



Hingham

Conservation Area Character Appraisal and Management Guidelines

December 2016



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Introduction

Under the terms of the Planning (Listed Buildings and Conservation Areas) Act 1990, the Local Planning Authority is required to identify areas of special architectural or historic interest whose character or appearance it is desirable to preserve or enhance, and to designate them Conservation Areas. The 1990 Act also requires local authorities to prepare policy statements for Conservation Areas. Hingham Conservation Area was designated in 1975.

This document should be read in conjunction with the adopted Local Plan, the National Planning Policy Framework, Planning Practice Guidance, and the South Norfolk Place Making Guide.

Hingham is a town of significant historic and architectural value. Its two market places, each of a completely different character, with the impressive Church of St Andrews linking the two, make its layout unique to South Norfolk. Its historical association with Abraham Lincoln adds a special interest to the town.



Hingham's importance arose from its position at the crossing of routes running east-west and north-south, making it a natural meeting point for the surrounding area. In 1688 there was a disastrous fire which destroyed much of the north side of the Market Place. Fine houses in the Market Place and in Bond Street owe their origin both to the great rebuilding which took place after the fire and to the fact that during the eighteenth century, a time of prosperity for Norfolk agriculture, Hingham became the fashionable centre for the local gentry. It was commented that "this town hath had the bad fate to be burned down, but is since rebuilt in a finer form, and the inhabitants suitable to the place are taken notice of as a gentle sort of people, so fashionable in their dress, that the town is called by the neighbours Little London".

Key Characteristics

- Two Market Places: one of a tight urban form the other with an open rural character
- Exceptional 18th century heritage of houses with large gardens
- Significant trees and open spaces
- Survival of ancillary outbuildings
- Use of walls as boundaries and shaping of spaces and footpaths

Historical Development (also see historic map in Appendix 5 page 26)

The name Hingham is of Anglo-Saxon origin. Ham means “village”. ‘Hing’ could derive from a personal name either ‘Hinc’ (short for Hengist) or Inge; or perhaps from the name of a local group “Hega’s people”.

Hingham was a royal manor at the time of the Norman Conquest in 1066. The manor was granted to Henry de Rye by King Stephen in the mid-twelfth century. It was later sold to the Earls of Kimberley, who have remained Lords of the Manor to this day.

A royal licence to hold a fair was granted in 1264, and fairs were traditionally held on the Fairland on 2nd March, Whit Tuesday and 6th October. The date of the first market is not known, but the size of the Market Place and of the church suggests that Hingham was a thriving place by at least the fourteenth century. The market was held every Saturday until the nineteenth century, when, with improved communications, it could no longer compete with Norwich. It was briefly revived, but finally closed again in about 1950.

During the early seventeenth century Hingham was a centre of Puritanism. In 1638 Robert Peck, the Rector and a leading Puritan, fled to New England to join earlier emigrants from the town, who had founded the new town of Hingham in Massachusetts. Many of the emigrants, who included an ancestor of Abraham Lincoln, were well-to-do, and their departure, coupled with the plague, led to Hingham being described as “this poor ruined town”.

The population increased up until the mid-nineteenth century. The development of Chapel Street, Stone Lane and Pitt Square, the Congregational Chapel, and the rows of cottages in backyards all date from this time. In common with most Norfolk villages, the population then declined, reflecting not only an absence of growth but also a reduction in the number of persons per dwelling. There was only limited building in the town during the second half of the nineteenth century. It was not until the second half of the twentieth century, as Hingham became increasingly a settlement for commuters and for retired people, that the population once again reached its earlier level. The relevant population statistics are : 1845:1691, 1931:1322, 1961:1388, 1971:1460, 1981:1829, 1991:1965, 2001 : 2078, 2011:2367. Most of this increase is accommodated in the new residential areas which now surround the town centre. With the advent of the car in the twentieth century, road surfaces have been tarmacadamed and, in Church Street and Norwich Street, buildings have been demolished to improve visibility.

The car has also, here as elsewhere, led to a dramatic change in shopping patterns. Thus despite the population increase, there are now fewer shops and commercial premises than there were in the first half of the century. Many have been converted to houses but most have retained the original shopfronts. Hingham still has a variety of commercial and retail premises for a town of this size.

A noticeable inheritance from the 20th century has been the development of parts of large gardens in the town for new dwellings, for example in the grounds of the Old Rectory.

Further details of the history of Hingham can be obtained from The Hingham Society.

Character Assessment

(also see Streetscape and Natural Character Map, Appendix 6 and 7, page 27 and 28)

Hingham and its Setting

Hingham stands on a low plateau between the Blackwater Valley to the north and a tributary of the Tiffey to the south. From the south there is a noticeable rise up to the town centre, with roofs appearing one above another, culminating in the church tower. Correspondingly, there are views from the backs of buildings in the Market Place looking south over open country. From east, north and west the approaches to the centre are all but level and views out from the centre are generally stopped by buildings or trees.

Hingham is bounded by Attleborough, Wymondham, Dereham and Watton. It is roughly equidistant from all four, and, in contrast to their growth, Hingham remained small until the expansion of residential neighbourhoods in recent years.

Conservation Area Boundary (Also see Boundary Changes Map, Appendix 4)

Amendments to the previous boundaries have been agreed as part of this appraisal. On the north and south sides, the conservation area boundary still follows closely the edges of the town centre.

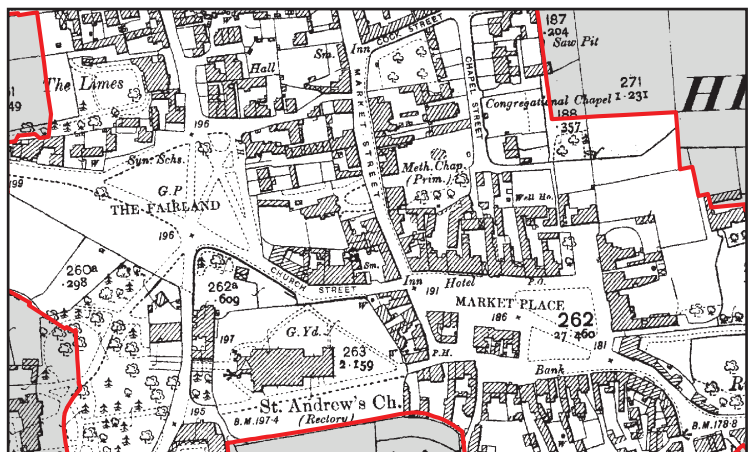
On the west side, however, the revised boundary excludes the new residential areas of Park Close and Lonsdale Crescent to the north-west and Rectory Gardens to the south-west. The trees in the former Rectory Gardens are protected by a tree preservation order but the character of these sites were not felt to be of sufficient merit to justify retaining them in the area.

To the south-east, the boundary now excludes Stone Lane, but retains part of Hall Lane, Mill Corner, Hall Moor Road and Pitt Square as a separate area. This area includes several buildings of interest both architecturally and historically with associations with the Mill. The proposal to exclude Manor Court was not accepted and consequently remains in the Conservation Area.

Street Pattern and Historic Grain

This is a summary assessment of the character of the town centre. A more detailed analysis is given in Appendix 1.

