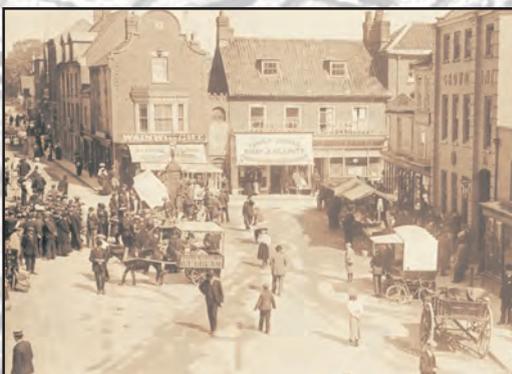
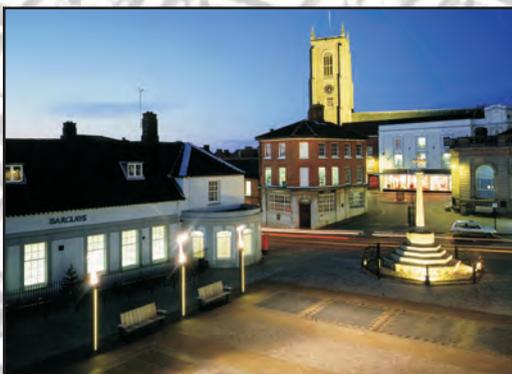


FAKENHAM

Conservation Area



Character Appraisal and Management Proposals



Adopted 28 November 2011

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Foreword 5

PART 1 CHARACTER APPRAISAL

1.0 Summary 7

 1.1 Key characteristics 7

 1.2 Key issues 7

2.0 Introduction 9

 2.1 The Fakenham Conservation Area 9

 2.2 The purpose of a Conservation Area Appraisal 9

 2.3 The planning policy context 10

3.0 Location and Setting 11

 3.1 Location and context 11

 3.2 General character and plan form 11

 3.3 Landscape setting 12

4.0 Historic Development and Archaeology 13

 4.1 The origins and historic development of the area 13

 4.2 The archaeological significance and potential of the area 15

 4.3 The Conservation Area and the relationship with its setting 16

5.0 Spatial Analysis 17

 5.1 Character and interrelationship of spaces within the area 17

 5.2 Key views and vistas 18

6.0 Character Analysis 20

 6.1 Activity, prevailing or former uses within the area 20

 6.2 Character areas, the qualities of the buildings and their contribution to the area 21

 6.2.1 Character Area 1: Primarily close-knit housing, including the market area and adjoining streets 21

 6.2.2 Character Area 2: Large buildings set within their own space 43

 6.2.3 Character Area 3: Green/Open Spaces 46

 6.3 Buildings to be Considered for 'Local Listing' 47



Fakenham Conservation Area Character Appraisal and Management Plan

6.4 Local details	50
6.5 The public realm	56
6.6 The contribution made by greenery and green spaces and ecology and biodiversity value	58
6.7 The extent of loss, intrusion or damage (negative factors)	59
6.8 General condition	59
6.9 Problems, pressures and the capacity for change	61
7.0 Community Engagement	62
8.0 Summary of Issues - SWOT Analysis	63

PART 2 MANAGEMENT PROPOSALS

1.0 Executive Summary	65
2.0 Issues and Recommendations	67
2.1 Review of Conservation Area boundary	67
2.2 Alterations to unlisted buildings and Article 4 Directions	68
2.3 Buildings of Local Interest	68
2.4 Development pressures and quality of new development/Negative areas	69
2.5 Public realm and green spaces	70
3.0 Monitoring and Review	72

APPENDICES

Appendix 1: Fakenham Conservation Area Maps	74
Map 1: Existing Conservation Area Boundary	74
Map 2: Adopted Conservation Area Boundary	76
Map 3: Heritage Features	78
Map 4: General Features	80
Map 5: Surfaces	82
Map 6: Character Areas	84



Fakenham Conservation Area Character Appraisal and Management Plan

Appendix 2: Listed Buildings in the Conservation Area	86
Appendix 3: References and Sources	88
Appendix 4: Sustainability	89
Appendix 5: Contact Details	90

Foreword





Foreword

The historic built environment is one of Fakenham's strongest assets and underpins the town's sense of place and special character. It helps to reinforce civic pride as well as attracting inward investment and tourists.

By preparing this character appraisal the Local Planning Authority is seeking to identify what makes Fakenham so special and what are the most significant factors that define the town's architectural character and significance. The management proposals to be found in the second part of this document are intended to help secure the future of these heritage assets.

However, just as Conservation Area designation should not be seen as an end in itself, neither should the preparation of a Conservation Area Appraisal. It should be regarded as the first step in a dynamic process, the aim of which is to preserve and enhance the character of the town for future generations to enjoy. A review of the Conservation Area and this Appraisal should therefore be undertaken on a regular basis.

Phillip Godwin

Conservation Design and Landscape Manager

MARCH 2011

Fakenham Conservation Area Character Appraisal and Management Plan
PART 1 CHARACTER APPRAISAL



1.0 Summary

1.1 Key characteristics

This appraisal of the Fakenham Conservation Area suggests that the following are the key characteristics of the designated area:

- The Conservation Area is linear in settlement pattern, following the north-south course of the original main road through Fakenham, and to a lesser extent, the roads leading away from the Market Place to the east. It includes the commercial centre of the town.
- Fakenham's growth has been constrained by the River Wensum and wetlands to the south and west.
- Due to substantial later 20th century development, the Conservation Area is now a small part of the town.
- Agriculture and agricultural markets were historically the main source of Fakenham's income. Their importance is reflected by the large buildings that surround an impressive Market Place and Square.
- Few buildings are earlier than the Georgian period. Most early buildings were lost during town fires.
- Small independent shops.
- A sharp division between the streets and open fields on the west side.
- Interesting and intriguing vistas through the town and important focal points such as the former corn exchange.
- A high quality and award winning 'public realm' enhancement scheme in the Market Square and Market Place.

1.2 Key issues

Based on the prevalent characteristics identified in the appraisal, a number of issues have been identified and are listed below. These form the basis for the Management Proposals in the Second part of this document.

- Need to review the Conservation Area boundary.
- Poor modern shop fronts and signage.
- Need for better maintenance of the public realm.
- Review of traffic management and controls.



Fakenham Conservation Area Character Appraisal and Management Plan

- Lack of landscaping for town centre car parks.
- Indifferent quality of road surfaces/street furniture outside the Market Place and Square.
- Permitted development resulting in the loss of architectural detail and alterations and extensions which are detrimental to the character of the area.
- Need to improve further the quality of design for new development.
- Need to adopt a list of Buildings of Local Interest.
- Need to re-invest in 'public realm' enhancement works (circa 1998-2001) which are now needing significant maintenance and repair.
- Lack of maintenance of historic buildings

2.0 Introduction

2.1 The Fakenham Conservation Area

The centre of Fakenham was designated a Conservation Area in February 1975. It includes the historic core of the town, which itself is centred on the Market Place and The Market Square which are fine and impressive public spaces.

The last appraisal of the Conservation Area was carried out for the NNDC in 1998. It concluded that the Conservation Area included the best of Fakenham's historic architecture, and needed no alteration in boundaries.

2.2 The purpose of a Conservation Area Appraisal

Conservation Areas are designated under the provision of Section 69 of the Planning (Listed Buildings and Conservation Areas) Act, 1990. A conservation area is defined as 'an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'.

Section 71 of the same Act requires local planning authorities to formulate and publish proposals for the preservation and enhancement of these Conservation Areas. Section 72 also specifies that, in making a decision on an application for development within a Conservation Area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

This appraisal document defines and records the special architectural or historic interest of the Conservation Area and identifies opportunities for enhancement. It conforms to English Heritage guidance as set out in Guidance on Conservation Area Appraisals (February 2006) and Guidance on the management of Conservation Areas (February 2006). Additional government guidance regarding the management of historic buildings and conservation areas is set out within Planning Policy Statement 5: Planning for the Historic Environment (PPS 5).

To summarise this document therefore seeks to:

- * Define the special interest of the Conservation Area and identify the issues which threatens its special architecture and historic interest (Part 1: Character Appraisal).
- * Prevent erosion of character and achieve enhancement (Part 2: Management Proposals).



2.3 The planning policy context

This appraisal should provide a firm basis on which applications for development within the Fakenham Conservation Area can be assessed. It should be read in conjunction with the wider development plan policy framework as set out by North Norfolk District Council in the following documents:

- North Norfolk Local Development Framework: Core Strategy (adopted 2008)
- North Norfolk Local Development Framework: Site Specific Proposals (adopted 2011)
- North Norfolk Design Guide, Supplementary Planning Document (adopted 2008)
- North Norfolk Landscape Character Assessment, Supplementary Planning Document (adopted 2009)

Also relevant are national policy guidance as follows:

- Planning Policy Statement 5: Planning for the Historic Environment

3.0 Location and Setting

3.1 Location and context

Fakenham is a market town sited on the River Wensum, about 10 miles inland from the North Norfolk coast. The river has checked the growth of the town on the south side, and most recent development has been to the north and east. The railway line to the town has been closed, but Fakenham is well served by roads linking it to the surrounding villages and the larger settlements of Wells, Dereham, Swaffham, Holt and King's Lynn. As such the town is a major service centre for a large rural hinterland.



Figure 1 : Looking towards the Market Place from Norwich Street on market day.

During the later twentieth century, the town's agricultural market and a large printing works closed, which had been major sources of employment. Fakenham has expanded greatly during the 20th century, and there are now large areas of housing and light industry particularly on the north and east sides. Today the town is primarily a service centre for the surrounding villages, with light industry and large retail outlets offering employment. Fakenham has a general and antiques market and auctions every Thursday, and farmers' markets once a month, when local people and those from surrounding villages are attracted to the town. Due to the picturesque appearance of the historic centre and the attractive countryside surrounding Fakenham attracts visitors throughout the year; some are drawn to the town by the Fakenham Races and some by the Pensthorpe Wildlife Park nearby.

3.2 General character and plan form

The early settlement seems to have been centred round the church and Upper Market. Development was initially linear, with houses being built along the main roads leading to the market. There were two main axes; the first ran north-south, comprising Oak Street and Tunn Street, the second, slightly later to develop, was centred around Norwich Street, on the east side of Market Place. At first, houses were well spaced, with many areas of open ground, either with yards or gardens. As the 19th century progressed, new buildings extended



Fakenham Conservation Area Character Appraisal and Management Plan

the linear arrangement, following the roads further out of the centre. Houses gradually filled in the spaces between the roads, creating the townscape that can be seen today. Later development included new houses along Wells Road, which continued the line of Oak Street, while to the east of Market Place, buildings filled the area between Norwich Street and Cattle Market Street and Bridge Street and Tunn Street. By the end of the 19th century, the linear pattern of development was finally broken, as new suburban streets were built to the north-east of the church, such as Gladstone Road, Rosemary Terrace and Lichfield Street. These streets marked the first stage in the expansion of Fakenham to the north and east, which gained pace towards the end of the 20th century.

