through on-site analysis from the public thoroughfares within the conservation area.

SECTION 1.0: INTRODUCTION

1.4 Planning Policy

1.4.1 National Planning Policy

Conservation areas were introduced in the United Kingdom under the Civic Amenities Act 1967. They are now governed under the Planning (Listed Buildings and Conservation Areas) Act 1990. The National Planning Policy Framework (revised December 2024) sets over the overarching requirement for local planning authorities to identify and protect areas of special interest (paragraph 204).

1.4.2 Local Planning Policy

1.4.2.1 Local Plan

Part 1 of the Local Plan, the Joint Core Strategy, was adopted by East Hampshire District Council on the 8th of May 2014. Part 2, Housing and Employment Allocations, was adopted on the 7th of April 2016. These documents detail the local planning policies that will shape and guide development in Froyle to 2028. The below policies are most relevant to the Lower Froyle Conservation Area:

- Policy CP29: Design
- Policy CP30: Historic Environment

The emerging Local Plan for 2021-40 is currently under preparation, with a draft of the document made available for public consultation in early 2024. The relevant policies within the latest iteration of the draft local plan are:

- Policy NBE14: Historic Environment
- Policy DES1: Well-Designed Places
- Policy DES2: Responding to Local Character
- Policy DM2: Trees, hedgerows and woodland
- Policy DM3: Conservation Areas
- Policy DM4: Listed Buildings
- Policy DM7: Archaeology and ancient monuments
- Policy DM10: Locally important and non-designated heritage assets

1.4.3 Guidance

The Froyle Village Design Statement, produced in 2016, is a material consideration in the planning process.⁰³ This document assesses the established character of the village and provides a range of design guidelines for new development within the village.

This Conservation Area Appraisal and Management Plan has been prepared in line with guidance published by Historic England, the government-appointed body for the management of the historic environment in England, particularly Conservation Area Appraisal, Designation and Management, (updated February 2019). Their guidance and publications are subject to periodic review and users are advised to check for the most up-to-date guidance.

1.5 Consultation

To follow.

⁰³ Froyle Village Design Statement, 2016.

SECTION 2.0: CHARACTER



SECTION 2.0: CHARACTER

2.1 Summary History

Early History: There is a long history of human activity in the wider area around Upper and Lower Froyle, with archaeological findings including prehistoric implements and landscape features, and Roman archaeology.

Lower Froyle in the Medieval Period: The manor of Froyle, which comprised the approximate area of Upper Froyle today, was recorded in the Domesday survey of 1086.⁰¹ There were two sub-manors in Lower Froyle during the medieval period – Hussey’s and Brocas. The production of cider and the wool trade were fundamental to Froyle’s economy during this time.

Lower Froyle in the 17th Century: Arable farming had replaced animal husbandry as the main source of income for Lower Froyle by the middle of the 17th century. The production of corn, wheat and later hops proved highly profitable. The substantial expansion of Silvester’s Farm during the 1670s illustrates the economic success of arable farming in the region.⁰²

18th Century: Many of the historic buildings in Lower Froyle were constructed or adapted during the 18th century, illustrating the financial success of arable farmers who were able to grow an abundance of corn and hops in the surrounding landscape.

19th Century: The economic profile and settlement pattern within Lower Froyle changed little over the course of the 19th century. However, there were some additions to the village including the construction of a Methodist Chapel off Froyle Road in the early 1860s and a temporary church, built mostly out of corrugated iron, at the bottom of Well Lane.

20th-Century Developments: The early 1900s saw the construction of several new cottages throughout the village and a new public house on the site of an older one (The Prince of Wales). In the post-war era, there was some new development in the wider setting of the historic core – along Ryebidge Lane and at Westburn Fields to the south of the village. In the later 20th century, several bungalows were constructed along the northern side of Froyle Road, to the east of Well Lane.



Looking west along Froyle Road from Silvester’s Farm towards Golden Cottage, 1930s. *Froyle Archive*.



St Joseph’s Church, at the bottom of Well Lane, pictured during the early 1900s. *Annette Booth, Froyle: 100 Years of Memories, 2000*.

⁰¹ Froyle Archive, ‘Ancient Froyle’, <https://www.froyle.com/af.htm>

⁰² Christopher Hussey, *An English Village: Froyle, Hampshire*, 1941. Accessed via Froyle Archive.

SECTION 2.0: CHARACTER

2.2 Illustrated Historical Development

There is a long history of human activity around Upper and Lower Froyle, as shown by the range of archaeological finds in the area. Mesolithic flints (c.12,000 – 4,000 BC) were discovered during the excavation of a pond off Gid Lane in Upper Froyle in 2016, Neolithic landscape features (c.4000 BC – 2,300 BC) were recently discovered between Upper Froyle and Alton, Bronze Age barrows (c.2,300 BC to 800 BC) have been located between Lower Froyle and Long Sutton and Iron Age pits (c.800 BC to 43 AD) were found to the north-west of Binstead.⁰³

Roman activity has also been evidenced through archaeological findings. The remains of a Roman villa were discovered at Coldrey (on the southern edge of the parish) in the 1950s, a Roman coin was found in the rear garden of a house in Upper Froyle during the late 1950s and a Roman road was identified in aerial imagery on the south side of the River Wey in the 1980s.⁰⁴

The age of the settlement at Lower Froyle is unclear, although there was likely agricultural activity in the area by the mid-13th century when the sub-manor of Hussey's (held by Walter Heusse) is first mentioned.⁰⁵ A sub-manor centred on Brocas Farm is mentioned in 1363.⁰⁶ Both Hussey's Farmhouse and Silvester's Farmhouse contain fabric dating to from the 15th century, and Hussey's may incorporate material from the 13th century.⁰⁷

Maps made prior to the 18th century, such as Saxton's 1575 map of Hampshire, do not distinguish between Upper and Lower Froyle.



Froyle as depicted on Saxton's map of Hampshire, 1575.

⁰³ Wessex Archaeology, *Froyle Estate, Land at Holybourne, Alton, Hampshire: Archaeological Evaluation*, 2020; Historic England Research Records, Monument IDs: 243772; 244033.

⁰⁴ Historic England Research Records, Monument IDs 243939, 243962; 244014.

⁰⁵ Froyle Archive, 'Froyla, Manorial Rights', <https://www.froyle.com/histnotes3.htm>

⁰⁶ Hussey, *An English Village: Froyle, Hampshire*, 1941.

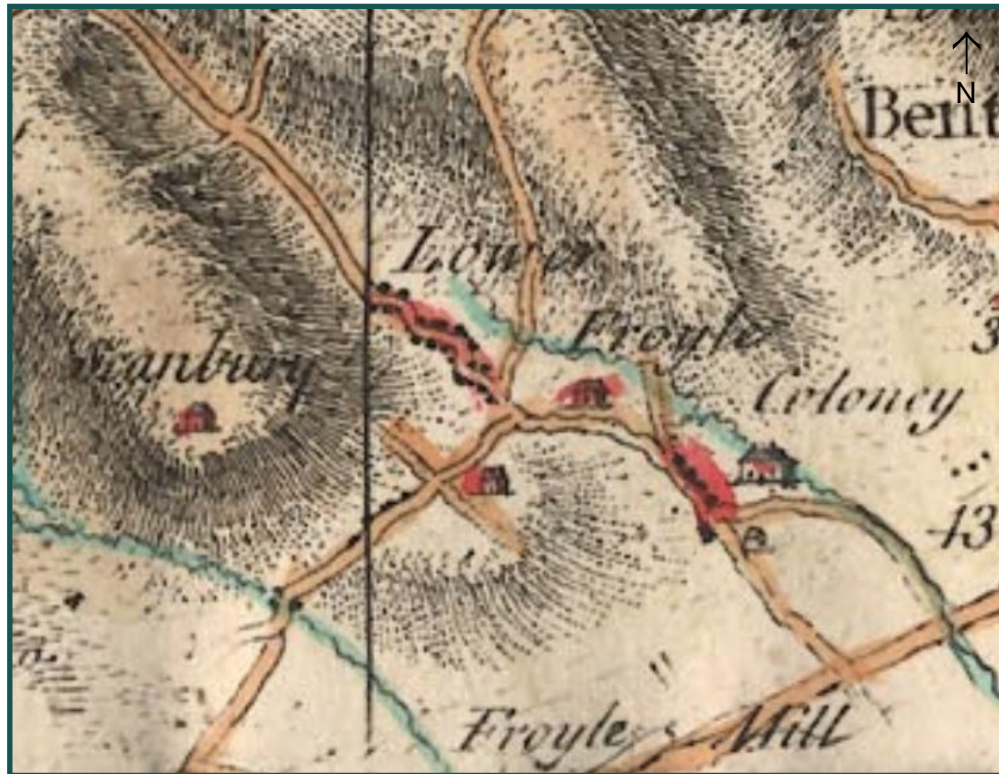
⁰⁷ Ibid.

SECTION 2.0: CHARACTER

Lower Froyle continued to thrive in the 16th and 17th centuries, with many buildings in the conservation area built or heavily adapted this time. These include Hussey's, Silvester's Farmhouse, Ewelme, Brewery Cottage, Old Brewery House, Apple Tree and Pond Cottages, Bridge House, Golden Cottage, Church Cottage, Hodges Farmhouse and Oak Cottages. By this time, arable and hop production had replaced animal husbandry as the main source of income for Lower Froyle.

The number of 18th-century structures throughout the conservation area indicates that the Georgian era was also a prosperous time for the village. Buildings which were constructed or adapted during this time include Brocas Farmhouse, Hodges Farmhouse, Hussey's, Little and Long Barlands, and multiple agricultural structures.

Isaac Taylor's map of 1759 depicts the linear settlement pattern along Froyle Road. The large house depicted to the east of this development may represent the Grade II* listed building known as Hussey's, which was likely the seat of the sub-manor.



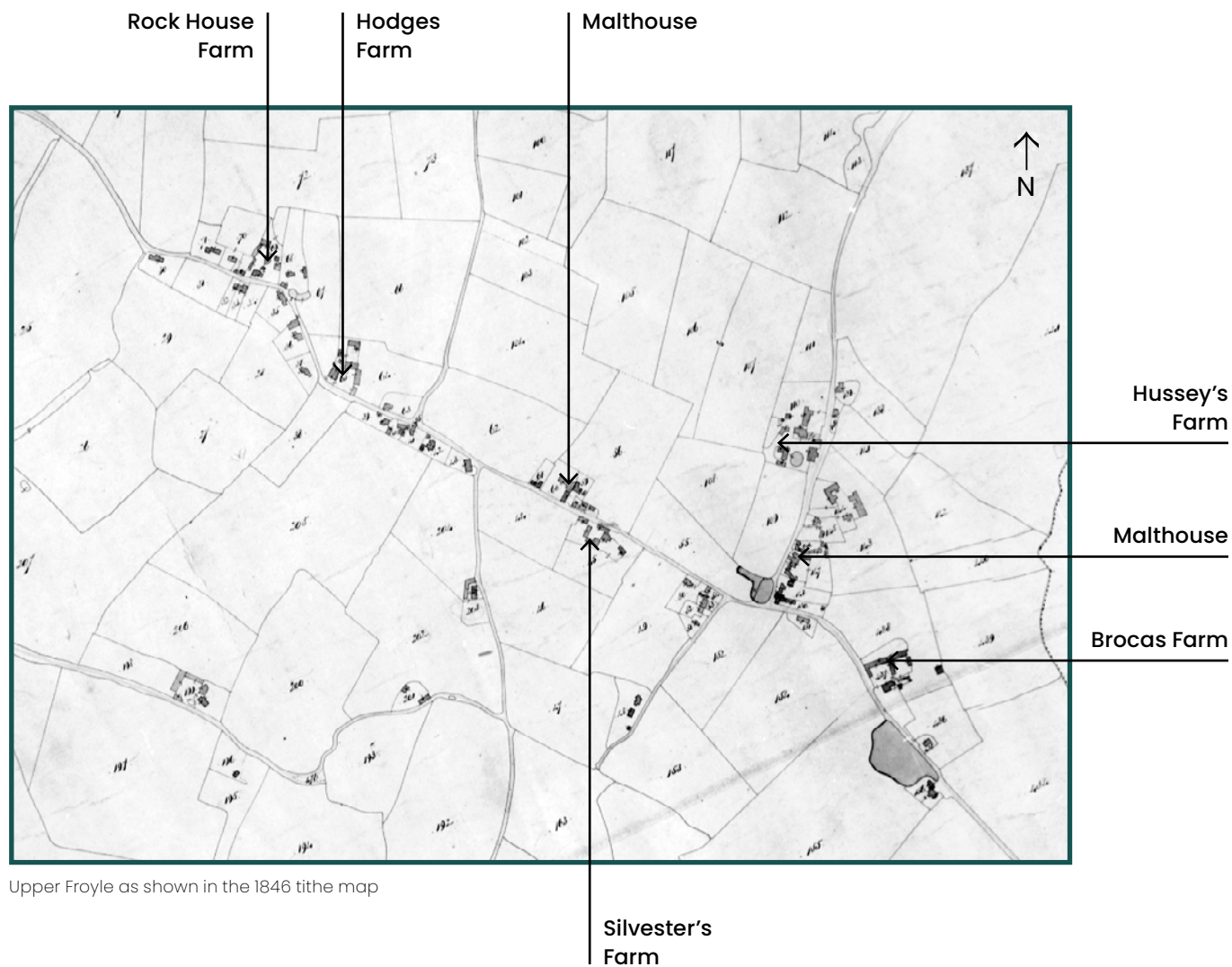
Lower Froyle as depicted in Isaac Taylor's map of Hampshire, 1759.

