

SWAFFHAM CONSERVATION AREA APPRAISAL  
ADOPTED 25TH APRIL 2022





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On behalf of Purcell ®

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### **Issue 04**

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*Breckland District Council*





























### **Issue 05**

25th April 2022

*Adopted Appraisal Document*

# SWAFFHAM CONSERVATION AREA APPRAISAL

## CONTENTS

<b>HOW TO USE THIS DOCUMENT</b>	<b>04</b>	<b>5.0 CHARACTER APPRAISAL</b>	<b>56</b>	<b>8.0 BOUNDARY ANALYSIS</b>	<b>137</b>
<b>EXECUTIVE SUMMARY</b>	<b>05</b>	5.1 Location and Setting	56	8.1 Introduction	137
<b>1.0 INTRODUCTION</b>	<b>10</b>	5.2 Views and Landmark Buildings	57	8.2 Boundary Changes	138
1.1 What is a Conservation Area?	10	5.3 Atmosphere	69	<b>9.0 ISSUES</b>	<b>148</b>
1.2 Overview of Swaffham Conservation Area	10	5.4 Architectural Quality	69	9.1 Traffic	149
1.3 Purpose and Scope of the Conservation Area Appraisal	12	5.5 Open Spaces and Greenery	87	9.2 Parking	150
1.4 Conservation Area Review Process	12	5.6 Townscape	90	9.3 Poor Pedestrian Links	152
1.5 What Does Designation Mean For Me?	13	<b>6.0 CHARACTER AREAS</b>	<b>104</b>	9.4 Quality of Design of New Buildings and Extensions	153
1.6 Consultation	13	 Market Place	105	9.5 Condition of Buildings and Sites	155
<b>2.0 PLANNING POLICY CONTEXT</b>	<b>15</b>	 The Shambles	108	9.6 Inappropriate Materials	159
2.1 Heritage Assets	15	 Lynn Street	110	9.7 Other Inappropriate Alterations	160
2.2 Local Planning Policy on Heritage Assets	15	 Ash Close	112	9.8 Shopfronts	161
<b>3.0 SUMMARY OF SPECIAL INTEREST</b>	<b>17</b>	 Station Street and Mangate Street	114	9.9 Public Realm	162
<b>4.0 ARCHAEOLOGY AND HISTORY</b>	<b>19</b>	 St Peter and St Paul Church	116	9.10 Atmosphere	164
4.1 Timeline	19	 Campingland	118	<b>10.0 MANAGEMENT PLAN</b>	<b>165</b>
4.2 Archaeology	20	 Norwich Road, New Sporle Road and White Cross Road (East)	120	10.1 Introduction	165
4.3 History	22	 White Cross Road (West)	122	10.2 Conservation Aims	165
<b>5.0 CHARACTER APPRAISAL</b>	<b>56</b>	 London Street	124	10.3 Advice and Recommendations	166
5.1 Location and Setting	56	 The Pightle and Pit Lane	126	<b>APPENDICES</b>	<b>183</b>
5.2 Views and Landmark Buildings	57	 Cley Road and Theatre Street	128	A: Glossary	184
5.3 Atmosphere	69	 Plowright Place	130	B: Bibliography	186
5.4 Architectural Quality	69	 Whitsands Road	132	C: Audit of Heritage Assets	188
5.5 Open Spaces and Greenery	87	<b>7.0 LOCALLY IMPORTANT BUILDINGS</b>	<b>134</b>	D: Locally Listed Building Criteria	224
5.6 Townscape	90	7.1 Criteria for Identifying Locally Important Buildings	134		
<b>6.0 CHARACTER AREAS</b>	<b>104</b>	7.2 Recommendations for Locally Important Buildings	135		
 Market Place	105				
 The Shambles	108				
 Lynn Street	110				
 Ash Close	112				
 Station Street and Mangate Street	114				
 St Peter and St Paul Church	116				
 Campingland	118				
 Norwich Road, New Sporle Road and White Cross Road (East)	120				
 White Cross Road (West)	122				
 London Street	124				
 The Pightle and Pit Lane	126				
 Cley Road and Theatre Street	128				
 Plowright Place	130				
 Whitsands Road	132				

For ease of use this document has been produced to be read on-screen as a PDF. It contains a series of features that make it easier to use and navigate between the different sections.

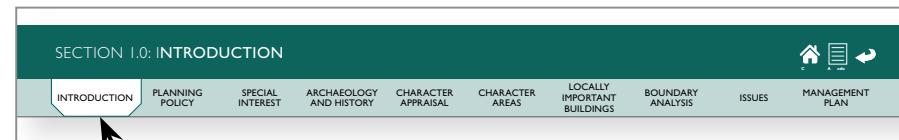
## CONTENTS

The contents page allows users to navigate directly to the required section by clicking on the section heading.

CONTENTS		
<b>HOW TO USE THIS DOCUMENT</b>	<b>04</b>	
<b>EXECUTIVE SUMMARY</b>	<b>05</b>	
<b>1.0 INTRODUCTION</b>	<b>10</b>	
1.1 What is a Conservation Area?	10	
1.2 Overview of Swaffham Conservation Area	10	
1.3 Purpose and Scope of the Conservation Area Appraisal	12	
1.4 Conservation Area Review Process	12	
1.5 What Does Designation Mean For Me?	13	
1.6 Consultation	13	
<b>2.0 PLANNING POLICY CONTEXT</b>	<b>14</b>	
2.1 Heritage Assets	14	
2.2 Local Planning Policy on Heritage Assets	14	
<b>3.0 SUMMARY OF SPECIAL INTEREST</b>	<b>16</b>	
<b>4.0 ARCHAEOLOGY AND HISTORY</b>	<b>18</b>	
4.1 Timeline	18	
4.2 Archaeology	19	
4.3 History	21	
<b>5.0 CHARACTER APPRAISAL</b>	<b>55</b>	
5.1 Location and Setting	55	
5.2 Views and Landmark Buildings	56	
5.3 Atmosphere	68	
5.4 Architectural Quality	68	
5.5 Open Spaces and Greenery	86	
5.6 Townscape	89	
<b>6.0 CHARACTER AREAS</b>	<b>103</b>	
Market Place	104	
The Shambles	107	
Lynn Street	109	
Ash Close	111	
Station Street and Mangate Street	113	
St Peter and St Paul Church	115	
Campingland	117	
Norwich Road, new Sporie Road and White Cross Road (East)	119	
White Cross Road (West)	121	
London Street	123	
The Pightle and Pit Lane	125	
Cley Road and Theatre Street	127	
Plowright Place	129	
Whitsands Road	131	
<b>7.0 LOCALLY IMPORTANT BUILDINGS</b>	<b>133</b>	
7.1 Criteria for Identifying Locally Important Buildings	133	
7.2 Recommendations for Locally Important Buildings	134	
<b>8.0 BOUNDARY ANALYSIS</b>	<b>136</b>	
8.1 Introduction	136	
8.2 Proposed Boundary Changes	137	
<b>9.0 ISSUES</b>	<b>146</b>	
9.1 Traffic	147	
9.2 Parking	148	
9.3 Poor Pedestrian Links	150	
9.4 Quality of Design of New Buildings and Extensions	151	
9.5 Condition of Buildings and Sites	153	
9.6 Inappropriate Materials	157	
9.7 Other Inappropriate Alterations	158	
9.8 Shopfronts	159	
9.9 Public Realm	160	
9.10 Atmosphere	162	
<b>10.0 MANAGEMENT PLAN</b>	<b>163</b>	
10.1 Introduction	163	
10.2 Conservation Aims	163	
10.3 Advice and Recommendations	164	
<b>APPENDICES</b>	<b>181</b>	
A: Glossary	182	
B: Bibliography	184	
C: Audit of Heritage Assets	186	
D: Locally Listed Building Criteria	222	

## NAVIGATION

In addition to the contents pages, you can navigate between sections by clicking on the headings in the top bar. Once you've clicked on a section, it will sit on a white background so you know which section you are in.



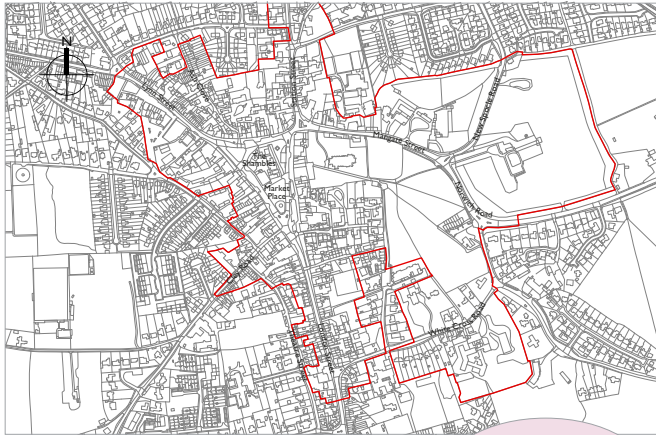
You can also use the buttons in the top right hand corner to jump to the contents, appendices, or back to the page you were previously on.





## INTRODUCTION

A conservation area is defined as an area ‘of special architectural or historic interest the character of which it is desirable to preserve or enhance.’<sup>01</sup> The Swaffham Conservation Area covers the historic town centre and the roads radiating away from it, as well as the churchyard and green spaces to the east. This Conservation Area Appraisal sets out the defining features that make the Area special and provides a set of management recommendations for the Area’s ongoing protection and enhancement.



Conservation Area Boundary

For full size plan [click here](#)

## SIGNIFICANCE AND CHARACTER

Swaffham’s historic and architectural interest comes primarily from it being a market town for over 800 years, though with an even longer history due to settlement by the Anglo-Saxon Swaefas. The town’s Market Place is its commercial heart and the market still continues today. Its distinctive triangular layout, formed from several converging roads, is surrounded by buildings with a predominately Georgian character, many having been rebuilt or refronted in the eighteenth century. Buildings are therefore typically characterised by elegant proportions, sash windows and Classical architectural details.

Buildings vary from grand houses to small workers’ cottages. There is a commonality of materials, including red and buff brick, flint and pantiles. In contrast, the Church of St. Peter and Paul is built in stone in a medieval Gothic style. It is the most prominent landmark in the town, seen in numerous viewpoints, and it stands proud over the Market Place. Other key buildings include the 1783 Butter Cross, marking the heart of the Market Place, and the Corn Hall from 1858 which also highlights the commercial nature of the town centre.

Green spaces are important in the Conservation Area, with the Churchyard, Campingland, The Antinghams and the private grounds of several large houses to the east of the town centre forming a green haven, much of which is accessible by the public. Swaffham is greatly appreciated by its residents as a place to live, work, shop and spend leisure and social time. They feel connected to its history through stories such as the Pedlar of Swaffham, and important people who once lived there, such as Egyptologist Howard Carter.



Swaffham’s Church rising over the Market Place

<sup>01</sup> Planning (Listed Buildings and Conservation Areas) Act, 1990, section 69(1)(a)

## LOCALLY IMPORTANT BUILDINGS

This Appraisal has identified two buildings which are not nationally listed but which contribute significantly to local character and distinctiveness. They have been identified as Locally Important Buildings for the following reasons.

### No.17 Market Place



#### Reasons for Identification

- Landmark status as a focal point on the route into Swaffham from Lynn Street;
- Historic interest as the former post office;
- Aesthetic interest in the conical turret roof and elegant moulded brickwork, including date stone and post office sign; and
- Consistency of materiality with the Conservation Area.

### Keeper's Cottage



#### Reasons for Identification

- Strong historical associative link with the Carter family;
- Historical link to the Manor House and demonstrates an historical function of the estate as the gamekeeper's cottage; and
- Attractive brick and flint cottage with several decorative details which add interest.

## BOUNDARY ANALYSIS

In order to ensure that the boundary of the Swaffham Conservation Area remains relevant, this Appraisal has reviewed the extent of the designation and has recommended alterations to the boundary as summarised below:

### A: Station Road

#### Reasons for Inclusion in the Boundary

- Attractive Italianate church
- Landmark towers
- Local architect W. Woods may have designed the chapel
- 1959-1960 Catholic Church of our Lady of Pity has good mid-century design
- Catholic Church was built by the local community
- Good quality nineteenth century houses around the churches

### B: The Crescent

#### Reasons for Inclusion in the Boundary

- Early example of council housing following the 1919 Housing Act
- Unusual use of concrete block
- More design detailing than other council housing in the region from this period
- Relatively intact
- Attractive garden plots

### C: Grounds of the Manor House

#### Reasons for Inclusion in the Boundary

- To enhance the protection of the setting of the Grade II\* listed Manor House.
- To rationalise the Conservation Area boundary to conform with current field boundaries.
- The land to be included forms part of the historic and present day ownership by the Manor House.
- To enhance the protection of important green spaces to the east of the town centre.

### D, E and F: North Pickenham Road, Whitsands Road, Station Street

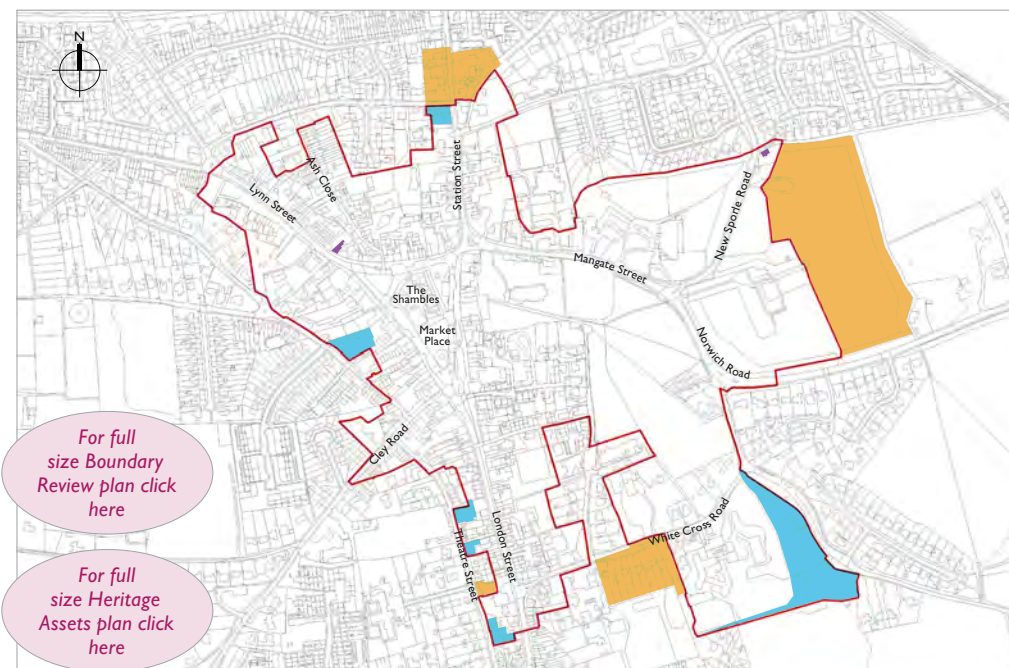
#### Reasons for Exclusion from the Boundary

- All are areas where modern housing of low design quality has been built since the Conservation Area was designated

### G: Theatre Street

#### Reasons for Inclusion and Exclusions from the Boundary

- Visually intrusive warehouse to be excluded from the boundary
- Modern housing of low design quality to be excluded from the boundary
- Nineteenth century outbuilding from Holly House, sensitively converted to residential use, to be included within the boundary





## KEY ISSUES

The issues which threaten the special historic and architectural interest of the Swaffham Conservation Area are summarised below.

### Traffic

- Busy roads disrupt the atmosphere
- Traffic causes safety issues
- Some places where people want to cross but there is a lack of formal crossing points

### Parking

- Large areas of parking in the Market Place are visually intrusive
- Utilitarian parking area on Lynn Street
- Under-used car parks outside the town centre
- Some risk of unsympathetic conversion of front gardens to driveways

### Poor Pedestrian Links

- Route from Theatre Street Car Park is convoluted, with narrow pavements, no official crossing points and minimal signage
- Other pedestrian pathways cutting between streets are poorly signed and not well lit

## Quality of Design of New Buildings and Extensions

- Unsympathetic mid-late twentieth century replacement buildings which lack architectural interest
- Some uninspiring modern housing developments
- Some poorly designed extensions or buildings in the setting of the Conservation Area which impact negatively

## Condition of Buildings and Sites

- Elements of some buildings are in poor repair, such as blocked gutters causing water ingress and peeling paintwork
- Some vacant buildings in a decaying condition

## Inappropriate Materials

- Use of inappropriate materials to some historic buildings, which is causing or has the potential to cause damage to the built fabric, such as the use of cement mortar
- Use of uPVC windows and doors on historic buildings, which are visually uncharacteristic and can limit the breathability of the building

## Other Inappropriate Alterations

- Ad-hoc additions or alterations which spoil the characterful appearance of historic buildings such as:
  - solar panels
  - satellite dishes
  - garage doors
  - air vents/air-conditioning units

## Shopfronts

- Some poorly designed shopfronts with overly large sheet glazing and fascias
- Use of overly bright colours, signage, glossy materials and multiple window stickers which are cluttered and garish
- Temporary banners which clutter the appearance of buildings

## Public Realm

- Some areas of paving or cobbles in poor repair or patchy, outside the town centre
- Some boundary walls with poor cement mortar repairs
- Overuse of metal railings of different designs in the town centre
- Cluttered street signage and furniture in places
- Unattractive commercial bins
- Redundant telephone box

## Atmosphere

- Disruptive traffic and military airplane noise

## CONSERVATION AIMS

The Appraisal sets out overarching Conservation Aims for Swaffham's Conservation Area. More detailed management recommendations follow this and can be found in [Section 10.3](#) and the key messages from these recommendations are also listed below.

- To preserve and enhance the special architectural and historic interest of the Swaffham Conservation Area, including the Listed and Locally Important Buildings within it.

- To ensure that change and development takes place in a considered and sympathetic way based on a solid understanding of the character and appearance of the Conservation Area.
- That new development is of high quality and responds to the special character of the Conservation Area.
- That ill-considered change and additions of the past are phased out.
- That buildings and sites are maintained in good condition to ensure their preservation and visual contribution to the Conservation Area.
- As a priority, to reduce the volume of traffic and parking within the Market Place, providing accessible pedestrian routes from carparks outside the centre of town.
- That shopfronts are sympathetic to the appearance of the Conservation Area and the bustling market town character of Swaffham is preserved.
- That key views of the tower of the Church of St. Peter and St. Paul are preserved.
- That public realm is high quality, signage is improved and street clutter reduced.
- That green spaces, planting and trees within the Conservation Area are preserved and enhanced.

## KEY RECOMMENDATIONS

- Maintain buildings in good condition.
- Use sympathetic, like-for-like historic materials wherever possible.
- Retain original features wherever possible, including windows and doors.
- Alterations or new works should be high-quality and not have a negative impact on the character and appearance of the Conservation Area.
- Preserve the open space of the Market Place and the green spaces within the Conservation Area.
- Reduce car parking in the Market Place and provide better signage and pedestrian routes from car parks outside the town centre.
- Shopfronts should be high-quality and appropriately designed for the age of building in which they are located.
- Breckland District Council should use planning controls available to them to prevent inappropriate work in the Conservation Area.

## 1.1 WHAT IS A CONSERVATION AREA?

A conservation area is defined as an area 'of special architectural or historic interest the character of which it is desirable to preserve or enhance.'<sup>01</sup> Conservation areas were introduced by the 1967 Civic Amenities Act and are governed under the *Planning (Listed Buildings and Conservation Areas) Act 1990*,<sup>02</sup> which requires that local planning authorities designate areas of special architectural and historic interest as conservation areas. The *National Planning Policy Framework* (July 2021)<sup>03</sup> sets out the overarching requirement for local planning authorities to protect these areas of special interest (Paragraph 189). Within conservation areas the local planning authority must have special regard to the desirability of preserving the special architectural or historic interest of the area when considering whether to grant planning permission for proposed development within it and within its setting. This same regard also applies when determining applications for works to Listed Buildings.

Conservation area designation recognises the unique history and architectural character of an area, which is derived from the contribution of all its different elements, including key buildings, architectural groups, quality of

design, open and green spaces, spatial relationships and street layouts, townscape and materials. As well as physical attributes that make up the locally distinctive visual identity of a conservation area, its history and the people and events that have shaped the area also contribute to the reasons why it has heritage value.

Owners, occupiers and visitors to a place will enjoy the benefits of conservation area designation if its significant qualities are retained and inappropriate alterations prevented. A well-maintained and characterful historic place can encourage investment and tourism and it is therefore in the public interest to preserve and enhance conservation areas for cultural appreciation.

## 1.2 OVERVIEW OF SWAFFHAM CONSERVATION AREA

The Swaffham Conservation Area was designated by Breckland District Council in 1974. The Conservation Area covers:

- The historic town centre and Market Place, with its distinctive Butter Cross and tower of the Church of St. Peter and St. Paul as landmarks;
- The main roads radiating out of the town centre including London Street, Lynn Street and Station Street;

- Smaller streets, lanes and closes between or parallel to the main roads such as Ash Close, Theatre Street, The Pightle and Plowright's Place;
- Several green open spaces to the east of the town centre including the churchyard, Campingland, the Antinghams and large private gardens/grounds for grander houses and farms; and
- Amendments to the boundary made in 2022, including the addition of a further area on Station Street, The Crescent and the grounds of the Manor House. See [Section 8: Boundary Analysis](#) for more details.



The Corn Hall in the Market Place

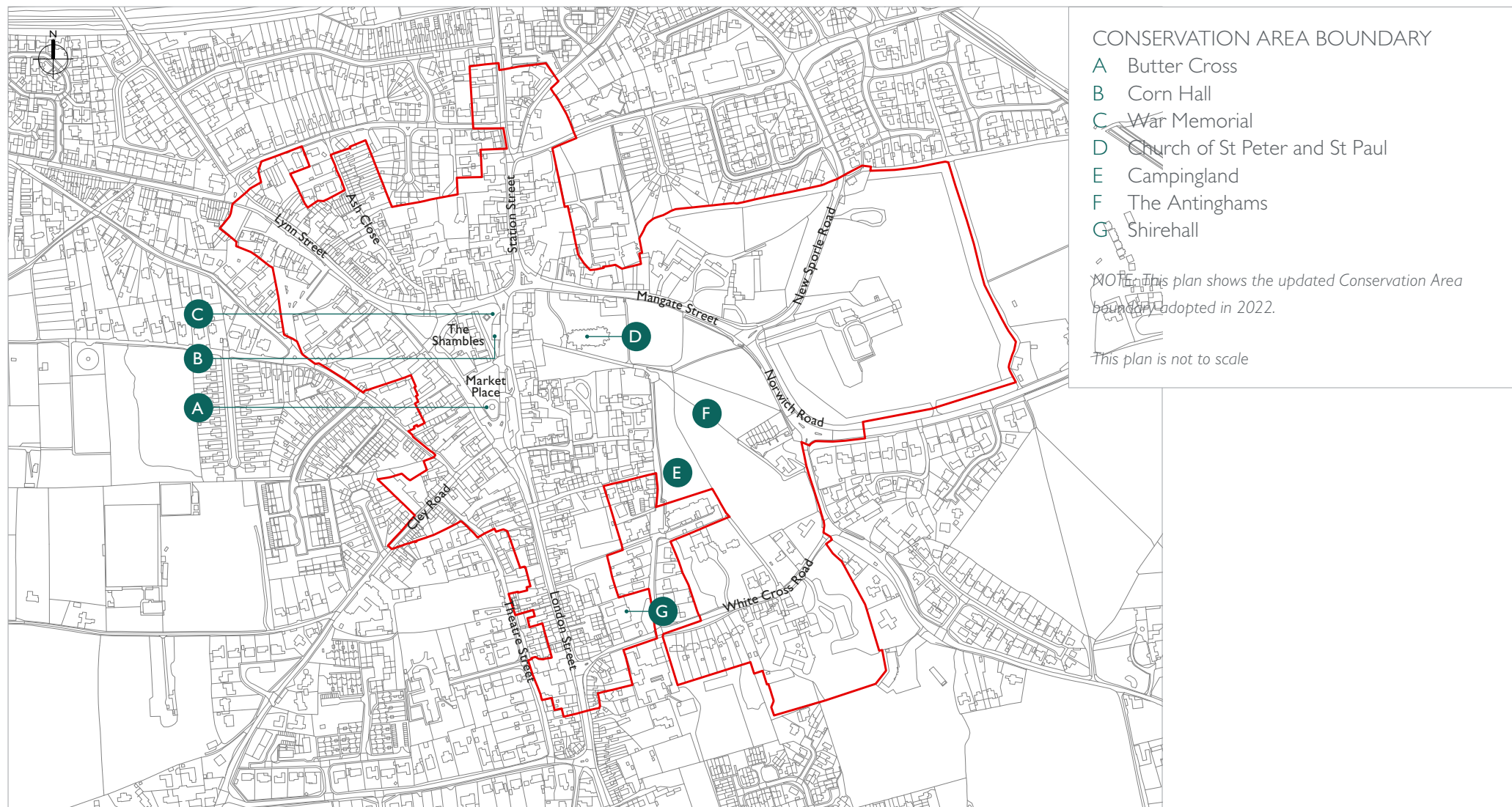
<sup>01</sup> *Planning (Listed Buildings and Conservation Areas) Act, 1990*, section 69(1)(a)

<sup>02</sup> <https://www.legislation.gov.uk/ukpga/1990/9/contents>

<sup>03</sup> <https://www.gov.uk/government/publications/national-planning-policy-framework--2>



INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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### 1.3 PURPOSE AND SCOPE OF THE CONSERVATION AREA APPRAISAL

A Conservation Area Appraisal (CAA) sets out the defining features that make the area special. This includes its history, types of buildings, typical scale and materials, the contribution of green spaces and townscape. Having a clear definition of the character of a conservation area means that those planning changes to their property can understand what alterations are appropriate and will preserve or enhance the special character of the area, as well as giving planners and statutory consultees, such as Historic England, a clear evidence base for assessing and determining planning applications for sites within the conservation area itself and also within its setting.

The issues, opportunities and management plan contained within a Conservation Area Appraisal identify areas for improvement and provide a plan of action for the area's ongoing protection and enhancement.

Although this document is intended to be comprehensive, the omission of any building, structure, feature or space does not imply that the element is not significant or does not positively contribute to the character and special interest of the Swaffham Conservation Area.

The assessments which provide the baseline information for this Conservation Area Appraisal have been carried out utilising publicly available resources and through on-site analysis from the public thoroughfares within the Swaffham Conservation Area.

### 1.4 CONSERVATION AREA REVIEW PROCESS

The Conservation Area Appraisal has been prepared by Purcell, a firm of specialist heritage consultants. The document has been informed by several site surveys to Swaffham, during which a photographic survey was carried out and plans of the town were marked up with relevant architectural and townscape features. Documentary research was carried out at the Swaffham Museum and through desk-based sources. Local organisations and residents were also consulted to gather information about the Conservation Area (see [Section 1.5](#) for more details).

This CAA has been prepared in line with the following best practice advice published by Historic England, the public body who manage the care and protection of the historic environment:

- *Conservation Area Appraisal, Designation and Management: Historic England Advice Note 1 (Second Edition)* (February 2019)

- *The Setting of Heritage Assets Good Practice Advice in Planning Note 3 (Second Edition)* (December 2017)
- *Conservation Principles, Policies and Guidance* (April 2008)

*Valuing Places: Good Practice in Conservation Areas* (January 2011) Criteria from Historic England's Advice Note was used to inform a review of any unlisted buildings within the Conservation Area which could warrant identification as a Locally Important Building.

The Swaffham Conservation Area was designated in 1974, at which time an Appraisal was carried out by Breckland District Council but has not been updated since. Therefore, a key aim of the Conservation Area Appraisal was to ensure that the boundary of the area is still relevant. Over time areas evolve, such as through new development or incremental change. Alternatively, parts of a place that are not designated may have become more valued or better understood in terms of their significance. Therefore, this Appraisal has reviewed whether the boundary needs to be redrawn to include or exclude buildings or spaces which do or do not meet conservation area designation criteria of having special architectural or historic interest. This discussion is contained within [Section 8.0](#). The maps in this final adopted

Conservation Area Appraisal have been updated to show the new boundary adopted in 2022 following the review carried out as part of the appraisal process.

The Appraisal document was subject to a period of statutory public consultation, where it was available to view on Breckland District Council's website and at their offices, giving members of the public and relevant local and heritage organisations the opportunity to comment on the draft. These comments were reviewed and incorporated into the document where appropriate before the Appraisal was adopted by the Council as planning guidance.

### 1.5 WHAT DOES DESIGNATION MEAN FOR ME?

Within conservation areas changes must preserve or enhance the special interest of the area and therefore statutory control measures are in place that are intended to prevent development that would have a negative impact. This means that:

- You will need planning permission for demolition of a building of over 115 cubic metres or a gate, fence, wall or other means of enclosure with a height of more than one metre if next to a highway, waterway or open space or of a height of two metres or more elsewhere;

- Works to trees with a diameter of 75mm or more, measured at 1.5m from ground level, requires planning permission so that the local authority can determine whether a Tree Preservation Order (TPO) is required;
- Permitted development (i.e. changes that are allowed without requiring planning permission) may be restricted, such as the replacement of windows, alterations to cladding or the installation of satellite dishes. It is advisable to check with the Conservation Officer at Breckland District Council before works are undertaken to find out whether permission is needed;
- Commercial signage and advertising may be subject to additional controls and/or require planning permission; and
- The change of use of buildings may require planning permission. Owners are advised to check with the Planning Portal at [https://www.planningportal.co.uk/info/200130/common\\_projects/9/change\\_of\\_use](https://www.planningportal.co.uk/info/200130/common_projects/9/change_of_use) or with the Local Authority.

If you wish to carry out changes within the Swaffham Conservation Area your proposals will be assessed against Policies ENV 07 and 08 of Breckland District Council's *Adopted Local Plan* (see [Section 2.2](#)).

### 1.6 CONSULTATION

During the preparation of this Conservation Area Appraisal the following consultation was carried out:

- Meeting with Cllr Judy Anscombe from the Town Council to discuss the aims of the Appraisal and hear about current plans for the town and issues it faces;
- Meeting with Cllr Les Scott, Chair of the Town Council's Planning & Built Environment Committee;
- Visit to the Swaffham Museum to view their archives and liaise with Sue Gattuso, manager of Swaffham Heritage Museum, about the history of the town. Many thanks go to Sue and the museum for loans of books and provision of historic images and maps, as well as information on historical detail which informed this Appraisal;
- Liaison with Urban Symbiotics, masterplanners, and Kings & Dunn, architects, both employed to work on proposals for Swaffham's High Street Heritage Action Zone;
- Conversations with local people in Swaffham when carrying out our site surveys;
- Communication with Sophie Cattier at Historic England about the Old Schools site;



- Site visit and communication with Edward James, Historic Places Adviser, and Gary Griffin, Business Manager, at Historic England about the High Street Heritage Action Zone and Conservation Area;
- Site visits and communication with Simon Wood, Director of Planning and Building Control, Andrew Gayton, Historic Buildings Officer, Evie Hayman, High Street Heritage Action Zone Project Manager, and Cassie Ruffell, Regeneration Manager, all at Breckland District Council;
- Email communication with John Boughton and Barbara Linsley regarding The Crescent on White Cross Road; and
- Email communication with David Ormerod regarding pathways in Swaffham and the Antinghams.

## 2.1 HERITAGE ASSETS

Heritage assets are buildings, monuments, sites, places or landscapes ‘identified as having a degree of significance meriting consideration in planning decisions, because of [their] heritage interest.’<sup>01</sup> This includes designated assets, such as listed buildings, conservation areas, scheduled monuments, and registered parks and gardens. They also include non-designated heritage assets, such as locally listed buildings, which contribute to the character and appearance of the local area.

Within Swaffham there are many listed buildings. These range from Grade I designated (those with exceptional special interest), such as the Church of St. Peter and St. Paul, to Grade II\* (those with more than special interest), such as Oakleigh House on the Market Place, and Grade II (those with special interest), which applies to most listed buildings nationally and in Swaffham. Grade II is the category that is likely to apply to most home and business owners of listed buildings in Swaffham. All the listed buildings in the Swaffham Conservation Area are catalogued in the Heritage Asset Audit in [Appendix C](#).

Listing is not intended to prevent change. Rather, it means that when changes are proposed these need to be carefully considered so that the alterations do not negatively impact the special interest of the building.

These changes are controlled through listed building consent applications. The listed buildings in Swaffham are shown on the heritage assets plan on the following page.

Breckland currently do not have a list of Locally Listed Buildings. As part of this Appraisal a review was carried out to identify those which contribute to local distinctiveness and which should be considered non-designated heritage assets. These have been identified as Locally Important Buildings within this Appraisal and, should Breckland formalise a Local List in the future, these buildings would be suitable for inclusion on that list. More can be read about this in [Section 7.0](#). The proposed Locally Important Buildings are also marked on the heritage assets plan.

## 2.2 LOCAL PLANNING POLICY ON HERITAGE ASSETS

Planning policy is governed on a local level by Breckland District Council and the policies which they use to determine applications in conservation areas are contained within the *Adopted Local Plan* (November 2019):

- **Policy ENV 07 Designated Heritage Assets:** this policy states that the significance of designated heritage assets (which includes conservation areas) will be conserved or, where possible, enhanced.

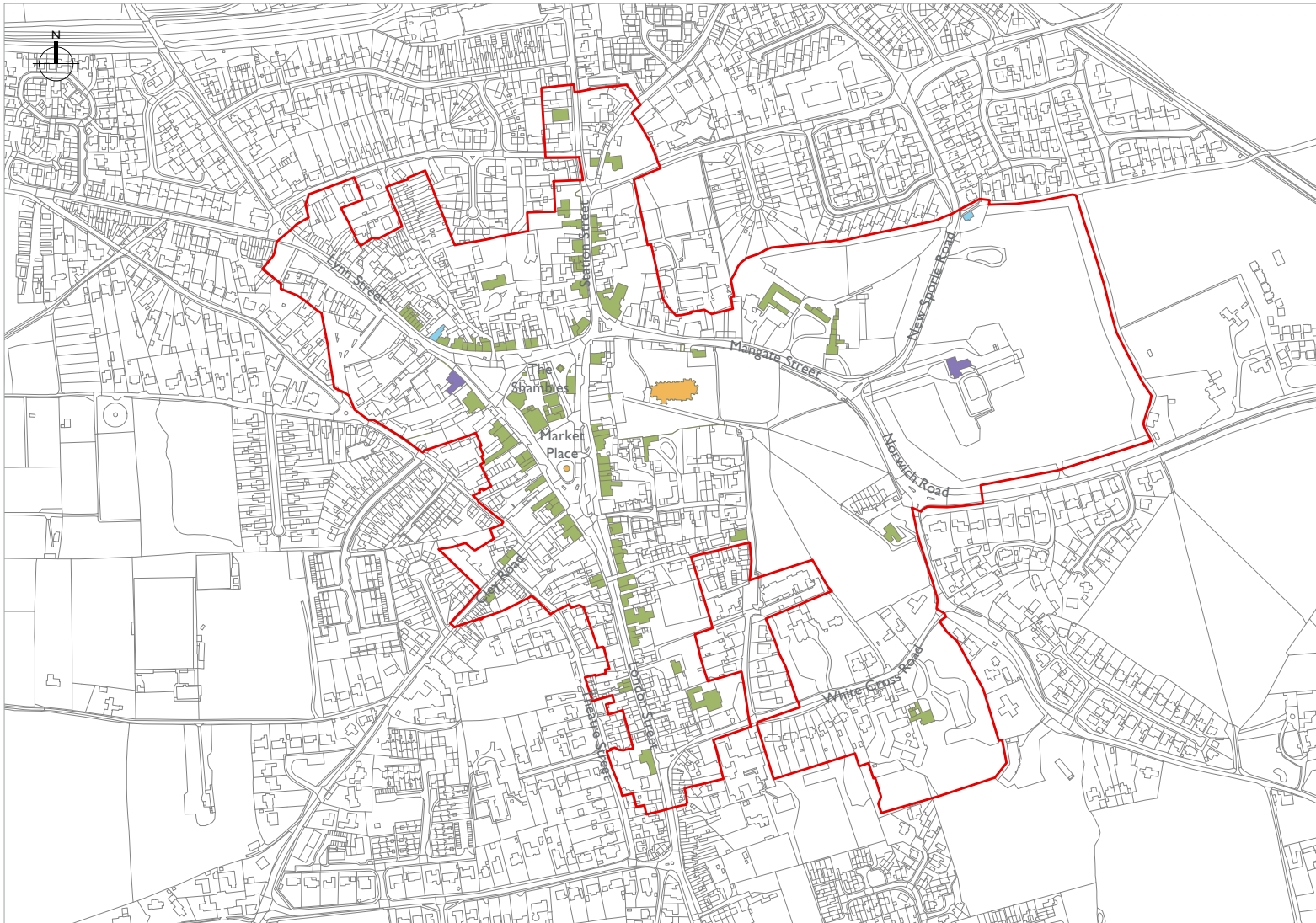
Proposals which affect the significance of a heritage asset and its setting will need to be assessed to determine whether the special interest of the asset will be negatively or positively affected.

- **Policy ENV 08 Non-Designated Heritage Assets:** The policy states that the character, appearance and setting of non-designated heritage assets (i.e. such as locally listed buildings) should be conserved or, wherever possible, enhanced when they are subject to development.

The full text of the policies can be viewed on Breckland District Council's planning policy pages on their website [www.breckland.gov.uk/planningbuildingcontrol](http://www.breckland.gov.uk/planningbuildingcontrol).

Pre-application advice can be given on proposals for change or development, which gives applicants an initial opinion on whether a scheme would be suitable within the Swaffham Conservation Area. It can be a useful tool to find out whether a scheme is acceptable before spending time and money to develop it in detail. Advice will be either by a written response or a meeting, depending on the level of advice required and the development proposed. Further advice on this is available at the following link: [www.breckland.gov.uk/planning-pre-application-advice](http://www.breckland.gov.uk/planning-pre-application-advice).

<sup>01</sup> NPPF, July 2021, p67



HERITAGE ASSETS

- Conservation Area Boundary
- Grade I
- Grade II\*
- Grade II
- Locally Important Buildings

*This plan is not to scale*



Swaffham is a bustling town named after the Anglo-Saxon Swaefas, which has had a market in its commercial heart for over 800 years. Swaffham's town centre is a bustling market 'triangle' derived from the layout of key roads entering the town from London, King's Lynn, Norwich and Castle Acre. There are multiple focal buildings within the town centre. The 1783 Butter Cross, donated by George Walpole, is centre stage in the Market Place, while the tower of the Church of St. Peter and St. Paul rises above the buildings as a beacon, seen from multiple places in and around the town, as well as being a landmark in views from roads leading into Swaffham. The Corn Hall, though short lived in its original use, is a symbol of the commercial nature of the town centre and also acts as another grand architectural focal point.

The architecture of the Market Place is characterised by the Georgianisation of Swaffham carried out in the eighteenth century. The Georgian buildings have elegant, symmetrical façades, using sash windows and panelled doors, with red or buff brick, flint and red clay pantiles providing the colour palette. In the Market Place many of these buildings are embellished with good quality, historic, timber shopfronts on the ground floor. Some of the Georgian buildings, both in the Market Place and in larger plots to the east of town, are or were originally residential and are particularly grand, with larger massing and a greater level of detailing, such as rustication and quoins, that show off the buildings' status. More modest houses on the roads radiating away from the Market

Place have the same palette of materials and a simplified level of Georgian details, though still have balance and charm in their designs.

The town has associations with historic commercial uses, which are known through historic maps and images, as well as former building uses. Saddlers, foundries and breweries were all found around the town centre until the twentieth century, while other types of shops like pharmacists, butchers and public houses all still exist today. Names of places and buildings demonstrate former businesses and uses, such as Plowright's foundry which is now Plowright Place or The Shambles, which is a redundant name for an open-air slaughterhouse, indicates the former location of the butcher's market in the town.

Many buildings on the Market Place hold clues to an older past, such as side façades showing scars in the walls of lower roof lines. This demonstrates the conversion of older buildings of a more vernacular design and use of materials to ones re-fronted to follow the architectural tastes of the eighteenth century, as Swaffham became a fashionable local centre because of its thriving market and accessibility to the popular sports of horse racing and hare coursing. It was around this time that the Assembly Rooms was built to house entertainments and the town was frequented by notable people and families, such as the Nelsons and Walpoles, the latter of which donated the Butter Cross.

As well as these families, Swaffham also has important historical associations with other people. Howard Carter, the Egyptologist who discovered Tutankhamen's tomb, was part of the Swaffham-based Carter family. The Hamond's were a well-known local family with a particular connection with Hamond's School, which was established on Campingland in 1736 and is now associated with Nos.18-20 Market Place where the school was located for many years. One of the most famous stories about Swaffham is from the fifteenth century when a pedlar's dream led him to the discovery of gold under an apple tree. Legend has it that the pedlar was a local man John Chapman who donated the money to the improvement of the Church, including the addition of the spectacular tower and north aisle.





