

## Swanage Historic Urban Character Area 7 New Swanage

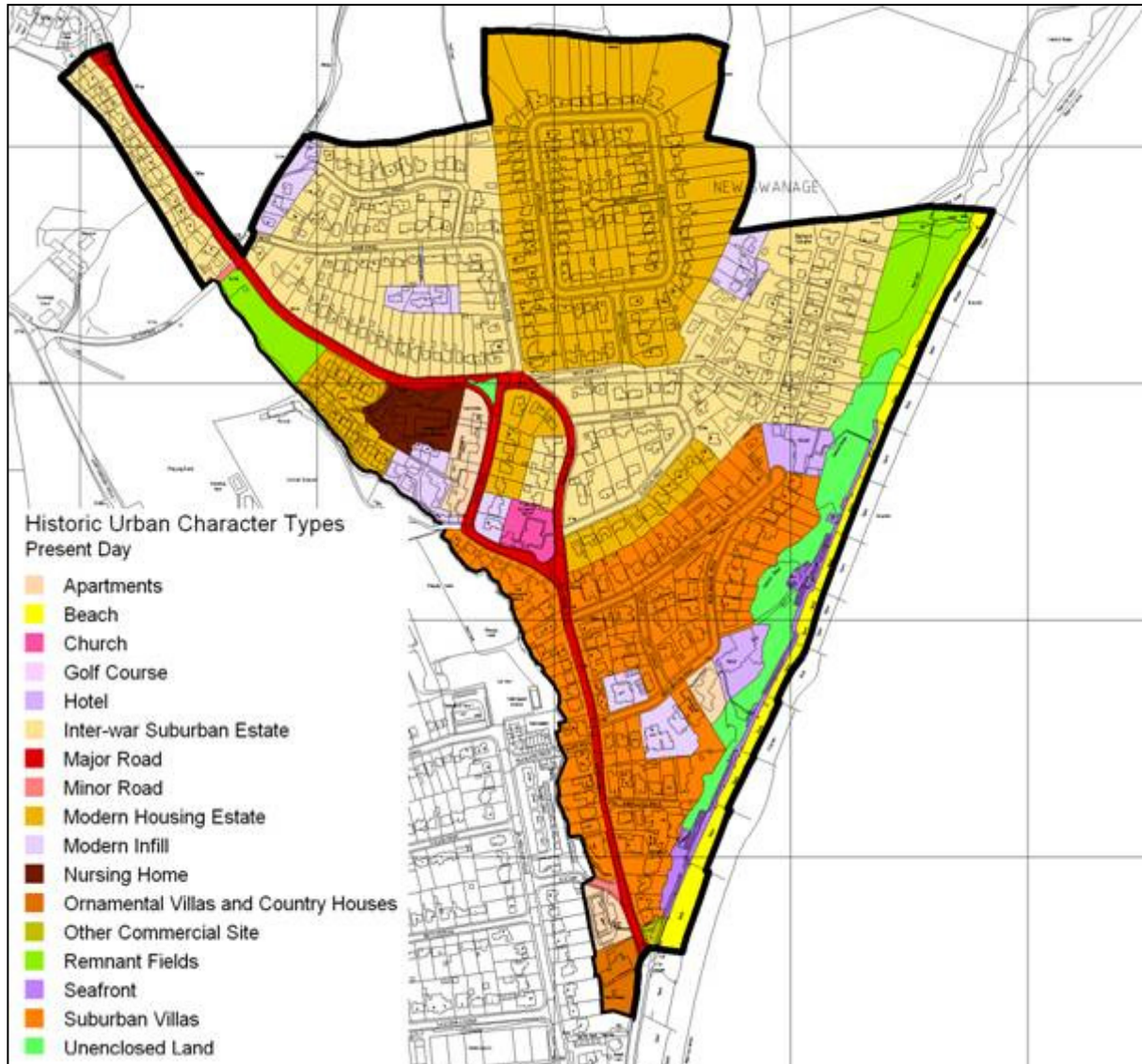


Figure 105: Map of Historic Urban Character Area 7, showing current historic urban character type.