3.3 Landscape setting

Fakenham is sited on a sandy plateau just above the flood plain of the River Wensum. The soils at this point consist of valley peat with a later deposition of alluvial silts from the surrounding fields. The A1065 encloses the town to the north and west, and the River Wensum borders it to the south. The gently undulating fields around the town have a scatter of picturesque small villages, including Hempton, Sculthorpe, Little Snoring and Kettlestone. The countryside is bisected by the course of the former railway, which crosses the town from north-west to south-east. To the north-west is the site of the former American airbase at Sculthorpe.

Fakenham sits in a rich and undulating landscape. The town's parish church is particularly prominent and picturesque when viewed from the south west, which must be one of the most dramatic views of a settlement in Norfolk.

Most of the surrounding land is agricultural, except on the south side where a band of commons and fenland follow the line of the Wensum. The course of the river includes areas of woodland, marshy ground and areas of open water, some of which are now a waterfowl park. The region is recognised as an Area of Outstanding Natural Beauty and a Site of Special Scientific Interest. It provides a haven for a variety of plants and wildlife including migratory birds and endangered species such as the water vole and otter.

4.0 Historic Development and Archaeology

4.1 The origins and historic development of the area

The name Fakenham is of Saxon origin, and is thought to mean “homestead of Facca”, although it has also been interpreted as “fair place by the river”. There is evidence of early human occupation in the area, but the only conclusive evidence for a settlement is from the Saxon period. During the Norman period the town was known as “Fakenham Dam”, a reference to a nearby dam, or causeway, across the river Wensum. The Domesday survey recorded a population of 150 in 1086. For a time, Fakenham was in competition with its neighbour across the river, Hempton, but after the dissolution of Hempton Priory in 1537, Fakenham became the more important settlement.

The town grew along a north-south axis around the main thoroughfare. Roughly in the centre of the town is the Market Place. Fakenham had been granted a market in 1250, and the town’s agricultural markets were an important source of income until the later 20th century. The market was attended by those from as far afield as Wells, Blakeney and Brancaster. The town also benefited from the presence of the nearby great estates of Raynham, Houghton and Holkham. The large 14th century Church is evidence of the prosperity which agriculture brought to the town.

Fires devastated parts of Fakenham in 1660, 1718 and 1738. As a consequence, most of the town’s older buildings date from the Georgian period, either rebuilt or refronted after the last fire. White’s Trade Directory of 1838 observed that Fakenham had been “greatly enlarged and improved of late years, by the erection of new houses, some of which are large and handsome”. The rebuilding work may have resulted in some market stalls being replaced by isolated groups of houses within the Market Place, which caused White’s Directory to comment that the Market Place was now “obstructed by a row of buildings in its centre”.

For most of the 19th century, the town remained prosperous thanks to the income from the market and local agriculture, but growth was slow. Trade directories were content to describe Fakenham as “A well built and busy market town”, repeating almost the same description of the town for each succeeding decade. As early as 1838, two large banks were represented, together with shops to cater for local people and visitors. There were also tradesmen offering skills to the wider agricultural community, such as blacksmiths, gunsmiths, millers, joiners and wheelwrights.

The arrival of the railways in 1849 encouraged the development of a few larger industries, although the first station was set well outside the town. By the 1860s, Fakenham had a brewery, a maltings and flour mill together with a printing business owned by one Thomas Miller. The printing works were extremely successful and were still contributing to the towns affluence into the mid twentieth century. A small town retaining an 'industrial use' till that time was somewhat unusual.

The robust health of the town’s economy was reflected in its public works. A gasworks was built in 1846, and the streets were lit by gas the same year, while by the late 1860s, the main roads had been surfaced with tarmac.



Figure 2 : Tithe Map of 1838. Housing is concentrated around the market area and the roads leading to the centre. A number of courtyards with small workshops are shown on this map; these have been lost to later development. (Courtesy Norfolk Record Office)

At the end of the nineteenth century, Fakenham saw the beginnings of substantial growth. The area around Queen's Road was occupied by incomers from the Midlands, a fact reflected in the names of their houses. Brickyards around the town grew in size to cater for local demand. The town remained an important agricultural centre, but by 1900, 10% of the town's population was employed by the Wharfedale Printing Works, which had grown out of Thomas Miller's printing business. The town's popularity increased in 1905 when the Fakenham Races were established just south of the river.

The town survived two world wars with little damage. During the last war, there were nine aerodromes around Fakenham, and the West Raynham and Sculthorpe airfields continued in use after the war. RAF Sculthorpe became a major base for the USAF, and it was an important contributor to the town's post-war economy. It eventually ceased operation by the USAF in 1992.

The cattle market and the town's printing works also closed during the later 20th century; the printing works finally closed in 1982. During the 1970s and 1980s, large retail outlets opened up outside the centre, causing a number of the town centre shops to close. The main sources of employment for local people became the light industry and larger retailers established outside the centre. The later years of the 20th century also saw areas of what were seen as inadequate housing cleared away to create car parks, in Bridge Street, Queen's Road and White Horse Street.



In 1995, a regeneration strategy was commissioned for Fakenham. As part of this, a Conservation Area Partnership Scheme was undertaken by the North Norfolk District Council, resulting in the repair of a number of buildings and street enhancement works. This included re-creation of a car free public space in the Market Square.

Today, Fakenham is an attractive market town which still attracts good numbers of people to its weekly market and auctions; in addition to the market it has also successfully retained a range of small independent shops.

4.2 The archaeological significance and potential of the area

There is limited evidence for prehistoric activity in the area. Finds from the Neolithic period include worked flint tools, but there is no sign of any settlement. Two Bronze Age axe heads have been found in the parish, and there are two possible ring ditches from this time. Even less evidence comes from the Iron Age, as the local findspot given for two torc terminals is open to doubt.

There is also little evidence from the Roman period. A number of Roman coins have been found, including a hoard discovered in the 19th century, probably dating from 340-370 AD. Other finds, such as a spindle whorl and re-used building stones, may have been moved some distance from where they were first deposited.

There is more material from the Saxon period. An Early Saxon burial has been found, and also a Middle Saxon coin of the East Anglian king Beonna. A Late Saxon watermill was recorded in the Domesday book (demolished in the Mediaeval period) and there have been several finds of Late Saxon pottery. A 10th century Late Saxon brooch was found using a metal detector. It is possible that the town's first church was built during the Saxon period; while the oldest parts of the building date from the 13th century, it has re-used stonework that could have come from an earlier church.

Excavations behind Oak Street in 2004 found a mediaeval moated site, which probably enclosed a timber-framed house protected by a ditch and a later defensive fence or palisade. The excavations also discovered a medieval street frontage and attempts to raise the ground level to prevent flooding from the river. The record of mediaeval finds, which include pottery and coins, suggests that Fakenham was thriving at this time.

Archaeological research has not been limited to investigations below the surface. Surveys of some of the town's older buildings have revealed 17th century features. These have managed to survive at least two of the fires which damaged the town.

The results of the building surveys and the limited excavation suggest that there is the potential for more archaeological work within Fakenham. A watching brief should be carried out on any excavations within the town, and any major alterations to older buildings should be monitored to see if earlier structures are revealed.

4.3 The Conservation Area and the relationship with its setting

The Conservation Area includes the oldest part of Fakenham, incorporating buildings from the Georgian and early Victorian periods. The expansion of the town to the south was limited by the river Wensum and the marshy ground surrounding it. As a consequence, Fakenham initially grew to the south, and later to the east, and there is a relatively sharp division between town and countryside to the south.



Figure 3 : Looking across the fields to the west of Hall Staithe.

During the later Victorian period, terraced houses were built on the east side, particularly along Queen's Road and Norwich Road. There was also some inter-war housing on the outskirts, such as along Hayes Lane. This 19th-early 20th century housing serves as a buffer zone between the historic central streets and the later 20th century residential developments and large retail outlets on the east and west sides.

To the north, the Conservation Area ends at Highfield Road, beyond which the large and landscaped grounds of Fakenham College isolate it from 20th century development.

5.0 Spatial Analysis

5.1 Character and interrelationship of spaces within the area

The quite informally connected public spaces of the Market Place and The Market Square have long been the geographical and social hub of Fakenham. They are the focal point of the main roads leading into the town and the 'living heart' of the town.

The Market Square was the original site of the cattle market. The large houses around the Market Place and Square attest to the importance of local merchants in the 18th-19th centuries, while the variety of banks and large hotels such as The Crown are evidence of the wealth of the community. While the present Fakenham market does not have the economic importance the agricultural market once had, it remains a major draw for visitors to the town. For most of the week the Market Place and Square are a pleasant place to socialise or to shop, being partly pedestrianised. On market days these public spaces are filled by market stalls. Several catering outlets have recognised the role of the Market Place as a place to socialise, and have put out tables and chairs for their patrons in an attempt to encourage a "café society" when weather permits.

The parish church is sited north of Market Place. Housing on the north side of the Market Place has placed the church and churchyard slightly away from the centre. However the church retains a very strong presence, its tower being visible throughout the town and surrounding area. An attempt has been made to make the north side of the churchyard into a public park, with the gravestones cleared to one side. Trees and shrubs have been planted here, and there are benches and plots with flowering plants. While this is a quiet environment, the privacy it offers also attracts some antisocial behaviour.

To the south, the former cattle market on Cattle Market Street has lost its original function, and only the octagonal kiosk at the entrance remains from its heyday. For most of the week it is a plain tarmac-surfaced car park, but on Thursdays it comes to life when it is filled with market stalls.

On the east side of Oak Street there is a complex of public buildings, including the town library and a community centre. This later 20th century architecture has an unprepossessing "municipal" appearance. While there are lawns surrounding the buildings and some trees, no concessions have been made to pedestrians or those who might like to sit quietly -there is a complete absence of seats. Instead, the area is dominated by the car, and much of the space is taken up by access roads and car parking bays.

On the south-west side of the town, there are large private gardens and fields. Much of the open space on this side of town is not accessible to the public, but it provides both a pleasing green backdrop and attractive foreground, particularly along Oak Street. At the end of Hall Staithe, there is a footpath beside the river which leads to Gogg's Mill.

There is a small open space around the former Mill, to the north of Hempton Road. The weir at the centre is a roughly triangular area of open water. It is enclosed by grassy banks, low and pleasantly weathered brick walls and worn tarmac roads on the north and east sides. While Hempton Road is close at hand, together with the noise of traffic, the open space is partly screened from the road by vegetation. The Wensum Lodge Hotel has seating and a beer garden for its patrons to enjoy this pleasant and relatively secluded area.

The most common open spaces within the town are small public and private car parks. These are an interruption to the traditional townscape, providing an unremarkable view of tarmac and parked cars. The car park on the west side of Bridge Street is particularly obtrusive. While these are a necessary part of modern urban life, ways need to be found to soften their impact on the historic townscape.