Hingham developed around two markets and a church : the produce market in the Market Place, the livestock market in the Fairland and the church between the two. Though the markets no longer function, these two spaces, each complementing the other, still give Hingham its unique character. The rectangular Market Place is enclosed and urban, with grass and trees subordinate to buildings and hard ground surfaces. In contrast the triangular Fairland is open and rural, with grass, trees and hedges predominating over small-scale, haphazardly grouped buildings. The



church, with a magnificent tower and surrounded by trees, acts as an “anchor” common to both spaces: to the Fairland it provides a dramatic backdrop; while from the Market Place it is visible over the rooftops and reached only via a short and narrow alley.

The two spaces are linked by Church Street which, though short, is narrow with bends, and is flanked by trees and a high wall on the south side, so that views between the two are restricted, and the identity of each remains quite separate.

Entrance to the Market Place is confined to narrow, curved streets, lanes and alleys, restricting views into, and from, the space. Approaching from outside, there is a sense of sudden arrival, and once inside, of total enclosure. No side is entirely straight or parallel to another, so that the eye is continually being drawn to particular views or buildings. At the south-west corner, buildings project into the space, to create, with two small built-up “islands”, a series of smaller spaces. At the north-east corner the space extends into a small “close”.

Entrance to the Fairland is quite different. Roads from all directions widen gradually as they approach the space, to give open views of grass and trees.

Beyond the Market Place and the Fairland, the principal historic development lies to the north. Bond Street, the main thoroughfare in this area, has a number of fine large houses. Baxter Road, in contrast, is made up of small cottages. Neither street is straight or of uniform width, so that there are interesting views of buildings in either direction. Pottles Alley is a short informal link between Bond Street and the Fairland. There are several small terraces of cottages, built in back yards : Wellingtonia Terrace, Fairland Terrace and Fairland Court. Chapel Street, by contrast, is mostly an attractive nineteenth-century development of semi-detached town houses, with gardens and mature trees.

The “grain” of the historic development north and south of the Market Place is one of long, narrow plots. In some cases, what may seem to be a rear extension is likely to be as old, or older, than the front range. Further back, these plots contain gardens, yards and outbuildings, many of townscape value. Glimpses of these back yards may be had from Bond Street, Chapel Street, Copper Lane or Hall Lane.

In contrast to this tightly-knit development, the areas west and north of the Fairland and east and north-east of the Market Place are, or were, characterised by a number of large houses in extensive grounds. The importance of their trees to the appearance of the Conservation Area cannot be over-estimated, even where, to the west, the houses themselves have been demolished. Elsewhere the houses and gardens remain intact, their joint preservation is vital to the character of the town centre.

The dwellings along the Hall Lane area vary from those with generous gardens along Mill Corner to those which, on the west side, closely follow and shape the line of Hall Moor Lane. The original houses and large gardens in Pitt Square are modest in scale but set formally around a short cul-de-sac.

The historic core of the town is now tightly ringed by modern residential development, except to the south-west along the Attleborough Road.

Architecture

Hingham Conservation Area contains over 100 buildings on the statutory list of Buildings of Special Architectural or Historic Interest. There are also a number of buildings which, though not listed, are considered to be of townscape value. Buildings in both categories are shown on Map I and scheduled in Appendix 2.

This is a summary assessment of the character of buildings in the town centre. A more detailed assessment is given in Appendix 1.

Most buildings are of two storeys, some with attic accommodation, though there are a number with three storeys in the Market Place and one in Bond Street. There is a marked contrast in scale between houses built at the east end of the Market Place and in parts of Bond Street and west of the church, and those built in Baxter Road, Dereham Road and Pitt Square. Many parts of the town, however, have a mixture of house sizes.

There is, in general, an overall unity of architectural style derived from classical proportions and details. This applies both to buildings newly erected during the eighteenth, and the first half of the nineteenth century as well as to buildings refashioned during this period. The scarcity of buildings in the earlier vernacular style to have survived largely unchanged no doubt also reflects the fire of 1688.

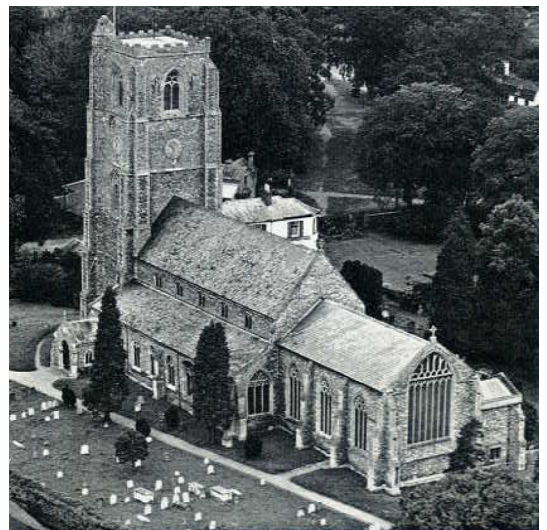
Windows are mostly of classical proportion with sliding sashes, though many cottages have vernacular casement windows. In this context, the Mansion House in Bond Street is of special interest, in its use of casement windows in classically proportioned openings - typical of grander houses of the seventeenth century. There are many classical doorways, varying from the simple but well proportioned to the highly sophisticated. There are a number of good nineteenth century shop fronts.



Elegance and presentation
of windows

Roof pitches vary, from steeply sloping tiled roofs of the seventeenth and early eighteenth centuries, some of them half hidden behind later classical parapets, to the low-pitched slate roofs of the early nineteenth century with examples into Chapel Street and Pitt Square. There are several buildings with shaped gables.

The Church of St Andrew is a fine example of the decorated style of the fourteenth century. Victorian revival styles are represented by the Methodist Chapel in Bond Street (replacing an older, smaller one in Stone Lane), the front of the Congregational Chapel in Chapel Street and the Sunday School on the Fairland.



Traditional Building Materials

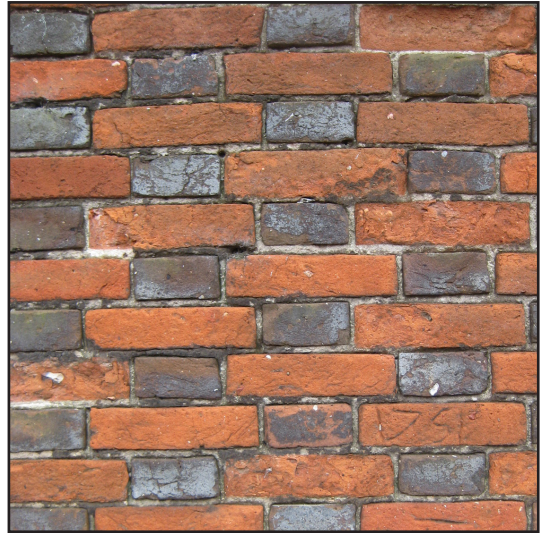
Examples of most of the building materials traditional to South Norfolk can be found within the Conservation Area.

Roofs

Clay pantiles are the prevalent roofing material. They are mostly unglazed : red or sometimes grey or “smut”. Glazed pantiles are not uncommon : black or dark blue and non-weathering, which make a strong visual impact. There appear to be no clay peg tiles. Slate roofs are fairly common, but mostly on the east side of Chapel Street. One thatched roof, in Bond Street, survives. Lead roofing is confined to the church.

