

HINGHAM

Design Guidance and Codes

Final report

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Quality information

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8	23.02.2023	Locality Review	Annabel Osbourne	Neighbourhood Planning Officer, Locality

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A photograph of a street scene with a large, semi-transparent dark blue circular graphic overlay in the center. The street is lined with buildings, including a row of white terraced houses on the left and a white building with a black roof on the right. Several cars are parked along the street. The sky is blue with scattered white clouds. The text "Introduction" and "01" are centered within the circular graphic.

Introduction

01

Through the Department for Levelling Up, Housing and Communities Neighbourhood Planning Programme led by Locality, AECOM was commissioned to provide design support to Hingham Town Council in support of the Hingham Neighbourhood Plan. The support is intended to provide design guidance and codes based on the character and local qualities of the parish to help ensure future development, particularly forthcoming housing, coheres with and enhances Hingham.

1.1 About this document

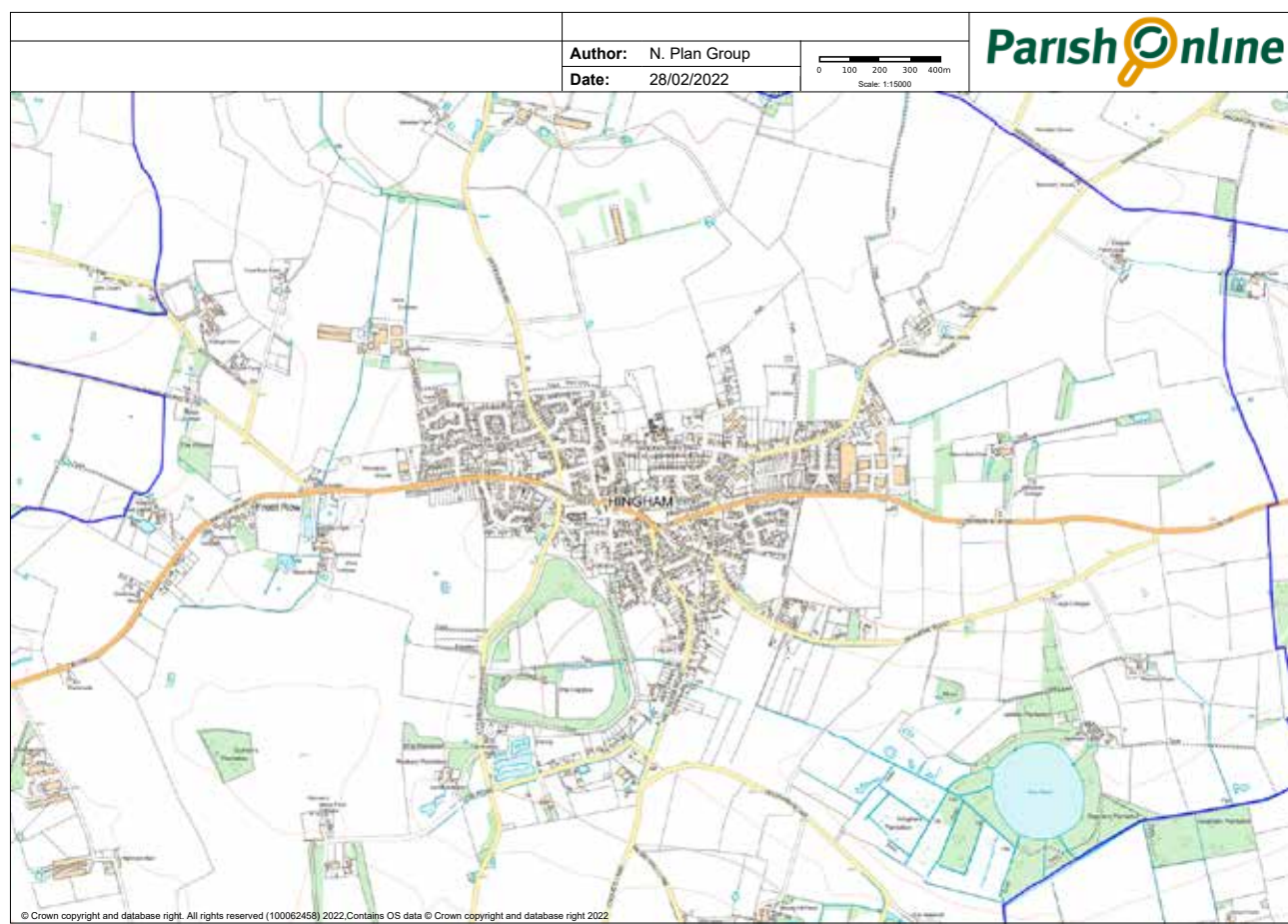
The Design Codes are written in order to support the design aims of the Neighbourhood Plan. They support the main document by providing design guidance and codes for development in Hingham. Codes are intended as specific design requirements while guidance is suggested recommendation.

The Design Code does this by understanding the existing character of Hingham and setting out the Hingham Neighbourhood Plan Steering Group's analysis of character areas. The Design Code sets out codes and guidance for the whole of the parish, and for the identified character areas.



F.1

Figure 01: Steps undertaken to produce this document.



1.2 Overview of Hingham

Hingham is a historic market town and parish in rural Norfolk. The town is located in the district of South Norfolk. The latest parish population estimates from the ONS in 2020 place the population at 2,518 residents. Hingham is a vibrant place to live with many services and amenities. The town benefits from a primary school, community space at Lincoln Hall, The White Hart pub and hotel, a doctor's surgery, sports and social club with recreation facilities, several shops and cafes and a small supermarket.

The town is located 9 miles south of Dereham, 14 miles south west of Norwich, 6.5 miles west of Wymondham, 5 miles north of Attleborough and 7 miles east of Watton. The town is surrounded by farmland, farms, and individual properties.

The town has a historic core resplendent with a market place and two town greens. Many of the buildings in the historic core are Georgian. The town has grown substantially with many more modern areas with a mixture of character. The town benefits from

employment at an industrial estate to its east. In terms of public transport, Hingham is served by bus services to Norwich, Wymondham and Watton.

Hingham has regular bus services operated by Konectbus. No3 bus runs hourly east to west offering links to Norwich and Watton via the NNU hospitals of UEA. The No6 follows a similar hourly route via Wymondham. The No17 runs a twice weekly service between Bradenham and Dereham via various villages, very convenient for shopping in Dereham.



Figure 03: Bond Street and the tower of St. Andrew's Church.



Figure 04: Georgian buildings on the Market Place.



Figure 05: Greens are an integral part of Hingham's town centre.

1.3 Signpost to other documents

National and local policy documents can provide valuable guidance on bringing about good design and the benefits accompanying it. Some are there to ensure that adequate planning regulations are in place to guarantee development is both fit for purpose and able to build sustainable, thriving communities. Other documents are more technical and offer specific design guidance which can inform design codes and masterplanning activities.

Applicants should refer to these key documents when planning future development in the Hingham Neighbourhood Area. The following documents have informed the design guidance within this report.

NATIONAL LEVEL

2021 - National Planning Policy Framework

DLUHC (Department for Levelling Up, Housing and Communities)

Development needs to consider national level planning policy guidance as set out in the National Planning Policy Framework (NPPF) and the National Planning Policy Guidance (NPPG). In particular, NPPF Chapter 12: Achieving well-designed places stresses the creation of high-quality buildings and places.

2021 - National Design Guide

DLUHC

The National Design Guide (Department for Levelling Up, Housing and Communities, 2021) illustrates how well-designed places that are beautiful, enduring and successful can be achieved in practice.

2020 - Building for a Healthy Life Homes England

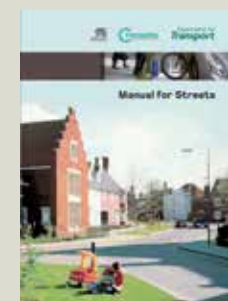
Building for a Healthy Life (BHL) is the new (2020) name for Building for Life, the government-endorsed industry standard for

well-designed homes and neighbourhoods. The new name reflects the crucial role that the built environment has in promoting wellbeing. The BHL toolkit sets out principles to help guide discussions on planning applications and to help local planning authorities to assess the quality of proposed (and completed) developments, but can also provide useful prompts and questions for planning applicants to consider during the different stages of the design process.

2007 - Manual for Streets

Department for Transport

Development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes streets and wider development that avoid car dominated layouts and promote active travel.



2011 - Joint Core Strategy for Broadland, Norwich and South Norfolk

Districts of Broadland, Norwich and South Norfolk

The Joint Core Strategy (JCS) sets out the strategy for growth for the three districts to 2026. It identifies housing and employment locations for South Norfolk District where Hingham is located.

2012 - South Norfolk Place-Making Guide

South Norfolk Council

This Guide has been produced in conformity with both Government and Local Core Strategy policy and guidance. Development proposals will be expected to conform with these Place Making and Design principles; standard 'anywhere' designs will not be accepted as a valid approach.

2015 - Site Specific Allocations and Policies Document

Districts of Broadland, Norwich and South Norfolk

This document supports the JCS by allocating and setting out policies for sites.

2015 - Development Management Policies Document

Districts of Broadland, Norwich and South Norfolk

This document adds additional detail to the JCS and is used to assess planning applications and guide development proposals.