Figure 4 : Bridge Street car park

5.2 Key views and vistas

(See Appendix 1: Map 3)

Some of the most important views are those seen when entering Fakenham from the south west and south east. A poor approach to the town can discourage visitors and create an immediate poor impression. The townscape and the area around the Norwich Road/Queens Road/White Horse roundabout are therefore of great concern. While Queen's Road offers a pleasant approach past late Victorian housing, the Post Office buildings that ends the road are depressing and ugly. When this view, which includes the stream of cars going along White Horse Street, is coupled with the unappealing car parks either side, visitors receive a very negative image of Fakenham.



Figure 5 : Looking from the Queens Road roundabout towards White Horse Street

Some of the best views within the town are from The Square and Market Place, where there are fine buildings on all sides. Perhaps the best view is of the church and the irregular islands of building seen from The Square (shown below). Similar views can be had from the beginning of Tunn Street and the Quaker Lane parking area. The cleared area around Quaker Lane and Tunn Street is an important secondary public space with a home oak as a key feature.

Bridge Street and Oak Street are relatively straight long roads which offer views towards and away from the centre. However, some of the most pleasing views can be gained from looking along some of the minor streets, such as Nelson Road.

As stated above the countryside to the south of the town provides an important backdrop and setting for views from and to the town centre. There are, however, few clear views of the open fields from within the Conservation Area. The best view of the countryside is from the west end of Hall Staithe.



Figure 6 : Market Place from The Square



6.0 Character Analysis

6.1 Activity, prevailing or former uses within the area

Before the later twentieth century, the main sources of employment were the agricultural market and the Wharfedale Printing Works. Both have closed down. The original site for the cattle market was The Market Square, but in 1857 a new market was opened on Cattle Market Street. Today, Market Place and Market Square are the locations for a more general market, while the cattle market on White Horse Street is a car park for most of the week, except on Thursdays when it hosts a small general and antiques market. The main printing works has been demolished, and is now the site for a retail development. Smaller industries which once flourished in the town are occasionally commemorated by a plaque, such as at the former cycle works at 22-26 Wells Road.

Buildings which once served on the agricultural community have found new uses. The Corn Hall of 1854-5 is now a cinema, while Fakenham Mill, on the south side of the Conservation Area, has been converted to flats.

The larger Georgian buildings around the Market Place and Square are a reminder of the prosperity Fakenham once reaped from its agricultural markets. The large Crown Hotel, and the former Red Lion on the opposite side of Market Place, were coaching inns, catering for passengers bound for London. They would also have offered hospitality to visitors on market days. Other early inns survive outside the centre, such as the Star Inn on Oak Street, and the Bull Inn on Cattle Market Street.

The presence of a thriving market and wealthy local merchants would have encouraged banks to open in Fakenham. The first bank seems to have been opened in Fakenham in 1782. Trade Directories show that since the early 19th century, there have always been at least two major banks located in the Market Place/Square.

Many of the activities that took place in Fakenham involved the everyday life of its inhabitants. While none of the shop fronts that survive today seem to be earlier than the late Victorian period, these presumably replaced earlier, simpler shops. Shop owners have always been attracted to showy architecture to advertise their wares. The Victorians resorted to larger plate glass windows to show their goods, sometimes with showroom windows on the first floor. Today, shop owners are more likely to resort to brightly coloured advertisements.

Most of the public services, with the exception of the town's library and community centre, have been moved out of the Conservation Area. Some former public buildings, such as the fine Fire Station of 1911 in Hall Staithe, survive and have been sympathetically converted for residential use.

Religion has left a strong mark on Fakenham, the church is still an imposing focal point at the centre of the town and the old rectory at 21 Oak Street is now in use as offices. Some of the nonconformist chapels built in the town have gone, together with the Quaker's meeting house, once in Quaker Lane. Other chapels have found new uses. A dissenters' independent chapel of 1779 at the corner of White Horse Street is now a social club. Another club in Cattle Market Street has re-used a Congregational Chapel of 1819. The Methodists still have a presence in Oak Street. Their 1908 church faces the street, while a former Primitive



Methodist Chapel of 1861 can be found in a yard at the side. The most recent places of worship to be built include the Salvation Army Temple of 1955, and a new Baptist Church built on Swan Street.

6.2 Character areas, the qualities of the buildings and their contribution to the area

The following character areas have been identified according to their present appearance, rather than their historical development (See Appendix 1: Map 6).

They include;

- 1. Primarily close-knit housing:** including the market area and adjoining streets. While this includes residential and commercial areas, these share similar architectural styles.
- 2. Large buildings set within their own space:** The space can be large gardens or areas of hard standing. This section includes the church and churchyard, and buildings from Georgian era to the present day.
- 3. Green spaces:** While they may have occasional buildings, the area has a predominantly rural character.

A number of car parks have a significant effect upon the character of their surroundings, and it would be possible to identify them as a separate character area. It was felt, however, that this level of detail would lead to a confusing fragmentation of otherwise discrete character areas.

6.2.1 Character Area 1: Primarily close-knit housing, including the market area and adjoining streets

Market Place

The Market Place is an elongated wedge-shaped space at the centre of the Conservation Area, running east-west. The houses of Bridge Street form part of the east end of Market Place, with Norwich Street leading off from the north-east corner. On the south side is The Square, a rectangular open space with a similar character to Market Place. At the west end a large former corn exchange (now a cinema) dominates the view, with two smaller lanes to the south-west and the main road, Oak Street, to the north. In the centre of the Market Place are two large freestanding buildings, no 36 (a bank) and nos. 23-26. Viewed from the east end of Market Place, this pair of buildings, together with the cinema beyond, create a gradual or stepped reduction in the width, bringing the Market Place to a gradual and visually pleasing close. On the north side two large houses project out at the east end. The remainder of the north side is a near-continuous terrace which gradually disappears from view behind the island of buildings at 23-6. Beyond this terrace is the church and churchyard.



Fakenham Conservation Area Character Appraisal and Management Plan



Figure 7 : View looking west towards Old Post Office Street

Most of the buildings are of three storeys, with a provincial Georgian character. Their arrangement around the Market Place and the adjoining Square make this one of the most attractive market spaces of North Norfolk. The church tower rises above, presiding over the fine townscape. As part of the town's regeneration work, the Market Place and Square have new road and pavement surfaces along with specially-designed street furniture. There is also a very elegant Edwardian cast iron lamp standard in the pavement outside no 37. Trees are set into the pavement on the north side.



Figure 8 : The Market Place from the east

On Thursdays, this is the site of a bustling market, and cars are excluded. On most other days this is a quiet area where light to moderate levels of traffic and the new paved surfaces create a pedestrian-friendly environment. The Crown Hotel and the Bistro at no 37 have encouraged this, with tables and chairs set out on the pavement for their customers.

Most of the houses have shops in the ground floor. The majority of shops have well-designed fronts, and there is a particularly fine row at 27-30 on the north side. The shop fascia boards and lettering tend to be less obtrusive than along Norwich Road, although there are shops belonging to national chains where the “corporate image” signage does not respect the character of the area. The predominant colour for buildings is provided by the warm red brick, although there are a number of houses in white brick, or with rendered, painted fronts.

The only major interruptions to the harmonious Georgian streetscape are later, but still very good, historic buildings. The bank on the “island” at no 36 is in Edwardian Baroque, while the former Aldiss department store on the north side has acquired a flamboyant “Art Deco” facade (sadly, only the polished stone stall risers survive from its original shops).



Figure 9 : Market Place full of activity

Several lanes lead off from the Market Place. At the north-east corner, through a covered passageway between nos. 37 and 39 is the sheltered housing of **Red Lion Court**. Here, the older buildings at the rear of 37 & 39 merge with two-storey modern houses. At the back of the Court are single storey houses set atop a grass bank. All the buildings are grouped around a tarmac courtyard, which is primarily a car parking area. The red brick and pantiles of the new housing give it a uniform semi-traditional character, but much of the detailing, particularly the windows and doors, is unremarkable.



Figure 10 : Part of Red Lion Court

At the north-east corner of the Market Place there are the two entrances to the churchyard (this is described separately). Between 30-31 is a narrow and intriguing pedestrian opening, which has a very noteworthy carved wood surround with a depressed gothic arch and ornate spandrels. The main entrance to the churchyard is at the junction with Oak Street. Here, an opening between two shops funnels cars and pedestrians into a tarmac parking area, with the church immediately to the north.

The Square

The Square is a rectangular open space to the south of the Market Place, and continues its strong and positive historic character. It is enclosed on three sides by 2-3 storey buildings. During Fakenham's regeneration work, the area was pedestrianised. This now has good Granite Sett paving and street furniture. Rectangular metal panels depicting the town's history are set into the surface, together with specially-designed lights. A signboard on the west side gives details of the town's regeneration work, but the lettering is so faded that it is illegible. The town's war memorial is just off-centre on the north side, surrounded by wrought iron railings and at the time of the survey, a large display of flowers.



Figure 11 : The Square as seen from Market Place

The Georgian buildings on the south and east sides have a common character, with a formal arrangement of windows with white brick, red brick or rendered walls. Those on the east side have classically-inspired doorcases. The buildings on the south side have experienced most alteration, with unsympathetic modern shop fronts and signage. There is also a poor entrance to a cellar at the east side, no 9 Market Place. The west side has a completely different appearance, filled by a bank which varies between 1-2 storeys in height, with a large bow at the north end. Although it has a much more sophisticated character than the provincial Georgian houses nearby, the bank is a fine historic building, with white rendered walls and moulded details.



Figure 12 : Bridge Street looking north to Market Place

A lane in the south-west corner of The Square leads off diagonally to Quaker Lane (described in that section). The north side of the square is open, providing a pleasing panorama of the Market Place and church beyond.

Old Post Office Street

This runs behind the cinema, effectively forming the west end of Market Place. It is part of an old thoroughfare running north-south through the town, and continues the line of Oak Street/Wells Road and Quaker Lane/Tunn Street and down to the Wensum River. The east side of the Street is taken up by the back of the cinema. On the opposite side is a nearly continuous terrace. These vary between 2 or 3 storeys, but all share a similar eaves line. No 1 is noteworthy for its dramatic door surround with a swan-neck pediment. At the north end the street ends with a large classically-fronted building which has rusticated quoins, a central pediment at roof level and a wide doorcase.



Figure 13 : Old Post Office Street, looking south

Bridge Street

Bridge Street is the main entrance road to the town centre from the south, and one of the commercial streets connecting with Market Place. It is a near straight road, providing clear views into, and out of, the town centre. On the west side is a large car park which dominates the centre of the Street. There are generally moderate levels of vehicle traffic, although cars are encouraged to use the street due to the presence of the car park.

The street falls into two main character areas. The part to the south of the houses at the crossroads with Swan Street and Cattle Market Street has been identified as part of Character Area 2, and described later.

The north part, which starts with No 30 on the west side, and Albany House (No 43) to the east, begins Character Area 1. It starts with substantial Georgian town houses; set between them are smaller houses with shops in the ground floor.



Figure 14 : Ornate Victorian frontage on Bridge Street.

The first house on the west side, no 30, has a Georgian character, but the street then loses any coherent identity. 1 Swan Street is a characterful wedge-shaped house, but then there is a pair of plain recent houses with a small gravel car park at the rear, and a large public car park. The car park is bounded by modern houses to the south, and a mix of old and new buildings to the west and north. There are no features of interest, only a small toilet block and some low utilitarian railings.

