

# The Architectural and Landscape Character of Broadland

May 2026

# The Architectural and Landscape Character of Broadland

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Thank you to David Edleston for providing all of the photos in this document.



# Introduction

# Introduction

Understanding and responding to character or local distinctiveness is a fundamental component of the delivery of successful developments.

Good design makes a critical contribution to the conservation and enhancement of the distinctive character of the district. Broadland District Council wishes to ensure that appropriate consideration is given to the manner in which new development relates to its surroundings. The purpose of this document, which is intended to be read alongside the Broadland Design Code, is to assist applicants in understanding the local context and identifying, protecting and enhancing those elements which contribute to local distinctiveness.

Prior to appraising a development site and its immediate setting, it is essential to understand its wider context, in order to establish the general pattern and scale of development, the influence of landscape, views, skylines, predominant materials and the relative sensitivity and capacity for change.

This section is structured in a number of interconnected parts:

- Vernacular Architecture of Broadland
- National Landscape Character Areas
- Local Landscape Types and Character Areas
- Character of Market Towns and other Key Settlements

This includes descriptions and illustrations of typical building materials and details which make up the vernacular architectural character of the district. There are four national landscape character areas within Broadland and six distinctive local landscape character areas are identified in the Landscape Character Assessment, Supplementary Planning Document adopted by Broadland District Council in September 2013. Key defining characteristics of settlements and vernacular architecture have been extracted from this study for each area and a set of design principles established to guide the form and appearance of new development. The full Landscape Character Assessment includes additional information on a wider range of topics including geology, landform, topography, scale and enclosure, land cover and biodiversity etc. Similar information on character and design principles is also provided for market towns and other key settlements.

For landscape character areas and settlements situated in the marshes fringe and fringe settlements of the Broads Authority Area, special consideration needs to be given to the Broads protected landscape status and its setting.

Applicants will be required to provide sufficient evidence to demonstrate how these defining characteristics and design principles have been taken into consideration in developing their design proposals. The amount of evidence required must be tailored to suit each site and the nature of the development proposed.



Burgh-next-Aylsham

Coltishall



# Vernacular Architecture of Broadland

# Vernacular Architecture of Broadland

## Introduction

Broadland is predominantly rural in character, embracing large areas of low-lying arable land and to a lesser extent, pasture farmland, together with numerous woodlands and plantations along the areas of historic parkland. Within the District, there are many different settlements including market towns, villages and small hamlets along with the urban fringe of Norwich, each of which has its own character that has evolved and developed over many years. Broadland has a considerable wealth of buildings and settlements of architectural and historic interest with important examples from most periods and many types of architecture and traditional methods of construction. Just like the natural environment, buildings reflect the changing patterns of living and working down the centuries.

The architectural and landscape character of Broadland today has been influenced by a number of physical and human factors including the following:

- Historically, Norfolk was an important area for settlement and wealth and there is considerable evidence of Roman and Anglo-Saxon presence in Broadland including archaeological finds, buildings and settlements, notably at Brampton which was once the focus of a Roman town and the location of a major pottery industry.
- In the mediaeval period many estates, manor houses and monastic sites were developed such as the Benedictine Priory of St Faith founded around 1105 on a site in Horsford which moved to Horsham soon after. Its buildings included a church, refectory and cloisters, but was dissolved in 1536 and all buildings other than the refectory were demolished. The mediaeval period also saw the construction of many churches along with their parish settlements. As the tallest buildings in the area, they were distinct features within the villages such as the Church of St Peter, Haveringland which retains its 11th century round tower.
- During the 17th and 18th centuries stately homes became very fashionable, with the parkland and estate land surrounding the house being designed landscapes. Dutch gable brickwork also became a hallmark of the late 17th and early 18th centuries, being used on estates such as Blickling Hall.
- Farming and changes in agricultural practices in the late 18th and early 19th centuries also had an impact on the natural and built character of Broadland, such as the four-course crop rotation which dramatically altered the landscape with its large geometric enclosed fields.
- Improvements in transport also had an impact on the character of the area with navigation of the River Bure being possible as far as Aylsham from the late 18th century, although this finally closed after the great flood of 1912, and the building of roads and railways such as the Great Eastern Railway (1862-1922).
- During the 20th century there was a decline in the rural population and economy in Norfolk, but despite a general decline in farming, the World Wars increased farming in the area. In World War II, large tracts of the landscape were developed as airfields and the remains of many defensive structures remain visible in the landscape.
- Since the start of the 20th century, development has taken place unevenly across Broadland, with large areas of arable land still remaining sparsely populated.

# Vernacular Architecture of Broadland

Traditional building types within Broadland are strongly related to the availability of materials locally which dictated their method of construction and appearance. These indigenous materials provide a sense of place, permanence and continuity and make a significant contribution towards defining the distinctive character of Broadland. The solid geology of the area is relatively simple being made up of two rock types, chalk to the west of Norwich and crag sediments to the east, with much of the District being overlain with glacial tills, sands and gravels. Chalk was too soft to be a good building material and it was the presence of clay which mainly determined the nature of buildings in the area. This was made into bricks and pantiles and out of it grew the forests which were felled to provide timber for the majority of buildings up to the 18th century. Typical traditional building materials of the area include flint, plaster, timber, soft red bricks, black glazed and orange clay pantiles, and thatch. Their key materials, characteristics and distinctive features of the vernacular architecture of Broadland are considered in more detail below.



Thorpe St Andrew

# Vernacular Architecture of Broadland

## Flint

Flint is a material which is characteristic of Broadland, either from the chalk bedrock or as field flint and apart from carrstone, which is rarely used in Broadland, Norfolk lacks any other indigenous stone materials. Flint is used either in unworked form and laid randomly or selected by size, sometimes in rough courses, or as knapped flint which may be squared and laid in courses or trimmed and shaped to create patterns.

- Many of the churches in Broadland involve the use of flint in their construction, several of which have round towers, a particularly distinctive feature within the landscape of Broadland.
- Although flint is not suitable for the construction of sound corners, brick 'dressings' were often used to form strengthening elements at corners and at window and door openings.
- In domestic buildings, flint was commonly used with brick such as a flint façade with brick gable ends or vice versa. It was also used for agricultural buildings, typically in the construction of plinths to timber framed building.

- In more prestigious buildings such as churches, dressed stone was used from outside Norfolk, with infill panels of flint which was usually split or knapped on one face. Often for ecclesiastical work, the flints were each formed to a consistent square shape, producing an impressive, precise effect. Sometimes square flints were set and divided into panels by dressed stone to create 'flushwork'.
- Whole field flints were often mixed with knapped faces to create a random patterned face to buildings or boundary walls, sometimes with brick plinths, piers and quoining.



Coltishall



Horsham St Faith



Horsham St Faith



Wood Dalling

# Vernacular Architecture of Broadland

## Timber framed buildings

Timber as the most readily available building material, was formed into framed structures, morticed into a timber sole plate on a brick or flint plinth built around the perimeter of the desired plan form of the building. Timber framing is common throughout Broadland and is mainly associated with pre-18th century buildings, although it was used into the 19th century.

- Throughout East Anglia the distinguishing character of timber framing which is evident in Broadland, is the use of close studding. This is where the walls are composed of full storey height studs set fairly close together between the posts of the frame with narrow infill panels.
- Not all timber framed structures were meant to be expressed on the façade of the building and generally, most timber frames in Broadland including their infill panels were originally lime plastered and colour washed.
- Infill panels between studs were originally wattle and daub, where clay daub is applied to a lattice panel of hazel or willow wattle woven around oak staves. However, in several cases during the 19th century these were replaced with lath and plaster or brick nogging, sometimes laid in herringbone patterns. It became fashionable in the 18th century, to reface some timber framed buildings in brickwork and the existence of a timber frame is not always immediately evident from the exterior of the building.

- Timber framing is a distinctive feature in the construction of many agricultural buildings throughout Broadland including barn structures, cart lodges and stables which illustrate the technique in its simplest form, often without embellishment and decorative detail.
- There are some limited examples of the use of timber weatherboarding as the external facing material to timber framed buildings although this is generally confined to agricultural and service buildings in Broadland rather than domestic buildings. Boards were generally fixed horizontally as sawn featheredged boarding or sometimes vertical with cover splines or battens and either painted, tarred or left untreated.



Old Catton



Aylsham

# Vernacular Architecture of Broadland

- The jettied upper storey is an important architectural feature whereby the upper room projects beyond the wall below to form an overhang. This became a symbol of wealth and status on houses and buildings of any importance from the 16th century and 17th century in particular.
- Windows were usually of simple rectangular casement form, several lights in width, set between the main frame members. More sophisticated forms of windows evolved with elaborate moulded mullions and horizontal transoms, to divide the lights into smaller panels, along with projecting windows of various types. Openings were glazed with leaded lights of rectangular or diamond shaped panes and wrought iron opening casements.
- Doorways were treated in a similar manner with the jambs and head incorporated as part of the main wall frame and simply detailed doors.



Thorpe St Andrew

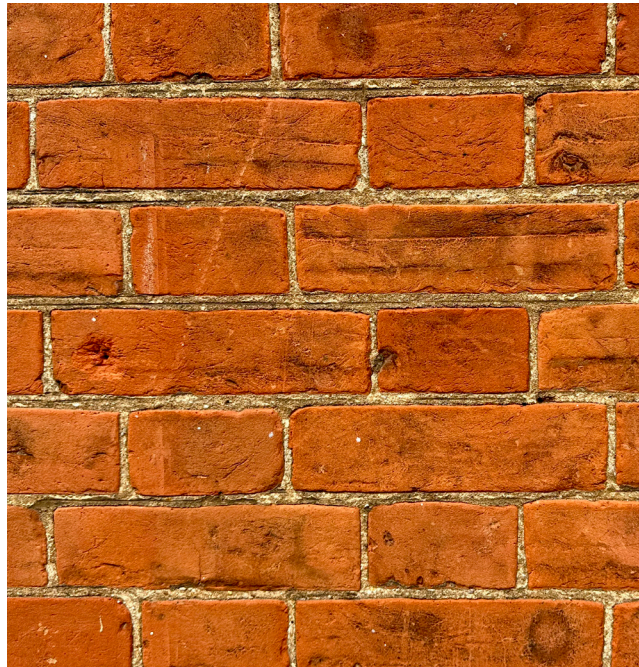
# Vernacular Architecture of Broadland

## Brick

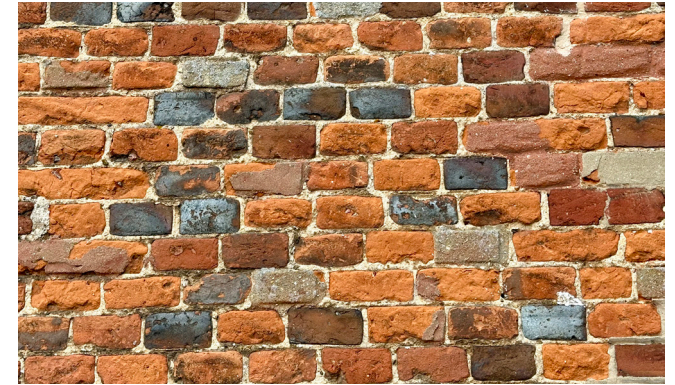
Brick was first used from around the 15th century generally in more prestigious buildings and gradually made its way into vernacular buildings during the 17th century. During the 18th century, brick became highly fashionable for domestic use and many timber framed buildings were faced with brickwork. Brick became the dominant building material in the 19th century and continued to be used to upgrade earlier buildings well into the 19th century.

- Brick is probably the most common building material found in Broadland and there are examples of English bond brickwork with alternating courses of all headers (bricks laid with their ends to the wall face) and all stretchers (bricks with their sides to the face of the wall) and later Flemish bond brickwork with alternate headers and stretchers in the same course.
- The most common brick found throughout Broadland is the 'Norfolk Red' brick made in local brickfields. Pale yellow or cream brick, known as gault or white brick, made by some local brickworks, became fashionable in the late 18th and early 19th centuries, its light colour resembling stone which was considered to be more elegant.

- Decorative treatment of brick gables is a distinctive feature of some brick buildings within Broadland such as the technique of forming a sound coping to a gable wall by laying the bricks at right angles to form a series of triangles, known as tumbling. Other distinctive details include crow-stepped gables and curved, shaped gables, known as Dutch gables.
- There are examples of patterned, ornamental or diaper brickwork, particularly the use of overburnt headers to emphasise Flemish bond. Bricks were sometimes combined with flint to create decorative façades.



Coltishall



Coltishall



Drayton

# Vernacular Architecture of Broadland

- Chimney stacks are often highly decorative features, the shafts either being clusters of octagons, hexagons, squares or circular forms, sometimes enriched with a variety of raised designs such as chevrons, zigzags, diamonds, honeycombs, lozenges and quatrefoils.
- Other typical traditional details include decorative treatment at eaves level such as the use of three or four courses of brickwork corbelled out to the gutter line with the middle course set diagonally or dog-tooth along with a range of decorative patterns of projecting dentil courses, brick quoins at corners and around openings, or brick dressings and arches on buildings constructed of another materials or different colour of brick. Brick drip moulds were often incorporated above window openings as an important and practical feature.
- Boundary walls often include brick piers with a capping of semi-circular brick on a tile creasing course which may be used with a combination of corbelled and dentil courses below, with brickwork sometimes being used in conjunction with flint.



Burgh next Aylsham



Blickling



Coltishall



Wroxham

# Vernacular Architecture of Broadland

## Thatch

Thatch was once the most common type of roofing material in rural areas. Long straw, combed wheat reed and Norfolk reed are traditional materials for thatched roofs in Broadland with buildings being characterised by steeply pitched roofs of between 45 and 55 degrees to throw off rather than absorb the rainwater, with large overhangs at eaves level to protect the walls from rain. Thatched roofs are generally associated with pre-19th century timber framed buildings, but some roofs that were originally thatched have since been replaced with clay tiles.

- Long straw has a distinctive appearance, usually being thicker than water reed thatch and having a courser texture and more rounded outline. Combed wheat reed uses wheat straw rather than water reed, but the wheat is passed through a comber to remove all the ears and leaves to produce a straight reed which is laid with all the heads in one direction in a similar fashion to water reed. Water reed traditionally used Norfolk reed, particularly in the Broads area of the district and can be recognised by a very compact, even texture with clean-cut edges, usually with simple ridge patterns and finished to a sharp plain outline.
- The ridge is generally finished to a greater thickness and sometimes shaped into ornamental patterns using sedge and tough grass, although the decorative ridge is a relatively recent feature, being introduced early in the 20th century, with simple, plain ridges being the traditional detail.



Horstead



Horsham St Faith



Old Catton



Burgh next Aylsham

# Vernacular Architecture of Broadland

## Clay Tiles

Clay tiles are the typical traditional roofing material within Broadland. Pantiles first appeared in the area during the 17th century, being another Flemish import, but by the beginning of the 18th century they were displacing thatch as the general roofing material and were being produced locally. Both clay pantiles and clay plain tiles are made of the same red clay as the local brick.

- Norfolk pantiles have a shallow 'S' shaped profile and are laid in a regular grid pattern, creating a distinctive, bold, undulating roof surface.
- Pantiled roofs are typically simple ridged forms, although many within Broadland are of a very steep pitch due to having originally been thatched.
- Within Broadland, red/orange is the predominant colour of natural clay pantiles, although there are some examples of black glazed pantiles and dull black, known as 'smut'.
- Traditional verge details are either a top cover bargeboard or finished against a protective parapet. Ridges are traditionally, half-round ridge tiles.
- Clay plain tiles or pintiles are also occasionally found within Broadland.