2016 - Hingham Conservation Area Character Appraisal and Management

South Norfolk Council

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.

2022 - Emerging Greater Norwich Local Plan

Broadland District Council & South Norfolk District Council

Once adopted the emerging plan will extend to 2038, providing for the housing and jobs needs of the area. The Greater Norwich Local Plan has been through Reg 18 and Reg 19 public consultations and was submitted to the Secretary of State on 30 July 2021.



Emerging

1.4 How to use this document

The Design Guidelines and Codes will be a valuable tool in securing context-driven, high quality development within Hingham. They will be used in different ways by different actors in the planning and development process.

What follows is a list of actors and how they will use the design guidelines:

Actors	How they will use the design guidelines
Applicants, developers, & landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
South Norfolk District Council, Norfolk County Council (when consulted)	As a reference point, embedded in policy, against which to assess planning applications. The Design Guidelines should be discussed with applicants during any pre-application discussions.
Hingham Town Council	As a guide when commenting on planning applications, ensuring that the Design Guidelines are complied with.
Local Hingham organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

1.5 Public consultation summary

As part of the Neighbourhood Plan development, an initial drop-in consultation event followed by a household survey was carried out by the Hingham Neighbourhood Plan Steering Group. The results have been used to inform this design code report.

The following is a summary of the key takeaways from both engagement sessions pertaining to design for Hingham:

Key results

- Natural elements such as planted boundary treatments, open green space, wildlife areas, and individual gardens had high levels of interest from residents.
 - Form and layout elements such as on-plot parking and a maximum height of two storeys were noted as important by the majority of respondents.
 - Residents were in favour of a variety of housing styles in new developments, with a particular interest in traditional style architecture.
 - Residents noted that housing should be unique and sympathetic to the existing historic fabric.
- Connectivity in the form of improved pedestrian networks was also a topic of high interest for residents, safe connections from housing to services was requested.
 - Residents stated preference for infill development on smaller sites.
 - An overall increase in trees, shrubs, and hedges, was noted as desirable for the majority of residents.



Good design in Hingham

02

2. What is good design in Hingham?

This section outlines the positive physical, historic and contextual characteristics of Hingham.

2.1 Georgian centre

Hingham's Georgian core is its strongest placemaking feature. The well maintained and vibrant town centre is successful in creating a memorable and pleasant experience for visitors, and fostering a sense of pride in residents. The high quality public realm can be attributed to several factors; the modest scale of the buildings, the pleasant and navigable street layout, the regular rhythm of fenestration, the distinctive and varied material palette, and the high quality street frontages.

These elements combine to create a beloved and iconic townscape character. This must be enhanced and protected by potential future development.

Future developments should seek to reflect this character by adhering to the following codes:

Code

- i. New development must avoid or fully mitigate any potential negative impact on Hingham's Georgian heritage.
- ii. New development should take inspiration from the overall form and massing of the existing Georgian built stock.
- iii. Timber fenestration on street addressing facades will be preferable in new developments.
- iv. Openings in the facades of new developments should consider or reflect the symmetry and rhythm of Georgian buildings.
- v. New developments which are prominent and in proximity to Georgian assets should reflect the fine grained¹ and street facing nature of the surrounding context.

¹ Meaning plot sizes are small but varied, and buildings are placed close to each other and close to the street edge.



Figure 06: Georgian buildings in the town centre.



Figure 07: Georgian buildings overlooking green spaces are a distinctive and highly valued feature of Hingham's historic core.

2.2 Greens

The Hingham Neighbourhood Area enjoys a variety of green open spaces and walking networks which inform the area's distinct local character. The major asset in the wider area is the Sports and Social Club. This provides a large area of parkland and natural buffer between the built up area and the countryside.

Within the town proper, The Fairland and Market Place provide two much loved formal green spaces within the historic core. Both greens have their own distinct character and provide a focal point for activity in the town as well as incorporating natural elements in the town centre. The greens are made pleasant and enticing by their overall design and edge treatment.

Future developments should seek to reflect this character by adhering to the following codes:

Code

When new developments involve the provision of green space they should:

- i. Provide built enclosure at the perimeter of the green to create a formal edge.
- ii. Ensure the green is overlooked by surrounding development through active frontages, allowing for natural surveillance and improved safety.
- iii. Provide high quality planting within the green and attractive routes within.

When new development interfaces with existing green space they should:

- iv. Ensure the green is not overshadowed by new structures.
- v. Respect the form and scale of the existing built edge to the green.



Figure 08: One of Hingham's many small greens The Fairland.



Figure 09: Green spaces provide a welcoming public realm in the town centre.

2.3 Green approaches

Hingham is defined by its relationship to the Norfolk landscape. The town is surrounded by fertile farmland which provides a green and lush approach. The gateways to the town are marked by open green space which fosters the area's rural character.

The outskirts of the town are made up of quiet and peaceful residential areas. Many of the streets are cul-de-sacs, contributing to the traffic calming quality of these areas. There are many important glimpses of the surrounding countryside from these areas which help to foster a sense of openness.

Soft planted boundary treatments in the outer areas of the town serve to provide a gentle transition from rural hinterland to town centre.

Future developments should seek to reflect this character by adhering to the following codes:

Code

- i. New development at the edge of the settlement must not impede the quality of the existing outward views to the Norfolk countryside.
- ii. New development at the edge of the settlement must avoid hard boundary treatments such as railings or walls above eyeline at road edges.
- iii. New development on the outside of the town core must ensure generous setbacks and low density which allows for visibility between buildings.
- iv. New developments on the outskirts of the town should include green verges and must show consideration for appropriate landscaping, such as trees and hedgerows.



Figure 10: Hedges and verges provide green approaches.



Figure 11: Hingham's rural character is maintained by informal green spaces along lanes and the use of attractive planting.

2.4 Distinctive palette

There is large variety of architectural details and materials within the Neighbourhood Area, together they create a soft and organic material palette.

Prominent architectural materials found across Hingham include red brick, white and pastel - such as lime - rendered facades, and historic flint facades with decorative brick detailing. Roofs are less varied with the majority being of a moderately pitched open gable form and either red, grey or black pantile. There are some examples of traditional thatched roofs, decorative gable ends, and slender and/or decorative brick chimneys.

Architectural features are also rich and varied. Vertically proportioned sash and casement windows are common in Hingham.

Future developments should seek to reflect this character by adhering to the following codes:

Code

- i. New developments should seek to utilise and reflect the existing outlined material palette across Hingham.
- ii. Rooflines in new developments should generally reflect the surrounding roof angles.
- iii. Vertically articulated windows will be encouraged in Hingham. Where dormer windows are included, they should be vertically aligned to the openings below.
- iv. New developments should seek to provide architectural interest where possible by including detailed features on facades.

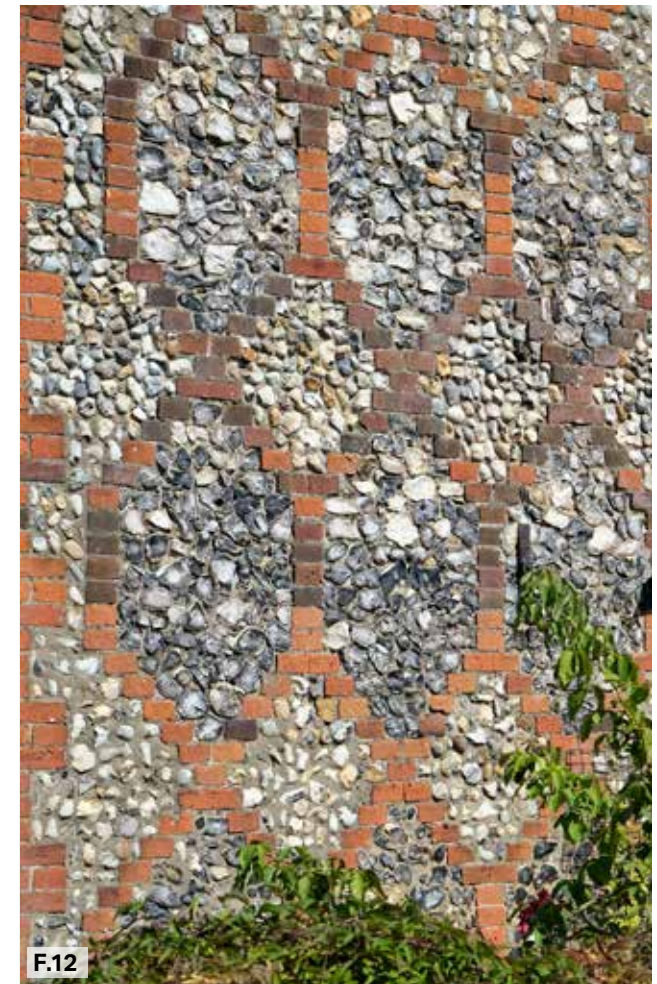


Figure 12: Materials and details make an impact on the quality of place, as seen by this beautiful wall in Hingham which demonstrates a lattice of flint and brick, typical of this area.

In pre-modern built stock, front doors are usually solid wood, painted in a variety of colours, and many with transom windows. Some historic buildings diverge from this, displaying unique period features. Another frequent architectural feature is the inclusion of solid or recessed front porches.

Services such as gutters are generally slim and understated, and do not detract from the facade of the buildings.

Hingham's organic but cohesive architectural feel is created by its uniform building line, alongside its varied materials and features.