The character of the street changes as it approaches the Market Place, and “heritage” road surfaces begin, providing a visual link with the Market Square. Here there are a number of small houses with ground floor shops. Some houses have been altered, even largely refronted, others are new buildings built in a vaguely traditional style. There is a prevalence of painted brickwork on the upper floors and modern shop fronts which fail to do justice to the street. A large house at no 11 stands out, with a fine red brick front with stone dressings, and an equally pleasing and well-presented double fronted Victorian shop. Unfortunately, there is a poorly maintained lane with a patched concrete surface alongside it. The remaining buildings on the east side have the occasional good feature, such as the splendid doorcase at No 3, sandwiched between two poor shopfronts. On the west side, the car park is fronted by a modern block with a heavily detailed arcade with square brick pillars. The bank that closes the street on the north-east corner is well maintained; the severe-looking stuccowork ground floor is more Victorian than Georgian in character.

The shops on the east side of Bridge Street form part of the side of the Market Place, the end house finishes the row with a flourish, thanks to its dramatic large oriel bay with crestings, combined with a shaped gable.

At the centre of the Street on the east side, a forward facing gable marks the entrance to **Miller's Walk** shopping arcade. This narrow mall runs east to meet up with a large store on White Horse Street. The arcade fails to relate architecturally to Bridge street, and there is

little here which reflects the distinctive market town character of Fakenham. A freestanding and part glazed roof runs down the centre, supported by cast iron posts bearing the letter “M” in their spandrels. On either side the shops are flat fronted, set in a monotonous row. At the east end, the Walk widens out and there is slightly more variety of shop fronts.



Figure 15 : View of Miller's Walk

Norwich Street

Norwich Street is the main commercial street to the east of Market Square. It curves gently away from the Market Place and extends to Norwich Road beyond the Queens Road roundabout. While it is too wide to be described as “intimate”, the Street has a very pleasing and generally homogenous character. The majority of houses are three storeys. All the houses have shops in the ground floor, which are generally of a good standard; the best examples being from the Victorian and inter-war periods. As part of Fakenham’s regeneration, the road has been paved with red clay pavers, and the paths with blue clay pavers and grey granite kerbs. On market days, the road is blocked off at the east end, and pedestrianised. At other times, vehicle traffic is now relatively light.



Figure 16 : Norwich Street, looking east

The majority of houses have a simple “Georgian” character, which is most evident where the brickwork has been left unpainted. A few of the houses have the upper floors painted in light pastel colours. While this is very acceptable where the front is rendered, it is unfortunate that some brickwork has been painted; the warm red brick house fronts are a strong element of Fakenham’s charm. There are three Victorian buildings. No. 21 Norwich Street has the odd combination of imitation rustication on the first floor and roughcast render on the second –perhaps disguising an earlier building. Nos. 26-28 and 16 have a more conventional 19th century character with decorative brickwork, although the first floor windows on 16 have been indifferently replaced.

Near to the Market Place, two modern buildings interrupt the harmony of the street scape. On the north side no 1 is too small to have any significant impact, but the large and poorly detailed 1960s-70s development at 18-22 seriously detracts from the Street.

The main factor which reduces the quality of this street is the overlarge or luridly coloured fascia boards on some shops. If more conventional lettering and more suitable colours could be used, the result would be far more appealing and inviting.

On the north side of Norwich Street is **Newman’s Arcade & Yard**. This is a good conversion of an under-used courtyard, cleverly exploiting the modest buildings which surround it. The courtyard has some good quality paving, and a canopy of foliage enhances the café at the rear of the Yard.



Figure 17 : The rear of Newman's Arcade & Yard

Oak Street

Oak Street is one of the oldest roads leading into the town centre, connecting the Market Place with the Wells Road, which continues along the same alignment until it meets Highfield Road. At the meeting point of Oak Street and Wells Road, Nelson Road branches off to the north-west. Oak Street is a wide and relatively busy road, and the town's main bus stops are located on the east side just before the entrance to Market Place. At the south end, the road is joined by Market Place and Old Post Office Street, which run either side of the cinema. On the north side of the cinema is a small fenced triangular garden with seating.



Figure 18 : Oak Street looking north, showing the bus shelters on the east side

The older buildings along Oak Street continue the general character of Market Place. There is some variation in their height and design, and smaller houses fill the spaces in between more prominent Georgian houses. Most houses have shops in the ground floor. The buildings

on the east side create a less coherent frontage than those to the west. In particular, no 16 has an aggressively modern frontage, and the shop fronts either side have inappropriate features.

The traditional character of Oak Street is interrupted half way along by modern developments on both sides. On the west side, the run of Georgian buildings is broken by an opening where a large superstore is set back from the road. A wide service road leads up to the store and to the surrounding car park. On the corner of the entrance road to the store is a recently installed public art feature.



Figure 19 : Superstore entrance on Oak Street

On the east side is a landscaped area with a series of later 20th century civic buildings set around a brickweave service road. The most prominent building of the group is the town library. Despite a considerable number of mature trees, the area is at best, unremarkable. Like the superstore on the opposite side, this development is very much at odds with the main character and fabric of the street.

These interruptions mark the end of the main commercial area, now most of the street is lined with private houses. There are some shops, particularly along the east side of the street, but more than half have been converted into private dwellings. Most of the houses are small scale, in near continuous two-storey terraces. The majority are in red brick, some have rendered fronts painted in pastel colours.

Buildings which stand out are the Victorian Gothic Methodist Church on the west side, and The Star public house set back from the road to the east. To the west, a large brick and flint building at no 37, now a club has some interesting early features.

Several lanes lead off from Oak Street on the west side; only the more significant lanes are described here. There are lanes either side of the Methodist Church. On the south side a worn tarmac lane leads past a terrace of Victorian houses to **Star Meadow**, an irregularly scattered group of single storey chalet-style buildings surrounded by lawns, hedges and the occasional tree. The buildings have brick foundation courses, and timber covered or rendered walls with low-pitched pantiled roofs. Some have porches or balconies attached. Star Meadow has a feeling of impermanence, as the buildings look as though they are temporary holiday



homes, rather than permanent residences. On the opposite side of the Methodist Chapel a lane leads to a small car park. On the north side of the car park is an interesting Primitive Methodist Church of 1861 and a much altered terrace of Victorian houses.



Figure 20 : Oak Street, looking north to the junction with Nelson Road. Note the pink-coloured paving

A gravel lane called **Star Yard** runs between nos 39 and 49 Oak Street. This leads to some much altered brick and brick and flint houses and two modern bungalows. A row of disused but picturesque brick and flint outbuildings is on the north side of the lane.

Wells Road

Wells Road continues the line of Oak Street, its primarily residential appearance is similar to that at the north end of Oak Street.



Figure 21 : Housing on the west side of Wells Road

Along the west side, most houses have a common character and small scale, dating from the later 18th-19th centuries. Most are of red brick; a few have rendered and painted fronts. Around half have small front gardens. Hamilton Court is an unremarkable group of modern houses on the west side. The houses have heavily detailed windows and an obvious lack of chimneys to break up the roofline. They do, however, make a passing attempt to reflect

the surrounding architecture, and do not detract from their surroundings. At the junction with Highfield Road, no 21 presents a curious bleak façade to the road, as all its door and window openings have been bricked up.



Figure 22 : Modern shops on Wells Road

On the east side, the character is more fragmented. There are short Georgian and Victorian terraces, large houses set back from the road in substantial gardens, and then a pair of modern shops with a tarmac forecourt at 24 & 26. The buildings range in date from the Georgian period to the later 20th century. Amongst all this variety, no 12 stands out, a substantial Georgian town house in white brick with a columned portico. The modern shops at 24 & 26 are unremarkable utilitarian designs with a tarmac parking area in front. Just to the north of the shops, there is an attractive pair of late 18th or early 19th century houses. Set behind them, the Conservation Area includes a much altered terrace of houses at the beginning of **Howland Close**.

At the north end of Wells Road, a few houses either side of the junction are included in the Conservation Area. To the east, this includes what may be an 18th or early 19th century house with a later shop extension. The house is in poor condition. It has been coated in a roughcast render and painted grey, and the ground floor windows are boarded up. On the west side, three houses on Wells Road before Butchers Lane are in the Conservation Area. No 27 is probably inter-war, with inappropriate replacement windows, while 25 is a modern bungalow. Nearer to the junction no 23 has a stronger historic character, and may be 18th century.

Opposite the junction with the Wells Road is Fakenham College, set back from the road, and outside the Conservation Area within large grounds. The attractive grounds and mature trees within make a major contribution to the amenity and setting of the Conservation Area.

Two narrow lanes branch off from Wells Road on the east side. **Constitution Hill** runs up to Church Lanes. It begins to the south of no. 2 Wells Road. There is a public footpath alongside the lane, with a long single storey brick and flint outbuilding on the south side. Constitution Hill runs uphill to a group of Victorian red brick houses, past some well-stocked gardens. At the end of the footpath is a building which was once a former school and town

band room with Gothic-style windows. It is largely hidden behind trees and hedges. Constitution Hill with its re-constructed Victorian wall and the adjoining lane afford pleasant views, both looking back to Wells Road and Church Lanes.

A narrower unmetalled lane is located between nos. 18 and 20. This is enclosed by hedges and trees, with a very rural feel. At the top is a terrace of unremarkable modern houses with gardens and detached garages.

Nelson Road

Nelson Road branches off from the junction of Oak Street and Wells Road. It has an interesting variety of historic buildings, most of which are well maintained. The lane starts with attractive small-scale terraces on both sides, including former shops. The character changes on the north side with no 14, a large Georgian house which resembles a farmhouse. There are outbuildings to the rear, and single storey buildings along the road to the west. A timber farm gate adds to the unexpected but very pleasant rural feel of this group.



Figure 23 : Attractive entrance to Nelson Road

On the south side is a large Georgian house at 9-11 with a former storage building alongside, and a single storey building with a shaped gable. They are followed by more conventional Georgian and Victorian terraced houses. The Conservation Area currently ends at the junction with Butchers Lane on the north side, and on the south side, with no 1 Hayes Lane. Outside the Area to the west, Hayes Lane is a suburban development of inter-war and more recent housing.



Figure 24 : Houses at the west end of Nelson Road have rural appearance

Buildings of note along Nelson Road include a bakery at no 3, and a single storey building once used as a stonemason's workshop at 13. On the north side, no 4 has an imposing character and was once the Nelson Public House.

Butchers Lane

With the exception of the Catholic Church, which lies outside the Conservation Area all of the houses on Butcher's Lane are later 20th century, with large gardens. Overall, this is a pleasant, but unremarkable suburban development.

The Catholic Church is a fine late gothic-revival building with “constructional polychrome” brickwork. Rather than afford it additional protection by extending the Conservation Area, it is recommended it be included on a “Local List” of important buildings (covered later in this document).