Brundall



Thorpe St Andrew



Blickling



Horsham St Faith



Brundall

# Vernacular Architecture of Broadland

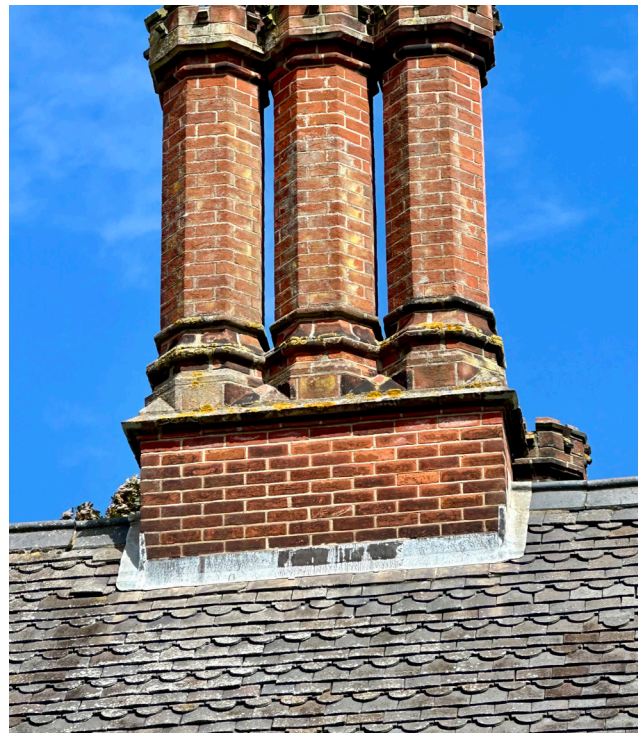
## Slate

Welsh slates were introduced to the area during the late 18th and 19th centuries as a result of improvements in transport and became part of the traditional palette of roofing materials within Broadland, as is the case in many other areas.

- Slate roofs became common in the 19th century, initially for larger country houses followed by more modest buildings, including terraces.
- They are mainly associated with 18th and 19th century buildings rather than those of earlier dates or of timber frame construction.
- Slate roofs are quite different in character and appearance to traditional pantiled roofs, having a lower roof pitch of 30-35 degrees, subtle colour variation and texture, presenting a more formal and refined architectural impression.



Thorpe St Andrew



Old Catton



Acle



Brundall



Reedham

# Vernacular Architecture of Broadland

## Other Traditional Architectural Details

Other traditional architectural features found within Broadland include bargeboards and dormers. Bargeboards are a traditional detail on tiled roofs, where the overhanging edge up the slope of the gable is finished with a timber board fixed along it in order to mask the ends of the horizontal roof timbers.

- Traditional painted timber bargeboards vary from being unadorned and simply detailed with a capping on top to more ornate designs involving shaping of the lower end of the bargeboard to form intricate patterns as a decorative feature on the gable, which became popular from the 19th century onwards.
- Two dormer types are characteristic of the area, the monopitch or wedge shaped dormer, also known as a catslide dormer, and the gabled dormer, both types having pitched roofs. Sometimes the gabled type is finished with plain or decorative bargeboards.



Thorpe St Andrew



Aylsham



Haveringland

# Vernacular Architecture of Broadland

## Building Forms

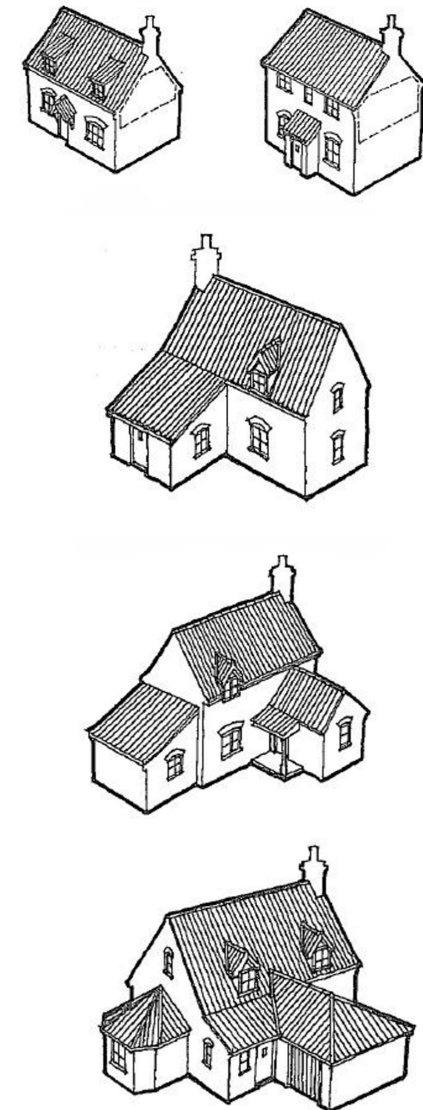
Traditional vernacular buildings in Broadland are relatively simple in form with rectangular plans, steeply pitched roofs and narrow gables. Later additions and enlargements to buildings follow a variety of simple traditional forms such as:

- a one or two storey extension to the end of the building; or
- by adding another long rectangular unit at right angles to the original house to create cross-wings, lower parallel ranges, gables and lean-tos.

The two storey house often had its roof extended downwards at the rear of the building to enable some small rooms to be added to the ground floor to create an 'outshot' with a slightly shallower pitched roof known as a catslide roof. Groups of buildings are built up from several of these traditional forms, often in an informal way, with the overall heights of adjacent buildings varying, resulting in typical stepped ridges in the street scene. Prominent chimney stacks are often strong vertical features of the roofscape and relatively low eaves levels are very characteristic.

Timber framed buildings within Broadland are mainly characterised by a simple, single pile plan form, having a single span, shallow plan, sometimes with later additions. Roofs are steeply pitched, some having a shallower pitch at eaves level, with buildings often having low floor to ceiling heights. The single span system of construction is the constant factor of vernacular building up to and including the 17th century. Buildings were designed with the constraining factor of the longest available timber member determining the depth of the building.

By the 18th century, masonry construction principles and techniques generally used for high status buildings in the 17th century became common for smaller dwellings in many parts of Broadland. Instead of the single span of the 17th century house, a double pile became fashionable, with two spans, two rooms deep and a rectangular or square plan. This allowed four rooms to be entered off a common hall and this basic shape was retained throughout the 19th century. The introduction of Welsh slate as a roofing material in the late 18th century also enabled roof pitches to become much shallower. Roof forms of masonry buildings are commonly gabled with some examples of crow-stepped and Dutch gables, with floor to ceiling heights often being more generous than earlier timber framed buildings.



Traditional building forms in Broadland  
(Broadland Design Guide 1997)

Lenwade



# Landscape Character of Broadland

# Landscape Character of Broadland

## National Landscape Character Areas

Within Broadland District there are part of four National Landscape Character Areas identified in Countryside Character Volume 6 – East of England, published by the Countryside Agency in 1999 (now available on the Natural England website) which include the following:

- Central North Norfolk
- North East Norfolk and Flegg
- The Broads
- Mid Norfolk



Heydon

# Landscape Character of Broadland

## Central North Norfolk

Situated in the central area of the district, its key characteristics are:

- A gently undulating, sometimes flat, landscape dissected by river valleys.
  - Gravels, sands, chalk erratics and glacial till left behind by the retreating ice of Pleistocene glaciations and the resulting complexity of soils, determine natural vegetation patterns.
  - Underlying chalk aquifer, small fast-flowing chalk rivers and biodiversity-rich, wide, lush river valleys with wooded valley slopes, including the internationally important chalk-fed River Wensum.
  - Tranquil agricultural landscape with extensive areas of arable land, dominated by cereals with break-cropping of sugar beet and oilseed rape and some pastures along valley floors.
  - Ancient countryside, much of it enclosed by the 16th century, with a sporadically rationalised patchwork field system, sinuous lanes and mixed hedges with hedgerow oaks.
  - Relatively well-wooded landscape, with ancient oak and beech woodland and areas of conifer plantation.
- Important species, alkaline valley fen communities and areas of remnant heathland.
  - Large number of 18th century estates with their associated parkland and a great density and stylistic variety of churches, which are often prominent features of the skyline.
  - Coherent vernacular architecture – marked by distinctive red brick and flint buildings with pantiled roofs, much dating from the 17th and 18th centuries with some earlier timber frame – is an inherent component of the area's character.
  - A mix of villages and many farmhouses within a complex minor road network, with a traditional pattern of market towns connected by main roads.
  - Dense network of public rights of way.



Blickling



Oulton Street



Heydon

# Landscape Character of Broadland

## North East Norfolk and Flegg

Located in the east area of the district, its key characteristics are:

- Generally flat, low-lying landscape, compared to adjacent areas, which has limited topographic variation and slopes gently from west to east, becoming flatter as it merges with the Broads.
- Soils are deep, loamy and free draining, very fertile and support productive arable farming.
- Copses and large woodland blocks are important features including around Blofield Heath which lend an intricate, enclosed character to the mix of pastures and arable land on the Broads margin, contrasting with the scarcity of woodland elsewhere. High hedgerows with prominent hedgerow oaks are notable features.
- The River Yare provides a distinctive riverine landscape.
- Strong vernacular style of domestic and agricultural buildings, reinforced by use of flint and red brick. Roofs are commonly Norfolk reed thatch or pantiles. Isolated flint churches – either round-towered Saxo-Norman churches or mediaeval wool churches – are prominent in the open landscape.
- Nucleated villages and hamlets, linked by a dense network of small lanes.



Blofield



Burlingham Green



Hemblington



Burlingham Green

# Landscape Character of Broadland

## The Broads

This relatively narrow area mainly runs along the north-east, east and south boundaries of the district defined by the Rivers Bure and Yare. It has a protected status similar to a National Park and its key characteristics are:

- Low-lying landscape with some areas below sea level and characteristic open, extensive views over slow meandering rivers, drained marshland and coastal plain in the lower valley flood plain. Views inland are framed by the tree-lined valley ridge lines.
- Middle, upper and narrow incised valley tributaries are small scale, low and enclosed, often supporting woodland.
- Rivers dominate the landscape with the middle and lower river reaches flowing between flood banks, above the level of the surrounding land which is drained by dykes, ditches and pumps.
- The broads, which are former flooded peat workings, form naturally nutrient-rich shallow lakes of various sizes surrounded by fens, wet woodland and large expanses of reedbed, rich in biodiversity.
- Woodland cover is generally sparse, especially in the marshland area. Small areas of mainly deciduous woodland occur around the broads. Carr woodland and willow pollards are typical of the wetter areas, while broadleaved woodland is present as copses and plantations on higher land.
- Glacial deposits of outwash gravels and till are in many places overlain by peaty, loamy and clayey flood plain alluvial soils. Where drainage has been carried out, the fertile soils support arable production while in the wetter areas grazing marsh is common.
- Field patterns are principally defined by drainage over most of the Broads. Regular 18th and 19th century enclosure fields (generally marshland) are clearly defined by straight, reed-fringed drainage ditches that form a strongly geometric layout across the lower flood plain. Some earlier curvilinear enclosure of marshland also survives.
- Much of the Broads is remote and isolated with settlements clustering on higher ground inland, linked by the few roads that run along the valley sides. Isolated farmhouses are the most significant buildings in the marshes.
- Vertical features are very distinctive in this generally flat landscape and include some very fine mediaeval churches on the higher ground and several traditional drainage mills located on embankments flanking some of the drainage channels on the marshes.
- Traditional buildings make use of flint, pebble and brick walls, with pantiles and rare surviving reed thatch.



Ranworth



Pilson Green, South Walsham



Halvergate

# Landscape Character of Broadland

- Limited road system which follows the edge of the rising land, although footpaths and boat access are extensive, with key river crossing points including bridges at Wroxham and Acle.
- Sense of tranquillity and wildness is integral to the distinctiveness of the Broads, inspiring many writers, artists and naturalists, increasing its popularity as a recreation and tourist destination, notable within the popular villages particularly during the summer months.



Ranworth



Halvergate



Pilson Green, South Walsham



Halvergate



Ranworth

# Landscape Character of Broadland

## Mid Norfolk

Located in the west area of the district, its key characteristics are:

- Broadly flat, glacial till plateau dissected by river valleys which create a more intricate landscape to the west of Norwich.
  - Chalk bedrock overlain by gravels, sands and glacial till left behind by the retreating ice of Anglian glaciations and the resulting complexity of soils, determine natural vegetation patterns.
  - Underlying chalk aquifer; small, fast-flowing chalk streams and biodiversity-rich, wide, lush river valleys with wooded valley slopes, including the internationally important chalk-fed River Wensum.
  - Tranquil agricultural landscape with extensive areas of arable land, dominated by cereals with break-cropping of sugar beet and oilseed rape and some pastures along valley floors.
  - Ancient countryside, much of it enclosed in the 14th century, with a sporadically rationalised patchwork field system, sinuous lanes and mixed hedges with hedgerow oaks.
  - Largely fragmented, isolated mixed deciduous and pasture woodlands, with a notable area of ancient woodland at Foxley Wood.
- Important alkaline valley fen communities and areas of remnant heathland.
  - Large number of 18th century estates with their associated parkland and a great density and stylistic variety of churches which are prominent features in the landscape.
  - Coherent vernacular architecture – marked by distinctive red brick and flint buildings with pantiled roofs, much dating from the 17th and 18th centuries, with some earlier timber frame – is an inherent component of the area's character.
  - A mix of villages and many isolated farmsteads within a complex minor road network, with a traditional pattern of market towns connected by main roads.
  - Dense network of public rights of way including bridleways.



Wood Dalling



Guestwick



Wood Dalling



# Local Landscape Types and Character Areas

# Local Landscape Types and Character Areas

There are six Local Landscape Types that share common characteristics of geology, topography and vegetation in Broadland. Within these types, there are sixteen detailed Landscape Character Areas, reflecting distinctive variations in local character. A summary of the key characteristics and design principles for new development for each character area is provided in this section. Developers must take these principles into account when considering proposals for any development.

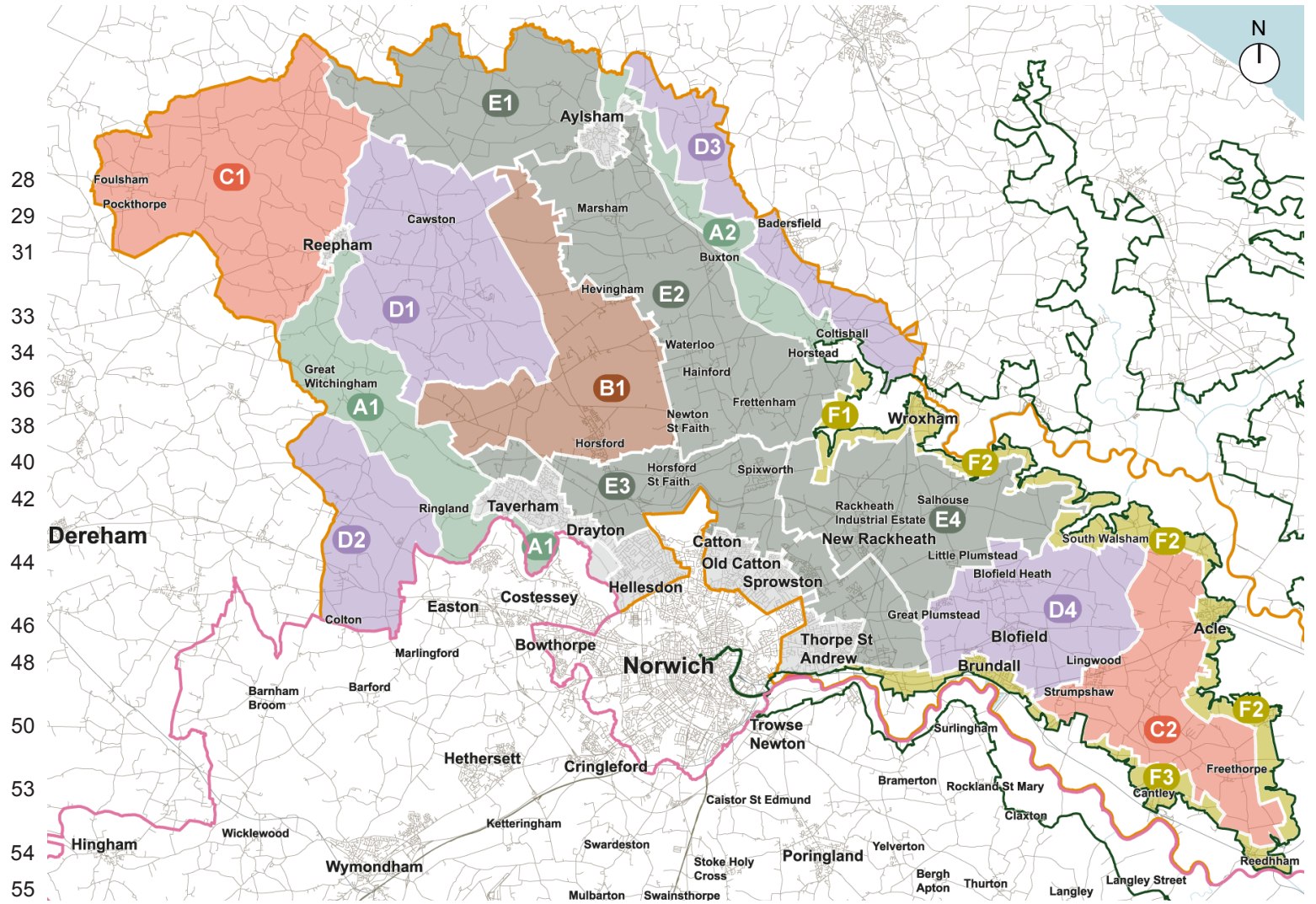


Brampton

# Broadland Landscape Character Areas

- South Norfolk Boundary
- Broadland District Boundary
- Broads Authority Boundary