Walls

Walls are most commonly of brick. These are mostly soft Norfolk reds, often to a high quality, but occasionally, as in Chapel Street, of white gault clay weathered to grey. Bricks are almost all three inches thick, indicating a post-1700 date : the finest example is Beaconsfield House in the Market Place. The Mansion House in Bond Street is a fine example of earlier two inch brickwork. Many walls are rendered and painted white, cream or grey ; the rendering is likely to conceal either a timber frame (pre-1700), clay lump (post 1700) or perhaps flint or brick. Exposed flintwork is seen at its best in the church, but is also fairly common in garden walls. Rounded flint pebbles are a rarity so far inland, but they can be seen, used for picturesque effect, in Chapel Street and Hall Moor Road. Black tarred weatherboarding is found on some outbuildings.



Traditional 'diaper' brickwork

Ground Surface Materials

Hard surfaces are now almost entirely of black tarmacadam, creating a drab uniformity (particularly in the Market Place and the Fairland). In the north-east corner of the Market Place a more attractive variety of materials is used : cobbles or gravel in front of houses and a cobbled rainwater channel, which also serves to separate carriageway and footpath without recourse to kerbs. Such traditional channels can still just be seen in Chapel Street, but most have been obliterated by tarmac.



Grass, tarmac - usual frontage treatment



Gravel and cobbles

The space in front of the rebuilt public toilets in the Market Place has been paved using small textured blocks incorporating stone dust.

Grass is an important element in the Market Place and the Fairland. The grassed areas in both market places has been protected by granite kerbs to help ease the problems of erosion and to define the extent of the highway.

Streetscape

Lighting

Efforts have been made to establish a consistent style of column, painted black with a Victorian lantern that can be seen in both Market Place and The Fairland.

Seats

There are different types of seat in the conservation area provided by the Town Council, in some cases sponsored by individuals or special events. Examples of a traditional wooden seat; a park bench style with iron ends; and modern design of steel can be found.

Litter Bins

These are a standard modern type, of 'traditional' design, black coloured.

Street signs

There are two traditional road signs of significance; one at Bond Street opposite its junction with Hardingham Street and the other at the east end of Church Street.

Wirescape

Black timber posts and cables fanning out in all directions are common throughout the Conservation Area. In the Fairland trees reduce their visual impact, while in the more urban Market Place they are not overly obtrusive.

Boundaries

There are narrow posts at either end of the open grassed area in front of the Bowling Green on The Fairland. Elsewhere walls are often used, with examples of iron railings along Chapel Street, and hedges helping to maintain a natural appearance. The iron gates to the Old Rectory on Attleborough Road are especially significant.



Walls define many site boundaries



Traditional road sign

Bus shelter and telephone kiosk

The bus shelter built in 1954 on Market Place makes a positive contribution to the area while the more recent one in The Fairland is a more modest version. The telephone kiosk is now a grade 2 listed building, alongside the traditional post box. The granite bolder on Market Place was a gift from Hingham Massachusetts in 1913.

Natural character

There are a number of sites where trees, or groups of trees, play an important visual role. They are indicated on Map 1.

Within the conservation area, there are important individual trees in the Market Place and The Fairland with significant groups in the churchyard of St. Andrews and the adjoining grounds of St Andrew's Lodge, Manor House and the Rectory.

Trees in the private gardens of The Cottage on Dereham Road, Blair House on Bond Street, behind the houses at the east end of Market Place and along Chapel Street, all make a positive contribution. Outside the conservation area the trees in Rectory Gardens provide a natural backdrop to the Fairland.

The Market Place, the Fairland and St Andrew's Churchyard are three very different types of open space, and each add to the character of the town. The Bowling Green compliments to the open character of the Fairland.

Conservation Management Guidelines

Highways

The B1108 carries through traffic from both Norwich and Wymondham to Watton and beyond. This traffic includes a large quantity of heavy goods vehicles, which have to negotiate the narrow entrance to the town approaching Norwich Road and outwards via Church Street at the west end. This not only causes disturbance to those who live and work in the Town, but is also a danger for pedestrians.

Regrettably, there seems to be no obvious solution to this problem, but discussions could be held with The Highways Authority to see if any calming measures might be effective. Speed management measures are to be introduced in 2017.



The busy B1108

Parking and access

The parking and access in the Market Place is ordered but intense with parking available in front of both ranges of buildings on the north and south sides as well as in every space around the greens and the islands of buildings. What proportion of these cars are for residents as opposed to visitors is not known, but with the absence of any sites for off street car parking, the scope to improve the situation is limited. The conversion of the greens for parking would be detrimental to the character of the area.

The appearance could be improved if the surface finish of the roads was varied or differentiated in some way. Parking restrictions, with yellow lines, are not advocated, but rolled gravel could be used near to building lines to break up the current dominance of black tarmac.

In The Fairland, parking is also at a premium with concentrations along the various sections between the grassed areas on the east side. The recent re kerbing of these areas has reinforced the layout and addressed the erosion of the greens that was previously a major concern.

The parking area outside the Lincoln Hall should be improved and perhaps could provide a more useful alternative.

Again using the greens for parking would not preserve the character or appearance of the area and is not suggested as an option.

Repair of Buildings

There are a number of high quality historic buildings in the town and it is important that their maintenance and repair is carried out with care using traditional materials and techniques.

Advice can be obtained from various sources, including South Norfolk Council, which would help avoid alterations which, however well- intended, can cause permanent harm to the special interest of these buildings.

Unsympathetic alterations

A few buildings, particularly the terraces along Baxter Road, have been altered in the past in ways which have adversely affected their special character, and cumulatively, that of the wider



Parking, Market Place



The Fairland

area. Examples include replacing traditional windows and doors with ones of an inappropriate design or materials.

There are pressures to replace historic windows to improve thermal performance and security, but there are ways of upgrading the existing features without replacement or in ways which retain the special interest of the building.

Every effort should be taken to retain original historic features, or to reinstate them where possible.

Street furniture

There are also notable features in the area which may be under threat by way of neglect, under use or by modern equivalents. The two street signs at the ends of Bond Street are a rare survival, and every attempt should be taken to repair and retain them. The telephone kiosk and post box in the Market Place also make a positive contribution to the area.

Discussions should be held with the Highways Authority and owners to help secure the future of these increasingly rare examples of “street furniture” which make a positive contribution to the character of the area.

The use of wheely bins has created a storage problem that is more obvious in built up areas where these bins cannot easily be stored out of sight.

Opportunities to relocate or add modest screening of these bins should be investigated wherever possible.

Tree planting

Trees are such a key part of the conservation area. A programme of replacement planting should be developed throughout the town in order to maintain this character.

Every opportunity should be taken to plant new trees of species appropriate to their location and character in order to compensate for the eventual loss of existing mature trees.



‘Collection’ of street furniture



Wheely bin storage can be a problem

Appendix 1 - Townscape and Buildings

This Appendix describes in more detail the character of the principal open spaces, streets and alleyways and buildings in the Conservation Area.

Attleborough Road

The only entrance to the town centre which is not flanked by modern development, but instead offers an attractive natural approach to the town. There are important listed buildings (Manor House, St Andrew's Lodge, Rectory Stables), walls (Rectory and St Andrew's Lodge) on both sides, and the former gates to the Old Rectory which combine to give a sense of compression before the sudden expansion of the Fairland. The west tower of the Church makes a spectacular contribution. The approach has been much improved with the restoration of the Manor House and its railways.

Baxter Road

An attractive narrow back street of terraced cottages abutting the pavement. The exception is No.8, a modern detached house behind a hedge. The outbuilding to the east of No. 18 provides an attractive terminus to the view down the street. Two houses at the east end are listed. These are No.25-27, built of terracotta blocks with decorative chimneys and other features. All the cottages have been, or are being modernised and in several cases, two have been converted into one. Several former shops have been converted into houses. From the outside, the main alterations have been window replacements, some more sympathetic than others. The south end of Baxter Close is included in the area which partially closes the view north down Bond Street, although a more successful attempt could have been made.