Figure 106: View along Ulwell Road towards Swanage Bay.



Figure 107: Edwardian villas on Highcliffe Road.

## Swanage Historic Urban Character Area 7 Structure of Character Area

### **Overview**

New Swanage, which lies at the northern end of Swanage beach on slopes rising up towards Whitecliff Farm, represents an area of late Victorian and Edwardian expansion to the north of the town along Ulwell Road. It is defined partly by its geographical position and partly by its concentration of large Edwardian villas.

### **Topography and Geology**

This area lies to the north of the low-lying ground of Swanage Bay on the lower slopes of the land that rises up towards the chalk ridge and Ballard Down to the north. The south-western edge of the area is formed by a small stream running south-eastwards towards the sea. The land generally dips down towards the south and to the southwest into the stream valley. The eastern edge of the area is formed by sea cliffs increasing in height towards the north, with a sandy beach below. The underlying geology is sands and clays of the Lower Cretaceous Wealden Group.

### **Urban Structure**

There is one major route through this area. Ulwell Road runs up the slope from the north end of Shore Road, then bends round to the west and continues north-westwards towards Ulwell and Studland. The road divides in two to form a large traffic island at the sharp bend. There are a number of roads running off this major road to give access to the adjacent housing estates. These roads form regular and irregular looped networks and linear culs-de-sac. There is ribbon development along much of the western side of Ulwell Road.

### **Present Character**

Figure 105 shows the present day historic urban character types. It broadly divides into a large block of Suburban Villas to the south and Inter-war and Modern Housing Estates to the north.



Figure 108: Inter-war bungalows along Ulwell Road.

There are also small areas of Modern Infill and Apartments together with two hotels, a nursing home and a church.

### **Time Depth**

Ulwell Road is the earliest element in this character area and is probably Saxon, medieval or earlier in origin. The large villas at the southern end of the area date from the 1890s onwards, but the majority date to the Edwardian period. The Ballard Estate dates from after WW1. Most of the other housing estates date from the 1920s and 30s, except for the Bay Road estate and housing along Streche Road and Ulwell Road which date to the post-war period. The James Day Nursing home was built in the post-war period. All Saints Church was built in 1956-7.

### **Settlement Pattern and Streetscape**

The settlement pattern is one of low density housing set back from the street frontage, mainly in housing estates. The streetscapes have variations from estate to estate based on the width of the roads, scale and position of houses and character of boundary walls and hedges along the street. The position of the estates on high sloping ground gives many opportunities for views across Swanage and the bay.

The streetscape along Ulwell Road changes along its length. The southern half of the road has large Edwardian villas set fairly close to the street frontage, giving a more urban aspect to this part. Further north the road is wider and the scale of housing is smaller and lower, set further back behind front gardens, giving a more suburban feel, giving way to an edge of settlement location with fields on one side and good views over the surrounding countryside.



Figure 109: Inter-war housing on Moor Road.

## Swanage Historic Urban Character Area 7 Built Character

### **Building types**

The area is characterised by large Late Victorian and Edwardian villas and twentieth century suburban estate housing.

The Victorian and Edwardian villas and guest houses are large two to three storey detached houses, often with prominent bay windows and gables and occasionally with verandas, in a variety of differing combinations, including some Arts and Crafts inspired buildings and a number of Tudorbethan style villas.

The inter-war suburban housing includes both bungalows and two storey detached houses, mainly in non-Tudorbethan styles. There are two modernist houses on Moor Road, with flat roofs and corner windows. The Ballard Estate comprises former army huts, some of which have been clad or replaced. The post-war and modern estate houses are mainly two storey detached houses typical of their period and with no significant local detailing. There are a number of large modern apartment blocks, often replacing earlier Edwardian villas. A number of these have taken some design notes from the surrounding historic villas.

In addition there are a number of more specialised buildings including the large purpose-built late Victorian Grand Hotel of three storeys plus attics. There is one other purpose-built hotel, the post-war Pines Hotel. All Saints Church is a simple but striking 1950's church building with a single double-pitched roof and convex gable walls. The James Day Memorial Home is a purpose-built late 20th century nursing home with attached sheltered housing estate.