- A1 Wensum River Valley
- A2 Bure River Valley
- B1 Horsford Woodland Heath Mosaic
- C1 Foulsham and Reepham Plateau Farmland
- C2 Freethorpe Plateau Farmland
- D1 Cawston Tributary Farmland
- D2 Weston Green Tributary Farmland
- D3 Coltishall Tributary Farmland
- D4 Blofield Tributary Farmland
- E1 Blickling and Oulton Wooded Estatelands
- E2 Marsham and Hainford Wooded Estatelands
- E3 Spixworth Wooded Estatelands
- E4 Rackheath and Salhouse Wooded Estatelands
- F1 Wroxham to Ranworth Marshes Fringe
- F2 South Walsham to Reedham Marshes Fringe
- F3 Reedham to Thorpe Marshes Fringe



# Local Landscape Types and Character Areas

## A River Valley

Within this Landscape Character Type, two Landscape Character Areas have been defined:

### A1 Wensum River Valley

Flowing in a southeasterly direction towards the centre of Norwich, the River Wensum meanders through a confined valley floodplain in the western part of the District. The valley has a shallow V-shape with the valley sides containing an intimate landscape, enclosed to the south by wooded rolling slopes and to the north by less dramatic, gentler arable slopes.

#### Key characteristics:

- Woodland is a particular feature of the area; most commonly associated with large mixed blocks that blanket the river valley sides.
- Areas of woodland commonly associated with large 17th century houses and historic halls, such as Morton Hall and Weston Hall.
- Lakes and ponds with surrounding scrub and woodland developed on redundant gravel extraction sites, in central parts of the area, near Lenwade.
- Mixture of land uses, mainly associated with the settlement fringe of Norwich in the eastern parts of the area, including golf courses and hospitals.
- Scattered settlement pattern with small villages punctuating the landscape; often located on elevated land next to crossing points. Some villages have retained their traditional character comprising buildings that reflect the use of locally sourced materials including red brick, colour-washed brick and flint, but many have expanded due to their proximity to Norwich.
- Churches, mills and manors nestled on higher ground form striking visual features at the edge of the floodplain.
- Rolling wooded slopes, plantation woodland, scattered scrub and groves of willows enclose the valley floodplain and periodically curtail views in the eastern parts of the area.
- Distinct wooded skyline views throughout the area created by extensive blocks of woodland that blanket the river valley sides.
- Narrow lanes run along the tops of the valley sides and in places cut through the slopes.



# Local Landscape Types and Character Areas

## A2 Bure River Valley

Located in the central northern part of the District, the Bure River Valley comprises a distinctive topography of narrow, flat floodplain contained by gentle convex slopes. Flowing in a southeasterly direction towards Coltishall, gently ascending land surrounds the valley.

### Key characteristics:

- Historically, due to its susceptibility to flooding, much of this land was not enclosed to arable land and a long tradition of grazing on the valley floor still remains evident, with many place names, such as Lamas, highlighting its historical use as a low common.
- Permanent grassland generally confined to the valley floor although in some areas this is interspersed with arable cropping, however, arable farming is mainly on drier land on the valley slopes.
- Small scale pattern of fields, often defined by robust hedge boundaries and hedgerow trees.
- Blocks of wet woodland punctuate the valley floor in areas not used for grazing, with willow or alder often lining the river corridor and poplars planted along the riverbank in some areas.
- Scattered settlement pattern but due to flood risk, settlements and farmsteads are sited on slightly elevated land at the edge of the floodplain, which appear to nestle together, competing for a place on higher ground. Along with strong visual features such as churches, these settlements assume a greater significance, given their location.
- Settlements are predominantly small and linear of strong vernacular character with local traditional materials including red brick, colour-washed brick and brick and flint.
- Small manor houses, many with moats, add a sense of time-depth to the area and suggest a mediaeval origin.
- Central and southern parts comprise a small scale and intimate landscape, with a strong sense of enclosure provided by woodland on the valley slopes and a strong mosaic of woodland and hedgerows on the valley floor.
- Extensive low-lying grassland with gentle valley side slopes and little mature landscape structure contribute to an open character in northern parts, where long views can be seen along the valley floor.
- The Bure river valley is often hidden within the surrounding gently rising arable land, with only occasional glimpsed views into the area from outside.



# Local Landscape Types and Character Areas

## Key design principles: River Valley Landscape Character Areas:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In River Valley Landscape Character Areas, these elements are:

- Conserve the strong, predominantly rural character of the area and related strongly recognisable sense of place.
- Maintain greenspace between villages and the urban edge of Norwich.
- Maintain and enhance green corridors which separate built up areas, such as the corridor of the River Wensum, where it flows into Norwich.
- Ensure the sensitive location of any tall structures such as masts and wind turbines in relation to prominent skyline locations both within the area and within adjacent character areas.
- Conserve the landscape setting of existing villages such as Lenwade, Morton and Ringland.
- Conserve the landscape setting of historic churches, mills, historic manor house and halls such as Merton and Weston and maintain their position as key landscape features.
- Conserve the sense of openness in places where long views can be seen along the valley floor
- Ensure that any new small-scale development within the villages is consistent with the existing settlement pattern, density and traditional built form.
- Ensure that new development includes a fully integrated landscape and urban design strategy which is consistent with the local landscape character and screens potential harsh settlement edges.



# Local Landscape Types and Character Areas

## B Woodland Heath Mosaic

Within this Landscape Type only one Landscape Character Area has been defined which extends north through the centre of the District.

### B1 Horsford Woodland Heath Mosaic

This area comprises a simple plateau landscape, encompassing the gentle upper side slopes of the River Bure, with few variations in topography apart from minor undulations where tributaries of the River Bure and Wensum cut into the slope. Once entirely covered by heathland, the area was never used as farmland due to the infertile nature of the soils, although north western parts have been encroached by large 17th and 18th century estates, with the land being used for large scale woodlands and plantations. At the time of the Enclosure Acts, the landscape changed again when it was divided into large rectangular blocks and converted to arable farmland.

#### Key characteristics:

- Generally flat plateau landscape, covered with a pattern of large-scale woodland and plantations with a mixture of old deciduous woodland and more recent coniferous plantations interspersed with small areas of remnant heathland contained within the woodland.
- Woodland interspersed with relatively large arable fields, boundary oaks within hedgerows.
- Landscape setting of 17th and 18th century estates.
- General absence of settlements other than sporadic 20th century linear settlements that line straight roads, which cut across the landscape and tend to dominate the landscape pattern. Small scale industrial units and isolated 20th century residential developments are also a feature.

- Farms dotted about the villages that have retained some of their character with a mix of old and new houses. Vernacular dwellings mostly constructed of red or colour-washed brick, or a mixture of brick and flint or brick and timber frame. Small manor houses, with many moats suggest a mediaeval origin, highlighting the settled nature of the landscape.
- Landscape influenced by World War I and II activity with some new build such as pill boxes and some temporary conversions such as Felthorpe Hall which was converted to a Red Cross Hospital during World War I.
- Views generally strongly contained by dense blocks of woodland which provides a strong sense of enclosure.



# Local Landscape Types and Character Areas

## Key design principles: Woodland Heath Mosaic Landscape Character Areas:

N4 – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Woodland Heath Mosaic Landscape Character Areas, these elements are:

- Ensure the sensitive location of any tall structures such as masts and wind turbines in relation to prominent skyline locations both within the area and within adjacent character areas.
- Conserve the landscape setting of 17th and 18th century estates.
- Ensure that any new development considers the effect on wide and expansive views from the edge of the area to the Bure valley.
- Conserve the sparse settlement pattern characteristic of the area.
- Ensure that new development includes a fully integrated landscape and urban design strategy which is consistent with the local landscape character and screens existing and potential harsh settlement edges.



# Local Landscape Types and Character Areas

## C Plateau Farmland

There are two separate locations of this Landscape Character Type within the District.

### C1 Foulsham and Reepham Plateau Farmland

Located on an elevated plateau forming the highest area of land in the far west of the District, this area adjoins the settlement edge of Reepham to the east.

#### Key characteristics:

- Good quality agricultural land with farming being a long established tradition in the area indicated by irregular shaped fields and a complex network of lanes and ancient tracks. Field sizes vary from medium to large with the largest on the highest land, although an exception is a distinct area to the south west near Foulsham, where small strip fields are strongly enclosed by tall hedgerows. The field system may represent early enclosure of common land adjacent to Foxley Wood.
- Little woodland cover in the area with small copses scattered across the landscape particularly in eastern parts. Some hedgerows have been lost and numerous fields have small ponds.

- Few settlements have developed on the plateau except the mediaeval market town of Foulsham and some dispersed settlements such as Guestwick, Wood Dalling and Themelthorpe. Following the 'Great Fire of Foulsham' in 1770, many new houses were built which were superior in size and appearance to the houses they replaced and now contribute greatly to the character of the village.
- Individual isolated farmsteads scattered throughout the area, most with small, simple dwellings. Manors and halls are a feature within the western part of the area, which are commonly associated with farmsteads that have been extended during prosperous periods in the past. Moats adjacent to these dwellings may suggest mediaeval origin.
- Vernacular dwellings are generally of red brick, colour-washed brickwork and on occasion are timber framed with a prevalence for thatched roofs being apparent.
- Minor roads and tracks create an irregular pattern on the landscape although localised rationalisation of the field system and development of an airfield in the north-west have diluted its character.
- Higher relief creates an elevated, open character further accentuated by the simplicity of land use and limited woodland cover. Expansive views and a general absence of any major roads heighten the general feeling of rural isolation. Larger farmsteads, halls and church towers create essential and striking vertical landmark features in these wide expansive views.



# Local Landscape Types and Character Areas

## C2 Freethorpe Plateau Farmland

Located in the far eastern part of the District, this area is bound to the north, east and south by Marshes Fringe which forms a transition zone between the elevated plateau edge and the Broads river valley marshes.

### Key characteristics:

- Strong agricultural past with historic mapping showing numerous irregular lanes, individual farmsteads, small copses and groves. Today the area is used entirely for agricultural production of crops and root vegetables which has dramatically changed the landscape.
- Hedgerow structure substantially fragmented leaving vast fields sweeping across the landscape, with field sizes becoming smaller and minor valleys providing interest and variation further to the north. Woodland situated along the slopes that define the Broads and along the valleys formed by the minor tributaries that cut into the area.
- Generally a sparsely settled landscape of predominantly medium linear villages located at the top of wooded slopes overlooking the Broads. Ancient dispersed hamlets, grouped around a manor house and pond are still evident.

- Dispersed and isolated farmsteads have traditional character with brick and tile simple farmhouses, high pitched roofs and huge brick barns. Vernacular dwellings generally red brick, colour-washed brickwork with some timber framing and thatched roofs.
- With the exception of Lingwood, few settlements have been engulfed by the rapid expansion in modern suburban housing. Lingwood has evolved from several crossroads and the Norwich to Great Yarmouth railway and although linear development along Norwich Road has almost joined Lingwood and Strumpshaw, Lingwood remains contained as a large individual nucleated settlement. Nevertheless, it still retains historic character with some 17th and 18th century houses and a 14th century church.

- Freethorpe has remained much unaltered in appearance and style for over 800 years and the village dates back to at least the 11th century and is home to a number of 16th and 17th century buildings.
- Large arable fields sweeping across the plateau along with limited hedgerows and woodland cover create a simple and often barren landscape. Expansive views across this landscape, although views of the Broads are obscured for the most part by the woodland along the slopes, creating a strong but low horizon with huge open skies.
- Local churches form distinct landmark features within the rural landscape and assume significance within an otherwise featureless landscape.



# Local Landscape Types and Character Areas

## Key design principles: Plateau Farmland Landscape Character Areas:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Woodland Plateau Farmland Character Areas, these elements are:

- Conserve subtle features of the historic landscape including ancient tracks, lanes and irregular fields bounded by intact hedgerows.
- Conserve the distinct pattern of fields and related mature landscape structure.
- Conserve the strong, rural character of the area and related sense of unity.
- Avoid new development that would result in any diminution of the sparsely settled nature of the area or any reduction in the sense of isolation within the area, which is devoid of large settlements.
- Ensure new development does not reduce the vertical significance of architectural features within the landscape, such as church towers.
- Conserve open views across the farmland and key views towards churches, which are often important landscape features.
- Conserve the historic and visual connection between manors, farmsteads and associated moats.
- Conserve the landscape setting of manor houses, halls and churches.
- Maintain the traditional character of isolated farmsteads.
- Conserve the landscape setting of existing villages such as Foulsham, Reepham, Guestwick, Wood Dalling, Themelthorpe, Freethorpe and Lingwood.
- Ensure that new development does not disrupt the smooth, predominantly uninterrupted skyline.
- Ensure that new development includes a fully integrated landscape and urban design strategy which is consistent with the local landscape character and screens potential harsh settlement edges.
- Conserve small pits, ponds and extraction sites.



# Local Landscape Types and Character Areas

## D Tributary Farmland

There are four separate locations of this Landscape Character Type within the District.

### D1 Cawston Tributary Farmland

Located in the central western part of the District, stretching north from the upper Wensum River Valley, part of its western boundary is defined by the settlement edge of Reepham. The area comprises a gently rolling landscape which becomes increasingly undulating where tributaries of the Wensum and Upper Bure rivers incise it. The mosaic of parkland, arable fields, woodland, copses of mature trees and clipped hedgerows creates a diverse and interesting landscape character, although intensification of farming techniques has resulted in hedgerow and woodland losses in central parts.



#### Key characteristics:

- Evidence from historic maps shows a number of mediaeval market towns located within and adjacent to this area. Some such as Reepham and Cawston have expanded around a strong nucleated core and are busy towns today, whilst others such as Salle, have declined as the rural population fell or were incorporated into the large estates as 'closed villages'. The settlement pattern today comprises numerous nucleated mediaeval settlements and towns with a strong historic core, reflecting a long history of development.
- These settlements have a strong local vernacular with many historic buildings and features. To the north, grand houses, estate settlements and churches are distinctive features which strongly contribute to the rich and distinctive character of the area. Salle Park in particular, a large parkland estate, is a key feature in the northern parts of the area. This developed on poorer soils with the estate being centred on a grand house, along with landscaped gardens, parkland and plantations, and surrounding medium scale rectangular arable land representing an extension of the park landscape. Further to the south, smaller red brick and pantiled manors and halls, dating from the 17th and 18th centuries, cover the landscape. Here, the landscape is smaller in scale and more intimate, but with an equally rich historic character.
- Strong landscape structure with a diverse collection of features and an interesting visual mosaic. The large designed parkland landscapes to the north, in particular, specifically designed to create an 'idyllic natural landscape' are very scenic and for the most part, the distinctive character of the area remains unspoilt and the arable landscape is well cared for. Historic associations and distinctive features give the area a rich character and a strong sense of place.
- In central parts of the area, loss of hedgerows creates an open skyline and vertical elements, including lines of steel pylons with overhead wiring slice through field systems and connect to an electrical substation west of Cawston and are prominent and repeated skyline features.
- Important landscape setting to grand houses, manors, estate settlements, churches and halls with characteristic views across the farmland to landmark, often isolated, churches.