[INTRODUCTION](#)

[HERITAGE ASSETS](#)

[SPECIAL INTEREST](#)

[ARCHAEOLOGY AND HISTORY](#)

[CHARACTER APPRAISAL](#)

[CHARACTER AREAS](#)

[LOCALLY IMPORTANT BUILDINGS](#)

[BOUNDARY ANALYSIS](#)

[ISSUES](#)

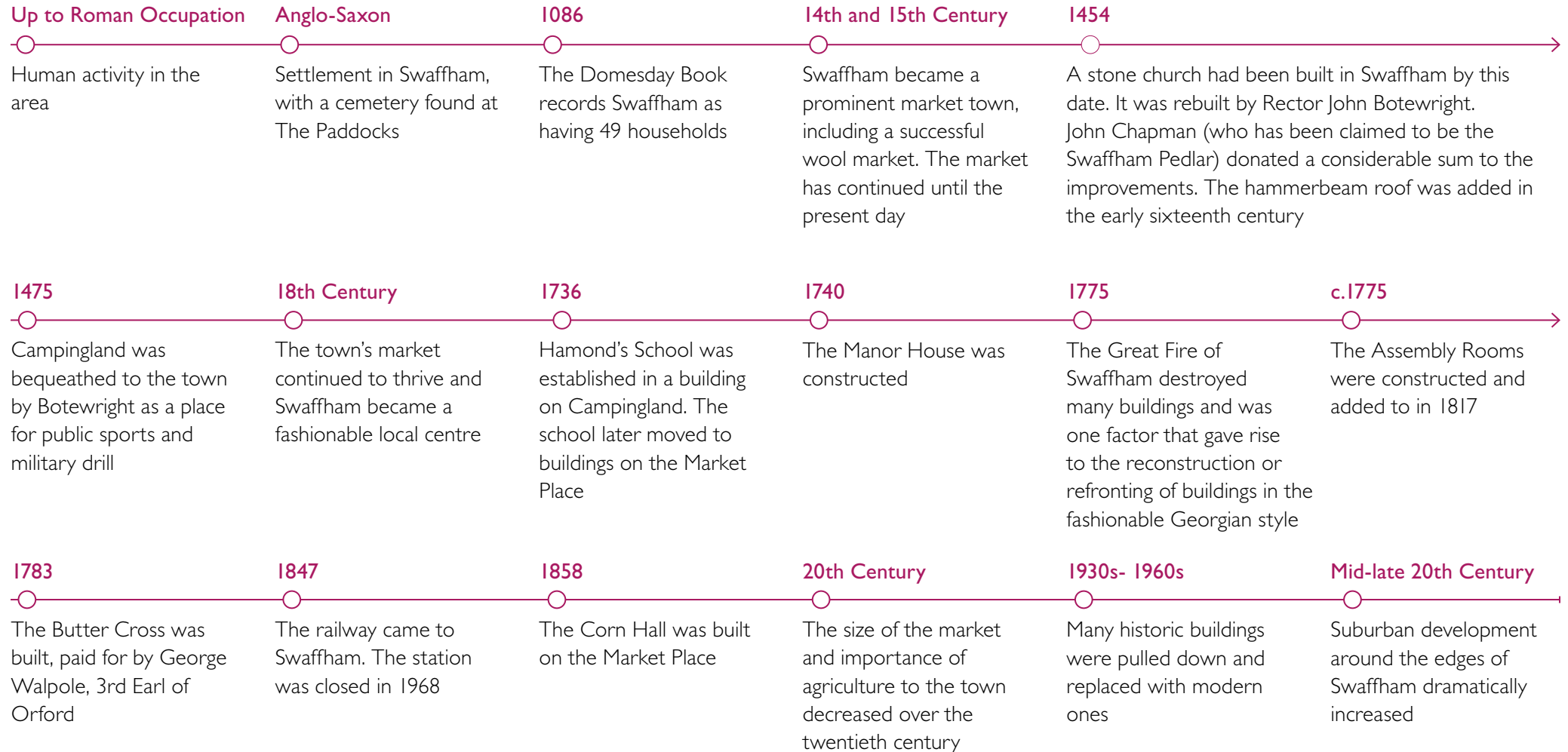
[MANAGEMENT PLAN](#)

The Church of St. Peter and St. Paul is one of the key buildings in the town, dating from the fourteenth to fifteenth centuries, and has a particularly imposing and grand nave, with the tower set with the lantern and spire that is such a distinctive feature of the skyline of the town. The Church is set within the attractive green space of the churchyard, which is one of several open green spaces to the east of the town centre, both public and private, which have a very different, peaceful atmosphere compared to the bustling Market Place. Campingland, the Antinghams, large (private) grounds of the Manor House and other gardens, mature trees and fields beyond, are beautiful, lush green spaces greatly valued by local people.

Local people and visitors also greatly appreciate Swaffham as a place to live, work, shop and spend leisure and social time. They also appreciate the Swaffham's history and connections with important local people and have a desire to celebrate and promote their town.



## 4.1 TIMELINE





## 4.2 ARCHAEOLOGY

People have lived in and around the area of Swaffham since the earliest days of human history. The earliest local archaeological finds have been from the Palaeolithic period: hand axes and flint cleavers. Similar finds have been dated to the Mesolithic and Neolithic periods.<sup>01</sup> There are, however, no remaining structures from these pre-historic times, although the nearby Peddars Way, an ancient trade route and later an important Roman highway, does lead to the Bronze Age 'sea henge' at Holme-next-the-Sea.<sup>02</sup> Many Bronze Age objects have been discovered by archaeologists, such as a pin decorated with a ram and a dog figure. Other Bronze Age hoards have produced many weapons including rapier blades, spear tips and axe heads.



Aerial view showing the approximate location of the Peddars Way in relation to Swaffham (based on map here: [https://www.nationaltrail.co.uk/en\\_GB/trails/peddars-way-and-norfolk-coast-path/trail-information/](https://www.nationaltrail.co.uk/en_GB/trails/peddars-way-and-norfolk-coast-path/trail-information/))  
Base map ©GoogleEarth 2021

<sup>01</sup> [heritage.norfolk.gov.uk/record-details?TNF1692-Parish-Summary-Swaffham-\(Parish-Summary\)](https://heritage.norfolk.gov.uk/record-details?TNF1692-Parish-Summary-Swaffham-(Parish-Summary))

<sup>02</sup> Swaffham History Group, *The Book of Swaffham*, Wellington: Halsgrove, 2012, p7

There are few archaeological finds which point to the Roman occupation of Britain. Excavations carried out during the installation of the A47 Swaffham bypass in 1979 revealed Roman pits or ditches which contained Roman artefacts dating from the first to the fourth century AD, such as pottery shards and coins. Over thirty sites from across the local parish have revealed Roman items, such as an oval amethyst brooch, more pottery (on Mangate Street), and coins from the reigns of Vespasian (69-79), Commodus (176-192), Constantine II (337-340), and Septimius Severus (193-211).

A Romano-British field enclosure system in the surrounding area outside of Swaffham, east of Brandon Road, was unearthed in 2005-2006.<sup>03</sup> The majority of Bronze Age or Roman finds have been found near the Peddars Way or in outlying villages and settlements. It is likely that much lies undiscovered under the town.

In 1969-70 an Anglo-Saxon cemetery was discovered at The Paddocks. The Saxons, Jutes, Angles and, later, the Danes, had long raided the eastern coast of England, but from around the time of the Roman withdrawal from Britain in c.400AD, they began to come as immigrants and settle in East Anglia (which takes its name from the Angles and from Anglia on the eastern coast of Jutland, Denmark).

One of the first of these groups thought to settle in the area around the town were the Swaefas, later known as the Swabians. It is generally believed that the name Swaffham derives from this collective, who may have settled here from the areas that are now north German and Denmark.

These could have been warriors who travelled to Britain with the Roman auxiliary forces or a small group that accompanied the Anglo-Saxons on their arrival in England. From 1946, Saxon cemeteries were uncovered at Mundford and Foulden to the south of Swaffham and are thought to contain these Swabian people.



Aerial View showing The Paddocks, the location of the Anglo-Saxon cemetery, in relation to the Market Place. Base map ©GoogleEarth 2021

<sup>03</sup> Swaffham History Group, p8



Though there is no conclusive evidence of the location of the Saxon settlement, Saxons usually built cemeteries about a half mile away from their settlements.<sup>04</sup> The cemetery at The Paddocks is indeed roughly half a mile away from the centre of Swaffham. Some of the paths and lanes around the edge of the old town, such as through Campingland to the east of the Market Place and Shoemakers Lane to the west of the town, line up, and might be part of a much older, Roman road.<sup>05</sup> However, other than a series of small Saxon finds from tweezers to brooches, not much else is known about the town pre-Norman Conquest. By that time, Norfolk was a wealthy area with thriving towns at Norwich and Thetford.

## 4.3 HISTORY

### 4.3.1 Medieval Period

William the Conqueror led his forces into East Anglia in 1067, setting up various defences. Near to Swaffham, Castle Acre was set up on the Peddars Way and given to William's son-in-law, William de Warrene 1st Earl of Surrey. Swaffham became part of the honour of the Earl of Richmond, which accounts for its emergence on trade routes.

The Domesday Book records Swaffham as having 49 households, putting it in the top 20 percent of settlements recorded in terms of population in 1086. It appears have had two joint owners, Count Alan of Brittany and Walter Giffard, although the whole area had belonged to one Earl in 1066: Ralph Guader, who was dispossessed. In protest he and other former Earls rebelled but were defeated in battle at the Bridall of Norwich near Swaffham by William de Warrene.<sup>06</sup> The Domesday records the value Swaffham at eight pounds in 1066 but seventeen pounds in 1086, which is perhaps an indication of growing trade investment in the area. The settlement was not fed by a river but several ponds, pools or pits, one of which appears in Domesday.

There would have been much activity on the road between Swaffham and Castle Acre from the end of the eleventh century onwards. No church was recorded in Domesday but certainly some kind of stone church existed in Swaffham by the second half of the fifteenth century. After parts of the structure collapsed and part of the building pulled down, rebuilding of the church began in 1454.<sup>07</sup> Rector John Botewright (1435-1474), who contributed to the rebuild, compiled the 'Swaffham Black Book' inventory which remarks that the nave was finished in 1454. He was onetime chaplain to Henry VI and Master of Corpus Christi, Cambridge.

During the fourteenth and fifteenth centuries, Swaffham had become a prominent market town and was part of the English wool industry. The large layout of the Market Place indicates the success of this wool market.<sup>08</sup> Burgage plots existed around the market in the Middle Ages. These were small, enclosed plots usually rented by tenants. They were characterised by their narrow width with a residence and/or business on the street frontage, and long rear plots which contained gardens, small holdings, yards and workshops. The plots of land (buildings and whatever gardens remain) on the east side of the Market Place are far narrower and with longer rear plots than those on the west. This suggests that the Churchyard may well have been open to the Market Place in former times and that the row of buildings to the west were added later, on plots with a limited depth.

<sup>04</sup> Ben Ripper, Ribbons from the Pedlar's Pack, Swaffham: Quaker Press, 1979, p23

<sup>05</sup> Ripper, p22

<sup>06</sup> Swaffham History Group, p12

<sup>07</sup> Swaffham History Group, p12

<sup>08</sup> Goodrum, Pete (15 May 2017). *50 Gems of Norfolk: The History & Heritage of the Most Iconic Places*. Amberley Publishing Limited



Little physical evidence remains today of the medieval or Tudor periods in the town, except for the church. The Church of St Peter and St Paul was largely built using limestone from the quarries of Barnack. The nave, transepts and chancel also have brick and flint facings typical of the East Anglian area. The lower parts of the church and its stonework can be described as English Gothic or Decorated style from the mid-medieval

period. The higher parts of the building such as the clerestory and the westernmost pillars, and much of the exterior, are Perpendicular from the fourteenth and early-fifteenth century.<sup>09</sup> In the early-sixteenth century, a grand hammerbeam roof was added over the nave complete with 192 angels on the ends of the beams and on the sides of the king posts, carved in chestnut.<sup>10</sup> The manor of Swaffham reverted to the Crown during the

reign of Henry VIII following the formation of the Church of England and the break with Rome. The other buildings which survive from around this time include White Lodge, formerly known as Church House (thought to date back to around 1600 or even earlier) and part of the Greyhound Inn (with beams and wall plates believed to date to back to c.1520).<sup>11</sup>



Exterior of St Peter and St Paul's Church



White Lodge on the south side of the churchyard, showing in 1877 (courtesy of Swaffham Heritage)

<sup>09</sup> Sir Nikolaus Pevsner, et al, *The Buildings of England*, New Haven and London: Yale University Press, 2002, pp677-679

<sup>10</sup> [swaffhamparishchurch.org/history-of-swaffham-church](http://swaffhamparishchurch.org/history-of-swaffham-church)

<sup>11</sup> [historicengland.org.uk/listing/the-list/list-entry/1269569](http://historicengland.org.uk/listing/the-list/list-entry/1269569)

In 1475 the space now known as Campingland was bequeathed to the town by the Reverend John Botewright as a place for public sports, such as archery, running and military drill. It was called Campingland on the original trust deed in 1475, though in the late-eighteenth century it was called Shooting Land.

In local culture and folklore, one of the most influential stories is that of the Pedlar of Swaffham which probably dates to the English Middle Ages, although similar stories exist in Arabic folklore and stories which can be found in *One Thousand and One Nights*.<sup>12</sup> Therefore, it is possible that the story was borrowed by returning crusaders or widely travelled merchants. According to various versions of the tale, a local pedlar dreamt that if he stood on London Bridge, joyous news would present itself to him. After standing on London Bridge for two or three days with no news, a shopkeeper asked the pedlar's business.

After the explanation was given, the shopkeeper mocked him for a fool and said that he too had had a dream that behind a pedlar's house in Swaffham in an orchard lay buried treasure waiting to be discovered, but that he was not fool enough to act upon such a silly dream and travel up to Swaffham. The excited pedlar went speedily home to Swaffham at such joyous news. He dug in such an orchard and found a prodigious treasure and he grew exceedingly rich.<sup>13</sup>

Subsequently, images of the Pedlar of Swaffham are common throughout the town. A carved relief of a man in medieval pedlar apparel with backpack, staff and dog is in the Market Place on the town sign. Some local versions of the story have it that the pedlar contributed to the building of the Church (from c.1454) or that he was in fact the churchwarden during that time (c.1462): John Chapman. John Chapman and his wife Catherine appear in the Black Book of Swaffham as one of the donors who gave considerable sums to the improvements of the church and new tower, although the page describing him as a church warden is actually a copy made Rev G Bouchery in 1760.<sup>14</sup>



Pew end with representation of the pedlar in SS Peter and Paul Church (courtesy of Swaffham Heritage)



Image of the Pedlar of Swaffham on the town sign

<sup>12</sup> *The Book of the Thousand Nights and a Night, (The Man Who Became Rich through a Dream)* vol. 4, trans Richard F. Burton, Translation revised by D. L. Ashliman, London: The Burton Club, 1885 pp. 289-90

<sup>13</sup> Hartland, Edwin Sidney, *English fairy and other folk tales*, London: W. Scott; 1906, pp76-77

<sup>14</sup> Swaffham History Group, p27



### 4.3.2 Early Modern period

The wool industry continued to prosper in the town through the seventeenth and eighteenth centuries. Swaffham was considered to be on an important highway between the ports of Kings Lynn and Harwich, as well as having a connecting road to London: a perfect situation for a market to thrive. Additionally, Swaffham became known for its butter, which was mostly taken to London. The sale of sheep continued in the Market Place through the centuries to as late as 1963.<sup>15</sup>

In the seventeenth century, Swaffham, and indeed much of Norfolk, appears to have been relatively unscathed by the English Civil Wars, though the town was used as a rendezvous point during the First Bishops' War in 1639 by Royalist Forces. Generally, however, the area around Swaffham was continuously held by Parliamentarians.

By the eighteenth century Swaffham had become an attractive place for people of means to dwell and it became one of the most fashionable centres in the county. It became more accessible by road, with several coaching inns formed to meet the transport and accommodation demands. Popular sporting activities, such as horse racing, hare coursing and cock fighting, took place at Swaffham and these helped attract people to the town. The population grew to

around two and a half thousand towards the end of the eighteenth century.

Fires in the town occurred frequently. The majority of buildings would have been of flammable wood and thatch. Reports record them in 1591, 1647, 1669, 1683 and 1694. A fire engine with a hand pump was not purchased until 1706 and stood in the west porch of the Church. The Great Fire of Swaffham in 1775 allegedly started from a spark from a local Blacksmith's workshop which caught the thatched roof of the Blue Boar Inn, now the White Hart. Around 25 homes on London Street were destroyed or damaged, and £818 worth of goods burnt. A small stone set into a wall on 6 London Street, now (in 2021) QD, marks the extent of the fire's destruction.<sup>16</sup>

Much of the rebuilding was in the latest fashionable style of the day. Today we can broadly describe this as the Georgian style and its elegant and symmetrical proportions, sash windows and timber panelled doors are key elements which characterise how much of the Conservation Area looks today. However, complete rebuilds would have at times been either unnecessary or too expensive. It is not uncommon for many of the buildings to have had their front (or street side) elevation re-fronted in classical Georgian

style, whilst retaining the older core or rear of the property. Indications of this can often be identified at the side of buildings where evidence of roof raising or extensions are clearly marked in the brick or flintwork. Many of the Listed Buildings in the Conservation Area have been described in their list entries as re-fronted. Their appearance would have also been influenced by regulations set out in the Fire Prevention (Metropolis) Act of 1774, which aimed to establish building regulations that would curb the spread of fire. The Act applied to London but the principles were later applied outside the capital. Regulations included making the exterior of properties as incombustible as possible by limiting the use of timber and positioning window frames in recesses behind the outer skin of masonry.



*Brickwork on the gable end of No.11 Market Place showing the former lower and steeper pitch of an earlier roof. The house was re-fronted, and the roof raised and extended to the rear*

<sup>15</sup> Swaffham History Group, p14

<sup>16</sup> *ibid*, p16



During the late-eighteenth century, the town saw a rise in the number of non-conformists or Methodists. From 1772 a small group of Wesleyans met at a private house licenced for preaching. The growing community was visited by Rev John Wesley in 1788, who noted that the congregation was ready and willing to receive Methodist instruction. A local builder, Robert Hayhoe, gave land off London Street for the purposes of building a Methodist Chapel, which opened for services on 7 July 1813.<sup>17</sup>



*Methodist Hall c.1933 (courtesy of Swaffham Heritage)*



*The Methodist Hall today (2021)*

<sup>17</sup> *ibid*, p26

Quakerism was present in Swaffham from the 1740s. A meeting house was formed in Westacre Road but by the mid-nineteenth century had become redundant and converted to a cottage, perhaps owing to lack of funds or a small congregation.

With Swaffham becoming more fashionable, the Assembly Rooms were constructed in c.1775 and added to in 1817. They were used for a variety of purposes including entertainment and housing for local clergy. The building was occupied by United States Airforce personnel during the Second World War. Much restoration has taken place since and the Assembly Rooms were reopened in the twenty-first century.



Assembly Rooms

Faden's 1797 Map of Norfolk shows the layout of the town around the triangular Market Place, with a cluster of buildings at the north end indicating The Shambles, which was the location of the meat market ('Shambles' being an obsolete term for butcher's stalls or benches that were erected for the sale or slaughter of meat). The market was originally held here and where the War Memorial is now located. The first market cross was located there. The church is located to the east. The main density of buildings are arranged around the Market Place, with some development on the roads leading out of town to London, Lynn, Norwich and Castle-Acre.



Plan of the Town of Swaffham, Faden, 1797, from <http://www.fadensmapofnorfolk.co.uk/index.asp>



As the market continued to thrive, new buildings were created in The Shambles area and the northern part of the Market Place. Many of the buildings, houses and shops around that area date from 1790-1820. Oakleigh House, which had been on its site since at least the sixteenth century, was re-fronted in the 1750s to give it the decorative imposing look it has today.<sup>18</sup> This took place at a time when Swaffham had become a fashionable place for the middle class to visit. Similarly, around this time, other gentry villas appeared in the town such as Strattons (now Strattons Hotel). It was built in the mid-eighteenth century.<sup>19</sup> A Queen Anne house with later Victorian adjustments, one of its early owners was Rev William Yonge, whose sister Sarah was married to William 1st Earl Nelson (Horatio, Viscount Nelson's elder brother).<sup>20</sup> Through this connection, following the famous admiral's death, the Nelson family, including the admiral's former mistress Lady (Emma) Hamilton and their daughter, Miss Horatia Nelson Thompson, visited Swaffham and resided at Strattons in c.1806, with Lady Hamilton entertaining local dignitaries at the Crown Inn.<sup>21</sup>



*Viscount Nelson by John Hoppner RA*

<sup>18</sup> <https://historicengland.org.uk/listing/the-list/list-entry/1269627>

<sup>19</sup> <https://historicengland.org.uk/listing/the-list/list-entry/1269666>

<sup>20</sup> Matthew, H.C.G. editor. Dictionary of National Biography on CD-ROM, Oxford University Press, 1995

<sup>21</sup> Swaffham History Group, p36



Another relative of the Nelsons, George Walpole 3rd Earl of Orford, paid for the domed market cross (Butter Cross) in the Market Place at Swaffham earlier in 1783.<sup>22</sup> It is topped with the Roman goddess of the harvest, Ceres, which may have been from the Walpole collection at Houghton Hall (Walpole was Lord Nelson's second cousin-once-removed). The Butter Cross has undergone many repairs throughout the twentieth and twenty-first centuries.



The Butter Cross



Restoration Work of Butter Cross c.1910 (courtesy of Swaffham Heritage)

<sup>22</sup> Ripper, p126



One of the most important and earliest images of Swaffham is held at the museum. It is a painting of the Market Place in the late-eighteenth century. It depicts the Market Place both with the church, a prominent landmark, and Butter Cross (dating the image to post-1783). Some of the older buildings on the east side of the Market Place can be identified: there is a run of buildings starting with the Greyhound Inn and leading up to No.83 (now Ruffles) which are identifiable in their form and massing. The Town Pit (pond) is also evident, which was a water source in the town centre into the twentieth century. It shows that the layout of the centre of the town has barely changed since that time and by then the Church was certainly blocked in away from the open area.



*The market taking place in Swaffham around the Butter Cross in the nineteenth century (courtesy of Swaffham Heritage)*



*Painting of a stagecoach in the Market Place, late-eighteenth/early-nineteenth century (courtesy of Swaffham Heritage)*

### 4.3.3 The Nineteenth Century

The first government census of the town was in March 1800. It recorded a total of 453 occupied houses with about five people to a house.<sup>23</sup> Aside from the local Anglicans and Methodists, other Christian groups were growing in number. Baptists had been active in England since the mid-seventeenth century. The Baptist congregation built a small chapel in 1823 in White Cross Road. This was replaced with a larger, grander building on Station Street in 1858, in the fashionable Italianate style with two towers. By 1880, owing to an overflowing congregation, classrooms and a lecture hall

were built, connected to the main church building. The old former chapel was mostly demolished in the 1850s, but a small part remained standing which was given over to the Salvation Army and used for band practice. It has since been entirely demolished<sup>24</sup> though the cemetery still exists.

A comparison of a photograph from the late-nineteenth/early-twentieth century and the scene today shows that this part of the street is relatively unchanged. The terraced houses, with same dentiled cornice as that of the Chapel, may have been part of

the expansion in the 1880s. The end property remains in commercial use to this day, though the ornate timber canopy with its columns and sign advertising Green & Kerridge Family Butchers had been lost and replaced, although evidence of the former shopfront remains in pilasters and corbels either side of the modern shopfront.



Baptist Chapel



The Baptist Chapel on Station Street in the late-nineteenth/early-twentieth century (courtesy of Swaffham Heritage)



Pilaster of the historic shopfront on Station Street which still remains

<sup>23</sup> Gerry Waldron, *Swaffham – The Making of a Town, Swaffham*: Ceres Press, 2001, p43

<sup>24</sup> Swaffham History Group, p27



The Primitive Methodists and Methodist Union were also active in the town during the nineteenth and early-twentieth centuries. The Primitives built a church on Lynn Road in 1875 (see photograph [page 48](#)), which was demolished in the mid-twentieth century.

Owing to the Poor Law Amendment Act of 1834, the way the parish dealt with its poor changed. There had been a workhouse in Swaffham since the mid-eighteenth century, enduring off localised systems of work or charity. However, the Act required a uniform nationwide system of 'care' for the poor. The new Union of Swaffham workhouse was to take in the jobless from thirty-three neighbouring parishes. It was constructed in 1836 accommodating over 400 inmates. It was demolished a few years later. A Swaffham born architect, William Donthorne (1799-1859), designed workhouses in the region, such as Ely, Wisbech and Aylsham, as well as the one in Swaffham. Though not in the Conservation Area and positioned on the south-west extremities of the town, the very fact that it was positioned in Swaffham to be the premises covering so many parishes, confirms that Swaffham was still regarded as one of the major political centres of Norfolk during the nineteenth century (and continued to be until the 1980s). The workhouse continued to function until 1920.<sup>25</sup>

By 1836 many of the buildings of the town had been significantly improved, possibly as a reaction to the several fires of the previous century. *White's Directory* for Norfolk considered Swaffham to be the most beautiful town in the county that year. Much of the surviving prominent, aesthetically pleasing homes date from the late-Georgian period. Homes on Church Walk, probably the oldest in the area, were made of thatch timber and plaster and have since been replaced.

The Tithe Map of 1843 (on the following page) shows the divisions between properties and buildings, helping to identify individual plots compared with the present-day. It clearly shows the densely packed development of the town centre. On the outlying roads there are much smaller workers' cottages on Lynn Road and at the south end of London Street, while on Castle-Acre Street and to the east of the town are larger residences.

It also shows footpaths through the Churchyard and out across Campingland and The Antinghams. On Campingland Hamond's School is depicted, having been constructed there in 1736 after Nicholas Hamond generously bequeathed funds in his will for the erection of a schoolhouse for 20 boys to be taught reading, writing and arithmetic. It closed in the late-nineteenth century but was reopened in a building on the west side of the Market Place until the school move out of the building in 2009. The building on Campingland was demolished in the mid-twentieth century and a youth centre built at the south end of the area. The National School and teachers' house were also added on the west side of Campingland in 1838. The Antinghams has been an area of open parkland since at least 1540, with speculation that it has never been built on because it was the location of the Anglo-Saxon settlement (though no archaeological investigation has yet been carried out to prove or disprove this).

<sup>25</sup> Swaffham History Group, p52

Workers' Cottages

The Manor House

Hamond's School

Workers' Cottages



1843 Tithe Map (courtesy of Swaffham Heritage)



The 1845 tithe map illustrates four inns, as well as a brewery complex behind the White Hart Inn on the west side of the Market Place. The map depicts the town pit but also other outlying pits mostly to the north. The town has expanded along the major roads, such as Lynn Street and London Street. The Bridewell and Shire Hall are two key buildings marked off London Road: the prison had been located here since 1599 (rebuilt and enlarged at various points and demolished in 1880), while the Shire Hall was constructed in 1839 and was where local Quarter and Petty Sessions were held. It survives and is now in use as flats. A theatre is marked on Back Lane (now Theatre Street), which had been built in 1822. There are houses along Northwell Pool Road to the north-west, leading to Northwell Pool and, further along, a windmill. Another windmill is marked to the west of the town and on Lynn Road is the gas works. The Church is depicted in a small illustration, with access from the narrow Church Walk. A pencil note indicates the Old Vicarage on the north side of the Churchyard, which was demolished in 1846.



1845 Tithe Map (courtesy of Swaffham Heritage)



In 1858, on the eastern side of the Market Place, the Corn Hall was built, designed by Matthias Goggs who also designed the Corn Hall at Dereham the previous year.<sup>26</sup> The building was constructed in high Victorian style combining Italianate, Romanesque and Gothic styles, with its arched niches, columns and floral capitals, and bullseye windows. It was constructed on the site of a former grand house but it did not prosper as a Corn Hall. Subsequently the building was used for various purposes, namely as a meeting room, an armoury, a Salvation Army barracks, temporary army accommodation and as a YMCA canteen during the Second World War. Today (2021) it is a coffee shop.



*Corn Hall c.1890s (courtesy of Swaffham Heritage)*



*The Corn Hall today*

<sup>26</sup> Norfolk Heritage Explorer, 'Swaffham Corn Exchange', <https://www.heritage.norfolk.gov.uk/record-details?MNF38797-Swaffham-Corn-Exchange&Index=31918&RecordCount=57339&SessionID=1c57af61-b6f2-49c7-8bd3-8a2b133afd12>

As with many market towns of the time, Swaffham had its own railway station from 1847 onwards, to the north of the town centre. It was on the Great Eastern Railway from Kings Lynn. After the station, the line split into a line south to Thetford and one west to Dereham. This influenced the local economy as farmers found it cheaper and easier to transport their produce by train (avoiding toll roads) to markets further afield. As a result, the market in the late-nineteenth century began to dwindle. A large locomotive accident took place in 1894 when an engine ran off the rails down the embankment at Northwell Pool and lodged itself into the public road. The station was closed as part of the 'Beeching Axe' in 1968. The flint and stone Dutch gable ended ticket office remains to this day.

The 1868 Enclosure Map shows a similar situation to the 1840s maps, with only a few key changes. The 1847 railway station and a long row of terrace houses on what is now Coronation Grove are depicted. The Baptist Chapel on Station Street is also shown, having been built in 1858. A large building on the edge of town on Cley Road is the maltings (now a care home).

Station

Coronation Grove

Baptist Chapel

Maltings



1868 Enclosure Map (courtesy of Swaffham Heritage)

Owing to his 36 years representing Swaffham (West Norfolk) in Parliament, a memorial fountain to Sir William Bagge Bt was unveiled by Augusta, Lady Walsingham (wife of his fellow Member for West Norfolk, the 6th Baron Walsingham) to the north-west of the Market Place in August 1883.<sup>27</sup> It was a curious stone structure combining both Italianate and Jacobean styles and dome above a bust of Sir William. It was dismantled in the 1940s. However, the bust remains in the Swaffham Museum.



*The Bagge Memorial c.1930s (courtesy of Swaffham Heritage)*

<sup>27</sup> Charles Mackie, *Norfolk Annals*, vol 2, Frankfurt: Outlook, 2020, p405



#### 4.3.4 Images of Swaffham c.1900

Various photographs dating from the late-nineteenth and early-twentieth century show Swaffham 100 years ago and illustrate which buildings have remained and which have been lost or altered. They demonstrate some of the businesses that were operating c.120 years ago, which included saddlers, grocers, fruiterers, butchers, tobacconists, bakeries and chemists. Some businesses operating at that time, such as Aldiss, a drapers and furniture store, are still operating in the region today or operated for decades in the town.

Swaffham Brewery (not pictured) was established by the Morse family on Cley Road in 1801 and continued in business until 1955 when the main building was demolished. It had been located to the rear of Oulton House, later the Town Hall and now also the Museum, which was the Morse family residence. Plowright was established as a smithy in the eighteenth century and by 1775 had a foundry making farming implements on the Market Place. The company built a new foundry on the location of the old one in c.1860, which was converted to the Plowright Place shopping arcade in 1982.

The two photographs below show that since the earlier photograph the road and pavements have been formalised. Much of the Market Place area has been converted into parking and thus cars obscure many of the surrounding buildings. The buildings themselves are often relatively unchanged in appearance. The Town Pit no longer extends into the Market Place as it has been filled in and is now mostly a parking area. Additionally, there are more contemporary road signs and lampposts as well as some decoratively planted trees.



Market Place looking north, showing the Butter Cross, Assembly Rooms, Corn Hall and town pit (courtesy of Swaffham Heritage)



A similar view in 2021

The south side of Church Walk was demolished in the 1960s to make way for a Woolworths, now an Iceland, and was built in a style not in-keeping with the local area. It did, however, make the lane wider. The Dutch gable-ended shop on the north side of the lane

has been retained, though much of its rear has been altered, in particular it no longer has a thatched roof. It is surprising that this building kept its thatch for so long despite the history of fires in the town. The shops to its north have been demolished to make way for a simpler

one-storey structure, then the two storey building with rusticated ground floor and dormer windows beyond that has also been replaced with a modern building.



East side of the Market Place, showing buildings before demolition and replacement with the current Iceland (to the right) and Nos.69-73 (to the left) (courtesy of Swaffham Heritage)



A similar view in 2021



In these views the floorscape is completely different due to the tarmac, cars, and pavements. The building with the Dutch gable is still in existence today. The two buildings to the right of Church Walk (one shop noted as Overton's and the other as the Commercial

& Temperance Hotel) are replaced with Iceland in the modern photograph. To its right, the two shops and the Red Lion appear relatively unchanged although No.83 now has a shop window inserted to the left of its front door.



The east side of the Market Place (courtesy of Swaffham Heritage)



A similar view in 2021



Much of this row has been replaced by twentieth century shops, though Nos.53-59 Market Place remain reasonably the same (No.53 visible, painted white at the right hand end of the row), together with the view of the George Hotel. Much of the space in-between

(Nos.43-51) has been replaced with newer nineteenth and twentieth century buildings. Arthur Lane's shop is numbered 10 in the photograph, which does not correspond to contemporary numbering of that side of the Market Place.



North side of the Market Place (courtesy of Swaffham Heritage)



A similar view in 2021

It is interesting to note in this historic photograph the scaffolding on the lantern and spire of the church which, according to Pevnsler, was reworked in the same year as Queen Victoria's Diamond Jubilee. The line of four buildings (Nos.81-87 (The Red Lion), plus, on the

south side of Pit Land, No.89, Montpellier House) are preserved relatively as they were. Once again, on the left of the 1897 image, is the building which made way for Woolworths (now Iceland) in the 1960s.



1897 Diamond Jubilee celebrations in the Market Place (courtesy of Swaffham Heritage)



A similar view in 2021



Church Walk which connects the Market Place with the churchyard has altered significantly. Owing to the demolition of the building on the south side of the lane, it is now broader, as can be seen by the small sections

of fences added either side of the gates and the cobble stones only taking up part of the pathway. The modern bollards effectively mark the original width of the lane. The thatched building on the right in the historic

photograph is no longer thatched but tiled and the walls substantially rebuilt. The easternmost building has also been rebuilt.



*Church Walk looking west, with thatched building on the right (courtesy of Swaffham Heritage)*



*A similar view in 2021*



Apart from the signs and banners, the White Hart is only mildly altered, although its corner pilaster is missing a capital, the parapet no longer has the inn's name painted on and the front door has been moved one bay to the

left. The central chimney stack has also been lost. The Museum building (originally Oulton House built in the late-eighteenth century then used as the Town Hall from the 1955) remains much the same. The main change

between these photos is the two buildings on the left, one of which being a Cooperative with an impressive, glazed shopfront, which were demolished to make way for a large twentieth century structure now QD.



The southern end of the Market Place and London Street (courtesy of Swaffham Heritage)



A similar view in 2021

The long range of buildings on the left hand side of the photographs has survived with the rhythmic first floor windows remaining. The rendering of some individual buildings and the insertion of shopfronts has eroded the

consistency of appearance. However, some of the good quality historic shopfronts and doorcases, as well as the distinctive first floor bay window have survived. The view northwards to the Butter Cross and Assembly

Rooms remains but with the addition of the modern roadway and traffic.



London Street looking north towards the Market Place (courtesy of Swaffham Heritage)



A similar view in 2021



INTRODUCTION

HERITAGE  
ASSETSSPECIAL  
INTERESTARCHAEOLOGY  
AND HISTORYCHARACTER  
APPRAISALCHARACTER  
AREASLOCALLY  
IMPORTANT  
BUILDINGSBOUNDARY  
ANALYSIS

ISSUES

MANAGEMENT  
PLAN

No.59 Market Place, on the right hand side of the image, has survived with little change except that the decorative metal railings to the front have been replaced with a timber picket fence. On the left, however, Gould's has been replaced with a modern bank (in 2021 a TSB). Gould's was a prominent

business on the east side of the Market Place in the late-nineteenth and through the twentieth century until the 1960s when the building was demolished and replaced with the one seen here. The roadway is again formalised and with multiple items of street furniture. Beyond the trees in the background the historic

buildings seen in the older photograph have also been lost and replaced with the building which is now partly vacant and partly a Nationwide. The Bagge Memorial is visible in the distance in the older photograph, which has since been removed.



*Junction of Market Place, Mangate Street and Station Street looking west (courtesy of Swaffham Heritage)*



*A similar view in 2021*



Largely the terraced rows of houses on Lynn Street have remained reasonably unchanged, particularly those houses that are listed nearer to the town centre. However, several have had uPVC windows added or their brick frontages rendered. No.2, now a dog

grooming business, appears to have been a saddlery shop with the bay window facing the street used as a shop window with awning above. The old post office was still in its original use in the earlier photograph, with a postman standing at the door. It has since been

altered to accommodate a large shopfront window and has lost its iron wall mounted sign and bracket but has retained its other original features.



Lynn Street looking north (courtesy of Swaffham Heritage)



A similar view in 2021

Notably in this historic photograph, looking southwards along the west side of Lynn Street, are two prominent buildings which have since been demolished: the large tower of the old gas works, now the site of the

present-day ASDA supermarket, and the Methodist chapel, the site of a garage. The row of cottages survives between but with several alterations, such as uPVC windows and rendering of brickwork. The

saplings seen newly planted in c.1900 have now matured into sizeable trees which line the west side of the street. The space between the trees and buildings has now become parking.



*Lynn Street looking south, with water tower and Methodist Chapel visible (now demolished) (courtesy of Swaffham Heritage)*



*A similar view in 2021*

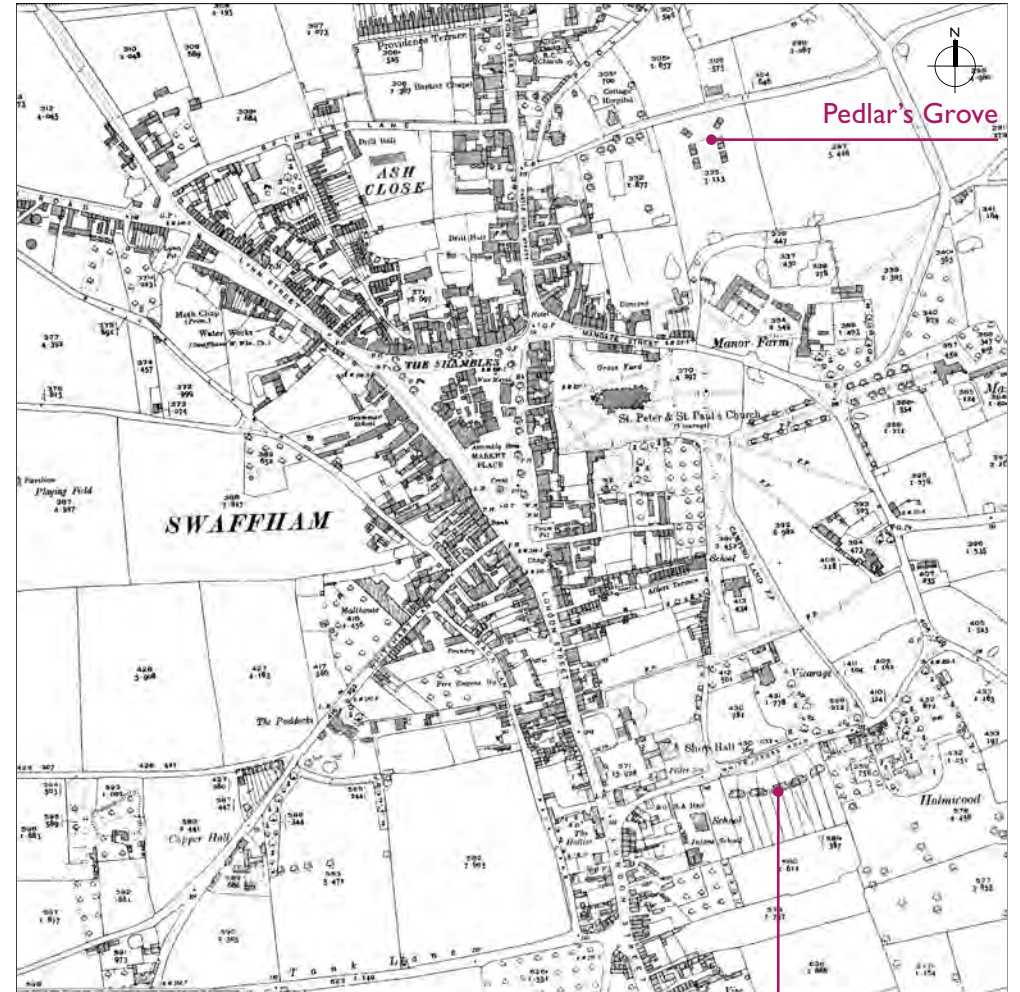








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1928 Ordnance Survey map 1:2,500 . Ordnance Survey (c) Crown Copyright 2021. All rights reserved. Licence number 100020449

The Crescent



1970 Ordnance Survey map 1:2,500 . Ordnance Survey (c) Crown Copyright 2021. All rights reserved. Licence number 100020449



Like many towns and villages across the country, Swaffham honoured its dead from the Great War with a memorial in the Market Place. A stone cross north of the Corn Hall has the names of 90 men from the First World War and 25 from the Second World War engraved on it. Shortly after the First World War, improvements were made to the public health of the town and, from the last half of the nineteenth century, efforts were made to improve the water supply, drainage, and sewerage. Though farming and the size of the market gradually decreased, the population increased as more wanted to live in the attractive, very English, semi-rural settlement. The original gates of the church were donated as scrap to the war effort.

In 1922, archaeologist Howard Carter discovered the tomb of Egyptian Pharaoh Tutankhamun (d.1323 BC). Howard's grandfather, Samuel Carter, had lived at Keeper's Cottage on New Sporle Road when he was gamekeeper to the Manor House in the 1830s-50s. All of Samuel's six children, including Howard's father, the nationally recognised Victorian animal portrait artist Samuel John, were born there. The family then moved to a house on Sporle Road, which was later left to Howard by his mother in 1920 and then sold to his Uncle Henry William Carter. It was after Howard, aged 15, decided to follow in his father's footsteps that he worked with

Samuel John on commissions at nearby Didlington Hall, the home of Lord and Lady Amherst. The family held one of the largest collections of Egyptian artefacts in the country and it was here that Howard's love of Egypt began. Lady Amherst helped arrange an apprenticeship for Carter with the Egypt Exploration Fund.<sup>28</sup>

Harry Carter, cousin of Howard and well-known artist, art and craft teacher and model making engineer, created a new Swaffham sign to replace one from 1922 that had deteriorated. Harry's replacement was unveiled in 1936.