Future developments should seek to reflect this character by adhering to the following codes:

Code

- v. Services such as gutters, security systems, and satellites should be designed unobtrusively where possible and should not detract from surrounding context.
- vi. Where colour is applied to a building facade, a muted tone should be used which takes reference from the existing colour palette.
- vii. When solar panels are applied to a structure, they should be unobtrusive as far as possible and should not detract from the surrounding street scene.
- viii. Facade materials should be consistent with the greater area or need particular justification, non vernacular finishes will be discouraged.



Figure 13: Red brick and light pastel colours are the traditional materials used in much of the historic core of Hingham.



Figure 14: Decorative facade detailing.



Solid porch



Sash window



Recessed porch



Casement windows



Dormer window



Painted wood front door with transom



Black or grey pantile



Red concrete pantile



Thatched



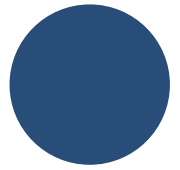
Flint work with decorative brick



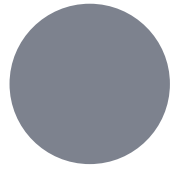
Red brick



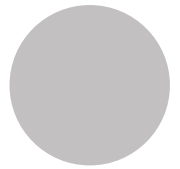
White render



Navy blue



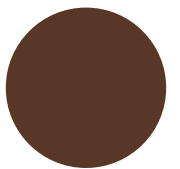
Blue grey



Pale grey



Terracotta



Dark brown

2.5 Connectivity

A well-designed and connected network gives people the maximum choice in how to make their journeys. This includes by public transport, walking, cycling and by car.

Hingham is approximately one mile across from east to west. This scale should support a high proportion of active transport within the town and should facilitate the '15 minute neighbourhood'¹ model. Hingham has an organic layout spreading outwards from its core. Newer development is often laid out in cul-de-sacs which do not offer a variety of connections.

To support ease of movement from the outskirts of Hingham to the town centre/ commercial and civic core, direct and pleasant routes must be created which prioritise walking and cycling. This strategy also serves to reduce overall congestion by limiting vehicle dependency.

Future developments should seek to reflect this character by adhering to the following codes:

¹ Residents access most of their needs within a 15 minute walk or cycle.

Code

- i. When a new development involves the creation of new streets and routes, it must prioritise active transport by providing direct, safe, and attractive routes for pedestrians and cyclists.
- ii. New developments should show consideration for wayfinding and signage in their design.
- iii. Developments should facilitate direct routes to key places of travel such as towards bus stops and local amenities.
- iv. New developments should be laid with a clear street hierarchy and facilitate multiple modes of transit.
- v. Mews, courtyards, and cul-de-sacs will only be acceptable where the site limitations justify their use instead of more traditional connected street patterns.
- vi. New housing must include walking pavements for safety and accessibility.



Figure 15: Existing footpaths provide pedestrian connectivity.



Figure 16: Residential areas in Hingham with safe and active footpaths.

2.6 Large development sites

Large development sites deliver several houses simultaneously, and are therefore a significant opportunity to enhance the character of Hingham. Those that integrate with the rural character and lifestyle, and provide a mix of housing with varied, locally distinctive designs, are well-liked by the community.

In addition to the codes of this section and character area codes, future large developments should consider the following principles:

Principles

Housing design

- i. Provide a mix of housing types. Ensure market and affordable housing are well-integrated and indistinguishable from each other.
- ii. Ensure the design, height, and scale of different housing types are generally consistent.
- iii. Establish a distinct design approach which is bespoke to the site.
- iv. Deliver a variety of housing designs within the development, which incorporate several locally distinctive materials and features into each building.
- v. Ensure sustainable features, such as solar panels, are well-integrated into the design.

- vi. Minimise the visual dominance of required dwelling features, for example, concealing exterior TV aerials and preferring traditional letterboxes in doors.



Figure 17: Attached houses that are of a similar design, height and scale to detached houses. The development incorporates various locally distinctive materials, reducing the visual scale of the buildings and creating an interesting street scene. Pine Close, Horsford.

Green infrastructure

- i. Provide a significant green space that is a focal point of the development, rather than left-over space.
- ii. Encourage community gathering by providing green space embellishments, for example, a play space, seating and/or outdoor dining area.
- iii. Maintain the rural feel of Hingham, by establishing views between buildings to the countryside and minimising street lighting.
- iv. Integrate existing vegetation, where possible, into the landscape design.
- v. Provide landscape areas in public space and front and back gardens. Ensure the areas provided are large enough to support mature trees and hedgerows.

- vi. Consider how green space and landscaping, such as a large tree, may act as a landmark.
- vii. Deliver cohesive public space by designing a high-quality, coordinated furniture and material palette that is reflective of Hingham. For example, a low maintenance palette of surface materials, bench seating, wayfinding signs, play areas and bins.
- viii. Deliver effective and safe sustainable drainage systems (SuDS) that are integrated into the landscape design.



Figure 18: Burnham Market development, which provides significant green space with active uses, overlooked by housing.



Figure 19: Pine Close development, which provides significant green space with active uses, overlooked by housing. The residential streets and visitor parking adjacent to the green space increases community access. Pine Close, Horsford.

Layout

- i. Provide some variation in the set back and orientation of buildings to the street for visual interest.
- ii. Encourage an active lifestyle with a connected network of streets and wide footpaths that cater to pedestrians, cyclists and mobility scooters.
- iii. Provide off-street residential car parking where possible, and visitor car parking.
- iv. Soften the visual impact of car parking areas with landscaping areas.
- v. Minimise the visual impact of household bins, by providing designated bin storage areas that are hidden from the public.



F.22
Figure 22: Visitor parking at Pine Close, which is visually softened by adjacent landscaping. Pine Close, Horsford.



F.23
Figure 23: Residential areas in Hingham wide footpath. Buildings set back from the street provide space for landscaping, which is visually aesthetic and increases pedestrian comfort.



F.20
Figure 20: The Birches development with wide footpaths connecting to green space. Birch Gate, Wymondham.



F.21
Figure 21: Pine Close development with off-street residential parking (garages), which ensures the amenity of the street and green space frontage is not reduced by cars.

2.7 Development outside character areas

Development may come forward outside the settlement and therefore, outside a defined character area.

In this instance, it is likely that proposals will consist of small scale development, such as individual dwellings on a rural site.

When development falls outside a defined character code, it should consider the following principles:

Principles

Housing design

- i. New development must not detract from existing landscape views and should not encroach on Hingham's green gateways.
- ii. New development must be naturally screened where possible to minimise its impact on the rural landscape.
- iii. New development should have deep setbacks from the road to retain a sense of open landscape.
- iv. New development in the open countryside should be low-rise, with a maximum height of two storeys.
- v. New development should be low density, multiple dwelling developments in isolated areas should be avoided.



Figure 24: Example of a deep rural setback with natural screening. White Lodge Farm. ©James Allan.



Figure 25: Example of a view of an open green view at Sea Mere. ©James Allan.



Character area codes

03

3. Design guidance and codes for Hingham’s character areas

This section provides design principles which are specific to the individual character areas demarcated across the town of Hingham. These codes aim to provide highly context specific guidance.

3.1 Introduction

The following section outlines a set of design codes that have been put together based on the distinct character areas of Hingham.

These codes will aim to guide any changes or development within the Neighbourhood Area to ensure the local character is respected whilst still allowing space for innovation within the built environment.

The design codes have been applied by area based on their relevance to the prominent features, opportunities, and issues of their associated character area.

3.2 Character area codes

3.2.1 Overview

The character area codes are designed to provide specific guidance to areas within Hingham. The specific guidance builds upon the general design codes outlined in the previous section and highlights guidelines that will both preserve and enhance the existing character of the area. These should be read jointly with the previous codes.

Applicants seeking to develop in these areas should refer to these sections when considering the street layout, placemaking and architectural features of new development.

The character area descriptions have been provided by members of the Hingham Neighbourhood Plan Steering Group.

	1	Hingham Conservation Areas
	2	Frost Row area
	3	Watton Road area
	4	Dereham Road area
	5	Hardingham Road area
	6	Bears Lane / Stone Lane area
	7	The Hops area
	8	Seamere / Low Road area
	9	Industrial areas

3.3 CA1 Hingham Conservation Areas



Introduction

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. Andrew's linking the two, makes its layout unique to South Norfolk. Hingham Conservation Area was designated in 1975¹.

¹ CA1 Appraisal text is based on the Conservation Area Character Appraisal and Management Guidelines report. South Norfolk Council.



Figure 27: Handsome Georgian buildings with decorative brickwork, Market Place.



Figure 28: Example of development in Hingham Conservation Area dominated by small plots (fine grain).

Layout

Development within the Conservation Area is varied. To the north and south of the Market Place, long narrow plots define the urban grain. These plots often contain gardens, yards and outbuildings, many of townscape value.

In contrast, areas west and north of the Fairland, and east and north-east of the Market place are characterised by large plots for homes with extensive grounds.

Heights

Most buildings are of two storeys, some with attic conversions, though there are a number of buildings with three storeys in the Market Place and one in Bond Street. There is a 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.



Figure 29: Example of two storey buildings in the Conservation Area.

