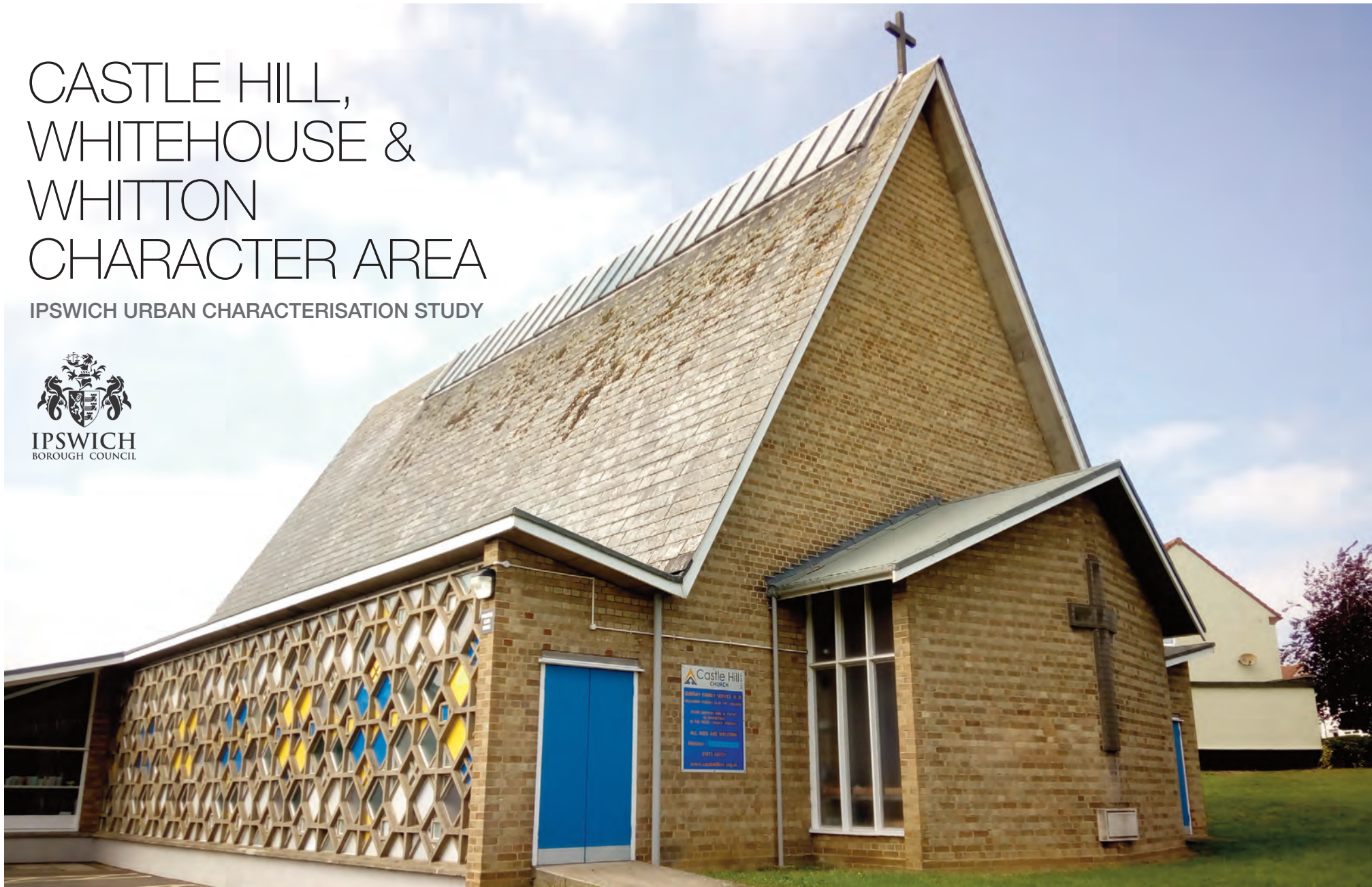


# CASTLE HILL, WHITEHOUSE & WHITTON CHARACTER AREA

IPSWICH URBAN CHARACTERISATION STUDY



IPSWICH  
BOROUGH COUNCIL



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Locally listed 136 Henley Road



Locally listed Sparrow's Nest Lodge



Grade II listed White House, Old Norwich Road



## ACKNOWLEDGEMENTS

David Kindred, Dr Abby Antrobus, Suffolk Records Office (Ipswich branch), Ipswich and Colchester Museum Service, Pat Godbold (Ipswich Town FC archivist)



## INTRODUCTION

The Castle Hill, Whitehouse and Whitton Character Area is located in the north west of Ipswich borough, largely comprising residential development from inter and post-war years, although there are pockets of earlier 20th century housing to the south of the area.

Similarly to the other areas in this series of urban character studies which border the historic core of the town, this area has a distinctly suburban character, and is illustrative of 20th century fashions in both public and private house building, using varied approaches to design, layout and appearance, providing the region with some distinctive areas.