### **Building Materials**

The Victorian and Edwardian buildings are primarily of local red brick with stone or yellow brick dressings and slate or tile roofs. Some have highly decorated timber balconies or porches. A small number have Purbeck stone roofs.

The inter-war and modern houses are brick, but are usually rendered or pebble dashed. Tiled roofs predominate. There are a number of wooden former army huts in the Ballard Estate.

### **Key Buildings**

*Public Buildings:* All Saints Church.

*Late Victorian and Edwardian Villas:* 15-37 Ulwell Road, 2 Highcliffe Road.

*20<sup>th</sup> century houses:* 22 & 24 Moor Road.

*Commercial Premises:* Grand Hotel.



Figure 110: Edwardian villas along Ulwell Road.



Figure 111: Grand Hotel.



Figure 112: 22 & 24 Moor Road.



Figure 113: All Saints Church.

**Swanage Historic Urban Character Area 7  
Archaeology**

**Archaeological Investigations**

There have been no archaeological investigations undertaken in this character area, although possible Roman burials have been recorded eroding out of the cliff near Highcliffe Road and a Palaeolithic handaxe was found on the beach.

**Archaeological Character**

The lack of any below-ground investigation and the very small number of recorded finds and observations constrains any consideration of the archaeological resource. However, the distance from the historic core of the town suggests that there is little likelihood of significant urban archaeological deposits that would inform on the early history and development of the town.

There is a greater likelihood of recovery of pre-urban remains. The discovery of Roman burials with stone cists and associated with possible coffin nails and pottery eroding out of the cliff in the vicinity of Highcliffe Road in the late 19<sup>th</sup> century (RCHME 1970, may hint at possible Roman settlement and other activity here, though the extent and nature of this activity cannot be determined on present evidence. The presence of prehistoric monuments on the chalk ridge and other prehistoric finds in the general area, hint at the possibility for the survival of evidence of prehistoric activity on these south-facing slopes.

There are a few historic field boundaries fossilised within the present-day suburban housing estates (Figure 114). These are likely to be post-medieval or later in date.