Streets

The centre of Hingham is defined by The Fairland and Market Place, both with their own distinct character. The entrance to the Market Place is confined to narrow, curved streets, lanes and alleys, restricting views into, and out 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 drawn to particular views or buildings. At the south-west corner, buildings project into space, to create, with two small built-up 'islands', a series of smaller spaces. The street layout is organic and contributes to Hingham's unique character.

Buildings

There is a sense of overall unity of architectural style in the area derived from classical proportions and details. The material palette is dominated by the red brick and painted facades of the town's buildings, providing a sense of architectural

unity. This applies both to buildings newly erected during the eighteenth and the first part of the nineteenth century as well as to buildings refashioned during this period. The scarcity of buildings in the earlier vernacular style reflects the fire of 1688 which destroyed much of the north side of the Market Place.



Figure 31: View into Market Place from Church Street.



Figure 30: Georgian brick facade building on Market Place.



Figure 32: Grade II listed dwelling on Chapel Street.



F.33

Figure 33: Outline map of CA1.



F.34

Figure 34: Example of heritage assets on Market Place.

Hingham Conservation Areas codes

Code	Rationale	Implementation
CA1.1 Consider immediate context	<i>The Conservation Area core acts as a focal point for Hingham, the area is rich in built heritage and is successful in relaying the area's historic context.</i>	<ul style="list-style-type: none"> New development must demonstrate an understanding of immediate context and design proposals must respect the existing historic character and listed buildings of the area.
CA1.2 Views and sight lines	<i>The landmarks and historic assets of the Conservation Area help to assist in creating memorable routes, allowing users to orient themselves.</i>	<ul style="list-style-type: none"> New development must be positioned in a way to retain and enhance valuable sight lines through the area. Proposals must respect the prominence of nearby landmarks.
CA1.3 Enclosure and building line	<i>The Conservation Area is made up of fine grain (dominated by small plots) development with a continuous building line. This creates a sense of enclosure and dictates a direction of flow through the area.</i>	<ul style="list-style-type: none"> Generally, façades should face the street and reinforce the existing building line. New developments should have subtle variations to improve visual interest but follow the building line.
CA1.4 Scale and massing	<i>Buildings are often clustered close together with small or no gardens in areas.</i>	<ul style="list-style-type: none"> The Conservation Area core is of medium density which is appropriate for a town centre district. The area has opportunity for infill where appropriate.

Code	Rationale	Implementation
CA1.5 Materials and architectural detail	<i>The Conservation Area core benefits from a sense of architectural unity and cohesion due the established material palette.</i>	<ul style="list-style-type: none"> New development should provide a sympathetic response to the existing character and architectural details. New development should utilise the traditional materials, red brick, flint or white render, which contribute to the local vernacular. This may include reclaimed materials. Rooflines should be pitched with the use of traditional pantiles. Windows should be sash on façades or dormer on rooflines.
CA1.6 Windows and doors	<i>The Conservation Area core has a restrained language of architectural detail. This is evident across the fenestration of conservation area buildings.</i>	<ul style="list-style-type: none"> New developments should have high quality fenestration, UPVC should be discouraged on street facing elements. Fenestration on new developments should show consideration for rhythm and layout, potentially taking reference from surrounding context.



Figure 35: Example of semi-detached dwellings with brick façades and vertically articulated openings.



Figure 36: Example of fine grained terraced buildings within the Georgian core.

3.4 CA2 Frost Row area



Introduction

This is a rural area located to the west of Hingham and slightly detached from the town. Frost Row is a small settlement consisting of a run of mixed housing, mainly along the south side of the B1108 (Watton Road). The area is fairly flat with an elevation around 15m lower than the town centre, and is surrounded by open agricultural land.

Layout

Largely detached and semi-detached houses stretch along the B1108. Most are set on large plots. There is a field between the town and the beginning of the houses as well as areas of farmland between some of the properties. On the north side of the road there are two tracks. One leads to the farmstead of Watton Road Farm (at the east end of Frost Row) and the other leads to Greenacre House behind Gable End Bungalow and its associated agricultural buildings and vehicle storage (at the west end of Frost Row).

Heights

Buildings range from one to two storeys in height, with a generally even split. Dwellings are taller in height to the east end of Frost Row closer to the town. The area is made up of bungalows, dormer bungalows, and two storey dwellings.



Figure 37: Rural setting of fields and farm buildings intermixed with isolated detached houses.



Figure 38: Long barn and detached house demonstrating the linear character of Frost Row.

Streets

The properties are situated on the B1108. There is an unmade Right of Way footpath to Attleborough Road and the town across fields to the south of Frost Row, commencing west of the settlement. There are two separate sections of tarmacked and kerbed footpaths in front of a couple of the houses and a permissive track along the verge for another part of the road. However, the footpath does not reach all the properties or join up with the nearest pavement in Hingham. Pedestrians are required to cross the B1108 from Frost Row to gain a formal pavement into Hingham at the junction with Woodrising Road.

Buildings

An area originally consisting of farm labourer cottages, there are some 19th century semi-detached properties, one of which one has been converted into a single house, a couple of later bungalows, and white rendered and extended, detached houses. There are four large newly built detached houses constructed between older houses and a black bitumen painted barn conversion towards the west end of the area.

The old properties are all very individual in style. There are two pairs of semi-detached cottages, one pair are flint, and the other are brick and with decorative flint details, similar to those found on the Dereham Road. These are all set back from the road with terracotta pantile roofs. There is a property that appears to be two cottages converted into one, which is rendered with a pantile roof and decorative ridge. There are two cottages and barn conversion towards the west and close to the edge of the road. The newly

constructed detached properties are mainly brick although one is rendered, and one is timber clad.

On the north side of the B1108, Watton Road Farm is a large thatched building set back from the road accompanied by several outbuildings. Planning permission has been granted for demolition of the agricultural building and erection of a dwelling (and tractor store) behind Greenacre House with a new access to the B1108.



Figure 39: Property with a decorative brick pattern.



F.40

Figure 40: Outline map of CA2.



F.41

Figure 41: View of agricultural landscape in Frost Row area.

Frost Row area codes

Code	Rationale	Implementation
CA2.1 Form and massing	<i>The Frost Row area is made up of large plots with generously spaced buildings. Generally rooflines are of shallow pitch and do not rise above two storeys in height.</i>	<ul style="list-style-type: none"> The scale and pitch of the roof should reflect the surrounding roofscapes. New dwellings should be laid out in a manner which reflects the surrounding typologies.
CA2.2 Density	<i>The Frost Row area is of low density with generous spacing in-between buildings.</i>	<ul style="list-style-type: none"> New developments should respect the surrounding density, higher densities will not be accepted.
CA2.3 Rural character	<i>The informal and open layout of the area generates a distinct charm and contributes to placemaking.</i>	<ul style="list-style-type: none"> New developments should have subtle variations in frontage and large setbacks to retain rural character.
CA2.4 Connection to landscape	<i>The area is defined by its relationship to the surrounding landscape, which is enriched by broad views and soft planted boundary treatments.</i>	<ul style="list-style-type: none"> New development must be positioned in a way to retain and enhance valuable sight lines through the area. New developments should have low and natural boundary treatments such as trees and hedges.

Code	Rationale	Implementation
CA2.5 Boundary treatment	<i>Frost Row benefits from a sense of architectural unity and cohesion due the established material palette and a restrained language of architectural detail.</i>	<ul style="list-style-type: none"> New development should provide a sympathetic response to the existing character and architectural details. New development should utilise the traditional materials, red brick, flint or white render, which contribute to the local vernacular. This may include reclaimed materials. Rooflines should be pitched with the use of traditional pantiles. Windows should be sash on façades or dormer on rooflines.
CA2.6 Green approaches	<i>The Frost Row area acts as one of the arrival points for Hingham. The area's green and open landscape contribute to the rural atmosphere on approach to the town.</i>	<ul style="list-style-type: none"> New developments should not overwhelm the green and open nature of the area. New development must not impede views outwards to the surrounding landscape.
CA2.7 Conversion of farm buildings	<i>The area's historic agricultural use is evident from the various elements of built infrastructure.</i>	<ul style="list-style-type: none"> Conversions of barns and other previously agricultural buildings must demonstrate sensitivity to the overall form of the building. Redevelopment should seek to retain elements which relay the building's previous use.



F.42

Figure 42: Example of a planted boundary treatment in the Frost Row area.



F.43

Figure 43: Example of modest scale structures on Watton Road.

3.5 CA3 Watton Road area



Springfield Way, Muir Drive, Rectory Gardens, The Dell and Greenacre Road (west end), Glebe Close, Park Close and Lonsdale Crescent.

Introduction

Located to the west of the town centre, the west-east B1108 Watton Road is one of the main routes into the town with residential estate developments on its north and south sides. The whole character area comprises of one and two storey houses bounded by arable farmland to the south, the sports centre and field and farmland to the west, Hall Farm poultry to the north, and The Fairland to the east.