*Keeper's Cottage on New Sporle Road in 2021*

<sup>28</sup> H.V.F. Winstone, *Howard Carter and the discovery of the tomb of Tutankhamun*, Manchester: Barzan, 2006, pp12-15

In the inter-war period, there was a steady decline of the town. Primarily, this was because of a general decline in the importance of agriculture in England and less of a need for agricultural markets, which the town had developed around. The sheep fairs had moved to around the station area by the 1930s and the market was much diminished by that time. Not having a river running through or by the town was also a disadvantage as it meant that there were no factories or industrial centres near Swaffham that could have created employment. Naturally, many sought better employment in other towns and Swaffham's population decreased during this time. As the automobile became more popular and affordable, rail travel generally decreased too, including for the transport of livestock. The town had more of an 'off the beaten track' to it.

The Second World War halted these changes for a time and, with USAF and RAF bases being relatively nearby, Swaffham became a social hub for service personnel off duty. Social events were organised in the Assembly Rooms and elsewhere. During the war years, the Bagge Memorial had become structurally unsound; restoring it was too costly and, if a bomb was dropped on Swaffham by the Germans, it would likely collapse. It was thought better to dismantle it.



A Saturday market in the 1960s (courtesy of Swaffham Heritage)

From as early as the 1930s and up until the 1960s old 'original' Swaffham buildings were pulled down to make way for 'improvements'. For example, the Angel Inn, next to Church Walk, was demolished in favour of a Woolworths shop (now Iceland). A row of shops and townhouses were also pulled down on the Market Place to make way for a National Westminster Bank and various offices.<sup>29</sup> Photographs (see [Section 4.3.4](#)) show images of these older ranges before demolition.



A Saturday market in the 1960s, looking east towards the Greyhound Hotel and town pit (courtesy of Swaffham Heritage)

<sup>29</sup> Swaffham History Group, p146



For most of the twentieth century, the town pit was still visible. It was both walled and fenced in with an iron railing from the Market Place side. Eventually the pit was filled in and tarmacked over to provide additional parking and loading areas. However, one small section of the 'original' iron railing survives between this parking area and the Greyhound Public House. Similarly, during the twentieth century, the open space of the Market Place was formalized into roads and designated parking areas.

By 1981, the bypass road linking Norwich and King's Lynn was complete and Swaffham's market was the worse for it. Lack of traffic passing through meant a smaller footfall for the stall holders. Instead, efforts were made by local authorities to draw in tourists, promoting Swaffham as an ideal traditional English market town. Simultaneously, it became a popular place to retire, as real-estate was generally cheaper in Swaffham compared with other parts of the country. In response to the growing visitors and tourists, Swaffham Museum was developed through the 1970s and 1980s, and was opened to the public in 1987. The following year it held a Tutankhamun exhibition in honour of Howard Carter with artefacts loaned from the British Museum. By 2006, part of the former Town Hall building had been given over to the museum, with the Town Hall located in the rear of the building.

Around the turning of the new millennium, the first of the local wind turbines were erected, which are now a feature in the local skyline. Just a few years later, the television series 'Kingdom' began filming in the town from 2007-2009.

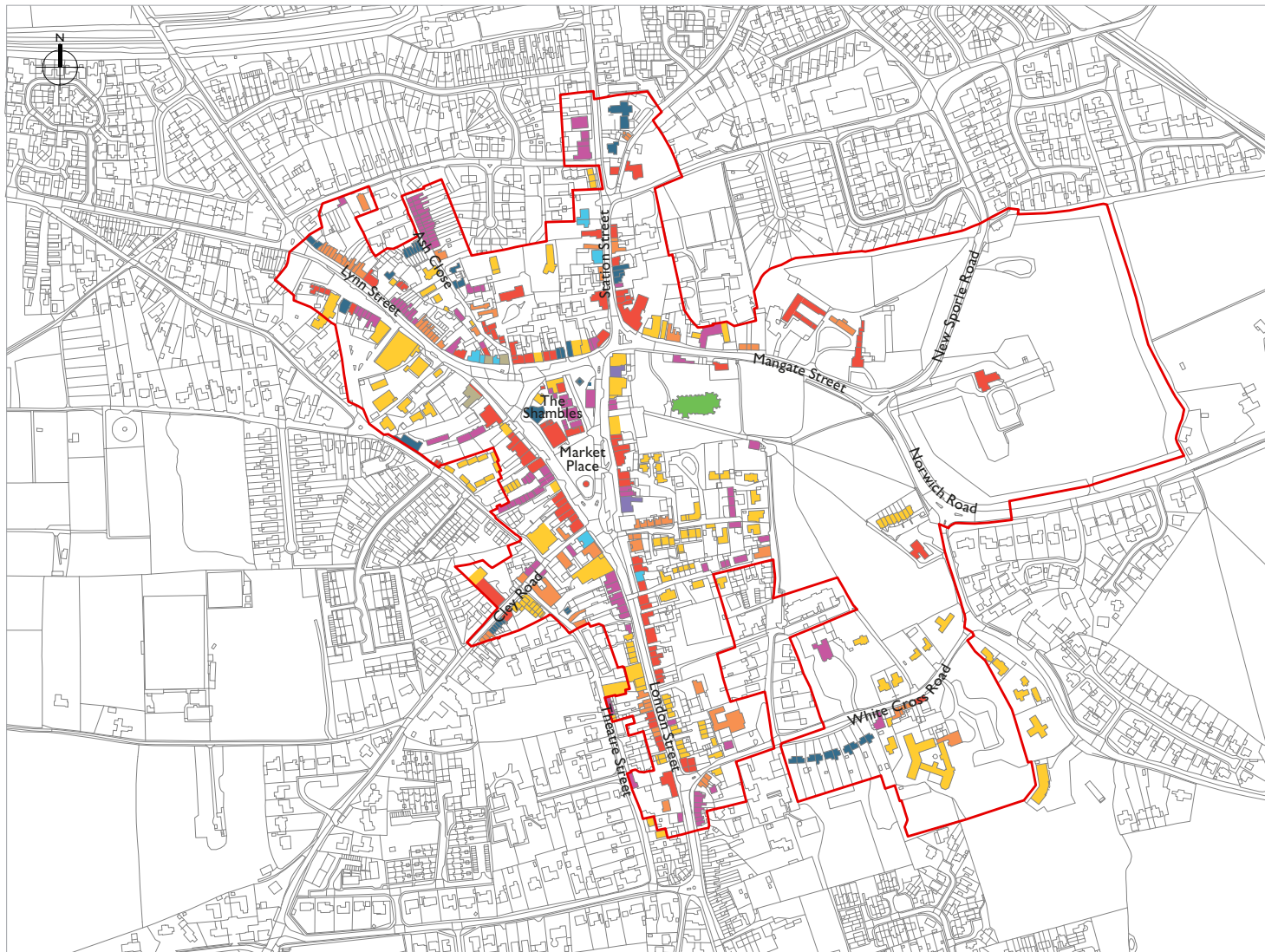


*View of Market Place from church tower c.1970s (courtesy of Swaffham Heritage)*

The market is still held in the Market Place, though is less agricultural, and the population of Swaffham has increased during the twenty-first century. As seen on the 1970s OS map, much of the outlying lands around the town were developed into housing during the later-twentieth century and this is still continuing today. The town today has a population of over 7,000.



*Butter Cross and Market Place 2021*



### HISTORIC DEVELOPMENT PLAN

- Conservation Area Boundary
- 1300s-1400s
- Early 1500s
- Early 1600s
- Late 1600s
- 1700s
- Early 1800s
- Mid to Late 1800s
- Early 1900s
- Mid to Late 1900s/Early 2000s

*This plan indicates the age of the existing built fabric of the main buildings and structures in Swaffham. It is mostly based on a comparison of historic maps with limited verification through viewing of the existing building from the street. Some buildings may have been constructed in phases but generally only the main phase is shown here. Some buildings may have been partially rebuilt or substantially repaired since they were first built but their footprint was unchanged and so the change is not obvious in map comparisons. Where this is the case, generally the building is coloured for the earliest date that it appears on the map.*

*This plan is not to scale*



## 5.1 LOCATION AND SETTING

Swaffham is a former market town in Norfolk situated about twelve miles southeast of King's Lynn and thirty-one miles west of Norwich. The town owes its ancient market to its positioning at the crossing point of several major old roads: Lynn Road, Norwich Road, London Street and Castle Acre Road (now Station Street leading to Castle Acre about four miles to the north). The modern-day main road from Norwich to King's Lynn, the A47 dual carriageway, bypasses Swaffham to the north.

The Conservation Area boundary covers the Market Place and surrounding parts of the town centre, with its close-knit streets and alleys, as well as the greener spaces to the east such as the churchyard, Campingland, the Manor House and The Antinghams. To the north the boundary stretches as far as Station Street to Spinner's Lane (with a newly adopted boundary extension northwards to encompass the Baptist Church and Catholic Church of Our Lady of Pity. See [Section 8](#) for more detail). To the south on London Street, the boundary extends slightly further than the junction with White Cross Road, near the listed boundary south of Holly House (another newly adopted boundary extension is on White Cross Road to include The Crescent. See [Section 8](#) for more detail).

Swaffham town centre is a triangular market layout with the southern portion largely an open space consisting mostly of car parking and the Butter Cross. The weekly market sets up in this location each Saturday. The northern half of the Market Place has a series of closely packed buildings known as The Shambles (the former butchers' slaughterhouse and meat market). Roads run around the Market Place, with further street parking around the edge. Around the Market Place are a great deal of buildings dating back as far as the early-sixteenth century. Many of these are now shops, though some polite homes from the eighteenth century remain.

Swaffham is surrounded by a rural landscape on all sides, the nearest other sizable settlement being Dereham about eighteen miles away. The landscape is typical of this part of East Anglia in that it is flat and is characterised by large open fields bound by hedges and some trees. Owing to the flatness of the area, the hedgerows and trees, it can be difficult to get a good view of the town from afar until you are almost upon it. There is no river that runs through or nearby the town but rather there are ponds, pits or pools in the surrounding area. Some of the pools within the settlement have been filled in to make way for buildings or parking.



*Agricultural landscape surrounding Swaffham*

## 5.2 VIEWS AND LANDMARK BUILDINGS

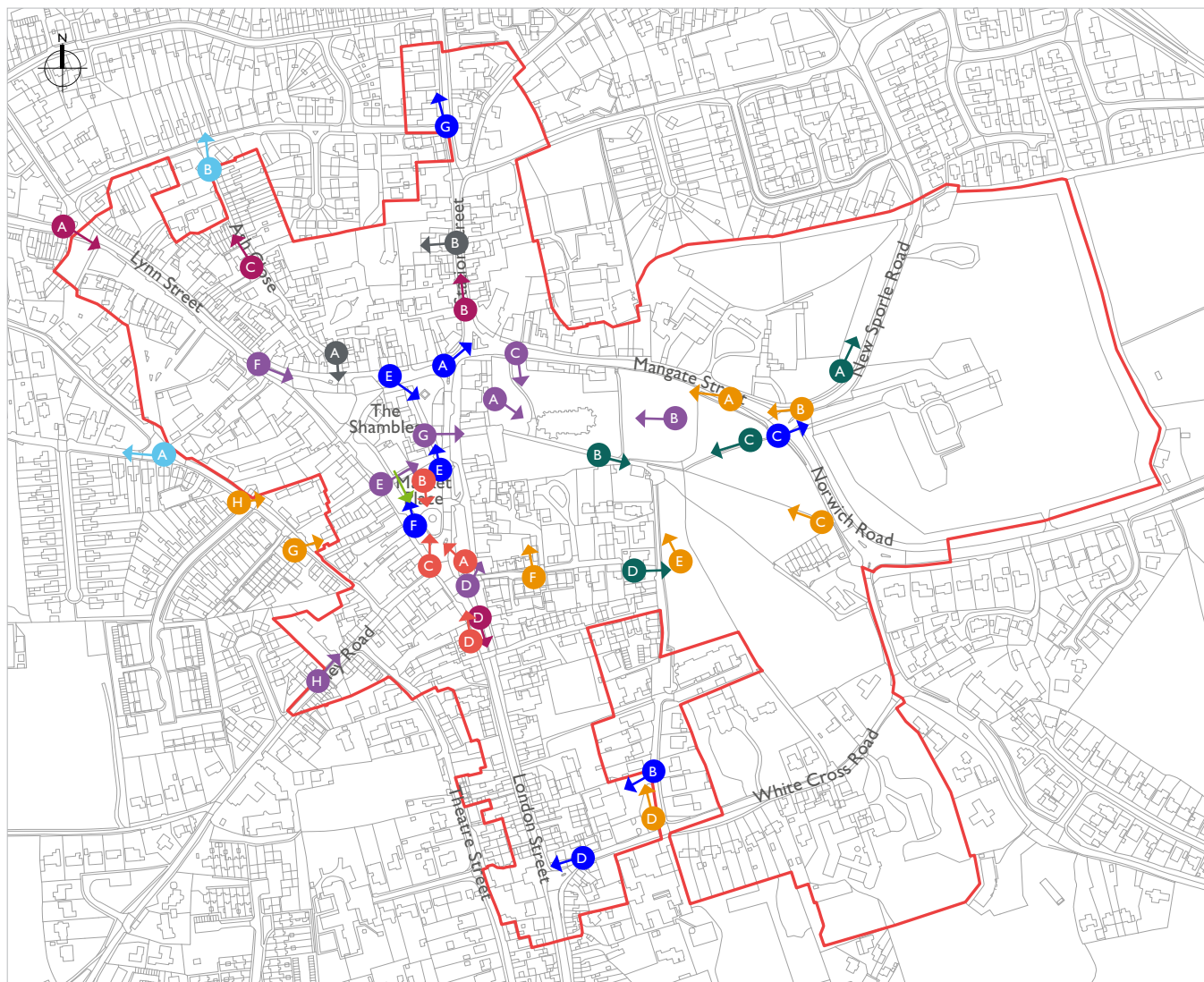
Views give a visual impression of a place. They may include views from, to and across a site, taking into consideration the site's surroundings, the local topography, natural and urban features, and relationships with other buildings and spaces.

Views of the site have been identified on the plan adjacent and are discussed on the following pages. A selection of representative views is given, which are mapped on the Views Plan. There are many more views of the Church in particular from around the town centre. The omission of any view imagery or arrows on the plan does not mean a view has no value.

### VIEWS PLAN

- Conservation Area Boundary
- View of Church from Town Centre
- Glimpsed View of Church
- View of the Butter Cross
- Views of Other Key Buildings
- Views Across the Market Place
- View of Wind Turbines and Water Tower
- Views Up and Down Streets
- Glimpsed Views
- Views of Green Spaces

*This plan is not to scale*





### 5.2.1 Views of the Church

The key feature the viewer is greeted with when entering Swaffham from the surrounding roads or when walking around the town centre is the spectacular tower of the Church of St. Peter and St. Paul. Its distinctive pinnacled stone tower topped with leaded spire and cupola is the key landmark building within the town, acting as an orientation point. Close up views of it are within the churchyard and to the north on Mangate Street where its form combines with the long nave to give an imposing impression. All around the Market Place and nearby streets and open spaces the tower is seen above buildings or behind trees. Further away, glimpses of the tower are seen between buildings, such as from Whitsands Road, The Pightle, Pit Lane and Beech Close, making the Church an ever-present feature of Swaffham.

There are occasional long-range views of the Church tower, seen from roads leading into Swaffham, such as on Lynn Road where the view also includes the water tower or from Sporle Road where the Church spire, water tower and wind turbine can all be seen.

### Views of the Church from the Town Centre



A View of the Church from the churchyard



B View of the Church across the churchyard



C View of the Church from Mangate Street



D View of the Church from Pit Lane



E View of the Church from the Market Place



F View of the Church from Lynn Street



G View of the Church along Church Walk



H View of the Church along Cley Road

## Glimpsed Views of the Church Tower



**A** View of the Church tower from Norwich Road



**B** View of the Church tower from New Sporle Road



**C** View of the Church tower across The Antinghams



**D** View of the Church tower down Beech Close



**E** View of the Church tower from Campingland



**F** View of the Church tower from Pit Lane



**G** View of the Church tower along Plowright Place



**H** View of the Church tower from Whitsands Road

## Views of the Church from out of town



View of the Church tower and water tower from Lynn Road



Zoomed in view of the Church tower and water tower from Lynn Road



### 5.2.2 Views of the Butter Cross

The Butter Cross is the second most prominent building in the town, marking the location of the market and the commercial town centre. From around the southern half of the Market Place it has a commanding presence. It is best viewed from immediately to the north and to the south and it provides a landmark feature in gateway views northwards along London Street.

#### Views of the Butter Cross



**A** The Butter Cross from the south-east



**B** The Butter Cross from the north



**C** View of the Butter Cross and Church tower



**D** View of the Butter Cross from the north end of London Street

### 5.2.3 Views of Other Buildings

The Corn Hall is also a key building within views in Swaffham, with its polychromatic brickwork south façade also contributing to gateway views northwards and when passing along the eastern side of the Market Place. The adjacent War Memorial also provides a focal point. The Assembly Rooms on the Market Place is a less dominating building, though large enough and centrally placed to contribute as a local landmark building, with views of it looking north across the Market Place. From the top of the steps of the Assembly Rooms is a good vista southwards across the Market Place, though marred by the carpark in the foreground.

The former Shire Hall on Beech Close is a substantial building but in a rather out of the way location, so is considered a local landmark. There are good close range views of it from Beech Close and White Cross Road.

Other local landmark buildings tend to be those larger buildings positioned at key junctions, which form the focal point of views. These include the George Hotel and Cranglegate (59 Market Place) on the Mangate Street/ Station Street/Market Place junction, Oakleigh House and 18/20 Market Place at the Market Place/Lynn Street junction and Holly House at the London Street/White Cross Road junction. The Manor House off the North Road is also a local landmark building, seen in views funnelled down an avenue of trees towards the front façade. The Baptist Church on Station Street has two distinct towers and these are a local landmark, seen in views north and south along Station Street itself and from Spinners Lane. The former National School on Campingland is another key local building.

### Views of Other Key Buildings



**A** View of the George Hotel



**B** View of the former Shire Hall



## Views of Other Key Buildings (cont'd)



**C** View of the Manor House



**D** View of Holly House



**E** View of the Corn Hall



**E** View of the Corn Hall, War Memorial and Church tower



**F** View of the Assembly Rooms



**G** View of the Baptist Church from Station Street

## View Across the Market Place



*View across the Market Place from the Assembly Rooms*



### 5.2.4 Views of Wind Turbines and the Water Tower

Two modern features within longer range views looking out of town are the two wind turbines to the north and the water tower on Princes Street. These provide dramatic and interesting modern features in views looking north and east from Princes Street, Spinners Lane and New Sporle Road. Given their locations out of town they are not seen from the historic town centre and therefore do not affect the character of the Market Place or impinge on views of the Church tower.

### Views of the Wind Turbines and Water Tower



A View of the water tower



B View of a wind turbine from Spinners Street/Ash Close junction

### 5.2.5 Views Along Streets or Across Spaces

Other view types in Swaffham include views up and down streets, funnelled or channelled by rows of houses on one or both sides of the street, such as on Lynn Street, London Street and Station Street. At key junctions, of which there are several where three streets meet, and in the open spaces of the Market Place and to the north-east and north-west of The Shambles, there are more open vistas of the rows of buildings surrounding the Market Place.

#### Views Up and Down Streets



**A** View along terraces on Lynn Street



**B** View along Station Street



**C** View along Ash Close



**D** View down London Street



### 5.2.6 Glimpsed Views

Contrastingly, there are quick glimpsed views between buildings, such as from within the centre of The Shambles looking out towards the surrounding streets, or down lanes or through small yards between houses, such as on Ash Close, Station Street.

#### Glimpsed Views



**A** Glimpsed view from Ash Close to the Market Place



**B** Glimpsed view of a yard from Station Street



**C** Glimpsed view looking out from the centre of The Shambles

### 5.2.7 Views of Green Spaces

The eastern part of the Conservation Area has several large open green spaces, including Campingland, The Antinghams and the grounds of the Manor House. There are pleasant vistas across the open land. There are also views channelled by the avenue of trees which continues from the Manor House, westwards into the churchyard.

#### Views of Green Spaces



**A** View of the grounds of the Manor House



**B** View along tree avenue towards the Manor House

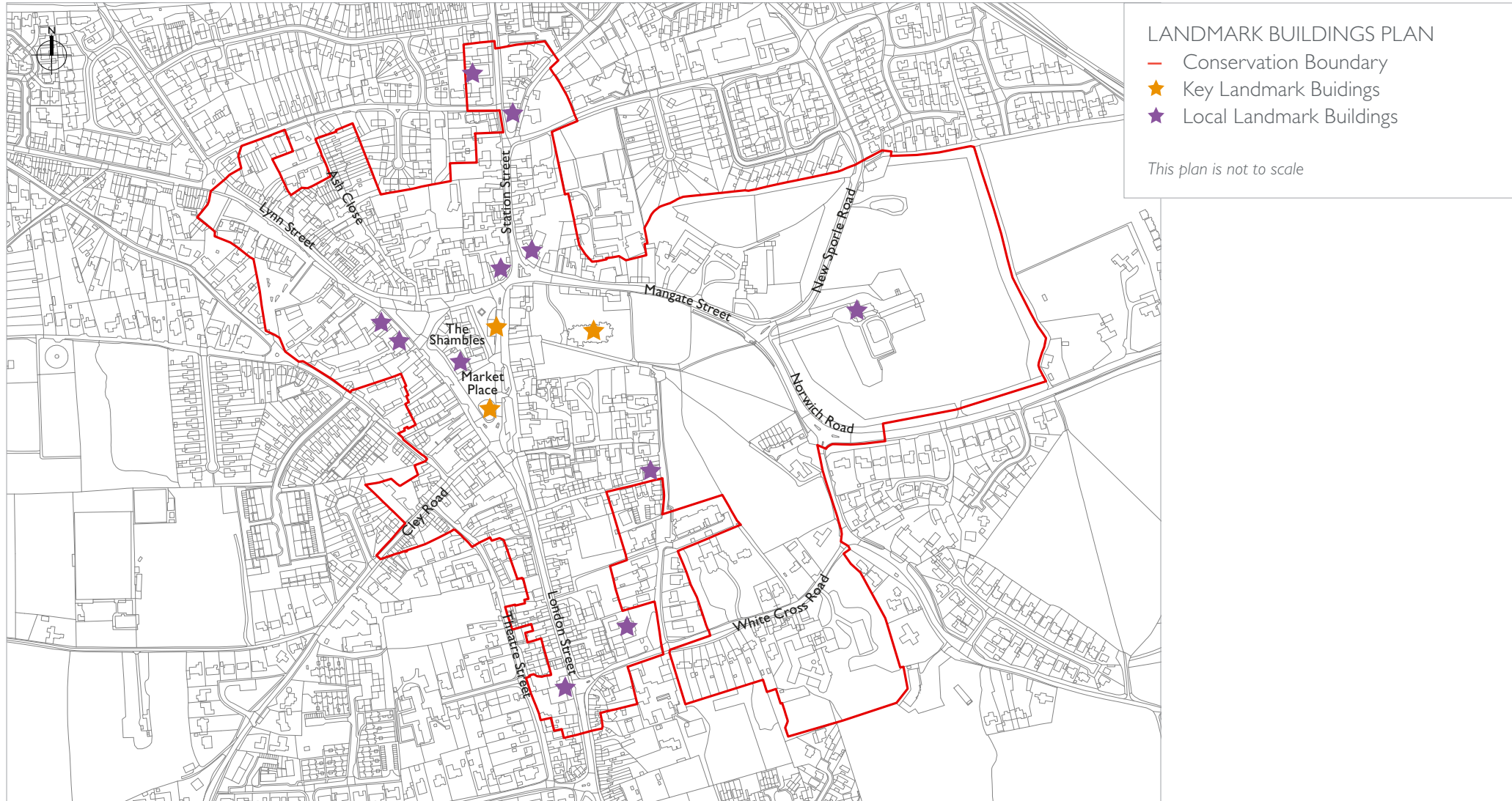


**A** View along tree avenue on The Antinghams towards the town



**D** View of Campingland





### 5.3 ATMOSPHERE

The centre of Swaffham is a lively place, with many people using the Market Place for shopping or socialising even on an average weekday. On market days the pleasant hustle and bustle is amplified. However, the atmosphere is always marred by the busy traffic constantly passing through the town centre, together with the noise of beeping pedestrian crossings, as well as along London Street where dirt and pollution as a result of traffic is also evident on buildings. Lynn Street and Station Street also suffer from this, though to a slightly lesser extent.

On some of the narrower streets and lanes leading off the Market Place, such as Ash Close or The Pightle, it is surprising how quickly the noise of the town centre dies away, leaving a peaceful character relatively free of cars. The churchyard and green spaces of Campingland and The Antinghams are also restful and relatively quiet, with the rustle of leaves and bird song.

The sound of the Church bell tolling each quarter of an hour adds greatly to the atmosphere of the town, with it audible from most places within the Conservation Area. Military planes passing overhead fairly frequently are very loud and detract from the ambience of the town centre.

### 5.4 ARCHITECTURAL QUALITY

#### 5.4.1 Materials

Much of Swaffham was rebuilt or altered from the mid-eighteenth century onwards and there is little that remains visible of any earlier timber structures. As such, the predominant material is red or brown brick, though several buildings throughout the area have been painted or rendered over. Often this can be particularly detailed, with patterned or dentiled cornices, quoins, or entablature, such as at Oakleigh House. Earlier buildings, such as the Greyhound Inn, still partially retain their timber beams but have largely been refaced or extended in brick. Similarly, chimneys in the area are mostly of brick often with their own string courses or cornices.

Some of the older buildings have a combination of flint, usually knapped, and brick in their walls, though this is now mainly seen on side elevations where the front has been refaced. An exception is Montpellier and Western Houses (originally one house) on the east side of the Market Place, which uses flint as the main walling material, with gault brick dressings. The older side elevations often also use brick to decorative or structural effect, as quoins or using the brick to create decorative patterns. Yellow and burnt bricks are also used in some cases to decorative effect such as at the Corn Hall. Flint and brick boundary walls are common.

Much of the Church of St. Peter and St. Paul is constructed with a combination of dressed flint, dressed limestone and, in fewer places, brick. The use of stone for the church, which was much more expensive and difficult to obtain, shows its high status.

Concrete is not a typical material but buff coloured concrete blocks are used on the 1920s semi-detached houses on The Crescent.

Typically for this part of Norfolk, many buildings, even those of the later twentieth century, use red clay pantiles. In some cases these are glazed black pantiles which give the tiles a little shine. There are occurrences where slate or red clay tiles are used, but these are few. The Butter Cross has atypical lead to its domed roof.

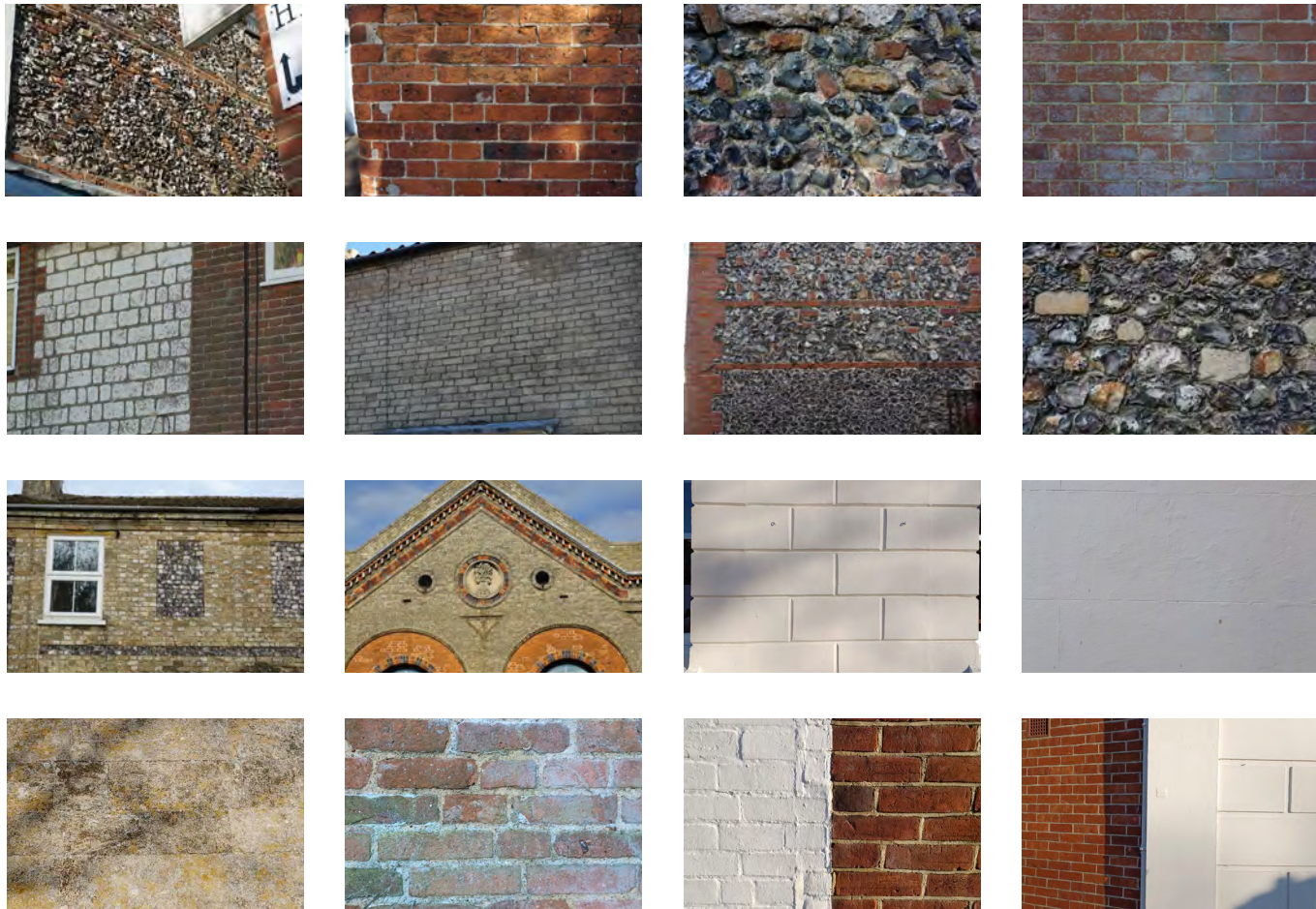


*An example of a building on Mangate Street using flint with red brick pattering on the gable end, with a red brick chimney and red clay pantiles to the roof*



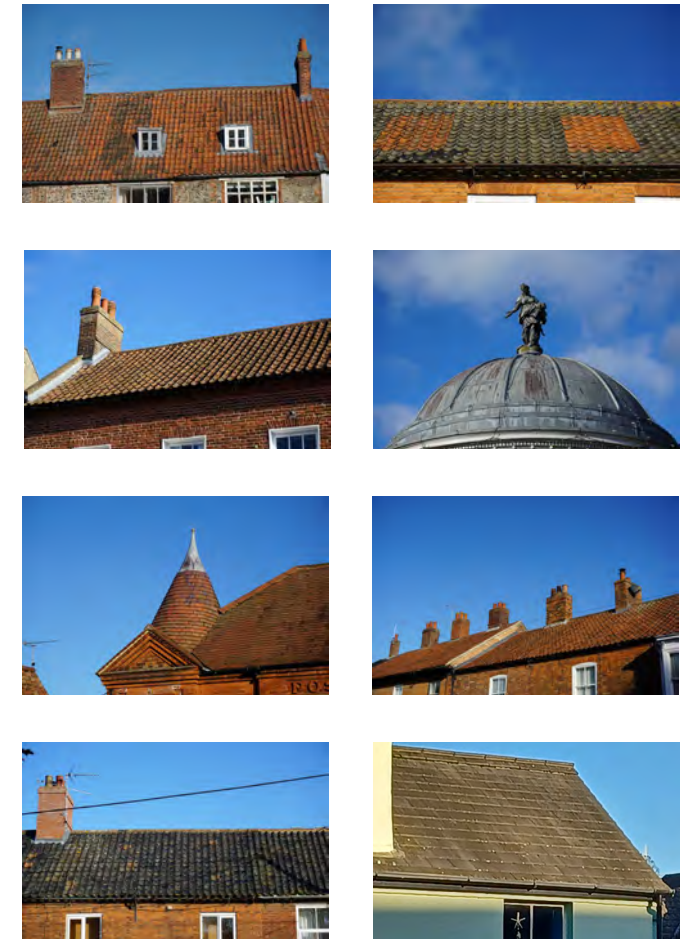
## Wall Materials Palette

*Examples of red and buff brick, flint, plaster, stone and painted brick*



## Roof Materials Palette

*Examples of red clay and black glazed pantile, lead and slate*



### 5.4.2 Building Scale and Massing

Buildings around the Market Place are typically two or three storeys high. There are more examples of three storey buildings on the western side of the Market Place, where there are a few buildings which are tall and narrow, giving an indication of the narrow medieval burgale plots on which they sit. Shorter and wider two storey buildings are more typical of the eastern side of the Market Place, with the exception of the large three storey Montpellier House. On the north side of the Market Place the buildings are a little smaller in scale, being two storey and between one and three bays wide. Often buildings around the Market Place have long rear ranges perpendicular to the building on the frontage. Buildings on The Shambles are of a similar scale to those on the north side of the Market Place, with the exception of a few smaller scale ones, including No.4 which is only one bay wide. The other notable exceptions are the Assembly Rooms which is single storey but of larger proportions and footprint, and the Corn Hall, which is two storeys but of a large scale and detached.

In the north-western part of Market Place, larger more polite structures occupy dominant, more spacious positions, set several yards back from the pavement, such as the Old School or Oakleigh House. These have as much as seven window ranges. Larger scale buildings, of three or two storeys with attics and six to eight bays

wide, are often situated at key junctions in prominent positions, such as the George Hotel and No.59 at the junction of the Market Place, Mangate Street and Station Street, or Holly House at the junction of London Street and White Cross Road.

As well as some moderate scale houses and shops on Station Street, there are also a few larger detached houses, such as Beech House. To the east of the town centre are the largest houses in the Conservation Area, especially the Manor House but also Lydney House and Holmwood. The Manor House, for example, is two storeys and seven bays wide but with much larger proportions than buildings in the town centre.

Smaller houses are found on Lynn Street, Ash Close, the southern end of London Street, which would have historically been workers' cottages. These are usually arranged in terraces, with individual houses two bays wide and two storeys high, with small proportions.

The Church of St. Peter and St. Paul is a key exception to the two-three storey scale of most of the buildings in town, with its tall tower and larger massing of the nave.

There are a few modern buildings, such as units on the west side of Lynn Street, that are one storey but bulky in their massing and are not typical of the character of the Conservation Area.



*Small scale cottages on Lynn Street*



*Larger scale No.59 Market Place*



### 5.4.3 Building Types and Uses

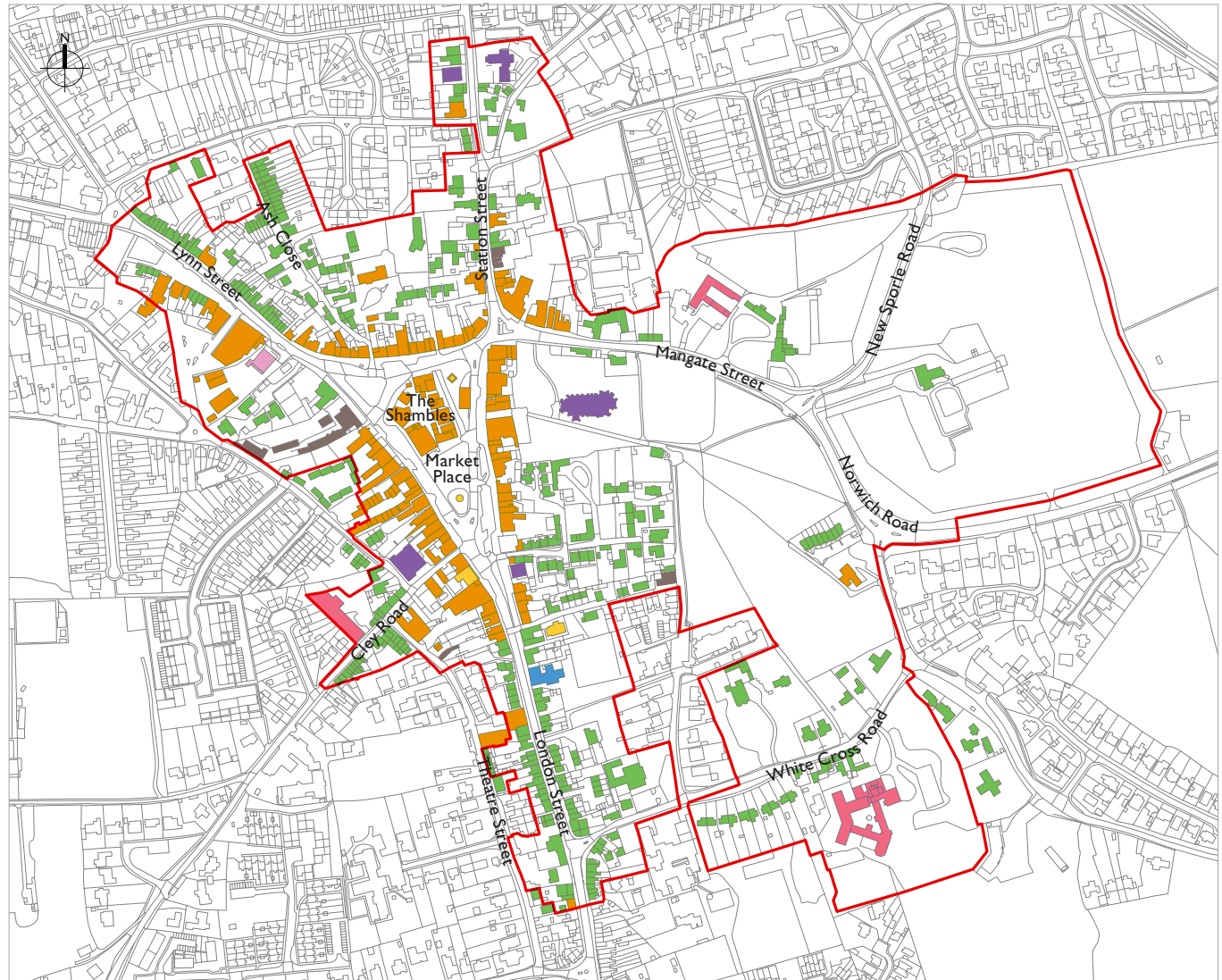
There are two main types of building in Swaffham, commercial buildings and residential buildings. The heart of the town is comprised of the latter, which include shops, estate agents', banks, cafés and public houses. In addition to this are the various places of worship and civic or community serving buildings.

Residential buildings are located on the surrounding streets off the Market Place, with houses ranging from quite large and upmarket to small cottages, although there are some grand, larger houses on the Market Place, but these have mostly been repurposed for commercial use. Some civic buildings too have been repurposed, such as the Corn Hall which is now partly a coffee shop.

#### USES PLAN

-  Conservation Area Boundary
-  Medical Centre or Care Home
-  Civic
-  Post Office/Sorting Office
-  Club
-  Commercial
-  Residential
-  Places of Worship
-  Vacant

*This plan is not to scale*



## Commercial

Most of the commercial premises in the Conservation Area are shops and cafés, with a few public houses and banks. They are mainly located around the Market Place and on The Shambles, though there are a few in the mews behind Plowright Place, on Lynn Street and Station Street. The commercial uses of these buildings in the centre of town contribute to a busy and lively atmosphere. Most of the commercial premises are set within two or three storey, brick or rendered buildings, many of which were originally houses and may use the upper floors for ancillary purposes to the shops or retain accommodation.

Many are in buildings which date from or were re-fronted in the eighteenth century onwards and are in the Georgian style, though there are a handful from the nineteenth century and some replacement buildings from the twentieth century. There are three inter-war buildings/frontages at Nos.43/45 and 47 Market Place, and London House (which is an early-eighteenth century building re-fronted). The former two have slight Art Deco stylings, with horizontal emphasis on the first floor glazing and simple stepped parapets. They have traditional shopfronts on the ground floors. The frontage of London House is more Neo-Georgian in style, with a simple geometric massing and a stepped parapet. The later twentieth century shops tend to be the larger more functional commercial buildings such as the supermarkets and banks. These feature more modern materials such as elements of rendered concrete, large modern glazing, or newer stretcher bond brickwork.

On the ground floor they have shopfronts with large windows, fascia signage above, and doors located centrally or to one side (for more details of the features which make up a traditional shopfront see the following page). There are some examples of poor shopfronts which are discussed in more detail in [Section 9.8](#). Hanging signs are not common but there are some small, relatively discreet examples. The Kings Arms has an attractive decorative metal bracket to its hanging sign, as does the George Hotel. The George also features a c.1930s projecting clock in an Art Deco style.

On Lynn Street the supermarket is atypical of the scale of commercial buildings in the Conservation Area, with a larger massing and footprint, though only one storey. It utilises red brick, flint and pantiles, with traditional details which means it reflects some of the local vernacular and does not detract from the area. Other modern units on Lynn Street use cladding and boxy proportions with little detailing and are out of keeping with the character of the Conservation Area.

Public houses do not have shopfronts but instead have typical doors and windows similar to residential properties (see below), though with the addition of signage affixed to the exterior wall. The better examples of signage are painted timber. Other businesses have also utilised existing buildings without the insertion of shopfronts, such as the estate agent on the west side of the Market Place at No.32 Fitzroy

House, where signage has been affixed between the ground and first floor windows, and the ground floor windows used for display of advertising.