Bond Street

Now an almost entirely residential street, with only a couple of shops surviving. The street curves slightly and changes from being wide at its northern end (with buildings spread out and modest in scale) to narrow at its southern end (with built up, taller frontages). The curve allows buildings to be seen to better advantage and the "tightening and heightening" of the space emphasises the entrance to the Market Place.

Some "urbanity" has been recreated by the high wall to No.23 and by No. 16 Baxter Close.

There is a good view of the church across the front garden of Walnut Tree House, which is set back behind a tall beech hedge. This and the evergreen hedge to Blair House opposite are both good examples of planting used "architecturally" to maintain the street frontage.



Bond Street

Central to the street and its most important building is the Mansion House, listed grade II*. Its style is of the late seventeenth century : classical symmetry and proportions combine with sash windows (with raised brick frames), shaped gables, projecting string courses and fine two-inch brickwork incorporating blue headers. The door case is of high quality. Other buildings of particular interest, all but one listed grade II, include Walnut Tree House, with two splayed bays and a lattice-work porch; Thatched House : timber framed; Blair House: late Georgian; Nos. 17 to 21 : probably originally two large houses, with steep pitched roofs, sash windows and a good later shopfront to No. 17; No. 2 (the former Angel Inn), of brick fronted timber frame construction, at the corner with Church Street; No.6 : modest but of three storeys; and the Methodist Chapel (not listed), built in the Victorian “Jacobean” style.



Mix of material and styles

Outbuildings of interest can be seen behind the houses on both sides of the street, while the two old style street signs survive at each end of the street..

Chapel Street

The gracious suburban character of this short cul-de-sac, developed in the mid-nineteenth century, is set by the white brick two storey houses on the east side (listed), the hedges, some with railings, to the front gardens and the mature trees. At the southern end it is enclosed by outbuildings to the rear of properties in the Market Place, now in residential use, and by the fine exceptionally tall wall to the garden of Blair House in Bond Street.



Use of buildings and walls to define spaces

The Congregational Chapel, presently empty, was built in 1836 and re-fronted in a more elaborate style in 1898 is not listed. Consent has been granted to convert it to residential use. Nos.7 and 9 (listed) are notable for the use of pebble flint walling and a central niche containing a statue, although the later porch damages the original design. The former outbuildings at the south end of the street are of particular townscape value.

Church Street

A short, narrow street, which follows the churchyard wall before bending northwards to follow the high garden wall of St Andrew's Lodge. It links the Market Place with the Fairland while at the same time keeping them visually quite separate.

On the south side, east of the churchyard, the junction with the Market Place has been “weakened” by previous demolition in the interests of road safety. Opposite,



Former commercial buildings reused on dwellings

on the other hand, a modern infill building, though architecturally disappointing, has reinforced the frontage. The rest of the north side is typical Georgian townscape : plain but well-proportioned, and with a good doorway and shopfront. The churchyard, with its trees and gravestones, and the wall of St Andrew's Lodge give the street its special quality.

Damage to the churchyard wall by vehicles has been repaired in a less than sympathetic manner with poorly matching bricks and mortar.

Churchyard

St Andrew's Church is the most important building in Hingham, both historically and architecturally (listed grade 1). Unlike many parish churches, it was built in one continuous operation by Remigius of Hethersett, Rector from 1319 to 1359, and is therefore in the same Decorated Gothic style throughout. It is crucially important, too, in the townscape, acting like a huge "anchor" - sometimes hidden, often only glimpsed - to both Market Place and Fairland and to the surrounding streets and lanes. Trees and gravestones in the churchyard are important elements in the townscape. It has a fine tall wall on the south side. The trees complete the picture.

Copper Lane

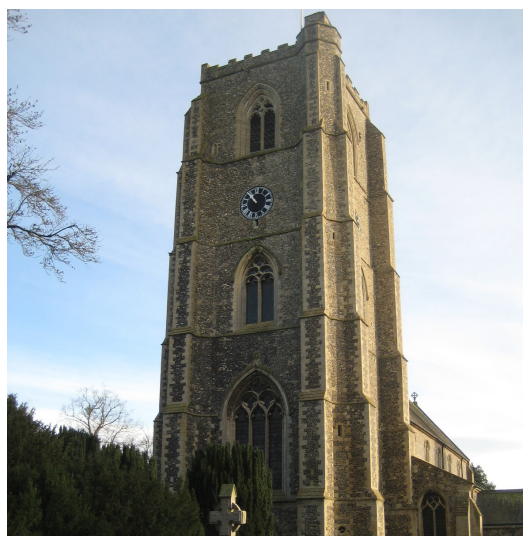
Like other entrances to the Market Place, this is good townscape. It is narrow and bends, so that the view of the Market Place is withheld and comes as a surprise. There are a few minor un-listed buildings and a wall, all of townscape value. Much of the west side, is part of the modern development of St Andrew's Close and is of little interest.

Dereham Road

Is characterised by small Victorian brick cottages, hard up to the street on the west side but, set back on the east side, with small front gardens. The gardens help to set the predominantly open character of the street. Several of the gardens have good flint walls. Most of the cottages are listed. The junction with Baxter Road is "weak" while Wellingtonia cottages have been altered with modern doors and windows.



Impressive flintwork, needs new porch



St Andrews Church



Outbuilding closes the view down Copper Lane.

The single most important building is The Cottage, which belies its name as it is in fact a large Georgian house, joined to a door in the flint garden wall by an unusual glazed passage. There is a glimpse of an attractive large back garden with trees and a tall hedge. The far end of the garden has been built on.



Elegant entrance in prominent position, Dereham Road

The Fairland

An attractive, large, open, roughly triangular green, with roads feeding into it from all directions, The Fairland reflects in its layout its original function.

The many roads which cross the green are now black tarmacaded, and shaped by stone kerbing. This has resolved the problems with the erosion of the greens. One short length of road has been narrowed and converted to a footpath. The ad-hoc car park in front of the Lincoln Memorial Hall is badly pot-holed; the whole forecourt to the Hall could be improved.

Old photographs suggest that there were once many more trees on The Fairland, but those that survive still make a significant contribution to the natural character of the area. A scheme of tree planting and selective replacement is recommended. Trees in Rectory Gardens, in the grounds of the new Rectory, in the churchyard and in the grounds of The Cottage in Dereham Road all enhance the predominantly natural character of the Fairland.



The Fairland

Buildings, small in scale and only loosely connected, enclose the north and east sides of the space, with modest Georgian houses defining the openings to Dereham Road and Pottles Alley (No.7 has good railings). Of particular interest, on the east side, are No.7 Church Street (with gothic sash windows), No.12 (Unicorn House, on the corner of Pottles Alley, with good Georgian doorway and railings) and, on the north side, the two former Sunday School buildings and Nos.1 and 2 (Fairland House, a typical vernacular building). The north side includes two modern bungalows and a garage beyond which the space “leaks out” along the Watton Road.

On the south-west side is the Lincoln Memorial Hall, built in a traditional form with a barn-like expanse of tiled roof. Beyond it, the library could be less prominent with a more subdued colour scheme.

The bowling green extends the open character of the Fairland, from which it is separated by a pleasantly rural hedge, while the trees of Rectory Gardens provide a green background beyond. The recycling compound is less obtrusive with the hedge screening taking effect.