Layout

Development is linear on Watton Road, flanked by detached and semi-detached houses set back from the road with front gardens and on-plot parking. Springfield Way and Muir Drive form a new estate at the northwest end of the town off Watton Road. There is a pavement along Springfield Way, however, Muir Drive does not have formal pavements, a brick weave section is inset to one edge of the road to form a “shared surface” for pedestrians and vehicles. There are a few houses with front gardens, frontages are mainly limited to small areas of planting, gravel, slab or grass. There are also small cul-de-sac developments off the Watton Road at Glebe Close, Lonsdale Crescent and Park Close. Greenacre Road runs as a crescent from the Watton Road, north and then east to Dereham Road. All properties here are set back from the road with front gardens and grass verges. The Dell is a cul-de-sac coming off Greenacre Road towards the western end, with bungalows sitting between Watton Road and Muir

Drive. Lonsdale Crescent has large open front gardens with on-plot parking. Rectory Gardens is an estate on the south of Watton Road with a higher density of dwellings, most have front gardens and off-street parking.



Figure 45: Linear residential development on Watton Road.



Figure 44: Muir Drive, contemporary housing development in vernacular style.

Heights

Dwellings are typically one and two storeys in height. Properties on Watton Road consist of both one and two storeys. Muir Drive is mainly two storey dwellings with a few bungalows, as are Rectory Gardens and Lonsdale Crescent while Glebe Close, Greenacre Road and The Dell have only bungalows.

Streets

Watton Road (B1108) is the main route running through the area eastward towards the town centre. There are cul-de-sacs off to both sides. Greenacre Road runs through to Dereham Road but is signed as 'No Through Traffic' to reduce its use as a shortcut. Glebe Close and Park Close are unadopted, private roads with gravel surfaces and a small number of properties. All roads have pavements with the exception of Muir Drive, Park Close and Glebe Close. A pavement connects Rectory Gardens to The Fairland.



Figure 47: Example of boundary treatment in the area.



Figure 48: Recent housing development in the area with traffic calming layout.



Figure 46: Street layout in Watton Road area.

Buildings

Along Watton Road there is a mix of semi-detached local authority houses from the mid part of 20th century. Most are red brick with pantile roofs, although the later built ones have rendered walls painted in pastel colours. On the north side of Watton Road at the western end is a terrace of earlier one storey units for the elderly. Constructed from red brick with concrete roofs, they are screened by mature hedges and trees.

On the south side of Watton Road (running parallel to the road), is a row of 8 semi-detached, low-cost housing which was built in circa 1995. These houses are red brick to the side, white render frontage and red tiled roofs. They are set back from the Watton Road via a hedge and access drive.

Towards the town there are larger later bungalows, also of red brick with grey pantile roofs, as well as some infill dwellings. On the north side there is a Georgian lodge with a central chimney behind an estate fence, which forms the corner to Park Close.

The new houses on Springfield Way and Muir Drive have relatively high pitched rooflines. There are a number of bungalows on Muir Drive which have decoratively shaped fascia boards within the apex of the front facing gable end, these gable ends are rendered and painted in pastel colours. Greenacre Road is comprised of bungalows and there a small block of single garages on The Dell. Rectory Gardens is a mix of bungalows and semi-detached properties of mostly red brick with a few properties having a white rendered upper floor, all with concrete pantile roofs.



F.49

Figure 49: Bungalows are common in this area. Example of bungalows with shallow rooflines and mature planting.



F.50

Figure 50: Example of Bungalows on Muir Drive.



F.51

Figure 51: Outline map of CA3.

Watton Road area codes

Code	Rationale	Implementation
CA3.1 Housing mix and variety	<i>The Watton Road area is defined by its rich variety in building form, style, scale, and typology. Dwellings are a mix of bungalows and two storey structures with ranging heights.</i>	<ul style="list-style-type: none"> New development proposals should provide a variety of house types, sizes, and tenures to support the area's architectural variety. Building form and style should be varied by design to reflect the current juxtaposition of building types in the area.
CA3.2 Frontage	<i>Dwellings within the Watton Road area generally engage with the street and create an active frontage and a visually varied streetscape.</i>	<ul style="list-style-type: none"> New development proposals should be oriented toward the street edge to produce active frontages and create passive surveillance.
CA3.3 Connection and permeability	<i>The Watton Road area benefits from an extensive footpath network as well as two bus stops for travel eastward and westward.</i>	<ul style="list-style-type: none"> New developments should encourage active modes of transport such as walking and cycling by facilitating direct connections along desire lines. Appropriate pedestrian and cycle infrastructure must be included.

Code	Rationale	Implementation
CA3.4 Parking	<i>Congestion and vehicular clutter due to parking has become an issue in the Watton Road area.</i>	<ul style="list-style-type: none"> New developments must provide on-plot parking allocation for all new developments, preferably to the side of dwellings and minimum of two spaces per dwelling. Developments of multiple dwellings must include visitor parking spaces.
CA3.5 Boundary treatment	<i>Boundary treatment in the area contributes to a green and open atmosphere.</i>	<ul style="list-style-type: none"> Boundary treatments in new developments should include planting such as trees and hedges, as well as green verges. Elements such as high walls and railings should be avoided.
CA3.6 Front gardens	<i>Planted front gardens help to maintain the open feel of the Watton Road area.</i>	<ul style="list-style-type: none"> New development should incorporate a planted front garden for each new dwelling.



Figure 52: Example of lush mature boundary treatment in the Watton Road area.



Figure 53: Example of semi detached dwellings on Watton Road.

3.6 CA4 Dereham Road area



**Greenacre Road (east end),
Primrose Road, Bell Meadow,
Baxter Close and Folly Lane.**

Introduction

Located to the north of the town centre, the Dereham Road area flanks the main approach to Hingham from the north. Dereham Road itself is lined with houses on either side of the road, with two further estates branching off from the west and east; Greenacre Road and Bell Meadow. Baxter Close is accessed from Baxter Road to the south, which join the southern end of Dereham Road within the Conservation Area.

Layout

The Greenacre estate (Greenacre Road, Primrose Road and The Dell) comprises entirely of bungalows. Greenacre Road runs from Dereham Road westwards to join Watton Road. Primrose Road is a crescent off Greenacre Road to the north. The bungalows are largely set back from the

road with front gardens and space between the buildings. Most of the properties on Dereham Road are similar, although there is a group of older cottages to the east. Bell Meadow is a cul-de-sac to the east off Dereham Road. The road was extended in early 2000's when Gardeners Green was constructed, some of these new dwellings sit behind the older cottages on Dereham Road. Allotments run between Dereham Road and Folly Lane adjacent to the rear of properties on the Gardeners Green section of Bell Meadow, which separates those properties from the surrounding farmland.

Baxter Close is a small cul-de-sac off Baxter Road with bungalows similar to those on Greenacre Road. The rear of the properties on the eastern side of Baxter Close run adjacent to Folly Lane. Folly Lane is an unadopted gravel road with a small number of properties (bungalows and cottages) constructed in a variety of materials.



Figure 55: Bungalow with on-plot parking and front garden on Dereham Road.



Figure 54: View south from Dereham Road.

Heights

The dwellings in this area are primarily single storey bungalows with shallow rooflines and low boundary treatments. Dormer bungalows and two storey dwellings are found in Bell Meadow.

Streets

Dereham Road is an unclassified road and the main route from the north into Hingham. The road narrows after the turnings to Greenacre Road and Bell Meadow. Nearly all the roads have pavements apart from the last section of Dereham Road travelling north which has a wide slightly elevated grass verge on one side.

Buildings

The area predominately consists of 1970s/'80s bungalows. On Dereham Road there are a pair of Victorian cottages, constructed in red brick, with decorative flint details and a single cottage of similar construction but with gothic style metal windows. At the entrance of Bell Meadow there are seven brick built dormer bungalows, most with front gardens and off-street parking, enclosed by hedging. Gardeners Green forms an extension to Bell Meadow and is a mix of detached and semi-detached houses constructed in the 2000s in a mix of light brick, red brick, some with painted white render and a mix of red and grey roof tiles. There are architectural features such as brick window arches, patterned brick work, concrete window sills, some mock "bricked up window" detail, and an apex canopy over the front doors. There are small front gardens and off-street parking areas.



Figure 56: Bungalows in the Greenacres estate.

Most of the houses on Dereham Road are of modern design with light beige brick walls and grey roof tiles. There is one much larger property at the northern end of Dereham Road on the west side of the road, located behind a red brick wall and a large hedge, and a two storey brick house on the opposite side that mark the entrance to Hingham. These date from the 1970s/'80s.

Greenacre Road, The Dell and Primrose Road have a mix of semi-detached and detached bungalows of various mid to late 20th century designs with light beige brick walls and grey pantiles; solar panels are installed on the roofs of some bungalows. Baxter Close is all bungalows of predominantly red brick construction with pantile roofs, the front gardens are separated from the pavement by low red brick walls.



Figure 57: 2 storey dwellings at Bell Meadow.



Figure 58: Example of bungalows with brick façades and pantiled roofs.



Figure 59: Victorian cottage with flint and brick facade on Dereham Road.



F.60

Figure 60: Outline map of CA4.

