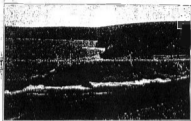


NORTH COAST OF CORNWALL.

PORT ISAAC AND PORT GAVERNE.

TO BUILDERS, INVESTORS,

CAPITALISTS.



Freehold Building Sites

FOR SALE.

JAMES NICHOLLS

NEW CLIFF ROAD, at PORT ISAAC.

On THURSDAY, SEPTEMBER 7th, 1899.

SEVENTEEN 1/2

50 Lots of Freehold Land,

immediately available for the erection of a hotel, or other buildings, and commanding very Picturesque and extensive Views of the Atlantic and the grand Cliff Scenery of the North Coast from Tintagel to Treves Head.



They have good aspects and are admirably adapted for the Erection of Private Residences or Lodging Houses, and there is every facility for the Erection of a First-class Hotel, which is much needed. Post and Telegraph Office and Church within five minutes' walk. Safe Banking, Betting, and Licensed Public-houses. Port Isaac Road Station (1 1/2 miles) and the Western Railway Line) is adjacent these sites, thus affording good Train Service. Excellent Building Sites within a short distance. The Land Tax on all the Lots is returned.

The above Lots, in the opinion of the Auctioneer, offers an exceptionally favorable opportunity to those seeking Sites possessing some of the finest Views on the North Coast.

Particular Specifications of the respective Lots may be seen at Post Office by applying to Mr. J. H. Wain, and all further information, including the quantity of Land in each Lot, may be obtained of

Messrs. FORD, HARRIS & FORD, Solicitors, Exeter;
Messrs. WISE & WISE, Architects and Surveyors, Looe; and
JAMES NICHOLLS, Auctioneer and Licensed Appraiser, Ventnor, Poldhu

Dated 7th July, 1899.

Earl Fortescue's 1899 Sale Poster

In the 19th century Earl Fortescue, from Castle Hill in Devon (7 miles SE of Bamstaple), owned much of the land east of Port Isaac, which was known as the Manor of Treore. This included the area overlooking the sea where the council car park now is, going round to the coastguard station, and it was that part of his estate which he put up for public auction in 1899.

The poster describes the land as '50 Lots of Freehold Land, Immediately ripe for the Erection of Residences, and commanding very Picturesque and extensive Views of the Atlantic and the grand Cliff Scenery of the Coast-line from Tintagel to Treves Head'. This was only a few years after the North Cornwall Railway built Port Isaac Road station a few miles inland, with fast access to London. The large properties on the Terrace had recently been built, and the potential for opening up the area to visitors must have looked very rosy. The auction was to be held on the land, in a marquee at the 'New Cliff Road at Port Isaac'. This road was not shown on the 1880 Ordnance Survey map, so perhaps it had been recently built as a prelude to this potential development.

It seems that Earl Fortescue's hopes were not realised, as only the old Vicarage was ever built at that time. The Boer War had just started, and perhaps investors' confidence was at a low ebb. In 1911, Earl Fortescue decided to put up the whole of his Manor of Treore for auction as 23 separate lots, again suggesting the cliff-top lots were ideal for constructing large houses.

This similarly does not seem to have been wholly successful, as he was not able to sell the Main at Port Gaverne (lots 11 and 12) until 1921, when the Parish Council purchased it for £100. Lot 11 (the eastern half of the Main) was described as 'Magnificent sites for the Erection of Houses', and it is with relief for future generations that the 1921 conveyance included this important clause that the land was 'to be kept used and maintained as an open space or recreation ground for the public use and for no other purposes whatsoever'.