



# Pulham Market

## Conservation Area Character Appraisal and Management Guidelines

December 2019



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# Introduction



Church of St Mary Magdalene

Pulham Market lies approximately 2.5 kilometres from the main Norwich to Ipswich (A140) road. It is perhaps the best example in South Norfolk of a “nuclear settlement.” The main buildings are clustered round a central green (the nucleus) which is linked to the surrounding farmland by a network of lanes and footpaths.

The settlement lies at the junction of several roads and footpaths connecting the village to other settlements round about. Pulham Market has always had good communications, with roads running out from it in all directions. But these roads twist and bend so that what appears on a map as an easily discernible pattern is enormously varied, irregular and picturesque when seen on the ground.

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 as Conservation Areas. This document should be read in conjunction with the adopted Local Plan, The National Planning Policy Framework, and Planning Practice Guidance

Pulham Market Conservation Area was designated in 1976 and was extended to include the grounds of Selwyn House in 1989.

## Key Characteristics

- A central village green shaped by a variety of historic buildings
- Highly permeable central core with network of roads and pathways
- Prominent location of Church of St Mary Magdalene
- Rural setting on east and south aspects
- Survival of wide range of historic houses, cottages and terraces

# Historical Development (also see historic map in Appendix 4 p19)

Historically, the area has been closely connected with agriculture as witnessed by a variety of farmsteads, small hamlets, and greens (clearings) in the woods.

To the south-east of the village lies Pulham St. Mary which is a slightly smaller settlement. Today the Pulhams are two separate villages, but they were for many years ecclesiastically recognised as one parish, and it was not until 1857 that they became separate livings. One church is dedicated to St. Mary the Virgin (Pulham St. Mary) and the other to St. Mary Magdalene (Pulham Market). History has repeated itself in that now the two parishes are part of a united benefice.

With the village near the site where two Roman Roads crossed, it is no surprise that evidence of a Roman site has been recorded. A small tributary of The Beck still runs between the two parishes, which in Saxon times was probably a chain of muddy pools which drained into the Beck itself. The name "Pulham" is believed to signify the "place of the pools".

In the 10<sup>th</sup> century, the land belonged to Ethelwold, the Bishop of Winchester, who later gave it to the Abbey of St. Ethelred at Ely. The monks improved the land, which they held until the dissolution of the monasteries in the 16<sup>th</sup> century. The monks purchased the market which became regularised by the Plea Rolls in 1249. Pulham Market thrived and became sufficiently wealthy to build its own church, begun in the 14<sup>th</sup> century, with the nave, aisles and tower showing a progression of building through the 15<sup>th</sup> century and possibly into the 16<sup>th</sup> century. In Tudor times the Pulhams thrived and became famous for cottage industries manufacturing "hats, dornecks, and coverlets." In 1551 an Act was passed, for the advantage of the citizens of Norwich, forbidding any outsiders from making these commodities, but an exception was made in favour of the Pulhams, because these industries had been long established there. That it had its own guild hall, which once stood in Guildhall Lane, bears witness to the importance of these trades to the village.

Despite this 'protection' the weekly market declined in the 17<sup>th</sup> century due to strong competition from Harleston, which held a market on the same day. The cottage industries in the village shared the same fate.

The population of the parish has fluctuated in the 20<sup>th</sup> century from 984 in 1921 to 875 in 1951 and 905 in 1971. The latest estimate for 2011 is 979, which reflects the new building to the west and north-west of the village. Few of the present village community are still involved in local agriculture or cottage industries; while, like some of its neighbours, the village has attracted many commuters and retired people over the last few decades.

However, there is still enough demand to support a range of local services including a general store, a modern doctors' surgery, two public houses, the church and Methodist chapel, and a thriving village hall, all serving a wide rural hinterland. The school to the south-east of the village, built in 1852, is near to capacity, catering as it does for the young children of both Pulham Market and Pulham St. Mary.

Typically, more recent development has taken the form of new housing on the periphery of the core to the north between Mill Lane and Tattlepot Road, and to the west around the Falcon Road area and Selwyn Gardens. Elsewhere, growth in the conservation area is typified by conversion, extension, and small infill development.



# Character Assessment

(Also see Streetscape and Natural Character Maps in Appendices 5 and 6 pages 20 and 21)

## Pulham Market and its Setting

The topography is typical of South Norfolk, consisting of gently rolling countryside either side of the main river systems. This largely hides the centre from wide viewpoints.

The ground slopes gently from north to south towards The Beck, a streamlet which flows into the River Waveney to the south-east.

The form of the village is dictated by the location of the church, the Green and the pattern of the several roads and lanes leading to its centre. The relationship of the buildings to these thoroughfares has determined the form and character of the historic core.