# Local Landscape Types and Character Areas

## Key design principles: Cawston Tributary Farmland:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Woodland Cawston Tributary Farmland, these elements are:

- Conserve the diverse landscape pattern and character.
- Conserve distinctive historic, architectural and landscape features including 17th and 18th century parkland landscapes and their setting, which contribute to the area's rich historic character and strong sense of place.
- Ensure the sensitive location of any tall structures such as masts and steel pylons in relation to prominent skyline locations both within the area and within adjacent character areas.
- Ensure that new small-scale development within villages is consistent with the existing settlement pattern, density and traditional built form.
- Conserve the landscape setting of market towns and villages such as Cawston and Salle and seek to screen harsh settlement edges and existing visual detractors.
- Conserve the landscape setting of grand houses, manors, estate settlements, churches and halls.
- Ensure that new development does not reduce the vertical significance of important historical and architectural features within the landscape, such as church towers.



# Local Landscape Types and Character Areas

## D2 Weston Green Tributary Farmland

This area is located to the east of Norwich and encompasses a pocket of land which is isolated from the rest of the District by the River Wensum. The landform is gently rolling and incised to the south of the narrow valley of the River Tud, but continues to rise between the two river valleys, forming an elevated plateau.



### Key characteristics:

- Mixed woodland above the southern slopes of the Wensum Valley extending south and along the Tud Valley, with medium-scale fields in mixed use interspersed between these plantations. Some are in arable cultivation, but many are used for pig rearing and sheep grazing with occasional fields being converted to residential use with associated horticulture.
  - To the west, the woodland cover decreases dramatically and arable fields are medium-sized and rectangular in shape with clipped hedgerows and small copses along boundaries and within fields. Field sizes increase on the top of the plateau where large scale pig and poultry farming predominates.
  - Few settlements within the area. Evidence from historic maps shows some small settlements, often with settlement greens, but these appear to have seen little expansion and many have declined due to falls in population. Much of the land appears to have been enclosed to form the large estates on the adjacent valley slopes of the Wensum, resulting in a limited number of small farmsteads in this area. The A47 cuts through the southern part of this character area along the lower land near the River Tud.
  - To the centre and east of the area, undulating slopes, rolling hills and mature blocks of woodland create a small-scale and intimate landscape with a settled and unified character. Diversity of land cover and use provide a strong visual mosaic with a robust landscape structure.
- To the north west, the fabric of the landscape simplifies where the higher relief along with fewer variations in land use and reduced woodland cover, creates an open character allowing expansive views across the wooded slopes towards Norwich, although large steel pylons with overhead wiring cut through the fields and dominate the skyline in this part.
  - In the south of the area, hedgerows and woodland copses provide the structure, whilst on top of the plateau, large scale fields, limited tree and hedgerow cover along with the elevated nature of the area, create an exposed and less structured landscape.
  - Overall, the area has a diverse rural landscape with a strong sense of visual integrity and the mix of land cover elements adding visual interest.
  - Isolated churches and their landscape settings on the upper valley slopes with associated characteristic views to their towers, create prominent and historic built features. Although there are few other features of historic or architectural interest in the area, its distinctive topography and natural features make it a valuable landscape resource.

# Local Landscape Types and Character Areas

## Key design principles: Weston Green Tributary Farmland:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Weston Green Tributary Farmland, these elements are:

- Avoid new development that would result in any diminution of the sparsely settled nature of the area or in any reduction of the sense of isolation within the area, which is devoid of large settlements.
- Ensure that new development is small-scale and responds to the historic settlement pattern, setting and traditional building materials, particularly in or near the edges of Weston Longville and Honingham.
- Ensure that new development does not mask the distinctive topography of the area.
- Conserve the landscape setting of churches and associated views of their towers.
- Conserve settlement greens as key features.
- Conserve and enhance the ecological integrity of the Tud valley.
- Conserve and manage the structure and appearance of mature woodland blocks.



# Local Landscape Types and Character Areas

## D3 Coltishall Tributary Farmland

This character area occupies a narrow belt of land north of the Bure River Valley, situated along the northern boundary of the District. The landform rises gently away from the narrow river valley and to the north of Buxton, the area forms a peninsula of land between the River Bure and a tributary that defines the District boundary at this point.



### Key characteristics:

- Land use dominated by arable farming; large and rectilinear fields with little woodland cover; mature field trees suggest removal of hedgerows to increase field size, although a good network of hedgerows and numerous hedgerow trees remain within the area. Varying land uses around Coltishall, with a large area being the former RAF base to the northwest.
- Sparse settlement pattern within the landscape reflected in the sparse road network. Most settlements developed along the banks of the River Bure, allowing higher land to remain exclusively in agricultural use, with a few small dispersed settlements such as Tuttington and a scattering of isolated farmsteads. Some



settlements located at crossing points on the river have expanded in recent years and now encroach onto the edge of the character area, especially around Coltishall.

- Landscape setting to hamlets and villages, churches and halls.
- Generally, a uniform landscape pattern with little diversity and an open character, with remnant field trees being key characteristics.
- Wide expansive views contained by distant wooded horizons, although limited views into the Bure valley due convex slopes and tree cover along its length, with little visual connection between northern and southern parts of the area.



# Local Landscape Types and Character Areas

## Key design principles: Coltishall Tributary Farmland:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Coltishall Tributary Farmland, these elements are:

- Avoid new development that would result in any diminution of the sparsely settled nature of the area or any reduction in the sense of isolation within the area, which is devoid of large settlements and busy roads.
- Conserve the open, rural character of the area.
- Conserve remaining subtle features of the historic landscape, including hedgerows, characteristic hedgerow trees and tracks.
- Conserve the landscape setting of churches, halls, hamlets and villages.
- Ensure that new small-scale development in or on the edges of Tuttington, Lamas and Little Hautbois, responds to existing settlement pattern and built form character.
- Ensure that any new development in or on the edges of Coltishall RAF base responds to existing settlement pattern and respects the landscape setting of Lamas and Little Hautbois.
- Ensure that new development does not reduce the smooth, predominantly uninterrupted skyline within the area.
- Conserve wide expansive views contained by distant wooded horizons.
- Conserve small pits, ponds and extraction sites.



# Local Landscape Types and Character Areas

## D4 Blofield Tributary Farmland

This large area of gently undulating land is situated directly east of Norwich and extends between the Yare and Bure River Valleys, with the tributaries of the Yare forming the undulating topography.

### Key characteristics:

- Land use dominated by arable farmland; varying field sizes from medium to large with limited removal of hedgerows from field boundaries.
- Limited woodland cover where land in agricultural use, although tree cover increases where land use varies. Woodland found in the grounds of old houses in the north, along the tributaries of the Yare and Bure and around settlements.
- Isolated churches, historic halls and farmsteads located along rural lanes, often amid woodland, are a distinct and repeated feature within the area, especially around Burlingham, often using distinctive combinations of traditional materials within buildings. With the exception of these, there are few notable features providing interest or strengthening the visual fabric of the area.
- In the western part of the area, most settlements have been engulfed by rapid expansion in modern suburban housing, which for the most part have remained contained as individual linear or nucleated developments, such as Blofield. Often an abrupt transition between housing developments and surrounding agricultural land and proximity to Norwich has stimulated growth and encouraged other uses. The A47 major transport route sub-divides the area and the Great Yarmouth rail link traverses the southern part.
- Important landscape setting of historic halls, churches, hamlets and villages.
- Despite field sizes generally being medium to large, the topography helps to create a small-scale enclosed character, with views contained by rolling slopes providing a variety of close horizons. Church towers and woodland are important memorable features in these views.



# Local Landscape Types and Character Areas

## Key design principles: Blofield Tributary Farmland:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Blofield Tributary Farmland these elements are:

- Conserve the simple, predominantly rural character.
- Conserve the landscape setting of historic halls and churches.
- Conserve the pattern of isolated churches, historic halls and farmsteads.
- Conserve the landscape setting of hamlets and villages.
- Conserve the recognisable sense of place.
- Conserve the relatively strong sense of tranquillity within central and northern parts of the area.
- Avoid new development that would mask the distinctive topography of the area.
- Ensure that new development does not reduce the vertical significance of important historical architectural features within the area, such as church towers.



# Local Landscape Types and Character Areas

## E Wooded Estatelands

This Landscape Character Type is located in the central and northern part of the District and four Landscape Character Types have been defined.

### E1 Blickling and Oulton Wooded Estatelands

This comprises a gently rolling landscape, stretching southwards from the upper reaches of the River Bure.



#### Key characteristics:

- Predominantly in agricultural cultivation, except in the far north, with large parkland estates to the east and west.
- Large blocks and belts of woodland providing a strong mature landscape structure, with extensive plantations and coverts defining estate boundaries.
- Extensive late 17th century estates, centred on grand houses, including landscaped gardens, parkland and plantations as at Heydon Park and Blickling Park, with surrounding medium scale rectangular arable fields representing an extension of the park landscape.
- Although parkland still extends across a large part of this character area today, an airfield comprising a typical World War II A-layout has been built on a flat elevated plateau in the centre of the area at Oulton, with resulting loss of hedgerow and woodland, diluting the rural landscape character in this part.
- Evidence from historic maps shows a number of mediaeval market towns within the area, some of which have expanded around a strong nucleated core and are busy towns today, such as Aylsham, whilst others such as Heydon, declined as the rural population fell or were incorporated into the large estates as 'closed villages'.

- Settlement pattern reflects a long history of development, scattered with historic halls, villages and isolated farmsteads. Settlements have many historic buildings and features and a strong local vernacular. The architecture and landscape of the large estates are important historic features which strongly contribute to the rich and distinctive character of the area, especially the large manmade park landscapes to the east and west, which were designed to create an 'idyllic landscape', with the Blickling Hall estate being recognised as of national importance.
- Important landscape setting of villages, historic houses, associated estates settlements and churches with characteristic views across farmland to landmark churches, often isolated and amid woodland.



# Local Landscape Types and Character Areas

## Key design principles: Blickling and Oulton Wooded Estatelands:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Blickling and Oulton Wooded Estatelands these elements are:

- Conserve the diverse landscape pattern and character.
- Conserve distinctive, historic architectural and landscape features including historic parkland landscapes and their setting, which contribute to the rich historic character and strong sense of place.
- Conserve the landscape setting of market towns and villages and screen harsh settlement edges and existing visual detractors.
- Conserve the landscape setting of historic houses, manors, estate settlements, churches and halls.
- Ensure the sensitive location of development involving further tall structures such as pylons and masts, in relation to prominent skyline locations both within the character area and within adjacent character areas.
- Ensure that new small-scale development within villages is consistent with the existing settlement pattern, density and traditional built form.
- Ensure that new development does not reduce the vertical significance of important historical and architectural features within the landscape, such as church towers.
- Conserve and enhance existing woodland belts to buffer potential new housing development.
- Retain and conserve parkland landscapes and character to provide greenspace between potential new housing development.



# Local Landscape Types and Character Areas

## E2 Marsham and Hainford Wooded Estatelands

This character area comprises gently rising slopes which extend from the Bure valley to the belt of woodland that sharply defines the area to the west.

### Key characteristics:

- Mainly in arable cultivation with field sizes varying from medium to large scale, most being rectilinear with remnant intermittent hedgerows and numerous hedgerow trees. Hedgerow removal more evident on higher quality land in the north.
- Woodland cover generally limited to small copses associated with small halls and manors adjacent to tributaries of the Bure. However, in the extreme south-east, increased tree cover in the form of small scale woodlands and copses reflects its proximity to the Broads.
- Generally open slopes away from the tributaries which afford wide views, filtered by numerous hedgerow trees and intermittent hedgerows, providing structure and reducing the feeling of exposure. Distant views are strongly contained to the west by the distinct wooded horizon of the adjacent character area, whilst to the east, woodland defines the edge of the Bure valley.
- Streams and river channels form gentle wooded incisions in the landscape, creating variations in landscape character, with increased woodland cover in the south west providing additional structure.
- A number of small halls, manors and isolated churches located along rural lanes, often amid woodland, are a distinct and repeated feature and apart from these, there are few notable features to provide interest or strengthen its visual fabric.
- Important landscape setting of villages, historic halls, manors and churches.
- The few dispersed settlements in the area have expanded slightly during the 20th century, particularly in the south. Most settlements have a dispersed collection of residential buildings with a minor central core.
- Housing has also developed during recent years, in small clusters along the roads which pass through the area linking Aylsham with Norwich, although they have mainly remained contained as individual linear or nucleated developments, such as Marsham. Often an abrupt transition between housing development and surrounding agricultural land. Proximity to Norwich has stimulated growth within the southern part and encouraged other uses.



# Local Landscape Types and Character Areas

## Key design principles: Marsham and Hainford Wooded Estatelands:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Marsham and Hainford Wooded Estatelands, these elements are:

- Conserve and enhance the landscape structure within the area, including woodland, copses of woodland, mature trees associated with small halls and manors and intact hedgerows.
- Ensure the sensitive location of development involving further tall structures such as pylons and masts, in relation to prominent skyline locations, both within the character area and within adjacent character areas.
- Ensure that new small-scale development within villages is consistent with the existing settlement pattern, density and traditional built form.
- Conserve the landscape setting of historic halls, manors and churches.
- Ensure new development does not reduce the vertical significance of important historical and architectural features within the landscape, such as church towers.



# Local Landscape Types and Character Areas

## E3 Spixworth Wooded Estatelands

This character area forms a narrow belt of land abutting the northern settlement edge of Norwich.

### Key characteristics:

- Land use influenced by close proximity to Norwich, although a large proportion remains in arable cultivation, particularly in western parts. Other more urban fringe uses have developed on former farmland in central and western parts such as golf courses and sports fields, with the other major land use being part of Norwich Airport.
- Three settlements located within the area including Spixworth, Horsham St Faith and Thorpe End which have expanded in recent years, with newer residential developments engulfing the historic core and forming large extensions.
- Several roads radiate from the city of Norwich across the landscape, sometimes coinciding with ribbon development; the A140 dissecting the centre of the area.
- Norwich airport has a major influence on the character of the central part of the area, creating an open exposed landscape with its associated buildings and machinery being visually intrusive, although robust tree belts located around its boundary form striking lines across the landscape.

- Large business park developed at the junction of the A47 and A1042 with the settlement edge of Norwich often being abrupt and enclosing southerly views, forming a harsh boundary to the area.
- In eastern parts, the settlement edge is often well enclosed by woodland, tree belts, copses of mature trees and robust hedgerows in adjacent fields. Coniferous and lowland mixed deciduous woodland in these areas is of high landscape and recreational value.
- Although abutting the urban edge of Norwich, the landscape generally comprises a semi-rural character, forming an important landscape setting to the city of Norwich. However, this has been diluted by substantial fragmentation to the hedgerow structure in western parts, where the landscape is large scale and open in character, with remnant patches of hedge boundaries and mature hedgerow trees adding interest,

allowing only filtered views to settlement edges. Further east the influence of the Airport is substantial and greatly dilutes the rural character of the area.

- In eastern parts of the area, parcels of land form a patchwork of rectangular fields and woodlands, these robust blocks of woodland generally containing views across the flat landscape, occasionally forming distinct coniferous skylines. Part enclosure of the land has allowed medium sized estates to develop around large houses and halls, which are smaller and less dramatic than those in the north of the District, but comprise a similar parkland character. One of these has been converted to a hotel and surrounding parkland converted to a golf course.
- Mixture of land uses within the area generally coincides with a fairly weak sense of identity.