The borough is bounded to the north by the adjoining district of Mid Suffolk, and to the east by Suffolk Coastal, which provides the north and east of the character area with a distinctive rural edge which extends into the countryside, providing long ranging views of rolling estate farmlands. The Ipswich Garden Suburb extension is proposed to the east of this urban character area, which will see the introduction of residential development adjacent to the east of the study area.

The northwest segment of the area is characterised by several retail and industrial parks, utilising the nearby A14 for access, departing from the more typical suburban character of the area.

This urban character study will consider the history, archaeology, open space and landscape of this region, and also consider the character of 7 sub areas which have distinctive identities to highlight key characteristics and outline how this area can be managed. These are referred to in this document as:

- The Dales • Castle Hill • Rural Edge • Whitton
- Bury Road • Whitehouse • Westbourne



Imagery copyright Getmapping PLC The Castle Hill, Whitehouse and Whitton Character urban characterisation area and sub-areas.

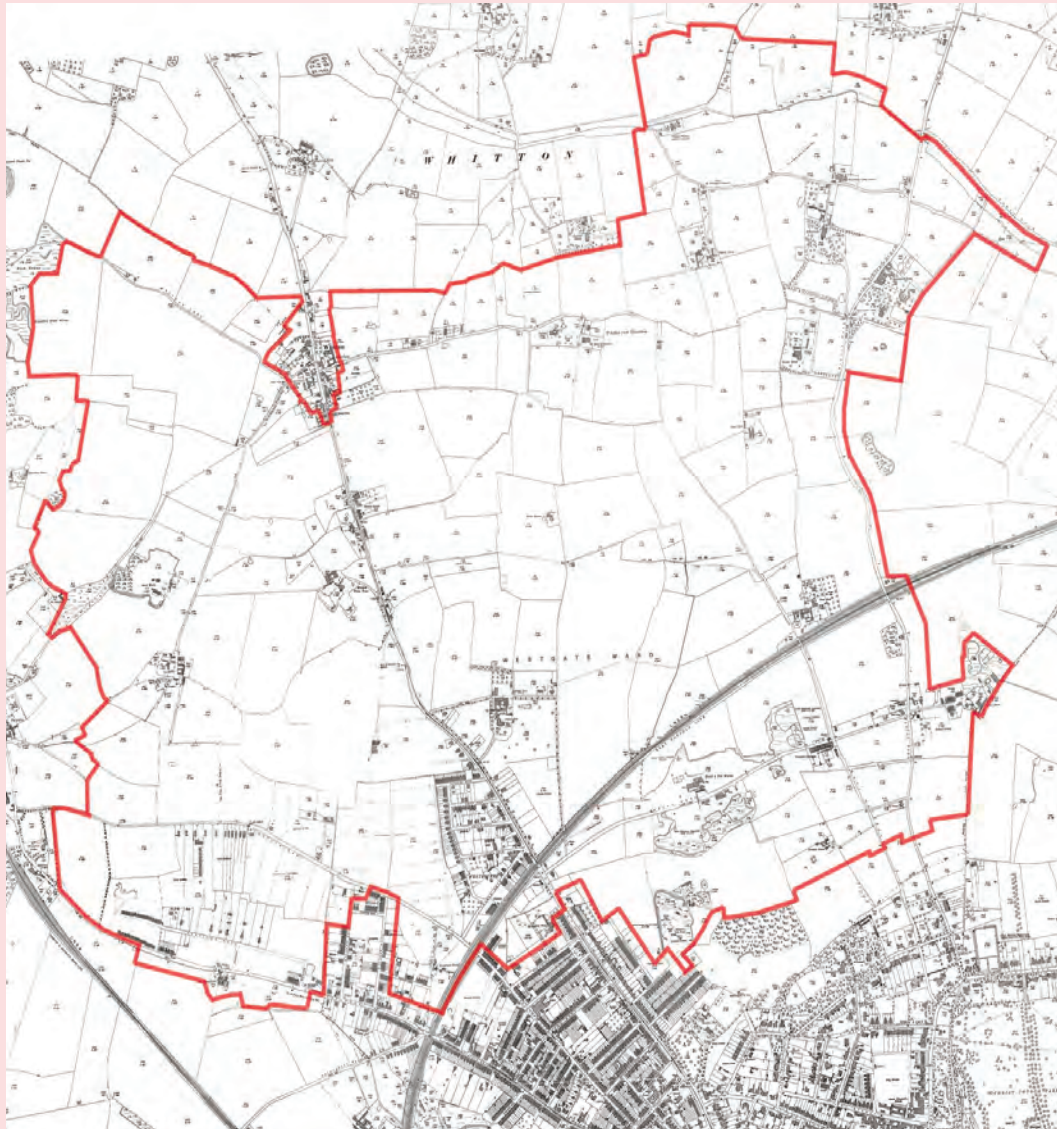
Mansfield Avenue, Highfield Road, Sparrow's Nest Barn



Sherrington Road







The Castle Hill, Whitehouse and Whitton area in 1927 (Ordnance Survey map)

Archaeological evidence shows that there was a landscape of long occupation underlying modern development in this character area. The area is outside the core of the town, and archaeological remains relate to the Ipswich hinterland, and earlier Prehistoric, Roman and Early Anglo-Saxon activity. Archaeological excavation sites have often shown a continuation of occupation between periods.