The south-east side of the Fairland is, again, quite different in character. It offers a fine view of the church, with St Andrew's Lodge and its garden wall in the foreground and trees behind.

Fairland Court is a busy small commercial yard on the east side of the Fairland. The signage could be restyled to good effect.

Fairland Terrace

A good example of terraced housing retaining original doors and windows, tucked behind the buildings on the east side.

Hall Lane

Modern residential development either side of Hall Lane has affected the previous rural character of this area, and has been omitted from the conservation area. The Lane still affords a good view of the back of the historic town centre, culminating in the church. At the junction with Mill Corner, No.39 to 43 is a good example of a seventeenth century timber-framed house.



Attractive terrace retaining original features

Hall Moor Road

A country road, where modern houses have now filled the gaps between earlier historic buildings, but which often dominate in terms of scale over their more modest companions. Listed buildings include Nos. 3 and 5 (seventeenth century, timber framed with leaded lights), No.7 and 9 (with walls of rounded pebbles and arched openings similar to 7 and 9 Chapel Street), and No. 13 (Oxhey Place with its rendered exterior hides a timber frame).

Hardingham Street

The removal of the original traditional cottages and their replacement with modern dwellings has weakened the junction with Bond Street. On the south side one of the flat roofed bungalows has been vastly improved with a contemporary restoration that has added interest to this part of the street, albeit partially hidden behind a high brick wall. Further east, listed buildings include the eighteenth century Old Grammar School hidden behind its boundary hedge, and No. 1 (attached to the side of No.2 Chapel Street and with an interesting extension which has a curved wall and two tall chimneys).

Market Place

All the buildings in the Market Place are listed, except for three modern buildings : No.24, the garage behind the former Post Office and the public toilets. All are grade II, except for the five large houses at the east end (Nos.9 to13) which are grade II*. There is a variety of height, scale, style and colour, within an overall harmony of proportions and materials. Most buildings are two storey, but a few are three storey. Chimneys are important to the skyline.



Contemporary uplift of modern building

The majority of the buildings in the “outer” ring of the Market Place are now in residential use. There are a few commercial premises on the south and north sides, although the two “island” blocks remain largely in commercial use.

The main entrances to this enclosed space are at diagonally opposite corners, so that the road divides it into two triangles. The ground rises gently, from south-east to north-west, so that, approaching from Norwich Road, the eye focuses on the portico of the White Hart Hotel. Its Victorian stuccoed facade, tall first floor windows and huge buttresses conceal a seventeenth century structure beneath. Beyond, No.2 Bond Street juts out, forming an important focal corner.

Other buildings on the north side include Nos. 1 and 2, (timber framed structure, partly brick clad, with shaped gable); No.4, (earlier structure with Georgian parapetted front and with a good shop front); No. 5 (early Georgian, good doorway), No.6 (simple three storied Georgian), No. 7, (late Georgian, good doorway and garden railings). Then, set back in an attractive close, No.9 (Southernwood, listed grade 11*, seventeenth-century vernacular, with steep roof, shaped gables, axial chimneys and oval stack windows, but later Georgian sash windows).

The east side of the Market Place is very grand. All the houses here are listed grade II*. All date from the Georgian period, except No. 12, which has an earlier structure behind its Georgian facade. No.10 (Quorn House) has a sophisticated facade with a small central pediment and a good doorway. No.11 (Little London) has a good doorway. No.12 (Admiral's House) has a good doorway, stepped gable and crenellated parapet to a side extension. On the corner of Norwich Road, No.13 (Beaconsfield House) has the most sophisticated facade in the town, with fine brickwork, giant pilasters, parapet, fine portico and railings.

Buildings on the south side, from Norwich Road to Copper Lane, are smaller in scale than those on the north and east sides. There is a mix of Georgian and vernacular styles. Nos. 14 (jettied and with a high pitched roof), 21, 22 and 23 are all timber framed. No 18 has a good late nineteenth century front and Nos. 15 and 21 have good shop fronts. No.22 and 23 have attractive projecting shop fronts with a continuous lean-to roof. The public toilets are a great improvement on their predecessor, but they break the building frontage and visually weaken the entrance to Norwich Road.



Market Place



East approach to the town



Little London

West of Copper Lane, the building line juts out northwards. So, from the main space, the church is seen only over the rooftops and the way to it is hidden until one turns the corner into the much smaller space north of No.24. This is good townscape. No.24 is a modern building, of simple vernacular form, which fits in unobtrusively. No.25 and 27, which line the way to the church, are timber-framed buildings.

The west side, between the churchyard entrance and Church Street, faces a narrow thoroughfare, separated from the Market Place proper by a small “island” block. No.29 is another good historic timber-framed building, while Nos.30 to 32 are small scale Georgian houses.

The two “island “ blocks are typical of many market places throughout the country. Their buildings are modest and one side of each block is made up of outbuildings and back yards. The two storey coach-house behind No.36 is an interesting survival. “Islands” of this nature usually represent a more permanent replacement for earlier market stalls. The prominent facade of No.34 has been given some presence by a good Georgian doorway, approximate symmetry and the use of black glazed pantiles. There are two good shop fronts to Nos. 35 and 36.

An unusually attractive bus shelter is central in any view of the Market Place. It is octagonal, clad in white boarding and has a pointed roof of glazed pantiles, a model of how such a functional need can be met. Other attractive features include the village sign, the telephone kiosk and post box, the hart on the roof of the hotel portico.

Trees contribute to the attractive character of the Market Place, but, unlike the Fairland, here they are subsidiary to the buildings. No.7 has a side garden with a good hedge and railings.

The almost uniform use of tarmac for hard surfacing detracts greatly from the character of the Market Place. In the north-east corner, there is some variation of surface materials. Lamp posts are of a “Victorian “ lantern style with a variety of seats and benches.

Manor Court

Previously associated with Manor House, additional buildings have been added to the court, but with conversion and retention of boundary walls, the court is a key area close to the church.



View from Bond Street



Intimate east entrance to church



South side of Market Place

Mill Corner

Comprises pleasantly spread out, mostly nineteenth century, houses. There is a row of traditional small cottages opposite the mill and a prominent clay lump outbuilding beside it. Only the tarred stump of the old windmill and No.5 (the mill house) are listed, although Linden House is of interest.

Norwich Street

The double-curve of the road and its constriction between Beaconsfield House and the houses opposite create a sense of anticipation, followed by a sudden expansion of space on arrival at the Market Place. This is good townscape, but unsuited to modern traffic, in particular to heavy goods vehicles.

Listed buildings include the wall and stables to Beaconsfield House on the north side and, on the south side, two short terraces of nineteenth century houses. The back wing of Beaconsfield House, facing Norwich Street, has cruciform casement windows and is of an earlier date than the grand Market Place front.

Pitt Square

A group of modest cottages off Hall Moor Road, of clay lump construction and originally built as four pairs of semi-detached dwellings, symmetrically laid out in large gardens. They are served by a central private road, which leads to a detached house at the end. Probably an early nineteenth century development during a time of population growth. Its original architectural unity, not protected by listing, has been compromised by a variety of modern window replacements and extensions, although the original form of the cottages is still apparent.

Pottles Alley

Named after a nineteenth century saddler, this forms a short link between the Fairland and Bond Street. On the south side is a good wall and outbuildings. On the north side the frontage is pleasantly irregular. The predominant style is Georgian.