Hall Staithe

This quiet road runs west from Market Place. The north side has an industrial character, with an irregular arrangement of buildings. At the centre is an electricity sub station a collection of almost featureless red brick buildings with a walled and gated car park. Next to it is a well-detailed former fire station of 1911, which has been carefully converted for residential use. After a small area of waste ground, Hall Staithe Maltings projects out into the road. The Maltings has been sensitively converted and retains its historic appearance.



Figure 25 : Hall Staithe looking back to the town centre and the dominant parish church of St Peter and St Paul.

The south side of Hall Staithe begins with a pleasant brick and flint terrace of houses, although several have inappropriate modern windows. To the west the street widens to form a rough parking area on the south side. This is bordered by brick boundary walls, trees and bushes.

At the west end of Hall Staithe the road angles to the north, with car parking areas on both sides. The road leads to a private development, Vine Court. This is a small housing estate loosely grouped around a narrow cul-de-sac running east-west. Vine Court shows imagination both in its layout and in the variety of its house designs. Part of the road surface is of brickweave, and there is a feeling that this is a development designed for the benefit of

pedestrians, rather than for cars. While all the houses use a uniform red brick, the roofs are of slate or of pantiles, and there is a variety of roof shapes. One house at the end of a terrace has a truncated pyramidal roof, reflecting that of the Maltings to the south.

Looking down Hall Staithe to the west, the street ends with views of greenery and trees. At the end of Hall Staithe, the urban environment and the Conservation Area end abruptly. The trees and fields immediately to the west offer good views out of the Conservation Area.

Quaker Lane

Quaker Lane is a narrow lane running south from the junction of Market Place and Hall Staithe. Initially both sides of the Lane have two, or more occasionally three-storey, Georgian-period houses which impart a pleasant character. Most are of red brick; a few have painted fronts. In the centre of the street on the east side is a short terrace constructed of mottled “Fletton” bricks. Opposite this terrace is Quaker Court, a large and severe modern red brick building. Down the north side of the Court is a narrow lane which is a mixture of gravel and grass.



Figure 26 : The entrance to Quaker Lane from the north

Quaker Lane finishes with a brick and flint house on either side. After this, the Lane opens out to become an important triangular space with the principle role of providing informal car parking space. A narrow road runs along all three sides. At the centre is a shallow raised area of golden gravel used as a car park, with a single home oak tree at its centre. There is some variety of buildings around the space. Modern houses are on the east and west sides; those on the west side (Quaker Mews) are concealed behind a high weathered brick and flint wall. The houses on the east side 1-3a, are set back from the road with parking bays, and destroy the simple symmetry of the central space. There are good views from this area are to the north, where there is a picturesque grouping of the backs of houses lining Market Place, with the church tower above.



Figure 27 : Fine view from the south end of Quaker Lane looking towards the dominant parish church.

Two narrow lanes lead off from this space. To the north-east a narrow path leads to The Square, past brick and flint walls enclosing small private car parking areas. On the south side, the apex of the triangular open space funnels into Tunn Street.

Tunn Street/Mill Lane

Tunn Street is a narrow lane winding south from the open space at the end of Quaker Lane. The small street is enclosed by buildings and high walls on both sides. After the junction with Swan Street, it continues as Mill Lane, a narrow lane surrounded by greenery, which leads to the former mill alongside the river at Hempton Road.



Figure 28 : The entrance to Tunn Street

Two three storey red brick buildings flank the northern entrance to Tunn Street. Their main character appears more industrial than residential, and most of the windows of the building on the west side are blank.

The buildings along the west side of Tunn Street have a pleasant historic appearance, but each hides a more architecturally significant house from view. Behind the tall red brick building at the beginning of the street is the The Manor House, a formal Georgian composition with

a pink-painted rendered façade. Looking through the main entranceway, its spacious and well tended garden can be glimpsed. To the south, an attractive brick and flint building forms the east side of Grove House, which also has a large and well managed garden. The imposing Grove House shows evidence of alterations and additions over the years, which have added to its visual interest and historic character.

The east side of the street is more low-key. At its centre is a terrace of rendered two-storey houses; the end pair are modern. After this there is a large brick and flint building on the south-east corner, thought to be the oldest house in the town with a fine external brick chimney.

Mill Lane begins on the east side with Fakenham Baptist Church, a modern and unremarkable red brick building with a gravel car park. On the east side of the church there is an older, presumably former church building. A picturesque row of brick and flint houses to the north has some inappropriate replacement windows.

After the Baptist Church there is a view across a Bridge Street car park. This is followed by Mill Court, a primarily single storey housing development. From the south, the lawns and trees at the centre of Mill court can be seen.

The west side of Mill Lane has a continuous and attractive 'listed' brick and flint wall, with trees overhanging.



Figure 29 : Mill Lane from the north, overshadowed by trees

After Mill Court, the Lane narrows, and there is a modern red brick bridge over a stream. After the bridge and some scaffolding railings, the path curves round to the east, with a mixture of brick and flint walls and timber fencing on both sides. The Lane opens out at the south end, where it joins the old mill and the weir to the south of Hempton Road (described in Character Area 2).

Swan Street

Swan Street is a narrow road running east-west from the junction of Tunn Street, Mill Lane and Bridge Street. To the east of Swan Street, Cattle Market Street continues along the same alignment. In general the two-storey buildings along the Street have a strong vernacular character, with brick and flint, although nos 2-6 have Victorian red brick fronts. The main feature which detracts from the appeal and homogeneity of the street are the openings to several car parks, one linked to Bridge Street, the other attached to the Baptist Church at the beginning of Swan Street. Some house windows and doors have been inappropriately replaced, but such changes are not sufficient to detract from the overall charm of the street.



Figure 30 : Brick and flint buildings on the south side of Swan Street

Cattle Market Street

Cattle Market Street connects Bridge Street with White Horse Street. The south-eastern quarter of the street, with three modern warehouses (one used for auctions) is not included in the Conservation Area.



Figure 31 : Cattle Market Street, looking west to Bridge Street.

Two large Georgian buildings flank the west entrance to the Street. Behind the Bull Public House is a pair of mid-Victorian semi-detached houses, one of which has a modern shop front. The remainder of the street has a more workmanlike character. The clubhouse on the south side is a robust building, once a dissenters' chapel, which maintains much of its character despite having uPVC windows. The roughly-surfaced car park to the west seems entirely in keeping, reinforcing the unpretentious appearance of the area. On the north side, a row of single storey industrial buildings has been successfully converted to shops.

After such a characterful entrance to the street, the former cattle market is a disappointment. It has a much-rebuilt brick boundary wall and an octagonal entrance kiosk (now in a poor state of repair) on the south side, but little else of note. The main features are the corrugated iron sheds and the skeletons of the market stalls stored on the west side. For most of the week this is merely a bleak tarmac car park with modern low brick walls, and modern shops as a backdrop. It is only on market days that the area assumes any definite and positive identity.



Figure 32 : The former cattle market has stalls selling antiques and bric-a-brac on Thursdays

Queens Road

Only a small area on the west side of Queens Road is included in the Conservation Area. Most of the road outside the Conservation Area to the north is filled by late Victorian terraced houses, a Victorian junior school and playing fields.

At the junction with Norwich Street, 37 Norwich Street/1 Queens Road is a fine three-storey building with good 19th or early 20th century shop fronts, enhanced by good colouring and signage. Next to it is the Rampant Horse Public House, noteworthy for its three large canted bay windows with cast iron crestings, and once again, with a fine colour scheme. After such a good start, the car park which follows off to the left is visually unfortunate. While it offers a good view of the church and trees in the distance, it is a monotonous area of tarmac. Beyond the car park there is a short late Victorian terrace constructed of mottled "Fletton" bricks, where the gardens have been sacrificed to off-road parking. All but one house at the north end of the terrace have uPVC windows.

Despite the two fine buildings mentioned above, there is little else to create a good impression at the junction of Norwich Road and Queens Road, which is one of the main gateways to the town centre. The buildings and structures just outside the Conservation Area create a very negative impression for those entering the town centre. The roundabout painted on the road surface has very plain safety railings, and just to the east, 7-11 Norwich Road is a modern and unremarkable red brick building. The pavement in front of 7-11 has been chosen as location for the town's sign, accompanied by a pair of bench seats, two litter bins and railings. Despite all the work that has gone into it, the sign is lost amongst the surrounding clutter. To the north, at the beginning of Queens Road, is a formal-looking Post Office sorting depot of 1939. Its unprepossessing appearance is compounded by a very ugly flat-roofed and monolithic telephone exchange from the 1960s-70s attached on the north side.



Figure 33 : Telephone exchange and Post Office depot on Queens Road

Loves Lane

Loves Lane runs due east from the churchyard to Queens Road. It continues the north-eastern edge of the Conservation Area. Loves Lane is less rural in character than the nearby Church Lanes (see Character Area 2), with a large car park filling much of the view to the south.



Figure 34 : Part of Loves Lane running down the side of a car park



The southern entrance to the lane is flanked by a very plain church hall, notable mainly for its flintwork plinth. On the opposite side is a high brick wall. Going east from the churchyard, the lane doglegs slightly, then the car park comes into view, together with the backs of the Norwich Street shops. Between the lane and the car park is a modern low brick wall, while on the opposite side, the back gardens of the Gladstone Road houses have tall corrugated iron or asbestos fences.

6.2.2 Character Area 2: Large buildings set within their own space

White Horse Street

White Horse Street continues the line of Queens Road. Apart from the first building on the east side, the Conservative Club, only the west side of the Street is included in the Conservation Area. Looking south from the roundabout at the junction with Norwich Street, there are lines of cars travelling along the Street, car parks on both sides and a large superstore. The fields and trees in the far distance offer good views beyond the Conservation Area.

The west side begins with a patch of waste land by 34 Norwich Street and an open concrete-surfaced area behind the shops on Norwich Street. The backs of the Norwich Street houses are much less attractive than the fronts; it is as though Norwich Street is a theatre set; all the effort has gone into producing fine façades, but the rear elevations have been subjected to much unsympathetic alteration.

At the centre of the Street is a large red brick superstore. Its bulk and its brightly coloured pantiled roof make it a focal point. In the background can be seen the backs of shops in Bridge Street, with some smaller car parking areas. South of the superstore is the former cattle market, now little more than a tarmac space with a modern low brick boundary wall.

On the east side of White Horse Street the two-storey listed former chapel (now the Conservative Club) is included within the Conservation Area. It has some historic interest but all the windows are unsympathetic modern replacements. If it ever had chimneys, these have been removed, leaving a large and featureless pantiled roof. To the south, outside the Conservation Area is a car park, with a line of inter-war and modern houses to the rear.

The south end of Bridge Street, the Old Mill and Hempton Road

At the south end of Bridge Street, where it meets Hempton Road, there is a large housing block on the west side, nos 32-92. Architecturally this is uninspiring, with red and white polychrome brickwork and areas of cream render. Some attempt to create character has been made, but unfortunately fails. The block stands out from the traditional housing to the north due to its mass and scale and also because it is set well back from the road. There is a large public car park at the rear. On the opposite side of Bridge Street, just outside the Conservation Area, there is an untidy mix of old and new outbuildings and parked cars and coaches belonging to Albany House.