SECTION 2.0: CHARACTER

In the 1846 tithe map, the boundaries of Lower Froyle are shown to accord with their present proportions, stretching along Froyle Road from the Anchor Inn in the east to Long Barlands in the west and along Husseys Lane from Limit Cottages in the north to Bridge House in the south.

The rural setting of the village is evident here, with many sections of Froyle Road bounded directly by open fields. The map shows two large ponds, one at the Anchor Inn and another at the bottom of Husseys Lane, and two smaller ponds at Hussey's Farm and Rock House Farm. The pond at the bottom of Husseys Lane survives today, and the site of the pond east of Rock House Farm is partially preserved by a pocket of open green space by the roadside.

The tithe map depicts the many farmsteads which had been established in the village over time. It also records the existence of malthouses behind Glebe Cottage on Froyle Road and Brewery House on Husseys Lane. These buildings evidence the historic importance of arable farming and brewing to the local economy.



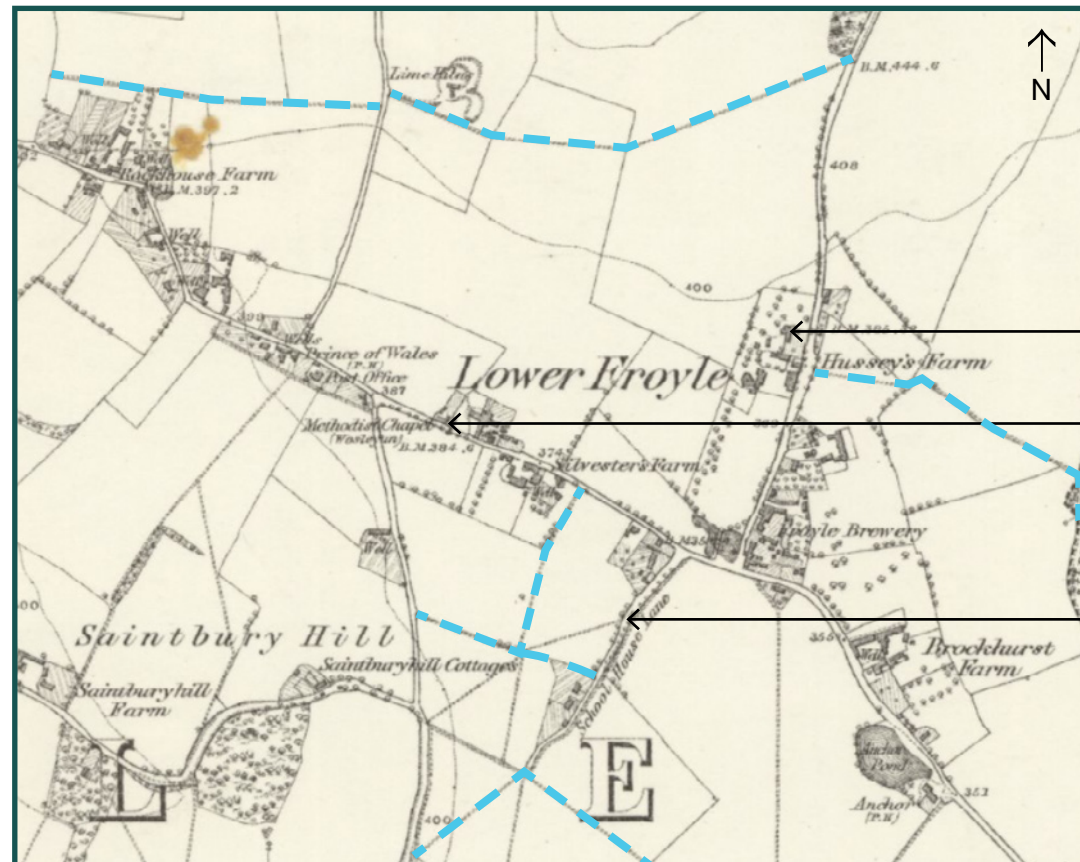
Upper Froyle as shown in the 1846 tithe map

SECTION 2.0: CHARACTER

The boundaries of the village remained unchanged in the 1875 Ordnance Survey. The map does however depict a small methodist chapel on the north side of Froye Road, which had been constructed in 1862. It also shows the addition of the distinctive hop kilns at Hussey's Farm, which had been constructed since the 1840s.

Park Lane, opposite the Husseys Lane pond, was known as School House Lane in the 1870s. There was a Dame School (informal schooling for young children run by women, usually in their own home) on this road before 1856, although it is unclear which house it was based in.

The 1875 Ordnance Survey illustrates the number of footpaths leading into and out of the village. Those depicted in blue on the adjacent map are still in use today.



Outbuilding at Hussey's Farm rebuilt or adapted with the addition of hop kilns since the 1840s

Methodist chapel, constructed 1862, since demolished

School House Lane (now known as Park Lane), illustrates the location of the Victorian Dame School at Lower Froye

Upper Froye as shown in the 1875 Ordnance Survey.

-- Footpaths shown on the 1875 Ordnance Survey which are still in use today

SECTION 2.0: CHARACTER

The most notable change between the Ordnance Surveys of 1875 and 1894 was the addition of St Joseph's Church at the bottom of Well Lane. This was a temporary structure, built predominantly of corrugated iron and intended to be replaced by a permanent building. However, the replacement was never constructed and the church served parishioners in both Upper and Lower Froyle until the mid-1960s when it was finally demolished.⁰⁸ The large pond at the Anchor Inn had been infilled or dried up by 1897.

The village experienced a greater rate of change during the first years of the 20th century. Around 1902, 13 old cottages west of Rock House Farm were demolished and replaced with Rose Cottages and Rock Cottage. Around the same time, Elm Cottage (at that point two separate dwellings) was constructed on the site of older structures at the bottom of Park Lane.⁰⁹ The outbuilding north of Oak Cottage, since converted to residential use, was constructed between 1897 and 1910.

Another key change was the demolition and replacement of the public house, The Prince of Wales, with a mock timber-framed building of the same name. This took place in 1912.

**Rose Cottages,
and Rock
Cottage, built
since 1894**

**St Joseph's
Church,
constructed
between 1870
and 1894 (since
demolished)**



Lower Froyle as shown in the 1910 Ordnance Survey.

**Elm Cottage,
constructed
during the early
20th century**

**Site of Anchor
Pond infilled
between 1870
and 1894**

⁰⁸ Annette Booth, *Froyle: 100 Years of Memories*, 2000.

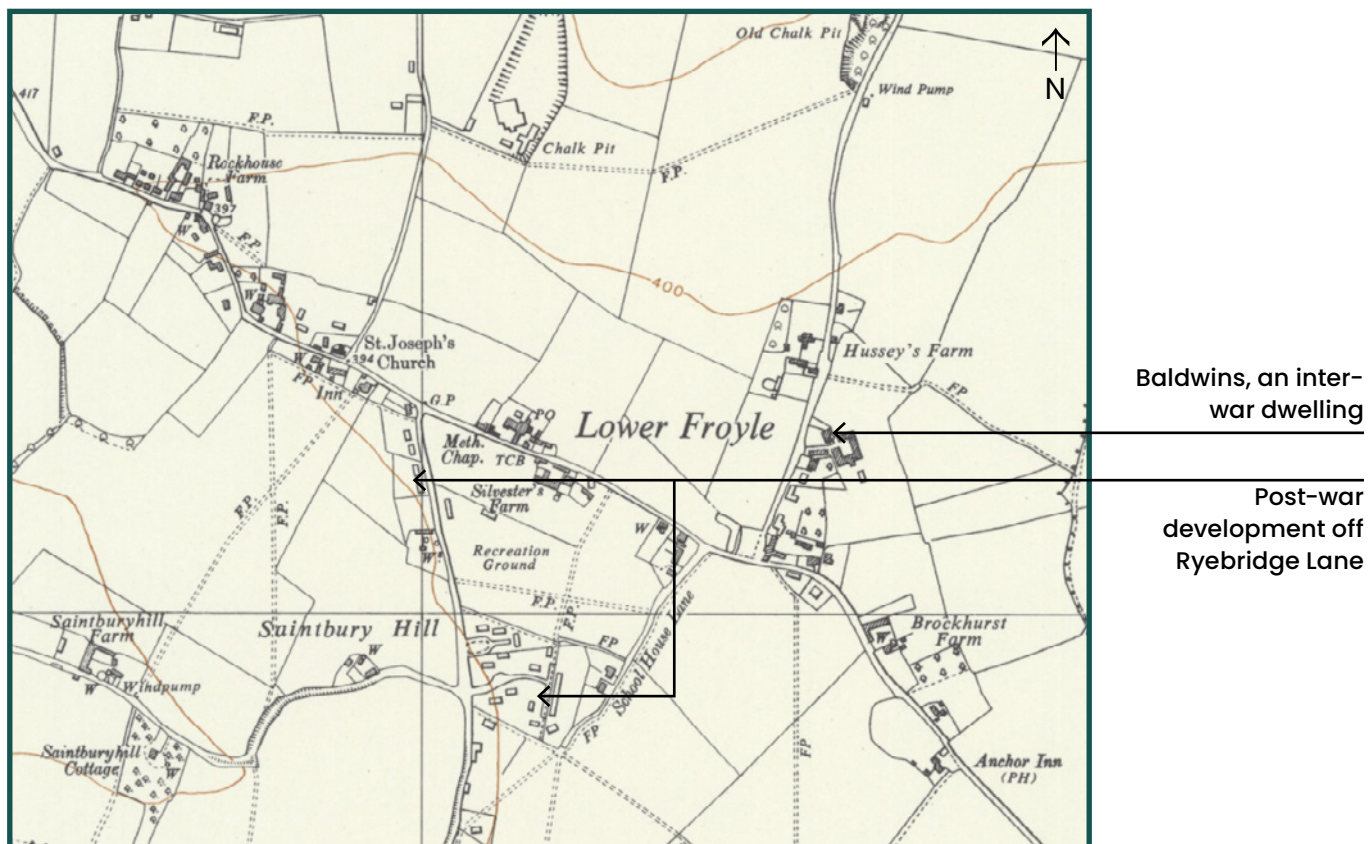
⁰⁹ Ibid.

SECTION 2.0: CHARACTER

The 1960 Ordnance Survey shows little change within the conservation area boundary since 1910. The 1930s dwelling known as Baldwins on the east side of Husseys Lane is shown here, as is the Edwardian pub – the Prince of Wales – at the bottom of Well Lane. It also shows the recreation ground, which had been established during the 1920s. The pond east of Rockhouse Farm was still in situ at this time, and the late 19th-century St Joseph's Church had not yet been demolished.