Tally Alley

Its entrance almost hidden beside number 9 Market Place, this attractive footpath between the Market Place and Chapel Street is squeezed between high walls and outbuildings, all of townscape value. Number 8 Market



Attractive bus shelter



Market Place west approach



Norwich Road

Appendix 2 (i)

Listed Buildings in Hingham Conservation Area

Attleborough Road: Garden wall & gates east of new Rectory, Stables to former Rectory, St Andrews Lodge, Garden wall to N&NE of Church, Church of St Andrew, Manor House.

Baxter Road: 25 & 27, 18

Bond Street: 1,3,5, Blair House, 13-21, outbuilding east of No. 21, 2 & 4, 2A, 6,8,10, The Mansion House, 14, 16 including boundary wall, 18.

Chapel Street: 1 & 3, 7 & 9, Garden Wall to rear of Blair House, 2,4,6 & 8, 14&16.

Church Street: 3,5,7

Dereham Road: 3, The Limes (No. 2), 4, 6

Fairland Terrace: 106

The Fairland: 1 & 2, 7,8,12,13 & 14, Fairland House

Hall Lane: 43

Hall Moor Lane: 3 & 5, 13

Hardingham Street: 12

Market Place: Telephone Kiosk, 1,2, White Hart, 4,5,6,7,9 (Southernwood House) 10 (Quorn House) 11 (Little London) 12 & 12a (Admiral's House) 13 (Beaconsfield House) including garden wall to south and stables, 14,15,16,17 & 18,19,20,21,21,23,23a,25 & 27,28,29,30,31,32,34,35,36 & 37,38,39,40

Mill Corner: 5 and former windmill

Norwich Street: 1,3 & 5

Pottles Alley 3

Appendix 2 (ii)

Unlisted Buildings in Hingham Conservation Area of Townscape Significance

Attleborough Road	Outbuilding south of Manor House.
Baxter Close	15, 16 (new houses).
Baxter Road	1,3,5,7, 9/11,13,15,17,23,2/4, Outbuilding west of 2, 10, 12, 16, Outbuildings both sides of 18.
Bond Street	Wall of 23, Methodist Chapel, Outbuildings behind 3 & 5, Outbuilding south of Mansion House.
Chapel Street	5, Congregational Chapel, Outbuilding south of Chapel, three Outbuildings at south end of street.
Church Street	Wall to Churchyard.
Churchyard	Wall to south side.
Copper Lane	1 (including garden walls), old Forge, old Slaughter House.
Dereham Road	8, 1 (Clematis Cottage).
Fairland	Two Sunday School buildings, 6,10,11,15,16, Fairland Court, Rectory Lodge, Memorial Hall.
Hall Lane	7, 9,11,13.
Hall Moor Road	1.
Hardingham Street	Outbuilding and wall east of No. 1, Wall to 1A.
Market Place	Railings to 7, Wall north of 9 (Southernwood) and of new houses to east, Outbuildings rear of 5, 6, 7, 36 & 37, Wall south of 25 & 27, Bus Shelter.
Pitt Square	1 to 9 inclusive.
Pottler Alley	1, Barn west of Surgery, Wall east of 12 Fairland.
Stone Lane	Wall to 9 Bears Lane and continuing along Bears Lane, 6 to 16 inclusive.
Tally Alley	Walls both sides, 8.
Wellingtonia Terrace	1 to 4 inclusive, Coach House on north side.

Appendix 3

Policy

Policy background

In recent years, the approach to conservation area designation has changed considerably. It is now recognised that development plan policies, development control decisions, and proposals for the preservation or enhancement and the management of conservation areas, can best be achieved when there is a sound understanding of the special interest of the conservation area.

This position is reinforced as follows:

The Planning (Listed Buildings and Conservation Areas) Act 1990 in section 66(1) makes it a duty of local authorities when considering applications to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest.

Under section 72 of the same Act, it is a duty with respect to any buildings or land in a conservation area, to pay special attention to the desirability of preserving or enhancing the character or appearance of that area.

Department for Communities and Local Government National Planning Policy Framework (NPPF) 2012

Paragraphs 126 to 141 cover “Conserving and enhancing the historic environment”.

Joint Core Strategy- Policy 2 : Promoting Good design

South Norfolk Local Plan

The South Norfolk Local Plan Development Management Policies Document was adopted in 2015 and policy 4.10 covers Heritage Assets.

Public Consultation

An informal ‘walkabout’ of the area was organised with local residents and councillors on 25th November 2015. This informed the proposed boundary changes and conservation management guidelines within the draft appraisal.

The public consultation on the appraisal draft with a questionnaire took place from 4th to 30th July 2016. This included:

- A public exhibition held in Hingham Library on Thursday 14th July and Saturday 16th July 2016, with an officer in attendance from 10am to 1pm on the Thursday.
- Adverts for the exhibition placed in the local library, Town Council notice board and a press release issued with articles appearing in the local press.
- The draft appraisal being available to view on the council’s website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Town Council, Norfolk County Council Historic Environment Service and Historic England.

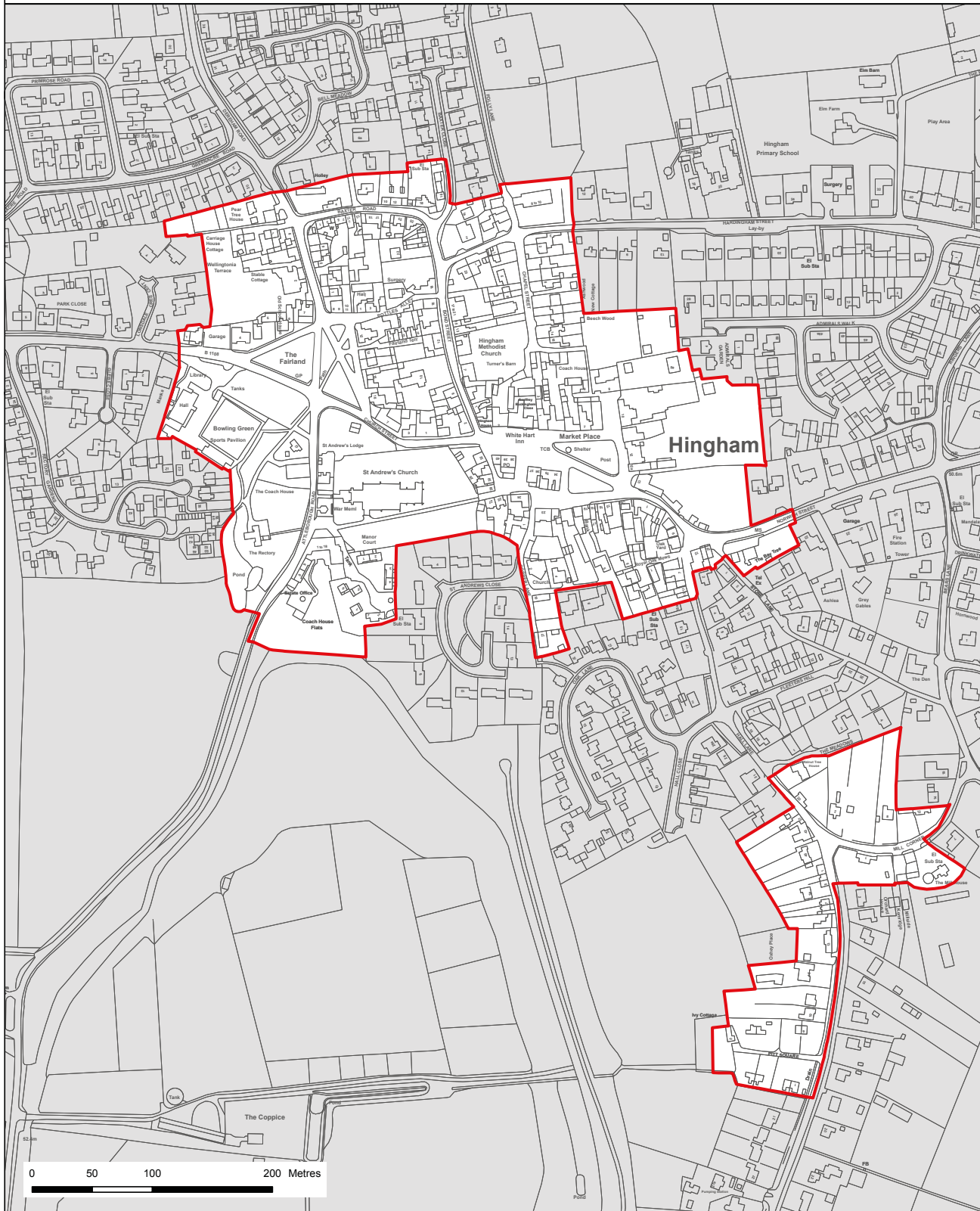
- A presentation made to the Town Council on 5h July
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the consequences of being in or out of the conservation area.