Figure 35 : Large block of flats at the south end of Bridge Street

Bridge Street widens out to join Olivet Way and Hempton Road, where there is a simple roundabout painted on the road. On the south side, outside the Conservation Area, are the flats of Massey Court. This development is similar in scale and appearance to 32-92 Bridge Street. It incorporates tall bow windows and half-timbered gables, which give a mildly “retro” inter-war appearance.

The busy Hempton Road veers away from the roundabout to the south-west; only the south side is included in the Conservation Area. Just before the river bridge is the Wensum Lodge Hotel. This re-uses old mill buildings, and varies between two to three storeys in height. While it is mostly in red brick, there is a 3-storey timber-clad extension at the north end.



Figure 36 : The Mill and weir from Hempton Road

The river bridge which follows is of historic interest. It is of white brick with some original cast iron railings. Two sections of railings are modern replacements, and poorly detailed. From the bridge there are attractive views of the River Wensum to the south and east and the buildings around the weir to the north.

The triangular space around the weir at the centre of the former mill complex is bounded by the Wensum Lodge Hotel on one side and old mill buildings (now flats) on the other. To the south, partly screened by vegetation, is Hempton Road and the river bridge. This is an unselfconscious and picturesque area, where rough tarmac roads, then low brick walls, trees and grass banks combine around the open water of the weir and next to the river.

The Churchyard

The churchyard is separated from the Market Square by a near-continuous row of houses. There is a pedestrian entrance between the shops at 30-31, and a wider entrance on the north-west corner of Market Place. The rear of the churchyard has been converted into a public garden, and the gravestones which once added interest to the setting of the have been removed to the north side wall. The church sits comfortably within this space.

On the south-west side, there is an a patched area of tarmac where cars park, with untidy areas of concrete at the backs of the Market Place shops. The best feature is a isolated tree in a raised bed. On the east side there is a raised area of the churchyard with a low brick and flint wall and Victorian cast iron railings. A narrow tarmac path with railings cuts diagonally through the churchyard.

By the west end of the church there is an area of gravel which then becomes a tree-lined gravel path across the north side of the churchyard. The churchyard is surrounded on all sides by buildings. On the south and west sides are the backs of buildings along Market Place and Oak Street. While these can have attractively patinated brick, or brick and flint walls, there are a number of inappropriate modern windows. On the north side is the back of Red Lion Court; its single storey buildings are partly hidden by old brick and flint walls.

Church Lanes

Church Lanes is a narrow tarmac-surfaced lane. From the side of the churchyard it runs north, slowly rising up to join Highfield Road. The Lane is enriched by greenery either side, in particular mature trees and hedges.

At the south end, nearest to the church, tall hedges and high brick walls hide the buildings either side of the Lane. Further along, two private roads sitting outside the Conservation Area connect with Church Lanes on the west side; Gladstone Road and Lichfield Street. These gravel-surfaced roads offer unremarkable views towards Queens Road, and are largely filled by much-altered late nineteenth century terraced houses.



Figure 37 : Church Lanes next to the churchyard

Half way up Church Lane on the east side is an attractive entrance to the town cemetery. It has two fine cast iron gates, white brick pillars and low curved walls with railings. In the background, the brick and flint chapel is surrounded by grass and gravestones. It is surprising that the cemetery is at present outside the Conservation Area. To the north of the entrance, the Lane is more open, and there are short terraces (circa 1880s-1890s) on both sides. All the terraces have been substantially altered, so that most houses now have inappropriate replacement windows and new boundary walls. Only Fernbank cottages and two terraces just to the west are included within the Conservation Area. This is probably due to the wish to create a simple rectangular boundary around the Area, rather than indicating that these terraces have any greater merit than their neighbours.

6.2.3 Character Area 3: Green/Open Spaces

Character Area 3 covers the south-west of the Conservation Area, east of Tunn Street and Mill Lane. The northern part consists of Manor House and Grove House which are set within large gardens that extend to a drain running down the west side of the Conservation Area boundary (the houses are described as part of Tunn Street/Mill Lane, in Character Area 1). South of these gardens lie fields, drains and ponds. There are hedgerows and trees that give the location a distinct character. This is an area with high biodiversity value, adjacent to water meadows and rough pasture. The best place to appreciate this landscape is at the west end of Hall Staithe and from Gogg's Mill looking back towards the town.

Hempton Road forms the southern edge of this character area. To the south of the old mill (part of Character Area 2) is a tarmac car park, followed by a grassy river bank lined by trees, which has a gravel path. The countryside to the north appears very rural with a mix of fields, hedges and trees. All this is in strong contrast with the south side of Hempton Road, which is primarily composed of industrial and commercial buildings. The best feature on this side is the low white-painted buildings of the Fakenham Museum of Gas and Local History, an unusual and quirky group of buildings which have Scheduled Ancient Monument Status.



Figure 38 : Countryside to the north of the river

The Conservation Area in Hempton Road ends with a brick footbridge leading modern houses.

6.3 Buildings to be Considered for 'Local Listing'

Fakenham includes a number of buildings which although unlisted still make an important contribution to the setting and character of the Conservation Area. It is proposed that the following buildings be included on a 'local list' of buildings of special architectural or historic interest.

[Buildings marked with an asterisk may merit national listing. Except where precise dates are given, dating is only intended as a general guide.]

41 Bridge Street: The Bull Public House (circa 1838). Partly Georgian or early Victorian. Painted brickwork, some replacement windows. Cut and rubbed brick arches above windows. Pantile roof. Modern single storey extension at front.

30 Bridge Street: (The Garden House) Large early 19th century house. Red brick with simple pilasters, cut and rubbed brick arches above windows. Black glazed pantile roof. Modern porch, large conservatory, replacement uPVC windows. Brick and flint north-facing side elevation has traces earlier windows. Brick and flint outbuilding attached at rear.

5 Cattle Market Street: Small warehouse/storage building. Possibly shown on 1838 map. Brick and flint walls. End door on first floor now converted to a window. Hipped red pantiled roof. Well-designed ground floor shopfront added on west side.

16 Cattle Market Street: Former Congregational Chapel of 1819 (now British Legion Club). Extensive two-storey red brick building with high pantiled hipped roof. Ground floor much altered. Original window openings on the first floor with cut and rubbed brick arches, modern uPVC windows. Rear wing has door on first floor with modern stairway leading up to it. Black glazed pantiles on main building and small rear wing, red pantiles on later extension.

Cattle Market Street: Former kiosk (circa 1857) at entrance to cattle market and part of boundary wall.

1,3,5 & 7 Hall Staithe: Terraces of houses in brick and flint, probably originally a storage building/warehouse, 18th & 19th century. Lower wall on front elevation has areas of early (pre-1738) flint. Blocked cart entrances. Modern window/door openings. Steep pantiled roof.

Maltings, Hall Staithe: Mid-late Victorian. Red brick with regularly spaced small window openings, rough brick arches above. Truncated pyramidal roof at north end. Slate roof. Converted to flats, but original character retained.

31-33 Market Place: (Former Aldiss's department store). First and second floors in elaborate modelled Art Deco style. Shopfronts are modern except for polished stone stallrisers. Offset projecting canted oriel bay.

***36 Market Place:** (HSBC Bank) Edwardian Baroque bank. 18th century with early 20th century stone facings over brickwork. Rusticated base, large round headed windows with keyblocks, stone balustrading around base of slate roof.



Figure 39 : 'Edwardian Baroque' bank in Market Place

1 Nelson Road: Mid-late Victorian red brick commercial building with single-fronted shop. Door to storage area on first floor, passage to rear. Some replacement windows. Pantiled roof. Originally a baker's shop. (Buildings beyond passage are listed).

4 Nelson Road: Former Nelson Public House. Two-storey house, probably mid-late 19th century. Rendered front with rustication on ground floor. Modelled cornice above ground floor and below eaves. Canted corner on ground floor with door, cast iron brackets above. Replacement windows. Slate roof.

9 & 11 Nelson Road, also former storage building to south: Semi-detached houses, probably mid Victorian. Red brick with white brick dressings including raised brick quoins. Cut and rubbed brick arches above windows. Some replacement windows. Later Victorian part glazed doors. Prominent eaves with carved brackets. Slate roof with pair of prominent chimney stacks. Red brick warehouse building has original double doors on the first floor.

***16 Nelson Road:** Single storey outbuildings to west of The Red House. Red brick and red brick and flint, red pantiled roof.

14 Norwich Road: late 18th/early 19th century, Gothic Style, red brick, buff brick quoins with stone dressings and slate roof. Stained glass windows. Building in poor condition.

37 Norwich Road: 'Bellvue' directly fronts onto the highway, light coloured render, three bays, Dutch Gables, decorative eaves quoins and cornice detailing two bay windows on front elevation. A number of the original stained glass sash windows still remain.

Note: a number of houses in Norwich Street are nationally listed. The following houses should be locally listed partly for group value with the nationally listed buildings.

6-10 Norwich St: Three storey Georgian building with rendered front and stucco quoins and window lintels. Cornice below eaves. Two prominent dormers with segmental pediments. Two modern shopfronts in the ground floor.

10 12 & 14 Norwich St: Three storey Georgian building with painted brick front. Cut and rubbed brick arches above windows. Raised brick quoins. Dentil cornice and one elaborate console below eaves. Modern shop in ground floor. Original round-headed doorway to upper floors on east side with rusticated surround.

11 Norwich St: Three storey red brick Georgian house. Cut and rubbed brick arches above windows, some replacement Victorian windows. Brick dentil courses below eaves. Modern shopfront in ground floor.

21 & 23 Norwich St: Two storey house with half dormers. Possibly Georgian with Victorian and inter-war additions. Ground floor has shop front with Victorian & inter-war features. First floor is rendered with rusticated design, string course above. Second floor has roughcast render with diamond shaped ceramic details; windows project into roof space as pedimented dormers. (included just for group value).

24 Norwich St: Late Victorian three storey red brick building. Shallow brick pilasters on upper floors which extend into pedimented gable. Kneelers with ball finials. Windows have cut and rubbed brick arches with keystones. Terracotta panel with portrait of Queen Victoria in upper part of gable. Modern shop in ground floor. Roof now of triple Roman clay pantiles.

25-7 Norwich St: Three storey house in red brick with white brick dressings. Probably mid-Victorian, incorporating part of an earlier building. Pantile roof. Modern bank in ground floor.

29 Norwich St: Three storey red brick house, possibly Georgian with mid-late Victorian front. with raised white brick quoins. Window lintels have carved stone details. Replacement uPVC windows. Black glazed pantile roof. Modern shopfront in ground floor.

***37 Norwich Street/1 Queen Road(Albert House):** Three storey red brick corner house. Possibly earlier house but with mid-late Victorian front. Carved stone dressings, including window lintels and sills, also a fine panel bearing the house name. Three excellent and well-presented shop fronts. Chimney stacks lowered or removed. Black glazed pantile roof.