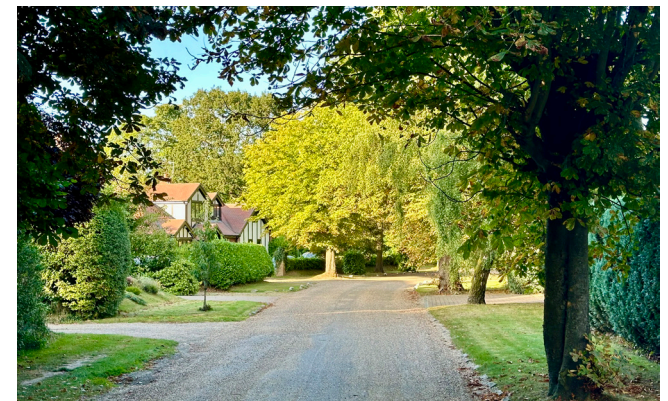


# Local Landscape Types and Character Areas

## Key design principles: Spixworth Wooded Estatelands:

N4 – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Spixworth Wooded Estatelands these elements are:

- Conserve the predominantly rural character of the area.
- Conserve and enhance the diversity of landscape structure within the area, including the patchwork of woodland and farmland with a recognisable hedgerow structure.
- Conserve the setting of historic houses, halls and parkland.
- Ensure that new development responds to historic settlement pattern and is well integrated into the surrounding landscape.
- Conserve the landscape setting of villages such as Horsham St Faith and Spixworth.
- Maintain greenspace between the edges of Norwich urban area and adjacent villages.
- Conserve and enhance the landscape setting of Norwich and screen existing and potential harsh settlement edges.
- Maintain and enhance copses of mature trees and existing robust hedgerows.



# Local Landscape Types and Character Areas

## E4 Rackheath and Salhouse Wooded Estatelands

This landscape character area forms a large tract of land extending southwards from the edge of the Bure valley within the Broads Authority Area.

### Key characteristics:

- Topography is generally flat particularly in the west of the area, falling gradually towards the Broads. Land becomes increasingly undulating in northern and eastern parts and where tributaries of the Yare and Bure rivers incise it.
- Historically much of this character area formed part of a large area of heathland which extended from the northern settlement edge of Norwich almost to Salhouse, although today only areas of heath remain within the urban area of Norwich at Mousehold Heath.
- Parcelling of land following the Enclosure Acts has created a strong geometric layout with medium sized regular fields and a strong grid pattern of roads. Fields are mostly arable interspersed with plantations, copses of mature trees and woodland belts along with remnant patches of heath. Woodland is a mixture of

deciduous and coniferous plantations, often with patches of scrub and heath within the interior. Radial routes including roads and the Bittern railway, extend from Norwich and dissect the mosaic of fields and woodlands.

- Few settlements developed within this landscape which was retained for a long period as an area of common land. Many of those settlement within this area have only developed in recent years, providing housing on the outskirts of Norwich along main transport routes, often nucleated around road junctions. Settlements form blocks within surrounding rural landscape, often with abrupt boundaries, particularly in western parts where the housing style is typical of modern suburban developments with detached and semi-detached dwellings often located around cul-de-sacs.



# Local Landscape Types and Character Areas

- Large industrial estate west of Bittern railway, although fairly enclosed from wider landscape by linear belts of mature woodland. However, this has resulted in hedgerow loss in central parts, diluting the rural landscape character in this part.
- Part enclosure of the land in the north and west parts has allowed medium sized estates to develop around large houses and halls such as Beeston Park, Salhouse Hall, Rackheath Hall and Woodbastwick Hall, in several places with their associated historic parkland, although they are smaller and less dramatic than those in the north of the District, but comprise a similar parkland character. The architecture and landscape of these historic halls and houses are important features in these parts of the area and strongly contribute to a rich and distinctive character.
- Settlement pattern and built character in north and west parts reflect long history of development where strings of historic settlements, scattered with historic halls, villages and isolated farmsteads are nestled against wooded slopes which fall away to the Broads. Little expansion of these settlements, such as Woodbastwick and Salhouse, in recent years which comprise a strong local vernacular, including traditional buildings clustered around a historic core. Shaped gables, steep pitched pantile roofs, brick barns and flint walls are key characteristics.



# Local Landscape Types and Character Areas

## Key design principles: Rackheath and Salhouse Wooded Estatelands:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Rackheath and Salhouse Wooded Estatelands these elements are:

- Conserve and enhance the landscape structure within the area, including blocks and belts of woodland, copses of mature trees, mature parkland trees and intact hedgerows.
- Conserve the diverse landscape character, particularly in northern and western parts.
- Conserve distinctive, historic architectural and landscape features including historic parkland landscapes and their setting, which contribute to the rich historic character and strong sense of place, particularly in northern and western parts.
- Ensure the sensitive location of development involving further tall structures such as pylons or masts in relation to prominent skyline locations both within the character area and within adjacent character areas.
- Ensure that new small-scale development within villages is consistent with the existing settlement pattern, density and traditional built form.
- Conserve the landscape setting of villages such as Woodbastwick, Rackheath and Salhouse and screen harsh settlement edges and existing visual detractors.
- Conserve the landscape setting of historic houses, halls including Beeston, Salhouse and Rackheath, and churches.
- Conserve the landscape pattern of parkland, arable fields and woodland.



# Local Landscape Types and Character Areas

## F Marshes Fringe

This Landscape Character Type roughly follows the east boundary predominantly defined by the Broads Authority Area, with its gentle slopes forming a transition zone between the elevated plateau edge and the Broads river valley marshes. Within this type, three Landscape Character Areas have been defined.

### F1 Wroxham to Ranworth Marshes Fringe

This area encompasses a linear strip of land which follows the wooded slopes of the lower reaches of the River Bure defined by the 10m contour, forming a fringe to the lower-lying flat landscapes of the Broads.



# Local Landscape Types and Character Areas

## F2 South Walsham to Reedham Marshes Fringe

This character area encompasses a linear strip of land defined by the 10m contour which follows the wooded slopes of Halvergate Marshes, forming a fringe to the lower-lying flat landscapes of the Broads.



# Local Landscape Types and Character Areas

## F3 Reedham to Thorpe Marshes Fringe

This character area follows the partly wooded slopes of the lower reaches of the River Yare and encompasses a linear strip of land defined by the 10m contour forming fringe to the lower-lying flat landscapes of the Broads.



# Local Landscape Types and Character Areas

## Key characteristics of the Marshes Fringe:

- Land use strongly influenced by adjacent agricultural land and the Broads; almost exclusively in arable cultivation, interspersed with pockets of pasture in places, forming a continuation of plateau and tributary farmland.
  - Blocks of carr woodland (a type of waterlogged wooded terrain) which often defines the Broads landscape is an important feature, enclosing views with strong wooded horizons. Copses and belts of woodland (coniferous and deciduous) and mature trees further enclose the area, creating a gradual transition between farmland and woodland. Pockets of carr woodland are important landscape features.
  - Hedgerow structure has been substantially fragmented with remnant hedge boundaries and mature isolated hedgerow trees assuming greater significance in views across arable fields.
  - Settlement pattern reflects a long history of development, scattered with historic halls, villages and isolated farmsteads. Settlements have generally evolved from a linear settlement core, forming a series of small and large nucleated villages at the edge of the Broads.
  - Settlements have many historic buildings and features and a strong local vernacular with red brick, pantiles and flint being predominant traditional materials.
- Where modern development is absent within and around some of these settlements, the linear historic core holds a fairly intact rural setting, retaining distinctive views across farmland to vernacular buildings such as the Church of St Helen, Ranworth and the Church of St Mary, Moulton St Mary.
  - The architecture and rural landscape setting of isolated churches and the large houses and halls such as Woodbastwick Hall on the edge of the Broads, are important historic features which strongly contribute to the rich and distinctive character of the area.
  - A number of settlements have been influenced by modern development growth and their nucleated form and transport routes have outweighed the extent of the historic core, such as Wroxham, largely due to its connections across the Bure valley, to northern parts of Norfolk; Acle due to its connections across the Broads landscape to eastern parts of Norfolk and Brundall with routes alongside the Yare valley connecting across the Broads landscape to Norwich and eastern parts of Norfolk. Cantley has also experienced growth mainly associated with the sugar beet factory between the River Yare and the Norwich to Great Yarmouth/Lowestoft railway, its chimneys and large holding tanks forming prominent features in views from the local and wider landscape.
- Fairly complex road network with lanes and narrow roads lining field boundaries and providing connections to the Broads. Traditional industries such as boatyards and more recently yacht clubs and riverside marina estates highlight the area's strong association with the Broads with several marine and pedestrian access points to the Broads from the area, such as Ranworth, the Wherryman's Way National Trail linking the Broads with Reedham and Weaver's Way National Trail linking the Broads with Halvergate. The A47 passes through the area and the Norwich to Great Yarmouth/ Lowestoft railway passes through Postwick and Acle, although enclosure from landform, blocks of woodland and urban massing reduce their influence on the area to a large extent.
  - The area has a strong sense of place with few visual detractors to its character and the strong, low wooded horizons produced by large blocks of carr at the edges of the Yare Valley Marshes and the Halvergate Marshes, being particularly distinctive features.

# Local Landscape Types and Character Areas

## Key design principles: Marshes Fringe Landscape Character Areas:

**N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Marshes Fringe Landscape Character Areas, these elements are:

- Conserve the diverse landscape pattern and character.
- Conserve the wildlife habitats characteristic of the Marshes Fringe and adjacent Broads landscape including watercourses and broads, fens, carr woodland and grazing marshes.
- Conserve distinctive, historic architectural and landscape features including historic parkland landscapes, historic halls and their setting, which contribute to the rich historic character and strong sense of place.
- Ensure that new development responds to historic settlement pattern and is well integrated into the surrounding landscape.
- Ensure the sensitive location of development involving further tall structures such as pylons and masts, in relation to prominent skyline locations, both within the character area and within adjacent character areas.
- Ensure that new small-scale development within villages is consistent with the existing settlement pattern, density and traditional built form.
- Conserve the landscape setting of small historic villages such as Ranworth, South Walsham, Upton and Limpenhoe.
- Conserve views towards key landscape features such as the Church of St Helen, Ranworth.
- Conserve the landscape setting of market towns and villages and screen harsh settlement edges and existing visual detractors.
- Conserve the landscape setting of historic houses, halls and churches.
- Ensure new development does not reduce the vertical significance of important historical and architectural features within the landscape, such as church towers.
- Conserve blocks of carr woodland at the edge of Halvergate Marshes.
- Conserve small pits and extraction sites.



# Character of Market Towns and other Key Settlements

Drayton



# Urban Fringe Settlements

# Urban Fringe Settlements

## Introduction

The urban fringe lies in the south west area of Broadland and adjoins the City of Norwich. The area is predominantly developed and urban in character, but also encompasses a number of open spaces. Within the area are a number of historic settlements, each of which has a distinctive character.



Old Catton

# Urban Fringe Settlements

## Drayton

Drayton is located close to the north western edge of Norwich, around five miles from Norwich city centre. It is an historic settlement and the centre of the village has grown around the convergence of a number of important historic sub-regional and local transport routes, including the A1067 between Norwich and the market town of Fakenham.

Historically, Drayton was a rural Parish containing a small village clustered around a church overlooking the River Wensum Valley. By the end of the 20th century, the suburbs of Norwich had expanded almost to the southern edge of the village. In parallel, Taverham to the west has expanded and has now grown to the extent that in some places the two settlements form a continuous built-up area. Nevertheless, Drayton retains a semi-rural character, with its own identity and physical separation from Norwich and surrounding villages.



# Urban Fringe Settlements

## Key characteristics:

- Range of topography and generally undulating landscape within which Drayton sits, creates an interesting and attractive series of routes, key views and experiences.
- Key views which make an important contribution to the character of the village include those approaching Drayton from the High Road which offer glimpses of the tower of the Church of St Margaret and views from the Fakenham Road up to the area of open agricultural land bounded by mature trees adjacent to Seton Road, which helps to separate Drayton from Taverham.



- Mix of urban and rural landscapes at the convergence of two 'green infrastructure corridors': the River Wensum and the Norwich-Reepham-Aylsham corridors.
- Drayton Wood and Canham's Hill are important local green spaces.
- The historic core of the village contains around 11 listed buildings including the Church of St Margaret which is Grade II\* listed and a Scheduled Monument, Drayton Lodge which is Grade II\* listed and the Grade II listed mediaeval village cross which is also a Scheduled Monument. The remaining buildings on the statutory list are listed Grade II.
- Outside of the historic village centre, housing is grouped into a number of neighbourhood developments including Thorpe Marriot, a relatively modern housing estate; George Drive; Hurn Road; Cator Road and the more recent Hall Lane development.
- Residential development is traditionally low-density, with generous curtilages often incorporating mature planting of oaks and other native species, particularly earlier rural developments in and around the village centre and most of the post-1950 development along ancient routeways or within estates.
- Important views along School Road, particularly towards the Church of St Margaret.

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Drayton, these elements are:
  - The historic core of village
  - Drayton Wood and Canham's Hill
  - The mix of urban and rural landscapes at the convergence of the River Wensum and the Norwich-Reepham-Aylsham corridor
  - The low-density nature of the existing development
  - The mature planting of oak trees and other native species
- **N11** – New development should identify and retain important local views and create new ones where possible. In Drayton, the key existing views are:
  - along School Road
  - towards the Church of St Margaret, from School Road and the High Road (on approach to Drayton) from Fakenham Road to the area of agricultural land bounded by mature trees adjacent to Seton Road

# Urban Fringe Settlements

## Old Catton

Old Catton is located approximately 2 miles directly north of the centre of Norwich. The south and west boundaries adjoin the City of Norwich, with Norwich International Airport to the north west. The east boundary adjoins Sprowston, with farmland separating Old Catton from the parishes of Spixworth and Beeston to the north.

Although evidence has been found of prehistoric and Roman presence in the area, the current settlement was established in Saxon times. There are many traditional buildings in the parish which reflect the history of the village, including 23 listed buildings, mostly Grade II, but with three at

Grade II\* and several buildings of local interest. Catton Park, a 70-acre historic parkland, lies at the heart of the parish. As the first commission of Humphry Repton in 1788, it is Grade II\* listed on the Register of Historic Parks and Gardens of Special Historic Interest in England. The smaller Deer Park is in close proximity, although it is no longer used to keep deer. The historic core of the settlement along with the historic parkland is also designated as a Conservation Area. Although now enveloped by the post-war expansion of Norwich, the historic core of the village retains a strong and quite distinct character.



# Urban Fringe Settlements

## Key Characteristics

- Open spaces within the built-up area are of great importance and positively contribute to the locally distinctive character of Old Catton, particularly Catton Park, The Deer Park and Buttercup Meadow, along with other greens, allotments and smaller pockets of locally important amenity space.
- Important spatial and visual relationship between open spaces, green areas and the built and historic environment which create a distinctive sense of place.
- The location, degree of openness and topography of key open spaces provide important views and a rural, green setting which reinforce the village character of Old Catton.
- Beyond the open green spaces, modern residential development has impacted on the wider setting of the historic village, although the belt of trees along St Faith's Road and Oak Lane screen the west and south boundaries of the Conservation Area from the surrounding modern estates.
- Variety of architectural styles and buildings of different periods.
- High boundary walls and mature trees make an important contribution to local character.
- Concentration of older buildings at the west end of Church Street where the Hall and its ancillary buildings and estate cottages overlay the earlier mediaeval village.

- Listed buildings on Spixworth Road reflect the 18th century development of Old Catton as a desirable place of residence for the wealthy citizens of Norwich.
- The area is characterised by the use of a limited palette of traditional local materials including red brick, timber framing, sand-lime render, flint, red and black pantiles and thatch, along with materials from further afield such as stone and slate.

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Old Catton, these elements are:
  - The spatial relationship between open spaces, green areas and the built and historic environment
  - The open spaces of Catton Park, the Deer Park and Buttercup Meadow
  - The degree of openness and topography of key open spaces
- **N11** – New development should identify and retain important local views and create new ones where possible. In Old Catton the key existing views are:
  - Those that exist between the open spaces and green areas and the built and historic environment.