As a result of the consultation, the boundary of the Conservation Area was amended to exclude areas of Park Close and Lonsdale Crescent and Rectory Garden to the west. To the south east, the boundary excludes a section of Store Lane whilst to the east, adjustments have been made to exclude modern houses and Norwich Road, Admiral Walk and Hardington Road. The area around Manor Court has been kept within the area.

Appendix 4

Boundary Map

Hingham Conservation Area



South Norfolk Council
Swan Lane
Long Stratton
Norwich
NR15 2XE

Tel: (01508) 533633
Fax: (01508) 533695

Key

Conservation area boundary

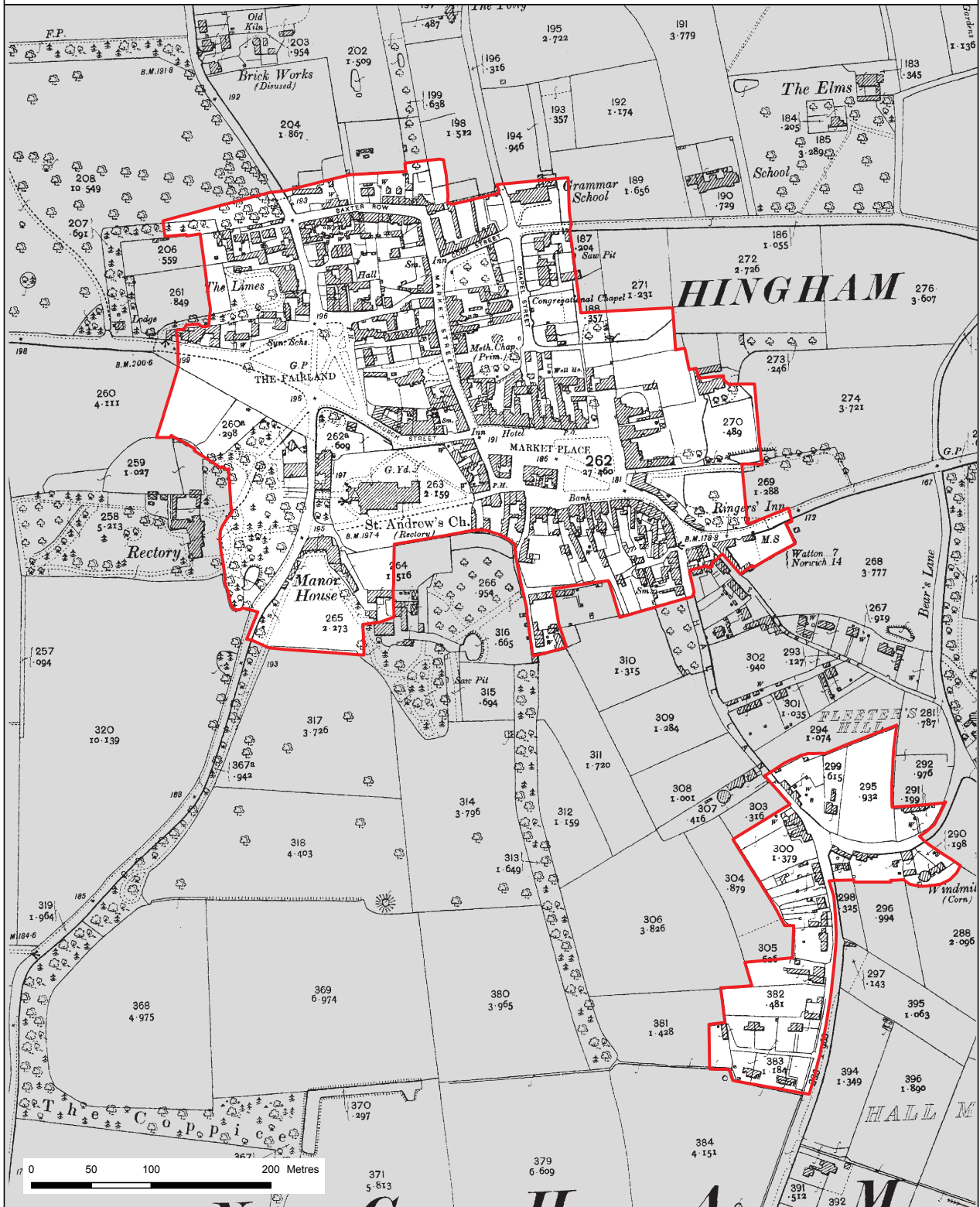


Scale at A3: 1:3,000
Date: Dec 2016

Appendix 5

Historic Map

Hingham Conservation Area, Historic Map 1906 - 1914



South Norfolk Council
Swan Lane
Long Stratton
Norwich
NR15 2XE

Tel: (01508) 533633
Fax: (01508) 533695

Key

Conservation area boundary



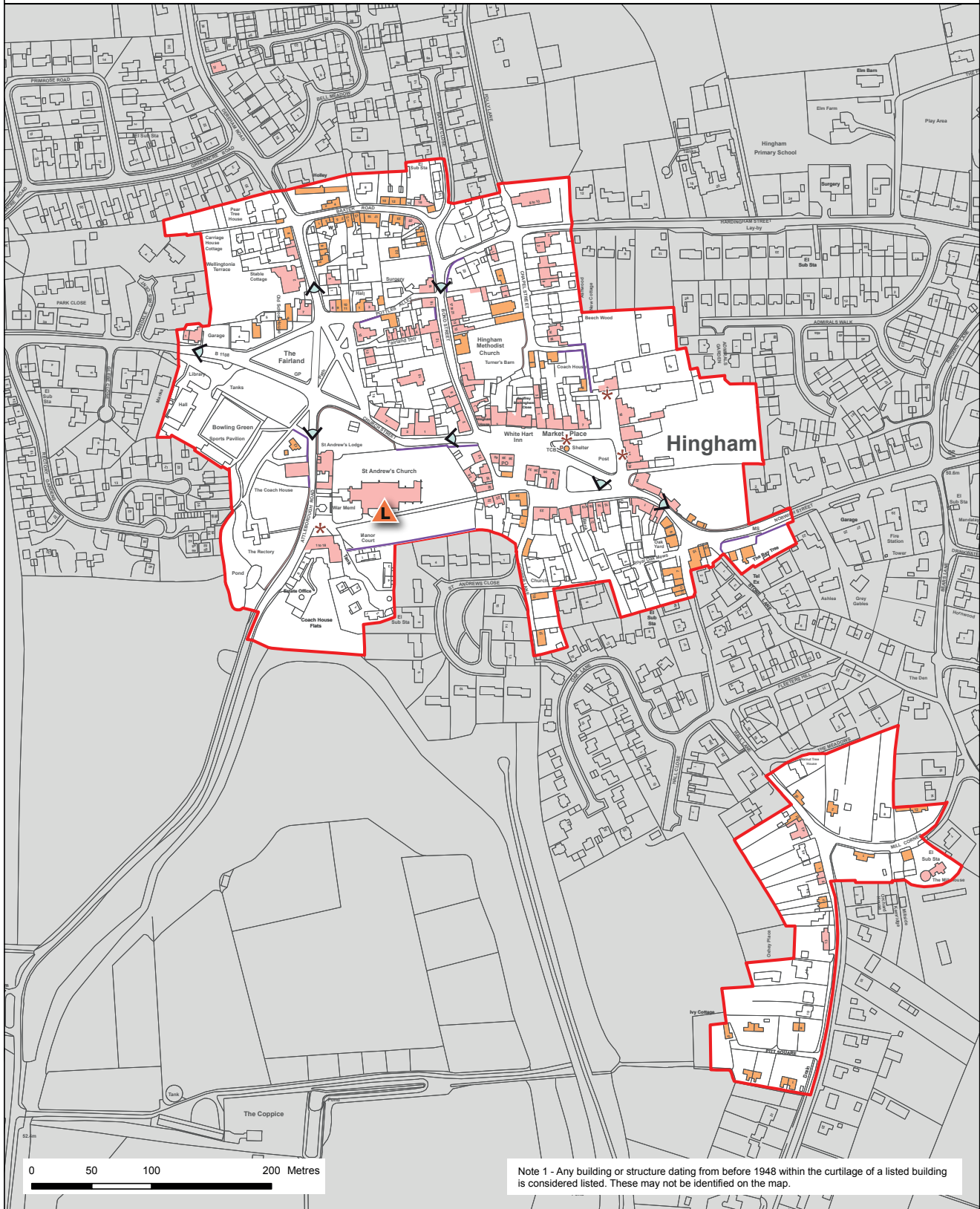