## Examples of Commercial Buildings in the Conservation Area





### Shopfront Terminology

Shopfronts are an integral part of the character of the town centre in Swaffham. They help define the character of commercial buildings and create a sense of place, particularly at a pedestrian scale. The design of individual shopfronts may vary from building to building depending on age, architectural style, scale and type of commercial premises. Typically, though, they are composed of the elements outlined on this diagram. Further guidance on changes to shopfronts or design of new shopfronts is given in [Section 10.3.9](#).

- A Fascia:** The space above the window used to promote the name of the shop, which is often the predominant element of the shopfront.
- B Cornice:** A moulded element across the top of a fascia designed to throw water away from the building.
- C Pilaster and Plinth:** Pilasters (half-columns) frame the shopfront at either edge and provide visual support to the fascia and upper floors. Sometimes these were ornamented. The plinth is a wider element at the base of the pilaster.



- D Console/Corbel:** These sit on top of the pilasters and protect the end of the fascia.
- E Stall Riser:** The solid base to the window, helps to protect against damp and damage to the glazing. It also forms a solid base to the shopfront, providing it with balanced proportions.
- F Sill:** The moulded element sitting on top of the stall riser, designed to throw water away from the building.
- G Windows:** The large areas of glazing used to display the shop's goods to the public. Traditionally these were divided up into smaller panes using glazing bars.
- H Recessed Doorways:** Doors in historic shops were typically recessed to allow for an increased window display area. There were either located centrally or to one side of the shopfront.

## Examples of Good Shopfronts





### Residential (Including Hotel/Holiday Let and Care Homes)

Residential properties are mostly located away from the main Market Place, down adjoining roads or back alleys. On London Road, there is a clear break just south of The Pightle when the buildings on either side cease to be commercial and instead revert to mainly residential. This also occurs on Station Road not far north of the junction with Mangate Street/the Market Place, though there are a few vacant former shops on the east of the street. On Lynn Street the north-east side is all residential, while the south-west side is a mix of residential and commercial.

There are several different house types in the Conservation Area, including small terraced housing, medium sized residences closer to the town centre, large detached houses further away from the centre and twentieth century infill developments.

Terraced housing is located on Lynn Street, Ash Close, Cley Road and London Street. These are small in scale, of two bays wide and two storeys high. There are usually in red brick, with red clay pantile roofs. Some walls have been rendered. Originally, they would have had painted timber sash windows and timber panelled front doors, and several of these survive, especially

on the listed terrace at the south end of Lynn Street. However, many of these have been replaced with uPVC or modern timber doors. There are two examples of large upper floor workshop windows, one to the corner of the Horse and Groom on Lynn Street and one on Spinners Lane, which would have provided extra light for workers (though the window frames themselves have been replaced with uPVC). The terraced houses at the north end of Ash Close have slightly more decorative detail, with Classical doorcases in painted timber around the panelled front doors, with fanlights above. Some also differ in having slate roofs.



*Terraced housing on Cley Road*



*Terraced housing on Lynn Street*



*Terraced housing on Ash Close*

Medium sized historic houses are located on Station Street, Mangate Street, London Street and a small number on or near the Market Place (some of which are used as holiday lets and Strattons is now a hotel). These are larger in scale and proportion, utilising Classical detailing, such as pilasters, rustication, string courses, quoins and cornices, intended to elevate them in status above the local vernacular cottages. They are mainly in brick, with some examples of flint. Pantiles are often still used, though there are some examples of slate. Painted timber sash windows are typical and large scale painted timber doors set in Classical doorcases are common. A few examples of bay windows are included on houses on Station Street, which were built in the mid to late-nineteenth century: bay windows were a fashionable feature on Victorian houses. Beech House has some more unusual architectural features, with oriel windows on the first floor and flint used decoratively.



*Medium sized detached house on Station Street*



*Houses on London Road (the right hand one now used as the Conservative Club)*



*Beech House with its unusual oriel windows*



*Victorian houses on Station Street, featuring bay windows.*



Larger detached houses are located to the east of the town centre, set in large grounds. The Manor House is the key building in this area (now primarily a holiday let), also displaying similar materials and detailing to the medium sized eighteenth century properties.

Holmwood House (now a care home) is also Classical but uses gault brick, while Lydney House (now a holiday let) is a simpler Georgian design in red brick. Symmetry is a key feature of these Georgian buildings, with central doorways and evenly spaced windows either side.



*The Manor House*

Some historic buildings have been converted into flats, though this has been done sensitively in terms of the exterior, with the retention of the external appearance as a single building. Holly House on London Street, for example, is now flats.

The Shirehall is a former courthouse (built 1839) which has, unusually, been converted into flats. From the outside this retains its impressive appearance as a public building. It has a large Classical central portico frontage, with a heavily dentilled pediment filled with the arms of Norfolk County Council. It is plastered, with gault brick side wings.

The Maltings on Cley Road has been converted to a care home. The building is industrial in nature, with only simple details, such as a stepped brick cornice. The scale of the building is bulkier than others in the area, at three storeys and ten bays long.



*The converted Shirehall*



*The converted Maltings*

Spaces in between the historic buildings have often been filled in with twentieth century houses or bungalows. Most are in red brick and have a few simple vernacular details like dentiled cornices, though their designs generally do not have the same richness as the historic buildings. There are a few better quality modern buildings. For example, there is a relatively new terrace of houses on The Pightle which has a similar scale to other terraced houses in the Conservation Area and utilises a clay pantile roof. However, it is in a modern style and has rendered walls and timber cladding to bay windows which, though not so common in the area, have been used well. Another good quality modern house is also on the Pightle, though this time in a more traditional Neo-Georgian style, in red brick with a slate roof and sash windows. The quality of materials makes a positive contribution to the area.



*Good quality houses in a contemporary style on The Pightle*



*Good quality house in a traditional style on The Pightle*



## Places of Worship

### *The Church of St Peter and St Paul*

Most of the main structure of the Church was constructed in the fifteenth century from c.1454. It consists of mostly flint and dressed stone as is typical for East Anglia. The tower, built of finely dressed stone, was not completed until c.1533. Typical of many attractive medieval English churches, there have been Victorian restorations both inside and outside, involving brick, as well as an eighteenth century lantern and spire over the tower, reworked in the late-nineteenth century. As the fabric was mostly created in the very late Middle Ages, the overall design is Perpendicular Gothic, with broad windows, making for a particularly grand and imposing building. The heraldic emblems of the two saints, Peter and Paul, namely the crossed keys and crossed swords, can be seen in relief in the stonework on the exterior of the church.



### *Methodist Chapel*

Built in 1813, the Methodist Church sits at the southern end of the Market Place. Constructed of brown and yellow brick in a Classical style, with unusual triangular pinnacles. It is a three-bay range, with pediment, rounded arched windows, cornices and Greek Doric columns. Because of its position it contributes to the character of the Market Place and the southern approach to the centre of town.



### *Baptist Chapel*

The Italianate style Baptist Church is in contrast to the Gothic and Classical themes of the Anglican and Methodist churches. Built in 1858 of yellow brick, its curved arches and niches, dentiled cornices and twin towers rising high above the surrounding buildings, make it a striking landmark along the north approach to the town.



### *Catholic Church of Our Lady of Pity*

The Catholic Church is directly opposite the Baptist Church, although set back from the road surrounded by its own parking facilities. It was built almost exactly a century after its Baptist neighbour. It is a stark contrast, made of dark red stretcher bond brick and roofed in pantiles.



### *Civic*

The following buildings originally had civic uses, though some have changed use since and are shown in their current use on the Uses Plan.

The Corn Hall on the eastern side of the Market Place was built in 1858. It is in a high-Victorian style combining Italianate, Romanesque and Gothic styles in both brick and carved stone details, with at least three different colours of brick. It has arched niches, columns and floral capitols, and bullseye windows. By 1892 the building was no longer used as a Corn Hall and instead used for various other purposes over the next century, namely as a meeting room, an armoury, a Salvation Army barracks, temporary army accommodation and



as a YMCA canteen during the Second World War. Today it is a coffee shop.

The Assembly Rooms was constructed in c.1775 and added to in 1817. It is built of brick and rendered on the front elevation, with Classical architectural details, such as moulded architraves to the windows. It was used for a variety of purposes including entertainment and housing for local clergy and even occupied by the United States Airforce during the Second World War. Much restoration has taken place since and the Assembly Rooms were reopened in the twenty-first century. Today it is an events venue.





The Butter Cross is one of the most iconic buildings in Swaffham. It was built and paid for by George Walpole 3rd Earl of Orford, a relative of Lord Nelson, in 1783. It is a Classical take on the English medieval market crosses found in other market towns and cities across England. It is topped with the Roman goddess of the harvest, Ceres, which may have been from the Walpole collection at Houghton Hall. The columns are stone and the structure has a lead roof. The Cross has undergone many repairs throughout the following centuries and is a highly valued building in the town.



The former Parish Church Rooms on Campingland was built in 1838 as the National School which admitted all of the children of poorer inhabitants of the town, as long as they attended Church of England services. It was designed by W.J. Donthorne who was a Swaffham born architect. The building was used as a school until 1901. It has more recently been the parish rooms but is currently (in 2021) vacant and on the market.



Oulton House on the Market Place was originally built as a residence in the late-eighteenth century. It displays similar characteristics to other Georgian buildings in the town centre, though with a columned porch and three slightly projecting bays. It became the Urban District Council offices in 1955 and later passed to Breckland District Council. The Swaffham Museum opened on the first floor in 1987 and now occupies most of the main building, with the Town Council offices in ranges to the rear.



INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

CHARACTER AREAS

LOCALLY IMPORTANT BUILDINGS

BOUNDARY ANALYSIS

ISSUES

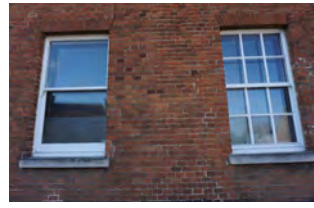
MANAGEMENT PLAN

## Windows Palette

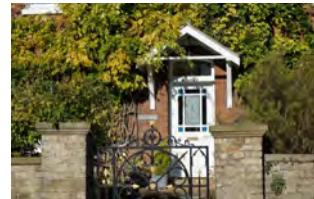
### Non-Domestic Buildings



### Domestic Buildings



## Doors Palette





## 5.4.3 Architectural Details

Grander buildings and those in the Georgian style have typical details from that style, such as cornices, string courses, pediments, quoins and rustication. Even some of the smaller cottages have simple moulded or dentilled cornices or blind window panels picked out in contrasting materials. Sometimes buildings have extra flourishes, either on key public buildings like the statue of Ceres on the Butter Cross or the Gothic carvings on the Church, or on more modest buildings which have decoration such as barge boards, moulded brickwork or, in one case, a decorative iron parapet feature.

## Architectural Details Palette



#### 5.4.4 Green and Open Spaces

The key green spaces in the Conservation Area are to the east of the town centre. There are several large areas, including the churchyard, Campingland, the Antinghams and the grounds of the Manor House, which form a series of linked public spaces (except for the grounds of the Manor House) that are valued by the local community.

The churchyard is interspersed with gravestones, pathways and many mature trees. In particular, it has a planted formal avenue of tall lime trees on the southern side of the Church, which links up to the avenue of trees leading through the Antinghams eastwards to the Manor House. The churchyard is adjacent to Mangate Street and it contributes significantly to the character of that road.

The Antinghams itself is a large open field with informal pathways cutting across it to Norwich Road and North Pickenham Road. It is surrounded by hedging and mature trees, including the avenue of trees (here beech) which leads through the northern edge. Adjacent to the Antinghams to the west is the open green space of Campingland. The grass here is mown, with a small community garden at the north end which has some additional shrub planting and log seating. The area also contains large mature trees and is separated from the Antinghams by a hedge.

Mangate Street and Norwich Road continue the green theme of this area eastwards, with wide grass verges and substantial tree planting either side of the road, including a large Cedar of Lebanon in the garden of Manor Farmhouse. From this road there is a view down the continued avenue of trees which frames the view of the Manor House at the end. The open fields behind and to the north of the Manor House add to the green nature of this part of the Conservation Area.

Throughout the rest of the Conservation Area there are small pockets of public green space. On White Cross Road is the graveyard of the Baptist chapel that once stood on this street. It is a small area with regularly spaced gravestones, moderately sized trees to the south edge and decorative metal railings along the street frontage.

On Lynn Street there is a grassed area dotted with several trees. Until the late-twentieth century this had a row of terraced cottages on it, though these have since been demolished and the green space now contributes positively to the setting of the buildings in this part of the Conservation Area. Interspersed around the area there are also occasional small areas of grass verges which add welcome greenery, such as on White Cross Road and Pit Lane.

Though not a green space, the Market Place is the most important open space within the town. It defines the town centre and is demonstrative of its original (and continuing) purpose as an area which holds a market.



*The Churchyard*



*The Churchyard looking towards White Lodge*





*The Antinghams looking north-west towards the Church*



*The Beech avenue across the Antinghams, looking towards the Manor House*



*Campingland*



*Fields beyond the Manor House*



*The avenue of trees leading to the Manor House, seen from New Sporle Road*

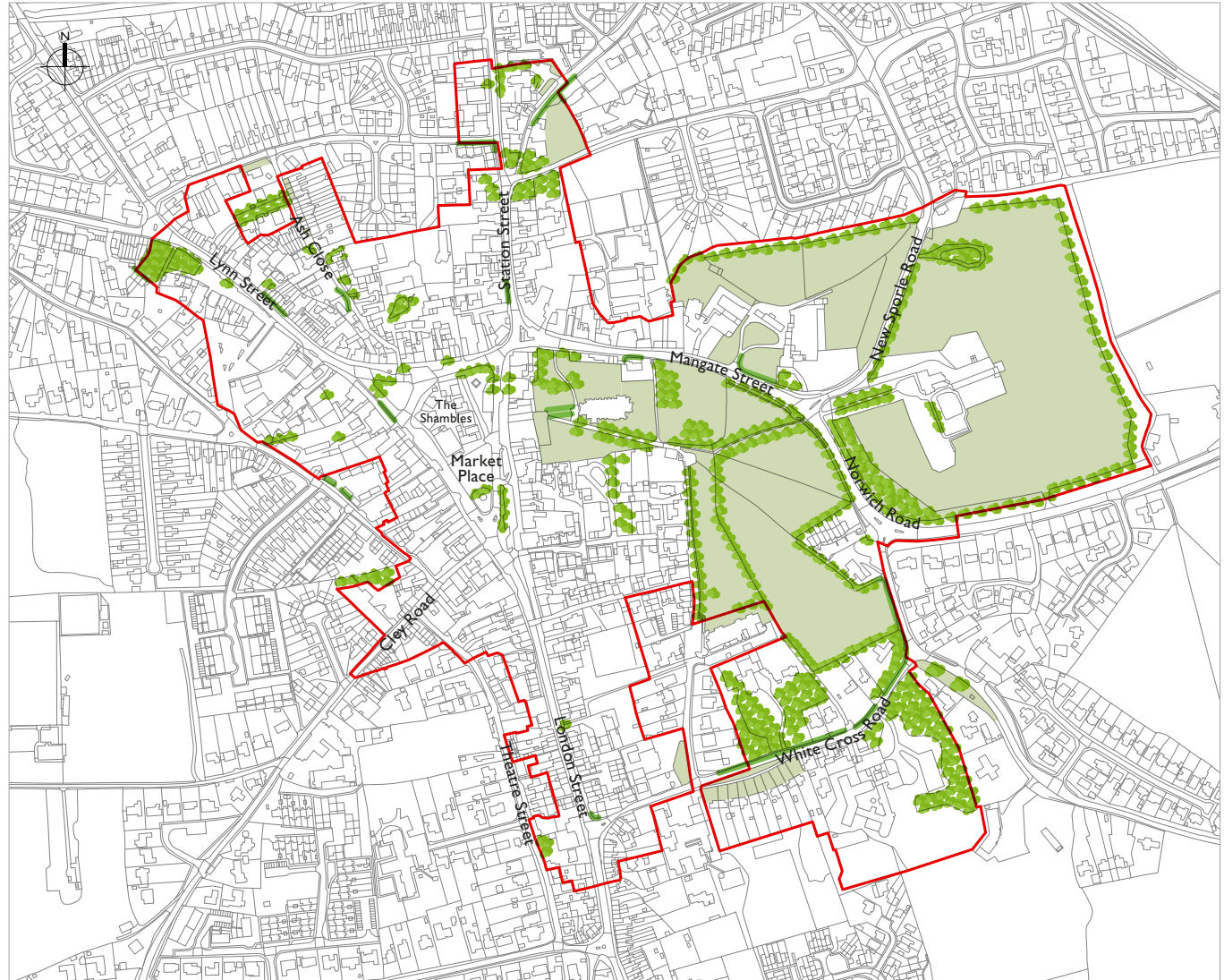


*The Baptist graveyard on White Cross Road*







*Green space on Lynn Street*

## 5.5 OPEN SPACES AND GREENERY



### OPEN SPACES AND GREENERY PLAN

-  Conservation Area Boundary
-  Hedges
-  Open Spaces
-  Trees

*This plan is not to scale*



### 5.5.1 Trees

As well as the substantial tree planting in the eastern part of the Conservation Area, there are also many street trees or mature trees in gardens which front the street that contribute positively to the appearance of the area.

Around the Market Place itself are around 30 trees which soften the urban appearance of the space and go some way to screening areas of parking. Some trees are seen in photographs of the Market Place from c.1900 and even one or two on the late-eighteenth/early-nineteenth century painting of the town centre ([see page 30](#)). On Lynn Street, as well as the trees within the green space to the north, there are several trees which line the west side of the road. These can be seen newly planted in an image of c.1900 ([see page 48](#)). An impressive beech tree on Theatre Street forms the setting to the rear of Holly House.

The junction of Station Street and Sporle Road has a particularly green feel from many mature trees located in gardens adjacent. North Pickenham Road and the eastern half of White Cross Road also have many substantial trees, making this a very green area, with a more rural feel and a sense of enclosure.

Trees form an important element in many views of the Church as they sit below the tower providing a green canopy underneath or framing the structure.



*Trees at the northern end of the Market Place*



*Trees at the southern end of the Market Place*



*Trees on Lynn Street*



*Trees at the junction of Station Street and Sporle Road*



*Trees on North Pickenham Road*



*Trees providing a canopy below views of the Church tower from Campingland*



*Trees in the churchyard framing a view of the tower*



*The Cedar of Lebanon at Manor Farmhouse*



*Beech tree on Theatre Street, in the grounds to the rear of Holly House*

### 5.5.2 Gardens

Private gardens (large or small) are visible in areas away from the Market Place and also contribute to the character of the Conservation Area. There are small front gardens on Ash Close and rear gardens to the properties around this area, including Strattons Hotel, which add pockets of greenery through the use of bushes, shrubs and trees. As mentioned above, the larger gardens on Station Street at the Sporle Road junction give another pocket of greenery away from the town centre. Gardens on Campingland and White Cross Road have a similar effect. The council houses on The Crescent have particularly generous front gardens. Many gardens are small and informal but the grounds of the Manor House and other larger houses to the east are laid out in much more formal arrangements, in particular the avenue leading up to the Manor House.



*The formal gardens of the Manor House*



*Garden on Ash Close*



*Garden on White Cross Road*



## 5.6 TOWNSCAPE

### 5.6.1 Street Layout and Inter-Relationship of Spaces

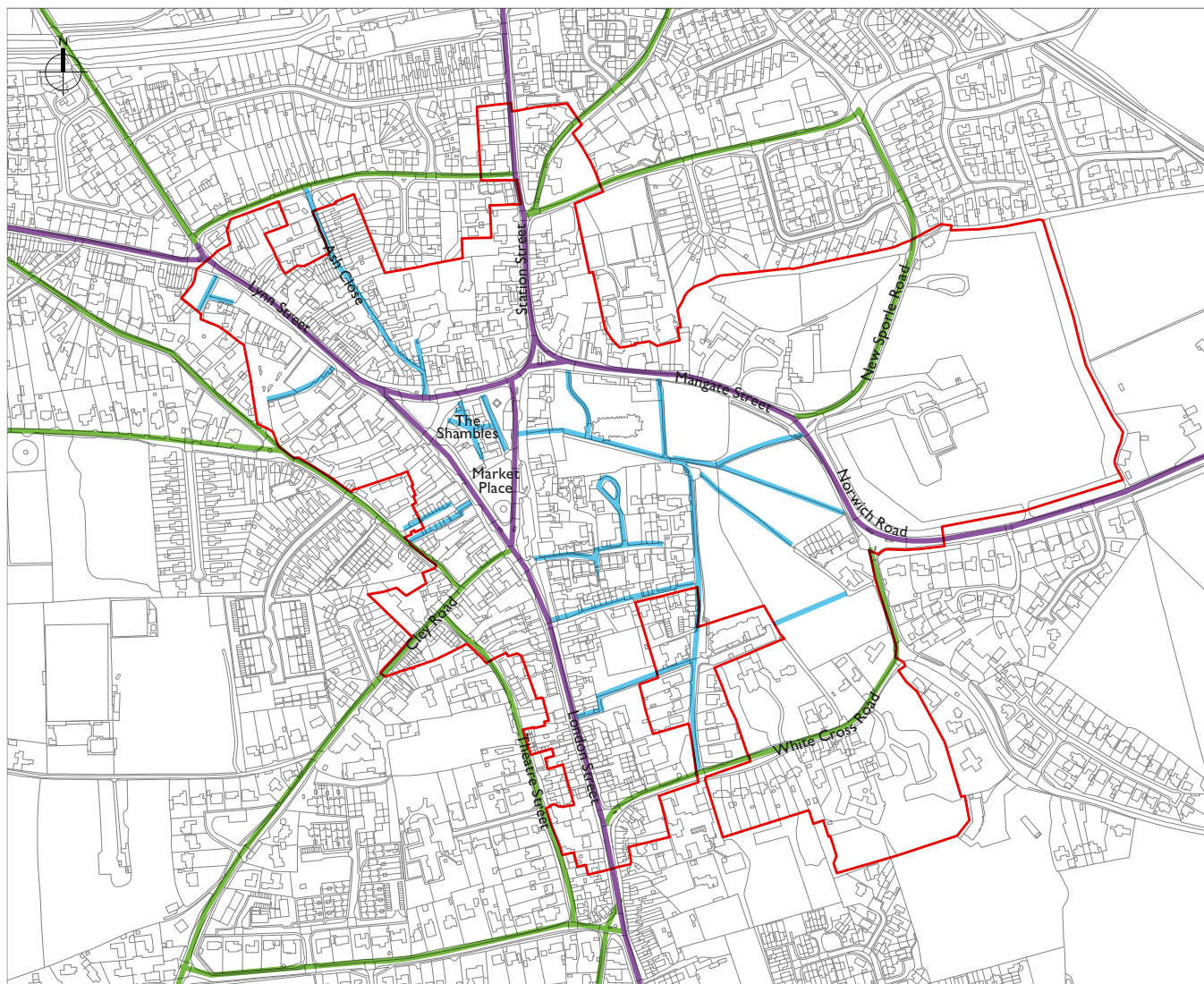
The street layout of Swaffham is primarily formed from the converging of the roads from King's Lynn to the north-west, London to the south, Norwich to the east and Castle Acre to the north. The triangular space where these roads meet has become the Market Place. There are several key junctions which also form smaller triangles, such as at Station Street/Managate Street, Lynn Street/Market Place and London Street/White Cross Road. At these points there are often larger buildings which act as local landmarks.

Secondary roads lead in to the Market Place to connect with the major routes or cross between primary or secondary roads which branch out of town. There are several lanes and back alleys connecting between roads, including between Whitsands Road and the Market Place, between London Road and Campingland, and short lanes into The Shambles. Pedestrian pathways also link through the Churchyard and out across Campingland and the Antinghams.

#### STREET HIERARCHY PLAN

-  Conservation Area Boundary
-  Primary Streets
-  Secondary Streets
-  Lanes/Alleys/Pathways

*This plan is not to scale*



### 5.6.2 Plot Pattern

Building plots are densely packed in the town centre, which forms much of the Conservation Area. The earliest plots are those around the Market Place and many of these are long and narrow, reflecting their medieval burgage plots, extending back from the Market Place with ranges of outbuildings and yards. Victorian workers' housing in terraces on Ash Close, Lynn Street and London Street, have very small plots with narrow rear gardens. More modern infill housing tends to have slightly more generous plots, as do the more upmarket historic houses. The largest plots are for the grand houses on the outskirts of town which are much more spaced out.

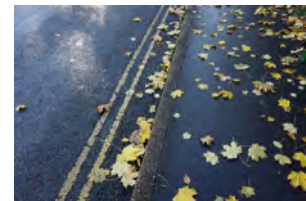
### 5.6.3 Surfaces

All the road surfaces in the Conservation Area are tarmac with typical road markings. The main car parking areas to the north and south of the Market Place are tarmacked, though smaller parking areas around the edge have benefited from a landscaping scheme from the early twenty-first century. These surfaces are a mixture of paving slabs, red and grey coloured setts, granite edging and cobbles. In places the setts extend across the road to form pedestrian crossings. The surface quality around the Market Place is therefore generally high.

Roads and pavements outside of the Market Place are more utilitarian, in tarmac, which is sometimes patchy, though there are good granite kerb stones in many places. There are some flint cobbled areas next to pavements on Lynn Road, though these are in need of some repair. Some of the Churchyard paths and those in Campingland and across the Antinghams are gravel or grass tracks.

#### Surfaces

*Examples of flint cobbles, granite setts, tarmac, paving slabs and gravel*





#### 5.6.4 Street Furniture

Bollards are a feature of the Market Place, demarcating spaces. Around the Butter Cross, these are from a more modern landscaping scheme and are pale metal with integrated lights. Victorian style bollards of black iron, sometimes fluted columns or plain with two bulges, are used throughout the rest of the Market Place, which were installed in a 1980s scheme of works. These mark specific parking bays, pedestrian crossings, as well as lining walkways, such as the lane to the churchyard or alongside the Corn Hall. There are a few lesser quality concrete bollards in The Shambles and by the northern car parking area. Some bollards in Plowright Place have additional bars joining them together.

#### Bollards





There are many benches dotted throughout the Market Place, either in the Victorian style from the 1980s scheme or contemporary from the twenty-first century. Those from the 1980s have iron frames at either end connected with timber slats and include details picked out in gold, such as small roundels giving the year installed. Circling the Butter Cross are the six more modern benches, far simpler in design and made of steel and timber. Open green spaces, such as Campingland have benches of more weatherable material such as concrete and timber. There are some fully timber benches, such as the one in front of the Corn Hall. Some benches commemorate people or events, such as the Silver Jubilee of George V in 1935 on a bench on Norwich Road.

### Benches





Public bins around the Market Place usually take the form of cylindrical or sometimes octagonal black tubs and with the word 'Litter' embossed in gold, which are from the 1980s scheme. One lesser quality pebbledashed concrete bin can be found close to similar bollards within the northern carpark in the Market Place.

## Bins



There are many planters located around the Market Place. Mostly these take the form of black iron square shaped pots with three bands of gold, likely also from the 1980s scheme of works. However, there are also pyramids created of four small half barrels. Several half barrel planters surround the War Memorial. There are some private planters acting more as a border marker, such as in front of Oakleigh House, where a series of small ornamental hedges are in rectangular planters.

### Planters



Post boxes in the area take the traditional form of red pillars. Either as a single or twin post box column or as a small wall mounted box. These make a particularly positive contribution to the townscape. There is a telephone box behind the Corn Hall, though this is disused and would benefit from refurbishment.

### Post Boxes and Telephone Box





There are two bus shelters on the north side of the Market Place. These are constructed of a gabled metal frame and glazed panels in a fairly plain style that does not make much of a contribution to townscape.

## Bus Shelter



There are many fences or metal railings along pavements for pedestrian safety in the Market Place. In many cases these are excessive. There are plain square

## Railings



railings and Victorian style ones with moulded columns, all painted black. There are also several groups of cycle hoops in plain black metal.



## 5.6.5 Boundary Treatments

As buildings are positioned close together and up against the pavements on the main commercial streets in the town centre, there are few boundary treatments present. On the roads branching out from the centre, however, there are boundary walls and some hedges and fences.

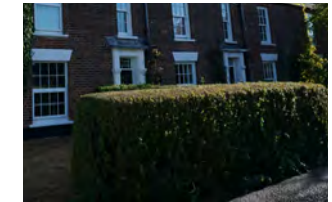
Most walls are either low to mid-height where they are located around front gardens. Most are either red brick, flint or a combination of the two. There are occasional walls which are topped with either metal railings or a timber fence and/or hedge. Several brick and flint walls or gate piers in the town are ornamented or decorated with stone carved finials and are listed, such as to Oakleigh House and No.18 Market Place. On Mangate Street, one set of walls interestingly forms the boundary of the Town Pound, an enclosure in which stray animals were held until a fine was paid. At the junction between Station Street and Sporle Road there is a narrow gap in the flint wall, edged with brick, which may be a former gap where people could pass through but not four legged animals. Smaller properties on Ash Close have low walls or hedges defining their boundaries.

Some central properties in the Market Place and elsewhere have low fenced boundaries to their front yards. These are mostly low ornamental fences of wooden posts connected with metal chains. To the Manor House are timber fences and a white painted timber gate, which give a more rural country estate character.

The gates to the churchyard, at the west end onto Church Walk and to the east leading into Campingland, are highly decorative metal gates. They feature a cross pattern, scrolls and gilded finials. On Mangate Street

there are two sets of historic handrails, leading from the churchyard and onto the street. One is plainer, though with scroll ends, the other with ball finials and three-pointed spikes. There are also decorative metal railings to the Baptist graveyard on White Cross Road.

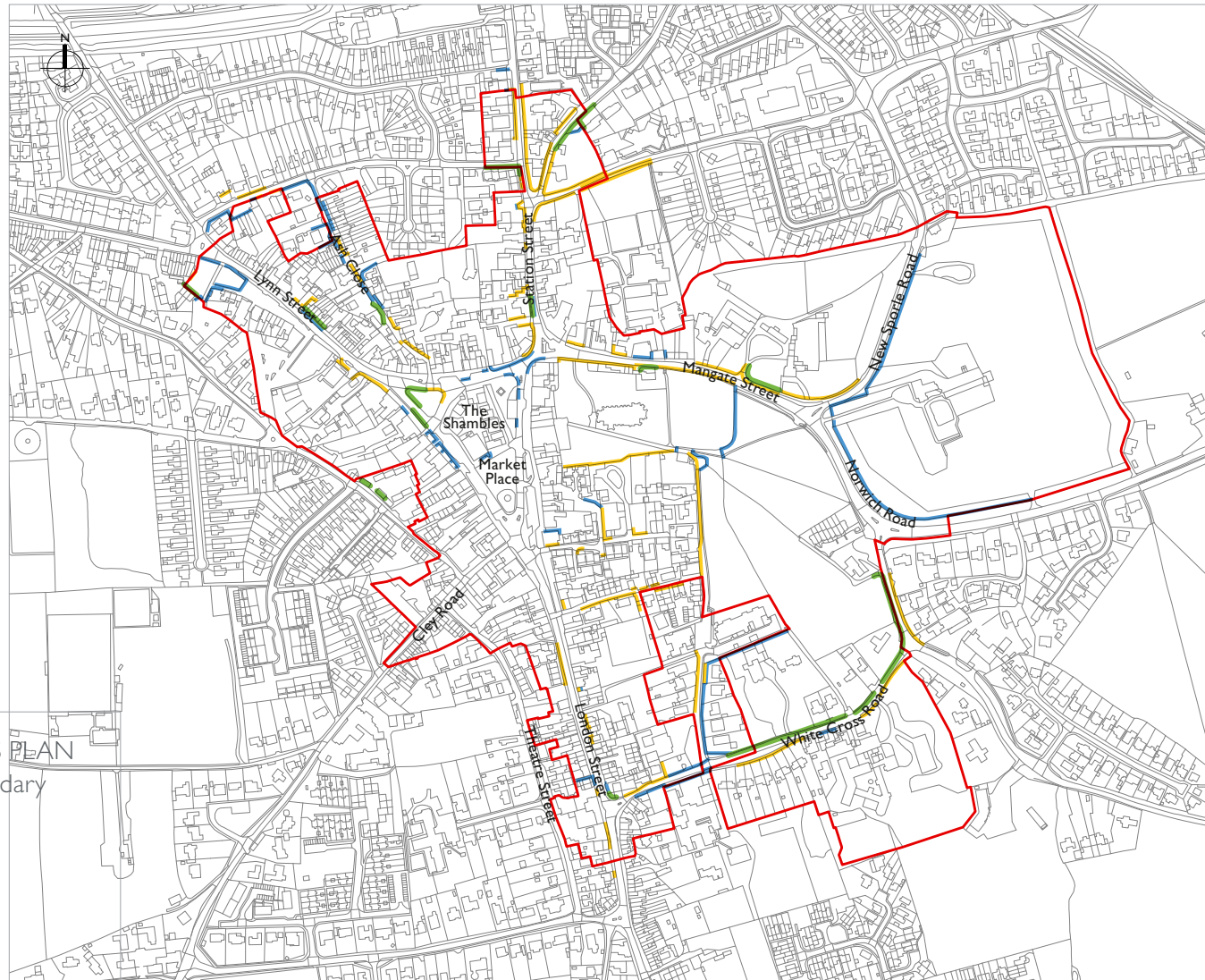
### Boundary Treatments



Courtesy of Les Scott

The Town Pound on Mangate Street





### BOUNDARY TREATMENTS PLAN

- Conservation Area Boundary
- Hedges
- Fences
- Walls

*This plan is not to scale*

## 5.6.6 Signage

As the town is situated at a busy crossroads, there are many road signs providing directional information, as well as give way, speed limit or parking signs. These are utilitarian in design and generally mounted on grey metal poles or lampposts. There are occasional road signs with traditional black lettering on a white background, sometimes mounted on two poles and sometimes set on walls of buildings. The latter are generally older.

A traditional style iron signpost with pointers to various sites and shops is located in front of Corn Hall, dating from the 1980s scheme. There are more recent information billboards set in pale green metal frames, giving information about the history of the town and prominent Swaffham residents.

Perhaps the most important sign is the Swaffham sign at the northern end of the Market Place. This has a tall double-sided relief carving of the Swaffham pedlar in medieval travelling garb, a staff, a backpack, and his dog sitting at his feet. At the top is a cartouche with the town name surrounded by a wreath. The piece is supported with iron brackets and sits on a round base with planters for flowers and surrounded by black railings topped with golden fleurs-de-lys. It was created and unveiled in 1925, though has been replaced and the original is now in the museum.

Around the town are many grey-blue plaques on notable buildings, which give details of their history. This grey-blue is used by the Town Council on woodwork

on buildings they own, as well as on signage. It can also be seen in the images adjacent on the frames for interpretation signage.

### Signage





### 5.6.7 Parking

In the Market Place, public parking is in the central island just north of the Butter Cross, as well as to the north-west of The Shambles. There are also several parking areas/bays along the sides of the Market Place on the west, east and northern edges.

On Lynn Street, a carpark exists behind the supermarket for its customers, as well as a further public carpark behind the treeline on the south-western side of the street and customer parking outside the tyre shop. This is in addition to a loading zone with brash painted road markings outside the post office.

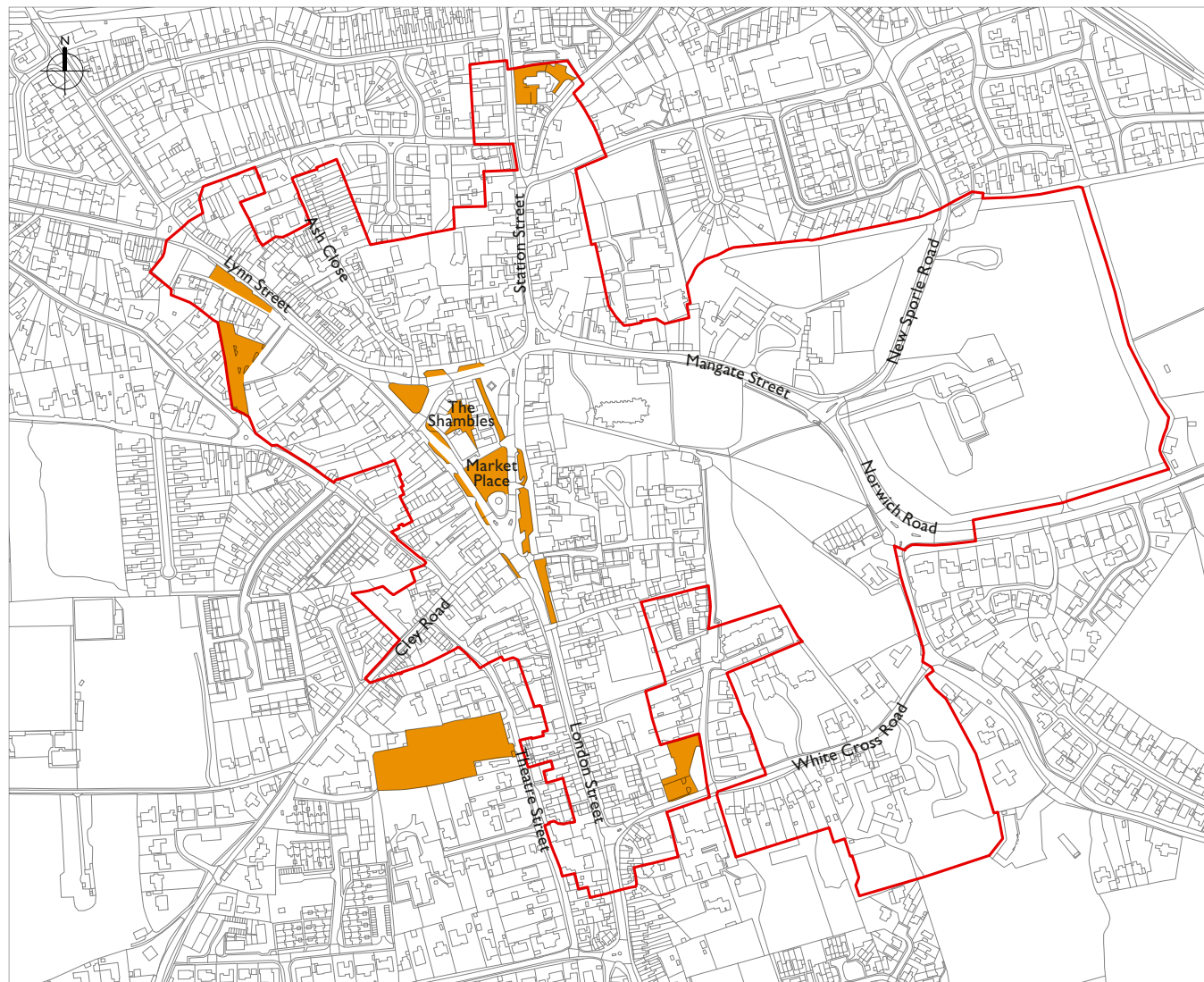
There is copious private parking around the former Shirehall for its residents. Some businesses or organisations away from the Market Place have their own parking facilities, such as at the Manor Farm Medical Centre. Much of the rest of the available parking is either private or on street, such as along Campingland or Spinners Lane.



## PARKING PLAN

- Conservation Area Boundary
- Parking Area

*This plan is not to scale*





### 5.6.8 Lighting

Generally, streetlights are utilitarian in design which do not contribute to the character of the area, though there are some good modern examples around the Butter Cross. They include modern metal poles, sometimes painted black. There are also some more traditional wall mounted historic lamps, such as on the exterior of the George Hotel. The churchyard has lampposts topped with circular lights.



## 5.6.9 Public Art and Memorials

There are many memorials or gravestones in the churchyard as well as the cemetery on White Cross Road. These consist of mainly stone carved slabs engraved with the details of the person(s) memorialised.

The War Memorial in the Market Place is a square Doric column mounted on a plinth with pink granite plaques commemorating the names of 90 men who died in the First World War and, as a later addition, a list of the men who died in the Second World War. The column is topped with a crucifix and the base is surrounded by a chain fence and an iron railing.

One of the most prominent pieces of public art is the statue of Ceres, goddess of the harvest, atop the Butter Cross, which creates a distinctive silhouette on the skyline on top of the dome.

On the north-western side of the Market Place is a timber memorial to The Old School, which marks its 800-year anniversary. It takes the form of a roundel surrounding a coat of arms of the school, supported by a timber post and braces.

There is a metal floor plaque to the pedlar outside the Corn Hall, which depicts the tree, church and pedlar from the tale, which was presented to the people of Swaffham by the Chamber of Trade to celebrate the Millennium. Floor plaques are also located under the

Butter Cross commemorating the 800th anniversary of the establishment Swaffham market in 2015 and the completion of the market cross enhancement scheme in 1984, which also marked the 200th anniversary of the construction of the Butter Cross.

The Swaffham Stone sits in the north-western corner of the Market Place. Local legend believes that the stone marked the early pagan settlement in the 5th century. It may have been moved here from the current location of the War Memorial.