## Conservation Area Boundary

The conservation area is an irregular shape, the central part of which contains the historic core located around the church, the Green and the dense mass of buildings to the north around Church Walk and the Back of the Inns.

The irregularity of the conservation area is derived from the inclusion of the 'ribbon' of development located along Tattlepot Road; Colegate End Road, and immediately adjacent to the historic core such as Bank Street, Barnes Road and Harleston Road.

As part of this appraisal, the boundaries have been reviewed, and some amendments have been made. Many are minor, to acknowledge changes in property boundaries, including the conversion scheme at Street Farm, and the extensions to the school.

## Street Patterns and Historic Grain

The Green forms the heart of this nucleated settlement.

Harleston Road, Station Road, and Guildhall Lane give access to it from the south. Barnes Road, Bank Street, and Falcon Road from the north.

To the north of the Green is a dense pocket of historic buildings lying both sides of Church Walk and Back of the Inns.

Beyond that to the north, development is generally more recent than the historic core, with examples of Georgian and Victorian development. It still contains, however, one or two older historic buildings located in isolated plots.

Bank Street divides at the west end into Tattlepot Road and Colegate End Road.

There is a consistency in the use of traditional materials and forms used in Pulham. But the arrangement of buildings, the variety of their size and type, combines to create a series of attractive and varied spaces - public and open or intimate and closed, which give the village its special character.



Barnes Road



Church Walk

The irregular nature of the street pattern, building plots, and associated buildings on them has over time created a delightful variety of spaces and vistas set against the backdrop of the church and mature landscape of its churchyard and the Old Rectory garden.

There are several buildings or gardens set above the level of the street, using brick walls as retaining structures. Notable examples include Salters, The Old Rectory, the school, the terrace along Harleston Road, and the churchyard.

## Perambulation

### General

Most buildings are two storeys high and of modest domestic proportions. In general terms the historic buildings have axes parallel to the road although one or two are gable end on. This picturesque jumble of buildings and interwoven spaces is a key quality of the area. The road and path system generated by the configuration of building plots is another essential ingredient.

A significant amount of new building has taken place outside the conservation area to the north and west. All new building is domestic in scale and is of reasonable design for the context. The one criticism is that frontages have tended to be “open plan”.

Along many of the approaches to the conservation area, and in the centre of the village, walls, hedges, trees and buildings have been used to provide a sense of enclosure, to shape the streets and the views along them. This opportunity has not been taken with some of the new developments. The views along Colgate End Road and Tattlepot Lane in particular, could be improved if this historical approach were reflected.

While the spaces between and opposite the older buildings in Colgate End Road have mostly been infilled with new housing, the historic survivors still make a positive contribution. The open section opposite Falklands House provides a welcome break and offers attractive views to the landscape beyond.



Bank Street



The Green

The junction with Bank Street and Tattlepot Road is key, marking the principal western entrance to the area. The Methodist Hall is of interest with its later companion extension, although some improvements to the open tarmac forecourt could be made. Point House, (Salters) presents a classical frontage down Bank Street to the east, but the gables of its older range to the west greet the visitor from that side. The development of Selwyn Court and Gardens has retained the mature trees. The proposed development west of Sycamore Farm could provide an opportunity to further enhance the approach to the village from this side.

### **Bank Street**

The view to the east is terminated by Central House and Knotty Kot, where the road splits, but the approach illustrates much of the key characteristics of the area identified earlier. Significant individual buildings, such as Andrews and Goodwyn House; terraces and groups of cottages from the 17<sup>th</sup> century to early 1900s, set forward and back, behind good walls, railings or hedges. It is a pity about the overhead wires.

### **The "North" Green Area (Barnes Road, Church Walk and Back of the Inns)**

The south east junction of Bank Street with the Green includes the densely built fabric of Barnes Road, Church Walk and Back of the Inns. This area has a very intimate character, with a maze of tightly enclosed spaces formed by a variety of buildings and walls. The narrow linear space of Back of the Inns for example, is in pleasant contrast to Church Walk which opens out into an attractive courtyard at the Old Bakery. Many of the houses occupy extremely confined sites and the majority are of special interest - ranging from the more substantial houses such as Prospect House and the Old Bakery, to the quaint Knotty Kot, It'll Do and Sunnyside. The importance of relatively minor outbuildings to this character should be noted, the group north of the Falcon Inn being a prime example.

Pink Cottage, rebuilt on similar lines to its predecessor, occupies an important position, closing attractive views from the west along Barnes Road and from the south down Back of the Inns. Street Farm and its outbuildings, now sympathetically converted to dwellings, form a good group and mark the change to a more open rural landscape.

Another interesting space lies around Prospect House and the Harrow. The attractive outbuilding to the south, The Shrew, is now a dwelling.