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Date: Dec 2016

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Appendix 6

Streetscape

Hingham Conservation Area - Streetscape



South Norfolk Council
Swan Lane
Long Stratton
Norwich
NR15 2XE

Tel: (01508) 533633
Fax: (01508) 533695

Key

- Conservation area boundary
- Listed Buildings (see Note 1 above)
- Unlisted buildings of townscape significance

- Key Views
- ▲ Landmark building
- Significant walls
- ✱ Focal point

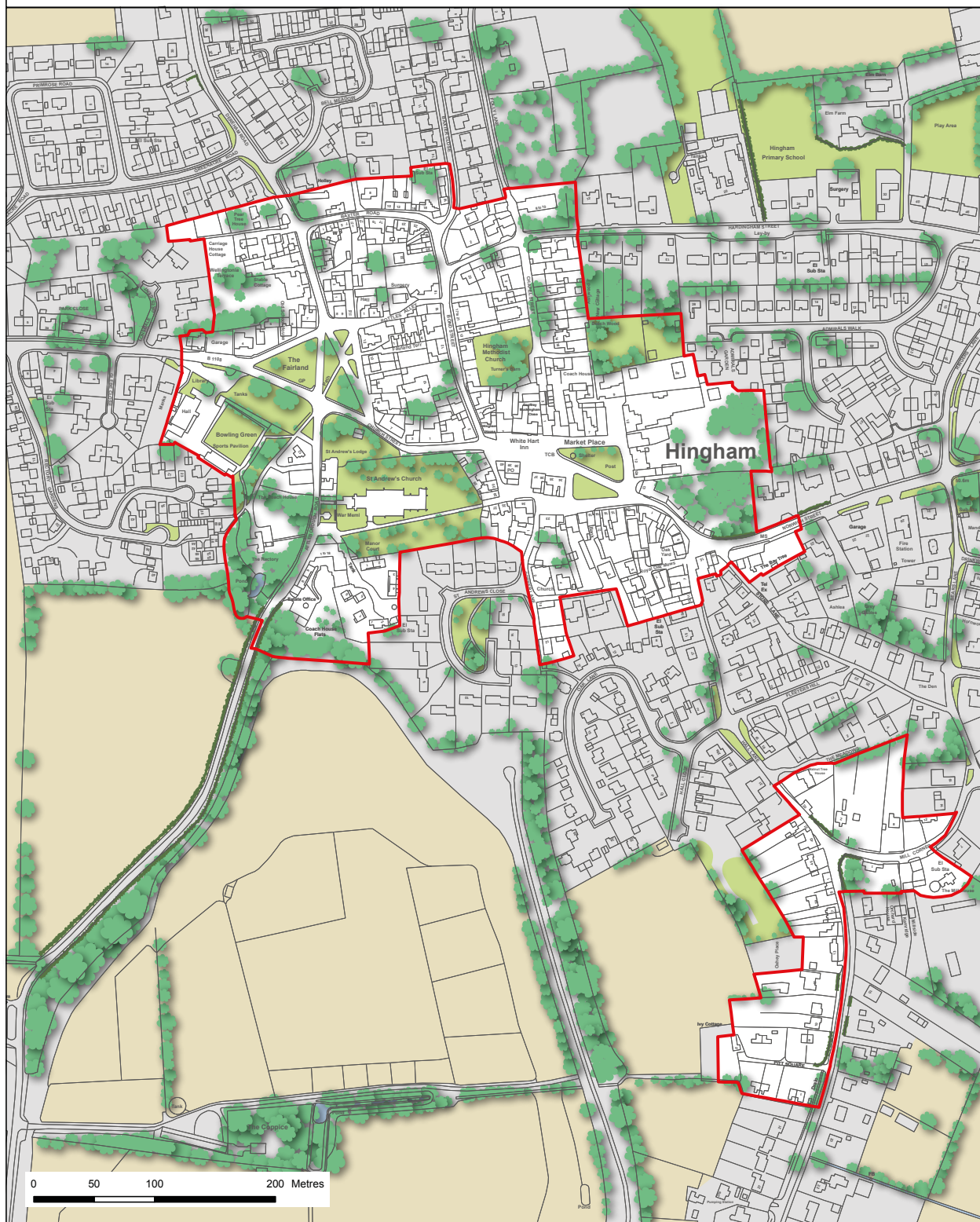


Scale at A3: 1:3,000
Date: Dec 2016

Appendix 7

Natural Character

Hingham Conservation Area - Natural Character



South Norfolk Council
Swan Lane
Long Stratton
Norwich
NR15 2XE

Tel: (01508) 533633
Fax: (01508) 533695

Key

- Conservation area boundary
- Ponds
- Open Space

- Meadow/agricultural
- Trees
- Hedges



Scale at A3: 1:3,000
Date: Dec 2016

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