The Roman villa at Castle Hill is Suffolk's largest known villa complex, first discovered in the 1850s, dating from the 3rd and 4th century. A number of excavations of the site have been carried out, including by Basil Brown in the 1940s and more recently by Channel 4's Time Team. Brown's excavations located foundations of a hypocaust laid underneath the floor, and sunken channels which would have linked to external furnaces which would have heated the floors in the principal rooms. A tessellated pavement (pictured below), found at the site in the 1870s, is now in the Ipswich Museum collection. Iron Age and Saxon remains pre- and post-dating the villa have been recorded, and Saxon finds were recorded at Beechcroft Road to the east. Building foundations, an aisled barn and multiple bath houses have been recorded

at the site of the villa, as well as animal bones, coins, knives, shells and pottery.

At the beginning of the 20th century, this area was largely undeveloped farmland, occupied by sparse country houses and estates, of which Sparrowe's Nest, Thurleston Lodge and the White House all remain. In the early 20th century OS map to the left, Whitton can be seen to be a small village, completely independent of Ipswich. Whitton was served by the Ipswich trolleybuses from 1905, but it was not until the 1930s that the stretch of Norwich Road north of the railway line was developed and became an outer Ipswich suburb which linked Whitton with the town, as evident today.

Several of the large estates which occupied the character area when it was open countryside were demolished to make way for mass housing. Those lost and largely forgotten include Springfield House, formerly located on Norwich Road to the south of the railway line, was a 19th century mansion benefitting from 14 bedrooms and bounded by 9 acres (largely paddocks) which was demolished in the 1930s to accommodate the housing at Brookfield Road.



Decorated Mosaic Pavement in red, white and black tesserae. Discovered at Castle Hill, Ipswich 1930 (Picture credit Ipswich and Colchester Museums Service)



Whitton, 1905 photo courtesy of David Kindred



Brook House, 1914 – reproduced by kind permission of Suffolk Record Office, Ipswich Branch (reference HE402/1/1914/2)

## HISTORY

Brook House could be found off Henley Road to the west of Sparrowe's Nest (now Taunton Road), which was an eleven bedroom countryside mansion set in 6 acres of well-timbered grounds. This large country residence was demolished to give way for housing, although 2 cottages at Epsom Drive remain which belonged to the Brook House estate. Dale Hall was a more historic manor with an associated farmstead which was located to the north of the railway line (now Larchcroft Road). The Dale family lived in Thurleston as early as 1271, holding land there continuously, including Dale Hall. Dale Hall had a similar fate, being demolished in 1961 for modern estate housing.

Until the late 1950s, several brick and tile works could be found to the south of the railway line, utilising the railway track for the transport of coal to the kilns, as well as for the export of finished goods. Several workers cottages for employees of the brickyards can still be seen at The Grove which are dated 1880, and benefit from unusual decorative tiles and brick banding, illustrating the quality and variety of products which could be made in the brickyards. Evidence of the deep quarrying for sand and clay associated with the brickyards can still be seen at The Dales Nature Reserve, which has an undulating character with steep banks.

Dale Hall, 1960s – reproduced by kind permission of Suffolk Record Office, Ipswich Branch



Bramford Road, 1920s – all photos courtesy of David Kindred



Meredith Road, 1962 (above) Henniker Road, 1960s (below)



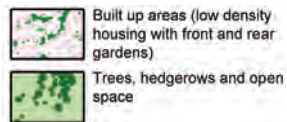
The quarrying activity in this area led to the discovery of significant archaeology, notably locating a Roman burial chamber in 1935 and wider Roman cemetery. It was thought at the time of the archaeological excavations in 1935 that the burials were so deep (20-100ft below ground) as it was customary for Roman nobility to be buried deep below ground as an expression of wealth and to safeguard their remains. The excavations also found funerary objects and jewellery buried with the bodies, a traditional burial ritual of the time. The excavations also revealed rare evidence of a 4th century cremation. The brickyards closed in 1959 and the area is now occupied by housing and industrial development.

The northwest of Ipswich, which this document considers, was developed for housing largely from the 1930s until the 1970s as a response to the growing population of the town and to provide housing to replace those older dwellings demolished during slum clearance schemes. This character area therefore has estates which illustrate principals of post war planning, with public housing estates emulating the garden city principals of Ebenezer Howard with local centres and tree lined boulevards, as well as more organic linear development built by speculative house builders.

The northwest provides examples of approaches to house building after the Second World War, and illustrates changes in architectural fashions and social aspirations, moving away from the style of Victorian/Edwardian terraces, to dwellings more influenced by the Arts and Crafts movement, to the mass housing more typically associated with the later 20th century.



## OPEN SPACE



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ProximTREE - © Bluesky International Limited

Ancient rolling farmlands occupied much of this character area until the 1930s when the area was largely developed for housing as the town expanded. These rolling farmlands can still be seen in the north of the character area as the fields stretch into rural Mid Suffolk, with ancient hedgerows marking historic field patterns.