12 & 14 Oak Street: Three storey Georgian red brick house. Windows have cut and rubbed brick arches. Grey glazed pantile roof, chimneys lost. Modern shop in ground floor. North-facing end wall incorporates part of earlier (pre 1838 fire) brick and flint wall.

***Methodist Church, Oak Street:** Gothic revival church of 1908, red brick with stone dressings. Unusual canted ground floor bays with castellated parapets. Slate roof. Cast iron railings on low brick boundary wall. Designed by Norwich architect Augustus Scott.

***31 Oak Street:** Former Primitive Methodist Church of 1861. White painted brick walls. Two large round headed windows, smaller sashes. Two small round headed window openings, now blocked off. Stepped gable on external porch which has modern door.



Figure 40 : Former Primitive Methodist Chapel, Oak Street

***37-39 Oak Street:** (now Press Club) Former 18th century barn/storage building. Brick and flint walls. Blocked door openings on first floor.

Fakenham Junior School, Queens Road: Linear building running north-south, Red brick, pantile roof, west elevation with six fronting gables and small cupola.

Summerhill House, Sculthorpe Road: Impressive Georgian style red brick house built 1863, set back from the road site behind a hedge and gravel drive. The house is well maintained with a fine stone doorcase.

St Anthony's Catholic Church, 29 Wells Road: Red brick, pantile roof, Gothic Style, small bell turret and stained glass windows.

6.4 Local details

Many early buildings in Norfolk would have been timber-framed, but by the later 16th century, brick was in regular use even for relatively modest buildings. In the course of time, house walls were frequently constructed of flint with locally made bricks for quoins, dressings around window and door openings and also below the eaves where straight edges were required. A number of Fakenham houses have bricks inserted into the flint walls so that just the end of the header is exposed, which helps to bind the inner and outer layers of the wall together. There are a few examples of brick being laid uncoursed, irregularly placed as part of a “rubble work” wall. This can be seen on the 17th century boundary walls of Grove House and on the lower part of the north elevation at 11 Bridge Street.



Figure 41 : Brick used as part of rubblework wall at Grove House

Flint cobbles were a cheaper construction material than brick, and their use was further encouraged by a brick tax, imposed between 1784-1850. Brick and flint houses, with solid rubble work walls, continued to be built in Norfolk until the early-mid 19th century. At this time the railways began to arrive in Norfolk's towns, providing an inexpensive way to transport heavy building materials, and also coal to fire new and more efficient brickworks supplying better quality and cheaper bricks.

Important examples of brick and flint houses in Fakenham include The Grove (a large 16th century house) and The Star Inn (originally a 17th century barn). The Star Inn has shaped 'Dutch gables', a typical feature of early brick and brick-and-flint buildings. Tunn Street and Swan Street have 17th century or earlier buildings. 21 Tunn Street has an external brick chimney stack on the north side. Brick and flint buildings of similar date behind the former Red Lion pub have walls with diagonal "diaperwork" brick patterns within the flintwork. There are also good 17th and 18th century brick and flint walls in Fakenham around the youth and community centres on the east side of Oak Street and some serpentine "crinkle crankle" walls in close proximity.



Figure 42 : Brick set in diaperwork pattern on early building in Red Lion Court

Not all of Fakenham's residents would have been satisfied with brick and flint houses. By the eighteenth century wealthier and more fashionable townsfolk sought a more classical frontage. To cater for this market, a number of inexpensive pattern books were produced for provincial builders. They contained all the information needed to construct a house in the latest style or to add fashionable features to house fronts. The destruction of town houses in the Fakenham's fire of 1738 would have provided the opportunity for the town to rebuild, using new architectural styles to express its success and progressive attitudes.

The classically-fronted town houses around the Market Place and the adjoining streets often have all-brick fronts, but brick and flint can be found at the sides and rear. This may have been an exercise in cost-cutting, as the best materials were usually put at the front where they would be appreciated by the passer-by. In addition, the remains of pre-fire buildings could also have been incorporated into the new structures. The main brick bond used on house fronts in Fakenham is Flemish Bond, where each course of brick has alternating headers and stretchers. This was considered the most aesthetically pleasing of the brick bonds in the Georgian period. English Bond, an earlier brick bond, was considered to be less attractive but stronger; this is occasionally found at the sides and rear of Fakenham's Georgian/Regency houses.



Figure 43 : Typical classical house front with doorcase in The Square

Several brickworks were located in the Fakenham area during the 18th-19th centuries; the local brick has a pleasant orangey-red hue. A small number of houses use cream or white brick for their fronts or for detailing, such as quoins and window dressings. White brick had become fashionable in the later Georgian period, when it was thought to be more attractive than red as it was nearer in colour to building stone, and several Norfolk brickworks are known to have produced white brick at this time. It is not known if white brick was made in the Fakenham area; the fact that it is not common in the town could show it had to be brought in from farther afield. The cost of transporting brick before the advent of the railways was considerable, and its scarcity and increased cost would doubtless have added to its status.

18th century classically-influenced houses have a number of features in common. Ideally, the house front has symmetrically placed windows, with a door at the centre -or to one side if it is a narrow house. Window and door heads have well-crafted cut and rubbed brick arches. The ground and first floor windows are usually the same size, with a strong vertical emphasis, while the top floor windows continue on the same alignment but are lower. Probably this reduction in size has more to do with practical considerations than any rules of proportion.

In general, house fronts have little detail. The focal points for decoration are the main entrance and the roof eaves. A few houses have simple brick pilasters or brickwork quoins. Where it has not been lost through a shopfront being inserted into the ground floor, the front door usually has a wooden doorcase, sometimes including a fanlight. In a few cases, this is replaced by a columned portico. Eaves decoration includes cornices in moulded brick, stuccowork and wood. Occasionally a brick parapet hides the base of the roof. A few otherwise classically-influenced houses include features derived from vernacular house-building techniques, such as a simple cornice of projecting brick dentils, and brick “tumbling in” at the tops of the end gables.

At the end of the 18th and the beginning of the 19th century, stucco house fronts were in fashion, reflecting a Regency enthusiasm for Italianate styles. Stucco allowed for modelled decoration, so that windows can have moulded architraves, and cornices can be more elaborate.

The roofing material of choice for Georgian and Regency houses was slate. Before the railways, this would probably have been supplied by boat along the coast, and brought inland by road. As a consequence, slate was a relatively scarce and expensive material, so provincial builders as those in Fakenham often used pantiles instead. Traditionally these were made of red clay, but for more exclusive town houses they were produced with a dark grey or gloss black glaze. The glaze may have offered greater resistance to the elements, particularly frost, but the colour was mainly a status symbol, similar in colour to the prized slate. As the best materials were put at the front of the house to impress, dark glazed pantiles can sometimes be found on the front elevation, and cheaper unglazed red tiles at the rear.

While the larger town houses were being built in the new “polite” styles, brick and flint houses continued to be built for the less affluent townspeople. In general, the quality of the building work on these more modest houses does not reflect the workmanship found on earlier buildings. The flint cobbles for example, are less likely to be coursed.

The classical styles continued to influence Fakenham’s first Victorian buildings. A short terrace of houses from 1834 at 14-22 Wells Road has cut and rubbed brick arches, while another short row at 2-8 has shallow wings with pediments each end. The Corn Exchange of 1855, has red brick with stuccowork surrounds to its round-headed windows; here the understated classicism of the Georgian period has become a more showy “Italianate” to express civic pride.

Fakenham has relatively few distinctive later Victorian buildings. What makes them of particular interest is the use of carved stone for details. The best example is Albert House on the junction of Norwich Street and Queens Street. Similar work can be found on the fronts of 11 Bridge Street and 28-9 Oak Street. This may have been the work of a mason whose workshop was at 13 Nelson Road; his carvings can be seen around the exterior of a rebuilt house. There are a few examples of cast iron work, such as on the crestings on the bays of

the Rampant Horse Pubic House and 1 Bridge Street. With the coming of the railways to Fakenham, slate becomes more available, and generally replaces pantiles for roofs in the mid-late Victorian era.



Figure 44 : Carved stonework on Albert House at the east end of Norwich Street

There is little trace of the later nineteenth century “domestic revival” styles. 1 Market Place has a shaped gable, while two houses at 22 & 24 Norwich Street have some terracotta details, including an unusual panel depicting Queen Victoria. Terracotta was probably another material brought in by the railways. It is found again on Augustus Scott’s Methodist chapel of 1908 in Oak Street. While it is from the Edwardian period, this gothic revival design continues the fashions of the late Victorian era. More typical of the new century is the bank that sits in



Figure 45 : Terracotta panel on 24 Norwich Street

'splendid isolation' at 36 Market Place. While it seems to have started out as an early-mid Victorian building, the bank has acquired a new façade of stone facings in “Edwardian Baroque” style –a treatment generally reserved for government buildings, banks and the like. The elaborate stuccowork fronts on the banks at 4 and 17 Market Place, and the unusual split pediment over the doorway of the former post office in Old Post Office Street may be legacies of the same style.

There are few good buildings in the Conservation Area from the period following the First World War, with the exception of the former Aldiss Art Deco department store.



Figure 46 : Former department store in Art Deco style

The most valuable element of the architecture from the Victorian and inter-war periods are the shopfronts. A few shops are flat fronted, with timber pilasters at the sides, such as at 26 Market Place, but the majority have recessed entrance lobbies and narrow colonettes separating the plate glass windows. Below the windows, the stall risers can be rendered, or timber with panel mouldings. The fascia boards tend to be plain, with a simple moulded entablature and cornice above and consoles at the sides. A few shops retain the mechanisms for traditional canvas awnings. During the interwar period, some Victorian shop fronts were altered. For example, 27 Market Place has had its panelled stallrisers replaced with glazed tiles; opposite at 2 Oak Street, some colonettes have been removed so that larger plate glass windows could be inserted. There are some entirely inter-war shop fronts, such as at 29 & 30 Market Place. The glazing bars of inter-war shops are generally simpler than the Victorian colonettes, although they can still be attractively arranged. Inter-war transom lights can have leadwork, including coloured glass, such as at 30 Market Place.



Figure 47 : Fine shop fronts on the north-west side of Upper Market

6.5 The public realm

Surfaces

(See Appendix 1: Map 5)

The Market Place and Square, together with Norwich Road and part of Bridge Street were the focus for a Conservation Area Partnership Scheme between 1998-2001. The Square was pedestrianised, and pedestrian facilities were improved throughout the Market Place. The main road running through the centre is surfaced with irregularly sized red ceramic pavers, and the pavements are of blue clay pavers with narrow grey granite kerbs. These surfaces continue along Norwich Street and the northern half of Bridge Street. Red granite pavers were used throughout The Square, except at the centre where York stone slabs surround rectangular metal panels representing the history of Fakenham provides a key feature along with bespoke artist designed lighting columns. Small areas of red granite setts were used within the pavement to mark where lanes join the main road, such as at the entrance to the Crown Hotel, and the main entrance to the churchyard. The pavements around the former Red Lion at the north-east end of Market Place were paved with York stone, and the entrance to the access road to Red Lion Court surfaced with white ceramic pavers. York stone paving was also used around the isolated buildings at the north-west end of Market Place, including the cinema.