Dereham Road area codes

Code	Rationale	Implementation
CA4.1 Scale and massing	<i>The Dereham Road area is dominated by the low rise bungalow dwellings on compact plots. Dwellings tend to have shallow roof pitches.</i>	<ul style="list-style-type: none"> New developments in this area should reflect the overall scale and height of adjoining buildings to support harmony of the built environment, this should include bungalows.
CA4.2 Front gardens	<i>Planted front gardens help to maintain the open feel of the Dereham Road area.</i>	<ul style="list-style-type: none"> New development should incorporate a front garden for each new dwelling.
CA4.3 Boundary treatments	<i>Front gardens are well utilised in this area to allow for variety in the streetscape as well as facilitate planting and natural elements. Boundary treatments tend to be low in height to allow for visual connections across the area.</i>	<ul style="list-style-type: none"> New developments should have appropriate boundary treatments which reflect those of neighbouring properties, such as hedges or fences. New developments should include front gardens capable of housing ornamental shrubs and trees.
CA4.4 Parking	<i>In general, the Dereham Road area is free of roadside vehicular clutter with some exceptions. The majority of dwellings benefit from on plot parking facilities which prevents the need for on street car parking and therefore vehicular street clutter.</i>	<ul style="list-style-type: none"> New developments must include on-plot parking. Visitor parking should be considered in multiple dwelling developments.

3.7 CA5 Hardingham Road area



Hardingham Street (part not included in the conservation area), Admirals Walk, Ringers Lane, Norwich Road and Norwich Street (north side), Lincoln Avenue, Lincoln Close and The Fields.

Introduction

Located to the east of the town centre, between the Ironside Way industrial estate and the town centre to the north of Norwich Road. Hardingham Street becomes Hardingham Road running parallel to Norwich Road before veering off into open countryside to the east. This is a largely built-up area of mixed housing and amenities bordered by arable farmland to the north and east. There are housing estates between the two roads and The Fields is a small dead-end lane off to the north of Hardingham Street. A short private road also leads north off Hardingham Road leading to allotments and three detached single storey dwellings built circa 2012, this road also gives access to the

countryside northwards via PROW footpath No3. Lincoln Avenue and Lincoln Close, are cul-de-sacs which lead off the south side of Hardingham Road. Ringers Lane is the road that runs north-south and links Hardingham Road to the B1108 Norwich Road. The whole area is elevated above the level of Norwich Road so that Ringers Lane slopes down to the southern end. This area contains Hingham Surgery, Hingham Primary School, Hassingham House Care Home and Pilgrim House, a retirement living development of mostly small apartments. The B1108 Norwich Street, running from the conservation area eastwards becomes Norwich Road after the junction with Ringers Lane.

Layout

Most of the detached houses on Hardingham Street and Hardingham Road have large gardens and off-road parking. Admirals Walk estate, south of Hardingham Street, has a higher density of housing. The properties that lie between Norwich Road and Hardingham Road, east of Ringers Lane

are originally local authority dwellings. The older dwellings are on large plots, while the more recent dwellings have smaller gardens but more communal space. The Fields to the north has a more rural appearance, surrounded on three sides by farmland. Moving eastwards, the road becomes more rural with greater views across the fields to the north. There are small industrial units off the south side at the eastern end of Hardingham Road, set well back and barely visible from the road.



Figure 61: Example of on-plot parking and mature boundary treatments in the Hardingham Road area.

Heights

Dwellings are typically two storeys tall with some single storey bungalows found on Hardingham Road, Lincoln Close, and bungalows make up much of Admirals Walk. The Primary School, Hingham Surgery and Hassingham House Care Centre are all single storey whereas Pilgrim House on Ringers Lane is of two storey construction. Some flats on Lincoln Avenue are three storey.

Streets

Norwich Road is the main road into the town centre from the east, running parallel with Hardingham Road toward the village of Hardingham. There is only one road that links the two at Ringers Lane. All the other roads off Hardingham Road and Hardingham Street are cul-de-sacs. Admirals Walk is a large estate to the south of Hardingham Street. The Fields is a narrow single track road to the north, and Lincoln Avenue and Lincoln Close are cul-de-sacs off Hardingham Road to the south. There is footpath access from Lincoln Avenue to Norwich Road. The area is generally well connected with a strong network of footpaths which provide local access to the allotments to the north.



Figure 62: Street layout in Hardingham Road Area. Hardingham Street to Hardingham Road west-east.



Figure 63: Two storey dwellings on Hardingham Street.

Buildings

Leaving the town centre on Hardingham Street, there are semi-detached houses set back from the road with gravel driveways and large gardens on the south side of the road with smaller bungalows on the opposite side. Hingham Primary School is a Victorian single storey building of red brick façade, a wooden slatted bell turret and an attached rendered cottage. Admirals Walk has a mixture of large two storey dwellings and small bungalows with brick façades and some painted render. Between Hardingham Street and Norwich Road, the buildings are mostly semi-detached with pebble dash render and red pantile roofs. Eastwards there is a mix of buildings including industrial units, 19th century cottages, large two storey detached dwellings, bungalows, as well as small apartment buildings and a newly constructed unit of 18 intended supported living homes. Lincoln Avenue consists of two storey housing, and four small blocks of more modern rented flats, these buildings are 2 and 3 storeys. Some properties on Lincoln Avenue remain as social housing. There has been some infill construction along the north side of

Hardingham Street with modern detached houses with large garages, and at the top of Ringers Lane with 4 red brick houses (3 terraced 1 detached). Norwich Street has a mixed style of detached houses and bungalows, Norwich Road is mainly semi-detached houses (mid-20th century local authority style) in a mix of red brick and “pebble dash” style render, some of which is painted.



Figure 64: Hingham Primary School, a fine red brick Victorian building.



Figure 65: Example of contemporary suburban style dwelling on Hardingham Street.



F.66

Figure 66: Outline map of CA5.

Hardingham Road area codes

Code	Rationale	Implementation
CA5.1 Front gardens	<i>Planted front gardens help to maintain the open feel of the Hardingham Road area.</i>	<ul style="list-style-type: none"> New development should incorporate a front garden for each new dwelling.
CA5.2 Setback and building line	<i>Dwellings in the Hardingham Road area are generally two storeys in height with a prominence of detached dwellings. This creates an overall sense of harmony and cohesion.</i>	<ul style="list-style-type: none"> New development proposals should appropriately reference the height and typology of adjoining dwellings, not exceeding two storeys.
CA5.3 Connection and accessibility	<i>The Hardingham Road area contains multiple primary vehicular routes and through roads. The area also hosts multiple key community facilities.</i>	<ul style="list-style-type: none"> New developments in the area should reinforce permeability in the area to support active transport. New developments which would result in an undue increase in traffic and congestion should be avoided.
CA5.5 Parking	<i>Congestion and vehicular clutter due to parking could become an issue in the Hardingham Road area.</i>	<ul style="list-style-type: none"> New developments must provide on-plot parking allocation for all new developments, preferably to the side of dwellings and minimum of two spaces per dwelling. Developments of multiple dwellings must include visitor parking spaces.

3.8 CA6 Bears Lane/ Stone Lane area



Norwich Street (south side) , Hall Lane, Hall Close, Fleeters Hill, Oak Lane, The Meadows, Drinkwater Close, St Andrews Close.

Introduction

Made up of mainly infill residential housing between the conservation areas of the town centre, B1108 Norwich Street and Mill Corner, this area is located south of the town centre. The older Stone Lane cuts diagonally through the area. There is a spacious feel and rural character in this part of the town which has more trees and green spaces than other areas. The area is of a lower elevation to the town centre, sloping southwards to a gentle valley.

Layout

Bears Lane and Hall Lane run southward from B1108 Norwich Street down a small hill, both branching into cul-de-sacs and housing developments. St. Andrew's Close is accessed from Copper Lane. There is pedestrian access from the rear of the Market Place to Oak Lane, via Copper Lane and an alleyway. The dwellings are generally on large plots and have large gardens. There has been infill development throughout but some undeveloped plots remain.

Heights

There is a mix of dwelling size, scale, and height across the area. Dwellings range from one to two storeys. Detached, semi-detached, terraces, and bungalows are common across the area. The tallest structure is a three-storey metal training tower at the rear of the Fire station on Norwich Street.



Figure 68: Bungalow on Bears Lane.



Figure 67: View west on Norwich Street.

Streets

Hall Lane is narrow along most of its length despite being a main thoroughfare out of the town to the villages of Deopham and Morley. Bears Lane has one way access south from the B1108 at the crossroads with Ringers Lane. Stone Lane runs diagonally between Bears Lane and Norwich Street with only partial vehicular access. There are two small cul-de-sacs off Bears Lane to the east, Drinkwater Close and Bears Close. Fleeters Hill is a small cul-de-sac off Hall Lane. St. Andrews Close to the south of the Parish Church has a square layout around a larger open green space. St Andrews Close is accessed from the Market Place via Copper Lane. The area is well served by pedestrian footpaths. Historic flint walls can be found on Bears Lane and Stone Lane.

Buildings

St. Andrew's Close is a late 20th century development of large mock Georgian detached houses, with brick, tile, and rendered façades and sash windows.

They have front gardens and off-street parking, none of the properties are “fenced in”, other than with low chain and posts at the boundary with the pavement. The properties at the Hall Close end of Oak Lane, are two storey detached dwellings with brick and rendered façades, concrete pantiles, and standalone garages. Most of the other properties in the area are detached 20th century bungalows, with 19th century semi-detached cottages on Stone Lane. These have painted lime render with pantile roofs. There is a terrace of small dwellings on Fleeters Hill with brick façades and timber casement windows. The Co-op small supermarket and car park is located on Norwich Street adjacent to the town's Fire station. There is a white painted 2 storey building next to the Co-op containing 4 flats with allocated parking within the car park area serving the Co-op. There is a unique, modern, flat roofed, concrete and rendered two storey residence, constructed in 2022 on Bears Lane.