This character area has an under-provision of natural and semi-natural green space against the Borough's open space standards. However, it has an over-provision of allotments as measured against the standards and these provide valuable habitat for wildlife, including birds and invertebrates, for example in large, ancient perimeter hedgerows. Other than the allotment site and the northern rural edge, most open space is managed as amenity grassland and is therefore of limited biodiversity value.

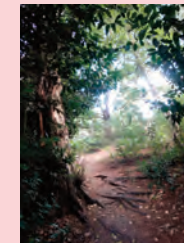
The 20th century housing areas feature pockets of green space, either in the form of recreation grounds, allotments or playing fields. The undulating topography of the area allows for much of this greenery to act as a backdrop to the built up area, and gives the sense of never being far from open space. Dale Hall Nature Reserve was created following the closure of the quarries for the brick and tile works in 1959 which provides a haven for wildlife in response to the dense tree cover and springs which occupy the reserve.

Veteran trees can be found around the remaining large estates of Sparrowe's Nest, Thurleston Lodge and White House, whilst the trees at Epsom Drive and on Springfield Lane are indicative of the former estates which once occupied

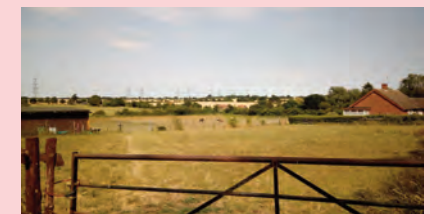
these sites prior to the widespread development of the area in the 20th century. Close to old Whitton there are two lanes: Fisk's Lane is a historic lane connecting to the similarly ancient Whitton Lane, to the north. Both are important wildlife corridors and provide good habitat for birds and invertebrates. New development should look to provide biodiversity improvements where possible and appropriate. This could include the provision of green roofs, green walls, bat and bird boxes, tree planting and enhancements to existing green corridors.