Whilst there had been little change within the historic core of the village, the 1961 Ordnance Survey depicts changes in the setting of the conservation area – particularly to the south. It depicts four post-war houses on the west side of Ryebriidge Lane, and a small post-war housing estate at Westburn Fields.

The bungalows lining the north side of Froyle Road, east of Well Lane, were built during the last quarter of the 20th century.



Lower Froyle as shown in the 1960 Ordnance Survey.

SECTION 2.0: CHARACTER

2.3 Architecture

2.3.1 Architectural Styles

There are a range of architectural styles found throughout the village, illustrating its evolution over many centuries. Vernacular domestic buildings, most commonly two storeys high, are the most common typology. However, even within the vernacular style there is wide variety in age, style, scale and materiality. Many structures have been extended and reconfigured over time, which lends further interest and creates an organic character. Georgian architecture is also well represented, with several substantial yeoman's houses being built (Brocas) or re-faced (Hodges Farmhouse, Hussey's Farmhouse) during the prosperous years of the 18th century. There are many historic agricultural structures throughout the settlement, and a limited number of polite Edwardian buildings.

Vernacular Buildings: These are buildings constructed with local materials with little or no regard for architectural fashion. Vernacular buildings are often characterised by their modest size and simple finish, and often show signs of having been altered in line with occupant needs over the centuries, perhaps with ad-hoc extensions or infilling of old openings.

Vernacular buildings within the conservation area incorporate a wide range of materials including timber-framing, red and orange brick, malmstone and clay. Some roofs are steeply pitched and thatched, whilst others are half-hipped and covered with handmade clay tiles. These buildings are spread throughout the conservation area, with a higher concentration of timber-framed buildings along Husseys Lane. The high survival rate of such buildings lends a strong historic character.



Church Cottage, a 17th-century vernacular building constructed with a timber frame, brick infill panels and a steeply pitched thatched roof. The irregularly-arranged windows and functional timber weatherboarding to the upper storey are also typical vernacular features.



Apple Tree and Pond Cottages, two 17th-century vernacular structures featuring timber framing and the traditional half-hipped roofs characteristic of the local area.



Ewelme, a pair of cottages which evolved over time from a 16th-century hall house with additions and extensions in the 17th and 18th centuries. The combination of materials (including malmstone, brick, timber and thatch) is typical of the local vernacular.



Ford Cottage, an 18th-century vernacular building of brick construction with a thatched roof and irregular window openings.

SECTION 2.0: CHARACTER

Georgian Neo-Classicism: Neo-Classicism was the dominant architectural style during the 18th and early 19th centuries. Neo-Classical buildings are deliberately designed to be symmetrical with regular windows and features such as columns, pilasters, pediments and keystones. Several buildings within the conservation area demonstrate the Georgian Neo-Classical style. Brocas Farmhouse, built in the early 18th century, incorporated Neo-Classical features from the outset. Most other buildings utilising this style conceal older cores, having been re-faced in the latest architectural fashion during the Georgian period. Hodges Farmhouse, Hussey's Farmhouse and Hussey's are good examples of this.



Brocas Farmhouse is an early Georgian house with typical 18th-century proportions.



Hodges Farmhouse, a 17th-century timber-framed house which was re-faced in the 1760s to accord with the architectural fashions of the time.



Hussey's Farmhouse, which appears from the highway as a Georgian building, has a 15th-century core.



Hussey's, a substantial 16th-century house extended and partially re-clad in the 18th century in the fashionable Neo-Classical style.

SECTION 2.0: CHARACTER

Historic Agricultural/Service Buildings: Throughout the conservation area there are many examples of historic barns, stables, granaries and hop kilns which enhance the rural character of the conservation area and illustrate its origins as an agricultural settlement. These buildings are generally single-storey structures with a functional character. Although many have since been adapted and partially infilled to serve other uses, their functional agricultural character is still appreciable.



One of several substantial 18th-century barns within Lower Froyle. It is a single-storey structure with a half-hipped roof and is clad with timber, as is typical of similar structures in the village and the wider area.



A former barn or stable block east of Hodges Farmhouse, since converted to residential use.



A stable block and hop kiln dating from the mid-19th century on the former site of Rockhouse Farm. Hop kilns, also known as oast houses, can be identified by their steeply pitched pyramidal or conical roofs. They were utilised to dry hops grown on the surrounding land.¹⁰



The complex of historic agricultural buildings on the former site of Silvester's Farm makes a strong contribution to the historic rural character of the conservation area.

¹⁰ Historic England, 500 Years of Oasts and Hop Kilns in England, <https://historicengland.org.uk/whats-new/research/500-years-of-oasts-and-hop-kilns-in-england/>

SECTION 2.0: CHARACTER

Edwardian Domestic Style: Whilst large Edwardian houses, purpose-built urban terraces and civic/commercial structures from the early 20th century were often highly decorative, smaller dwellings such as those found within the conservation area were comparatively simple. The influence of the Neo-Georgian style in Edwardian architecture can be seen in the taste for highly symmetrical facades and sash windows. Rose Cottages and Rock Cottage, at the western edge of the conservation area, incorporate some of these features.

Late 19th and early 20th-century architecture was also heavily influenced by vernacular traditions, and as a result often incorporated traditional features such as tile hanging and mock timber framing. The former Prince of Wales pub on Froyle Road, built c.1912, is a good example of this style.



Rose Cottages, at the western edge of the conservation area, reflect the fashion for symmetry which typified much domestic architecture during the Victorian and Edwardian eras. The low-centred brick arches over the ground-floor windows are another feature common during this time period.



Rock Cottage, which is contemporary with the adjacent Rose Cottages, reflects the Edwardian interest in Georgian architecture. The arrangement of the building across three bays and the incorporation of regularly arranged sash windows self-consciously emulates the Georgian style (seen for instance at Box House slightly further west).



The former Prince of Wales pub, built c.1912 at the bottom of Well Lane, illustrates the influence of vernacular architecture on Edwardian design – note the mock timber framing to the upper storey.

SECTION 2.0: CHARACTER

2.3.2 Materials and Features

Exposed red brick is the most visually prominent material within the conservation area. Brick is a common construction material for all building types within the village and is also found in boundary walls and chimney stacks. There are also several painted/rendered buildings, particularly towards the eastern end of the conservation area.

To a lesser degree, exposed malmstone (a local chalky sandstone) is visible – most notably at Silvester's Farmhouse and along Husseys Lane.

The prevalence of exposed brick and malmstone is complemented by a range of other materials, often used in conjunction with one another, including:

- **Clay:** hand-made clay tiles are frequently used as roofing materials and hung tiles can be found to the upper storeys of some dwellings (modern as well as historic). There are a high number of traditional clay chimney pots across the conservation area.
- **Thatch:** The predominant roofing finish for the oldest buildings within the conservation area.
- **Timber:** There are many timber-framed vernacular buildings across the conservation area. Timber is also seen to doors, windows and porches, and as cladding to some agricultural structures.
- **Slate:** Found as roofing material for some later 19th and early 20th-century dwellings.

Roofs are a mixture of steeply pitched (to older thatched properties in particular) and full or half-hipped to both historic and modern properties throughout the settlement.

Windows are predominantly timber sash or casement, some with traditional leaded lights. The high rate of survival for historic window frames makes an important contribution to the historic character of the conservation area.

Doors are largely timber and are a mixed of historic and traditionally styled modern doors. Some are solid whilst others are partially glazed.



Exposed red brick is the predominant materiality across the conservation area.



The exposed timber frame with rendered and white-painted brick infill panels, thatched roof covering and brick chimney stack are characteristic of the conservation area. The timber window units enhance the historic character of the building and the wider streetscape.



Pale render and paint are a common finish for historic buildings, particularly towards the eastern end of the conservation area.

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The combination of malmstone, red brick and clay tiles at Bridge House illustrates the use of various local materials in combination.



The side elevation on Greenfields Cottage on Froyle Road, illustrating the timber framed core which survives behind a modern render.



This view of the service/agricultural buildings and boundary wall at Hussey's Farm illustrates the characteristic materials palette found across the conservation area – including brick, malmstone, clay and timber.

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2.4 Views

Important views within the conservation area can be categorised as follows:

Views out of the conservation area towards the surrounding countryside (Views 01-06)

The strong visual connection between the conservation area and the surrounding countryside is essential to the settlement's rural character. The proximity of open fields to the edges of the village reflects the agrarian economy which sustained Lower Froyle for most of its history. Views south-eastwards from the eastern extent of Froyle Road take in the relatively flat terrain between the village and the A31, as it slopes gently downwards towards the river Wey. Views to the north and west of the boundary are more dramatic, capturing an undulating landscape crested with woodland to the north-west.

Views into the conservation area (Views 07-11)

Views into the conservation area from the recreation ground and Ryebidge Lane help to illustrate the dispersed linear settlement pattern stretching along Froyle Road. These views also provide an opportunity to appreciate the undulating downland which forms the backdrop to the settlement and lends a strong rural character. The lack of modern development at the eastern and western edges of the village preserves the historic boundaries of the settlement and creates a strong sense of arrival.

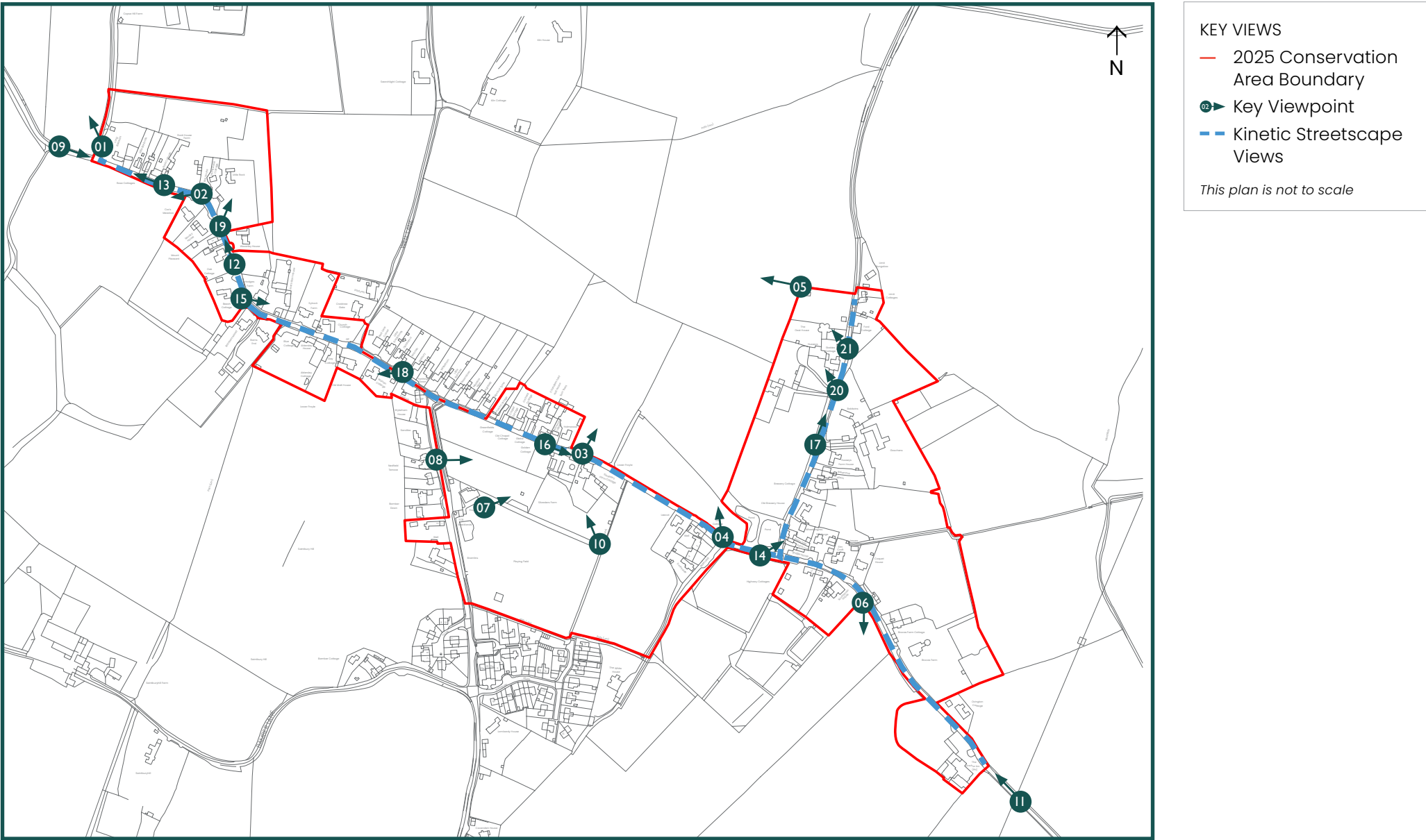
Streetscape views (Views 12-17)

Kinetic views along the principal streets within the conservation area capture the characteristic combination of low brick walls and native hedging which form the boundary treatments throughout the settlement, alongside limited examples of malmstone walls, traditional iron railings and picket/post-and-rail fencing. These views also facilitate appreciation of the diversity in style, scale, materiality and orientation across the built environment, which lends a distinctly organic character. The roads and lanes within the conservation area are gently curving, meaning that streetscape views are revealed in stages as the viewer moves through the village.