Barnes Road



Harleston Road

## The Green

The Green is the focal point of the village. However, the relationship of the buildings with the subtle curves of the roads ensure that the space does not 'leak' out. The only disappointment is the weakening of the north west corner by the new entrance to Falcon Road, although the trees help address the issue. The buildings around the Green form an impressive group. Trees largely screen the Rectory, but elsewhere the Green is bounded by the buildings themselves.

On the eastern side is a continuous group of fine timber framed houses and cottages. Three are thatched, Drayton House retains its original tiles while some recent window replacements match the old window styles. A fine doorway completes the picture. The Crown Inn, also a timber framed building, is visually the most important of the buildings round the Green and has as its background the church tower and a fine group of trees. The extensions to the Inn, although substantial, have not impinged upon the original form of the building.

To the west two timber framed buildings remain: The Laurels with an attractive two storey porch, and The Stores with later brick cladding. These have been supplemented by a modern house and by The Gables - a Victorian house of importance in the street scene marked by heavy stone lintels. Chestnut Cottage, an attractive symmetrical 19<sup>th</sup> century house, is given an added interest by the delicate wire lattice porch.

The buildings in the north side of the Green form a less coherent group. The modern bungalow is relatively unobtrusive. The deep red brick Memorial Hall contrasts with The Falcon adjacent. The recent improvements to the Falcon are welcomed. The key open space in front is the Memorial Hall car park maintained by the Parish Council.

The Green itself is notable for the absence of trees. This suits the character of the area. The telegraph pole and wires are unfortunate. Erosion of the grass verges is an issue but hopefully the use of kerbs can be restricted to the main road.

## Station Road

Despite its massiveness, the impact of the church is much subdued by its separation from the Green by the Crown Inn, and by its enclosure by walls and mature trees. Nevertheless, as seen from more open countryside to the south and west, the church is a powerful element in the landscape and from all quarters its tower is a notable landmark.

There is an unexpected avenue of trees to the south of the church leading to a flint wall and gate and an attractive group of buildings centred upon the fine 18<sup>th</sup> century coach house of the Old Rectory. To the west of the church is a row of 19<sup>th</sup> century terraced cottages which turn their back on the Green. They are built of fletton bricks and would be vastly improved if painted or rendered, but they form a good hard edge to Guildhall Lane. By contrast the use of pierced concrete blocks to the garden wall opposite makes for a lack of definition of space and introduces a suburban note.

Numbers 1 and 2 Guildhall Lane are most attractive and have been sensitively restored. Here there is a satisfying hard edge between village and open country, with the lane leading the eye into the landscape beyond.

Further south, Church Croft has been renovated. The adjoining barn is structurally continuous with the house and was at one time a workshop. The impact of the doctor's surgery opposite is eased by the landscaping and beech hedge planted along the road side.

North of The Close is an impressive new dwelling which makes a positive and interesting contribution to the area. Note the impressive pargetting on the end wall.

Beyond Church Croft, the land falls away to allow a fine view across the allotments towards the open countryside, while looking back up the hill, the church stands proudly with the village nestling around it. Note the good wall to the churchyard, with fine brick details. The churchyard contains numerous tombstones, notable among which are those of the Cole family. They are particularly close together on the south side where, with an overgrown Yew hedge, they form an important element, historically and visually, in the setting of the church.

On the north side of the churchyard the extension to the Crown Inn abuts the wall in an unsympathetic manner but the impact is eased by the Lime Trees.

The Brew House is a useful community building.

## **Harleston Road**

Harleston Road is bounded by the subtle curves of the Rectory wall on one side and by an attractive raised terrace of houses on the other. The wall, with the line of mature trees behind, largely screens not only the Old Rectory but also the view beyond so that the Green itself comes as a surprise. Note the wartime gun slits in the wall. The Old Rectory itself is a fine Georgian house: note the unusual (probably Victorian) pattern of glazing bars in the windows and the good iron gate posts and railings.

The original school building still dominates the street with later extensions to the rear.

## Traditional Materials & Architectural Details

Pulham Market contains a number of listed buildings of special architectural and historic interest, and many which, though not listed, are considered to be of townscape significance. Buildings in both categories are shown at Appendix 1 (i) and (ii) and Appendix 5.

A large proportion of buildings in the conservation area have steep pitched roofs and central chimneys indicating a 16<sup>th</sup> or 17<sup>th</sup> century date. Buildings from the 18<sup>th</sup> century and 19<sup>th</sup> century are generally found along Bank Street area, The Methodist Chapel, Lime Tree House, and The Old Rectory and the Victorian Primary School on Harleston Road. Most of the historic buildings have evidence of later additions which mostly contributes to the architectural richness.

Examples of most of the building materials traditional to South Norfolk can be found within the conservation area. Good brickwork, flint, timber framing, (often rendered) weatherboarding, and clay lump.