Tree lined verges of Henley Road

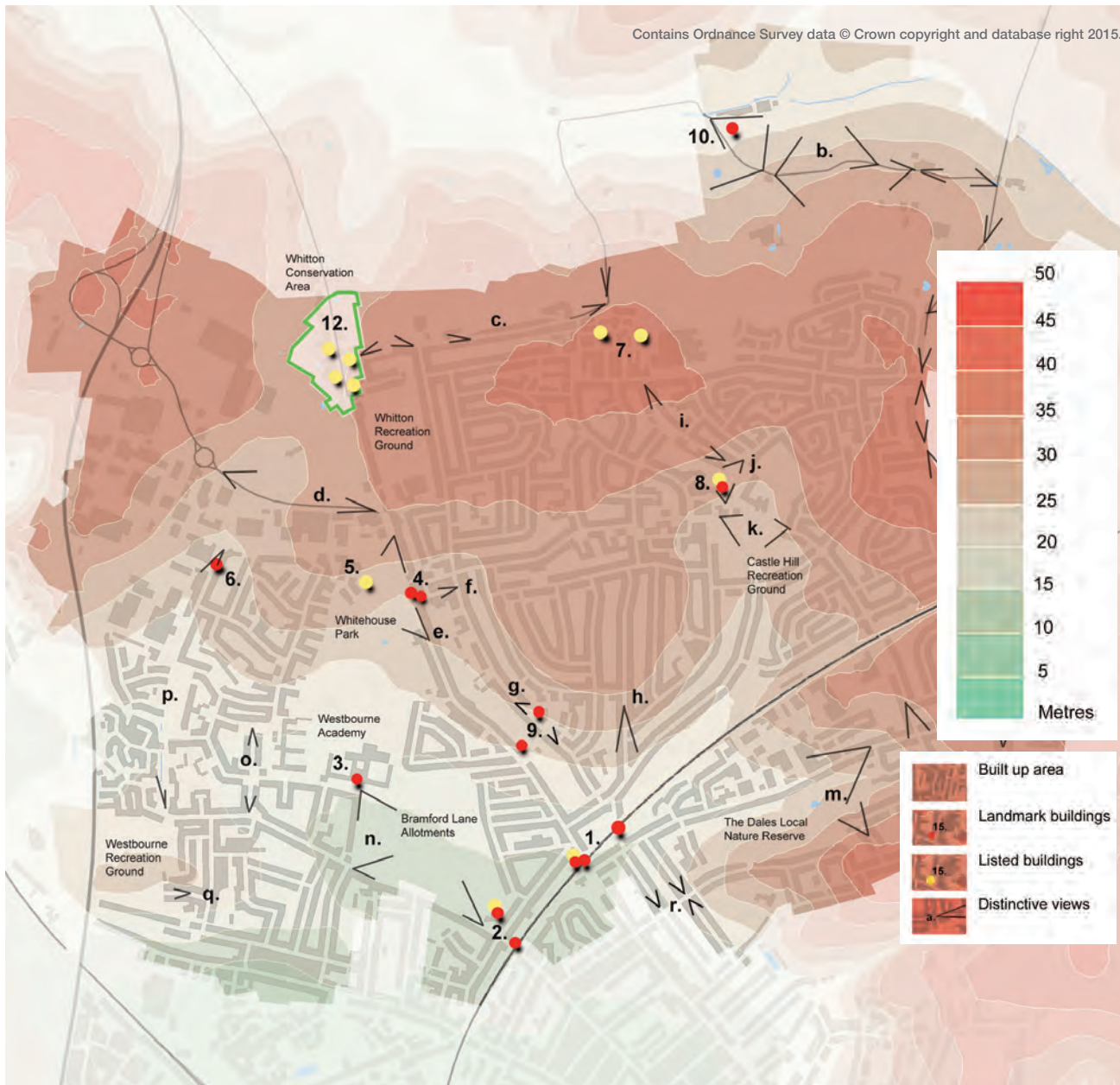


Dale Hall Nature Reserve Whitehouse Park



Thurleston Lane looking north





### Views

- a Henley Road – mix of well planted streetscape views and hedgerows
- b Thurleston Lane – mixed rural setting of hedgerows and open farmland views
- c Whitton Church Lane – mix of ornamental and hedgerow planting, and playing field views
- d Bury Road – mature tree planting and open space edge to gateway route
- e Norwich Road – open space views (White House Park)
- f Meredith Road Local Centre, White House Park in background
- g Highfield Road – views of Castle Hill Community Centre and garden
- h Beechcroft Road – view of Stoke Hill
- i Shenstone Drive – broad planted verges
- j Dryden Road – view of Castle Hill Unitarian Church and grounds
- k Congreve Road – view of Castle Hill Recreation Ground
- l Dale Hall Lane – mix of well planted streetscape and views of Constitution Hill
- m Dales Local Nature Reserve – views from Dales Road and Cheltenham Avenue
- n Bramford Lane Allotments – views from Bramford Lane and Marlow Road
- o Ulster Avenue – broad planted verges
- p Lovetofts Lane – tree and hedgerow edge
- q Pearl Road – view of Westbourne Recreation Ground
- r Mornington Avenue & Westholme Road – view of railway embankment planting

### Landmark Buildings

- 1 Suffolk Punch PH (Grade II listed), Ferodo Railway Bridge & Ashcroft Lane Bridge
- 2 Bramford Lane Bridge & St Thomas the Apostle church (Grade II listed)
- 3 Westbourne Academy
- 4 Meredith Children's Centre & Whitton White House Lodge (locally listed)
- 5 Whitton White House (Grade II listed)
- 6 Former boiler house, Realise Futures, Lovetofts Drive
- 7 St Mary & St Botolph Church (Grade II listed) & St Mary's Rectory (Grade II listed)
- 8 Castle Hill United Reformed church (Grade II listed)
- 9 Castle Hill Community Centre (locally listed) & St Mary Magdalen RC Church
- 10 Whitton Water Pumping Station (locally listed)
- 11 Sparrow's Nest, Barn to Sparrow's Nest, Sparrow's Farmhouse & Barn at Sparrow's Farm (all Grade II listed)
- 12 Listed buildings within Whitton Conservation Area (see Conservation Area Appraisal)



Suffolk Punch Public House



## CHARACTER SUB AREA - THE DALES

This sub area occupies the land to the south of the railway line, formerly used as the brick and tile works. The Dales comprises a mix of mid-20th century residential development, industrial units and offices at Dales Court Business Centre, and a nature reserve off Dale Road.

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The earliest housing in this sub area are the late 19th century workers cottages off The Grove, associated with the former brickworks. Much of the housing to the south of Dales Road dates from the interwar period, providing an array of examples of 1930s architectural fashions. The brickworks on Dales Road remained in operation until 1959, and so the industrial and commercial buildings, as well as adjacent housing off Clive Road and Dales Road is later in date and has a distinctive mid-late 20th century character.

There is a varied architectural character to this sub area, providing examples of some of the most diverse housing designs in this urban character area. Architectural styles include typical 1930's houses with canted bay windows under projecting gables; more unusual and individual Arts and Crafts influenced houses along Henley Road; modest bungalows with hipped roofs and several streets which have catslide roofs which often illustrate the steep change in topography across the area.

Despite the varied approach to the design and appearance of these dwellings, this sub area does have a distinctive character with well-spaced houses with generous gardens which gives The Dales a spacious, suburban character. The principal building materials are red brick, and tiled roofs, with more isolated use of render and hanging tiles which varies the external finish of the residential properties in this area.

The regular rise and fall across this sub area provides long ranging views across northwest Ipswich and often into the countryside to the west, particularly along Dales Road and Silverdale Road which give an edge of town quality to the area. The dense tree cover at Dales Hall Nature Reserve and the nearby Broom Hill Park also provide a leafy backdrop to many street vistas.

The industrial section of The Dales is concentrated to the immediate south of the railway. The buildings in this area are generally single volume warehouse buildings, and several mid-late 20th century office buildings, generally no more than two storeys in height. Although located in a principally residential area, the scale of the industrial buildings does generally respect the scale of domestic architecture adjacent.

Pictures from top to bottom:  
Cheltenham Avenue, Catslide roofs at Clive Avenue  
Dense tree backdrop to Sherrington Road, Henley Road





# CASTLE HILL, WHITEHOUSE AND WHITTON CHARACTER AREA

## CHARACTER SUB AREA - CASTLE HILL

Castle Hill is an area of predominantly private housing dating from the 1930s to early 1970s located to the north of the railway line and east of Norwich Road, providing several examples of changes in residential architecture throughout the 20th century.