Glimpsed view of buildings (Views 18-22)

Some buildings within the conservation area are hard up against the public highway or set back behind small front gardens, whilst others are set much further back from the road and are partially screened by intervening vegetation, structures and boundary treatments. Where buildings are glimpsed up driveways and across generous gardens/courtyards, this creates visual interest and illustrates the loose grain of the settlement. Despite the high level of screening in some parts of the conservation area, the roofscape continues to be highly appreciable over the mature hedgerows.

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View 01: Looking north-north-west from the western edge of the conservation area. This viewpoint takes in the gentle slope of Crest Hill, which bounds Lower Froyle to the north-west. The open, rural setting of the conservation area reflects the agrarian economy which sustained the village for most of its history.



View 02: Rounding the bend in the road at Rock House Farm, the viewer is met with striking views across the fields which bound the southern edge of Froyle Road in this area. The sudden transition to open countryside denotes the edge of the village. Great Wood, a large swath of historic woodland, is prominent in the distance.



View 03: There is a large gap in the built development on the north side of Froyle Road between Holmwood and the pond at the bottom of Husseys Lane. For the most part, views into the adjacent fields along this stretch are screened by mature hedging, however occasional breaks in the vegetation enable long range views out in the surrounding landscape and add a distinctly rural character.

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View 04: Looking north-west from the bottom of Park Lane. The absence of development along the north side of Froyle Road in this area permits sweeping views across the surrounding agricultural landscape towards the woodland in the distance, situating the conservation area within its wider geographical context.



View 05: The narrow footpath leading from the top of Husseys Lane into the adjacent fields provides panoramic views of the surrounding landscape, enhancing the rural character of the settlement.



View 06: Between Southdown House and The Anchor Inn, the southern side of Froyle Road is bounded by open fields. Simple post-and-rail fencing permits clear views into the countryside, illustrating the close historic relationship between Lower Froyle and the surrounding agricultural landscape.

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View 07: Views into the conservation area from the recreation ground and Ryebidge Lane help to illustrate the dispersed linear settlement pattern stretching along Froyle Road. The absence of backland development behind the single line of buildings fronting Froyle Road ensures the historic development is viewed against a rural backdrop.



View 08: Looking north-east towards Froyle Road from Ryebidge Lane on the approach to the village from Upper Froyle. The dispersed linear settlement pattern is readily appreciable from this position.



View 09: There is a strong sense of having arrived at the edge of the historic settlement when approaching Lower Froyle from the west along Froyle Road. This is enhanced by the absence of modern development west of Long Barlands and the immediacy with which the country lane gives way to the historic buildings on the north side of Froyle Road.

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View 10: Looking towards Silvester's Farm from the footpath due east of the historic farmstead, on the southern boundary of the conservation area. This viewpoint provides an opportunity to appreciate the rear of the Grade II* listed farmhouse, alongside the range of historic agricultural structures which denote the original use of this site.



View 11: The Anchor Inn announces the edge of the historic settlement on the approach from the east. The gentle curve of Froyle Road north-eastwards towards Brocas Farm, combined with the density of intervening vegetation, means the Anchor Inn is seen against a distinctly rural backdrop.



View 12: The pale façade of Box House is prominent in streetscape views looking north-westwards along Froyle Road. The cottage is orientated to address the bend in Froyle Road as it turns westwards to lead out of the village.

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View 13: Streetscape views which incorporate multiple historic structures, such as this group of buildings at the western edge of the village, highlight the diversity in age, style and materiality found throughout the conservation area.



View 14: The view northwards from the bottom of Husseys Lane incorporates the large historic pond, which greatly enhances the rural character of the conservation area. The historic buildings on the east side of the lane display the characteristic materials palette of Lower Froyle.



View 15: Groups of historic agricultural structures such as these outbuildings on the former site of Hodges Farm feature in streetscape views throughout the village. The historic courtyard configuration of the former farmyard can be appreciated in kinetic streetscape views, which greatly enhances the historic interest and rural character of the settlement.

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View 16: Looking east along Froyle Road from Silverster's Farm. This view illustrates the loose settlement pattern, which is particularly pronounced in this part of the conservation area due to the lack of development on the north side of Froyle Road.



View 17: Built development is denser at the bottom of Husseys Lane. As the viewer moves northwards towards the edge of the conservation area, the settlement pattern becomes increasingly dispersed as constructed boundary treatments give way to hedgerows.



View 18: Glimpsed views of roofs and upper storeys lend significant visual interest. The variegated roof form of Warren Cottage, seen here behind intervening boundary planting, complements the eclectic roofscape of the wider conservation area.

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View 19: Glimpsed views of historic buildings across driveways and generous front gardens illustrate the dispersed settlement pattern of the conservation area.



View 20: The south elevation of Hussey's, re-faced during the 18th century in the Georgian fashion, can be appreciated in winter views from Husseys Lane. The distance of the building from the public highway and the density of intervening boundary treatments reflects its historic status.



View 21: Hop kilns are a common sight throughout the conservation area, lending a strong rural character and illustrating the historic importance of hop production to the local economy. The tall, conical roofs give them particular visual prominence and allow the structures to be appreciated over intervening boundary treatments, as at Hussey's pictured here.

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2.5 Configuration and Direction of Movement

The conservation area is accessed via Well Lane from the north, Ryebidge Lane from the South, and Froyle Road from the east and west. It comprises a dispersed linear settlement strung along Froyle Road from east to west and Husseys Lane from north to south. There is no identifiable nucleus to the settlement, which grew up around a number of farmsteads strung along Froyle Road and Husseys Lane. Many of these historic farmsteads can still be identified through the retention of historic agricultural buildings ranged around central yards, accessed off the main thoroughfares.

Where these yards are not present, the settlement pattern largely comprises a single line of buildings. There are several instances where the buildings drop away altogether to be replaced by hedging or low boundary walls/fences. The loose settlement pattern is further enhanced by gaps between buildings and the prevalence of generous front gardens.

Froyle Road and Husseys Lane are narrow highways with a gentle, meandering form and notable bends at the eastern and western ends of the village.

The string of 20th-century bungalows on the north side of Froyle Road, between Well Lane and Porch Cottage, has to some extent eroded the characteristic planform of the village by infilling the large gap which formerly existed here. Modern development has also extended the village southwards along Ryebidge Lane. However, the absence of further ribbon development between Bamber Lane/Westburn Fields and the northern boundary of Upper Froyle has retained the historic sense of separation between the two settlements.

Traffic within the conservation area is notably light, particularly to Husseys Lane which tapers into a narrow track north of Limit Cottages.

2.6 Public Realm

The public realm encompasses all the spaces and features which are accessible to the public and help bring together a sense of place.

The public realm within the Lower Froyle Conservation Area is modest. There are no streetlights, only isolated stretches of pavement and very limited street furniture (the only notable example being the traditionally styled notice board at the bottom of Ryebidge Lane and a postbox opposite Oak Cottage). Street name plates are contemporary but discreet.

The roads within the conservation area are finished with asphalt, however the general lack of marking paint and the prevalence of vegetation to the edge of the thoroughfares softens the visual impact of this municipal modern finish. Historic brick surface finishes survive to private gardens/paths in places, and where they are retained, they enhance the historic character of the village.

Private driveways are a mixture of hard standing and permeable gravelled surfaces; the latter being more appropriate to the rural character of the conservation area.

Most buildings within the conservation area are set back from the public highway behind low red brick and/or malmstone boundary walls. Walls reach higher levels at some points, a notable example being the high brick wall enclosing Hussey's and associated historic outbuildings. Limited use of brick gate piers, for example at Hodges Farmhouse and Hussey's, helps to identify those properties of historically higher status.

There are instances of traditionally styled iron railings, used both alone and in conjunction with low brick walls (at Box House, Hodges Farmhouse, Silvester's Farmhouse and Apple Tree Cottage). Simple picket and post-and-rail fencing is also prevalent and is generally sympathetic to the rural character of the settlement as well as permitting views into the surrounding landscape in certain areas.

The rural character of the conservation area is heavily informed by the abundance of mature hedging and trees, which enclose property boundaries as well as separating the highway from the adjacent fields in many areas.

Surviving historic boundary treatments (whether built or planted) add visual interest, create coherence with the surrounding buildings and generally enhance the character of the conservation area.

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The traditionally styled timber framed roof over the public notice board at the bottom of Ryebriidge Lane is sympathetic to the historic rural character of the streetscape.



Looking eastwards from the approximate position of Silvester's Farmhouse towards the bottom of Park Lane. The prevalence of mature hedging in this area lends a verdant character.



Historic brick gate piers announce the entrance to Hodges Farmhouse, which was the dwelling of a wealthy yeoman farmer during the 18th century.



The brick boundary wall and traditionally styled iron gate outside Old Brewery House on Husseys Lane enhance the historic character of the streetscape.



A combination of mature hedging and post-and-rail fencing enclose Ewelme from the public highway, lending a rural character to the wider streetscape.



A section of historic boundary wall to Hussey's, which is separated from the lane by a deep grass verge.

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2.7 Open Spaces and Trees

Open green spaces and mature trees are fundamental to the rural, verdant character of the conservation area.

The largest public open space is the recreation ground, which was established during the 1920s.¹¹ The proportions of the recreation ground accord with the field boundaries illustrated on the 1846 tithe map, which confers some historic interest. The recreation ground provides important amenity space for the local community and facilitates key views across to historic development on Froyle Road and Husseys Lane. Mature trees to the boundaries of the recreation ground lend a rural character.

Although it is privately owned, the large pond at the bottom of Husseys Lane makes an important contribution to the public realm. It confers a high level of historic interest as the only village pond to survive out of the three depicted on the 1846 tithe map. The pond, which is busy with wildlife, enlivens the streetscene and lends a strong rural character.

The wedge-shaped pocket of green space south-east of Box House, at the eastern end of the conservation area, is also important. This small, grassed area denotes the position of a former village pond. The retention of green open space in this area softens the streetscape and confers a distinct sense of openness as the road curves westwards.

The loose planform and informal, organic character of the settlement is enhanced by the prevalence of private gardens and green verges, which create pockets of green space throughout the conservation area. Many private gardens also contain mature trees which enhance the rural setting of the built environment and frame longer range views along the principal streets.



Looking south-east across the recreation ground.



Looking north-west across the historic pond at the bottom of Husseys Lane.

The conservation area is surrounded by open countryside and views out across the landscape situate the village in its historic rural context. The green open space between Upper and Lower Froyle is also important, helping to preserve a sense of separation between the two historic settlements.



Looking north across the recreation ground towards Froyle Road.



The pocket of green space towards the western end of Froyle Road identifies the site of a former village pond.

