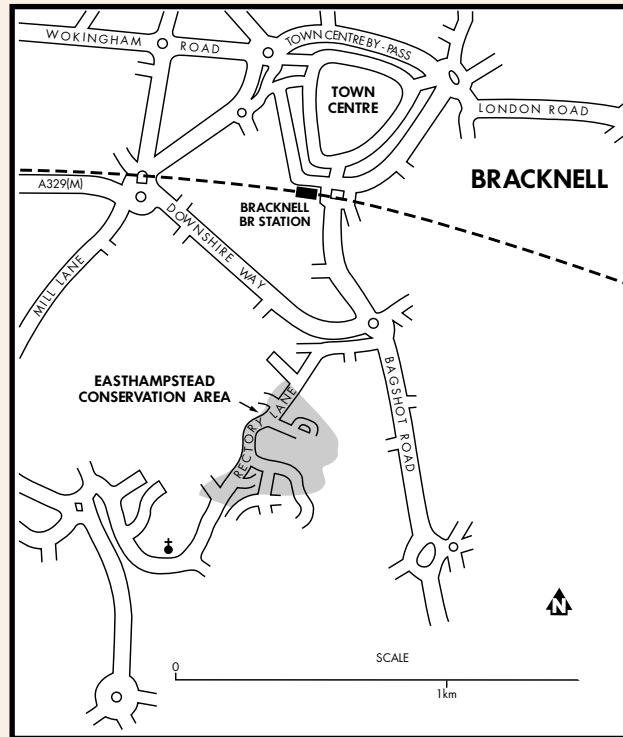




BRACKNELL FOREST EASTHAMPSTEAD CONSERVATION AREA

The honour of being designated 'an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance' was conferred on Easthampstead in 1996 by Bracknell Forest Borough Council. This status means that consent would be required to demolish most buildings, all trees are protected both from felling and lopping, outdoor advertising is restricted and a high standard of design is required for any new buildings or alterations to existing buildings. This means that Easthampstead's character is protected and it will fulfil the high aspirations its founders had for it well into the next Century.

Any questions about development proposals within the Conservation Area should be addressed to the Council's Planning and Transportation Department, Time Square, Market Street, Bracknell RG12 1JD (tel 01344 424642).



© Crown copyright. All rights reserved. Bracknell Forest Borough Council. LA077240.2000

Other leaflets available on local history include The Making of Bracknell New Town, History of Crowthorne and History of Sandhurst.

For a full list ring 01344 354118 or visit our Website at www.bracknell-forest.gov.uk

**Leisure Services
Bracknell Forest Borough Council
Time Square Market Street
Bracknell Berkshire RG12 1LR
Tel: 01344 354124**

Compiled by Linda Carter

Printed by Bracknell Forest Borough Council's In-house **Design & Print Services**

Printed on Recycled Paper

**This leaflet is available in large print, braille, or on audio tape
on request, please contact 01344 354124 for further details**

COUNTRYSIDE SERVICE

E ASTHAMPSTEAD CONSERVATION AREA



Easthampstead is making its way into the future as a conservation area. Not only is it one of the first four neighbourhoods of the New Town, it also has the only residential tower block, Point Royal, ever to be built in Bracknell.

Bracknell New Town is fifty years old in 1999. It was designed to give West Londoners a better standard of living than the city could offer. The town was designed in traditional style with neighbourhoods clustered round their local shopping and amenities centres. Easthampstead was started in 1957 when the first 178 houses were finished. By 1962 more than 1300 dwellings were occupied and the facilities all built except the Community Centre, and the designated area for housing in the New Town was all used up, despite the high demand for accommodation by workers drawn to prosperous Bracknell.



© Crown copyright. All rights reserved. Bracknell Forest Borough Council. LAF/99/41/B LA077240.2000



The Chairman of the Development Corporation, architect Sir Lancelot Keay, was compelled to accept that high rise buildings were the only solution to the housing shortage. Point Royal was completed in 1964. Affectionately known as 'the threepenny bit' it is hexagonal with 17 floors and 102 flats for single people or couples without children. The designers are Arup Associates, famous for the design of the Sydney Opera House. Point Royal is made so that the building structure is on the outside and detached from the windows that are inset and run right down to floor level. It is height that gives the flats their privacy.

Pevsner described Point Royal as 'outstanding' in his Berkshire edition of the 'Buildings of England'. He also thought Point Royal would look better with 4 or 5 similar tower blocks in association with it. However, no more tower blocks were ever built because more land was released for traditional housing.

Other notable buildings include a crescent of three storey town houses on Rectory Lane, which help to define the western boundary of the Conservation Area.