Red/orange clay pantiles are the prevalent roofing material, but several are blue/black glazed. There is also a significant number of thatched buildings. Plain clay pantiles are also found e.g. The Gables.

There are many notable architectural details: good door cases, elegant sash windows, ornate chimneys, and decorative iron gates.



Porch to Chestnut House



Goodwyn House



## Natural Character



Trees to Churchyard



The Green

While the open nature and position of The Green dominates the area, there is a very pleasing variety of open spaces in the village. The churchyard is partly enclosed and sheltered by mature trees and hedges, while there is evidence of green spaces behind high walls, as at The Old Rectory, or screened by the building itself, as at Andrews.

The spaces between, and created by the buildings, can be enjoyed along the various routes through the village.

Trees, individual specimens and in groups, play an important role in the conservation area. Their locations are marked at appendix 6 and their presence in the conservation area, or by Tree Preservation Orders, helps secure their protection as a vital part of the visual scene and character of the area.

Of particular importance are the trees in the Churchyard, the Old Rectory Garden, the garden to Andrews, Goodwyn House, Point House, Cobwebs 1 Briar Cottage, Lime Tree House, and in front of Prospect House. The trees planted along the north bank of Harleston Road now make a significant impact.

Hedges are also vitally important as elements of enclosure and these are marked on the natural character map. The variety of spaces within the historic core provide a distinct contrast with the vast openness of the field system beyond the village.

## Street Furniture, Walls and railings

There are a variety of public seats and wooden benches.

The impact of overhead wires is still obtrusive; spoiling some of the views within the central area.

There is an attractive village sign adjacent to the Memorial Hall car park.

The grass of The Green itself, and green verges against the side roads, are a key surface material. The need to ensure highway safety and passage has led to parts of The Green being kerbed. The grassed spaces on the south entrance to Falcon Road, and behind the Falcon PH, among others, make a positive contribution.

Forecourts to buildings, where seen by the public in the historic core, are generally modest in scale and sensitively handled with gravel or hoggin supplementing modest lawns and planting beds.

Footways, where they exist, are generally in tarmacadam with precast concrete kerbs. The paths near the Church are similar but with inlaid gravel which has a pleasing effect. The area in front of the Methodist Chapel is hard surfaced and used as a parking area.

There are several walls identified on the map in Appendix 3 that are either listed or of townscape significance. Railings and iron gates are not as prominent, but good examples survive at the Methodist Church, Goodwyn House, The Old Rectory and Glen House.

There are many gardens and forecourts with boundaries defined by posts and chains.



Old Rectory Railings



Flint wall north of common



# Conservation Management Guidelines

## Highways



Informal approaches to village off main road

The main through road from Tivetshall to Harleston is busy and kerbs and pavements line the route. The other feeder roads, access ways and green spaces need not be finished to the same standards.

Some provision is made for public parking, although the pressures at the school is a challenge at opening and closing times.

**Urbanising the rural character with standard urban road features should be avoided where possible.**

**Accessing services in rural villages is difficult without a car. But any initiatives which would help reduce the intensity of vehicles should be explored.**

## Upgrading Windows and Doors



Traditional casement windows

In some cases windows and doors have been replaced with different materials and/or different styles.

**If door or window frames need to be replaced they should ideally be replaced with the original materials. However, if different materials are chosen then the window style should still remain the same (if original). The opportunity should be taken to reinstate traditional style windows where they have been unsympathetically replaced in the past.**

## Painting/colour washing buildings



Goodwyn House

There are a number of painted properties in the village. Presently the colours work well together to give a sense of visual harmony in the village.

**Careful consideration needs to be given to painting buildings to ensure the visual harmony of rendered cottages in the village is retained.**



## Front boundaries



Soft hedgerows would lend a more rural character to boundaries

There are several examples of new developments where the opportunity to use walls, railings or hedges to define and enclose, front boundaries has not been taken.

**Encouragement should be given to using traditional front boundaries unless their use would cause highway safety issues.**

The trees and open spaces are important to the character of the area. While the Parish Council have responsibility for maintaining some of these areas, it is important that all the authorities and individuals who have an interest in the area and its future, should contribute in some way.