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The earliest housing in this area is found in the south west and generally has a linear layout, using the streets to form grids, whilst the post war housing to the north and east tended to infill some of the grids with more meandering roads and cul-de-sacs which does make Castle Hill difficult to navigate at times.

Building materials in Castle Hill are principally red brick with tile roofs, although the use of render, buff brick and occasionally weatherboarding are used to highlight architectural features and provide visual interest to these modestly detailed dwellings.



This area benefits from a few landmark buildings which provide wayfinding references which help navigate the estate. Castle Hill Community Centre on Highfield Road is a 19th century buff brick former dwelling, located nearby the remains of the Roman Villa and is one of the few remaining relics of the historic landscape in this area before the introduction of mass housing.

Castle Hill United Reformed Church (pictured on the front cover) is a Grade II listed church dating from 1955 designed by local architects Johns, Slater and Haward, innovatively using pre-cast concrete in the construction of the building. The steeply pitched roof of the church can be seen intriguingly across streets of housing, sitting at a relatively high point of the area.

Ipswich Town FC owned 17 properties around the town, several of them in the Crofts area – Ashcroft Road, Hazelcroft Road, Larchcroft Road, Chelsea Close, Chesterfield Drive. Players who lived in the area included Billy Baxter (played for Ipswich 1960-71), Ray Crawford (1958-63, 66-69), Reg Pickett (1957-63), Andy Nelson (1959-64). To begin with, the club owned the properties and rented them at a subsidised rate of £1.10 per week – offering a house with a garden at this price was a significant attraction for players in the 50s and early 60s.

The later phase of housing to the east of the area during the 1960s was accompanied by a small amenity centre and public house, more modest in design but still providing a visual break to the mass housing. The public house was opened in 1969 and named 'Man on the Moon' to commemorate the 1969 moon landing which took place the same year as the pub opened.

Pictures from top to bottom:  
Ashcroft Road, Dryden Road  
Mitford Close, Birchcroft Road



## CHARACTER SUB AREA - WHITTON

Largely dating from the inter- and immediate post war periods, the Whitton estate includes some of the earliest examples of planned public housing on a mass scale in this urban character area. The earliest housing in this sub area begins in the west towards Norwich Road, with a later phase of the estate to the east along Macaulay Road. The streets in the Whitton estate are generally named after well-known writers, such as Shakespeare, Byron, Defoe, Homer and Chaucer.

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The layout of the estate principally comprises linear roads with pairs of semi-detached dwellings and short terraces of 4, with a similar mix of architectural styles to those found at the Rushmere and Gainsborough Estates to the east of the town. The Whitton estate also has similarities with the Racecourse estate with a distinctive horseshoe layout which mimics the spoke and wheel layout seen in the South East.

The Whitton estate is perhaps less distinctive than public housing estates of similar date on the outskirts of Ipswich, owing to a less legible layout with a lack of landmark buildings to act as wayfinding points to help navigate the estate.

Building materials are principally red brick and render, often brightly painted, with concrete pantiles. Projecting gables feature often throughout the Whitton estate, with ridges running parallel with the road, often penetrated by chimneys. The second phase of the estate to the east of the area includes more modest architectural detailing, although the principles of the original layout with wide streets with grass verges and well-spaced is echoed across this later phase.

There is a gradual rise and fall in topography across the Whitton estate, a natural landscape feature which is apparent across the area, particularly along Shakespeare Road, with land rising to the north providing some long suburban streetscapes with views of chimneys and rooftops rising up the hill.

There are local amenities located in the Whitton estate, including a cluster of shops along Meredith Road and Garrick Way, several recreation grounds and playing fields, the extensive school complex off Defoe Road. The Grade II listed medieval church of St Mary and St Botolph has been enveloped by 20th century housing, a reminder of the former isolation of Whitton village, now linked to Ipswich by the extensive suburban landscape.

Pictures from top to bottom:  
Shakespeare Road

Aerial view of Whitton estate 1992 – photo courtesy of David Kindred

Defoe Road

Shakespeare Road





## CHARACTER SUB AREA - RURAL EDGE

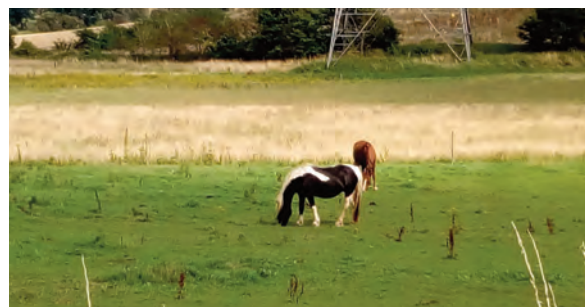
The northern border of this character area is largely agricultural fields and horse paddocks and has a distinctly rural, undeveloped character with evidence of the historic landscape surrounding Ipswich. It is likely that at the beginning of the 20th century, as shown on the map included on page 3, the entire character area of the northwest would have had a similar appearance to this small rural edge before the mass housing schemes were built on the town's periphery.