¹¹ Froyle Archive, 'Froyle Parish Council: 1894-1994 – the First Hundred Years'; <https://www.froyle.com/parcon05.htm>

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2.8 Archaeology

A range of archaeological discoveries have been made in the wider parish, including Neolithic landscape features between Upper Froyle and Alton, Bronze Age barrows between Lower Froyle and Long Sutton, and Iron-Age pits to the north-west of Binstead.¹²

Roman activity has also been evidenced in the area; the remains of a Roman villa were discovered at Coldrey (on the southern edge of the parish) in the 1950s and a Roman road was identified in aerial imagery on the south side of the River Wey in the 1980s.¹³

The date of the first settlement at Lower Froyle is unclear, however the first recorded references to sub-manors at Hussey's and Brocas in the 13th and 14th centuries demonstrate that the settlement dates at least as far back as the medieval period. It is therefore likely that below-ground archaeology survives within the conservation area boundary.

Further details regarding the known and potential archaeology in Lower Froyle are available via Hampshire County Council.

2.9 Geology and Topography

The conservation area sits above the Wey Valley and is relatively flat, with a slight incline noticeable along Husseys Lane as it climbs gently northwards. In contrast to the flat fields between the village and the River Wey, views to the north, north-west and south-west are characterised by hilly terrain. The steep wooded hills which encircle the western half of the village provide a pleasant backdrop in a range of views from the conservation area out into the wider landscape.

The bedrock geology of the conservation area is chalk.¹⁴

Froyle's geology is intimately connected to its agricultural success in the past. The location of the village along the junction of the chalk downlands and the lower greensand formation provided a double source of income for the village, allowing farmers to produce large amounts of corn on the downland and hops in the clay land bordering the Wey.¹⁵

¹² Wessex Archaeology, *Froyle Estate, Land at Holybourne, Alton, Hampshire: Archaeological Evaluation*, 2020; Historic England Research Records, Monument IDs: 243772; 244033.

¹³ Historic England Research Records, Monument IDs 243939, 243962; 244014.

¹⁴ British Geological Survey.

¹⁵ Hussey, *An English Village: Froyle, Hampshire*, 1941.

SECTION 3.0: APPRAISAL



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3.1 Statement of Special Interest

The special interest of the Lower Froyle Conservation Area is derived from the following factors:

Strong vernacular character. The prevalence of traditional construction methods and local materials including brick, malmstone, clay, thatch and timber creates a strong vernacular character. The local vernacular is readily appreciable across domestic dwellings, agricultural structures and boundary treatments across the conservation area.

Architectural variety. Even across the vernacular buildings in the conservation area, there is notable diversity in scale, massing, orientation, materiality and architectural detail (such as differences in the colour and bond of brickwork, or the styles of windows and doors). This eclecticism lends an informal, organic character and creates significant visual interest.

Georgian architecture. The conservation area contains several buildings which were built or re-faced during the Georgian period (including Box House, Brocas Farmhouse, Hodges Farmhouse, Hussey's Farmhouse and Hussey's). Most are former yeoman's houses which were adapted during the 18th century. Their survival greatly enhances the historic character of the conservation area and illustrates the prosperity of the settlement during the Georgian period.

Survival of agricultural buildings. The high rate of survival for historic agricultural buildings (including barns, hop kilns and granaries) makes an important contribution to the rural character of the conservation area and demonstrates the importance of the agrarian economy to the evolution of Lower Froyle. There are many examples where such buildings have been successfully converted to serve other uses in modern times.

Retention of historic settlement pattern and configuration. The conservation area has an informal, linear planform, characterised by gaps between buildings, pockets of green space and proximity to open countryside. Most historic buildings are strung along Froyle Road/Husseys Lane in a single line, interspersed by the historic farmsteads around which the settlement evolved. Most of these farmsteads retain their historic yard formation, which significantly enhances the rural character of the settlement and illustrates the agrarian economy which sustained the village for most of its history.

Aside from the small amount of 20th-century development between Well Lane and Porch Cottage and along the west side of Ryebriidge Lane to the south of the village, modern infill/back-land development has been minimal. This has helped to retain the linear development pattern and preserve views into the rural landscape.

The historic network of roads and lanes leading into and out of the conservation area has been preserved which enhances the historic interest of the settlement. The absence of modern development to the south of the conservation area boundary helps to retain a sense of separation between Upper and Lower Froyle.

Age of buildings. A high proportion of the buildings within the conservation area date from the 15th-18th centuries. The density of historic building stock within the conservation area lends a very strong traditional character and illustrates the long history of the village.

Modest public realm. The notable lack of street-lighting, pavements and road marking paint and limited street furniture enhances the informal, rural character of the settlement.

Presence of trees and open space. The abundance of mature trees, hedgerows and green space within the conservation area heavily informs its rural character. Dense vegetation softens streetscapes and interacts with the built environment to create glimpsed views of historic buildings. Pockets of green space provided by private gardens and verges preserve the loose settlement pattern. The pond at the bottom of Husseys Lane, once central to the life of the agricultural community in Lower Froyle, is a particularly significant open space and confers a high degree of historic as well as aesthetic interest.

Landscape setting. The rural character of the conservation area is enhanced by views into the surrounding countryside. These views provide significant visual interest and reference the historic agricultural origins of Lower Froyle. The absence of modern development to the eastern and western ends of Froyle Road preserves the visual relationship between the conservation area and its landscape setting and creates a strong sense of arrival/departure at the edges of the settlement.

SECTION 3.0: APPRAISAL

3.2 Audit of Heritage Assets

The Lower Froyle Conservation Area is a heritage asset in its own right and contains numerous individual heritage assets. These include both listed and unlisted buildings and structures. This section of the document outlines the heritage assets within the Lower Froyle Conservation Area, identifying both individual assets and groups of structures and articulating why they are important. A full list of heritage assets is included in Appendix B.

The audit has been carried out by means of visual examination from public thoroughfares. The intention is to identify these heritage assets, rather than to provide a fully comprehensive and detailed assessment of each individually. It should not be assumed that the omission of any information is intended as an indication that a building or feature is not important. A detailed assessment of heritage significance, specific to a building or site within the conservation area, should always be carried out prior to proposing any change.

3.2.1 Listed Buildings

Listed buildings are protected under the Planning (Listed Buildings and Conservation Areas) Act 1990 and are designated for their architectural or historic interest. All listed buildings in England are designated at the recommendation of Historic England and details are recorded on the National Heritage List for England. Listings are ranked from Grade I (the highest level), Grade II* (in the middle) and Grade II (the lowest and most common level).

Statutory listing does not equate to a preservation order intended to prevent change. However, alterations to listed buildings will require listed building consent, which allows the local authority to make decisions that have been informed by an understanding of the building or site's heritage significance. Importantly, national and local planning policies also recognise that changes to un-listed buildings or sites in the setting of a designated heritage asset can affect its special interest.

3.2.2 Positive Contributors

A positive contributor is a building, structure or feature which beneficially adds to the overall character of its local area. This is likely to be true of most buildings within a conservation area. The extent to which a building will positively contribute will largely depend on the integrity of its historic form and is not restricted to its principal elevation. For example, roofscapes and side/rear elevations can all make a positive contribution. Modern buildings can also make a positive contribution where they have been sensitively designed to suit their setting.

Positive contributors are frequently unlisted but can be afforded protection against harmful development by recognition as a non-designated heritage asset by the local planning authority, who may choose to formally recognise their special interest through the adoption of a local list. The identification of positive contributors and/or the adoption of a local list provides no additional planning controls; however, the protection of their status as heritage assets is a requirement of the National Planning Policy Framework and will therefore be a material consideration for local planning authorities in determining planning applications.

Historic England provide the following check list to identify positive contributors. A positive response to one or more of the following criteria may indicate that a particular element within a conservation area makes a positive contribution, provided that its historic form and value have not been eroded.

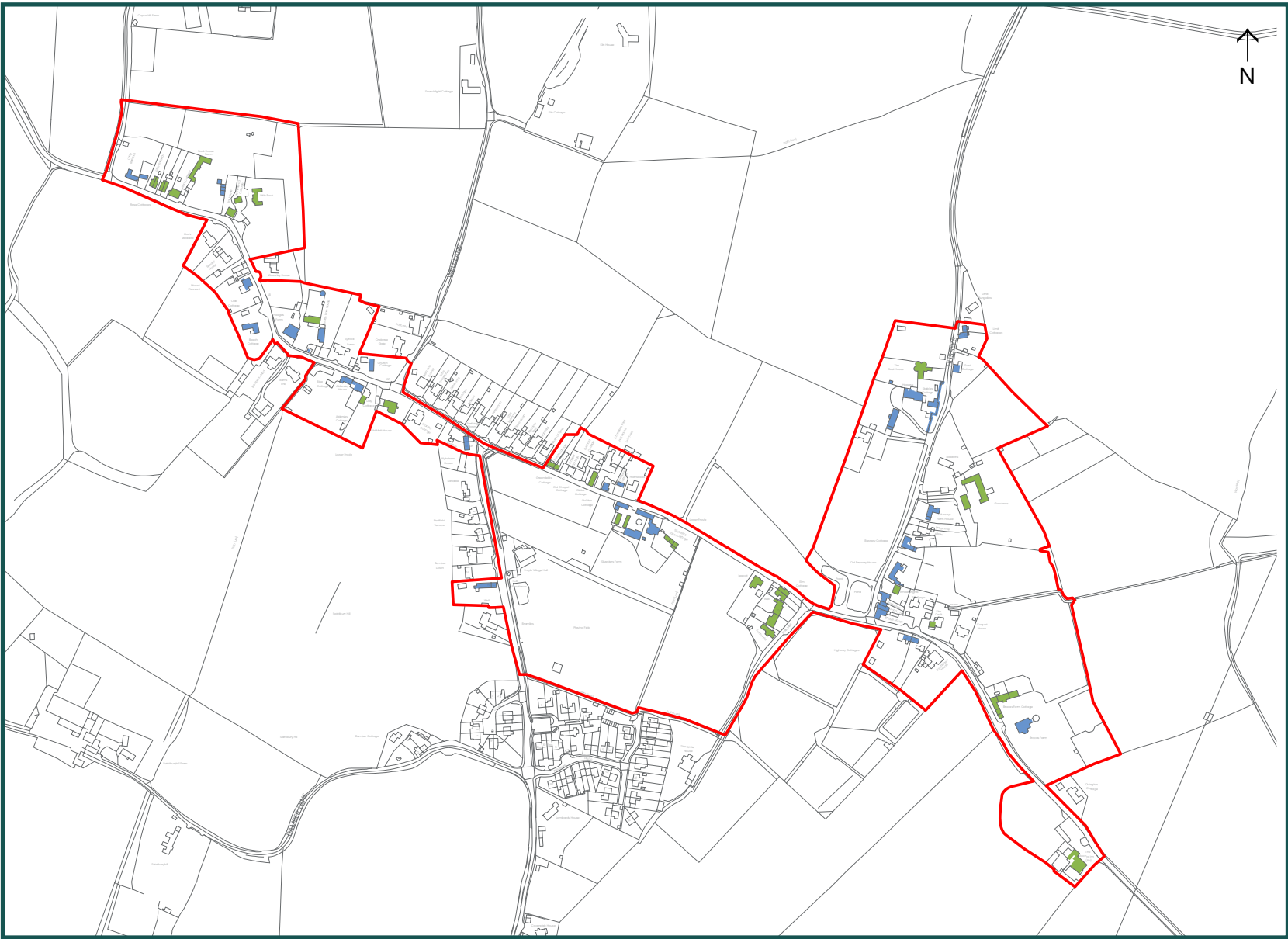
SECTION 3.0: APPRAISAL

Checklist – Positive Contributors

- Is it the work of a particular architect or designer of regional or local note?
- Does it have landmark quality?
- Does it reflect a substantial number of other elements in the conservation area in age, style materials, form or other characteristics?
- Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?
- Does it contribute positively to the setting of adjacent designated heritage assets?
- Does it contribute to the quality of recognisable spaces, including exteriors or open spaces within a complex of public buildings?
- Is it associated with a designed landscape, e.g. a significant wall, terracing or a garden building?
- Does it individually, or as part of a group, illustrate the development of the settlement in which it stands/
- Does it have significant historic associations with features such as the historic road layout, burgage plots, a town park or a landscape feature?
- Does it have historic associations with local people or past events?
- Does it reflect the function character or former uses in the area?
- Does its use contribute to the character or appearance of the area?