**Managing change in ways that enhance the character and appearance of the area should be a key consideration for all those involved in the area**

# Appendix 1 (i)

## Listed Buildings

Grade 1	Church of St. Mary Magdalene
Bank Street	Central House, Goodwyn House, Rose Cottage Japonica Cottage, Andrews, White House , Melrose Cottage, Cottages 1 and 2. Briantique (formerly premises of Smith & Sons)
Barnes Road	Knotty Kot, 1 and 2 Church Walk, "It'll Do", The Harrow, Sunnyside and Prospect House (1-7 Barnes Road) Pink Cottage, The Curatage, The Homestead.
Church Walk	The Old Bakery, Glen House,
Colegate End Road	Falkland House, Chestnut farmhouse, Salters , Lime Tree House, Briar Cottage and Cobwebs Wayside
The Green	Drayton House and Little Drayton, Willow Cottage, Forge Cottage, The Thatched Cottage and Goodings, Falcon Inn, Chestnut Cottage, Chamusca, Central Stores & adjoining house to the north The Laurels, Laurel cottage, The Crown Inn. Churchyard wall west of the church, The Old Rectory and boundary walls, Stables south-west of the Old Rectory
Guildhall Lane	Numbers 1 and 2 ( Hunnypot and Mulberry cottages)
Harleston Road	No. 1 (Tarrab), Nos. 2 to 8
Station Road	Church Croft & adjoining outbuilding to south Hillside Cottage
Tattlepot Road	Tattlepots, Sycamore farmhouse

# Appendix 1 (ii)

## Unlisted Buildings of townscape significance

Colegate End Road	Chestnut Farm outbuildings
Bank Street	Methodist Chapel, Sunnyside and Laurel Croft Dogberry Cottage, Owl Cottage and Willow Tree Cottage, The Hawthorns and its Coach House, Wall to Goodwyn House, Cottages opposite Goodwyn, 2-6 Bank Street, and Buildings to the rear, Brooke House and building to The rear.
Barnes Lane	Wall running east of Knotty Kot, and wall north of Prospect House, Street farmhouse and converted Outbuildings in Barnes Court. The Shrew, 5 The Harrow. Wall west of It'll Do
Back of The Inns	Wall to the Homestead, Wall to Curatage. (north and West boundaries, and outbuilding cottage adjacent to Goodings Wall opposite Goodings
Church. Walk	Outbuilding to the Falcon Inn Memorial Hall
The Green	The Gables and buildings in Gables Yard
Harleston Road	Primary School
Station Road	Row of cottages on the corner of Station Road and Guildhall Lane , Long House and Monterey
Tattlepot Road	The Coach House, Selwyn Court, Barn to Sycamore Farm.



# Appendix 2

## 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) 2018 Paragraphs 184 to 202 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

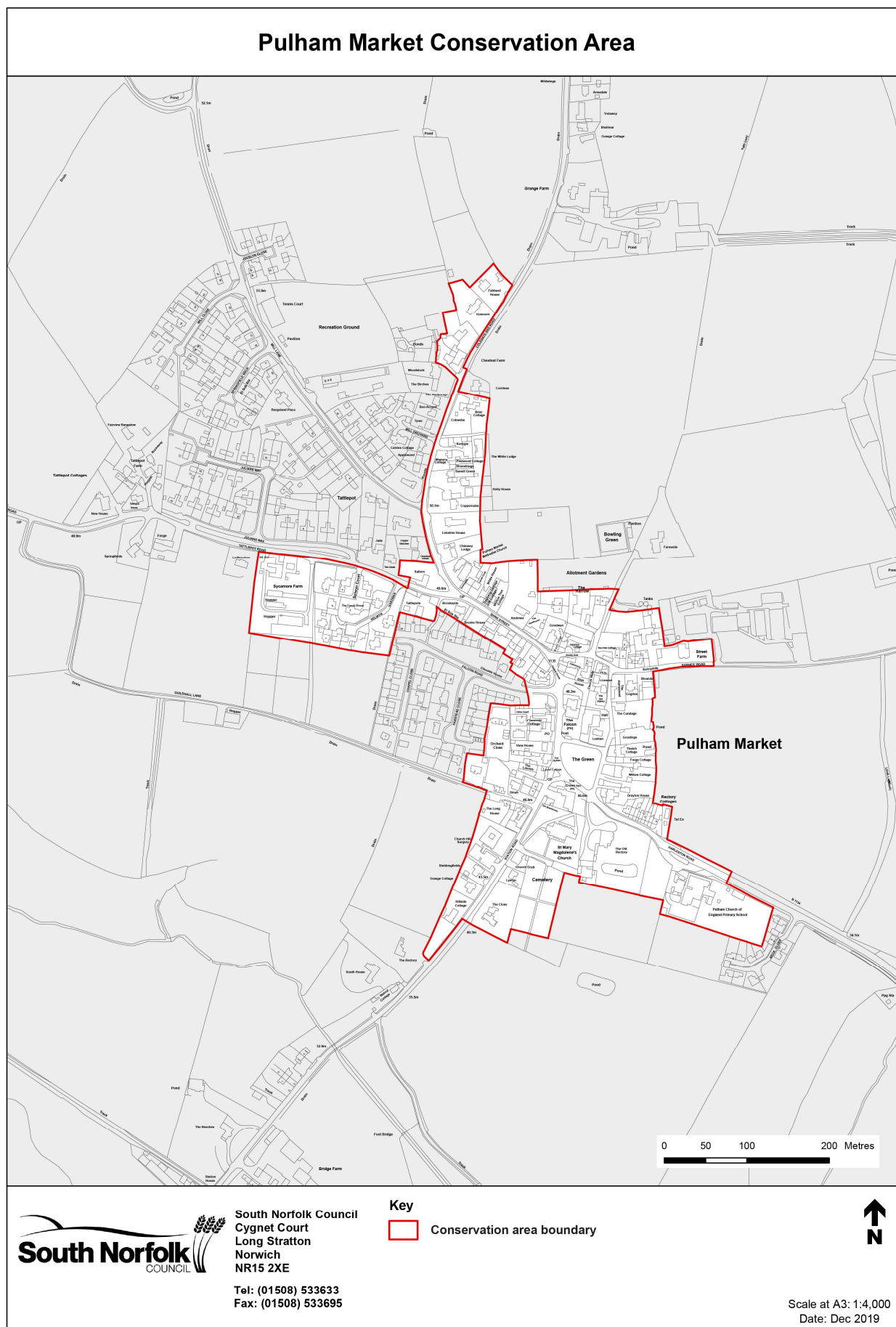
An informal ‘walkabout’ of the area was organised with the Parish Council on 12<sup>th</sup> December 2018. This informed the proposed boundary changes and the conservation management guidelines within the draft appraisal. The public consultation on the draft appraisal took place from 1<sup>st</sup> to 28<sup>th</sup> July.