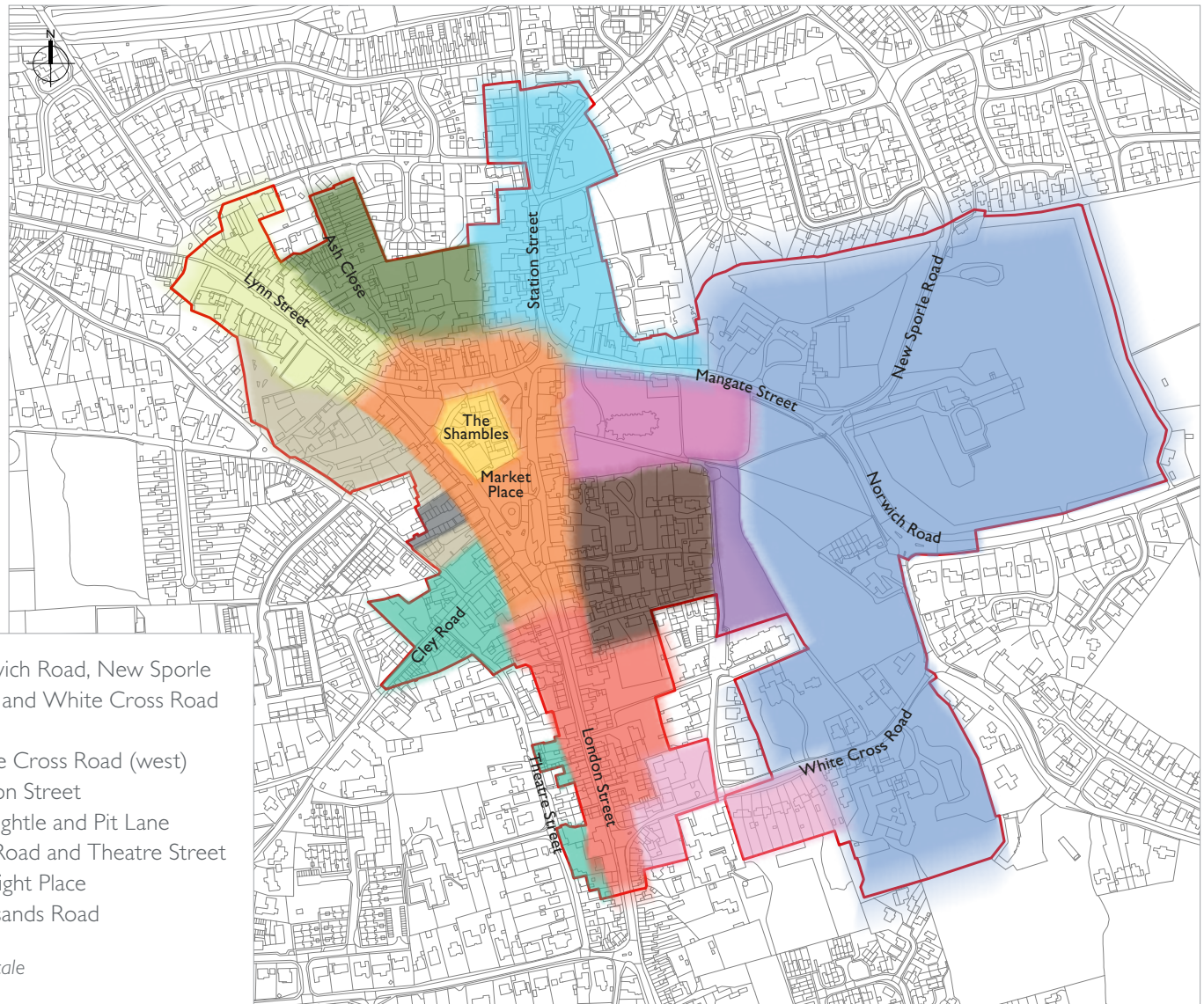
### Public Art and Memorials





This section divides up the Swaffham Conservation Area into smaller character areas. Each area has a different atmosphere and character depending on building types, design and use. The descriptions of each character area summarise their individual characteristics and provide area specific issues, recommendations and opportunities. This is to provide more detail on variations in character throughout the Conservation Area, in order to inform proposals for change so that they are sensitive to the specific area in which they are located, as what is appropriate for one character area may not be for another.

There are listed buildings located in all character areas. For more information see the heritage assets section and plan in [Section 2](#).

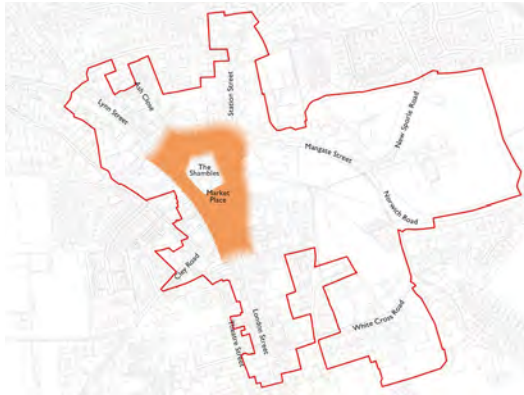


**CHARACTER AREAS (CA)**

- Conservation Boundary
- CA01: Market Place
- CA02: The Shambles and Surrounding Buildings
- CA03: Lynn Street
- CA04: Ash Close
- CA05 Station Street and Mangate Street
- CA06: St. Peter and St. Paul Church
- CA07: Campingland

- CA08: Norwich Road, New Spole Road and White Cross Road (east)
- CA09: White Cross Road (west)
- CA10: London Street
- CA11: The Pightle and Pit Lane
- CA12: Cley Road and Theatre Street
- CA13: Plowright Place
- CA14: Whitsands Road

*This plan is not to scale*



### Summary of Character and Significance

- A large, traditional marketplace, lined around the outer edge by shops, services, restaurants and public houses
- Triangular plan formed by the coming together of roads leading into the town
- A cluster of close-knit buildings, The Shambles, to the north
- The Butter Cross forms a focal point at the south end, with its Classical design and distinctive domed roof topped with the statue of Ceres
- The Church tower is a key feature which rises over the buildings to the east
- Most of the architecture around the Market Place can be defined as Georgian and Classical in appearance, with grand Georgian townhouses

and modest Georgian shops facing the market, interspersed with more modern structures and somewhat older coaching inns

- The majority of buildings are of brick, though some are flint, or painted or rendered, and most are roofed with pantiles
- There are good townscape features, including surfacing, benches and bollards

### Uses

- Retail
- Places of worship
- Restaurants
- Services
- Museum
- Offices
- Residential

### Key Buildings

- Butter Cross
- Outlon House, Swaffham Museum and Town Hall
- Oakleigh House
- Public houses: Red Lion, White Hart, Kings Arms and Greyhound
- Nos.18 and 20 (former Hamond's School)
- Corn Hall
- War Memorial

### Key Issues

- Busy traffic passing through the area
- Multiple car parking areas which visually intrude on the appearance of the open spaces and buildings
- Bland mid-late-twentieth century buildings which do not relate to the character of the Conservation Area
- Some poorly designed shopfronts with garish fascias, colours and window stickers
- Some incidences of blocked gutters causing water ingress and vegetation growth
- The vacant nature and poor condition of Nos.18 and 20
- Disused telephone box in poor decorative condition
- Some other elements of buildings which are in poor decorative condition
- Commercial bins behind the Corn Hall which are visually intrusive
- Cluttered street signage and street furniture in places
- Poor signage to car parks outside of the town centre



### Recommendations and Opportunities

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- Welcome any opportunity to divert through traffic away from the town centre
- Remove some of the town centre parking, especially around the Butter Cross to improve the setting of this important structure. Replace with high-quality public realm
- Improve signage to carparks outside the town centre
- Reduce street clutter to the minimum necessary for safety
- Future public realm schemes should be high-quality and co-ordinated to ensure the continued quality of the public realm
- Make improvements to shop signage and window displays to create more sympathetic shopfronts (See guidance in [Section 10.3.9](#))
- Find and establish a viable and sensitive new use for Nos.18 and 20 Market Place
- Refurbish the disused telephone box and find a creative use for it
- Install a screen to reduce the visual impact on the commercial bins behind the Corn Hall
- Undertake regular maintenance to ensure gutters and downpipes are cleared of debris and do not overflow, causing damage
- Undertake general repair and maintenance works on a regular basis to maintain the condition and appearance of buildings (see [Sections 10.3.1](#) and [10.3.2](#) for guidance)
- If modern buildings are proposed for redevelopment, their replacements should respond better to the characteristics of the area

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- A small open area surrounded by buildings in the centre of the Market Place
- Its name demonstrates its former use; Shambles is the term given for a butcher's open-air slaughterhouse
- The surrounding buildings are mostly in the same Georgian style as the buildings on the Market Place, using red brick as the main building material
- The outer faces of buildings surrounding The Shambles have a friendly feel as central social hub, with the Assembly Rooms, cafés and shops
- Small paths leading into the centre of the area from each direction, creating connection points

### Uses

- Entertainment
- Retail
- WCs
- Cafés

### Key Buildings

- Assembly Rooms

### Key Issues

- Poor parking area in the centre
- The quality of surfaces in and around The Shambles is much lower than the rest of the Market Place
- Rear elevations of buildings facing the parking area are unattractive and in poor decorative condition
- Poor condition of paintwork on the Assembly Rooms
- Occasional maintenance issues to other buildings, such as repainting needed or a broken window
- Nos.5-6 are a poor quality late-twentieth century building which does not relate well to the character of the Conservation Area
- Some poorly designed shopfronts with garish fascias, colours and window stickers

### Recommendations and Opportunities

- If possible, relocate or reduce the amount of parking in the centre of The Shambles and find a new use for the area
- Resurface the areas in and around The Shambles to create a high-quality public realm consistent with the rest of the Market Place
- Undertake general repair and maintenance works on a regular basis to maintain the condition and appearance of buildings (see [Sections 10.3.1](#) and [10.3.2](#) for guidance)
- If modern buildings are proposed for redevelopment, their replacements should respond better to the characteristics of the area
- Make improvements to shop signage and window displays to create more sympathetic shopfronts (See guidance in [Section 10.3.9](#))



INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

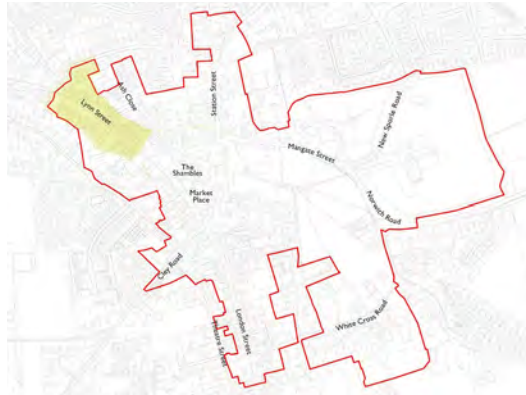
BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- A main road out of the Market Place towards King's Lynn
- Rows of tightly packed Victorian terraced workers' houses which draw the eye along the road. The Horse and Groom public house is located where there is a break in the terraces
- The former post office, with its moulded brickwork and conical turret roof, is a local landmark at the south end of the road
- At the northwestern end of the road, there is a pleasant small open green space obscured by tall trees
- Most buildings are brick (some rendered or painted) and roofed with pantiles

### Uses

- Veterinarian
- Automobile services
- Restaurants
- Post office
- Public house
- Residential

### Key Buildings

- Former post office (No.17 Market Place)
- Historic terraced cottages lining the street

### Key Issues

- Replacement of timber windows and doors with uPVC on historic buildings
- Rendering or painting of original brickwork disrupting the coherency of the terraces
- Installation of satellite dishes
- Poor modern infill buildings not in keeping with the character of the Conservation Area
- Some poorly designed shopfronts and signage
- Some damage to cobbled pavement surfaces
- Utilitarian metal tubular railings to green space at the north end of the street
- Intrusive roller garage door inserted into one property

- Unattractive parking area on the east side of the road
- Busy traffic on this main road into town

### Recommendations and Opportunities

- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (this would be required for the listed cottages at Nos.4-16). See guidance in [Section 10.3.4](#))
- Do not paint or render original historic brickwork
- Remove satellite dishes and aerials when they become redundant
- Repair cobbled areas in pavements
- Replace metal railings to green space with a more sympathetic boundary treatment
- If modern buildings are proposed for redevelopment, their replacements should respond better to the characteristics of the area
- Make improvements to shop signage and window displays to create more sympathetic shopfronts (See guidance in [Section 10.3.9](#))
- Remove garage door and reinstate a well-researched ground floor elevation

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- A narrow lane north of the Market Place
- At the southern end it has predominantly red brick eighteenth and nineteenth century buildings, some of which surround Strattons Hotel, the old house formerly a residence of members of the extended Nelson family
- To the north there is a line of small nineteenth century terraced houses, each two storeys and with one window range and small front gardens (some of which have been turned into parking bays)
- Along the Close there are a few detached late-nineteenth century houses but the western side has predominantly twentieth century houses or bungalows, with more spacious front gardens

### Uses

- Residential
- Hairdressers
- Hotel

### Key Buildings

- Strattons Hotel
- Terraced cottages, Nos.40-60

### Key Issues

- Replacement of timber windows and doors with uPVC on historic buildings
- Rendering or painting of original brickwork disrupting the coherency of the terraces
- Installation of satellite dishes
- Pressure for conversion of front gardens into driveways, with loss of boundary definition
- Some rear elevations of buildings on the Market Place and their boundary walls in poor condition
- Unattractive commercial bins behind buildings on the Market Place

### Recommendations and Opportunities

- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- Do not paint or render original historic brickwork
- Remove satellite dishes and aerials when they become redundant
- Avoid conversion of front gardens into driveways if possible. If deemed acceptable and planning permission is granted, driveways should be in a permeable material and maintain as much of the side and front boundaries as possible, with green landscaping included in the scheme (see guidance in [Section 10.3.7](#))
- Undertake general repair and maintenance works on a regular basis to maintain the condition and appearance of buildings (see [Sections 10.3.1](#) and [10.3.2](#) for guidance)
- If possible, install a screen to reduce the visual impact of the commercial bins behind Market Place properties

INTRODUCTION

HERITAGE  
ASSETS

SPECIAL  
INTEREST

ARCHAEOLOGY  
AND HISTORY

CHARACTER  
APPRAISAL

CHARACTER  
AREAS

LOCALLY  
IMPORTANT  
BUILDINGS

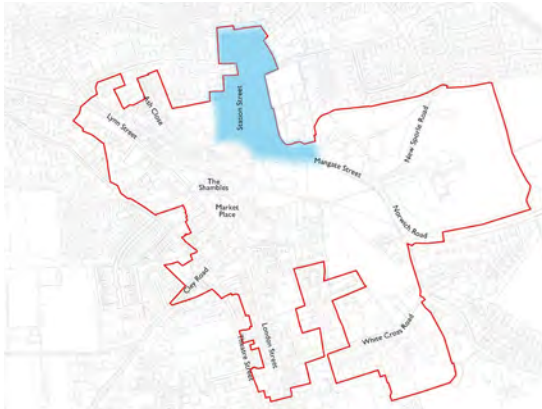
BOUNDARY  
ANALYSIS

ISSUES

MANAGEMENT  
PLAN







#### Summary of Character and Significance

- Station Street and Mangate Street leave the Market Place at its north-east corner
- The junction between the two has two focal point buildings, The George Hotel and Cranglegate
- Station Street is initially lined with characterful red brick Georgian town houses prominently facing the street
- Some properties, such as Aston and Dalton House or Point House, have front gardens and drives bordered by low walls
- The junction with Sporle Road has a particularly green appearance, with lots of mature trees

- Further north there are later nineteenth century developments, such as the Baptist Church and the terraces around it, which have some architectural features more consistent with the Victorian period, such as bay windows
- The impressive Italianate Baptist Church gives the area a formal feel
- The Catholic Church is an interesting mid-twentieth century religious building, constructed by the local community
- Mangate Street veers away from the George Hotel downhill and has a particularly green feel to it, as it passes the large churchyard to its south with its tall trees. The area feels more open, with a wide road and raised pavements; as the road passes the old convent to the north, it feels particularly rural
- The Church and its tower are key features in the setting of Mangate Street

#### Uses

- Hotel
- Residential
- Places of Worship
- Retail (including some vacant shops)

#### Key Buildings

- George Hotel
- Cranglegate (No.59 Market Place)
- Beech House
- Point House
- Baptist Church
- Catholic Church of Our Lady of Pity
- Former Convent of the Sacred Heart
- The Town Pound

#### Key Issues

- Cluttered junction with multiple road signs, railings and traffic lights which intrude on views of historic buildings
- Vacant shops
- Some shopfronts (particularly the vacant ones) with large unsympathetic modern shopfronts
- Replacement of timber windows and doors with uPVC on historic buildings
- Unsympathetic second floor extension to the former convent
- Some elements of buildings in poor condition, such as cornices and paintwork

### Recommendations and Opportunities

- Reduce street clutter to the minimum necessary for safety
- Make improvements to shop signage and window displays to create more sympathetic shopfronts (See guidance in [Section 10.3.9](#))
- If no commercial use can be found for the vacant shops, these could be converted back into residential use, potentially with the modern shopfronts removed, provided the replacement design of the ground floor is well-researched (See guidance in [Section 10.3.9](#))
- Undertake general repair and maintenance works on a regular basis to maintain the condition and appearance of buildings (see [Sections 10.3.1](#) and [10.3.2](#) for guidance)
- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- Should the opportunity and funding arise, remove, replace or improve the appearance of the second floor extension to the former convent, for example with more sympathetic timber windows







INTRODUCTION

HERITAGE  
ASSETS

SPECIAL  
INTEREST

ARCHAEOLOGY  
AND HISTORY

CHARACTER  
APPRAISAL

CHARACTER  
AREAS

LOCALLY  
IMPORTANT  
BUILDINGS

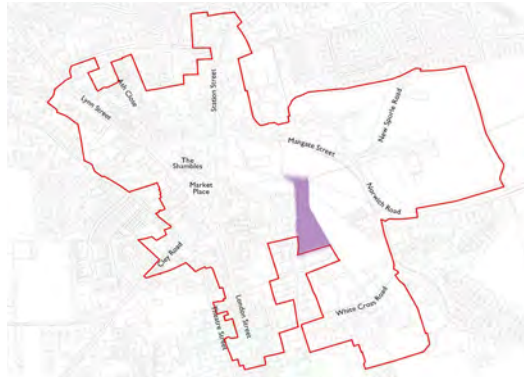
BOUNDARY  
ANALYSIS

ISSUES

MANAGEMENT  
PLAN







### Summary of Character and Significance

- An historic green open space originally given to the town in the medieval period for the practice of sports such as archery and military drill, and later may have been used for an early form of football called 'Camping'
- Twentieth century dwellings on the western edge are of reasonable design and have pleasant gardens and driveways
- The former National School (later the Parish Church Rooms) is a prominent Gothic structure of flint and yellow brick, with traceried windows, which formerly housed community uses
- The main green space of Campingland is open, with many mature trees and footpaths connecting from the churchyard into the Antinghams
- A popular place for local townspeople and includes a small community garden at the north end
- The Church tower is a key feature in views across Campingland

### Uses

- Residential
- Vacant former Parish Church Rooms
- Recreation and leisure

### Key Buildings

- The former Parish Church Rooms

### Key Issues

- Vacant nature of the former Parish Church Rooms

### Recommendations and Opportunities

- Find and establish a viable and sensitive new use for the former Parish Church Rooms

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

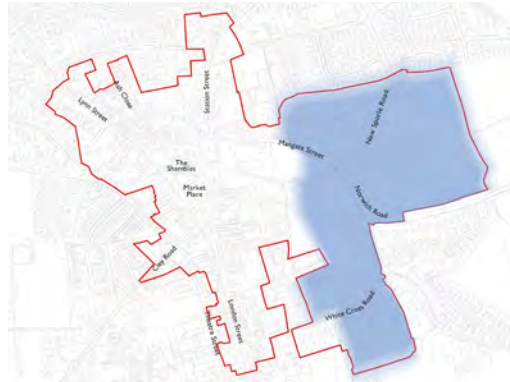
BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- The eastern edge of the town centre feels particularly leafy and rural, being adjacent to the Antinghams and the grounds of Manor Farm and the Manor House
- The gardens of the Manor House have a formal appearance, with the tree lined driveway leading up to the frontage
- To the south-west, a glimpse of the grand eighteenth century Lydney House can be seen (Holmwood House cannot be seen from the road)
- The location of three large houses on the edge of town indicates this was the location of houses for wealthier gentry

- To the north of the Manor House is the attractive Keeper's Cottage, formerly the home of the Manor's gamekeeper and at one point a home of the Carter family
- North Pickenham and White Cross Roads are similarly lined with dense trees giving a rural feel, with only a few buildings plainly visible from the street. There are smaller workers' cottages here and a converted barn

### Uses

- Residential
- Holiday Let
- Care Home
- Hotel
- Recreation and leisure

### Key Buildings

- Manor House
- Lydney House
- Manor Farmhouse
- Keeper's Cottage
- Holmwood House

### Key Issues

- Replacement of timber windows and doors with uPVC on historic buildings
- Modern terraced housing on the Antinghams intrudes on views and is not in keeping with the character of this part of the Conservation Area

### Recommendations and Opportunities

- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- No further development should be permitted on the Antinghams
- Any further development in this area would be limited and should have regard to the more rural characteristics of this character area

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

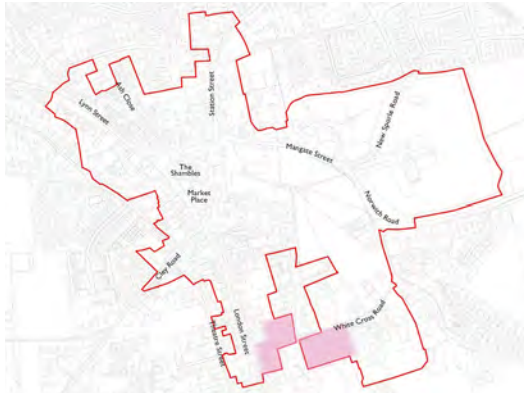
BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- White Cross Road has a particularly suburban feel to it, with a few small houses at the west end, a school (not in the Conservation Area) and a row of semi-detached council houses
- The council houses are an early example of council housing following the 1919 Housing Act, with unusual use of concrete block and some decorative architectural details
- Grass verges, as well as front gardens and low walls and fences, add some greenery to the character of the street
- The former Shirehall (now converted to flats) is in stark contrast to this suburban feel, as a large and imposing Classical building

- The small graveyard of the Baptist Chapel which once stood on this road is a pleasant green space with traditional gravestones and attractive decorative metal railings

### Uses

- Residential

### Key Buildings

- Former Shirehall

### Key Issues

- Solar panels installed on the front elevation of one house, which is not in keeping with the character of the Conservation Area
- Replacement of timber windows and doors with uPVC on historic buildings
- Unattractive wide tarmac parking area around the former Shirehall

### Recommendations and Opportunities

- Solar panels are unattractive if installed on street facing walls or roofs in Conservation Areas. They usually require planning permission (see [Section 10.3.5](#) for more details)
- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- A better hard-landscaping scheme, using high-quality materials and incorporating planting would enhance the setting of the Shirehall

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

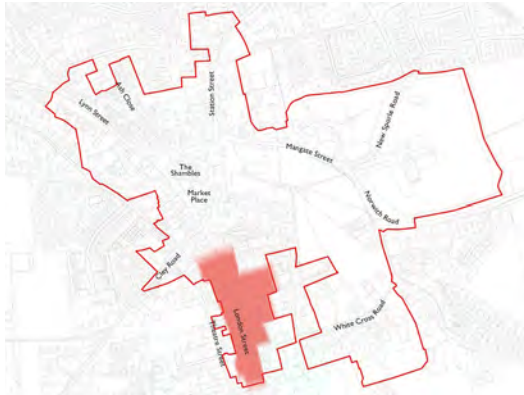
BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- London Street is the main approach to the Market Place from the south
- Flanked on either side with eighteenth, nineteenth and twentieth century brick town houses, terraces, and shops, which draw the eye along the road
- Interspersed with a few modern buildings which are generally of a fairly ordinary design which do little to enhance the Conservation Area, though do not necessarily detract
- Much of the historic architecture is quintessentially Georgian and most of the buildings front straight onto the street

- A bustling feeling where the road becomes wider to the north near the Market Place
- The Butter Cross is an impressive focal point at the north end of the road

### Uses

- Residential
- Retail
- Conservative Club
- Restaurants/café's

### Key Buildings

- Westgate and Fernside
- Thornton House
- Shirley House
- Holly House

### Key Issues

- Replacement of timber windows and doors with uPVC on historic buildings
- Satellite dishes creating cluttered front elevations
- Some poor quality cement pointing on historic flint and brickwork
- Busy traffic route
- Some poor shopfronts and signage
- Some buildings in poor decorative condition
- Intrusive roller garage door inserted into one property

### Recommendations and Opportunities

- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- Remove satellite dishes and aerials when they become redundant
- Use lime mortar for pointing repairs on historic buildings (see guidance in [Section 10.3.2](#))
- Welcome any opportunity to divert through traffic away from the town centre and London Road
- Remove garage door and reinstate a well-researched ground floor elevation
- Make improvements to shop signage and window displays to create more sympathetic shopfronts (See guidance in [Section 10.3.9](#))

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

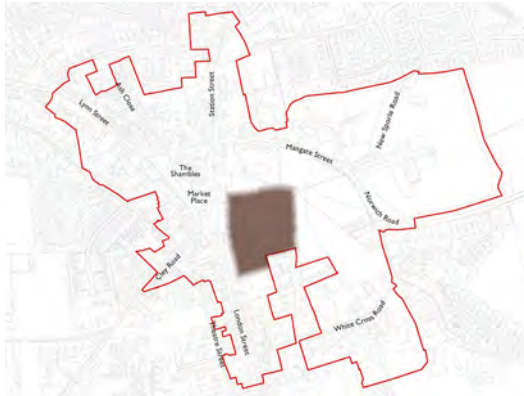
BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- Pit Lane extends east from the area of the Market Place which was formerly the town pit (pond)
- Along its northern side it has a long row of attractive flint and brick terraced houses
- Otherwise, rather plain brick houses from the late twentieth century
- Greenery at the east end of the row adds interest
- The Pightle has a similar mix of buildings but is far narrower
- The library, though modern, attempts to compliment with surrounding buildings by having a porch of local flint
- At times, both sides of The Pightle are flanked by high walls of brick and flint, giving it an enclosed feel
- The Pightle has two examples of recent development which make positive contributions: one row of terraces in a contemporary style and one detached house in a traditional style
- The former National School is a key building at the far east end of The Pightle

### Uses

- Library
- Residential
- Offices
- Retail

### Key Buildings

- Former National School/ Parish Church Rooms

### Key Issues

- Replacement of timber windows and doors with uPVC on historic buildings
- Satellite dishes and aerials cluttering front elevations

### Recommendations and Opportunities

- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- Remove satellite dishes and aerials when they become redundant

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

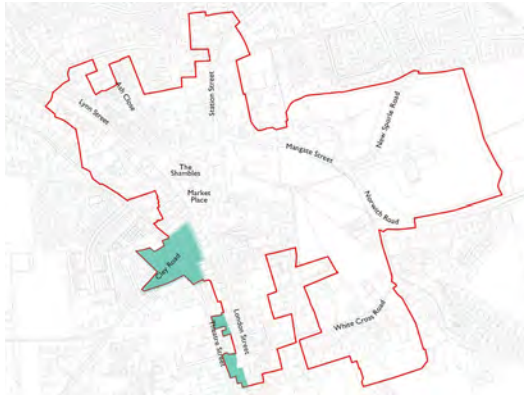
BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- Cley Road leads off the south-west corner of the Market Place
- As well as several dwellings it also has a converted maltings, buildings relating to the former Swaffham brewery and yards. It therefore has a particularly industrial feel to it, which is quite different to the rest of the Conservation Area
- Several of the buildings and yards closer to the Market Place are disused or in poor condition and therefore there is a feeling of neglect. However, further south-west there are pleasant houses and the Maltings has a strong presence to it

- There is a good view of the Church tower at the end of the street when travelling into the Market Place
- Attractive cottages on Theatre Street
- Large Beech tree in the rear grounds of Holly House which adds to the setting of Theatre Street

### Uses

- Residential
- Place of Worship
- Workshops/storage

### Key Buildings

- The Old Maltings

### Key Issues

- Some buildings in poor condition
- Some vacant buildings
- Some untidy yards creating a poor visual appearance
- Replacement of timber windows and doors with uPVC on historic buildings
- Narrow and sometimes lack of pavement meaning the route from the Theatre Street Car Park to the town centre is not particularly accessible for those who are less mobile or have pushchairs

- Lack of map/orientation information from Theatre Street carpark to the town centre
- The boxy building which now houses the Oasis Centre is an unsympathetic design for the Conservation Area
- Unsympathetic warehouse on Theatre Street

### Recommendations and Opportunities

- Undertake general repair and maintenance works on a regular basis to maintain the condition and appearance of buildings (see [Sections 10.3.1](#) and [10.3.2](#) for guidance)
- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- Tidy yards and undertake general maintenance works
- Find viable new uses for any vacant buildings
- Create better pavements and crossings to enable a more accessible and clearer route from the Theatre Street carpark to the town centre
- Add clear signage from the carpark to the town centre

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

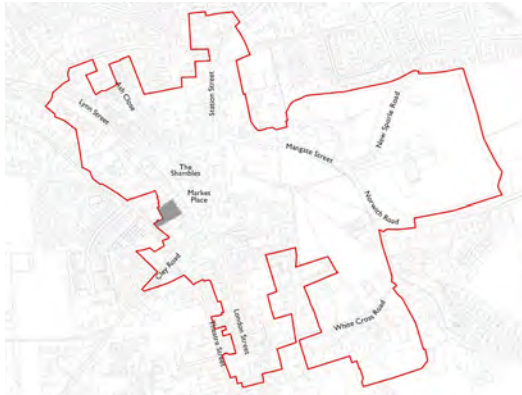
BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN







### Summary of Character and Significance

- Plowright Place is a mews area, now a pedestrianised shopping alley at the rear of Plowright Place, which was originally a foundry but converted into a shopping arcade in 1982
- It is accessed through a decorative archway at the east and a set of iron gates at the west
- Though industrial in feel, the various shops created in the flint and brick ranges create a pleasant, active atmosphere

### Uses

- Retail
- Cafés

### Key Buildings

- Plowright Place

### Key Issues

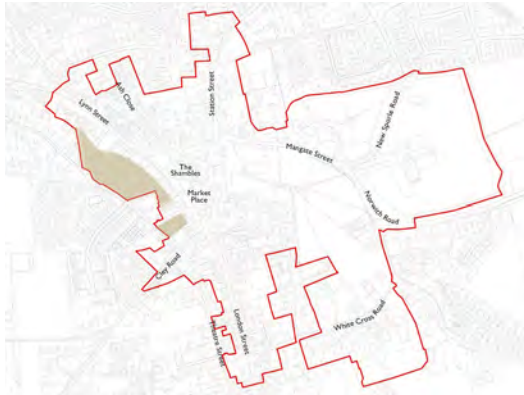
- Poor decorative condition to some buildings
- Vegetation growth in gutters on the main former foundry building, caused by blocked gutters

### Recommendations and Opportunities

- Undertake general repair and maintenance works on a regular basis to maintain the condition and appearance of buildings (see [Sections 10.3.1](#) and [10.3.2](#) for guidance)
- Repaint and replaster areas that are in poor decorative condition
- Clear gutters and vegetation on Plowright Place







### Summary of Character and Significance

- Whitsands Road connects Cley Road to the south-east to Princes Street and, eventually, Lynn Street to the north-west
- Whitsands Road's character is that of a former industrial lane, now a very quiet residential street
- There is a combination of eighteenth and nineteenth century brick industrial buildings to the south, combined with semi-detached and terraced modern homes, plus modern homes to the south-west outside the Conservation Area
- The older buildings include a flint and yellow brick semidetached pair of cottages

- At the edge of the Conservation Area buildings of the unoccupied school can be seen, including the former gymnasium and the adjacent listed gateway
- There is a view north-west along Princes Street towards the former water tower

### Uses

- Residential

### Key Buildings

- Former gymnasium to Hamond's School
- Gates piers to the rear of No.20 Market Place

### Key Issues

- Vacant nature of the former gymnasium, gate piers and Hamond's School site, leading to poor condition of the building and overgrown vegetation to the site
- Vacant site between former Hamond's School site and No.14 Whitsands Road
- Poor condition of brick wall to the south end of the street
- Replacement of timber windows and doors with uPVC on historic buildings

### Recommendations and Opportunities

- When windows and doors come to the end of their life, replace with timber sash windows and timber doors (see guidance in [Section 10.3.4](#))
- Undertake general repair and maintenance works on a regular basis to maintain the condition and appearance of buildings (see [Sections 10.3.1](#) and [10.3.2](#) for guidance)
- Find and implement viable new uses for the Hamond's School site and adjacent vacant plot which are sensitive to the character and appearance of the Conservation Area (a planning application for the Hamond's School site is currently (in 2021) being prepared)

INTRODUCTION

HERITAGE ASSETS

SPECIAL INTEREST

ARCHAEOLOGY AND HISTORY

CHARACTER APPRAISAL

**CHARACTER AREAS**

LOCALLY IMPORTANT BUILDINGS

BOUNDARY ANALYSIS

ISSUES

MANAGEMENT PLAN





## 7.1 CRITERIA FOR IDENTIFYING LOCALLY IMPORTANT BUILDINGS

This section identifies buildings which are not nationally listed but are locally important because they contribute to local character and distinctiveness in terms of their history, architecture and streetscape value. Councils (borough, town or parish) have the power to designate unlisted buildings of this nature as 'Locally Listed Buildings'. Breckland does not currently have a Local List but in the future, should one be established, the locally important buildings identified here would be suitable for inclusion on the Local List as they have been identified using criteria set out by Historic England for Locally Listed Buildings. They are 'non-designated heritage assets'<sup>01</sup> which have a degree of heritage significance meriting consideration in planning decisions and therefore the Council will consider the heritage value of the buildings when determining planning applications for change.

Criteria from Historic England's *Conservation Area Appraisal, Designation and Management* (2017) and *Local Heritage Listing* (2021) for identifying positive contributors and locally listed buildings were used for reference.

Criteria included:

- Building type or use;
- Age;
- Rarity;
- Architectural and artistic interest;
- Group value;
- Archaeological interest;
- Historic interest;
- Landmark status;
- Association with a particular architect, designer, local people or events;
- Consistency with other building types and architectural styles or materials in the conservation area;
- Links with other buildings in the vicinity;
- Contribution to the setting of a designated heritage asset;
- Contribution to open spaces and landscape;
- Illustration of the development or layout of the settlement; and
- Contribution to the character and appearance of the area.

The full wording of the criteria is reproduced in [Appendix D](#). The two Locally Important Buildings identified are shown on the Heritage Assets plan on [page 16](#).

<sup>01</sup> 'Guidance: Historic Environment: Non-Designated Heritage Assets', <https://www.gov.uk/guidance/conserving-and-enhancing-the-historic-environment#non-designated>

## 7.2 RECOMMENDATIONS FOR LOCALLY IMPORTANT BUILDINGS

### 7.2.1 No.17 Market Place



No.17 Market Place dates from 1894 and was originally built as the post office for the town. The date and original use of the building are displayed in attractive, moulded brickwork above the door and shopfront of the building. It is a single storey building with a distinctive conical turret above the doorway, with a moulded brick pediment set high above the door which also adds to a feeling of this building creating a focal point at the entrance into the town centre from Lynn Street. The red brick of the building co-ordinates with neighbouring properties and indeed the predominant material used on buildings in the Conservation Area. The shopfront is a later addition as historic photographs show there were originally three smaller windows.<sup>02</sup> However, the shopfront is traditional in style and fits well with the proportions of the building. As the former post office in the town it has interest as a key historic use that would have served the people of Swaffham.

### Reasons for Identification

- Landmark status as a focal point on the route into Swaffham from Lynn Street;
- Historic interest as the former post office;
- Aesthetic interest in the conical turret roof and elegant moulded brickwork, including date stone and post office sign; and
- Consistency of materiality with the Conservation Area.

<sup>02</sup> See [page 47](#) 1937 photograph here: <https://www.pinterest.co.uk/pin/75294625003779132/>



### 7.2.2 Keeper's Cottage



The Keeper's Cottage was built in 1832-34. It was used as a gamekeeper's cottage for the Manor House. The Lord of the Manor at the time was Anthony Hamond. It is an attractive small house, in red brick and flint, with red clay tiles to the roof. Little flintwork remains on view in buildings in the Conservation Area, so this is unusual. It has embellishments which add to its charm, including decorative ridge tiles to the main roof and to the ridges of two dormer windows to the south elevation. There are also scalloped barge boards to the gable ends, dormers and porch. Unfortunately, the timber windows have been replaced by uPVC.

The cottage has a significant historic association as it was once the cottage of the Carter family. Samuel Carter, grandfather to the famous Egyptologist Howard Carter who discovered Tutankhamens' tomb in 1922, had become gamekeeper around 1832 and Howard's father, Samuel John Carter, was born there in 1835.<sup>03</sup> Samuel John later became an artist, well-known for his animal paintings. It was in Swaffham that Howard Carter is said to have discovered his fascination with Egyptology. The Carter family have been notable in the town for the last two centuries, with other members becoming artists, such as Henry 'Harry' Robert Carter (who carved the original Swaffham sign), and cousin Ben Ripper who was an enthusiastic local historian.

#### Reasons for Identification

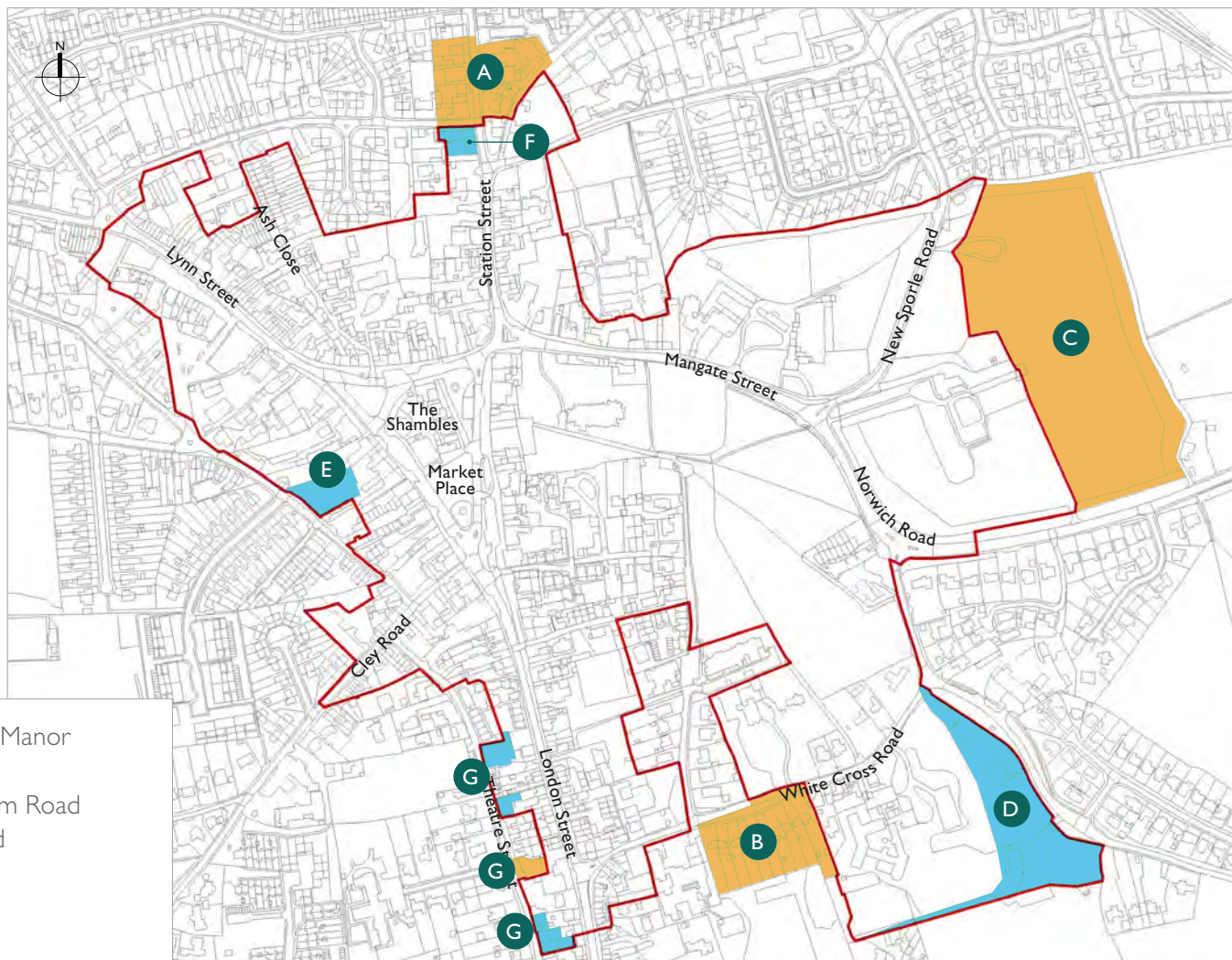
- Strong historical associative link with the Carter family;
- Historical link to the Manor House and demonstrates an historical function of the estate as the gamekeeper's cottage; and
- Attractive brick and flint cottage with several decorative details which add interest.

<sup>03</sup> Swaffham History Group, *Book of Swaffham*, p.102

## 8.1 INTRODUCTION

In order to ensure that the boundary of the Swaffham Conservation Area remains relevant, this Appraisal has reviewed the extent of the designation and has recommended alterations to the boundary below. The process is in accordance with the *Planning (Listed Buildings and Conservation Areas) Act 1990* and the NPPF (paragraph 191) which require that the review should take place periodically to ensure Conservation Areas or parts of Areas still justify their status for designation.

Areas excluded from the boundary are those which have been developed since the original designation and are therefore populated with modern buildings of no historic interest. Areas included consist of parts of the town that have interesting historic buildings not originally included within the boundary. Other boundary changes have been made which rationalise the boundary so that it follows property boundaries rather than cuts through them. See [Section 1.5](#) for details of what designation means for those areas now included within the boundary.