From: Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1 (Second Edition); 2019.

SECTION 3.0: APPRAISAL



HERITAGE ASSETS

- 2025 Conservation Area Boundary
- Listed Building
- Positive Contributor

This plan is not to scale

SECTION 3.0: APPRAISAL

3.3 Issues

3.3.1 Condition

The conservation area is overall in good condition, with buildings, highways and open spaces generally being well maintained. However, there are some relatively minor issues that detract from the special interest of the conservation area and have the potential to cause damage in the future.

Maintenance of boundary walls. There are several instances throughout the conservation area where boundary walls are suffering from a lack of maintenance which manifests in missing joints, vegetation growth and spalling or crumbling brick and masonry. This could be remedied through the replacement of sections of brick/flint and lime mortar repairs.

Inappropriate repairs. Issues with condition are often initiated or exacerbated with the use of modern non-breathable materials such as cementitious mortar/ render and plastic-based paints, and there are some examples of this within the conservation area. Traditional buildings (generally those built before 1919) utilised 'breathable' materials which facilitate the free passage of moisture through a structure. Although older buildings absorb more moisture than modern structures, this moisture should be able to evaporate in dry conditions. Modern cement-based renders and mortars are not breathable and prevent the evaporation of moisture from a traditional building, thereby causing issues with damp and deterioration. Non-breathable paint applied over historic solid walls and timber windows can have a similar impact.

Condition of verges. Where there are no kerbstones or boundary treatments protecting them, some verges within the conservation area are susceptible to vehicle damage. The green verges are a key feature of the conservation area and should be protected/ maintained accordingly.



Lack of maintenance/repair to this section of boundary wall on Froyle Road has resulted in large open joints, which encourage water ingress and plant growth and can hasten the deterioration of built fabric.



This photograph illustrates the damage caused to fabric through the use of cementitious mortar to re-point historic brickwork.



Large amounts of cementitious mortar have been applied to the wall of this historic building on Froyle Road. This will eventually have the effect of forcing moisture into surrounding historic bricks thereby causing further deterioration.

SECTION 3.0: APPRAISAL

3.3.2 Detracting Features

uPVC windows. Whilst the majority of windows within the conservation area are either historic or modern timber sash/casement units, some traditional units have been replaced with uPVC. The materials, style and position within the window reveal (i.e. flush with the elevation, rather than set back) of the uPVC replacements are detrimental to the character of historic elevations and collectively detract from the special interest of the conservation area. Although they are often perceived to offer environmental benefits, the lifespan of uPVC windows is also considerably shorter than that of well-maintained timber windows and the units cannot be easily recycled. The introduction of slim-profile double glazing or secondary glazing can offer improved thermal performance within older buildings, whilst retaining the appearance of traditional window units.⁰¹

uPVC rainwater goods. Where they exist, plastic downpipes/gutters detract from the historic and aesthetic interest of the conservation area. Cast iron or aluminium rainwater goods are a sympathetic alternative.

Satellite dishes and TV aerials. There are many examples of roof or chimney-mounted television aerials and satellite dishes which, if redundant, could be removed to the benefit of the roofscape.

Modern development/intervention. Much of the modern development within the conservation area, including both new-build houses and modern

outbuildings within the grounds of older properties, are in keeping with the established character of the village. However, there are examples of modern development in the immediate setting of the conservation area (generally mid-late 20th-century) which compete with this character. The string of post-war bungalows due west of Well Lane, for example, do not enhance the rural, historic character of the settlement.

The use of modern render, often in combination with uPVC windows, detracts from the historic character of several buildings around Silvester's Farm and Park Lane.

The use of concrete roof tiles, both to modern buildings and historic properties where the roofs have been renewed, compete with the established materials palette across the roofscape.



uPVC windows/rainwater goods and the accretion of satellite dishes and TV aerials detract from the historic character of this building and the wider streetscape.



Above are two contrasting examples of historic agricultural structures in Lower Froyle which have been converted to residential use. The use of pale brown/orange bricks to the 1980s barn conversion (on the right) contrasts with the dark red and orange bricks which are characteristic of the conservation area. The proportions of the window openings are also out of keeping and do not draw on historic precedent. The development on the left is more successful; it has retained/incorporated traditional materials and is lit with traditionally styled timber window units.

⁰¹ See Historic England, *Modifying Historic Windows as Part of Retrofitting Energy Saving Measures*, for further information. <https://historicengland.org.uk/advice/technical-advice/retrofit-and-energy-efficiency-in-historic-buildings/modifying-windows-and-doors-in-historic-buildings/modifying-historic-windows-as-part-of-retrofitting-energy-saving-measures/>

SECTION 3.0: APPRAISAL

3.4 Opportunities

There is scope to enhance the conservation area through addressing the minor but altogether detracting elements such as external accretions, management of vegetation and the appropriate repair of failing elements. Incrementally addressing these issues will have a positive impact and enhance the conservation area.

Although many of the uPVC windows which have already been installed are unlikely to require replacement in the near future, there is scope for any further replacement windows and doors to be carried out using styles, materials and methods that are better suited to enhancing the special interest of the conservation area. It would be especially beneficial for first-generation uPVC double-glazing, which is generally coming to the end of its life cycle, to be replaced with more suitable alternatives.

Future development within or in the setting of the conservation area has the potential to contribute positively to its established character. There are already several examples of this – for example the timber-clad outbuildings at Blue Cottage and the thatched garage at Church Cottage. Cox's Meadow and Semley House, at the far western edge of the conservation area, are modern buildings sympathetic in scale, style and materiality to the character of the historic settlement. Wykeham House, just south of the conservation boundary, is another example of a successful modern development which complements the established character of the area.



Wykeham House, on Ryebriidge Lane, is an example of well-designed modern development which responds to the established character of the conservation area and enhances its setting.

SECTION 4.0: BOUNDARY REVIEW



SECTION 4.0: BOUNDARY REVIEW

4.1 Reasons for Reviewing the Boundary

In accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990, the National Planning Policy Framework and Historic England best practice guidance, the boundary of a conservation area should be periodically reviewed and suitably revised in accordance with findings made during this exercise.

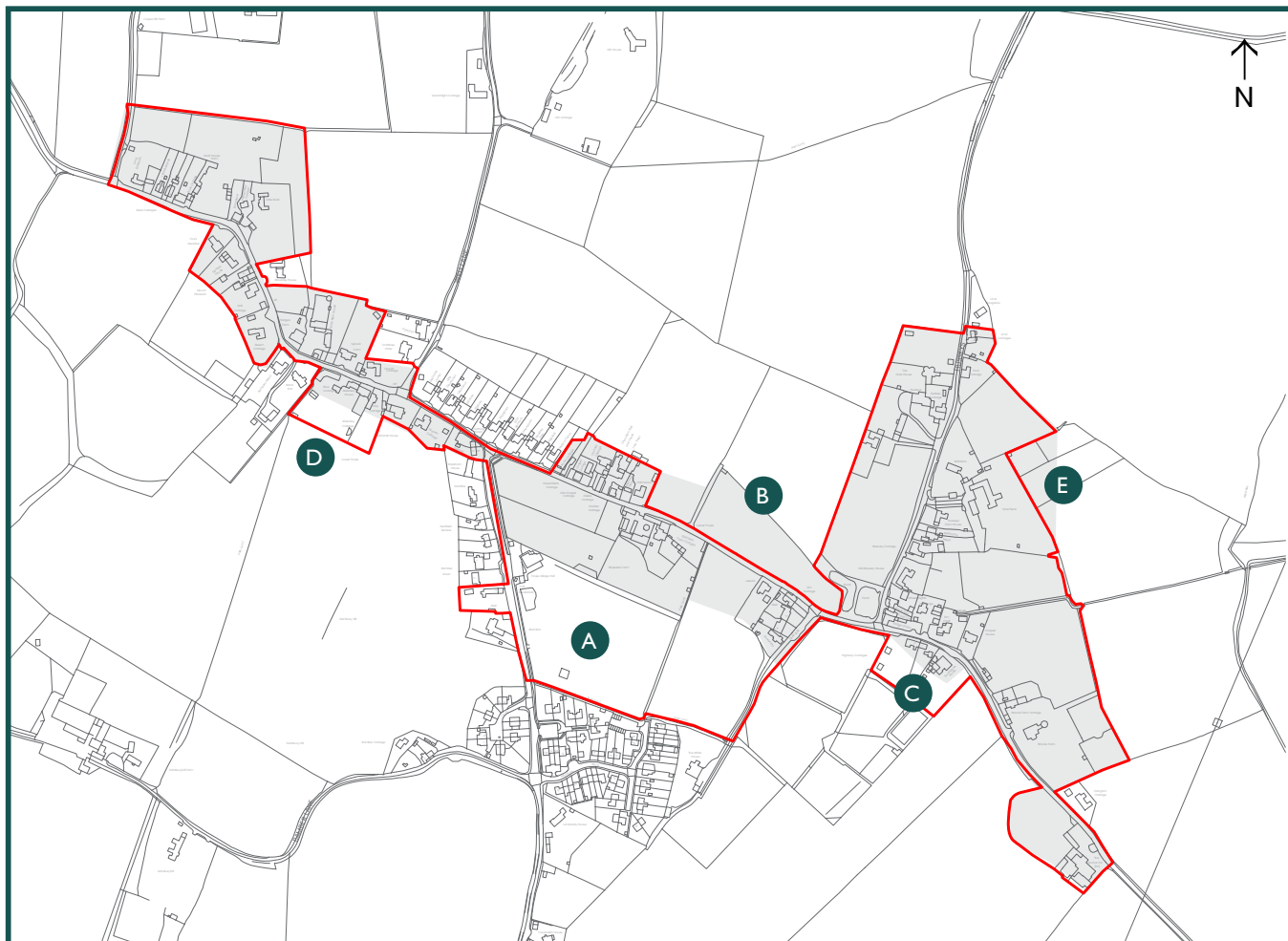
The need to review the boundary can be in response to a number of factors: unmanaged incremental changes which have, over time, diluted the character of an area; the boundary may have been drawn too tightly originally; or the special interest of a feature may not have been evident to a previous assessor. Although it is principally the built structures that are recognised in amending the boundary, their accompanying plots often provide an important historical context which should be incorporated together with the building(s).

The boundary of the Lower Froyle Conservation Area was designated in 1995. No changes have been made to the boundary since that time.

4.2 2025 Boundary Changes

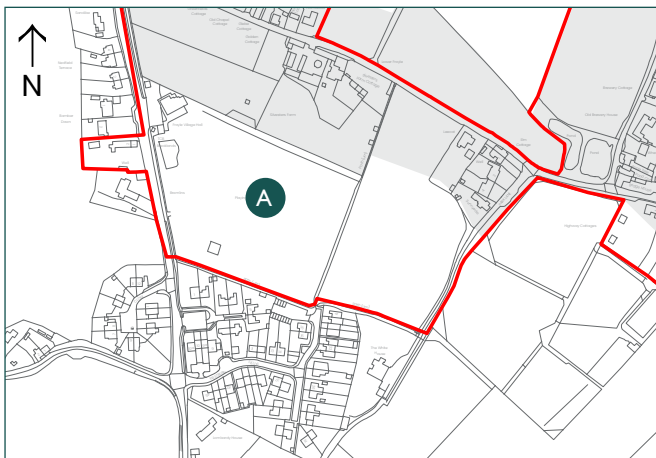
Two principal amendments to the boundary are recommended within this Conservation Area Appraisal and Management Plan, alongside several minor adjustments to rationalise the existing boundary in accordance with plot boundaries.

The proposed amendments are identified on the adjacent plan.