This included:

- A public exhibition held in the village hall on the 8<sup>th</sup> July for one hour with an officer in attendance to answer any queries.
- An advert in village notice board and local publicity by the parish council
- The draft appraisal being available to view on the council’s website and at the reception desk.
- Emailing Ward Councillors, County Councillors, the Parish Council and Historic England.
- A presentation made to the Parish Council on 8<sup>th</sup> July.
- Contacting residents directly affected by the proposed boundary changes by letter informing them of the proposed changes

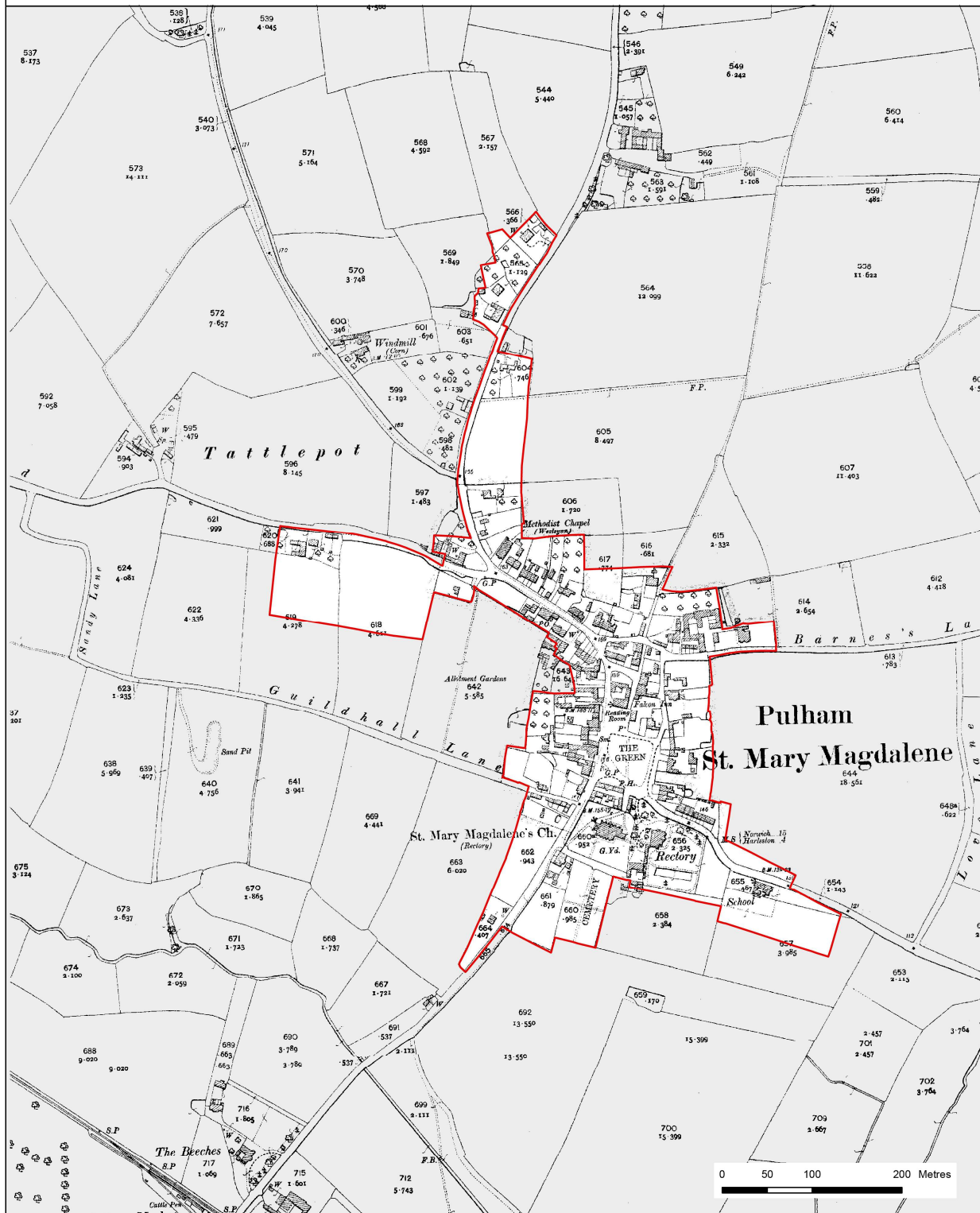
As a result of the consultation the boundary has been modified around the new dwellings constructed close to Street Farm.