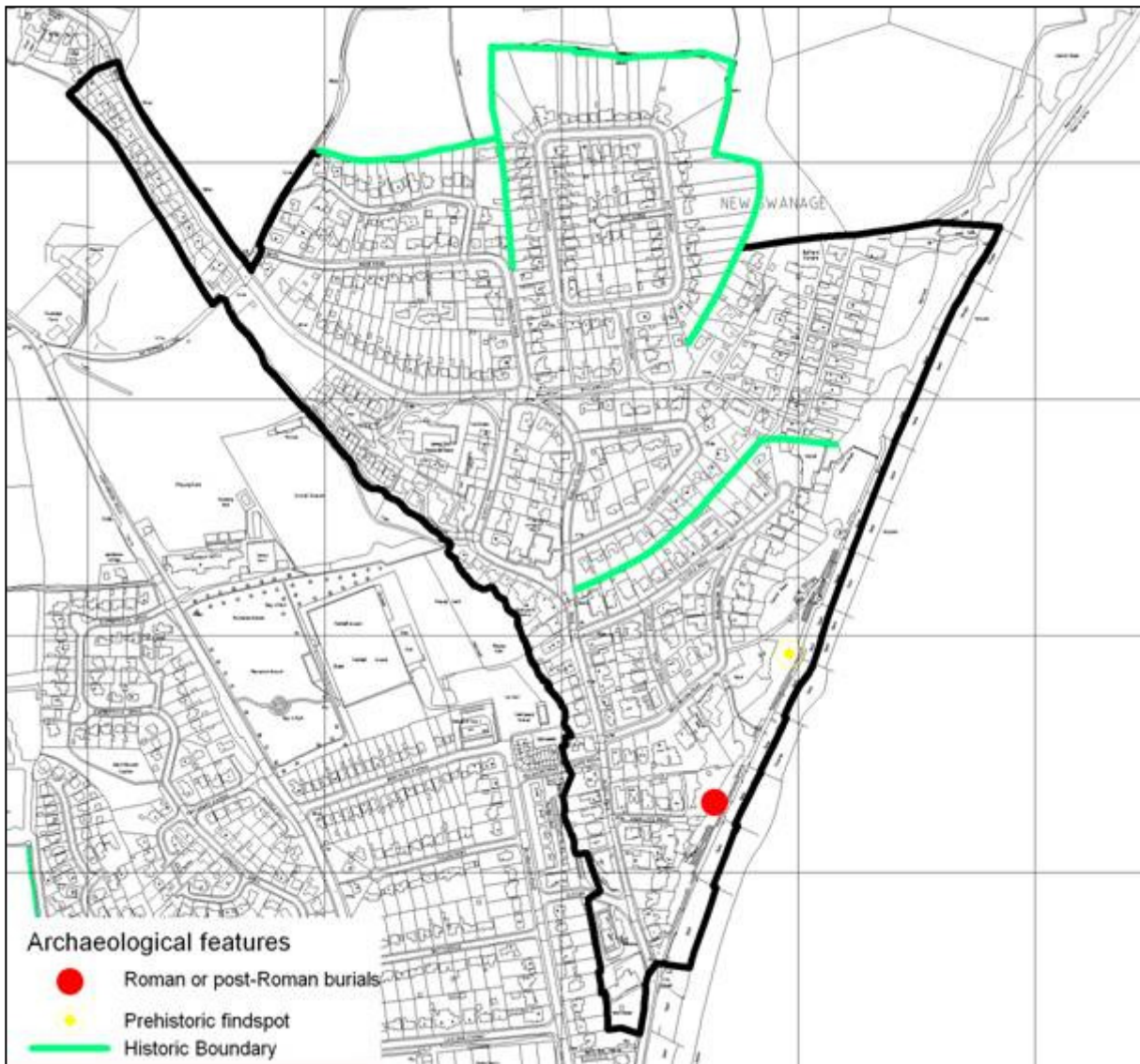


Figure 114: Archaeological features and findspots in Historic Urban Character Area 7.

**Swanage Historic Urban Character Area 7  
Designations**

***Listed Buildings***

There are no Listed Building designations in the Character Area.

***Conservation Areas***

None of this Character Area lies within a Conservation Area (Figure 42).

***Registered Historic Parks and Gardens***

There are no Registered Parks and Gardens within the Character Area.

***Scheduled Monuments***

No Scheduled Monuments lie within this character area.

## Swanage Historic Urban Character Area 7 Evaluation

### ***Strength of Historic Character***

The strength of character of this area is judged to be **medium**. This is primarily based on the large late Victorian and Edwardian villas along the southern part of Ulwell Road and on the lower slopes of this area, which provide an interesting sequence of historic buildings on the approach into Swanage from the north. Elsewhere, the character is typical of inter-war and post-war housing estates.

### ***Sensitivity to Large Scale Development***

The area has a **medium** sensitivity to major change. The greatest sensitivity is in the southern part of the area, where a significant number of villas have already been replaced by modern apartments or altered by modern extensions, which detract from the general rhythm of settlement pattern and streetscape. The position of this area on sloping ground means that the area is visible from many places in Swanage and any large-scale development could have a significant visual impact.

### ***Archaeological Potential***

The archaeological potential of this area is judged to be **low**. It lies well beyond the historic core in an area of suburban development dating from the late 19<sup>th</sup> century onwards. The small number of earlier archaeological discoveries indicate the potential for recovering archaeological information on per-urban activity, particularly dating to the prehistoric and Roman periods.

This area has the potential to provide information which would contribute to Research Questions 3, 4, 6, 22, 24, 25 (Part 7).

### **Key Characteristics**

- South-facing hillslopes giving views over Swanage and the bay
- Large late Victorian villas and guest houses
- Grand Hotel, a late Victorian purpose-built hotel
- Ballard Estate derived from former WW1 army camp
- Extensive inter-war and post-war suburban housing estates