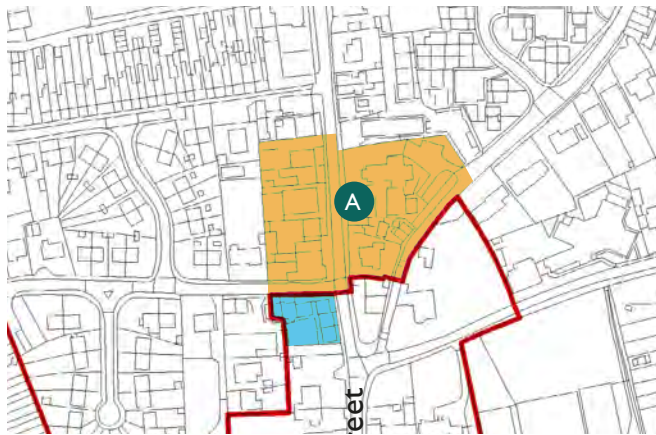
CONSERVATION AREA BOUNDARY ANALYSIS	C	Grounds of the Manor House
<span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span> Included in the Conservation Area Boundary	D	North Pickenham Road
<span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span> Excluded from the Conservation Area Boundary	E	Whitsands Road
A	F	Station Street
B	G	Theatre Street
		<i>This plan is not to scale</i>



## 8.2 BOUNDARY CHANGES

### 8.2.1 Areas Included within the Boundary

#### A: STATION ROAD



Nos.30-36 Station Street



Swaffham Baptist Church



Nos.40 and 42 Station Street



The Church of Our Lady of Pity



The Baptist Church in the late-nineteenth/early-twentieth century, also showing Nos.30-36 and No.40 Station Street (Courtesy of Swaffham Heritage)

## A: STATION ROAD (cont'd)

## REASONS FOR INCLUSION

- The Baptist Church, built in 1858-60, is an attractive Italianate building which is a landmark in the surrounding streets
- The Church may have been built by local architect W. Woods, who designed a similar chapel in Diss
- The Catholic Church of Our Lady of Pity was built in 1958-60 and has good pared back mid-twentieth century detailing
- The Catholic Church has a link with the former Convent of the Sacred Heart on Mangate Street
- Father Gerry Langley, the priest at the time, designed the building, with members of the local community carrying out construction work, giving it interesting communal value
- Early-mid-nineteenth century houses and shops to the north and south of the churches have good quality Georgian and Victorian detailing and contribute to the streetscape. They demonstrate the extension of the town in the nineteenth century towards the railway which arrived in 1847

On Station Street the current boundary stops after Point House and Beech House. To the north are two churches, Swaffham Baptist Church and Our Lady of Pity, plus several nineteenth century houses on the west side of Station Street and a pair of small cottages on Northwell Pool Road. It is proposed to include these buildings within the Conservation Area boundary for their architectural, historic and communal interest. More detail is given below.

Swaffham Baptist Church was constructed in 1858-60 to serve a growing population of Baptists in the town, who had been active there since 1821 when a local labourer, William Jackman had started a church.<sup>01</sup> The previous chapel had been on White Cross Road and is now demolished but the small graveyard still survives (within the Conservation Area boundary), which is an interesting link between the two sites. The architect of the church is unknown but a near identical church in Diss<sup>02</sup> is apparently by W. Woods who is also mentioned as the pastor of the Swaffham church

<sup>01</sup> Swaffham Baptist Church, 'Our History page 1', <https://www.swaffhambaptistchurch.org.uk/our-history/our-history.php>, accessed 24.11.21

<sup>02</sup> See image here: My Genealogy Resource Project, 'Churchyard Survey: Baptist Chapel, Denmark Street, Diss, Norfolk', <http://pope-genealogy.me.uk/diss-baptist/>, accessed 24.11.21

on the foundation stone.<sup>03</sup> This potentially provides an interesting historic link between two Norfolk market towns. The building is in an imposing Italianate style, with two distinctive towers that can be seen along Station Street, from the west on Spinners Lane and the east on Northwell Pool Lane, providing a landmark in this part of the town.

Opposite is the Catholic Church of Our Lady of Pity, built in 1958-1960, a century after the Baptist Church and in a starkly different style. It has elegant proportions and pared back detailing typical of mid-twentieth century style and has a light-filled interior because of the rows of large windows to the north and south. It has historic interest because of its link to the history of Catholicism in Swaffham. A Catholic church was established in the town in 1911 in the former theatre on Theatre Street. The current site was bought in 1917 and a temporary building used until the present church was built. There is also a link with the Convent of the Sacred Heart, until recently located within a building on Mangate Street, which was housed in Ivy House on the site of this church until 1920. There was no architect for the building, plans instead

<sup>03</sup> Flickr, 'Swaffham Baptist Church, Norfolk (was mystery26)', <https://www.flickr.com/photos/churchcrawler/470511491/>, accessed 24.11.21



## A: STATION ROAD (cont'd)

being prepared by Father Gerry Langley and much of the building work being carried out by Father Langley himself and local people.<sup>04</sup> As such it has interesting communal value. The site includes the neighbouring presbytery, linked to the church with a single storey range. It has less architectural value but is linked functionally and historically to the church.

To the north and south of the Baptist Church are houses and shops typical of the early-mid-nineteenth century. They are mainly stock brick, though Nos.30 and 32 have been painted, and several retain their timber sash windows and panelled timber doors with fanlights above. No.34 retains a carriage entrance accessing the rear of the property, with another arch sympathetically filled in with a large window. Bay windows, perhaps added later in the nineteenth century, are also a feature. Small front gardens to several of the houses also add to the character of the streetscape. No.30 is the most modified of the group, with an unsympathetic enclosed shopfront. However, vestiges of an historic canopy (seen on the photograph on [page 31](#) with signage advertising Green & Kerridge Family Butchers) are seen in corbels surviving either side.

The site of the Catholic Church stretches back to Northwell Pool Road and the extension of the boundary here will incorporate two small cottages to the south-east of the church site. These are a small pair dating from the nineteenth century. They are red brick with flint to the side walls, which is characteristic of Swaffham, and also, unusually, have a clay lump backing to the flintwork. No.1 retains timber sash windows and a timber panelled door. They are an attractive pair appropriate for inclusion within the boundary.



*Historic shopfront corbel surviving on No.30 Station Street*



*Nos.1 and 3 Northwell Pool Road*

<sup>04</sup> Our Lady of Pity Catholic Church, 'Parish History', <https://www.ourladyofpity.org/history>, accessed 24.11.21

## B: THE CRESCENT



The Crescent in 2021



The Crescent shortly after construction (Courtesy of Swaffham Heritage)



Close up view of the original windows



### REASONS FOR INCLUSION

- An early example of council housing built in reaction to the 1919 Housing Act
- Unusual use of concrete blocks for construction, where most in the region were brick
- They display more thought in design than others in the region, with red brick quoins and pilasters flanking the doors, plus the slit windows in the attic gables and decorative lozenge panels
- Apart from the replacement of doors and windows, the buildings remain relatively intact
- They are set in attractive, spacious garden plots

The Crescent is formed of five semi-detached pairs of houses, sited on a gentle curve on the south side of White Cross Road. They were built in 1920 as council housing. In 1919 the Housing Act had been passed which promised government subsidies to finance the construction of 500,000 new homes after a huge demand following the First World War.<sup>05</sup> These were to be 'homes for heroes'. Councils were required to find land and construct accommodation for working people.

These houses on The Crescent, being constructed in 1920, were therefore built by Swaffham Urban District Council swiftly after the passing of the Housing Act. The Lynn Advertiser noted on 30th January 1920 that the Council was reviewing tenders for the work and that the walls should be built in concrete blocks with quoin edging and that the garden fences should be concrete posts with wire.<sup>06</sup> The use of concrete blocks was unusual at the time for council houses, with most in the region being constructed of brick. However, shortages of materials and construction with concrete blocks being simpler, thereby overcoming shortages of skilled labour, meant that there are a few examples across the region of alternative materials, including this group in Swaffham.<sup>07</sup>

<sup>05</sup> UK Parliament, ' Council Housing', <https://www.parliament.uk/about/living-heritage/transformingsociety/towncountry/towns/overview/councilhousing/>, accessed 14.12.21

<sup>06</sup> *Lynn Advertiser*, Friday 30th January 1920

<sup>07</sup> Information kindly provided by John Boughton and Barbara Linsley

These houses on The Crescent also display more thought to the design than other more boxy and plain examples that were built around the same time. The red brick quoins and pilasters flanking the doors add interest, as do the slit window in the attic gable and the decorative panels either sides of the first-floor windows containing lozenge patterns or, on the central pair, the date 1920. Unfortunately, the original metal windows and timber doors have been replaced with modern uPVC or timber examples. Should owners wish to reinstate metal windows (though designation does not create an obligation to do so), a photograph from 1920 shows the original proportions of the windows, which can be used as a design guide. The windows on the front elevation had small panes in a six by three arrangement, with the outer two panels of panes on each window being side-hung opening casements. The windows on the side elevations are four by two panes (further guidance on suitable replacement windows can be found in [Section 10.3.4](#)).

All of the buildings have retained their slate roofs, their external walls unpainted or rendered and, while there have been small garage extensions to the sides, none have been substantially extended, meaning that the coherency of the group is retained. They are set within spacious front and rear gardens.

As an interesting early example of council housing following the 1919 Housing Act, with an historical link to the rebuilding of Britain following the First World War, and for their more unusual design and level of survival, The Crescent is an appropriate extension of the Swaffham Conservation Area boundary.

## C: GROUNDS OF THE MANOR HOUSE



## REASONS FOR INCLUSION

- To enhance the protection of the setting of the Grade II\* listed Manor House
- To rationalise the Conservation Area boundary to conform with current field boundaries
- The land to be included forms part of the historic and present day ownership by the Manor House
- To enhance the protection of important green spaces to the east of the town centre

The current boundary of the Conservation Area runs roughly north-south to the east of the Manor House. It appears to follow an historic field boundary, shown on the 1845 Tithe Map (see [page 34](#)). However, this boundary no longer exists. The Tithe Map apportionment document shows that the fields surrounding the Manor House were in the ownership of Sarah Hamond, who was the owner of the Manor House at that time (shown as plot 650 on the map). This includes the fields marked 601, 645, 647, 648 and 649 between Norwich Road, New Sporle Road, Long Lane and Box Lane. The grounds of the Manor House are a significant green space on the edge of the town and, together with The Antinghams and Campingland to the west, they provide an important and attractive green setting to the town centre. The boundary is therefore proposed for extension here to include further green space to the east of the Manor House. This is partly to rationalise the boundary to conform to current field boundaries but also to enhance the protection of the setting of the Grade II\* listed Manor House.



## 8.2.2 Areas Excluded From The Boundary

## D: NORTH PICKENHAM ROAD



## REASON FOR EXCLUSION

- Buildings constructed after the Area's designation, which have no historic value

The Conservation Area currently includes a section of land on the west side of North Pickenham Road. When the area was designated this was undeveloped and appears to have been just fields ([see 1970 OS map page 51](#)). Since this time four houses have been built, plus the Club House for Swaffham Rugby Union Football Club. None of these buildings has historic interest because of their recent age and they are fairly ordinary suburban houses that are not of the same architectural quality and typical characteristics of the historic centre. As they do not contribute to the special interest of the Conservation Area, they are proposed for removal.

## E: WHITSANDS ROAD

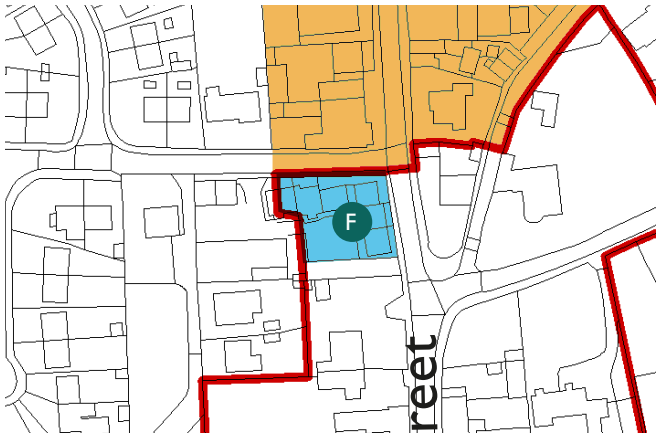


## REASON FOR EXCLUSION

- Buildings constructed after the Area's designation, which have no historic value

Since the designation of the Conservation Area, Holywell Gardens has been built on Whitsands Road comprising ten houses which display some local characteristics, such as red pantiles to the roofs, but otherwise are typical of housing developments which can be seen in any town across the country. The current boundary includes a small section of the southernmost houses of this estate. It is proposed that the boundary is rationalised to remove this Holywell Gardens from the Conservation Area.

## F: STATION STREET



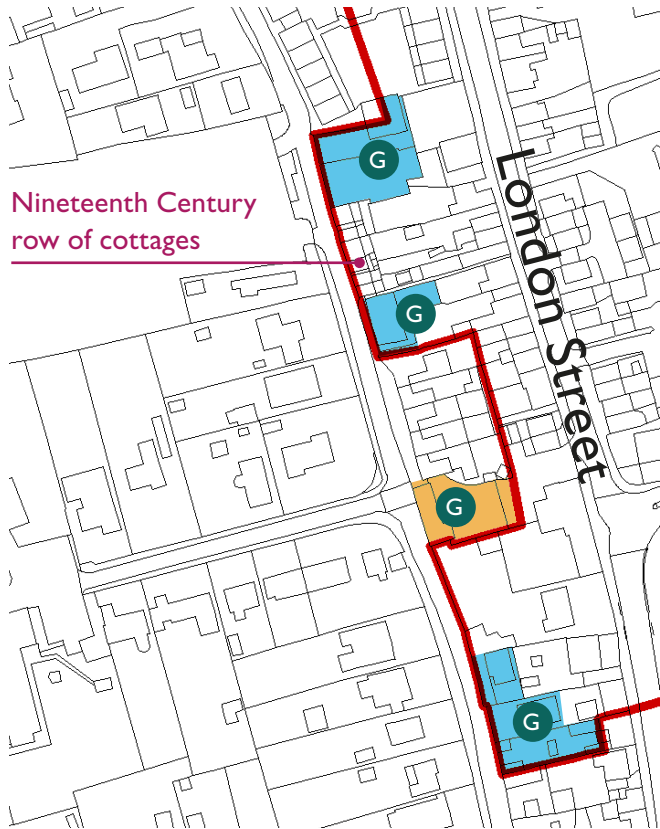
## REASON FOR EXCLUSION

- Buildings constructed after the Area's designation, which have no historic value

Another part of the Conservation Area that has been redeveloped since its designation is a small group of houses, Cateryne Court, on the corner of Station Street and Spinners Lane. When the designation was made this site was a canning factory, potentially developed from a cluster of small buildings seen on early-twentieth century buildings. However, these have now gone and the design of the new houses is not distinctive to Swaffham and could be seen in other towns across the country. It is therefore proposed that these do not fulfil the criteria of having special interest that contributes to the interest of the Conservation Area and are proposed for removal from the boundary.



## G: THEATRE STREET



Some of the nineteenth century cottages to remain in the boundary



Converted outbuilding to be included within the boundary



Warehouse to be removed from boundary



Modern house to be removed from the boundary

### REASONS FOR EXCLUSION/INCLUSION

- Warehouse is visually intrusive and out of character with the Conservation Area, as well as having no historic value
- Modern houses are of low architectural value and have no historic value
- Converted outbuilding is a good quality historic structure, which has an historic link with Holly House, as well as being sensitively converted using some appropriate materials and techniques

On Theatre Street the boundary currently includes a short run of nineteenth century terraced housing, which are good quality buff and red brick, with one rendered cottage. They have some good architectural detailing, such as red brick quoins and dentiled string courses or cornices. Though windows and doors have all been replaced, they remain characterful and should stay within the Conservation Area boundary.

To the north of the terrace is a modern warehouse which is rendered or clad with corrugated metal. It is very out of character with the Conservation Area and is not in the best decorative condition. It is proposed to remove this building from the Conservation Area boundary.

To the south of the terrace and at the southern end of the Conservation Area there are late-twentieth century houses (Nos.27, Holly Cottage and Cranbury Place) which have no historic value and little architectural value. These are also proposed for removal from the Conservation Area.

To the rear of Holly House on London Street is an outbuilding, possibly a former barn, which has been converted to a residence. The building is two storeys, in red brick, with a pantile roof. Windows have been inserted but the building still retains its more industrial appearance. The conversion has been done sensitively, with good quality lime mortar re-pointing and high quality materials. Though the windows are uPVC, they are well-maintained. The building has an historic link with Holly House as an ancillary building to it and also appears on maps from 1868. Its setting is enhanced by the large beech tree to the south, which is within the Holly House grounds and already included within the Conservation Area boundary. This building merits inclusion within the Conservation Area boundary.



*Modern house to be removed from the boundary*



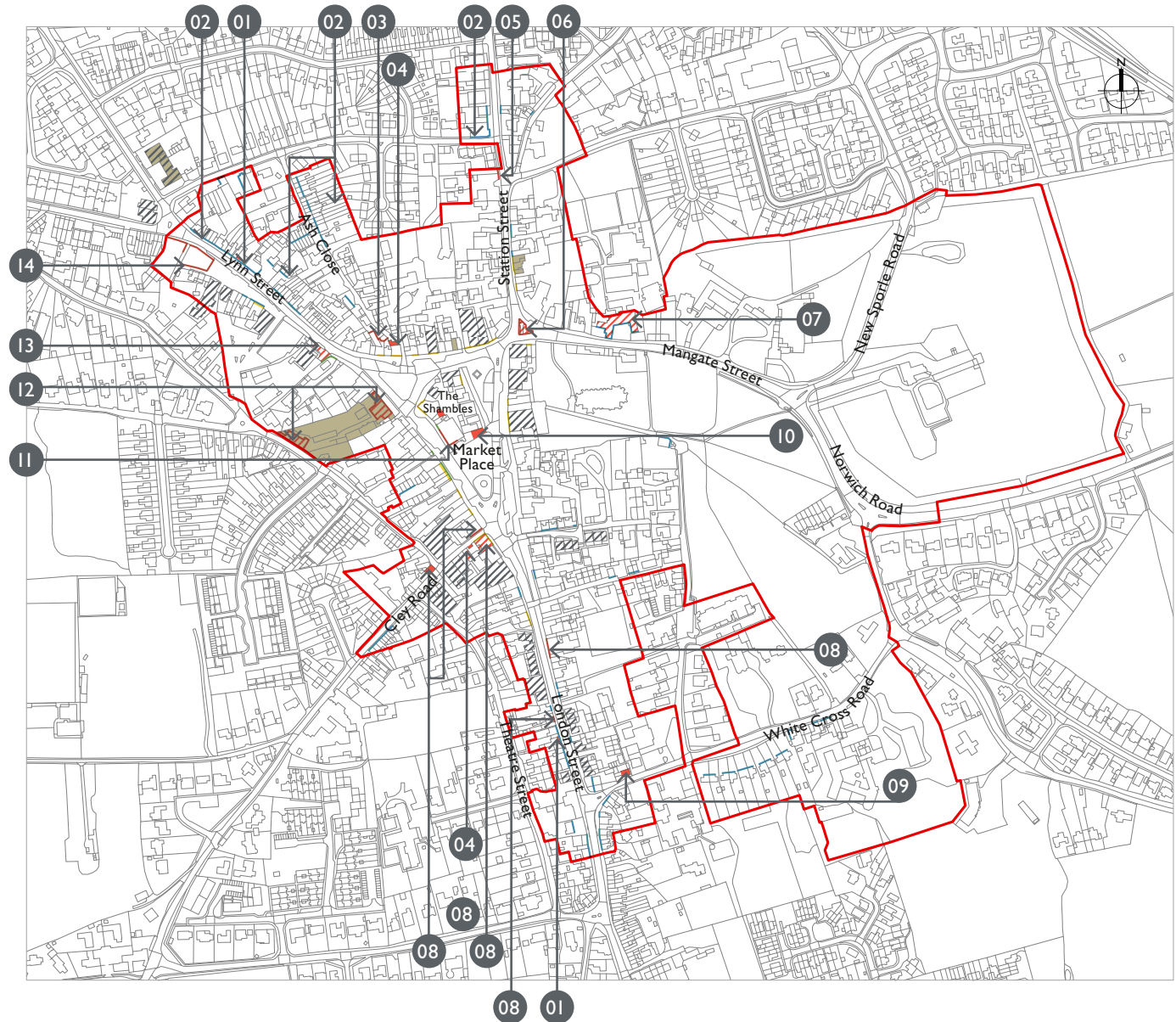
This section describes issues which threaten the special historic and architectural interest of the Swaffham Conservation Area. The plan adjacent shows negative features which can be mapped easily on a plan, though not all of these features are possible to show visually and are described in the sections on the following pages. Parking is a key issue in the town: see the [Parking Plan](#) which shows the amount of parking in and around the Market Place.

### NEGATIVE FEATURES PLAN

-  Vegetation/Blocked Gutters
-  Poor shopfront/signage
-  uPVC Windows
-  Other
-  Poor Building/Site
-  Vacant Building/Site

- 01 Inserted garage door
- 02 Satellite dishes on this terrace
- 03 Poor condition of walls and paintwork
- 04 Commercial bins
- 05 Erosion to brickwork
- 06 Cluttered signage/ street furniture
- 07 Poor second floor extension
- 08 Poor decorative condition
- 09 Solar panels
- 10 Temporary extension
- 11 Flaking paint
- 12 Buildings in poor condition
- 13 Unattractive loading bay
- 14 Utilitarian railings

*This plan is not to scale*



## 9.1 TRAFFIC

### KEY ISSUES

- Busy roads disrupt the atmosphere
- Traffic causes safety issues
- Some places where people want to cross but there is a lack of formal crossing points

Traffic is an issue in Swaffham, particularly around the Market Place where three major roads, London Street, Station Street and Lynn Street, all converge. Roads are busy with cars and large lorries, disrupting the atmosphere of the area and frequently causing traffic jams. The traffic also causes safety issues for pedestrians, given the volume of traffic.

The convergence of the three main roads, and various other minor roads around the Market Place means there are many places where people will try to cross away from an official crossing point (although there are several), which is risky in terms of safety. This is particularly evident to the north of The Shambles where a small cut through road is located between the bus stops and car parking area, with no official crossing point between the two. There are no safe crossing points on Mangate Street, despite sets of steps leading directly from the raised pavement on the south side of the road onto the carriageway. On some of the outlying streets, such as Cley Road, the pavements can be narrow or are only located on one side of the street.



*Heavy traffic around the Market Place*



## 9.2 PARKING

### KEY ISSUES

- Large amounts of parking in the Market Place are visually intrusive
- Utilitarian parking area on Lynn Street
- Under-used carparks outside the town centre
- Some risk of unsympathetic conversion of front gardens to driveways

There is a very large amount of parking in Swaffham town centre shown on the [Parking Plan](#). The Market Place south of the Assembly Rooms, where stalls are set up on market days, contains a large car parking area and there is another car parking area to the north-west of The Shambles. Additionally, around the Market Place there are numerous ranks of car parking bays on the side of the road and in a parking zone on the eastern side. Further parking is within the central area of The Shambles and on areas on the west side of Lynn Street, as well as ad-hoc on-street parking around the rest of the Conservation Area. Parked cars cause a serious negative visual impact on the setting of the historic buildings in the Conservation Area, which is combined with the busy traffic.

While the parking bays around the edges of the Market Place have been hard landscaped well, with setts and granite edging, the larger car parking areas in the centre of the Market Place are bland areas of tarmac. The car parking area on Lynn Street is also very utilitarian, with a basic tarmac surface.

The Market Place in particular suffers badly. Though some steps have been taken to move cars away from the Butter Cross through the installation of a pedestrian area around it in the 1980s (see adjacent image c.1960 for comparison), more could be done. Though convenient for accessing shops, there are other carparks slightly out of the town centre which are under-used, such as the Theatre Street Car Park. The reduction of car parking in the Market Place would have a beneficial visual impact on the heart of the Swaffham Conservation Area.

Many houses on the outlying roads in the Conservation Area have dedicated driveways and car parking is therefore not intrusive. There are a few small front gardens on Ash Close that have been converted to parking bays. These have been done reasonably sensitively, with boundaries retained between properties, soft gravel landscaping and hedges or planting to keep something of a garden feel. There is a risk from conversion of front gardens to driveways that this sense of front gardens plots is lost, particularly with large areas of hard paving, lack of greenery and loss of boundaries.



*Utilitarian parking area on Lynn Street*



*The Market Place from the Church Tower c.1960, showing that parking and market stalls were located right up close to the Butter Cross at that time*



Front gardens converted to parking bays on Ash Close



Parking within The Shambles



Parking on the Market Place which intrudes on the setting of historic buildings



Parking overwhelming the main Market Place



### 9.3 POOR PEDESTRIAN LINKS

#### KEY ISSUES

- Route from Theatre Street Car Park is convoluted, with narrow pavements, no official crossing points and minimal signage
- Other pedestrian pathways cutting between streets are poorly signed and not well lit

While there are good pavements around the centre of town and many public footpaths in the green spaces to the east of the town centre, other areas lack good pedestrian links.

The route from the Theatre Street Car Park to the town centre is slightly convoluted, the pavements are narrow and there is a lack of official crossing points, meaning those who have limited mobility or have pushchairs may be put off from using this carpark. Signage of this carpark is also very minimal, with very small signs.

Plowright Place provides a good cut through from Whitsands Road to the Market Place. However, there are narrow or limited pavements on Whitsands Road to lead people to Theatre Street. There are other pedestrian cut throughs from Whitsands Road to the Market Place/ Lynn Street but these are narrow, not signed and appear poorly lit, though could provide opportunities for better pedestrian links through the town.

The encouragement of parking further out, such as by providing clearer, more accessible safe routes and better signage, would assist in reducing the visual impact of car parking in the town centre and provide better pedestrian links.



Uninviting pedestrian link behind ASDA from Whitsands Road to Lynn Street



Very small car parking sign for Theatre Street Car Park, amongst many other signs

## 9.4 QUALITY OF DESIGN OF NEW BUILDINGS AND EXTENSIONS

### KEY ISSUES

- Unsympathetic mid-late twentieth century replacement buildings which lack architectural interest
- Some uninspiring modern housing developments
- Some poorly designed extensions or buildings in the setting of the Conservation Area which impact negatively

Within the Conservation Area there are several buildings constructed in the mid-late twentieth century which have been poorly designed and do not contribute to the character of the area.

Around the Market Place these are shops, typically quite boxy in design, with long façades that span several historic plots and with a lack of interesting architectural detailing. They therefore have a more monotonous appearance than the more characterful variations of scale and detail of older buildings.

There are a few buildings on Lynn Street, such as the modern Post Office, car garage and two units further north, which appear more like industrial units due to their metal or timber cladding and large areas of glazing. On Cley Road the Oasis Centre is also a boxy building with little architectural character. These are particularly out of character with the typical buildings and materials in the Conservation Area.

The design of some other modern buildings has made an attempt at blending in with the surrounding character through the use of red brick and clay pantiles, as well as using vernacular detailing, such as dentil cornices, such as on housing developments on London Street. However, they are generally quite uninspiring in design and contribute little to the Conservation Area.

There is not generally a problem in Swaffham with inappropriate extensions to buildings, which can, if poorly designed or infilling spaces to the side of buildings, erode the character of buildings and the spaces between them. However, on Mangate Street the former Convent of the Sacred Heart, which was located in a late-eighteenth/early-nineteenth century building, has had a poorly designed second floor added, with boxy dormer windows and ill-matched brickwork which has unfortunately had a detrimental impact on the historic building and the surrounding setting.

There are also some poor buildings outside of the Conservation Area which affect its setting negatively. This is particularly at the north end of Lynn Street, where the petrol station and vacant former police station are located, both creating a poor welcome to the Conservation Area. There is an opportunity to replace or refurbish the vacant police station with a better-quality design which would create a positive building within the setting of the Conservation Area.

See [Section 10.3.6](#) for photographs of good quality new buildings or extensions in Swaffham.





Nos.49-51 Market Place has a bland late-twentieth century design



Iceland has a long façade over several smaller historic plots, lacking the variety of scale and detailing of historic buildings around the Market Place



Post Office on Lynn Street, also with unattractive parking/loading areas to the frontage



Boxy units on Lynn Street are out of character



Uninspiring housing on London Road



Poor second floor extension to the former Convent of the Sacred Heart



## 9.5 CONDITION OF BUILDINGS AND SITES

### KEY ISSUES

- Some examples of elements of buildings which are in poor repair, such as blocked gutters causing water ingress and peeling paintwork
- Some vacant buildings in a decaying condition

There are some buildings in the Conservation Area which have issues with condition. This ranges from minor one-off elements in need of repair to whole buildings which are vacant and decaying. Maintenance of buildings is key to ensuring long term condition and that small issues do not escalate to become problems that are costly to fix and cause excessive damage to fabric.

Examples of where elements are in need of repair or maintenance include:

- Walls with vegetation growth causing erosion of mortar;
- Paintwork that is worn and flaking, meaning the underlying material is vulnerable to decay and creating a poor visual appearance;

- Decaying timberwork and joinery;
- Water ingress and vegetation growth through a lack of cleaning out gutters and downpipes; and

- Worn brickwork due to water backsplash from adjacent roads.



Wall with vegetation growth and inappropriate cement repairs



Flaking paintwork, cracking and vegetation growth to a wall



Decaying timber cornice



Vegetation growth in gutters





*Flaking paintwork*



*Water ingress and moss/vegetation growth due to blocked gutters and hoppers*



*Brickwork worn from water backsplash from adjacent road*



*Timberwork in poor condition*

There are a few buildings on Cley Road which all suffer from some of the issues listed above, as well as some broken windows and doors blocked up with plyboard. Along this stretch of the road there are also several yards that are poorly maintained and have abandoned vehicles which creates a poor streetscene and sense of neglect.



*Building in poor condition on Cley Road*



*Building in poor condition on Cley Road*



*Poor yard and neglected vehicles on Cley Road*



*Vacant shops on Station Street*



Vacancy is a threat to historic buildings as maintenance issues tend not to be noticed or addressed as quickly as is needed. This leads to irreversible damage and costly repairs. They also contribute to a neglected atmosphere. There were a few vacant shops on Station Street, the Market Place and The Shambles at the time of survey in 2021.

The site in poorest condition in the Conservation Area is the Old Hamond's School site on the Market Place. These buildings have been vacant for several years and their condition is deteriorating. There is evidence of water ingress through damp patches of moss growth and vegetation growing behind the parapets and on window ledges. Several windows have broken panes or are left open, also letting in water which will cause decay. The site extends back to Whitsands Road where the old gymnasium is also vacant and in a poor state of repair. The two main school buildings, plus the gates and adjacent walls on the east and west sides of the site, are all Grade II listed and at risk of further decay and loss of historic fabric. However, plans for the redevelopment of the site with the conversion of the listed buildings and old gymnasium to houses and the addition of new houses on the site are currently in development (in 2021) and therefore there is the prospect that in the near future these buildings will be reused and brought back into good condition and a viable long-term use.



*Vacant No.20 Market Place, former Hamond's School site*



*Vacant former gymnasium on Whitsands Road*

## 9.6 INAPPROPRIATE MATERIALS

### KEY ISSUES

- Use of inappropriate materials to some historic buildings, which is causing or has the potential to cause damage to the built fabric, such as the use of cement mortar
- Use of uPVC windows and doors on historic buildings, which are visually uncharacteristic and can limit the breathability of the building

Historic buildings were traditionally built with materials such as brick and lime mortar that are more 'breathable' than modern day versions, such as cement render. This breathability is an important trait in historic buildings, where the permeability of the materials means that moisture does not get trapped within walls, causing issues with damp. The introduction of harder, impermeable modern materials, such as cement render or mortar and plastic paints, causes an imbalance, trapping moisture behind them which leads to decay of the softer historic materials. There are a few examples around the Conservation Area where hard cement mortar has been used on historic brick or flintwork instead of traditional lime mortar, leading to decay of the surrounding walls. See [Section 10.3.2](#) for a photograph of good quality lime mortar re-pointing.

uPVC windows and doors are also inappropriate on historic buildings. They often have a glossier quality than painted timber examples and the profiles of glazing bars and frames are typically chunkier and less elegant. Often the historic opening type of a window is changed when timber windows are replaced with uPVC, especially timber sash windows to side hung casements,

which spoils the proportions of the window. As well as being visually out of keeping with the historic buildings, uPVC windows and doors also limit the permeability of historic buildings, again contributing to potential water ingress and damp. [See page 83](#) for photographs of good quality historic timber windows.



*Inappropriate cement repairs causing further deterioration to the brickwork behind*



*Poor cement repairs to flintwork on the right, with original lime mortar on the left*



*Inappropriate uPVC windows*



*Inappropriate uPVC windows*



## 9.7 OTHER INAPPROPRIATE ALTERATIONS

### KEY ISSUES

- Ad-hoc additions or alterations which spoil the characterful appearance of historic buildings such as:
  - solar panels
  - satellite dishes
  - garage doors
  - air vents/air-conditioning units

Other ad-hoc additions or alterations to historic buildings can spoil their characterful historic appearance and obscure attractive historic materials and details, especially when there are several additions to one house. Solar panels are an example which are unattractive on roofs. They usually require planning permission in conservation areas and always require permission if proposed for Listed Buildings. (See [Section 10.3.5](#) for more details).

There are two cases where roller shutter garage doors have been inserted into ground floor walls of historic houses. These are utilitarian in appearance and disrupt the ground floor proportions of the houses, breaking the rhythm of windows and doors within terraces. The changes also involve the loss of historic wall fabric and windows.

Satellite dishes are also unattractive features, especially where there are multiple ones on neighbouring

properties. With the advent of broadband, satellite dishes are becoming less necessary. Once they are no longer in use they should be removed in order to unclutter building façades.

Vents or air conditioning units should be placed as discreetly as possible. There are some examples of vents and ducts on the rear of buildings within The Shambles which are unattractive.

During the Covid-19 pandemic temporary permission was granted informally for a ground floor extension to the Market Cross Café in order to provide semi-outdoor seating to aid trading. The extension has been constructed using scaffolding and is neat and well-maintained. However, it obscures the frontage of the listed building behind and it should be removed once the financial pressures posed by the pandemic ease.



*Solar panels on a roof facing the street*



*Inserted garage door*



*Inserted garage door*



*Multiple satellite dishes create a cluttered appearance*

## 9.8 SHOPFRONTS

### KEY ISSUES

- Some poorly designed shopfronts with overly large sheet glazing and fascias
- Use of overly bright colours, signage, glossy materials and multiple window stickers which are cluttered and garish
- Temporary banners which clutter the appearance of buildings

There are many good shopfronts in Swaffham, with several historic shopfronts surviving. There are a few shopfronts in Swaffham that are poorly designed, such as through having large areas of sheet glazing and overly long fascias (Iceland being a particular example in a prominent location). Other shopfronts are unappealing because of poor signage which uses garish colours, glossy plastic fascias or multiple window stickers obscuring the interior of the shop. However, often the shopfronts which have poor signage have good windows and doorways, as well as surviving stall risers and fascias in good proportion with the rest of the

shopfront, meaning a change in signage, window display and improvement of maintenance and paintwork would greatly help improve their appearance. Further guidance on shopfronts and photographs of good examples is provided in [Section 10.3.9](#) and [page 75](#).

Temporary signage on banners is also an issue, as these clutter the appearance of buildings. Gazebos have been erected outside some pubs and cafés in the Market Place. Some are good quality and neatly placed, while others are poorer quality and less well-maintained, which creates an unattractive appearance.



Garish plastic signage



Garish plastic signage and very cluttered window display



Garish and overly large fascia but a good shopfront below



Poor quality signage and windows stickers, though the historic shopfront is good quality and could be revived with better maintenance and signage



Garish plastic signage and multiple window stickers creating a cluttered appearance and blocking views into the shop



Multiple temporary banners and less well-maintained gazebos create a cluttered appearance



## 9.9 PUBLIC REALM

### KEY ISSUES

- Some areas of paving or cobbles in poor repair or patchy, outside the town centre
- Some boundary walls with poor cement mortar repairs
- Overuse of metal railings of different designs in the town centre
- Cluttered street signage and furniture in places
- Unattractive commercial bins
- Redundant telephone box

Paving around the Market Place is good, having been relandscaped in recent years. Pavements and road surfaces on the outlying streets are generally utilitarian but with no real issues of condition apart from a few areas that have patchy tarmac. There is, however, a lack of pavements or narrow pavements in the Cley Road/Whitsands Road area as discussed above. There are some areas of cobbled flint paving on Lynn Street and in places several cobbles are missing and there is moss/vegetation growth between cobbles. See examples of good surfacing in [Section 5.6.3](#).



*Missing cobbles on Lynn Street*



*Patched tarmac pavement*

There are a number of brick and flint walls, some with railings or hedges above, which are mostly in good repair. There are a few which have cement pointing or have been painted with plastic based paints which are in poorer condition and require maintenance. Around the grassed area on the west side of Lynn Street are some rather utilitarian tubular metal railings which are not particularly attractive and would benefit from replacement with something of better quality.

In the town centre there are many metal railings installed particularly around pedestrian crossing points and at busy junctions. Some are traditional in design and good quality, while others are more basic and do not contribute much to the character of the area. In some cases, there are more railings than are needed, adding to street clutter. In some areas there is a proliferation of street signage and furniture, creating a confused and unattractive appearance. For example, the junction outside the George Hotel has multiple traffic lights, lamp posts and road signs, obstructing the view of the Hotel. Conversely, signage for car parks and other attractions around the town are limited or small and hidden amongst groups of other signs.

Street furniture around the town centre is mostly from a late-1980s scheme which uses a traditional Victoriana design for railings, bins, benches and bollards (see [Section 5.6.4](#)). The design of these may seem a little dated now but they are robust and in good condition generally, with a traditional design that suits the Conservation Area. The timber barrel planters, though, are looking rather tired and there are a few concrete bollards and bins to the north of the Market Place, at the Town Pit and at The Shambles that are unattractive.

Around the Butter Cross is a newer scheme of benches and bollards which are good quality and in a modern design, showing that both contemporary and traditional designs can work in a Conservation Area. Too many different styles of street furniture could end up looking confused so future schemes should be careful to be coordinated to prevent a cluttered appearance.

The storage of commercial and domestic bins can be an issue as they are large and visually intrusive. Generally, on outlying streets this does not seem to be a problem. Commercial bins are visible to the rear of the Corn Hall and to the rear of buildings at the south end of Ash Close. These are a necessity but some form

of well-designed enclosure to screen them would be advantageous. One new extension on Pit Lane has a neat niche incorporated for the storage of domestic wheelie bins.

There is one redundant telephone box located to the north of the Corn Hall which is in poor decorative condition. The refurbishment of this and the application of a creative new use would benefit this iconic piece of British street furniture.



*Unattractive tubular metal railings around the green space on Lynn Street*





Unattractive concrete bin and bollard at the northern end of the Market Place



Cluttered junction obscuring the view of the George Hotel



Commercial bins and redundant telephone box behind the Corn Hall



Built-in bin storage area in new extension on Pit Lane

## 9.10 ATMOSPHERE

### KEY ISSUES

- Disruptive traffic and military airplane noise

The bustling atmosphere of the Market Place is harmed by traffic noise. The atmosphere of the whole Conservation Area is also regularly intruded on by the loud noise of low flying planes from nearby military bases.

## 10.1 INTRODUCTION

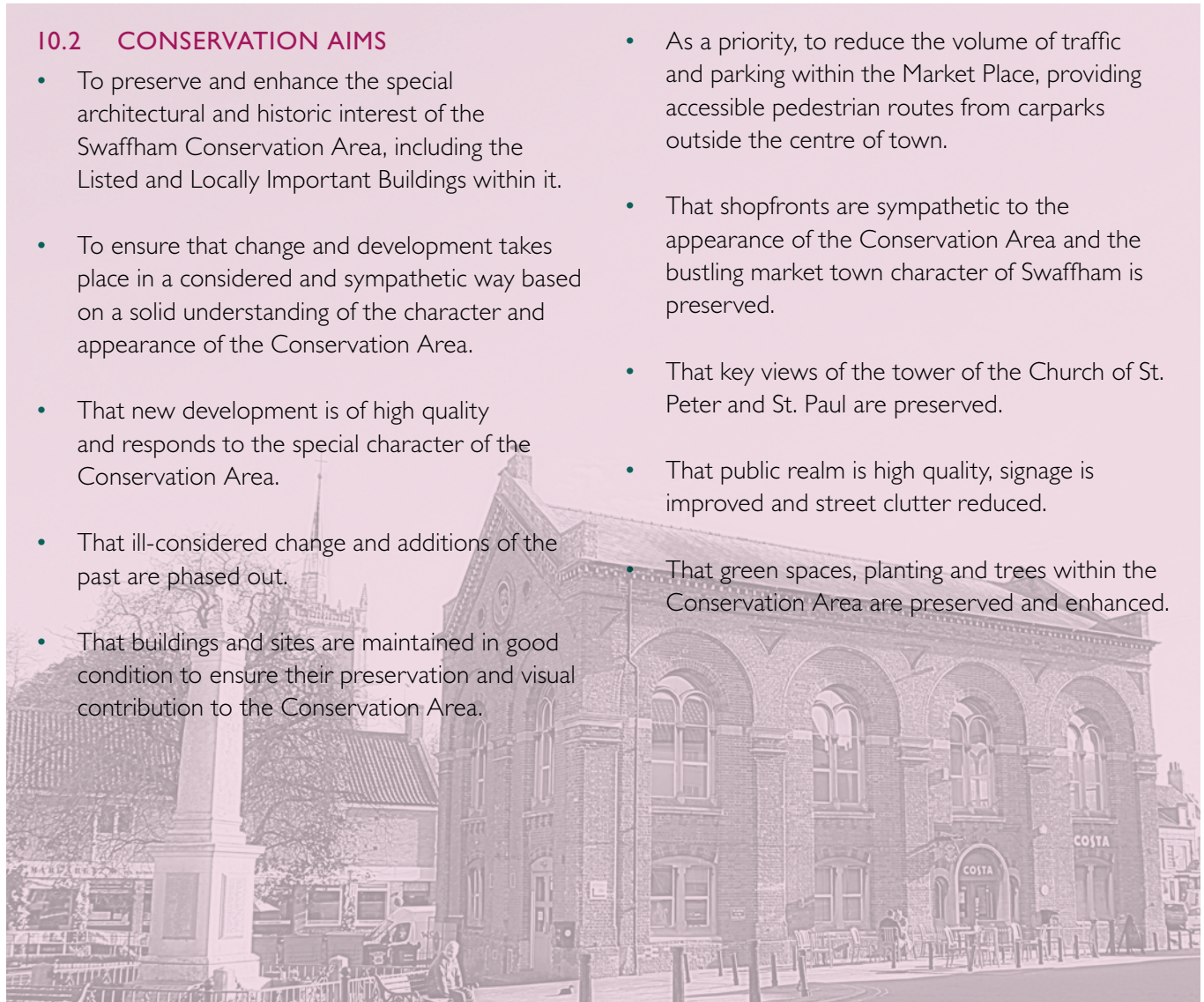
The Management Plan sets out the conservation aims for the Swaffham Conservation Area and a framework for guiding change. The Plan first sets out overarching Conservation Aims, which give the guiding principles for preservation and enhancement of the character and appearance of the Swaffham Conservation Area.