- **S7** - Boundary treatments should be designed to contribute positively to the character of the area/street and to the quality of the public realm. In Old Catton, typically used boundary treatments include:
  - High boundary walls
  - Mature trees
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Old Catton, the existing palette of materials includes:
  - Red brick
  - Timber framing
  - Sand-lime render
  - Flint
  - Red & black pantiles
  - Thatch
  - Stone
  - Slate



# Urban Fringe Settlements

## Thorpe End

Thorpe End lies some 3.5 miles to the east of the centre of Norwich, along Plumstead Road beyond Thorpe Woodlands and the Dussindale housing estate. However, it remains separate from surrounding settlements, which gives Thorpe End a special character of its own. Thorpe End lies within Landscape Character Area E3 : Spixworth Wooded Estatelands and the village is surrounded on all sides by flat farmland, hedgerows, trees and woodland, with the extensive woods to the west separating it from Norwich, and views across fields in other directions being restricted by small woods, tree belts or hedgerow trees.

The development of Thorpe End Garden Village has its roots firmly in the 'garden city' tradition pioneered by Ebenezer Howard at Letchworth in the 1900s and at Welwyn in the 1920s. In the 1930s, Percy and Leonard Howes of Percy Howes & Co, a firm of estate agents in Norwich, saw a potential market in the provision of new middle class houses, within easy commuting distance of the city, but in rural surroundings. They purchased a site of 90 acres, straddling the Plumstead Road which still remains separated by woodland from the fast expanding city. Buildings were set amid pleasant surroundings with wide grass verges and chestnut trees were planted on either side of the new roads and along the existing new roads. A green open space formed the heart of the village together with other open spaces at selected places within the new development. Existing hedgerows and trees were retained.



# Urban Fringe Settlements

Although house designs were not stipulated, they had to be designed and built under the supervision of members of the Royal Institute of British Architects. The use of 'mellow bricks' and thatched roofs was encouraged to create an 'old-world' character and houses were built at a density of no more than three to an acre. Development of the area on the north side of Plumstead Road beyond the shops was interrupted by the war and this was not undertaken until the 1980s and 1990s.

Thorpe End Garden Village was designated as a Conservation Area in 2010 and includes that part of the village developed in accordance with the original 'garden village' concept as set out by Percy Howe & Co in the 1930s.

## Key Characteristics

- Village landscape setting characterised by its separation from the urban fringe of Norwich, which reinforces its local distinctiveness.
- Large interwar houses built to garden village principles around its village green with houses mainly on the south side of Plumstead Road and shops on the north side.
- Form of buildings, their relationship to each other and the curtilage of their plots including the linear grain and pattern of development, contribute to the character of the area.
- Varied architectural quality and style with original houses having steeply pitched roofs and dormers using a palette of dark multi-red textured bricks, multi-red or dark grey pantiles and pintiles, thatch, mock half-timber, black waney-edge boarding and patterned brickwork.

- Green landscape characterised by grass, deciduous trees on grass verges and open spaces (mainly horse chestnuts in areas developed in 1930s and older oaks along Plumstead Road), trees banked up with large flints and tall hedges to plot frontages.
- Two of the commercial buildings on the north side of Plumstead Road are original: the garage at the east end and the shops at the west end. They exhibit some of the picturesque and rustic features associated with the early 20th century garden city movement including steeply pitched roofs, stepped gables and basket-weave and herringbone patterned brickwork.
- Late 20th century terrace of shops inserted between the original buildings is out of character in terms of its roof pitch, brick colour and window design.
- Later 20th century estate style development on the northern side of Plumstead Road lacks the particular features which characterise the original development and is of higher density with roads designed to modern standards.

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Thorpe End, these elements are:
  - Linear grain and pattern of development
  - The form of the existing buildings, their relationship to each other and the curtilage of their plots

- Green landscape characterised by grass, deciduous trees on grass verges and open spaces
- **S7** - Boundary treatments should be designed to contribute positively to the character of the area/street and to the quality of the public realm. In Thorpe End, typically used boundary treatments include:
  - Trees banked with large flints
  - Tall hedges
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Thorpe End, the existing palette of materials includes:
  - Steeply pitched roofs and dormers
  - Dark multi-red textured bricks
  - Multi-red or dark pantiles and pintiles
  - Thatch
  - Mock half-timber
  - Black waney-edge boarding
  - Patterned brickwork



# Urban Fringe Settlements

## Horsham St Faith

Horsham St Faith is located approximately 5 miles to the north of Norwich. The main Norwich to Aylsham Road originally passed through the village but it is now bypassed by the A140, less than half a mile to the west, with the original road going south towards Norwich, now ending at the Aviation Museum. The village lies within Landscape Character Area E3: Spixworth Wooded Estatelands, with the surrounding country generally being flat, with a gentle slope down to the stream of the River Hor.

Horsham St Faith can be traced back to Anglo-Saxon times with the stream playing an important role in the early development of the village, the Domesday book listing the village as having two water mills. From the early Middle-Ages, beginning in the reign of Henry I (1100-1135), the village was the site of an annual three day cattle fair, which became one of the most important in East Anglia and continued until 1872.

The village developed in a linear form along Church Street, Norwich Road and Swan Street, with later developments along Back Lane and Waterloo Place. Further modern residential development has taken place to the south, east and north-east of the older central area, together with the Abbey Farm Commercial Park to the north west.

The historic core of the village was designated as a Conservation Area in 1989, which includes the main historic buildings and street frontages, along with green spaces within the built-up area, the parkland stretching from St Faith's Priory to The Clink and the landscaped area screening Abbey Farm Commercial Park.



# Urban Fringe Settlements

## Key Characteristics

- Historic core of the village has a linear grain and pattern of development along Church Street and Norwich Road, with the elongated form making an important contribution to the character of the area.
- The curved road combined with adjoining buildings, brick and flint walls, trees and hedges create a strong sense of enclosure to the streetscape and a series of key views and vistas.
- Series of green, open spaces form a key part of the character of the village, the largest of which, Swan Plain, fulfils the role of a village green, with smaller areas being equally as important.
- Important sense of openness at junction of Norwich Road and Church Street, emphasised by views of open farmland to south-east.



- The Grade I listed Church of the Blessed Virgin & St Andrew has an imposing presence in the village as a landmark building, making an important contribution to locally distinctive character and creating a strong sense of place.
- Variety of building types, styles and periods with locally distinctive traditional materials and details including red brick, flint and render, sometimes painted or colourwashed, gault brick, pantiles, thatch and slate, decorative chimneys and brickwork details, crow stepped gables, brick and flint boundary walls.
- Several important views of the church tower, particularly along Church Street and to the north along West Lane where it can be seen above the roofscape of surrounding buildings.
- Open aspect to the south west, south east and the north, where surrounding undeveloped countryside and agricultural land forms the setting of the Conservation Area.
- Key views from and towards the historic core of the village where surrounding open countryside can be appreciated.

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Horsham, these elements are:
  - Historically linear grain and pattern of development
  - Important sense of openness at junction of Norwich Road/Church Street

- Series of green open spaces
- Strong sense of enclosure to streets in core
  - see boundary treatments below
- **N11** – New development should identify and retain important local views and create new ones where possible. In Horsham, the key existing views are:
  - Tower of the Church of the Blessed Virgin & St Andrew
  - To/from the historic core, and between the historic core and surrounding open countryside
  - Open farmland from the junction of Norwich Road/Church Street
- **S7** - Boundary treatments should be designed to contribute positively to the character of the area/street and to the quality of the public realm. In Horsham, typically used boundary treatments include:
  - Brick and flint walls
  - Trees & hedges
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Horsham, the existing palette of materials includes:
  - Red brick
  - Flint
  - Render (sometimes painted/colour washed)
  - Gault brick
  - Pantiles
  - Thatch
  - Slate



# Broads and Rivers Fringe Settlements

# Broads and Rivers Fringe Settlements

## Introduction

The historic settlements of Thorpe St Andrew, Brundall, Blofield and Reedham either adjoin or are located close to the River Yare, which forms the southern boundary of Broadland District. Acle, Wroxham, Coltishall and Horstead adjoin the River Bure which forms the north east boundary of Broadland. With the exception of Blofield, part of each of these settlements also lies with the Broads Authority area.



Reedham

# Broads and Rivers Fringe Settlements

## Thorpe St Andrew

Thorpe St Andrew is located approximately two miles to the east of the centre of Norwich on the River Yare. Although forming part of the Norwich urban area, it has historically been separate from the city and administratively remains so today.

The historic village of Thorpe St Andrew is the linear development along the Yarmouth Road running parallel to the north bank of the River Yare, with a steeply wooded slope to the north. The area to the north was originally part of the then much more extensive, Mousehold Heath. However today, the eastern part of this area, either side of Plumstead Road remains undeveloped, although wooded rather than heathland. The remainder has been developed for residential use since the Second World War, most recently at Dussindale.

Several historic buildings line the Yarmouth Road, some of which are listed including the Church of St Andrew and its ruins. The area extending northwards from the River Yare up the valley side to the top of Thorpe Ridge was designated as a Conservation Area in 2007, including:

- School Lane and the wooded slopes either side;
- Bishop's Close and its adjacent wooded slopes; and
- Chapel Lane and the adjoining woods.



# Broads and Rivers Fringe Settlements

## Key Characteristics

- Generally suburban character comprising mainly 20th century semi-detached and detached properties often set in large plots with mature planting.
- Three principal areas of development including the Conservation Area to the south along Yarmouth Road, 1930s housing to the north and more recent housing to the east at Dussindale and St Andrews Park.
- Area to south includes the historic core of Thorpe St Andrew, predominantly linear development with a mix of large houses, Victorian terraces and modern development including flats. Range of building styles and designs including brick, timber framing, steeply pitched roofs, elaborate chimneys, Dutch and crow stepped gables, decorative details.
- Area to the north largely residential and suburban in character, generally with grid pattern of streets and mix of 1930s detached and semi-detached houses and bungalows with more modern development from the 1950s and 1960s. High degree of uniformity, with development having taken place at the same time. Some variations in style with red brick; painted render; grey, red and brown pantiles; decorative timber detailing and hipped roof forms.

- Area to the east is the more recent higher density expansion within the last 30 years. Large range of modern styles and property sizes with complex network of cul-de-sacs built from the 1990s onwards, with little distinctive character. Variation in built form, styles and materials including red brick, cream render, red pantiles, slate roofs, low boundary walls and hedging.
- The River Yare makes an important contribution to the setting of Thorpe St Andrew.
- Steep wooded slopes to the north of the historic settlement form the setting of School Lane and Chapel Lane along with a number of large houses and provide the backdrop to the settlement as a whole.

- Several local green spaces make an important contribution to the character of the area including wooded parks and open meadows.
- Abundance of street and mature garden trees gives Thorpe St Andrew its special green character, some of which remain from the original woodland which was once extensive, along with some from field and boundary trees.
- Limited palette of traditional local materials within the historic core including red brick, red pantiles, timber frame, sand-lime render and flint along with gault brick, stone and slate.



# Broads and Rivers Fringe Settlements

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Thorpe St Andrew, these elements are:
  - Preserve sense of openness of local green spaces
  - Abundance of street and mature garden trees
  - The River Yare
- **N11** – New development should identify and retain important local views and create new ones where possible. In Thorpe St Andrew the key existing views are:
  - Steep wooded slopes to the north of the historic settlement provide backdrop to the settlement
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Thorpe St Andrew, the existing palette of materials includes:
  - Red brick
  - Red pantiles
  - Timber frame
  - Sand-lime render and flint
  - Gault brick
  - Stone
  - Slate



# Broads and Rivers Fringe Settlements

## Brundall

Brundall is located approximately seven miles from the centre of Norwich to the west and fourteen miles from Great Yarmouth in the east. It is surrounded on all sides by open countryside and lies within Landscape Character Area F3: Reedham to Thorpe Marshes Fringe.

The village developed as a linear settlement extending roughly west to east along the ridge of high ground overlooking the valley of the River Yare, following what was probably an original route (now The Street and Strumpshaw Road) linking Norwich and Brundall to other towns and villages in what was otherwise a marshy landscape. This linear pattern of development was reinforced by the coming of the railway which follows the same west to east alignment as The Street and more recently with the A47 to the north of the village. Today Brundall is effectively bounded by the A47 and Run Dyke to the north and the River Yare to the south.

The area of low-lying land known locally as Run Dyke, Witton Run or the Lackford Run to the north and east of the village separates Brundall from Blofield. This channel drains into the River Yare and is surrounded on both sides by arable and wet grazing land, which along with Braydeston Hills, is an important area of greenspace creating a rural belt between the two villages.



# Broads and Rivers Fringe Settlements

The location of Brundall by the River Yare and its proximity to Norwich have both played an important role in its development, as a destination for Victorian and Edwardian day trippers getting out of the city for recreation and for market garden growing and transporting fresh produce into Norwich by river. Although this is largely a thing of the past, the legacy can still be seen in local street names such as Cucumber Lane, Berryfields and Nurseries Avenue. Nevertheless, its relationship with the river remains strong with Brundall Riverside being the location of an historic and important group of businesses involved in boat building and Broads tourism.

Major growth in Brundall was driven by the coming of the railway and it was described as Norwich's 'metroland' conjuring up images of a new Edwardian middle class escaping life in the city to live in greener and more spacious surroundings. Later development has changed the traditional pattern of development from linear along The Street, Postwick Lane and Strumpshaw Road to a series of rib developments on either side to the north and south. Constraints presented by the relatively steep slopes south towards the river and the low lying land to the east has meant that the most recent development has taken place to the north and west along Cucumber Lane up to the junction with the A47.

## Key Characteristics

- Linear pattern of traditional development with no single village centre.
- Rural village character surrounded by a mixture of arable and pastoral agricultural land separating the village from Blofield to the north east, along with the Broads to the south.
- Important areas of local green space including Church Fen and Cremers Meadow.
- Important views to north and east, the Church of St Michael, and views of the Braydeston Hills from the Public Rights of Way (PRoW) network. The setting of the Church of St Michael and views of the Church from the PRoW network are also important.
- Several historic buildings throughout the village, mainly along The Street together with a number of Edwardian residential villas occupying prime spots on high ground, overlooking the Broads. Key listed buildings include the Grade I listed Church of St Michael (known locally as Braydeston Church, Braydeston) and the Grade II\* listed Church of St Laurence.
- Many of the older streets are lined with mature trees including beech, lime and pines which contribute to the green character of the village.
- 20th century development along The Street supplemented by numerous cul-de-sacs and loop roads branching off to the north and south.



# Broads and Rivers Fringe Settlements

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Brundall, these elements are:
  - Linear pattern of development
  - The open spaces of Church Fen and Cremers Meadow
  - Visual and physical separation of Brundall and Blofield
  - Mature trees including beech, lime and pines
- **N11** – New development should identify and retain important local views from the existing Public Rights of Way network, and create new ones where possible. In Brundall the key existing views are:
  - Across open landscapes to the north and east of Brundall
  - Towards the Braydeston Hills (north of Brundall)
  - Towards the Church of St Michael



# Broads and Rivers Fringe Settlements

## Blofield

Blofield lies approximately 6 miles to the east of Norwich and 14 miles west of Great Yarmouth, immediately to the south of the A47 dual carriageway. It is located in Landscape Character Area D4: Blofield Tributary Farmland, with the settlement being surrounded by high quality arable farmland.

There are a number of Grade II listed buildings in the village, with the 14th century Church of St Andrew and St Peter being listed Grade I, which largely replaced an earlier Norman structure. This is the largest mediaeval church between Great Yarmouth and Norwich, reflecting the presence of the bishop's residence in the parish and the prosperity of the surrounding landscape, which was part of the flourishing wool trade over this period.