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Buildings in this sub area are mostly agricultural in character, comprising farmhouses, barns and outbuildings generally pre-dating the 20th century.



The cluster of Grade II listed farm buildings at Sparrowe's Farm on Henley Road signal the departure from urban Ipswich to the countryside as land opens up and provides views of ancient rolling estate farmlands of the neighbouring districts of Mid Suffolk and Suffolk Coastal to the north and east.

There is short linear stretch of houses along Thurleston Lane adjacent to Thurleston Lodge Farm which date from the mid-20th century, but this is not extensive and has not overly eroded the countryside character of the rural edge. There has been some more recent development at Thurleston Residential Home, formerly Datchet House, a 19th century red brick residence, where the veteran trees remain as evidence of the historic landscape and parkland associated with the house.

The Westerfield Watercourse runs west to east through this sub area which sits discreetly in the landscape aside from the striking water pumping station dating from 1913 commissioned by Ipswich Corporation. This building has been superseded by new facilities adjacent to the pumping station, however still sits proudly in the landscape as an example of early 20th century industrial architecture.

The experience of the rural edge is somewhat marred by the prominent presence of the electricity wires and transmission towers across the landscape in the distance, but aside from some localised mid-20th century development, this area is largely unaltered in its appearance and character from the beginning of the last century.

Pictures from top to bottom:  
 Thurleston Lane  
 Horse paddocks  
 Farm buildings at Sparrowe's Farm, Henley Road  
 View south from Old Norwich Road



## CHARACTER SUB AREA - BURY ROAD

Bury Road departs from Norwich Road to the west and leads traffic to the busy A14 dual carriageway. This sub area has a distinctly more commercial/industrial appearance than the rest of this character area, providing out of town shopping opportunities as well as light industrial activities.

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North of Bury Road is Anglia Retail Park, separated from residential development to the east by the King George V playing field. Anglia Retail Park has two principal warehouses subdivided into smaller retail units, as well as some detached eatery and retail facilities. This retail park is largely dominated by extensive car parking and a complex road network, set back from Bury Road and therefore making little contribution to the street scape.

On the south side of Bury Road is Asda superstore, an immense retail warehouse set back from Bury Road by an extensive car park, again making little contribution to the street scene. Whitehouse Industrial Estate is located to the south of Bury Road, with some buildings attempting to make more of an architectural impression on Bury Road, but generally the architecture along Bury Road is single volume warehousing of utilitarian appearance.

White House Industrial Estate has a more industrial character than the retail units along Bury Road, generally occupied by trades which operate services out of warehouses. This area also includes office buildings and business headquarters which provides a contrast to the large warehouses with the more modest 2 and 3 storey office units which generally have more of an architectural presence.

On the south side of White House Road is the beginning of the large Whitehouse public housing estate, and so there is a characteristic distinction between the residential properties to the south and the industrial character of the buildings to the north.

The Bury Road sub area does have an edge of town feel, typical of the car orientated out of town shopping experience. The reliance on private cars to access sites in this area does result in a high volume of hardstanding for car parking, providing little green space or successful landscaping. New development in this sub area should seek improvements to the public realm to increase the enjoyment of pedestrians to this area.

Pictures from top to bottom:  
Costa, Anglia Retail Park  
Warehouses at White House Road  
Offices at Quantum Business Park  
Retail units at Anglia Retail Park





## CHARACTER SUB AREA - WHITEHOUSE

The Whitehouse sub area is principally residential in character comprising a large post war public housing estate located to the west of the Grade II listed White House. Streets in the Whitehouse estate are named after settlements and counties in Ireland.

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The core of this area reflects early principals of planning, providing wide streets and tree lined boulevards on the edge of town. Houses are generally a combination of pairs of semi-detached dwellings and terraces of 4, principally built in red brick, with occasional use of render and hanging peg tiles to highlight architectural features, such as canted bay windows. Similarities in architectural approaches can be seen with the Whitton estate. The entrance doors to buildings in the public housing in Whitehouse often feature a glass block surround and are illustrative of post-war architectural fashions.



At the centre of the Whitehouse estate is a local centre on Ulster Avenue, approached by a tree lined boulevard in which there are several shops and amenities, leading on to Whitehouse Community Primary School, Westbourne Academy and Flying Horse public house. The local centre is of a taller 3 storey scale, compared with the surrounding 2 storey residential development, which reinforces Ulster Avenue as the centre of the Whitehouse estate.



To the west of the Whitehouse estate off Lovetofts Drive is a later 20th century housing development, presented in a complex layout of cul-de-sacs and winding roads which is a jarring contrast to the generally linear layout of the Whitehouse estate, legible to navigate as a series of grids.



There is a high quantity of street trees across the Whitehouse estate which gives this sub area a particularly green, suburban character. This relationship with green space is further amplified by White House Park to the east, formerly parkland associated with the 17th century White House, now a recreation ground and skate park. The large playing fields associated with the schools on Marlow Road punctuate this residential area with additional green space.