# Appendix 3



# Appendix 4

## Pulham Market Conservation Area, Historic Map 1906 - 1914



South Norfolk Council  
Cygnets Court  
Long Stratton  
Norwich  
NR15 2XE

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

### Key

Conservation area boundary



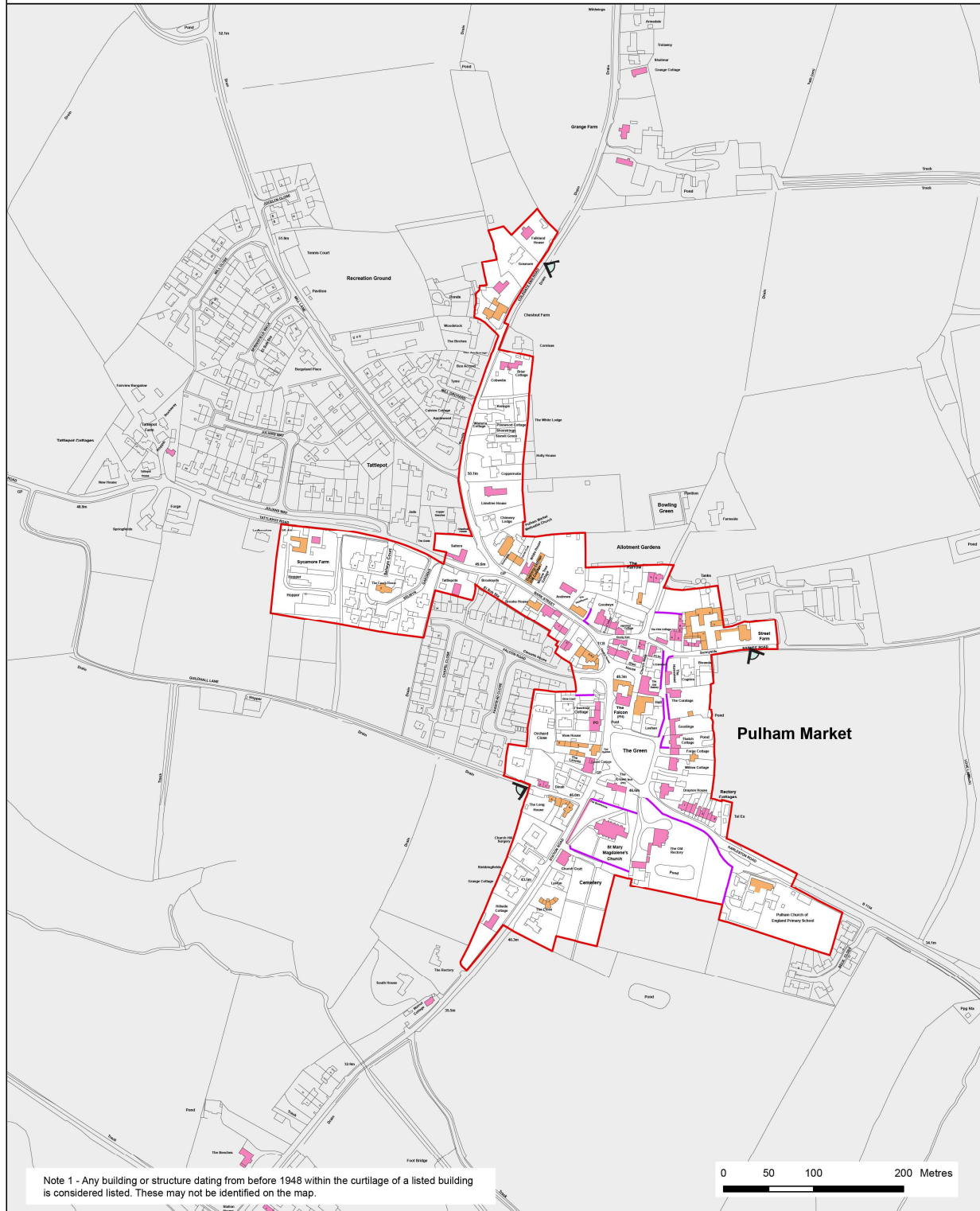
Scale at A3: 1:4,000  
Date: Dec 2019

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# Appendix 5