SECTION 4.0: BOUNDARY REVIEW

Proposed amendment A



It is proposed to extend the boundary to capture the recreation ground to the rear of Silvester's Farm, the full extent of the adjacent field (currently intersected by the existing boundary line) and the Grade II listed building known as Brecklands opposite the recreation ground.

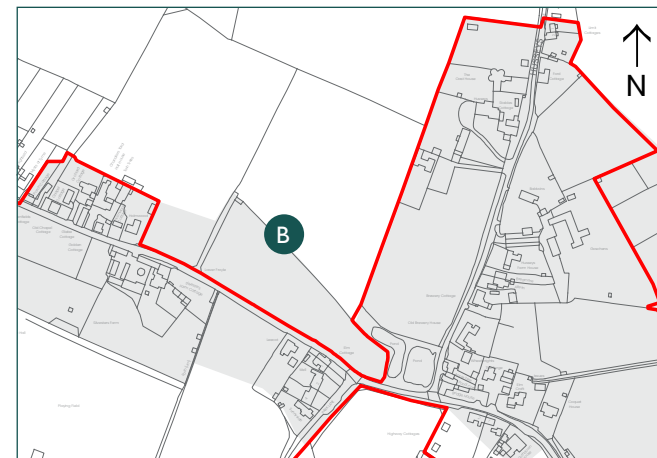
The recreation ground was established in the 1920s, following protracted discussions since the late 1890s.⁰¹ It has a strong visual relationship with the historic development along Froyle Road, facilitating views across to Silvester's Farm, various cottages on the north side of Froyle Road and the prominent hop kilns at Hussey's Farm. The recreation ground preserves the historic field boundaries depicted on the 1846 tithe map, which lends historic interest. The site has provided important amenity value for the community since for over 100 years and helps to establish a sense of place.

⁰¹ Froyle Archive, 'Froyle Parish Council: 1894-1994 – the First Hundred Years', <https://www.froyle.com/parcon05.htm>

Extending the boundary to include the entirety of the field due east of the recreation ground would align the edge of the conservation area with the historic field boundaries in this area. It would also extend the boundary to encompass all parts of Park Lane which are accessible to the public. Known historically as School House Lane, this road contributes to the historic planform of Lower Froyle and retains an informal rural character. It would also capture the full extent of the historic footpath which intersects the two fields in this area.

Opposite the recreation ground is Brecklands, a Grade II listed building constructed during the late 18th century as part of a larger workhouse complex and converted to cottages during the 1830s. The building exhibits the characteristic materiality of the conservation area, built with red brick and clay tiles. Constructed deliberately at a small distance from the core of the village, the building helps to identify the outer edge of the historic settlement.

Proposed amendment B



The existing boundary in this area is aligned with modern rather than historic boundaries. The area proposed for exclusion confers no historic or architectural interest, and for the most part cannot be seen from Froyle Road due to intervening hedgerows. It would therefore be prudent to bring the boundary against the north side of Froyle Road.

Proposed amendments C, D and E

Alterations C, D and E are minor amendments to rationalise the existing boundary where it cuts across property boundaries or buildings.

SECTION 5.0: MANAGEMENT PLAN



SECTION 5.0: MANAGEMENT PLAN

5.1 Control Measures Associated with Conservation Area Designation

In order to protect and enhance the conservation area, any changes that take place must conserve its character and special interest. Statutory control measures are intended to prevent development that may have a negative or cumulative effect.

Control measures within a conservation area are as follows:

- Planning permission will usually be required to completely or substantially demolish buildings or structures (including walls, gate piers and chimneys). Work of this type will require a Heritage Statement (sometimes called a Heritage Impact Assessment) as part of the application.
- Permitted development rights (i.e. changes that are allowed without requiring consent from the local authority) are restricted in conservation areas. This means that works such as alterations to cladding, extensions, the installation of solar panels and the removal/addition of chimneys and vents etc have tighter planning controls in a conservation area. East Hampshire District Council should be consulted before carrying out any works to the exterior of a building within the conservation area (refer to Appendix D for contact details).
- Trees with a diameter of 75mm or greater and measuring 1.5m above the soil level are protected. Any work proposed to protected trees requires permission from the local authority by means of a planning application. This allows the authority to determine whether a tree preservation order (TPO) is necessary.

- Advertisements and other commercial signage may be subject to additional controls and/or require planning permission.

5.2 Conservation Aims and Best Practice

There is no generally accepted detailed definition of 'best practice' in conservation: it is a term used to describe the management of change (including repair) so that the integrity and character of a historic site is not eroded or compromised. It is not the intention of conservation best practice to prevent change from happening; alterations can still be carried out but should be subject to additional scrutiny to ensure that the special interest of the conservation area is protected.

It is the purpose of this Conservation Area Appraisal and Management Plan to provide guidance that will help achieve these aims. Overall, any change in the Lower Froyle Conservation Area should seek to:

- Preserve its historical features;
- Enhance, where possible, its special interest;
- Positively contribute to its established character; and
- Be high quality.

Where further direction is need, advice should be sought from East Hampshire District Council.

5.3 Repairs and Replacement

5.3.1 'Like-for-Like'

A term that is frequently used in conservation is 'like-for-like' replacement or repair. This is frequently – and mistakenly – taken to mean that a modern alternative that generally echoes the style of the element removed is acceptable. However, this is not accurate or acceptable. Like-for-like should always be interpreted as an alternative that matches the historic element removed in terms of its material, dimensions, method of construction, finish, means of installation and any other feature specific to the original element, such that the modern replacement is hardly discernible from the original (accepting that its condition will be greatly improved where the original has failed beyond repair). For example, modern uPVC windows in imitation of Victorian-style sash windows but with false glazing bars and a top-hung casement opening mechanism do not constitute a like-for-like replacement for traditional timber-framed Victorian sliding sash windows, although they may appear stylistically similar.

5.3.2 Repairs and Replacement

Repairs and replacement are inevitable with any building, structure or site, regardless of age; however, within a conservation area, it is especially important that this is carried out sensitively to protect the historic fabric of its buildings and respect the character of the wider area.

Key points to remember when looking to carry out repair work or install replacement features are:

- A method of repair that was suitable for one building or structure may not be suitable for another. Repair and replacement should always be considered on a case-by-case basis.

SECTION 5.0: MANAGEMENT PLAN

- Repairs using appropriate materials and techniques are always preferable over wholesale replacement.
- Where a historic feature has degraded beyond repair, replacement should be carried out on a like-for-like basis (see Section 5.3.1 for the definition of 'like-for-like').
- Where seeking to improve failing modern features, a traditionally-designed alternative using appropriate materials is preferable. For example, failing uPVC gutters and downpipes should be replaced with lead, cast iron or coated aluminium alternatives that better reflect the traditional character of the conservation area.
- Cement-based mortars are harmful to historic brickwork and masonry. Repairs to any pointing should be carried out in a lime mortar after any cementitious mortar has been raked out. This will ensure the longevity of the historic built fabric.
- Due consideration should be given to the sustainability of the repair or replacement, i.e. what is its lifespan? What on-going maintenance will be required?
- Reversibility is an important consideration as a better alternative may become available in the future.
- Historic external detailing should be retained or, where damaged beyond repair, replaced on a like-for-like basis. This includes (but is not limited to): the texture and colour of render; size and colour of bricks used, and the bond in which they are laid; hung tiles; and chimneystacks.

- The reinstatement of historic features that have been lost is favourable. For example, re-exposing brickwork that has been rendered or painted over or re-instating ridge tiles where many have been lost.

5.3.3 Repair and Replacement of Windows

The repair and replacement of windows can have a notable effect on the character and special interest of the conservation area, both positively and negatively. The aim should always be to retain historic windows wherever they survive, carrying out refurbishment work where needed to make sure they remain usable. Timber frames are preferable over uPVC for a number of reasons, mainly their comparative slimness and breathable quality which has a positive knock-on effect on the overall condition of the historic building. Guidance regarding the replacement of windows in listed buildings and/or conservation areas is provided in Historic England's publication, 'Traditional Windows: Their Care, Repair and Upgrading', 2017.

5.4 Maintenance

Maintenance differs from repair in that it is a pre-planned, regular activity intended to reduce instances where remedial or unforeseen work is needed, i.e. repairs. The higher the levels of maintenance, the less need to carry out repairs. Regular maintenance activity should include annual gutter clearing, seasonal vegetation control (to prevent plants rooting into built structures) and re-painting external timberwork with an oil-based paint. This is not an exhaustive list and each historic building will have its own specific needs. Larger historic buildings and those which are listed may benefit from occasional condition surveys (usually around every five years) to highlight their individual maintenance and repair needs.

The maintenance requirements of a building will depend on its age, materials and susceptibility to wear (e.g. a building with heavy footfall will likely require greater maintenance than one in occasional use). Historic England, The Society for the Protection of Ancient Buildings and other guidance bodies publish specialist guidance on the suitable maintenance and repair methods for different historic buildings (for further details see Appendix D).

5.5 Trees

Trees are afforded extra protection within a conservation area. Any tree surgery work should be carried out only once the relevant permission has been sought. The management of the planted elements within the conservation area is beneficial to its overall appearance and potentially also to the condition of the buildings where root damage may pose a threat. Information regarding tree protection orders is available from East Hampshire District Council.

5.6 Public Realm

Public realm features, including bins, bollards, seating and planters, etc. often become outdated in their appearance. This can be due to heavy wear, antisocial behaviour or as a result of poor design and short-lived trends. Successful public realm schemes are contextual, using high-quality materials that echo the character of the wider area. Any additions or amendments to the public realm will also need to take account of highways and other relevant regulations.

SECTION 5.0: MANAGEMENT PLAN

5.7 New Development

It is not the intention of conservation area designation to prevent new development or entirely exclude existing modern development where this is woven into a surrounding historic space. Instead, it puts in place a process whereby any proposals are more thoroughly studied to ensure that the special interest of the conservation area is protected and opportunities to improve its character are identified.

New development can range from entire new buildings to the introduction of new features, however small, on existing buildings.

New development within the conservation area or its setting should also be carefully managed as it has the potential to detract from its character and special interest. The impact of external landscaping and boundary treatments on the established character of the conservation area should also be considered in the context of new development.

Any proposals will need to be considered on a case-by-case basis and take account of:

- The significance of any existing building affected;
- The impact on the setting of neighbouring listed buildings and positive contributors;
- How local features and materials can be incorporated into the new design;
- Whether or not any historical plot boundaries survive or could be recoverable;
- The impact of the overall scale, massing and design on the wider streetscape;

- The loss of any important rear/side elevations or views of these;
- Characteristic boundary treatments and planting;
- The potential for below-ground or built archaeology; and
- Any other heritage or conservation constraints identified.

The addition of new features on existing buildings can be detrimental to the individual buildings as well as the overall character of their wider setting if unmanaged. Specifically:

- Television aerials and satellite dishes should not be fixed to principal or highly visible elevations, or chimneystacks.
- Features such as external lighting and security cameras should be as discreet as possible.
- Solar panels should be restricted to rear or secondary elevations, especially where a building forms one of a group.
- Internal alterations can have an external impact; for example, staircases cutting across windows or the removal of chimneybreasts necessitating the removal of the associated chimneystack.

5.8 Sustainability

Maintenance and the continued use of historic buildings are inherently sustainable. However, there are growing pressures to improve the energy efficiency of the country's historic building stock in order to reduce carbon emissions, particularly from heating which uses fossil fuel sources. Pressures to increase sustainability performance can be accommodated within the conservation area but will require a bespoke approach to ensure that the measures needed can be viably implemented without harm to its special interest.

Straight-forward measures to improve building performance include:

- Refurbishing historic windows and doors to prevent drafts.
- Re-pointing external walls to prevent damp and air leaks.
- Maintaining rainwater goods.
- Improving and/or expanding green spaces.
- Inserting breathable insulation in loft spaces and suspended floor voids.
- Installing thick curtains or internal shutters.