Historic development includes a cluster of buildings around the area near the church with a number of 18th and 19th century red brick and thatched cottages and farm buildings, along with some linear development along the old east-west Yarmouth Road. Further linear residential development has taken place along Brundall Road to the south and The Street to the north which serves as the village centre, along with more significant development during the second half of the 20th century with larger scale, higher density residential development infilling areas on both the north and south sides of Yarmouth Road, mainly with cul-de-sac type layouts. The Blofield bypass to the north of the village was opened to traffic in 1983, which significantly reduced the impact of traffic passing through on the old A47.



# Broads and Rivers Fringe Settlements

## Key Characteristics

- High quality agricultural land surrounding the settlement.
- A number of important open spaces contribute to rural character and provide opportunities for informal and formal recreation including the churchyard of St Andrew & St Peter and Howes Meadow, which are of local ecological importance, along with a number of other areas identified as local green spaces.
- Witton Run/Lackford Run is an important green corridor separating Blofield from the settlement of Brundall to the south west.
- The tall tower of the Church of St Andrew & St Peter, built on high ground acts as an important landmark feature in the surrounding landscape.
- Cluster of historic buildings in the area near the church with further historic buildings along the Yarmouth Road, predominantly in red brick, pantile and some thatch.
- Significant higher density, 20th century residential expansion of the settlement each side of the old Yarmouth Road.

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Blofield, these elements are:
  - The visual and spatial separation between Blofield and Brundall, and between Blofield and Blofield Heath to the north.
  - The churchyard of St Andrew and the open space of St Peter and Howes Meadow
- **N11** – New development should identify and retain important local views and create new ones where possible. In Blofield the key existing views are:
  - Church tower of St Andrew & St Peter



# Broads and Rivers Fringe Settlements

## Reedham

Reedham is located on the north bank of the River Yare around 12 miles to the east of Norwich and 8 miles to the south west of Great Yarmouth and lies within Landscape Character Area F3: Reedham to Thorpe Marshes Fringe. The settlement is surrounded by farmland to the west and to the north, whilst to the north east an area of marshland runs along the River Yare as far as the Berney Arms. The Wherry Line railway between Norwich and Lowestoft crosses the River Yare at the swing bridge and the railway station provides connections to Norwich, Lowestoft and Great Yarmouth. Reedham chain ferry is the only vehicle road crossing on the River Yare between Norwich and Great Yarmouth.

Reedham originally developed around the trade route associated with the navigable water link to Great Yarmouth and Norwich along the River Yare. The first edition Ordnance Survey map shows a fairly extensive settlement area around the riverside including a school, with a further area centred around the Havaker and the northern part of Station Road dating from the mid-19th century, with a scattering of properties around the railway station, which has since developed substantially. Both areas have continued to expand with a mix of later infill and ribbon development, although they remain separated by 'Middle Field', an area of open, undeveloped land.

There is a further cluster of buildings, around the Grade I listed, Church of St John the Baptist, located in a more remote position, to the north east of the village, the oldest part of the settlement. However, these are located within the Broads Authority area.



# Broads and Rivers Fringe Settlements

## Key Characteristics

- Sloping topography with the River Yare at its lowest point and the settlement located on the steeply rising ground to the north of the river valley.
- Important long distant views throughout the village including Freethorpe Road and Church Road with views of the River Yare and dwellings within the village and Ferry Road and Low Common with views towards the marshland and the countryside surrounding Reedham. Open views from 'Middle Field' towards the church to the north east and across the river and marshes to the south.
- A number of important open spaces contribute to rural character and have been identified as local green spaces, including the allotments, land adjacent to the war memorial and the playing field at the Village Hall.
- Two distinct parts to the settlement: one around Riverside and The Hills and the second around The Havaker and the railway station, separated by 'Middle Field', which makes an important contribution to the character of the village.
- Dispersed settlement pattern, low density, mostly small scale not exceeding two storeys in height.
- A number of historic buildings including some listed and several of local interest with palette of traditional materials including red brick, flint, weatherboarding, timber, and pantile.
- More recent residential infill and expansion of both parts of the settlement.

## Key Design Principle

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Reedham, these elements are:
  - Dispersed settlement pattern
  - The existing lower density development within the village, rarely exceeding 2 storeys
- **N11** – New development should identify and retain important local views and create new ones where possible. In Reedham the key existing views are:
  - Long distance views including Freethorpe Road and Church Road with views of the River Yare
  - Views from Ferry Road and Low Common towards the marshland and countryside surrounding Reedham
  - Open views from 'Middle Field' towards the church to the north-east and across the river and marshes to the south

- **H13**– Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Reedham, the existing palette of materials includes:
  - Red brick
  - Flint
  - Weatherboarding
  - Timber
  - Pantile



# Broads and Rivers Fringe Settlements

## Acle

Acle is a small market town located midway between Norwich and Great Yarmouth and lies within Landscape Character Area F2: South Walsham to Reedham Marshes Fringe.

The history of the village goes back to at least Roman times, when it was a busy port at the head of an inland waterway called Gariensis by the Romans. The waterway gradually silted up and Acle is now well inland of the sea and has not been a port for centuries. The bridge played an important role in the history of Acle as the only crossing of the River Bure between Great Yarmouth and Wroxham. The village was at the centre of a large forest and the name Acle is derived from 'oak lea', a clearing in a forest, but the surrounding landscape is very different today. Acle was granted the right to hold a market in 1253 and townsfolk received the right to dig peat in 1382. The Church of St Edmund is one of around 124 surviving round tower churches in Norfolk, the tower originating from Saxon times with an octagonal stage and the nave added in the 13th century.

The livestock market existed until the 1970s along with a nearby auction site which has since been redeveloped for housing. The A47 was upgraded and a bypass created to the south east of the village in 1989 which although reducing traffic from the centre of the village, effectively severs the Parish of Acle on an east-west alignment.



# Broads and Rivers Fringe Settlements

There are a number of historic buildings particularly in and around the village centre including several listed buildings, notably the Grade I listed Church of St Edmund. In addition, at Acle Bridge, there is the site of St Mary's Priory, a Scheduled Ancient Monument, although this lies within the Broads Authority area.

Areas of housing have grown around the historic centre of the village along with numerous housing estates built off arterial routes, throughout the 20th century and a number of small light industrial units at the Damgate Lane industrial estate.

## Key Characteristics

- Settlement located on the edge of higher ground characterised by arable farmland to the west with low lying marshland and pasture to the east.
- Nucleated settlement grown around the confluence of a number of radial routes linking it to surrounding towns and villages.
- Several historic buildings in and around the historic core of the village.
- Areas of later residential development around the centre of the village.
- Expansion of the settlement with larger 20th century housing estates, developed off arterial routes.

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Acle these elements are:
  - Set on higher ground at the edge of a flat marshland landscape to the east
  - Refer to identified character areas within 'key characteristics' section above for information on specific defining features throughout the village.
- **N11** – New development should identify and retain important local views and create new ones where possible. In Acle the key existing views are:
  - To/from the church tower
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Acle, the existing palette of materials includes:
  - Red brick
  - Gault brick
  - Red, black glazed and smut pantiles
  - Thatch
  - Slate



# Broads and Rivers Fringe Settlements

## Wroxham

Wroxham is located on the A1151, approximately 8 miles to the north east of Norwich and 18 miles from Great Yarmouth and is within Landscape Character Area F1: Wroxham to Ranworth Marshes Fringe. Wroxham is separated from the village Hoveton immediately to the north by the River Bure. There has been a bridge across the river since at least 1320 and the mediaeval masonry structure is a Scheduled Ancient Monument, although it lies within the Broads Authority area.

The name Wroxham is derived from Old English and means the homestead or enclosure of the buzzard or alternatively, the homestead of a man called 'Wrocc'. It is recorded in the Domesday Book of 1086 as Vrocsham, which refers to two churches, St John, which no longer exists and St Mary, which still stands today. Peat cutting was an important industry in the 12th century which supplied Norwich and Yarmouth until the end of the 14th century. Wroxham Broad, Bridge Broad and Belaugh Broad were formed when the peat excavations flooded.

The settlement grew from the medieval core in Church Lane and St Mary's Close where the Church of St Mary and the Manor House stand today along with a small cluster of other listed buildings. The manorial centre moved east to Wroxham House in the 18th century and in the early 20th century residential development in this area grew rapidly following the arrival of the railway from Norwich, when the growth of leisure



# Broads and Rivers Fringe Settlements

sailing on the river and the Broads began. The area between The Avenue and the River Bure was first developed with holiday homes, mainly bungalows set in large gardens with river frontage moorings and boathouses.

Wroxham today has been heavily influenced by the development of river centred tourist businesses dating back to the 1870s. In addition, the development of the parkland grounds of the former Wroxham House, following its demolition in the 1960s, created a richly wooded area of the village, centred around The Avenue, which forms an important part of the character of the village. This resulted in a substantial open plan estate set in a fine landscape, enhanced by the trees of the former park and containing 'chalet bungalows' of similar character and materials. More recent residential development has taken place at Wherry Gardens to the south of the village, near to the bridge over the railway. A substantial part of the settlement has been designated as a Conservation Area.

## Key Characteristics

- Original mediaeval settlement on high ground above the River Bure developed in a linear form along parallel routes formed by Church Lane, Norwich Road and the Norwich to Cromer railway line.
- Set within a flat, marshland landscape and surrounded by the village of Hoveton immediately to the north, Belaugh Broad to the west, Wroxham Broad to the east and an undulating landscape with arable fields with boundary hedgerows and trees to the south.
- Cluster of listed buildings around the historic core including the 17th century brick and pantile Manor House on Church Lane and the Grade I listed Church of St Mary.
- Several areas have been identified as local green space and make an important contribution to the character of the area including Caen Meadow, Keys Hill woods and St Mary's churchyard amongst others.

- Number of key views from outside the settlement including Key Hill House across farmland from the south and views of the church tower, which stands in an elevated position and is an important landmark. The tower is prominent in views from Belaugh to the west, as well as from the river and in glimpses between buildings along Norwich Road.
- Several key views and vistas within the settlement particularly serial views along roads including The Avenue and Charles Close, and views of the rear of the Manor House from Norwich Road.
- Various character areas within the settlement, including the following which make an important contribution to local distinctiveness and a sense of place.
- Church Lane and Skinners Lane on the edge of the settlement, rural in scale and character, with trees and meadows to the west on the east bank of the river, views of the Church of St Mary and the churchyard. Includes the historic core and late 20th century residential infill between older buildings.



# Broads and Rivers Fringe Settlements

- Norwich Road developed during the early 20th century with artisan terraced housing, set back from the road. Urban scale and character being wide with long serial views, in marked contrast to neighbouring streets, but softened by mature trees at intervals along its length in the walled front gardens of larger detached and semi-detached houses.
- Beech Road to the river, large riverside bungalows, substantial Edwardian houses and others of modern mid-20th century character, in extensive grounds between the estate roads north of The Avenue and the River Bure, although these are within the Broads Authority area.
- The Avenue and Charles Close, 1960s expansion of the settlement, with open plan gardens and mature parkland trees surviving from Wroxham House and its park which previously stood here. Low-density development with single and one and a half storey houses, without boundary walls, fences or hedges creating a visually attractive area of suburban landscape with a distinctive quality and character.
- Locally distinctive traditional materials include red brick; gault brick; flint; half-timbering; red, black glazed and smut pantiles; plain tiles; thatch; slate.

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Wroxham these elements are:
  - Set within a flat marshland landscape
  - Refer to identified character areas within 'key characteristics' section above for information on specific defining features throughout the village.
- **N11** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Thorpe End, these elements are:
  - To/from the church tower
  - Serial views along roads including the Avenue and Charles Close
  - Views of the rear of the Manor House from Norwich Road



- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Wroxham, the existing palette of materials includes:
  - Red brick
  - Gault brick
  - Flint
  - Half-timbering
  - Red, black glazed and smut pantiles
  - Plain tiles
  - Thatch
  - Slate



# Broads and Rivers Fringe Settlements

## Coltishall and Horstead

Coltishall and Horstead are two adjacent settlements separated by the River Bure, located around 10 miles to the north east of Norwich and lie within Landscape Character Area A2: Bure River Valley.

Both settlements developed historically as a result of their position at a convenient bridge/ford crossing point over the River Bure, which has played an important role both for transporting goods and for providing power. It was recorded in 1685 that the river was used for carrying coal and other commodities from Great Yarmouth and corn, timber and other goods back downstream. The river was also used to power a series of mills, many of which already existed at the time of the Domesday survey, when industry relating to the river and the mills gradually developed. Some used water power for grinding corn with millstones, others for fulling woollen cloth with wooden hammers, the process of beating cloth to remove oil and other impurities. The weaving of woollen cloth was well established by at least the 16th century and continued well into the 18th century. Malt making for brewing was a major local industry for some two and a half centuries and there were at least nine malthouses in Coltishall, with malt being shipped to Yarmouth and beyond, but this declined as more efficient production developed elsewhere and the last malthouse closed in 1922. Coltishall was one of the leading villages in Norfolk for boat building, centred on Anchor Street and is reputedly the birthplace of the wherry, being second only to Reedham in the



# Broads and Rivers Fringe Settlements

number of wherries built. The presence of good chalk beds in the area led to the digging of marl for fertilizing the land and the burning of lime for use in the building industry, both products being shipped by river over much of Norfolk. Horstead Mill, whose original building dates from before the Norman Conquest was largely rebuilt in 1789 but was destroyed by fire in 1963. The arrival of the railway in 1879, with a station just north of Coltishall, resulted in the decline of the dominant commercial role of the river in the life of both villages, although since World War II, the use of the river for leisure pursuits has increased.

Today both Coltishall and Horstead still have a rich heritage of buildings stemming from the success and wealth of local industries and agriculture around the area. There has been later, predominantly residential infill along the main routes with further linear development along Station Road/North Walsham Road and Church Street in Coltishall and along Mill Road and Rectory Road in Horstead. More recent residential expansion has mainly been to the north side of Coltishall and other areas such as the north side of Church Street with cul-de-sac type layouts and to the west and south west side of Horstead.

Coltishall and Horstead were designated as a Conservation Area in 1983 including major historic buildings and street frontages in both settlements and the adjoining open meadows of the Bure river valley, along with the small outlying settlement of St James and the fields which separate it from the main part of Coltishall.

## Key Characteristics

- Important historic relationship with the River Bure and settlements surrounded by green river valley landscape and agricultural land.
- Linear settlements which historically developed along High Street and Church Street in Coltishall, Mill Road and Rectory Road in Horstead.
- Immediately to the south of Church Street, large areas of drained water meadows along the River Bure form the setting of the built-up area of Coltishall.
- Water meadows between Norwich Road and Mill Road form a green setting to Horstead particularly in views from Coltishall.
- Several large 17th and 18th century houses in both Coltishall and Horstead reflecting the wealth of the area from successful local industries and prosperous agriculture in the surrounding countryside, positively contribute to a strong sense of identity.
- Concentration of historic buildings on High Street and Church Street in Coltishall, with smaller number in Horstead. Predominance of two storey red brick buildings, some Dutch gables and some thatched roofs.
- Towers of the Church of St John the Baptist, Coltishall and All Saints Church, Horstead are dominant features in the street scene and in distant views.

- Limited palette of traditional materials in both Coltishall and Horstead including local red brick, white gault brick, whitewashed or painted sand-lime render, timber frame, flint, stone, red clay pantiles, black glazed pantiles, thatch and slate.
- Some later residential development including infill and linear pattern along with some cul-de-sac type layouts off main routes.



# Broads and Rivers Fringe Settlements

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Coltishall and Horstead, these elements are:
  - Understanding the strong relationship with the River Bure
  - Green river valley landscape and agricultural land surrounding settlements
  - Water meadows between Norwich Road and Mill Road
- **N11** – New development should identify and retain important local views and create new ones where possible. In Coltishall and Horstead the key existing views are:
  - Towers of the Church of St John the Baptist, Coltishall and All Saints Church, Horstead
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Coltishall and Horstead, the existing palette of materials includes:
  - Local red brick
  - White gault brick
  - Whitewashed / painted sand-line render
  - Timber frame
  - Flint
  - Stone
  - Red clay pantiles
  - Black glazed pantiles
  - Thatch
  - Slate





# Historic Market Towns/Rural Settlements

# Historic Market Towns/Rural Settlements

## Introduction

The historic settlements of Aylsham, Reepham and Foulsham are located in the north part of Broadland District and sit in a rural context, each of which has a distinctive architectural and historic character.