There is a shared responsibility between all parties to look after Swaffham's heritage. [Section 10.3](#) gives advice and recommendations for building owners and occupiers, landlords, consultants and developers, who should use this as a guide for regular maintenance and when planning changes. Adherence to this guidance will ensure the special interest of the Swaffham Conservation Area will be preserved through designs for new work that have a positive impact. BDC will also use this Management Plan when assessing plans for change in the area and when planning future improvement works.

The document will become a material consideration when assessing planning applications, listed building consents and appeals for proposed works, with Breckland District Council (BDC) using it as an evidence base for concluding whether the proposals are sympathetic to the Conservation Area.

## 10.2 CONSERVATION AIMS

- To preserve and enhance the special architectural and historic interest of the Swaffham Conservation Area, including the Listed and Locally Important Buildings within it.
- To ensure that change and development takes place in a considered and sympathetic way based on a solid understanding of the character and appearance of the Conservation Area.
- That new development is of high quality and responds to the special character of the Conservation Area.
- That ill-considered change and additions of the past are phased out.
- That buildings and sites are maintained in good condition to ensure their preservation and visual contribution to the Conservation Area.
- As a priority, to reduce the volume of traffic and parking within the Market Place, providing accessible pedestrian routes from carparks outside the centre of town.
- That shopfronts are sympathetic to the appearance of the Conservation Area and the bustling market town character of Swaffham is preserved.
- That key views of the tower of the Church of St. Peter and St. Paul are preserved.
- That public realm is high quality, signage is improved and street clutter reduced.
- That green spaces, planting and trees within the Conservation Area are preserved and enhanced.





## 10.3 ADVICE AND RECOMMENDATIONS

### 10.3.1 Regular Maintenance and Condition

Maintenance is defined by Historic England as '*routine work necessary to keep the fabric of a place in good order.*<sup>01</sup> It differs from repair in that it is a pre-planned, regular activity intended to reduce the instances where remedial or unforeseen work is needed and to ensure excessive amounts of historic fabric is not lost. Regular maintenance ensures that small problems do not escalate into larger issues, lessening the need for repairs and is therefore cost effective in the long-term.

Regular inspection of building fabric and services will help identify specific maintenance tasks relevant to each building. These could include but are not limited to:

- Regularly clearing gutters and drain grilles of debris, particularly leaves and plants that have taken root;
- Clearing any blockages in downpipes;
- Sweeping of chimneys;
- Removal of vegetation growth on or abutting a building;

- Repainting or treating timber windows and other external timberwork with paint suitable for traditional materials, such as linseed oil paints or 100% acrylic resin paints;<sup>02</sup>
- Cleaning and/or repainting render;
- Servicing of boilers and gas and electrical systems; and
- Repointing. Periodic renewal of pointing will extend the lifetime of building fabric. Cement-based pointing is damaging to brickwork and stonework as it is an impermeable material. Repointing should always be carried out using a lime-based mortar and after raking out any cementitious material (see also [Section 10.3.2](#)).

Further advice on maintenance, repair and how to care for historic buildings and places can be found on Historic England's website: <https://historicengland.org.uk/advice/>.

### Recommendations

These recommendations apply to both historic and modern buildings and structures. They are the responsibility of building owners and occupiers.

- Maintain buildings in good condition through regularly undertaking routine maintenance tasks.
- Inspect buildings on a regular basis to identify issues with building condition and repair them quickly.
- BDC should consider targeting individual building owners where specific maintenance or condition issues are identified, to provide advice on appropriate repair and maintenance.



An example of a well-maintained historic timber sash window

<sup>01</sup> Historic England, *Conservation Principles, Policies and Guidance* (April 2008)

<sup>02</sup> Historic England, *Traditional Windows: Their Care, Repair and Upgrading*, (February 2007), p30

### 10.3.2 Repair, Materials and Techniques

Repair is *'work beyond the scope of maintenance, to remedy defects caused by decay, damage or use, including minor adaptation to achieve a sustainable outcome, but not involving alteration or restoration.'*<sup>03</sup>

Examples include roof repairs, replacing damaged brickwork, or repairing rotted sections of timber window frames. Firstly, the cause of damage should be identified and remedied. For example, repairs to the brickwork of a damp wall will become damaged again if the source of water ingress, such as a leaking roof, is not identified and repaired as well.

Historic buildings are constructed with traditional materials, such as red brick, flint, clay tiles and lime mortar. These traditional materials require maintenance and repair using traditional materials and techniques in order to preserve the breathability of the structure. This means moisture does not become trapped within the fabric, leading to decay. Breathability is an important trait of historic buildings: original materials are more permeable than modern materials and therefore the replacement of old with new can lead to damage to the fabric. For example, the replacement of soft lime mortar with hard cement mortar means moisture in the structure evaporates through the softer brick or stonework, rather through the less permeable cement, leading to the erosion of the brick or stonework.

Cement renders and modern plastic paints can have the same effect.

Repairs should therefore be on a like-for-like basis to maintain the appearance and physical characteristics of the building. Like-for-like means a repair that matches the historic element removed in terms of material, construction technique, finish and means of installation. This does not apply when an existing material is detrimental to the built fabric, e.g. if cement pointing has been used on an historic brick building. In such cases, the damaging material should be removed and traditional materials put back using traditional construction methods.

#### Recommendations

These recommendations apply mainly to historic buildings and structures, though modern buildings should also be repaired when required, though the requirement for traditional materials and techniques would not apply. They are the responsibility of building owners and occupiers. BDC is responsible for advising on Listed Building Consents.

- Repairs should be made on a like-for-like basis wherever possible. On listed buildings, repairs that are not like-for-like may require Listed Building Consent.

- Replace inappropriate materials that are damaging to built fabric using traditional materials and techniques.
- Reversibility, i.e. the ability to remove a modern repair or material without damaging the historic fabric, is an important consideration, as better alternatives may become available in the future.
- Only undertake the minimum intervention required for any repair, in order to preserve as much historic fabric as possible.
- Repairs should be considered on a case-by-case basis. A method of repair which is suitable for one building may not be suitable for another.
- Seek professional advice from businesses experienced with historic buildings if unsure.



Good quality re-pointing using lime mortar

<sup>03</sup> Ibid.



### 10.3.3 Original Features

The original architectural features, materials, design and form of building, as outlined in [Section 4](#), are important for defining their character and contributing to the street scene. The loss of these features therefore causes incremental diminishment of appearance and character. Some later additions may also be historic and/or of good quality, as well as illustrating changes to buildings over time or recording past uses of a building. Care should therefore be taken to not remove important features which, while not original to the building, are key contributors to its value. For example, there are a number of buildings in the Market Place which were originally houses and have had shopfronts added in the late-nineteenth or early twentieth century, which are good quality and tell us of the changing commercial requirements of the town at that time.

### Recommendations

This recommendation applies to historic buildings and structures. It is the responsibility of building owners and occupiers, as well as to consultants and developers planning change to buildings. BDC and statutory authorities, such as Historic England, are responsible for reviewing planning applications for change to ensure original or good quality later features are not lost.

- Original features or good quality later additions to a building should be preserved through diligent maintenance and repair. This includes, but is not limited to, windows, doors, roofs, shopfronts, chimneys and pots, patterns in brick/flint work, mouldings or other artistic details.

*Examples of interesting architectural features which should be preserved*



### 10.3.4 Windows and Doors

Windows and doors are key features of historic buildings which define their character and appearance. On historic buildings, windows are typically made of timber and in the case of Swaffham, where most buildings are in the Georgian style, the traditional form of window would be a sash opening, though side-hung casements are found on the sides of buildings and in dormer windows. There are some exceptions where original windows were not timber, such as on The Crescent which were metal framed casements originally. Original doors are also solid timber with moulded panels, often larger than standard modern doors, painted, and sometimes with fanlights and pediments above.

It is important to retain the historic window type on a building. The replacement of doors and windows with units made from uPVC or other materials, in designs that do not match the architectural style or period, or with different opening forms in the case of windows, can greatly change the look of a building. The use of plastic windows and doors also reduces the breathability of traditionally constructed buildings by preventing the egress of moisture. Wherever possible, originals should be retained and maintained/repaired to

ensure their long life. If they have come to the end of their useful life, replacements should match the original as far as possible. The reinstatement of windows in the original style, where later examples that differ in style or opening type have been inserted, can be informed by research using historic photographs or plans of the building in question or of similar buildings from the same time period. Examples of good historic windows and doors in Swaffham can be seen on [page 83](#).

Further guidance on the maintenance and repair of historic windows can be found in Historic England's publication *Traditional Windows: Their Care, Repair and Upgrading*: <https://historicengland.org.uk/images-books/publications/traditional-windows-care-repair-upgrading/>

### Recommendations

These recommendations apply to historic buildings and structures. They are the responsibility of building owners and occupiers, as well as to consultants and developers planning change to buildings. BDC and statutory authorities, such as Historic England, are responsible for reviewing planning applications for change to ensure appropriate designs for replacement windows and doors.

- It is very important to retain and maintain in good condition original front doors and windows.
- The replacement of inappropriate modern windows and doors with those of traditional design and materials is encouraged.
- Doors should generally be solid timber, painted not stained.
- Timber sash windows can be upgraded sensitively through the installation of draught-proofing brushes in the sash-rebates.
- Secondary glazing may be acceptable if it is unobtrusive.



- Where the historic window has already been lost, slim section double glazing within timber or metal frames that have the appropriate traditional pattern of glazing bars may be acceptable.
- If new windows are required to historic buildings they should:
  - (For timber windows) be made of good quality softwood, such as Scots Pine or Douglas Fir;
  - (For timber windows) be painted (not stained);
  - (For metal windows) be made of steel;
  - (For metal windows) be galvanised to prevent corrosion. Polyester powder coating can also be used to provide a decorative finish which lasts longer than coats of paint;
  - Use the original form of opening and copy the original pattern of glazing bars and horns (if applicable);
  - Have glazing bars built into the window and not stuck on;
  - Retain the size/shape of the original window opening and position of the frame within the opening;
  - Not have visible ventilation, such as trickle vents; and
  - Retain any decorative surrounds.

### 10.3.5 Other Inappropriate Additions

Aside from the replacement of original timber windows and doors or the use of inappropriate materials, there are other ad-hoc accretions that can be added to buildings which spoil their appearance, disrupting the coherence of groups of buildings or obscuring architectural details. Examples include satellite dishes or aerials, solar panels, plastic rainwater goods, air-conditioning units or ventilation ducts. These items should be designed and located as discreetly as possible, preferably away from the street facing elevations of buildings. Satellite dishes and aerials are becoming less necessary with the advent of broadband and should be removed when redundant.

#### Recommendations

These recommendations apply to both modern and historic buildings and structures. They are the responsibility of building owners and occupiers.

- Remove redundant satellite dishes and aerials.
- New satellite dishes and aerials on the front of buildings requires planning permission ([see Section 10.3.10](#)).
- Locate solar panels on elevations or roofs which do not face the road.

- On domestic buildings in conservation areas, the installation of solar panels on street facing walls or roofs (either fronting the highway or not), where they would protrude more than 0.2m above the roof plain, would require planning permission. The *Town and Country Planning (General Permitted Development) (England) Order 2015* requires that they also need to be sited to minimise the effect of their appearance and their effect on the amenity of the area. They should be removed as soon as possible when no longer needed. Where solar panels are proposed on street facing roof slopes on non-domestic properties in conservation areas this requires planning permission in all cases. Listed building consent is required for solar panels on any part of a Listed Building ([see Section 10.3.10](#)).
- Avoid a proliferation of plastic rainwater goods. Rainwater goods on historic buildings should be painted metal.
- Locate necessary air-conditioning units, ducts or similar discreetly and chose designs which are as minimal in size as possible.
- Avoid accumulated additional fixtures and fittings on street facing elevations of buildings.

### 10.3.6 Demolition, Alteration, Extension and New Development

The current appearance of Swaffham reflects its evolution over time and, though its buildings have a predominately Georgian appearance, part of the character of a place is created by ongoing sensitive development and alteration. Therefore, it is not the purpose of Conservation Area designation to prevent all change, which is necessary for the enduring sustainability of the heritage asset. Instead, the purpose is to ensure change happens in a controlled way and in a manner which not only does not cause harm to the area but also, where possible, enhances it, for example through the removal of inappropriate buildings/features or the addition of high-quality designed new extensions.

New development in Swaffham could take the form of new buildings on undeveloped plots or replacement of buildings which do not contribute to the character of the Conservation Area. New development should respect the character and appearance of the Conservation Area and the other historic buildings, particularly Listed or Locally Important Buildings, and their settings. Important green spaces within the Conservation Area should not be developed.

Extensions, alterations and new development should be of a high quality design, construction and detailing. They should be thoughtfully designed, whether in a traditional or contemporary style, so that they remain valued into

the future. High-quality materials should also be used. From a sustainability point of view, this also means the building is durable and elements will not need to be replaced frequently. Reference should be made to the [National Design Guide: Planning practice guidance for beautiful, enduring and successful places](#).

Proposals should be evaluated on a case-by-case basis, as variations in location, building type or style, detailing, etc. between one building or site and another means that what is acceptable for one place may not be for another.

The impact of changes to historic buildings and sites within the Conservation Area should be assessed before change is carried out. The heritage significance of an historic building or the historic setting of a modern building or open site should inform proposals to ensure that they are sensitive to the character and appearance of the Conservation Area and/or Listed Building. This is often done through a Heritage Impact Assessment report, which would be required for any planning permissions or Listed Building Consents, which would set out the building/site's history, heritage significance and the impact (whether positive, neutral or negative) of a proposal. Advice is usually given by a specialist heritage consultant.

Given that archaeological remains have been discovered in the areas, particularly the Anglo-Saxon cemetery at The Paddocks, there is potential for below-ground archaeology to be discovered if a new building is constructed or if excavation works take place for new services. There may be a requirement for archaeological assessment in advance of development to assess the potential for below-ground remains and for excavation or monitoring work to be carried out before or during construction in order that important archaeological remains are identified, recorded and preserved wherever possible.

### Recommendations

These recommendations apply to both historic and modern buildings and structures. They are the responsibility of building owners and occupiers, as well as to consultants and developers planning change to buildings. BDC and statutory authorities, such as Historic England, are responsible for reviewing planning applications for change to ensure alterations, extensions, demolitions or new development within the Conservation Area are appropriate.

- The heritage impact of proposed alterations, extensions, demolition or new development on the Conservation Area, Listed or Locally Important Buildings and their settings will be assessed prior to the approval of works.



- It may be a requirement of works to assess the impact of development on archaeology in advance of works and for excavation work or monitoring work to be carried out before and/or during construction works.
- Proposed alterations, extensions, demolitions or new development should preserve or enhance the character of the Conservation Area.
- Demolitions of buildings, either whole or in part, which contribute positively to the Conservation Area will not be acceptable.
- Demolitions of buildings, either whole or in part, which have a negative impact on the character of the Conservation Area will be supported. This includes the removal of smaller negative features, such as uPVC windows, exposed wiring, visible satellite dishes, etc.
- Demolitions of detracting buildings or structures within the Conservation Area will only be permitted where a suitable new development is proposed, as gap and vacant sites detract from the Conservation Area.
- Alterations, extensions or new development should use appropriate and high-quality materials, whether these are the same as those typically found in the Conservation Area or whether they are new materials that are complementary and thoughtfully used.
- Extensions, alterations and new development will be of a high-quality design, construction and detailing that is valued now and in the future. There is no presumption favour of either traditional or contemporary design.
- Extensions will be subsidiary to the existing buildings in their massing and design.
- New development should be the same or lesser scale and massing to buildings around it and should be subservient to existing historic buildings. It should not compete with or overshadow existing historic buildings.
- Historic plot or field boundaries should be preserved when extensions, alterations or new development occurs.
- Important green spaces within the Conservation Area should not be developed.
- Key views, particularly of the church tower, should be preserved.

*Examples of Good New Buildings or Extensions*

### 10.3.7 Open and Green Spaces and Trees

The green spaces in Swaffham provide an important contrast to the areas of built development. They make an important contribution to the character of the Conservation Area, as well as being community assets, used for walking and leisure, and therefore should be preserved. The churchyard also provides a place of spiritual reflection. The Market Place is the most important open space within the town and this openness should be preserved with no additional buildings infilling the space.

Trees make a significant contribution, particularly to the east of the town but also in the Market Place itself. They should also be preserved and planting enhanced where possible. Small front gardens on the roads leading out of town also provide enhancements to the streetscape. Wherever possible they should not be lost to parking.

### Recommendations

These recommendations apply to the green spaces within the Conservation Area, including public open spaces, the churchyard and private gardens. They are the responsibility of private building/land owners and occupiers, as well as to consultants and developers planning change to sites. BDC is responsible for reviewing planning applications for change to ensure trees are protected and new development includes soft landscaping. BDC are also responsible for maintaining existing trees within the public realm and for reviewing the possibility of new tree planting in public areas, as well as maintaining public green spaces in their ownership.

- Preserve the open Market Place.
- Preserve the green spaces within the Conservation Area.
- Maintain existing trees.
- Replace significant trees if they come to the end of their life.
- Works to trees with a diameter of 75mm or more, measured at 1.5m from ground level, requires planning permission so that BDC can determine whether a Tree Preservation Order (TPO) is required.
- Wherever possible front gardens should not be lost to parking.
- If provision of extra parking is considered acceptable in principle or where opportunities to enhance existing parking in front gardens arises, this requires planning permission and the impact of this should be minimised by:
  - Integrating the parking as part of the overall design and it not dominating the street frontage;
  - Retaining as much of the front and side boundary walls or enclosures as possible;
  - Using high-quality permeable materials such as gravel;
  - Including planting within the scheme to minimise the visual impact.
- New development within the Conservation Area should include planting and soft landscaping.



### 10.3.8 Traffic, Parking, Pedestrian Links and Public Realm

The proliferation of car parking and busy traffic routes through the town centre are key issues within the Swaffham Conservation Area and any opportunities to reduce these should be taken. It is understood that parking directly in the town centre is appreciated by many locals. Therefore, a balance should be struck by retaining some parking in the Market Place while reducing some of the most intrusive areas of parking and providing better links to free parking close to the town centre. The large carpark between the Butter Cross and Assembly Rooms is the most visually intrusive area, being a large, flat space filled with cars and with more basic tarmac landscaping than the higher quality public realm throughout the rest of the Market Place. This parking area particularly intrudes on the setting of the Butter Cross and Assembly Rooms and the focus should be to remove or reduce this area of parking as a priority. The provision of a greater area of high-quality public realm, with similar shared space hard landscaping, using high-quality materials would be of great benefit to the setting of surrounding heritage assets.

The Lynn Street Car Park is within the Conservation Area and is also utilitarian in quality. It is situated adjacent to short terraces of historic buildings, intruding on their setting. The provision of better quality hard-landscaping, greenery and public realm would improve the setting of these buildings and Lynn Street in general. In the short term the cobbled paving areas which are damaged should be repaired.

The parking area within The Shambles and surfaces on the connecting pathways and outside the front of shops are a poor quality and unattractive area of public realm. There are narrow lanes leading into the area which could provide pedestrian links across The Shambles. The whole space in general could be reworked, together with the improvement of the condition of the rear of buildings facing the area, to provide an area of better public realm which could have a creative new use, such as an area for a food market or food and beverage outlets to provide more night-time activity in the town.

The reduction in parking in the town centre would mean current parking provisions elsewhere would need to be better promoted. The Theatre Street Car Park is by far the biggest carpark in the town and is underused much of the time, though on market days it is well used because the Market Place Car Park is taken over with stalls. There are also car parks on Lynn Street and Station Street not far from the town centre.

Better signage to these carparks, as well as improved pavements, would help to encourage use of these alternate carparks. In conjunction with this, the location of pedestrian crossings should be reviewed to ensure they are located in the places where they are needed so that people have safe crossing points. Lighting should also be reviewed to ensure that there is adequate and safe lighting provided on narrow lanes and side streets, including those leading to carparks outside the town centre, to better encourage people to use them.

Developing and linking public footpaths within the town centre to those outside of town, such as the Peddars Way, would help encourage walkers into the centre of town for refreshments along their walks, boosting local business.

The reduction of street clutter, unnecessary signage and surplus railings would greatly help to improve the visual characteristics of parts of the town centre. Large commercial bins located in prominent locations, particularly to the rear of the Corn Hall, would benefit from screening to reduce their negative visual impact. A creative new use for the redundant telephone box, such as a tourist information point or community book exchange, would give a new lease of life to this listed structure and would mean its condition was improved.

## Recommendations

These recommendations apply to roads, pavements, public pathways and car parking areas within the Conservation Area. They are the responsibility of BDC and Norfolk Country Council.

- Any future schemes to reroute traffic away from the route through the centre of Swaffham will be welcomed.
- Any new schemes of public realm features, such as bollards, benches, planters, etc. will be co-ordinated and high-quality. There is no presumption in favour of traditional or cotemporary styles.
- Remove or reduce car parking between the Butter Cross and Assembly Rooms.
- Any new or reworked hard landscaping within the Market Place should be high-quality. It should match the same high-quality standard of public realm schemes carried out in recent years.
- Repair damaged cobbled surfaces on Lynn Street.
- Improve the hard landscaping and public realm of the Lynn Street Car Park.
- Improve the public realm within The Shambles.
- Investigate new uses for The Shambles which could enliven this currently undervalued space;
- Provide better signage to public car parks outside of the town centre.
- Provide improved pedestrian routes to car parks outside of the town centre, for example by improving pavement surfaces, widening pavements so they are accessible for those with limited mobility or with pushchairs, or improving lighting on narrow lanes and side streets.
- Review the location of pedestrian crossings within the town centre and revise as necessary.
- Review street signage, railings, traffic lights, etc. and reduce their number or rationalise their distribution to the minimum necessary for safety and traffic control.
- Screen or discreetly locate domestic and commercial bins.
- Find a new use for the redundant telephone box to the north of the Corn Hall and carry out refurbishment works.



### 10.3.9 Shopfronts

Retail and hospitality (public houses, cafés, restaurants) are the primary uses within the Market Place in Swaffham and therefore the appearance of shopfronts is a key part of the character of the town centre (see [pages 75](#) and [177](#) for good examples). There are many good quality historic shopfronts remaining in Swaffham, with some good modern ones, but poor signage, window stickers and large, unbroken areas of glazing detract on some shops. The improvement of these shopfronts would greatly benefit the appearance of the Conservation Area. Historic shopfronts should be retained. Regular maintenance and repair is also vitally important to maintaining the condition and visual appearance of shopfronts.

A shopfront is part of a building as a whole, rather than being a separate entity. The design of shopfronts therefore needs to reflect the style, proportions, vertical or horizontal emphasis and detailing of the rest of the building, particularly the principal elevation. A shopfront needs to sit within the original building framework set by structural and decorative features within the elevation; columns or pilasters for example should be carried down to ground floor.

Where a unit extends or is proposed to extend across more than one building (i.e. across two or more buildings in a terraced row), it is important that the vertical division between the buildings is retained or

reinstated. This may also require the use of signage which is divided in two or more parts. On large modern buildings, long spans of glazing and fascias could be divided up to create a less monotonous appearance that better reflects the narrower rhythm of historic buildings around the Market Place.

It is highly desirable to reinstate historic features, such as corbels and pilasters, where these have been lost and the placement of them, or vestiges of their original design, remain. Historic photography could also be used to identify the appearance of historic features which have been lost. There are many historic photographs of shopfronts in Swaffham held at the Swaffham Museum.

Where it is appropriate to replace all or parts of shopfront, traditional styles (or designs that retain the same proportions and materiality) are likely to be most appropriate on historic buildings, but non-traditional, sympathetically designed shopfronts would be appropriate in more recent and new buildings. The replacement of inappropriate modern alterations to shopfronts with suitably designed traditional alternatives is encouraged.

The components of a traditional shopfront are identified on the drawings on the following page. Pilasters, corbels, cornice, fascia and stallrisers are all important elements in traditional shopfronts which create its visual proportions. Fascias are of notable

importance and should be in proportion to the rest of the shopfront and not overly large. Furthermore, fascias should not extend up above cornice level, down across the window or beyond the corbels on either side. Plastic signs affixed to fascia boards are not successful in terms of their visual appearance or the harmony of shopfront proportions. Similarity, printed metal or plastic sign panels on buildings where there is not a shopfront are usually less successful than a painted timber sign or individually applied lettering. Temporary advertising banners should only be used temporarily and not become permanent fixtures on a building, as these are of lesser quality and visual appearance than a good quality painted timber sign.



*The Swaffham Co-Operative Society shop in the 1930s (courtesy of Swaffham Heritage)*

Components of a Traditional Shopfront



Fred Christopherson Pharmaceutical Chemist, 1925 (courtesy of Swaffham Heritage)



Ploughwright's shop, 1962 (courtesy of Swaffham Heritage)



Double Shopfront



The design and detailing of advertising and signage content, both on fascias and hanging signs, are also important in the Conservation Area. Signage should complement the design of the shopfront and building, conveying a sense of permanence and quality, rather than brashness. Colour palettes, lettering style and illumination need to be considered in the design of a complementary shopfront. Colours schemes for shopfronts and signage should not be garish, preferably blending in with other subtle tones established elsewhere in good shopfront examples in the town centre. Where chain stores, restaurants, banks, etc. have corporate branding that is designed for heritage settings, this should be used in the Conservation Area. With regards to illumination, internally lit signage is inappropriate within the Conservation Area, with subtle external lighting being more appropriate.

Full height glazing is a modern feature and does not reflect the character of historic buildings. Smaller windows with stallrisers (a plinth under the window), transoms and mullions are typical traditional features and more appropriate in historic contexts. Traditional and characteristic materials, such as painted timber, will best enhance the historic character of the buildings.

Awnings and canopies can add interest to the street scene and are a feature of shopfronts seen in historic photographs of Swaffham. There are only a few examples of canopies in Swaffham today. More would be appropriate if sensitively designed. Canopies should avoid obscuring historic features, should be retractable and made of canvas. Dutch-style canopies, which are visible when retracted are not appropriate. Canopies would have traditionally been positioned above fascia signage and this is therefore the most appropriate position for replacement or new canopies; projecting hanging signage will allow the shop name and advertising to remain visible when the canopy is down. Plastic materials for canopies are not appropriate and canvas should be used.

Metal roller shutters would have a detrimental effect on the appearance of the Conservation Area. They obscure historic features and window displays. There are several alternatives to roller shutters, which should be considered, including more open grilles, which can be fitted internally or externally, and toughened glazing. Improving the overall appearance of the street scene, including public realm and street lighting, would assist in lowering crimes targeting shops and, along with other measures, could reduce the need for such high security requirements.

Many shops in the town centre were originally houses and have had shopfronts added on the ground floor. Good quality historic shopfronts demonstrate the history of a building and therefore should not be removed. However, there are some poor-quality modern shopfronts, particularly on Station Street, which could either be replaced with a better-quality traditional style shopfront or be converted back into residential properties with reinsertion of the ground floor walls, windows and door. This, however, would have to be done with careful research to establish the original form of the building, through research into historic photographs, plans and confirmation from records that the building was originally residential.

Where a good quality shopfront survives but the shop is no longer in use and it is deemed appropriate to convert the building to residential use, the shopfront should be retained. Replacement with solid walls and windows would not be acceptable. To ensure privacy, internal blinds or curtains are preferable to opaque glazing or film. The shop door should become the front door of the property. If the building is being divided into flats, additional doors into individual flats should be located beyond the front door, rather than inserting new doors into the shopfront.

## Recommendations

These recommendations apply mainly to historic buildings and structures but the same best practice recommendations apply for modern buildings as well. They are the responsibility of building owners and occupiers, as well as to consultants and developers planning change to buildings. BDC is responsible for reviewing planning applications for change to ensure shopfront design is appropriate for the Conservation Area.

- Carry out regular maintenance to ensure the long-term condition and appearance of shopfronts.
- Surviving historic shopfronts should be retained.
- Reinstatement of lost features on historic shopfronts is desirable.
- Where a unit extends across more than one building, the vertical division between the buildings should be retained or reinstated.
- The design of a shopfront should be considered as part of the whole building, rather than as a separate entity.
- Replacement shopfronts (either in whole or in part) should take account of the period and style of the building they are within.
- Traditional shopfront components (pilasters, corbels, fascias, etc.) are encouraged where appropriate. However, this does not exclude contemporary design where it is very high-quality and designed to be in keeping with the building in which it sits.
- Fascias should not extend up above cornice level, down over the window or across corbels at either end.
- Windows should be divided up into smaller areas of glazing using timber transoms and mullions.
- Painted timber and glazing are the most appropriate materials for shopfronts, including signage.
- Illumination should be external rather than internal.
- Window stickers or features which obscure the view into the shop should be avoided.
- Canopies and awnings should be retractable and in canvas.
- Any security features required should be sympathetic to the historic appearance of the area. External roller shutters will not be acceptable.
- Buildings that were originally residences and have poor-quality modern shopfronts could be converted back to their original residential appearance if redundant as a commercial use and if well researched to establish the original form of the building.
- Conversion of good quality historic shopfronts to residential use may be acceptable if the shopfront is retained.



*Shops on London Street, early-twentieth century (courtesy of Swaffham Heritage)*



### 10.3.10 Controls and Enforcement

Statutory controls are in place to protect the special architectural and historic character and appearance of Swaffham Conservation Area. They are intended to prevent change which would have a negative impact or cumulative detrimental effects on Swaffham's special interest.

Permitted Development Rights, as defined by *The Town and Country Planning (General Permitted Development) (England) Order 2015*, are works which can be undertaken without the need to gain planning permission. Permitted Development Rights are reduced in a Conservation Area, meaning that planning permission is needed for works which materially affect the external appearance of a building including the following:

- The total or substantial demolition of buildings or structures (including walls of over 1m in height, gate piers and chimneys);
- Other partial demolition including new openings in external elevations;
- Works to trees with a diameter of 75mm or greater, measured at 1.5m from soil level;

- Changes to the external finish of a building (including rendering, pebble dash or other cladding);
- Changes to the roof shape including installation of new dormer windows and chimneys;
- Any extension other than a single storey rear extension of 4 metres or less (3 metres or less if the house is detached or semi-detached);
- Extensions to the side of buildings;
- Any two storey extensions;
- Erection of an outbuilding to the side of a property;
- Aerials and satellite dishes on chimneys or elevations visible from the street;
- Putting up advertisements and other commercial signage (Advertising Consent may also be required);
- Changing the use of a building (e.g. from residential to commercial); and
- In most cases, installing solar panels.

For further information and advice about when planning permission is required within a conservation area, see the guidance on the Government's Planning Portal (<https://www.planningportal.co.uk/permission>), the Council's own website (<https://www.breckland.gov.uk/planningbuildingcontrol>), contact the Planning and Building Control department or use the Council's pre-application advice service.

In addition to planning permission, Listed Building Consent is required for works of alteration, demolition or extension to Listed Buildings. Works to Listed places of worship that are in religious use by exempt denominations do not require Listed Building Consent and planning permission for demolition in Conservation Areas (though are not exempt from other planning permissions).<sup>04</sup> Instead those denominations must have an alternative system in place that provides equally strong controls on the Listed Building as Listed Building Consent. The Church of England, for example, has a system whereby the applicant has to obtain a 'faculty' permission from the local Diocesan Advisory Committee.

<sup>04</sup> For further information see: <https://historicengland.org.uk/advice/hpg/consent/ecclesiasticalexemptions/>

The extent of permitted development (i.e. changes that are allowed without requiring consent from the Local Authority) can be further restricted in Conservation Areas through the application of an Article 4 Direction. These provide additional controls by specifically revoking certain permitted development rights, meaning that Planning Permission needs to be sought and approved before work can be undertaken. For example, controls could be put in place to monitor the replacement of windows to ensure they are carried out in appropriate materials and opening types.

BDC has the power to undertake enforcement against breaches of planning control when development has been carried out without planning permission or if conditions applied when planning permission was granted have not been complied with.<sup>05</sup> There are various options for local planning authorities to tackle breaches. The most relevant for the Swaffham Conservation Area are likely to include:

- Requiring a retrospective planning application for works carried out without permission;

- Serving a planning contravention notice in order to find to more information about works that have been carried out to conclude whether enforcement is required;
- Issuing an enforcement notice or planning enforcement order setting out what constitutes a breach of planning control and the actions required to remedy the breach;
- Issuing a stop or temporary stop notice on any activities which it suspects constitutes a breach in planning control;
- Issuing a breach of condition notice if planning conditions are not complied with; and
- Listed building enforcement where listed building consents are not obtained or listed building consent conditions are not complied with.

When a building has been neglected and is in disrepair, with the risk of loss of important fabric through decay, local authorities have various measures which can encourage the owners to undertake works (see Historic England's [Stopping the Rot: A Guide to Enforcement Action to Save Historic Buildings](#)):

- Section 215 of the *Town and Country Planning Act 1990* gives local planning authorities powers to require land to be cleaned up when its condition adversely affects the amenity of the area, such as vacant sites or derelict buildings;<sup>06</sup>
- Urgent Works Notices which give the local authority powers to directly carry out works required to urgently make an unoccupied listed building weather tight to prevent further decay;
- Repairs Notices allow a local authority to specify the works the owner should carry out to secure the condition of a building; and
- Compulsory Purchase Orders are a last resort where local authorities can compulsorily purchase a listed building to repair it or sell it to an organisation, such as a preservation trust, to be restored.

<sup>05</sup> For further information see: <https://www.gov.uk/guidance/ensuring-effective-enforcement#planning-enforcement-overview>

<sup>06</sup> For further information see: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/11491/319798.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/11491/319798.pdf)



## Recommendations

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These recommendations apply to all buildings, structures and sites within the Conservation Area. It is the responsibility of building owners and occupiers, as well as to consultants and developers planning change to apply for the necessary consents and comply with conditions of planning permission or Listed Building Consent. BDC is responsible for taking necessary enforcement action against deliberate neglect or inappropriate change carried out without planning permission or Listed Building Consent.

- Planning permission must be sought for development which falls outside of the scope of permitted development in Conservation Areas.
- Listed Building Consent must be obtained in addition to planning permission for works to Listed Buildings.
- BDC must use enforcement powers to resolve breaches of planning control.
- BDC should use powers such as Section 215s, Urgent Works Notices, Repair Notices or Compulsory Purchase Orders to prevent the further deterioration of neglected buildings in poor condition and at risk of further decay.

INTRODUCTION

HERITAGE  
ASSETS

SPECIAL  
INTEREST

ARCHAEOLOGY  
AND HISTORY

CHARACTER  
APPRAISAL

CHARACTER  
AREAS

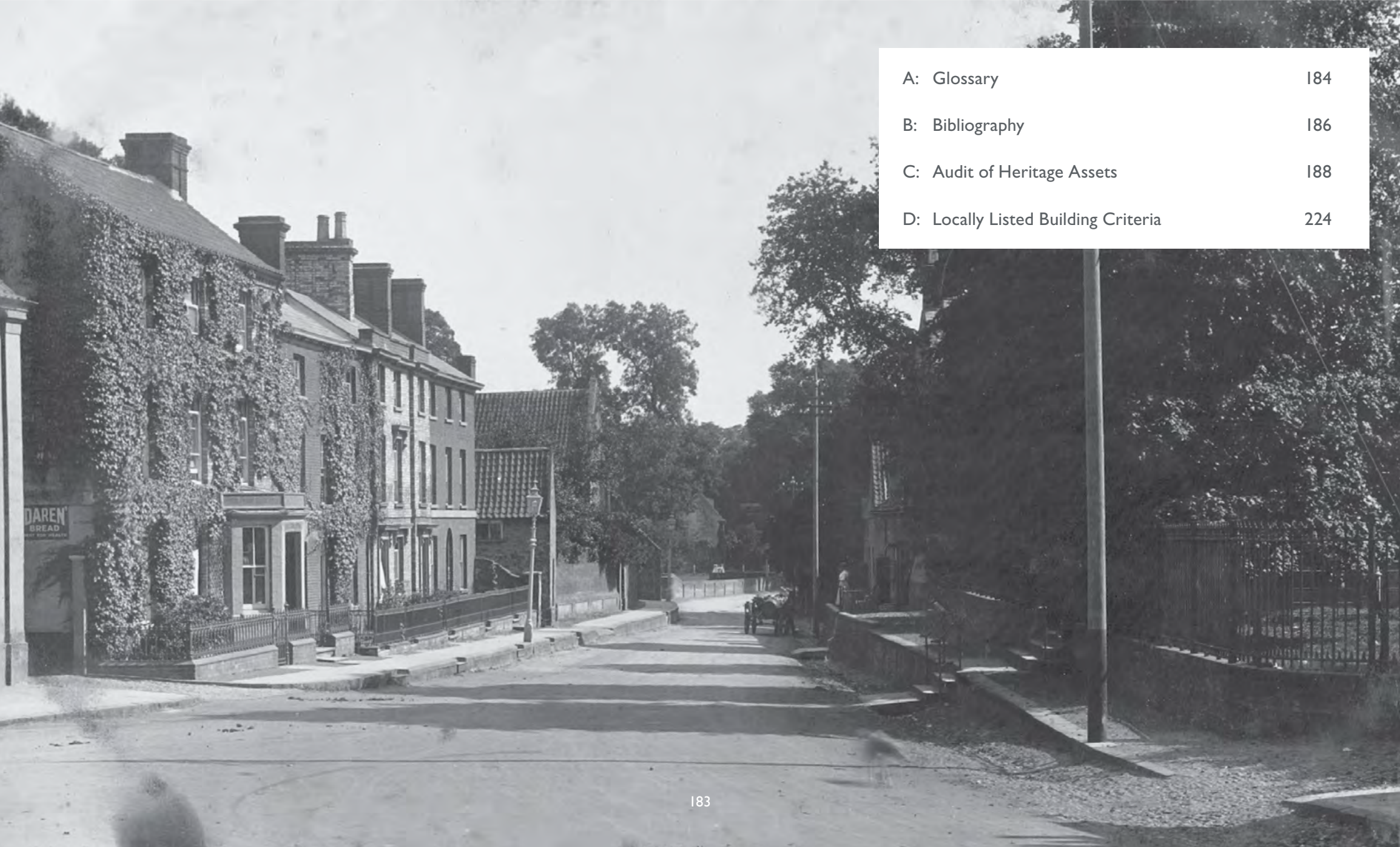
LOCALLY  
IMPORTANT  
BUILDINGS

BOUNDARY  
ANALYSIS

ISSUES

MANAGEMENT  
PLAN

A: Glossary	184
B: Bibliography	186
C: Audit of Heritage Assets	188
D: Locally Listed Building Criteria	224





**ARCHITRAVE** Moulded surround to an opening or recess. In classical architecture the lowest part of the entablature.

**ASHLAR** Masonry of smooth squared stones in regular courses.

**BARGEBOARD** A timber board, often decorative, fixed at the overhanging edge of a gable to hide the ends of the roof timbers.

**CASEMENT** A window hinged on one side, so it open outwards or inwards.

**CONSERVATION** The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.

**CORNICE** An ornamental moulding at the junction of the wall and the ceiling, or a moulded ledge along the top of a building. In classical architecture the top part of an entablature.

**EAVE** The horizontal overhang of a roof projecting beyond the face of a wall.

**ENTABLATURE** The horizontal component of a building or structure, usually decorated, that lies directly above columns or other supports; in classical architecture the entablature is composed of an architrave, a frieze and a cornice.

**GABLE** The triangular upper portion of a wall at the end of a pitched roof. It normally has straight sides but there are variations such as crow stepped (stepped sides), Dutch (curved sides crowned by a pediment) and shaped (multi-curved sides).

**GLAZING BARS** Bars dividing window sashes into smaller parts.

**HEADER** Brick laid so that the end only is visible in the face of the wall.

**HERITAGE ASSET** A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).

**HIPPED ROOF** A roof where the slopes rise from the eaves on all sides of the building i.e. with sloped ends instead of vertical gables.

**HISTORIC ENVIRONMENT** All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

**LINTEL** A beam spanning an opening: doorway, window or fireplace.

**NON-DESIGNATED HERITAGE ASSET** Buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions but which do not meet the criteria for designated heritage assets.

**PEDIMENT** A shallow pitched gable used in classical, renaissance and neoclassical architecture above doors and windows. Derived from the shallow pitched gable end of a classical temple.

**RENDER** A durable external covering (normally a lime/sand mix) that is designed to; protect the wall from weather; to act as a decorative coating, or to hide coarse masonry.

[INTRODUCTION](#)[HERITAGE  
ASSETS](#)[SPECIAL  
INTEREST](#)[ARCHAEOLOGY  
AND HISTORY](#)[CHARACTER  
APPRAISAL](#)[CHARACTER  
AREAS](#)[LOCALLY  
IMPORTANT  
BUILDINGS](#)[BOUNDARY  
ANALYSIS](#)[ISSUES](#)[MANAGEMENT  
PLAN](#)

**RUSTICATION** Where individual masonry blocks are cut back around the edges to create the appearance of deep set joints.