Double-glazing is now available in slimline, timber frame units which are considerably more sympathetic within historic contexts than earlier versions. It will be necessary to obtain the relevant permissions to install double-glazing. Best practice will always be to retain historic windows wherever possible, with the installation of secondary glazing being an alternative to full replacement.

SECTION 5.0: MANAGEMENT PLAN

More substantial infrastructure such as solar panels, electric vehicle charging points and air source heat pumps may be possible on a case-by-case basis. However, their physical and aesthetic impact will need to be carefully considered and mitigated.

Historic England, the Society for the Protection of Ancient Buildings, the Royal Institute of British Architects and other bodies publish extensive guidance on the sensitive adaptation of buildings in response to climate change and sustainability challenges.

5.9 Recommendations and Next Steps

The following recommendations are additional to the guidance set out in sections 5.1-5.8, and respond to the identified issues within the Lower Froyle Conservation Area and opportunities where its character can be enhanced. These recommendations, together with the assessments and guidance set out in this Conservation Area Appraisal and Management Plan, will augment adopted policy when considering any proposals put forward that may affect the special interest and character of the conservation area.

Homeowners, landowners, developers and any other parties should approach East Hampshire District Council for further advice regarding changes they wish to make within the conservation area where this is not clarified in the Conservation Area Appraisal and Management Plan.

Recommendation 1: Any proposal for change needs to comply with all relevant local and national planning policies.

Recommendation 2: This guidance should be consulted from the earliest feasibility stages of any new development to ensure that the design evolves with the established character and special interest of the conservation area in mind and does not need to be retrospectively altered. Proposals for new development should also demonstrate that any impacts on key views have been considered.

Recommendation 3: Any future development should have due regard for the established settlement pattern, which is linear and dispersed with generous gaps between buildings.

Recommendation 4: Any new design, intervention or repair should be high quality, regardless of scale.

Recommendation 5: Buildings, features and spaces identified as making a positive contribution to the conservation area should be afforded protection against harmful change.

Recommendation 6: Due consideration should be given to archaeological potential wherever below-ground intervention is proposed.

Recommendation 7: Development within the setting of the conservation area which harms its character should be resisted. Development which enhances the setting of the conservation area should be encouraged.

Recommendation 8: The distinctive and historic configuration of Lower Froyle's roads and lanes should be protected.

Recommendation 9: The pond at Husseys Lane and the recreation ground should be protected from development.

Recommendation 10: Any vehicle and pedestrian management improvements proposed by Hampshire County Council should seek to respect and enhance the character of the conservation area.

Recommendation 11: The revised boundary should be reviewed again in approximately 10 years, or as instigated by major change that has affected the character of the conservation area and/or changes to legislation.

Recommendation 12: Works related to sustainability upgrades should give due consideration to the special interest of the conservation area.

APPENDICES



APPENDIX A: BIBLIOGRAPHY

Secondary Literature & Websites

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Section 69 & 71 (1), *Planning (Listed Buildings and Conservation Areas) Act 1990*.

Froyle Village Design Statement, 2016.




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Froyle Road				
Long Barlands	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1302223	
Little Barlands	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094124	
1-4 Rose Cottages	Positive Contributor	Boundary treatments, historic proportions and retention of designed symmetry within the group enhance the character of the streetscape.	N/A	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Rock Cottage	Positive Contributor	Boundary treatments, historic proportions, retention of designed symmetry and sash windows enhances the character of the streetscape.	N/A	
Rock House Farm	Positive Contributor	Although much adapted during the 1960s and early 2020s, the building clearly incorporates historic agricultural structures which contribute to the rural character of the conservation area. Read alongside the other agricultural structures arranged around the central courtyard, the building illustrates the historic configuration of the farmstead.	N/A	
Granary to Rock House Farm	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178908	



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Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Oast and Stable to Rock House Farm	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094125	
Box House	Positive Contributor	Boundary treatments, historic proportions and architectural details including central porch and sash windows enhance the historic character of the streetscape.	N/A	
Homestead Cottage	Positive Contributor	Historic proportions, surviving chimney stacks and characteristic materiality (red brick with clay roof tiles) enhance the historic character of the streetscape.	N/A	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Little Rock	Positive Contributor	Incorporates a timber-framed building. Historic proportions, surviving chimney stack, timber window units and characteristic materiality (red brick with clay tiles to roof and facades) enhance the historic character of the streetscape.	N/A	
Oak Cottage	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178915	
Beech Cottage	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1338956	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Hodges Farmhouse	Grade II* Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1302202	
Oast 55m North of Hodges Farmhouse	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178959	Mid-19th century hop kiln. Brick and tile. Circular 2 storeyed structure. Steep conical roof (with cowl missing) brick dentil eaves. Walls of Flemish bond, cambered openings.
North Barn House	Positive Contributor	Although much adapted during its conversion to a residential dwelling in the 1980s, the building clearly incorporates a historic barn which contributes to the rural character of the conservation area. Read alongside the other agricultural structures arranged around the central courtyard at Hodges Farm, the building illustrates the historic configuration of the farmstead. Replacement of the conspicuous uPVC windows with a sympathetic alternative would further enhance the contribution of the building to the streetscape.	N/A	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Barn 25 Metres East of Hodges Farmhouse	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094126	
Granary Immediately West of Old Stable Barn	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094127	
Old Stable Barn	Positive Contributor	The historic proportions of this former barn or stable block and its characteristic vernacular materiality enhance the rural character of the streetscape. The brick dentils at eaves level add further architectural interest.	N/A	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Blue Cottage (also known as Aldersley House)	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094128	 A two-storey red-brick cottage with a clay-tiled roof, situated on a street with parked cars.
Day Cottage	Positive Contributor	Whilst not highly visible from the public realm, the roof and upper storey of this 18th-century cottage can be glimpsed from the public highway, to the benefit of the streetscape character.	N/A	Two-storey red-brick cottage with clay-tiled roof. Later extensions to the north.
Church Cottage	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178976	 A thatched-roof cottage with white timber framing, viewed from a gravel driveway.
The Old Malthouse (also known as the Prince of Wales)	Positive Contributor	The proportions and architectural details of this former Edwardian public house lend visual interest and historic character to the streetscape.	N/A	 A large, two-storey timber-framed building with a steep gable roof, situated on a grassy slope.




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Warren Cottage	Positive Contributor	Historic proportions and traditional materiality (red brick, clay hung tiles, slate roof coverings) enhance the character of the streetscape.	N/A	
Ewelme	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094129	
Porch Cottage & Greenfields Cottage	Positive Contributor	Boundary treatments and historic proportions enhance the character of the streetscape. Small area of exposed timber framing to east elevation of Greenfields Cottage demonstrates the historic core of the building is far older than it appears when viewed externally, due to the impact of modern interventions.	N/A	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Glebe Cottage	Positive Contributor	Boundary treatments, historic proportions, traditional slate roof covering, surviving chimney stacks with brick detailing and sash windows enhance the historic character of the streetscape.	N/A	
Golden Cottage	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1264089	
Holmwood Cottages	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1237468	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Stables 50 Metres North West of Silvester's Farmhouse	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094131	
Barn 24 Metres West of Silvester's Farmhouse	Positive Contributor	Proportions and materiality contribute to the historic rural character of the conservation area and enhance the setting of the adjacent listed buildings at Silvester's Farm.	N/A	
Barn 10 Metres West of Silvester's Farmhouse	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178995	
Granary 5 Metres South of Silvester's Farmhouse	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094130	Small early 19th-century granary. Timber-framed on 4 staddles, with pyramid tile roof, and walls of vertical boarding.




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Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Silvester's Farmhouse	Grade II* Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178980?section=official-list-entry	
Silvester's Farm Cottages	Positive Contributor	Although converted to residential use, this building is still legible as agricultural infrastructure (incorporating a hop kiln) which enhances the rural character of the conservation area and illustrates the historic usage of Silvester's Farm.	N/A	
Leecot	Positive Contributor	Historic proportions and architectural details including brick chimney stacks and sash windows enhance the historic character of the conservation area.	N/A	




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Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Highway Cottages	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1179006	
Elm Croft (excludes later extensions)	Positive Contributor	Boundary wall and historic proportions / sash windows to upper storeys of 19th-century house enhance the historic character of the streetscape.	N/A	
Brocas Farm Cottage	Positive Contributor	Although converted to residential use, this building is still legible as agricultural infrastructure which enhances the rural character of the conservation area and illustrates the historic usage of Brocas Farm. Utilises a characteristic vernacular materiality including brick, malmstone, clay and timber weatherboarding.	N/A	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Brocas Farm	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094132	
The Anchor Inn	Positive Contributor	Historic proportions and characteristic materiality (including clay tiles and timber weatherboarding) enhance the character of the conservation area. Where timber window units survive these confer historic interest. The building is also an important community facility.	N/A	
Hussey's Lane				
Bridge House	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094120	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Apple Tree Cottage / Pond Cottage	Grade II Listed Building	N/A	https://historicengland.org.uk/ listing/the-list/list-entry/1178831	
Wheelwrights	Positive Contributor	Appears to incorporate historic agricultural / service building. Characteristic materiality, timber window units and characteristic half-hipped roof enhance the historic character of the streetscape.	N/A	
Old Brewery House	Grade II Listed Building	N/A	https://historicengland.org.uk/ listing/the-list/list-entry/1338953	




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Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Brewery Cottage	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178840	
Hussey's Farmhouse	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094121	
The Cottage (also known as Ford Cottage)	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1178890	




APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Goschens (includes former barn to west)	Positive Contributor	Despite later adaptation to residential use, the configuration and proportions of these former agricultural buildings are still appreciable and enhance the rural character of the conservation area.	N/A	
Limit Cottages	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1338955	
Barn 20 Metres South West of Hussey's	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094122	



APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Service Building 10 Metres East of Husseys	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1338954	
Hussey's	Grade II* Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1302242	
Granary 15 Metres West of Hussey's	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1302210	18th-century granary. Bricknogged timber-frame on 9 staddles, with gabled tile roof.
Wall and Small Gazebo to East of Hussey's and Oast House	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1094123	

APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
The Oast House	Positive Contributor	Former hop kilns are prominent in the streetscape and views from further afield (e.g. recreation ground), illustrating the historic use of Hussey's Farm and enhancing the rural character of the conservation area.	N/A	
Park Lane				
No. 1 and Elm Cottage	Positive Contributor	Historic proportions, retention of designed symmetry to pair and architectural details including ridge tiles, brick detailing to chimney stack, timber window units and decorative hung tiles enhance the historic character of the conservation area.	N/A	
2 to 4	Positive Contributor	Despite insertion of large garage doors to No. 4, the historic proportions of the terrace confers historic character. Hung tiles to No. 2 add further visual interest.	N/A	

APPENDIX B: HERITAGE ASSET AUDIT

Building Name/ Number	Status	Reason for Inclusion (Positive Contributors)	List Entry (Where Applicable)	Photo/Brief Description
Sunnyside	Positive Contributor	Use of clay tiles to upper storey, dormers and roof are characteristic of the conservation area. Variegated roof form enhances visual interest of the roofscape.	N/A	
Park Lane				
Brecklands	Grade II Listed Building	N/A	https://historicengland.org.uk/listing/the-list/list-entry/1237467	

APPENDIX C: GLOSSARY OF TERMS

TERMINOLOGY	DEFINITION
Casement window	A window which is attached to its frame by one more hinges usually positioned to the side of the frame.
Downland	Areas of open chalk hills.
Gothic	Architecture inspired by the style of medieval churches – featuring pointed arches and tracery.
Knapped flint	Flint which is split to reveal the inside of the stone.
Neo-Classical	Architecture inspired by the buildings of ancient Greece and Rome – characterised by the use of columns and pediments and usually very symmetrical.
Massing	Refers to the shape, form and size of a building.
Polite building	A building designed with regard for architectural fashion, often by an architect.
Vernacular building	A building constructed using local materials with limited or no regard for architectural fashion.
Yeoman	Someone who owned and cultivated land, a wealthy farmer.

APPENDIX D: CONTACT DETAILS

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A team of experienced consultants from Purcell jointly contributed to the completion of this Conservation Area Appraisal and Management Plan.

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