Pictures from top to bottom:  
Kerry Avenue  
Antrim Road  
Whitehouse Park  
Ulster Avenue



## CHARACTER SUB AREA - WESTBOURNE

Some of the oldest housing in this character area is located in Westbourne, an area to the north west of the railway line, featuring long terraces of early 20th century housing as an extension to the Victorian and Edwardian suburbs to the south.

The layout of housing in this area is generally linear, forming grids between principal routes to the town via Norwich Road, Bramford Road and Bramford Lane. Architectural styles vary, illustrative of the changes in fashions and social aspirations from the early to mid-20th century.

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The earliest housing in this sub area is the area between Westbourne Road and Norwich Road, as well as some parts of Bramford Road and Henniker Road. These include pairs of semi-detached dwellings with projecting bays, prominent gables, and unusual mansard roofs. The area was then further developed in the 1930s and 40s, with typical interwar dwellings with canted bay windows, arched porches and hipped roofs along Shafto Road, Bennett Road and Bramford Lane.

Westbourne also includes a sizeable area of post war public housing along Coral Drive, Opal Avenue and Diamond Close, which departs from the grid layout established by the earlier 20th century housing already, and a move towards the cul-de-sac style of development more common to the latter part of the century.

As the suburbs of Ipswich grew, core facilities were provided in the area, including allotments, shops, pubs and churches. The famous 20th century church architect, Cachemaille-Day, designed the Church of St Thomas on Bramford Lane, which was built in 1938 to replace the temporary church established on the same site in 1903. St Thomas' is thought to be Cachemaille-Day's only work in Suffolk, clearly influenced by the local vernacular, although is now almost hidden by the car park and trees which bound it.

Also of interest is the Suffolk Punch public house on Cromer Road, which also dates from the 1930s, designed by Cautley and Barefoot of Ipswich. The Suffolk Punch is a prominent Jacobethan building, built for the Tollemache Brewery, one of several public houses in this style located around Ipswich, termed as Tolly's Follies, influenced by the Tollemache family home, Helmingham Hall. Tolly's Follies were built in this corporate style to rival the Cobbold family public houses (known as Cobbold Copies) before the breweries merged together to become Tolly Cobbold.



Pictures from top to bottom:  
Rayleigh Road  
St Thomas' Church, Bramford Lane  
Westbourne Road  
Westbourne Road



# SUMMARY

## THE DALES

Building in infill plots would only be acceptable if proposed buildings reflect the scale and design of adjacent architecture and the layout of existing buildings.

Front and side extensions to existing dwellings should avoid obscuring the architectural detail or erosion of the more spacious layout of the dwellings in this area.

New development at Dales Court Business Centre should be of high quality architectural design, and be of a scale which respects that of the neighbouring residential buildings. Opportunities to improve the public realm and landscaping around the industrial core should also be incorporated into new design proposals.

## CASTLE HILL

This area is one of the most compact areas of housing in terms of layout and spacing. New dwellings would only be supported where the character of the area established by the layout and topography of the area would not be eroded.

Open, green space is infrequent in this sub area, and so remaining pockets of precious green space should be retained and generous landscaping encouraged.

## WHITTON

Proposals for extensions and porches should respect the general symmetrical approach to design through the semi-detached and terraced layout of the estate and avoid disrupting the established layout and proportions of houses in this area.

Where there are opportunities for new buildings, perhaps on spacious corner plots, care should be taken in the design to allow for distinctive, landmark buildings to provide opportunities for improved wayfinding.

## RURAL EDGE

This area has a distinctly undeveloped, rural character. New agricultural buildings and stabling should be of modest scale and utilitarian appearance to sit discreetly in the landscape.

Piecemeal, linear development could quickly erode the rural, isolated character of this sub area, particularly along Thurleston Lane. Any new development along the rural edge requires very careful and sensitive consideration, should be master-planned,

and have regard to contributing to the green rim and other strategic walking and cycling routes where appropriate.

## BURY ROAD

New development should seek to improve the architectural character of these industrial and retail parks, moving away from the existing utilitarian single volume warehouses. New development should also have regard to the varied topographical levels across this sub area, and ensure that proposals are of appropriate scale and massing, having regard to ground levels and adjacent architecture.

Along Bury Road, there is opportunity for the creation of high quality designed landmark buildings which should make a positive statement for the entrance to the

borough from the west.

New development should include improvements to the public realm, incorporating generous tree planting and landscaping schemes, and provide opportunities to increase biodiversity.

## WHITEHOUSE

There are small pockets of green space on corner plots and on the periphery of the Whitehouse estate which could accommodate sensitive new development.

New buildings, extensions and outbuildings in this area should respect the established layout, scale and spacing of the Whitehouse estate, being mindful of the often symmetrical design of semi-detached dwellings and terraces within this area,

avoiding disrupting the balance of architectural features.

On larger development sites, opportunities to create landmark buildings should be explored in design proposals.

## WESTBOURNE

This relatively dense area of more historic housing presents few opportunities for new development. To preserve the special interest of this more historic area, new development should respect the early 20th century character of Westbourne.



Pictures from top to bottom:  
St Mary's Church Whitton  
Norwich Road post box