**SASH WINDOW** A timber window consisting of two vertically sliding sashes, operated by counterweights concealed in a boxed frame.

**SETTING OF A HERITAGE ASSET** The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

**SETTS** Small Granite, or Yorkstone, blocks of stone commonly used in the nineteenth century to pave city centre streets. Modern versions can be in brick.

**SIGNIFICANCE** The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

**STRETCHER** A brick laid so only its long side is visible on the face of a wall.

**TRACERY** Ornamental intersecting stonework in the upper part of a window, screen or panel.

**QUOINS** Masonry blocks set at the corner of a wall, sometimes structural but often merely for architectural emphasis.



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#### NORFOLK RECORD OFFICE


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INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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## LONDON STREET




Heritage Asset Name	Boundary Wall South of Number 62 (Holly House)
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269649">https://historicengland.org.uk/listing/the-list/list-entry/1269649</a>
Brief History	Built c.1760-70.
Description	Red brick boundary wall with stepped brick coping. Rebuilt arched doorway at north end. Wall returns west at south end.

Heritage Asset Name	Holly House Flats A-G
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269648">https://historicengland.org.uk/listing/the-list/list-entry/1269648</a>
Brief History	Built c.1760-70, subdivided in twentieth century.
Description	House, now a house and seven flats over two floors, red brick in header bond.

Heritage Asset Name	39 London Street
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269646">https://historicengland.org.uk/listing/the-list/list-entry/1269646</a>
Brief History	Built c.1805-10 and restored 1989-90
Description	House of two storeys and dormer attic in red brick and slate.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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LONDON STREET (cont'd)

Heritage Asset Name	40,42 and 44 London Street	Heritage Asset Name	27 London Street	Heritage Asset Name	25 London Street
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269647">https://historicengland.org.uk/listing/the-list/list-entry/1269647</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269645">https://historicengland.org.uk/listing/the-list/list-entry/1269645</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269644">https://historicengland.org.uk/listing/the-list/list-entry/1269644</a>
Brief History	Dated 1840	Brief History	Dated late eighteenth century with some twentieth century alterations/additions.	Brief History	Late eighteenth century extended and raised in the nineteenth century.
Description	Three houses. Red brick with gault-brick façade and slate roof. Three storeys in irregular five-window range. Three four-panelled doors with overlights.	Description	House. Rendered and whitewashed brick and flint with pantiled roof. Two storeys with a three-window range. Dental eaves cornice. Tall south parapet. Gabled roof with internal gable-end stacks north and south.	Description	House. Two storeys and dormer attic. Single window range. Gabled roof with one gabled dormer. Gabled roof over dentil eaves cornice.




INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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LONDON STREET (cont'd)


Heritage Asset Name	Shirley House	Heritage Asset Name	Thornton House	Heritage Asset Name	Westgate and Fernside
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269643">https://historicengland.org.uk/listing/the-list/list-entry/1269643</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269641">https://historicengland.org.uk/listing/the-list/list-entry/1269641</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269639">https://historicengland.org.uk/listing/the-list/list-entry/1269639</a>
Brief History	House, now local Conservative Association/ Club. C.1770, refronted in late twentieth century.	Brief History	Mid eighteenth-century house. Divided into offices late twentieth century.	Brief History	c.1770. Divided into flats in twentieth century.
Description	Red Brick, classical town house of five bays and three storeys with timber doorcase of Doric columns with block entablatures and an open pediment. Modillion eaves cornice. A blind oculus in the main pediment.	Description	Two storey red brick of five unequal bays. Some window being of 6/6 sashes or 8/8. Secondary twentieth century external glazing. Dentil eaves cornice. Gabled roof with internal gable stacks.	Description	Pair of houses. Nos.13 and 15 London Street. Red brick Flemish bond, roof of black-glazed pantiles at the front and red to the rear.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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LONDON STREET (cont'd)

Heritage Asset Name	20 London Street
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269642">https://historicengland.org.uk/listing/the-list/list-entry/1269642</a>
Brief History	Mid nineteenth century shop with accommodation.
Description	Red brick of black-glazed pantiles. Two storeys in a three-window range. Nineteenth century shopfront occupies south half of elevation: plate glass window display to the left, blocked door to the right and a half-glazed doorway right of this under a six-vanned metal fanlight. Dentil eaves cornice and gabled rook.




Heritage Asset Name	16 and 18 London Street
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269640">https://historicengland.org.uk/listing/the-list/list-entry/1269640</a>
Brief History	Mid nineteenth century shop.
Description	Red brick roof of black-glazed pantiles. Two storeys with a two-window range. The plate glass on the window dates from c.1870 with a twentieth century glazed entrance door to the right. Late nineteenth century canted bay window fitted with horned sashes.

Heritage Asset Name	Ventnor House
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269638">https://historicengland.org.uk/listing/the-list/list-entry/1269638</a>
Brief History	Late seventeenth century house, extended in the early and late 1700s. 1800s red brick façade. Main building raised into two storeys in late eighteenth century.
Description	Red brick. Two storeys and dormer attic with a four-window range. Central six-panelled door with overlight within timber doorcase with scrolled consoles under hood. Fenestration of six/six unhorned sashes, those at ground floor with segmental arches. Street elevation has two, four and four windows.




INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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LONDON STREET (cont'd)


Heritage Asset Name	9 London Street	Heritage Asset Name	No.5 (Romford House) and No.7	Heritage Asset Name	Methodist Church
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269637">https://historicengland.org.uk/listing/the-list/list-entry/1269637</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269636">https://historicengland.org.uk/listing/the-list/list-entry/1269636</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269606">https://historicengland.org.uk/listing/the-list/list-entry/1269606</a>
Brief History	Late seventeenth century. Pair of houses now one shop.	Brief History	Early eighteenth century altered late twentieth century. Pair of houses now restaurants.	Brief History	Weslyan chapel built 1813.
Description	Dressed flint and brick elevation with pantiled roof. Two storeys and a dormer level of three gabled windows. Brick string course and dentilled eaves cornice. Classical timber door casement of Doric pilasters.	Description	One storey and attic dormer, re-fronted and raised to two storeys and attic dormer c.1760. Symmetrical elevation. Seven window range central windows blocked. Four attic dormers. Pantile roof.	Description	Gault-brick façade, partially rendered with slate roof. Two storey elevation of three bays separated by pilasters. Twentieth century windows the upper ones arched and all recessed. Gouched arches. Centre bay has recessed porch with four doric columns. six-panneled doors. four pinnacles of the roof.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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LONDON STREET (cont'd)

Heritage Asset Name	I London Street
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269633">https://historicengland.org.uk/listing/the-list/list-entry/1269633</a>
Brief History	Shop and warehouse, early nineteenth century. Converted to shop and offices in twentieth century.
Description	Three storeys. Red brick and slate. North elevation four window range. West elevation late nineteenth century shop window with four reeded pilaster strips framing half-glazed door to right and three-part display window to the left.


Heritage Asset Name	Town Hall and attached front railings
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269635">https://historicengland.org.uk/listing/the-list/list-entry/1269635</a>
Brief History	House. Later used as town hall. Early nineteenth century.
Description	Red brick slate roofs. Two storeys with three dormer windows. Three window range. Window bays slightly projecting forward.


Heritage Asset Name	White Hart Inn
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269634">https://historicengland.org.uk/listing/the-list/list-entry/1269634</a>
Brief History	Public House. Late seventeenth century rebuilt eighteenth century
Description	Gabled two storeys and dormer attic. Flint and brick rendered. Three pilasters. Four window range over two distinct sections.




INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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## MARKET PLACE




Heritage Asset Name	Market Cross
Photograph	
Designation	Grade I
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269570">https://historicengland.org.uk/listing/the-list/list-entry/1269570</a>
Brief History	Built 1781-83 by (James?) Wyatt for the Earl of Orford
Description	Limestone and lead half round dome roof. Circular plan of eight roman Doric columns. Topped with statue of Ceres.

Heritage Asset Name	The Greyhound Public House
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269569">https://historicengland.org.uk/listing/the-list/list-entry/1269569</a>
Brief History	House now PH. Early sixteenth century extended c.1740
Description	Rendered brick and flint and pantiled roof of two storeys. four-window range.

Heritage Asset Name	93 and 95 Market Place
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269568">https://historicengland.org.uk/listing/the-list/list-entry/1269568</a>
Brief History	Built early and altered late nineteenth century
Description	Rendered brick and flint two storey and dormer attic. Three-window range. Large ground floor bow window.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	Montpellier House and Western House	Heritage Asset Name	Red Lion Inn	Heritage Asset Name	85 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269567">https://historicengland.org.uk/listing/the-list/list-entry/1269567</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269566">https://historicengland.org.uk/listing/the-list/list-entry/1269566</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269565">https://historicengland.org.uk/listing/the-list/list-entry/1269565</a>
Brief History	House. Built c.1750. Divided into two late twentieth century.	Brief History	PH. Early eighteenth century, altered in twentieth century.	Brief History	House, later, shop. Late eighteenth century with later alterations.
Description	Knapped flint with gault-brick dressings. Three storeys. Seven window range. Much rustication and brick quoins. Porch with Doric columns.	Description	Two storeys in three window range. Pebbledashed and colourwashed flint and brick. Pantiled and has some brick quoining.	Description	Two storeys and dormer attic over two window range. Ground floor with curved plate-glass shopfront under projecting canopy box.






INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	83 and 83A Market Place	Heritage Asset Name	Gates to Churchyard of St Peter and St Paul	Heritage Asset Name	63 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269564">https://historicengland.org.uk/listing/the-list/list-entry/1269564</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269629">https://historicengland.org.uk/listing/the-list/list-entry/1269629</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269563">https://historicengland.org.uk/listing/the-list/list-entry/1269563</a>
Brief History	House, now offices and flat. Late eighteenth, converted twentieth century.	Brief History	Installed c.1840-50	Brief History	c.1540 house. Converted to shop nineteenth century. Altered 1965
Description	Two storeys and dormer attic over four window range. Red brick Flemish bond with roof of black glazed pantiles. A pair of Late twentieth century canted display windows on ground floor.	Description	Wrought Iron. Four open trellis square piers rising to volute finials with fittings for gas lamps. Double gates between.	Description	Two storeys over two window range. Rendered brick and flint. Pantiled roof. Glazed shop windows, 1965.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	48, 50, 50A and 50B Market Place	Heritage Asset Name	46 Market Place	Heritage Asset Name	38 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269603">https://historicengland.org.uk/listing/the-list/list-entry/1269603</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269602">https://historicengland.org.uk/listing/the-list/list-entry/1269602</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269600">https://historicengland.org.uk/listing/the-list/list-entry/1269600</a>
Brief History	Late eighteenth century. House now pair of shops.	Brief History	Late eighteenth century. House, then bank, then house. Now shops since 1970s.	Brief History	Mid-eighteenth, altered late eighteenth and early twentieth centuries. House now shop and accommodation.
Description	Two storeys and dormer attic over five window range. Rendered roughcast brick and flint.	Description	Three storeys in a five-window range with pantile roof. Ground floor has two twentieth century shopfronts. Upper windows have painted surrounds.	Description	Three storeys in five window range. Painted brick with roof of black-glazed pantiles. Twentieth century double plate glass shopfront to the left. Mid-eighteenth century moulded cornice.






INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	Plowright Place	Heritage Asset Name	34 and 34A Market Place	Heritage Asset Name	Fitzroy House
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269599">https://historicengland.org.uk/listing/the-list/list-entry/1269599</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269597">https://historicengland.org.uk/listing/the-list/list-entry/1269597</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269595">https://historicengland.org.uk/listing/the-list/list-entry/1269595</a>
Brief History	c.1860 Foundry. Converted to shopping arcade 1982	Brief History	c.1790 house, converted to shops and flat twentieth century	Brief History	c.1770 house now offices
Description	Two storey façade in almost symmetrical five window range. Yellow brick under slate roof and pantiles at rear. Rear ranges flint and brick dressings. Central gable over an arched two light casement window at first floor above carriageway.	Description	Three storeys over five window range. Ground floor has two plate glass window displays. Dentil eaves cornice.	Description	Three storeys over a five window range. Red brick with roof of black pantiles. Central pedimented timber door case. Fourteen sash windows. String courses and dentil eaves cornice.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	26, 28 and 30 Market Place	Heritage Asset Name	20 Market Place	Heritage Asset Name	18 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269591">https://historicengland.org.uk/listing/the-list/list-entry/1269591</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269587">https://historicengland.org.uk/listing/the-list/list-entry/1269587</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269586">https://historicengland.org.uk/listing/the-list/list-entry/1269586</a>
Brief History	Late eighteenth century pair of houses, converted to offices in twentieth century.	Brief History	1740-1750 townhouse. seventeenth century cross wing added. Adapted to as bank in nineteenth century and as a headmaster's house in twentieth century.	Brief History	1780-1800 house adapted to a school 1896
Description	Three storeys in a seven-window range. Red brick with mix of red and black roof pantiles. Two symmetrically placed doorways with stuccoed doorcases and plain entablatures, details and hood. Eighteen windows. Bottom left two are twentieth century.	Description	Two storeys with attic and three dormers over a five-window range. Brink and flint with pantile roof. Rusticated ground floor with plat band over. North and south ends had red brick pilasters. Central door case and 12 windows	Description	Two storeys over three window range. Red brick and slate roof. Painted band over ground floor. Plaque at ground floor records foundation of school (1736). Doorcase to the south. Total of five windows with gauged skewback arches.






INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

<b>Heritage Asset Name</b>	Gates, piers and flanking walls north of 18 Market Place	<b>Heritage Asset Name</b>	Oakleigh House	<b>Heritage Asset Name</b>	Front wall to north of Nos.16 and 18 Oakleigh House
<b>Photograph</b>		<b>Photograph</b>		<b>Photograph</b>	
<b>Designation</b>	Grade II	<b>Designation</b>	Grade II*	<b>Designation</b>	Grade II
<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269588">https://historicengland.org.uk/listing/the-list/list-entry/1269588</a>	<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269627">https://historicengland.org.uk/listing/the-list/list-entry/1269627</a>	<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269584">https://historicengland.org.uk/listing/the-list/list-entry/1269584</a>
<b>Brief History</b>	Built late eighteenth century. Walls rebuilt twentieth century	<b>Brief History</b>	House. Early seventeenth with early eighteenth century façade.	<b>Brief History</b>	Early seventeenth century. Altered c.1740
<b>Description</b>	Two square plan gate piers of red brick each surmounted by a carved Coade stone finial on a stone base, the two urns having vine trail decoration.	<b>Description</b>	Two storeys with attic dormers over a seven-window range. Flint and brick with yellow brick dressings. Centre three bays broken forward and rusticated quoins. Rusticated quoins at either ends. Central panelled Gibbs door. Central pediment has Diocletian window heavily rusticated.	<b>Description</b>	Boundary wall. Flint and brick. Brick dressings to plinth course.




INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	19, 19A and 19B Market Place	Heritage Asset Name	Nos.21 (Kings Arms Public House) and 23	Heritage Asset Name	25 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269585">https://historicengland.org.uk/listing/the-list/list-entry/1269585</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269589">https://historicengland.org.uk/listing/the-list/list-entry/1269589</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269590">https://historicengland.org.uk/listing/the-list/list-entry/1269590</a>
Brief History	Late eighteenth century house, converted to shops and office late twentieth century.	Brief History	Mid-seventeenth century PH and shop	Brief History	Early seventeenth century house, altered nineteenth century, now shops.
Description	Two storeys with three attic dormers over a five-window range. Red brick and black glazed pantiles. Central plate glass door under hood on brackets, between two shopfronts twentieth and nineteenth century styles. Dentil eaves cornice.	Description	Two storeys and dormer attic over four window range. Flint and brick, pantiled roof, ground floor rendered. Right end as plate-glass shop display window. First floor has four mullioned windows.	Description	Two storey façade in a two-window range. Rendered and whitewashed flint and brick with pantile roof. Central glazed door between two plate glass shop display windows.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	27 Market Place	Heritage Asset Name	29 Market Place	Heritage Asset Name	31 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269592">https://historicengland.org.uk/listing/the-list/list-entry/1269592</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269593">https://historicengland.org.uk/listing/the-list/list-entry/1269593</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269594">https://historicengland.org.uk/listing/the-list/list-entry/1269594</a>
Brief History	Late seventeenth century house, converted to shop late nineteenth century.	Brief History	Early seventeenth century house, converted to shop late nineteenth century.	Brief History	c.1770 house converted to shop in twentieth century.
Description	Two storeys and dormer attic, two-window range. Flint and brick, ground floor rendered. Pantile roof. Rebuilt brick parapet with cast iron railing.	Description	Two storeys, two-window range. Flint with brick dressings with a rendered façade. Pantile roof. Ground floor with plate glass window display to the right of doorway in angled corner.	Description	Two storeys, three-window range. Red brick with roof of red and black glazed pantiles. Plate glass window display either side of doorway within stuccoed surround. Dentil eaves cornice.



INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	33 Market Place	Heritage Asset Name	Post Office	Heritage Asset Name	39 and 41 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269596">https://historicengland.org.uk/listing/the-list/list-entry/1269596</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269598">https://historicengland.org.uk/listing/the-list/list-entry/1269598</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269601">https://historicengland.org.uk/listing/the-list/list-entry/1269601</a>
Brief History	Early eighteenth century house, converted to shop in twentieth century.	Brief History	Late eighteenth century house, raised to three storeys in twentieth century, now post office.	Brief History	c.1730-40 house, on site of early sixteenth century house. Formerly known as National Provincial Bank.
Description	Two storey, single-window range. Rendered flint and brick with roof of black glazed pantiles. Plate glass shopfront.	Description	Three storey three-window range. Red brick and slate roof. Plate glass window display to right and left of timber doorcase.	Description	Two storeys and dormer attic, seven-window range. Red brick with roof of black glazed pantiles. To large display windows, the left of 32 lights and with Doric pilasters.

## MARKET PLACE (cont'd)

Heritage Asset Name    55 and 57 Market Place

Photograph



Designation    Grade II

Link to Listing Entry    <https://historicengland.org.uk/listing/the-list/list-entry/1269604>

Brief History    Mid-nineteenth century. Pair of shops with accommodation above.

Description    Three storeys, three-window range. Rendered brick with roof of black glazed pantiles. two plate glass shopfronts.

Heritage Asset Name    Cranglegate

Photograph



Designation    Grade II

Link to Listing Entry    <https://historicengland.org.uk/listing/the-list/list-entry/1269605>

Brief History    c.1740 House

Description    Two storeys with attic dormers, nine window range – the leftmost bay being recessed blind windows. Red brick and pantiled roof. Central door under six-vaned fanlight, and segmental pediment doorcase. Saw-toothed eaves cornice and plat band at first floor.

Heritage Asset Name    Swaffham War Memorial

Photograph



Designation    Grade II




Link to Listing Entry    <https://historicengland.org.uk/listing/the-list/list-entry/1466754>

Brief History    Erected 1920, dedicated to 90 men killed in WWI

Description    Portland stone. Plaques of polished granite. Small carved cross on a tapering square column set on tall pedestal and square base.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	K6 Telephone Kiosk North of Former Corn Hall	Heritage Asset Name	Former Corn Hall	Heritage Asset Name	4 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269618">https://historicengland.org.uk/listing/the-list/list-entry/1269618</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269617">https://historicengland.org.uk/listing/the-list/list-entry/1269617</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269616">https://historicengland.org.uk/listing/the-list/list-entry/1269616</a>
Brief History	1936 K6 by Sir Giles Gilbert Scott	Brief History	Built 1858 by Mathias Goggs. Now offices.	Brief History	c.1780 house, converted to shop c.1820.
Description	Cast Iron. Square kiosk with domed roof and glazed windows.	Description	Red brick with gault-brick dressings. Two-by-four bay block. Gabled with dentiled cornice, recessed two-light stone mullioned arched windows with foliate capitols.	Description	Two storey, single-window range. Painted brick. Pantiled roof. Bowed shop window of 24 lights with door to the left. Moulded and dentiled cornice.






INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

<b>Heritage Asset Name</b>	London House	<b>Heritage Asset Name</b>	2 Market Place	<b>Heritage Asset Name</b>	Assembly Rooms
<b>Photograph</b>		<b>Photograph</b>		<b>Photograph</b>	
<b>Designation</b>	Grade II	<b>Designation</b>	Grade II	<b>Designation</b>	Grade II
<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269615">https://historicengland.org.uk/listing/the-list/list-entry/1269615</a>	<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269614">https://historicengland.org.uk/listing/the-list/list-entry/1269614</a>	<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269613">https://historicengland.org.uk/listing/the-list/list-entry/1269613</a>
<b>Brief History</b>	Early eighteenth century house, converted to offices mid-twentieth century	<b>Brief History</b>	c.1770 house with c.1860 extension, now offices.	<b>Brief History</b>	Built 1776-78 with south front added 1817 by William Newham.
<b>Description</b>	Red brick and pebbledash. Concrete interlocking roof tiles. Two parallel ranges. Two storeys with Dutch gables. West front has five-window range. North display window.	<b>Description</b>	Red brick partly rendered concrete tiles and pantiles. Hipped roove dentil eaves cornice. East block two storeys, west block three storeys. Canted doorway.	<b>Description</b>	Red brick, black glazed pantiles. South front stuccoed. West front five window range. East front four window range with arched entranceway. Moulded window cases.


INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)


Heritage Asset Name	15A Market Place	Heritage Asset Name	15 Market Place	Heritage Asset Name	14 Market Place
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269626">https://historicengland.org.uk/listing/the-list/list-entry/1269626</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269625">https://historicengland.org.uk/listing/the-list/list-entry/1269625</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269624">https://historicengland.org.uk/listing/the-list/list-entry/1269624</a>
Brief History	Eighteenth century house converted to shop mid-nineteenth century.	Brief History	Early eighteenth century house converted late twentieth century to restaurant.	Brief History	Late eighteenth century house converted to shop mid-nineteenth century.
Description	Two storey, single-window range. Rendered brick. Glazed door left of a plate-glass shop window.	Description	Two storeys, three-window range. Red brick. Pantiled roof. Small pointed arched window at ground beside half glazed door. Dentil eaves cornice.	Description	Two storeys and dormer attic. Plate glass shopfronts wraparound canted corner consisting of a pair of columns with foliated capitals supporting a nodding arch.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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MARKET PLACE (cont'd)

Heritage Asset Name	13 Market Place
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269623">https://historicengland.org.uk/listing/the-list/list-entry/1269623</a>
Brief History	Mid-nineteenth century. Shop with accommodation above.
Description	Three storeys, two-window range. Rendered brick. Pantiled two hipped roofs. Six panelled door up three steps between two plate glass shopfronts.


Heritage Asset Name	11 and 12 Market Place
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269622">https://historicengland.org.uk/listing/the-list/list-entry/1269622</a>
Brief History	Mid-nineteenth century. Three shops with accommodation above.
Description	Two storeys with gabled dormer at the right end of range. Painted gault brick. Pantiled roofs. Four window range with three shopfronts. Canted display windows.


Heritage Asset Name	10 Market Place
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269621">https://historicengland.org.uk/listing/the-list/list-entry/1269621</a>
Brief History	Nineteenth century house, converted to shop in Twentieth century.
Description	Three storeys, three-window range. Rendered red brick scored to imitate ashlar. Mixed red and black glazed pantiles. Long glazed shopfront with canted corners and central glazed door. Two central windows are blind and recessed.



INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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## MARKET PLACE (cont'd)

Heritage Asset Name	9 Market Place
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269620">https://historicengland.org.uk/listing/the-list/list-entry/1269620</a>
Brief History	Early nineteenth century house converted to shop in twentieth century.
Description	Two storeys and dormer attic with two window range. Painted brick and pantiles roof. Central glazed door between two large plate glass display windows.

Heritage Asset Name	8 Market Place
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269619">https://historicengland.org.uk/listing/the-list/list-entry/1269619</a>
Brief History	c.1770 house, front range c.1780, converted to shop twentieth century.
Description	Red brick and rendered. Two storeys, five-window range. End windows larger than middle three. Central glazed door between two plate glass display windows.

## LYNN STREET

Heritage Asset Name    4-14, Lynn Street

Photograph



Designation                    Grade II

Link to Listing Entry        <https://historicengland.org.uk/listing/the-list/list-entry/1269607>

Brief History                 Early nineteenth century terrace of seven houses.

Description                 Two storeys. Each house has single-window – seven in all. Flint with brick façade. No.14 is pebbledashed. No.14 has full height canted bay window.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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**STATION STREET**

Heritage Asset Name George Hotel, Station Street

Photograph



Designation Grade II

Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269579>

**Brief History** Hotel. Early eighteenth century, main range to street added c.1860, extensions 1979 and 1988-89.

**Description** Old range: two storey and dormer attic, irregular five-window range. Rusticated ground floor. Five through-eaves dormers with segmental pediments with shell motifs.

Heritage Asset Name Eversley House, Station Street

Photograph



Designation Grade II

Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269580>

**Brief History** Early eighteenth century house, re-fronted c.1770, refurbished c.1820 altered late twentieth century, now part surgery.

**Description** Red brick with slate roof. Façade of two storeys of a five window range with a shorter two-window ranged extension to the right with lean-to door range. Segmental pediment central door case.

Heritage Asset Name 12 Station Street

Photograph



Designation Grade II

Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269581>




**Brief History** Early nineteenth century house formerly used as shop.

**Description** Two storeys and dormer attic, two-window range. Rendered brick. Pantiled roof. Façade has two full height bay windows. Central door blocked.






INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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STATION STREET (cont'd)

Heritage Asset Name	14 Station Street	Heritage Asset Name	Fincham House, Station Street	Heritage Asset Name	White Lion Inn, Station Street
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269582">https://historicengland.org.uk/listing/the-list/list-entry/1269582</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269583">https://historicengland.org.uk/listing/the-list/list-entry/1269583</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269542">https://historicengland.org.uk/listing/the-list/list-entry/1269542</a>
Brief History	Shop, possibly early nineteenth century.	Brief History	Early eighteenth century house, re-fronted c.1830.	Brief History	Late seventeenth century, altered c.1860, converted to PH late twentieth century. Formerly a shop.
Description	Two storeys, three window range. Shop display window of 10 lights with half glazed door to left. Three horned sashes above. Dentil eaves cornice.	Description	Two storeys and dormer attic, three-window range. Pilaster strips to left and right ends. Dentil eaves doorcase. Central four panelled door with reeded doorcase. One canted bay window, right.	Description	Two storeys and dormer attic in three-window range with additional lower bay to left. shop display window with central double-leaf doors and hood on consoles. Three gabled dormers.




INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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STATION STREET (cont'd)

Heritage Asset Name	17, 17A and 19, Station Street	Heritage Asset Name	21 Station Street	Heritage Asset Name	Orwell House, Station Street
Photograph		Photograph		Photograph	
Designation	Grade II	Designation	Grade II	Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269541">https://historicengland.org.uk/listing/the-list/list-entry/1269541</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269543">https://historicengland.org.uk/listing/the-list/list-entry/1269543</a>	Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269544">https://historicengland.org.uk/listing/the-list/list-entry/1269544</a>
Brief History	c.1830 house converted to shop late twentieth century	Brief History	Early nineteenth century house	Brief History	c.1740 House. Front block added 1820
Description	Façade of two storey in three window range with rear cross-wing. Timber door frame with frieze and hood.	Description	Three storeys in two-window range. Timber doorcase and hood.	Description	Two storeys in a five-window range. Six panelled doors with five-paned fanlight. Doorcase with pilasters and open pediment. Dentil eaves cornice. Rear wing has attic dormer.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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STATION STREET (cont'd)

<b>Heritage Asset Name</b>	Galisdale, 23 Station Street	<b>Heritage Asset Name</b>	Ashton House and Dalton House. (24 & 26)	<b>Heritage Asset Name</b>	Boundary Walls to East and North of Numbers 24 and 26
<b>Photograph</b>		<b>Photograph</b>		<b>Photograph</b>	
<b>Designation</b>	Grade II	<b>Designation</b>	Grade II	<b>Designation</b>	Grade II
<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269545">https://historicengland.org.uk/listing/the-list/list-entry/1269545</a>	<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269546">https://historicengland.org.uk/listing/the-list/list-entry/1269546</a>	<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269547">https://historicengland.org.uk/listing/the-list/list-entry/1269547</a>
<b>Brief History</b>	c.1770 house	<b>Brief History</b>	Mid-seventeenth century House re-fronted c.1830. Subdivided to two houses in twentieth century.	<b>Brief History</b>	Early eighteenth century with nineteenth century modifications
<b>Description</b>	Two storey, five-window range. Centre bay slightly forward. Timber pilaster doorcase with pediment. First floor centre bluff window. North gable has venetian window and bullseye window.	<b>Description</b>	Façade of three storeys in six-window range. Modillion eaves cornice. Gabled roof. North gable of seventeenth century flint with brick diaper. Stuccoed second storey addition to west with six-panelled door.	<b>Description</b>	Whole flints with brick piers at intervals and nineteenth century brick capping. Walls swept up at north and south ends, and return west from north end, here of nineteenth century brick



INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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## STATION STREET (cont'd)

Heritage Asset Name Point House, 25 Station Street

Photograph



Designation Grade II

Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269548>

Brief History 1788 House (from datestone)

Description Three storeys in a three-window range. Six-panelled door within timber doorcase and hood rebuilt twentieth century. One three-light nineteenth century cross casement right and left under segmental heads; two similar first-floor casements flanking a blind central window; second floor with two, three-light casements and a two-light central casement. Brick modillion eaves cornice. Gabled roof with gable-end stacks east and west, the latter partly external.

Heritage Asset Name Baptist Chapel and Hall

Photograph



Designation Grade II

Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269549>

Brief History Built 1858

Description Façade of two identical three-storey Italianate towers, between them a recessed gable centre. Red brick with gault-brick façade and slate roof. Front elevation presents seven arched windows and two arched recessed doors.

## NORTHWELL POOL ROAD

Heritage Asset  
Name

Beech House

Photograph



Designation

Grade II

Link to Listing  
Entry

<https://historicengland.org.uk/listing/the-list/list-entry/1269573>

Brief History

Eighteenth century House,  
extended c.1910

Description

Two storeys and dormer attic. Brick stucco and black glazed tiles. Canted window bay to ground floor added c.1910. 1910 two-storey projection to the west. Modillion eaves cornice. Hipped roof with two flat topped dormers. rth block projects to west: in the entrant angle is a two-storey projection of c.1910 lit through casements at first floor with glazing bars. To left of this at first floor is a rounded bay window with casements with glazing bars. North front is a four-window range

## ASH CLOSE

Heritage Asset  
Name

Strattons Hotel, Ash Close

Photograph



Designation

Grade II

Link to Listing  
Entry

<https://historicengland.org.uk/listing/the-list/list-entry/1269666>

Brief History

Mid-eighteenth century house  
with c.1890 house attached to  
east end.

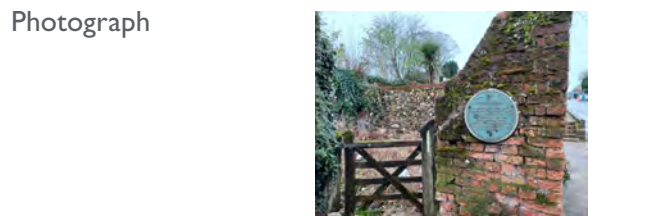
Description

One-storey with dormer attic  
Raised and windowed basement.  
Brick and pantile roof, slate to  
rear. Central bay projects. Central  
double-leaf doors flanked by  
one small window either side,  
by flight of stone steps right  
and left. Wrought-iron railings.  
Diocletian window in gable head,  
with keyblocks, beneath a painted  
sundial face

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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**MANGATE STREET**

**Heritage Asset Name** Town Pound, Mangate Street



**Designation** Grade II

**Link to Listing Entry** <https://historicengland.org.uk/listing/the-list/list-entry/1269612>

**Brief History** c.1730 Pound. Restored 1978

**Description** Whole and cut flints with brick quoins and dressings. Rectangular on plan. Entrance to east, fitted with twentieth century timber gate. No roof.

**Heritage Asset Name** Church Cottage, Mangate Street



**Designation** Grade II

**Link to Listing Entry** <https://historicengland.org.uk/listing/the-list/list-entry/1269608>

**Brief History** c.1700 house.

**Description** Two storey irregular six-window range. Knapped flint with red brick dressings of two-light cross-casements under segmental heads and with brick surrounds. North return is five-window range.

**Heritage Asset Name** Church of St Peter and St Paul



**Designation** Grade I

**Link to Listing Entry** <https://historicengland.org.uk/listing/the-list/list-entry/1269628>


**Brief History** Fourteenth-fifteenth century parish church with eighteenth and nineteenth century alterations and restorations. Two-stage tower begun 1485, completed 1507-10 by Master Gyles


**Description** Built of flint, Barnack stone and some brick. Lead roofs. West tower; nave, north and south transepts and chancel. Mostly perpendicular windows and other features. Heraldic carved symbols of Peter and Paul on exterior walls




INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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**NORWICH ROAD**


<b>Heritage Asset Name</b>	Barn and Stock Houses with Enclosing Wall Northwest of Manor Farmhouse
<b>Photograph</b>	
<b>Designation</b>	Grade II
<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269610">https://historicengland.org.uk/listing/the-list/list-entry/1269610</a>
<b>Brief History</b>	Dated 1797. Barn with two attached houses.
<b>Description</b>	Five-bay barn with two full-height opposing doors on each side, partly replaced by corrugated iron. Slit ventilation lights. Dentil eaves cornice and gabled roof. South range has eight bays of open shelters.


<b>Heritage Asset Name</b>	Stable Block and Cart Shed Northwest of Manor Farmhouse
<b>Photograph</b>	
<b>Designation</b>	Grade II
<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269611">https://historicengland.org.uk/listing/the-list/list-entry/1269611</a>
<b>Brief History</b>	Early nineteenth century cart shed, late nineteenth century stable block
<b>Description</b>	Flint with brick dressings. Pantiled roofs. Cart shed partly rendered

<b>Heritage Asset Name</b>	Manor Farmhouse Including Attached Wing to the North
<b>Photograph</b>	
<b>Designation</b>	Grade II
<b>Link to Listing Entry</b>	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269609">https://historicengland.org.uk/listing/the-list/list-entry/1269609</a>
<b>Brief History</b>	Early eighteenth century Farmhouse with c.1800 south (front) façade
<b>Description</b>	Two-storey with dormer attic. Three-window range. Red brick and rendered with pantiled roof. Corner pilasters. Fanlight above central door. Modillion eaves cornice and gabled roof.


INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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NORWICH ROAD (cont'd)


Heritage Asset Name	Gradys Hotel
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269574">https://historicengland.org.uk/listing/the-list/list-entry/1269574</a>
Brief History	c.1760 formerly Lydney House. Converted in twentieth century
Description	Three-storey, three-window range of red brick and hipped roof of red and black pantiles. Porch of unfluted Doric columns.

Heritage Asset Name	Manor House Including Attached Service Range to East
Photograph	
Designation	Grade II*
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269575">https://historicengland.org.uk/listing/the-list/list-entry/1269575</a>
Brief History	c.1740 house, now house and two flats.
Description	Two-storey and dormer attic with seven-window range in red brick, rendered dressings, slate and pantiled roof, and rendered and rusticated quoins. Brick modillion eaves cornice. Hipped roof with one segment-headed dormer

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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WHITE CROSS ROAD	
Heritage Asset Name	Holmwood House
Photograph	 <p>Not visible from public highway</p>
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269551">https://historicengland.org.uk/listing/the-list/list-entry/1269551</a>
Brief History	1846 house, formerly known as Ely House.
Description	Two storey three by four bay rectangular block the corners defined by paired pilaster strips and the windows recessed. Central bay of west return also has pilaster strips and pediment. Rusticated brick doorcase under entablature

CAMPINGLAND	
Heritage Asset Name	The Church Rooms
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269668">https://historicengland.org.uk/listing/the-list/list-entry/1269668</a>
Brief History	1838 national school, converted to Church Hall in twentieth century by William Donthorn
Description	Two storeys, five-window range to east elevation. Flint and yellow brick. Two gabled ends. Tall gothic traceried window between two buttresses. Double glazed doors with large fan light. And large first floor window.

BEECH CLOSE	
Heritage Asset Name	The Shirehall
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269667">https://historicengland.org.uk/listing/the-list/list-entry/1269667</a>
Brief History	1839 shire hall by John Brown. Converted to seven flats 1989-90
Description	Two storeys over three bay east entrance with side wings. two arched niches, four large Doric pilasters with dentil corniced pediment bearing the arms of the city of Norfolk.



INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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## CHURCH YARD

**Heritage Asset Name** Churchyard Walls East of White Lodge Including Churchyard Gates at East End

**Photograph**



**Designation** Grade II

**Link to Listing Entry** <https://historicengland.org.uk/listing/the-list/list-entry/1269577>

**Brief History** Eighteenth and nineteenth century wall. c.1840-50 gate

**Description** Red brick terminating with some flint and stone. Cast Iron gates with overthrow for dog-cart.

## CLEY ROAD

Heritage Asset Name 10 Cley Road

Photograph



Designation Grade II

Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269630>

Brief History Late eighteenth century house

Description Two storeys in a two-window range. Cut flint with brick dressings. Timber lintels.

Heritage Asset Name 12 Cley Road

Photograph



Designation Grade II

Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269631>

Brief History Early eighteenth century house. Part used as a shop.

Description Two-storeys and dormer attic. Three-window range. Red brick with roof of corrugated concrete tiles. Façade has platband at first floor and blue brick diaper patterning

Heritage Asset Name York House

Photograph




Designation Grade II


Link to Listing Entry <https://historicengland.org.uk/listing/the-list/list-entry/1269632>


Brief History Eighteenth century house. Refronted early nineteenth century.

Description Two-storeys over a three-window range. Red brick with gault-brick façade. Gabled roof with pantiles. Pilasters on timber doorcase.

INTRODUCTION	HERITAGE ASSETS	SPECIAL INTEREST	ARCHAEOLOGY AND HISTORY	CHARACTER APPRAISAL	CHARACTER AREAS	LOCALLY IMPORTANT BUILDINGS	BOUNDARY ANALYSIS	ISSUES	MANAGEMENT PLAN
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WHITSANDS ROAD	
Heritage Asset Name	Gate piers to Whitsdands Road and Boundary wall south-west of 20 Market Place
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269552">https://historicengland.org.uk/listing/the-list/list-entry/1269552</a>
Brief History	Mid-late eighteenth century. Rebuilt nineteenth century. Attached boundary wall mid-eighteenth century.
Description	Two square gate piers in red brick Flemish bond surmounted by carved stone vase finials with decoration and pineapple caps.

ST PETERS CHURCH YARD	
Heritage Asset Name	Churchyard walls to west of White Lodge
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269578">https://historicengland.org.uk/listing/the-list/list-entry/1269578</a>
Brief History	Eighteenth and nineteenth century
Description	Red brick Flemish and English bond with saddleback brick coping.

Heritage Asset Name	White Lodge
Photograph	
Designation	Grade II
Link to Listing Entry	<a href="https://historicengland.org.uk/listing/the-list/list-entry/1269576">https://historicengland.org.uk/listing/the-list/list-entry/1269576</a>
Brief History	Mid-eighteenth century house
Description	Two storeys and two attic dormers in seven-window range. Painted flint and brick; pantile roofs. Bullseye window in corniced pediment. Nine windows are blocked.



### Criteria For Identifying Locally Listed Buildings From Local Heritage Listing: Identifying And Conserving Local Heritage; Historic England Advice Note 7 (Second Edition) (2021)

#### Asset Type

Although local heritage lists have long been developed successfully for buildings, all heritage asset types, including monuments, sites, places, areas, parks, gardens and designed landscapes may be considered for inclusion.

#### Age

The age of an asset may be an important criterion, and the age range can be adjusted to take into account distinctive local characteristics or building traditions.

#### Rarity

Appropriate for all assets, as judged against local characteristics.

#### Architectural and Artistic Interest

The intrinsic design and aesthetic value of an asset relating to local and/or national styles, materials, construction and craft techniques, or any other distinctive characteristics.

#### Group Value

Groupings of assets with a clear visual design or historic relationship.

#### Archaeological Interest

The local heritage asset may provide evidence about past human activity in the locality, which may be in the form of buried remains, but may also be revealed in the structure of buildings or in a designed landscape, for instance. Heritage assets with archaeological interest are primary sources of evidence about the substance and evolution of places, and of the people and cultures that made them.

#### Historic Interest

A significant historical association of local or national note, including links to important local figures, may enhance the significance of a heritage asset. Blue Plaque and similar schemes may be relevant. Social and communal interest may be regarded as a sub-set of historic interest but has special value in local listing. As noted in the PPG: 'Heritage assets ... can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity'. It therefore relates to places perceived as a source of local identity, distinctiveness, social interaction and coherence, contributing to the 'collective memory' of a place.

#### Landmark Status

An asset with strong communal or historical associations, or because it has especially striking aesthetic value, may be singled out as a landmark within the local scene.

### Criteria For Identifying Positive Contributor's From Conservation Area Appraisal, Designation And Management: Historic England Advice Note 1 (Second Edition) (2017)

Is it the work of a particular architect or designer of regional or local note? £ Does it have landmark quality?

Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?

Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?

Does it contribute positively to the setting of adjacent designated heritage assets?

Does it contribute to the quality of recognisable spaces including exteriors or open spaces within a complex of public buildings?

Is it associated with a designed landscape, eg a significant wall, terracing or a garden building?

Does it individually, or as part of a group, illustrate the development of the settlement in which it stands?

Does it have significant historic associations with features such as the historic road layout, burgage plots, a town park or a landscape feature?

Does it have historic associations with local people or past events?

Does it reflect the traditional functional character or former uses in the area?

Does its use contribute to the character or appearance of the area?



GREYHOUND  
HOTEL

LAYTONS

S&P  
RESTAURANT

STATION HOTEL & RESTAURANT