## Pulham Market - Streetscape



South Norfolk Council  
Cygnets Court  
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

- Significant walls/railings
- Key Views

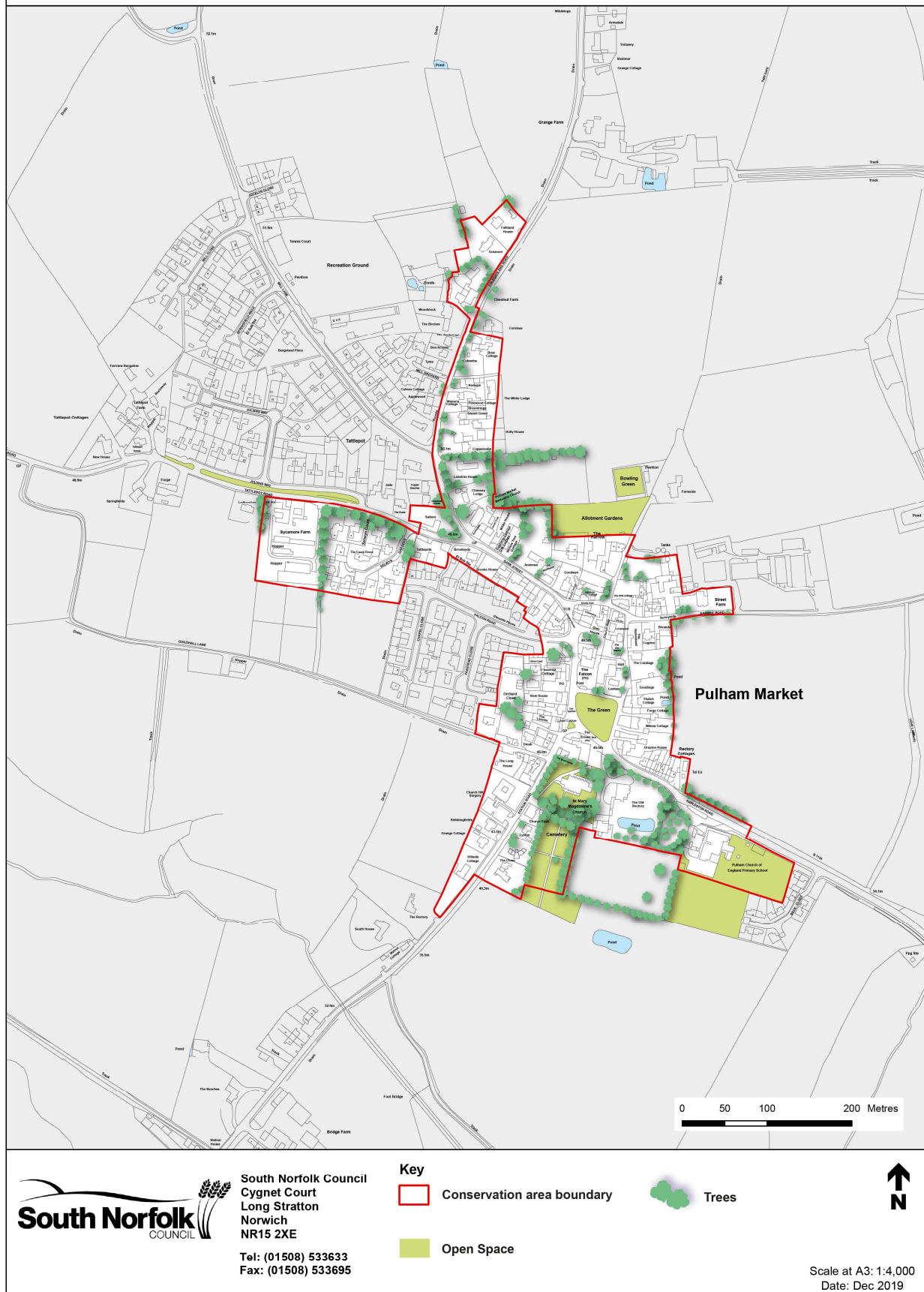


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# Appendix 6

## Pulham Market - Natural Character



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