

Mackie Avenue, Patcham Clock Tower, Patcham**Historic Building****No CA****Clock Tower****LLHA0120****Description:**

Following the decline of farming in the 1920s, much of the agricultural land in and around Patcham was sold off for development. This also coincided with the expansion of the Brighton boundary in 1928. The Ladies Mile Estate was developed in the 1930s by George Ferguson. The estate included the Clock Tower, Ladies Mile Hotel, Mackie Hall, Mackie Avenue Recreation Ground, the Plainfields open space and two Vale Avenue open spaces. The design was at the cutting edge of modern urban planning for its time. The clock tower was one of the first structures to be constructed as part of the Estate, originally to advertise the estate. Art deco in design, it has a square section, with a clock to each of its four faces.

A Architectural, Design and Artistic Interest

ii A good example of a 1930s art deco-style clock tower

B Historic and Evidential Interestii An important reminder of the suburban development of Brighton & Hove in the early 20th century, particularly when viewed in relation to the surviving estate (urban form and buildings) and associated Ladies Mile Pub.**C Townscape Interest**

ii The structure falls outside of Patcham Conservation Area, it contributes positively to the streetscene.

iii Forms a local landmark at the entrance to the Ladies Mile Estate

E Rarity and Representativeness

i The only clock tower to have been built on an estate in the city. There are a number of Victorian clock towers in the city, but this is the only 1930s example; built at a time when the need for public clocks was rapidly diminishing.

F Intactness

i Survives intact, and in association with the estate buildings, pub and urban form

Date of inclusion

2015