Figure 70: Fence boundary on Mill Corner.



Figure 69: Modernised dormer bungalow on Bears Lane.



Figure 71: Outline map of CA6.

Bears Lane/ Stone Lane area codes

Code	Rationale	Implementation
CA6.1 Architectural variety	<i>Bears Lane/ Stone Lane area is made up of a variety of architectural styles, forms, and construction periods. This creates a sense of visual interest and adds variety to the streetscape.</i>	<ul style="list-style-type: none"> New development proposals should reinforce the architectural variety of the area by providing a range of design details and materials. New developments of multiple dwellings should offer a variety of building typologies.
CA6.2 Low density	<i>Overall, the Bears Lane/ Stone Lane area is dispersed and low density in its pattern. This creates a sense of informality and allows for dispersed green and open spaces.</i>	<ul style="list-style-type: none"> New developments should reflect the low-density makeup of the area so as not to overwhelm the streetscape. New developments should include green verges and open spaces where possible.
CA6.3 Movement	<i>The Bears Lane/ Stone Lane area is located close to the town centre and borders the Conservation Area. Mobility looks to improve connections by making them safer and more attractive to create direct and memorable routes.</i>	<ul style="list-style-type: none"> New developments in this area should seek to improve mobility towards the town centre as well as to the outskirts of Hingham. Active transport, such as pedestrian and cycling infrastructure should be prioritised.

Code	Rationale	Implementation
CA6.4 Material and detail	<i>The Bears Lane/Stone Lane area gleans its architectural diversity and visual interest from the array of materials which are used across building façades, including handmade local redbrick, modern standard brick, flint details, and smooth render.</i>	<ul style="list-style-type: none"> New development should seek to reference the material palette of neighbouring properties to strengthen the sense of a cohesive local material palette.
CA6.5 Parking	<i>The Bears Lane/Stone Lane area is characterised by winding and narrow roadways which are not capable of supporting on-street parking.</i>	<ul style="list-style-type: none"> New developments must provide on-plot parking allocation for all new developments, preferably to the side of dwellings and minimum of two spaces per dwelling. Developments of multiple dwellings must include visitor parking spaces.



Figure 72: Lane displaying rural roadscape. Bears Lane. © James Allan.

3.9 CA7 The Hops area



Introduction

Located at the eastern end of Hingham on the south side and off the B1108 Norwich Road, The Hops is a modern housing development by Abel Homes completed in 2017. The 88 dwellings of 14 designs are a mix of one, two, three and four bedrooms, consisting of private, affordable and social housing tenures. All properties have similar and consistent design features giving a defined identity to the overall look of the estate.



Figure 73: Hopsack Road entrance from Norwich Road.



Figure 74: The Hops Area street network.

Layout

The development has attractive open spaces at the vehicular entrance point, on the eastern fringe and at its centre. All properties have A-rated Energy Performance Certificates, high levels of insulation, triple glazing, air source heat pumps and 80% have solar panels fitted. A hedged, tree lined wide grass Right of Way path running south from Norwich Road to Seamere Road acts as the development's eastern boundary. The Hops is set in a dip in

the landscape with open undulating arable farm land immediately to the east and a small arable field to the south. Its southern tree line acts as the boundary between The Hops and the Seamere Road area. There is a hedge to the east of the development, and on the Norwich Road boundary where the development has houses whose rear gardens back on to the B1108. There is willow fencing between houses which will become less visible as the planting in front of it matures. There is limited garden space at the front of the houses, just very small areas of planting. The Hops is made up of Hopsack Road (the access road) with cul-de-sacs Granary Way and Barleyfield Road coming off it to the east. These roads are adopted highway. Maltsters Drive (cul-de-sac) also comes off of Hopsack Road to the east. Coopers Crescent adjoins Hopsack Road to the west (Coopers Crescent and Maltsters Drive are unadopted).

Heights

Most of the dwellings are two storeys tall with some bungalows. Roofs are gabled with steep slopes.

Streets

The development is accessed directly off Norwich Road and is laid out as a wide access road with three cul-de-sac branches and a small crescent. There is a grassed play area near the centre of the estate enclosed by railings. The cul-de-sacs do not have pavements whereas the main entrance road does. A pedestrian island was constructed on the B1108 as there is no continuous footway on the south side of Norwich Road from The Hops, therefore to remain on a pavement, to access the town's shops and services requires crossing the B1108.

Buildings

There is a mix of detached, semi-detached, and terraced properties. There are a few coach houses on the crescent and some of the semi-detached buildings are maisonettes with side entrances for the first floor residence, there are some bungalows within the development. Facades are made up of a mixture of red brick or white render with cedar cladding panels used in places. Some properties have modern glass fronted Juliet balconies. There are dark framed small windows with cedar cladding used as a feature adjacent to or underneath front facing windows. Roofs are tiled in red or black and many have solar panels. With the exception of the maisonettes all properties have a single or double sized detached garage of red brick and grey pantile roof. There is also a small garage sized brick electricity sub-station within the estate.



F.76

Figure 76: Public Artwork in The Hops development. © Copyright Adrian S Pye.



F.75

Figure 75: Two storey dwellings.



F.77

Figure 77: Outline map of CA7.

The Hops area codes

Code	Rationale	Implementation
CA7. 1 Open space	<i>The Hops area benefits from several areas of open green space which are dispersed throughout the development. This provides leisure space and reinforces a sense of openness.</i>	<ul style="list-style-type: none"> New development proposals for multiple dwellings should include public green space in their layout. New development proposals must not negatively impact existing green space by infringing or limiting access.
CA7.2 Typology and form	<i>The Hops area is made up of a single development and for this reason it has a cohesive form and style. Dwellings are two storeys with a standard roof pitch and material palette.</i>	<ul style="list-style-type: none"> New development proposals should reflect the existing typology of the area, long rows of terraced dwellings should be avoided.
CA7.3 Connections and movement	<i>It is essential that the design of new developments incorporates the needs of pedestrians and cyclists. The Hops area has defined street hierarchy which facilitates future development to the south and potential future connections.</i>	<ul style="list-style-type: none"> New development proposals should have permeable layouts with cul-de-sacs which are relatively short and provide pedestrian links. New developments should provide well-connected streets of varied character.
CA7.4 Views and green gap	<i>The Hops area is defined by its location on the town's fringe and its connection to the surrounding landscape. This is achieved through its layout which allows for viewpoints east to the agricultural hinterland.</i>	<ul style="list-style-type: none"> New development proposals should ensure that setbacks and distances between buildings are sufficient to allow for views eastward through the development. New development proposals should avoid blocking existing outward views into the countryside.

3.10 CA8 Seamere/ Hall Moor Road/ Low Road areas



Introduction

The area has residential and agricultural uses and extensive Public Rights of Way. The roads have wide open views of the countryside and are separated by green space from the main town. It is located in a shallow valley approximately 13m lower than Norwich Road. It has a number of small streams and drainage ditches feeding the Seamere SSSI and eventually the important Rivers Tiffey and Yare. This water system is also fed by a small sump pond connected to The Hops Estate surface water drains. Seamere Road runs east – west to the south east of the town. Low Road also runs east – west linking Attleborough Road to Hall Moor Road, which leads north to the town centre. Several properties contain small orchards.

Layout

Seamere Road leads from Bears Lane and travels eastward to allow for vehicular access directly onto the B1108 Norwich Road to the east of Hingham. Seamere Road, Hall Moor Road and Low Road are developed in a loose linear pattern. The dwellings in the area are widely spaced with large front gardens and on-plot parking. From Mill corner to Pitts Square, properties on the west side of the road are within the conservation area, while the properties on the east side of the road are not.

Heights

In harmony with the rest of Hingham, dwellings tend to be one or two storeys in height with pitched gable rooflines. The tallest building is the early 18th century disused windmill in Mill Corner, although this is situated on Mill Corner within the conservation area, it can be seen over the roofline of the bungalows on the east side of Hall Moor Road.



Figure 79: Grade II listed dwelling on Hall Lane.



Figure 78: View northwards on Hall Lane.

Streets

There are no pavements in this area. Seamere Road is a popular walking and cycling route as it is relatively quiet with little vehicular traffic. It is also easily accessible from The Hops estate via a Public Right of Way grass and gravel footpath. A further Public Right of Way (FP10) runs from Seamere Road south to Deopham Road. A permissive footpath also runs south from a kissing gate at the east end of Seamere Road to join FP10 before it enters Deopham Road. Low Road runs east west but is not as widely used for walking as it ends on the busy Attleborough Road, which has no pavements. Hall Moor Road is a secondary route south from the town leading to Deopham and Great Ellingham villages. Hall Moor Road links the other two roads. Properties on the west side of this road have driveways that have to bridge a small stream for access. All properties in the area have on-plot parking.

Buildings

The area has several listed buildings, including the 17th century Blenheim Cottage and Lilac Farmhouse. Seamere Road properties are mostly 19th century. Most dwellings are detached with red brick facades and pantile roofs. There are also some detached bungalows. On Low Road there are older semi-detached cottages which are unique in style with curved windows and doorways in Napoleonic style and a mixture of two and single storey properties. Again, there are semi-detached cottages from the 19th and early 20th century. Hall Moor Road has a few older former agricultural properties now solely used as houses and infill has taken place of more modern detached and semi-detached houses built in the last 75 years. There are a few modern white rendered dwellings with enclosed gardens bordered by hedges and trees. Where Hall Moor Road joins Low Road, there are 2 prominent detached white rendered cottages with red tiled roofs, one on each side of the road.