Aylsham

# Historic Market Towns/Rural Settlements

## Aylsham

Aylsham is a market town located in the northern part of Broadland on the A140, approximately 14 miles from Norwich and 11 miles from Cromer. It lies within Landscape Character Area E: Wooded Estatelands, with E1: Blickling and Oulton Wooded Estatelands to the north west, E2: Marsham and Hainford Wooded Estatelands to the south and Landscape Character Area A2: Bure River Valley to the north east.

The area was developed in Roman times with at least two kilns producing pottery, probably connected to a villa and there is evidence of links to the Roman industrial settlement at nearby Brampton.

The town prospered during the early modern age, initially through the production of linen and subsequently wool. The historic centre of the town dates back to this period with a number of dwellings in the Market Place being built in the late 17th century. In the late 18th century, as a consequence of the Industrial Revolution, the wool trade declined and Aylsham developed into a market town with grain and timber as the main sources of income.

The main transport link with the rest of Norfolk for many years was the River Bure, with goods being transported by wherry. In the early 19th century, a toll road improved transport links between Norwich to Aylsham and two railway lines were opened by the end of the century, run by the East Norfolk Railway Company and the Midland and



# Historic Market Towns/Rural Settlements

Great Northern Railway Company. They formed valuable links with the rest of the country during the first part of the 20th century, contributing to the increase in tourism to North Norfolk. However, the expansion of road transport resulted in a decline in the number of passengers and Aylsham South Station closed in 1952, followed by the closure of Aylsham North Station in 1959.

The population of Aylsham was just over 2,300 at the time of the 1831 Census and this remained fairly stable until around 1961. Between 1961 and 1971 this had increased over 3,700 and although this has continued at a slower rate, reached almost 7,000 by 2016 and continues to grow. This reflects changes in the economic activity of the town with an increasing number of people being engaged in a wider range of professions and trades. As a consequence, there has been significant expansion of the town with several housing developments since 1961 to meet the needs of a growing population. The A140 by-pass was built following the growth in population in the 1970s and the link between the roundabout to the south of the town and the road to Cawston was built following further residential expansion in the area.

Aylsham was designated as a Conservation Area in 1972, centred on the historic core of the settlement. It was extended in 1981 to include the Old Hall and grounds, Blickling Road, and again in 1990 to include the area between Heydon Road and Blickling Road and a stretch of the Bure Valley along Drabblegate.

## Key Characteristics

- Settlement surrounded by wooded estates along with the Bure River Valley to the north east, Blickling Hall historic parkland and woodlands to the north west, being one of the wooded estates which characterises much of the landscape around Aylsham.
- Compact historic core centred on the Market Place, which still retains the character and feel of a small market town, with narrow winding roads of a mediaeval street pattern.
- Rich variety of architectural styles with around 200 listed buildings, several other buildings of local interest and a predominance of 18th or early 19th century façades, giving a strong architectural unity to the town and a locally distinctive character and sense of place.
- The tower of the Grade I listed, Church of St Michael is a constant presence in the centre and dominates the skyline in many views of the town from outside as a landmark feature.
- Limited palette of traditional materials including local red brick, red and black pantiles, timber frame, sand-lime render and flint, along with gault brick, carstone, stone and slate imported from further afield.
- Predominance of red brick reflecting the prosperity of the town in the 18th and 19th centuries. Very few timber frames are exposed but many more survive beneath rendering or brick facing.

- Several important local open areas and green spaces have been identified within the settlement, which contribute to local character including formal or informal recreational areas or those having wildlife value.
- Lower density, largely residential areas surrounding the historic core, varying considerably in character and townscape value.
- Significant growth since the early 1960s with residential expansion in the form of suburban estates, predominantly to the south and west of the town, with more recent development to the east and southwest, mix of styles, materials and layouts.



# Historic Market Towns/Rural Settlements

## Key Design Principles

- Protect existing local open areas and green spaces, ensure that new development does not adversely impact on these important areas and consider opportunities for enhancement, such as the Market Place, common land, St Michael's Churchyard and amenity areas, amongst others.
- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Aylsham these elements are:
  - Surrounding wooded estates and the Bure River Valley
  - Medieval street pattern within historic core
  - Predominance of 18th and early 19th Century façades
- **N11** – New development should identify and retain important local views and create new ones where possible. In Aylsham the key existing views are:
  - Views of the tower of the Church of St Michael
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Aylsham, the existing palette of materials includes:
  - Predominance of red brick



# Historic Market Towns/Rural Settlements

## Reepham

Reepham is a market town located in the north west of Broadland, approximately 12 miles from Norwich. It lies between Landscape Character Area C1: Foulsham and Reepham Plateau Farmland, to the west and D1: Cawston Tributary Farmland, to the east and adjoins Landscape Character Area A1: Wensum River Valley, to the south.

The parish boundaries are confusing and the present centre of the town stands at the meeting point of Hackford, Whitwell and Reepham and their three churches were built side by side at this point. All Saints, Hackford was destroyed by fire in 1543, but Whitwell and Reepham churches survive, each having its own incumbent until the 1930s.

The present town developed as a trading centre for the local settlements and Reepham market was founded in 1277 when Sir John de Vaux obtained a charter from King Edward I, although records show that a market was in existence even earlier. Although there is still a small weekly market on the Market Place, the cattle market moved to the site of the present car park and remained the largest in this part of Norfolk until World War II. Reepham remained an essentially agricultural centre until the closure of the cattle market, with farm machinery as well as livestock being sold. The arrival of the railway and building of the station meant that cattle could be easily transported to Norwich or London. However, later in the century, economic considerations resulted in the closure of both the market and the railway.



# Historic Market Towns/Rural Settlements

There were a wide variety of trades in Reepham in the late 19th century. In the combined four parishes of Reepham, Kerdiston, Hackford and Whitwell, White's Directory of 1867 records no less than twenty-two different trades including grocers, shopkeepers, bakers, builders, joiners, bricklayers, plumbers and ironmongers. Other trades were directly dependent on agriculture or the cattle market and included farmers, butchers, saddlers, tanneries, a fowl and skin dealer and a wheelwright. Several small trades were home based including shoemakers, tailors, watchmakers, milliners and a straw-hat maker. There were also six inns and four 'beer house'.

Brewing began in the 18th century by the Birchams and became the biggest industry in the town during the following century. As a wealthy and influential family, they owned extensive property in the town which may account for the pleasing harmony between many façades of buildings in the centre of Reepham, with many of the bricks likely to have come from the brickworks at Kerdiston. The brewery was sold in 1878.

During the 20th century, Reepham experienced a dramatic decline in its traditional business and industry, mainly due to the rapid development in road transport and new methods of communication. New small industries and services have developed on the outskirts of the town along with residential development for the increasing population. Residential expansion of the settlement has taken place principally on the north and west sides of the town with a mix of building styles, types and materials, including

some cul-de-sac layouts and linear development. Nevertheless, Reepham retains a distinctive historic core with many historic buildings, local materials and its traditional street pattern.

Reepham was designated as a Conservation Area in 1972 based around the historic core and extended in 1978, with further boundary revisions in 2008 including two further extensions to safeguard the setting of parts of the existing Conservation Area.

## Key Characteristics

- Surrounding landscape generally open and undulating, the Eyn Brook valley being pastoral in character with meadows, marshes and woodland, in sharp contrast to the arable farmland on the higher ground.
- Open countryside and meadows to the south and east provide an important setting for the town.
- Important views from the south and east, where the town is seen as an irregular but compact group of buildings, set amongst trees and dominated by its twin churches.
- Historic core set around the Market Place enclosed by Georgian buildings, Church Hill dominated by the two mediaeval churches and their raised yards, along with Back Street, Church Street and part of Norwich Road.
- Considerable number of listed buildings and others of local interest with most buildings around the Market Place being listed, where several traditional shopfronts also survive.

- Network of pedestrian routes, alleys and yards form a vital element of the historic townscape such as Chapel Walk, St John's Alley and Pudding Pie Alley.
- Loosely strung-out development along Reepham Moor having the character of a small, more rural linear settlement, in contrast to that of the town itself, with buildings varying in age and size.
- Limited palette of traditional materials including local red brick, red and black pantiles, thatch, timber frame, sand-lime render and flint, along with gault brick, stone and slate imported from further afield.
- Residential estate type development mainly to the north and west with a mix of building styles and layout including cul-de-sacs and linear patterns.



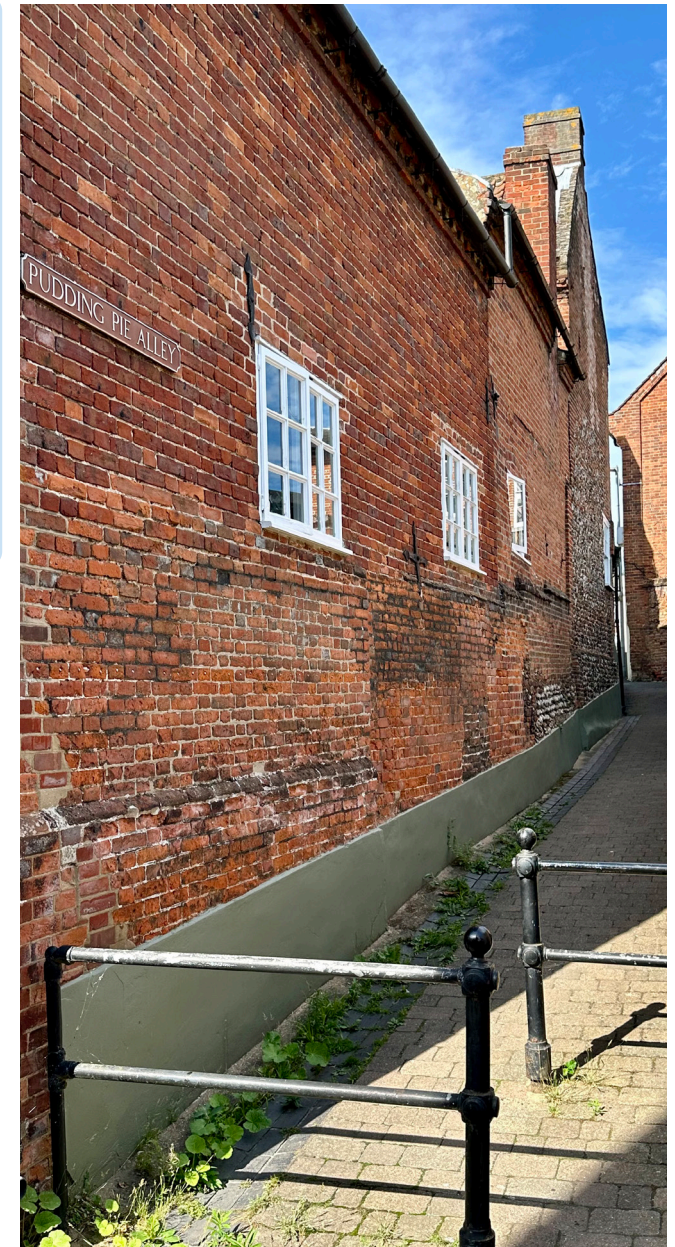
# Historic Market Towns/Rural Settlements

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Reepham these elements are:
  - The landscape setting, particularly the open meadows to the south and east of the historic core
  - Network of existing pedestrian routes, alleys and yards including Chapel Walk, St John's Alley and Pudding Pie Alley.
  - Dispersed development along Reepham Moor
- **N11** – New development should identify and retain important local views and create new ones where possible. In Reepham the key existing views are:
  - The towers of the Churches of St Mary and St Michael

- **H13**– Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Reepham, the existing palette of materials includes:

- Red brick,
- Red and black pantiles
- Thatch
- Timber frame
- Sand-lime render
- Flint
- Gault brick
- Stone
- Slate



# Historic Market Towns/Rural Settlements

## Foulsham

Foulsham lies in the north west part of Broadland, approximately 18 miles from Norwich and is located in Landscape Character Area C1: Foulsham and Reepham Plateau Farmland.

In the late 18th and early 19th centuries the Enclosure Act created a field pattern which remains more or less the same today, with the rotation of crops pioneered by Coke of Holkham resulting in increased profits from agriculture. Wealthier farmers and tradesmen began to acquire some of the tastes of the landed gentry, by building large Georgian houses in and around Market Hill. These sites had become vacant following the disastrous fire of 1770, caused by the explosion of a store of gunpowder, which destroyed many buildings and seriously damaged the church. In 1842, the Rector, Thomas Quarles, recorded that the new houses were much superior, both in size and appearance, to their predecessors.

A considerable number of shops, crafts, trades and professions flourished in Foulsham, as recorded in Kelly's Directory of 1900. Over twenty retail outlets were noted including four public houses, the post office, a bank, two surgeons, a tax collector and a coal dealer, with trades and crafts be represented by a miller, builder, carpenter, brick and tile maker, thatcher and basket maker, blacksmith, wheelwright, gunsmith, saddler, shoemaker, boot maker, watch maker, engineer and machinist. The population in 1891



# Historic Market Towns/Rural Settlements

was recorded as 1,015. Foulsham railway station opened in 1882 on the Great Eastern Railway line with a regular service to Norwich. Although the market had been long discontinued, an annual cattle and pleasure fair was held every May.

The 20th century saw a marked decline in the self-sufficiency of Foulsham as a smaller rural community. The railway closed in 1964 as part of the Beeching cuts, with an increasing use of the motor car and the growing mechanisation of agriculture greatly reducing the number of people employed locally. However, Foulsham remains an important local centre, with a wealth of historic buildings including several fine Georgian houses and the Grade I listed Church of Holy Innocents. There has been some limited residential expansion of the settlement, notably along Guist Road to the west with mainly linear and some cul-de-sac type development. The location of Foulsham, to the north east of the main A1067 Norwich to Fakenham road, has meant that it has not been impacted by heavy modern through traffic and large scale residential development.

Foulsham was designated as a Conservation Area in 1977 centred on the central core of the village, including almost all its significant historic buildings and open spaces, along with the open landscape areas which form the setting of the village at its north and south entrances.

## Key Characteristics

- Surrounding landscape of the village dotted with small woods and hedgerow trees which appear as almost continuous tree belts and the village remains largely hidden in views from the higher ground to the north and south.
- Setting of the village established by large open meadow, with its park-like trees, opposite Church Farm at the northern end and by the large meadow opposite Hendry's yard at the southern end.
- Settlement is linear in form with more or less continuous development from the bridge at the southern end to Church Farm at the northern end.
- Curving road layout allows buildings to be seen from an angle, giving a sense of enclosure and a changing series of views and vistas.
- Grade I listed Church of Holy Innocents in a prominent position at the north end of the village.
- High Street is the heart of the village and is closely built up on either side, with a predominance of 18th and 19th century buildings giving a strong architectural unity.
- Limited palette of traditional materials including local red brick, red and black pantiles, timber frame, clay lump, sand-lime render and flint, along with gault brick, stone and slate imported from further afield.
- Some limited residential infill and more recent development predominantly in a linear pattern, mainly to the west of the village.



# Historic Market Towns/Rural Settlements

## Key Design Principles

- **N4** – New development must address and minimise negative impacts on the valuable and sensitive elements of the local townscape and landscape character. In Foulsham, these elements are:
  - The landscape setting, particularly the open meadows at the north and south entrances to the village.
  - Views towards the village from the north and south, from which the village remains largely hidden as a result of the small woods and hedgerow trees.
  - Continuous, linear form of development
- **N11** – New development should identify and retain important local views and create new ones where possible. In Foulsham the key existing views are:
  - The tower of the Church of Holy Innocents
- **H13** – Building materials and features should be visually appealing, and suitable to the character of the surrounding area. In Foulsham, the existing palette of materials includes:
  - Red brick
  - Red and black pantiles
  - Timber frame
  - Clay lump
  - Sand-lime render
  - Flint
  - Gault brick
  - Stone
  - Slate