Figure 81: Detached dwelling with garage on Seamere Road.



Figure 80: Dwellings on Hall Moor Road.



F.82

Figure 82: Outline map of CA9.



F.83

Figure 83: Example of detached dwelling on Hall Moor Road.

Low Road/ Hall Moor Road/Seamere Road area codes

Code	Rationale	Implementation
CA8.1 Heritage assets	<i>The Seamere Road/ Hall Moor Road/ Low Road area is characterised by a mix of dwelling typologies and is located in proximity to the listed assets of the Conservation Area which relay a sense of place and historical context.</i>	<ul style="list-style-type: none"> New development must demonstrate an understanding of immediate context and design proposals must not negatively impact on neighbouring properties or non-designated heritage assets.
CA8.2 Linear settlement pattern	<i>Settlement along Hall Moor Road is linear in nature, this is a key feature of the area and creates a sense of flow towards the town centre.</i>	<ul style="list-style-type: none"> New development proposals should reflect and respect the existing settlement pattern, which is low density and informal.
CA8.3 Infill	<i>Due to the linear pattern of development in the Seamere/ Low Road area, infill or backland development may be appropriate. Infill development has the potential to change the character of the area.</i>	<ul style="list-style-type: none"> Infill development should respect the existing density of surrounding area and should not overwhelm neighbouring properties. Infill development should include some variety in layout and setback to preserve the informal feel of the area.
CA8.4 Trees and planting	<i>The Seamere/ Hall Moor Road/ Low Road area is semi-rural in character and benefits from mature planting and extensive soft landscaping within individual properties.</i>	<ul style="list-style-type: none"> The removal of mature trees and hedgerows must be avoided in this area. New development proposals must include capacity for green space in their design and layout.

3.11 CA9 Industrial areas



Introduction

Located on the eastern edge of the town off the north side of B1108 Norwich Road, Ironside Way area is made up of low-rise purpose built industrial units (circa 1980s). There are larger industrial buildings and offices housing 2 businesses, one manufacturing aircraft seating and one manufacturing steel framed buildings. There are also business units north of Ironside Way which are accessed from Hardingham Road. Hall Farm is a separate small industrial area located off Dereham Road, north of the town. Hall Farm is still a working farm, however, many of the agricultural buildings have been converted into business units in the last decade.

Layout

Both areas have different layouts. Ironside Way is a purpose built development with business units arranged around access roads, with dedicated parking, storage, and soft landscaping. It is also connected to the town centre by a pedestrian route via the Norwich Road pavement. Hall Farm is a collection of former agricultural buildings, originally used for poultry processing. The complex is set away from Dereham Road by a long, gated access road which is also the access to the Hall Farm residential property set within the marked area boundary.

Heights

Both complexes are low rise industrial units of one to two storeys. Many have large footprints with some heavy engineering structures in view.



Figure 84: Ironside Way. © Copyright JThomas.



Figure 85: View of industrial unit on Ironside Way. © Copyright JThomas.

Streets

Ironside Way is an adopted highway and was laid out to facilitate industrial HGV traffic with broad carriageways and dropped kerbs at internal crossing points. The area also has extensive pavements. Hall Farm has tree lined, gated private access and is closed to visitors outside of the businesses operating hours.

Buildings

Ironside Way has relatively low-rise units which were predominately built in the 1980s. The units have broad spans, shallow pitched roofs, and were designed to be flexible and easily subdivided for industrial use. Roofing material is generally steel with timber or composite cladding. There are a small number of public retail units at the Norwich Road end of the estate. There are two large businesses, with offices, workshops and manufacturing space taller than the surrounding industrial units, and outdoor open air storage space. Hall Farm has a similar scale with low rise short span buildings suited for its original agricultural purpose, the farm buildings having been converted for small scale industrial or commercial use. Steel sheet roofs and cladding have been used along with blockwork plinths.



Figure 86: Entrance to Ironside Way. © Copyright JThomas.



Figure 87: Entering Hingham on the B1108. © Copyright Adrian S Pye.



F.88

Figure 88: Outline map of CA8.

Industrial areas codes

Code	Rationale	Implementation
CA9.1 Height and roofline	<i>The Industrial areas on the outskirts of Hingham are both characterised by the nature of their use. Buildings in these areas do not reach higher than two storeys and have large footprints with generous spacing in-between.</i>	<ul style="list-style-type: none"> New development proposals in these areas should reflect the existing typology and roofline and avoid overwhelming the rural scale of Hingham, for example, by introducing tall or obtrusive industrial units.
CA9.2 Boundary treatment	<i>Ironsides Way benefits from mature planted boundary treatments consisting of trees and hedgerows. This acts to screen the industrial buildings from the road as well as adding to biodiversity net gain via habitat creation.</i>	<ul style="list-style-type: none"> New developments should have well considered boundary treatments which are visually attractive and screen industry from sight lines. This protects the rural character of the area.
CA9.3 Parking	<i>Industrial units generate high volumes of traffic congestion and are required to be accessible to heavy goods vehicles.</i>	<ul style="list-style-type: none"> New development proposals should provide sufficient parking and vehicular access to each unit, preventing on-street parking and vehicular clutter on nearby streets, or HGV movements on inappropriately narrow roads. Parking should be to the rear or side of building where possible.



Checklists

04

Checklist

Because the design guidelines and codes in this chapter cannot cover all design eventualities, this section provides a number of questions based on established good practice against which design proposals in Hingham should be evaluated. The aim is to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development.

The relevant ones, however, should provide an assessment as to whether the design proposal has taken into account the context and provided an adequate design solution. As a first step, there are a number of ideas or principles that should be present in all proposals.

These are listed under 'General design guidelines for new development'. Following these ideas and principles, a number of questions are listed for more specific topics.

1

General design guidelines for new development:

- Integrate with existing paths, streets, circulation networks and patterns of activity;
- Reinforce or enhance the established settlement character of streets, greens, and other spaces;
- Harmonise and enhance existing settlement in terms of physical form, architecture and land use;
- Relate well to local topography and landscape features, including prominent ridge lines and long-distance views;
- Reflect, respect, and reinforce local architecture and historic distinctiveness;
- Retain and incorporate important existing features into the development;
- Respect surrounding buildings in terms of scale, height, form and massing;
- Adopt contextually appropriate materials and details;
- Provide adequate open space for the development in terms of both quantity and quality;
- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;
- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;
- Positively integrate energy efficient technologies;
- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;
- Ensure that places are designed with management, maintenance and the upkeep of utilities in mind; and
- Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g. insulation), before specification of energy efficient building services and finally incorporate renewable energy sources.

2

Local green spaces, views & character:

- Have opportunities for enhancing existing amenity spaces been explored?
- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?
- Is there opportunity to increase the local area biodiversity?
- Has the proposal been considered within its wider physical context?
- Has the impact on the landscape quality of the area been taken into account?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?

3

Building line, access and boundary treatment:

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Has the appropriateness of the boundary treatments been considered in the context of the site?
- What is the arrival point, how is it designed?
- Does the proposal maintain or enhance the existing gaps between settlements?
- Does the proposal affect or change the setting of a listed building or listed landscape?
- Is the landscaping to be hard or soft?

4

Street grid and layout:

- Does it favour accessibility and connectivity? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?
- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

5

Building heights and roofline:

- What are the characteristics of the roofline?
- Have the proposals paid careful attention to height, form, massing and scale?
- If a higher than average building(s) is proposed, what would be the reason for making the development higher?
- Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?
- Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

6

Building materials & surface treatment:

- What is the distinctive material in the area?
- Does the proposed material harmonise with the local materials?
- Does the proposal use high-quality materials?
- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?
- Does the new proposed materials respect or enhance the existing area or adversely change its character?
- Are reclaimed or recycled materials, or those with high recycled content proposed?
- Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.
- Can the proposed materials be locally and/or responsibly sourced? E.g. FSC timber, or certified under BES 6001, ISO 14001 Environmental Management Systems?

7

Buildings layout and grouping:

- Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles, with, for example, one of the main glazed elevations within 30° due south, whilst also minimising overheating risk?
- Can buildings with complementary energy profiles be clustered together such that a communal low carbon energy source could be used to supply multiple buildings that might require energy at different times of day or night? This is to reduce peak loads. And/or can waste heat from one building be extracted to provide cooling to that building as well as heat to another building?
- What are the typical groupings of buildings?
- How have the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on the streetscape?
- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?

8

Household extensions:

- Does the proposed design respect the character of the area and the immediate neighbourhood, and does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing impact?
- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?
- Do the proposed materials match those of the existing dwelling?
- In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?
- Are there any proposed dormer roof extensions set within the roof slope?

8 (continues)

Household extensions:

- Does the proposed extension respond to the existing pattern of window and door openings?
- Is the side extension set back from the front of the house?
- Does the extension offer the opportunity to retrofit energy efficiency measures to the existing building?
- Can any materials be re-used in situ to reduce waste and embodied carbon?

9

Car parking:

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?
- Have the needs of wheelchair users been considered?
- Can electric vehicle charging points be provided?
- Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?
- If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a biodiverse roof in its design?