Along Oak Street and Wells Road there is an earlier scheme, where the pavements have been surfaced with pink concrete paving slabs and small areas of white concrete brickweave. This pattern of paving, usually with white paving and red brickweave, can be found in towns throughout Norfolk. While it is more attractive than the tarmac used in the remaining streets of the town, it appears dated and dowdy next to the range of surfaces in the Market Place. The paving slabs are interrupted by areas of brickweave marking the entrances to lanes adjoining the road.

South of the centre, there are Victorian red granite kerbs along parts of Bridge Street, Swan Street, Tunn Street and Quaker Lane. There is also a small length of unidentified dark grey stone kerbs at the beginning of Quaker Street on the north side.



Figure 48 : Old (lower) and new granite kerbs in Bridge Street

There are small areas of setts at the south end of Quaker Street and Oak Street. These appear modern and not the remains of an early form of pavement. Modern areas of setts can also be found in the entranceways to Red Lion Court and Newman's Arcade.

Some recent additions to the town use good quality surfaces. At the entrance to the Tesco superstore on Wells Road the entranceway is of blue clay brickweave and blue clay kerbs, although only a small part of this falls within the current Conservation Area. Miller's Walk leading off from Bridge Street uses good quality concrete paving slabs mixed with red brickweave, while Newman's Arcade has paving slabs and blue clay pavers.

The town's public car parks are of tarmac, but there are smaller private car parks with gravel surfaces or concrete.

At the time of this Appraisal there is clearly a need to undertake a review of maintenance regimes, particularly in the town centre where the award-winning works of 1998-2001 are now in need of attention.

Street furniture

Street furniture in the Market Place was specifically designed and installed as part of the Conservation Area Partnership scheme. There are trees, timber-clad litter bins and specially-designed signposts and lights which illuminate the artwork in The Market Square, but the remaining street lights in and around the Market Place are standard "highway" design, also used in most of Fakenham's streets. Wells Road/Oak Street and Queens Road/White Horse Street are major roads, so the highways-style lamps in these areas tend to be larger. Any new lighting columns need to be coloured appropriately and fitted on buildings wherever possible.



Figure 49 : New street furniture in Market Place

The Market Place also has a number of CCTV globes; doubtless necessary, but not aesthetically an asset to the area. The area has some good traditional fittings; the best are the lamp post commemorating the coronation of Edward VII (not in its original location), and two K6 phone boxes.

Pedestrians are protected from harm at some junctions by railings. On the east side of Market Square these are substantial. At the Queen Road/White Horse Street roundabout there are more utilitarian railings, which can also be found at pedestrian crossings on Oak Street and White Horse Street. Oak Street also has a number of unremarkable bus shelters in glass and metal. These all need proper maintenance.

Most street signs are metal, with black lettering on white. These have not weathered well. A few streets, such as Nelson Road have more distinctive blue and white enameled signs, while Lichfield Street (outside the Conservation Area) has a particularly fine cast iron sign.



Figure 50 : Old and new road signs

The town sign is positioned on the east side of the Queen Road/White Horse Street roundabout, it is well carved, but suffers from being placed in front of a mundane late 20th century building, and being hidden behind the aforementioned railings.

6.6 The contribution made by greenery and green spaces and ecology and biodiversity value

The maturing trees in the Market Place play an important role in the townscape of Fakenham and provide focal points. Clearly there has been much thought given to the role of trees within the design of the Market Place. The churchyard to the north of the centre has been converted into a public garden. It has trees and flowering plants, but this is a managed recreational area, rather than a haven for wildlife. Gardens on the east side of Wells Road are large with some trees, and it is possible they support a good variety of wildlife.

It is only in the south and south-west of the Conservation Area that there is any substantial ecological value. Large gardens belonging to Manor House, Grove House and more recent buildings to the south, extend down to the meadows and wetlands of the River Wensum. It



is likely that the gardens and open land adjacent to these wildlife-rich areas will be exploited by species hunting for prey. The open land to the west of the town also serves as a backdrop to the built environment of the town. For townspeople, the green spaces outside the Conservation Area to the west of the town are also important for recreation, and while they are relatively close to the centre, areas such as Gogg's Mill are a pleasant rural retreat.

6.7 The extent of loss, intrusion or damage (negative factors)

The historic townscape which forms the bulk of the Fakenham Conservation Area has changed substantially during the twentieth century. Areas regarded as “slum properties” or “poor housing” have been cleared and the inhabitants rehoused. As a consequence, parts of the historic town, including yards where craftsmen worked, have been redeveloped. Other parts of the town were affected by the Wharfedale Printing Works on White Horse Street which expanded during the late nineteenth and early twentieth centuries, until it too was demolished during the later years of the 20th century. The removal of some older houses created open space for car parks on Bridge Street, Queen's Road and Whitehorse Street. While car parks may be a necessity of the modern age, in Fakenham they are an awkward and unattractive space amongst the closely-grouped older houses and the sites concerned should be re-considered for development at some stage. This would help to re-establish form and townscape.

The recent superstores on Whitehorse Street and Oak Street also interrupt the scale of building development. The well-intentioned new library and community centre on the east side of Oak Street have also failed to reflect the character of the town.

On a smaller scale, the introduction of what are, at best, unremarkable later 20th century houses and shops into the Conservation Area has devalued the townscape. There was insufficient attention paid to the need for 'local distinctiveness'. Most of Fakenham's buildings are understated and relatively plain Georgian designs, whose charms are easily devalued by brash shopfronts, shop advertising or poor adjacent buildings.

6.8 General condition

The street works and building renovations that accompanied Fakenham's Conservation Area Partnership scheme created a better and more attractive environment for the town. It is apparent, however, that there is insufficient maintenance work being carried out. One obvious sign is that the timber-clad litter bins and purpose-designed seating need some coats of timber oil. The new street surfaces are stained, and the cinema, one of the successes of the regeneration work, needs regular attention. Without investment in the general appearance of the centre, it is perhaps not surprising that some houses and shopfronts are looking run down. Even listed buildings are not immune. In 2011 several buildings were looking neglected and unsightly.



Fakenham Conservation Area Character Appraisal and Management Plan



Figure 51 : Poorly maintained house on The Square

Most of the buildings on the Market Place and The Square are listed, which has protected them from some inappropriate changes, although there are still regrettable features, such as the satellite dish on no 29. Outside the centre, smaller houses have fallen victim to unsuitable changes such as uPVC windows and doors, while one house on the west side of the Highfield Road junction has had all its windows and doors bricked up.



6.9 Problems, pressures and the capacity for change

Fakenham started the twentieth century as a thriving market town with large agricultural markets and an important printing industry. Even though these declined and closed, the town continued to increase in size and population. The demand for employment, increased shopping facilities and places of entertainment have resulted in the development of large and damaging out-of-town shops and a new industrial estate.

The adopted North Norfolk Local Development Framework identifies Fakenham as one of seven Norfolk towns to be the focus of new development, and the most capable of accommodating development in a sustainable manner. The expansion is planned to include “mixed use urban expansion” to the north of the present town, while within the centre, new retail development is to be encouraged. The challenge for the Conservation Area, and for the town centre will be to ensure that any new development functions as part of the town centre and respects its prevailing character scale and townscape. The centre needs to capitalise on its fine historic streets and Market Place, as the setting for a more diverse range of shops. There is a need for the town centre to cater for a wider economic range of visitors, so that it generates sufficient income to maintain and enhance its appearance. The farmers’ market and antiques/bric-a-brac markets could be further developed, as they bring in visitors and re-inforce the market town ambiance.



7.0 Community Engagment

Engagement with the community is an important part of the appraisal process. This will be carried out by:

- Making contact with key community groups and providing briefing sessions.
- Holding public exhibitions.
- Placing this document on the council's website.
- Use of the media and press releases.
- Regular evaluation and monitoring.

8.0 Summary of Issues - SWOT Analysis

Strengths:

- Attractive Georgian and Victorian 'townscape'
- Side streets with good brick and flint buildings
- Well contained and attractively re-designed Market Place
- Relatively moderate levels of traffic thanks to by-pass
- Weekly market and monthly farmer's market
- Range of facilities including cinema, library and community centre
- Ease of parking near to centre
- High quality rural landscape around the town to the south and south-west
- Local attractions including Pensthorpe Wildlife Centre

Weaknesses:

- Lack of maintenance for surfaces and some historic buildings
- Poor replacement shop fronts and fascia boards
- Replacement of features, particularly on unlisted buildings
- Poor design of some modern housing and shopfronts
- Large and open areas of 'un-landscaped' parking
- Vacant and neglected land

Opportunities:

- Redevelopment or improvement of car parks
- Further enhancement of public realm, eg. Lighting and surfaces
- Improvement/redesign of shopfronts
- In the longer term, further improvement of entrance or gateways such as Queens Road and White Horse Street.

Threats:

- Lack of maintenance to surfaces and buildings
- Further decline in the quality of shopfronts through inappropriate new designs and/or fascia boards & advertising
- Erosion of character and townscape through inappropriate development
- Loss of small businesses
- Erosion of architectural character through loss of traditional features, e.g. windows, doors, boundary walls
- Impact on the adjacent countryside of development and setting of the town.

Fakenham Conservation Area Character Appraisal and Management Plan
PART 2 MANAGEMENT PROPOSALS



1.0 Executive Summary

Part 2, Management Proposals, identifies future actions and proposed enhancements in the Fakenham Conservation Area.

The key to successful implementation of the Management Proposals will be effective partnership with community stake holders and with other bodies such as the County Council and statutory undertakers. The role of local interest groups and Chamber of Trade will also be vital.

The Management Proposals and their justification are summarised as follows:-

1. The revision of the boundary to Fakenham Conservation Area.

This will ensure that the quality of the Conservation Area will be maintained and not undermined. A more robust and justified boundary will provide a more sound basis for decision-making.

2. The introduction of Article 4 Directions.

In particularly sensitive parts of the Conservation Area permitted development rights have had an adverse impact on the character and setting of the Conservation Area. Prior to the confirmation of any Direction statutory consultation will be undertaken with residents affected and the views of the Town Council and the other stake holders sought.

3. A list of historic buildings of local architectural or historic interest has been compiled.

Many buildings in Fakenham are of special interest but not recognised nationally in the statutory listings. Identification on a local list will provide an added recognition of the value of a building or structure and become a material consideration when an application for development is made which affects that property.

4. The maintenance of high design standards for new development.

It is important that new development responds positively to the character of Fakenham. The District Council will seek the highest standards of design for both new-build and alterations or extensions to existing properties in accordance with the policies contained in the North Norfolk Design Guide.

5. The enhancement of the Public Realm.

Fakenham possess some interesting public spaces and there is substantial potential for their continued maintenance and enhancement, which will both lead to the up grade of the environment and the provision of opportunities for business development and enterprise. Specifically the highways, street furniture, lighting and green spaces.

6. The Council will work together with other bodies, agencies and landowners in order to achieve the successful implementation of all the Management Proposals.



Fakenham Conservation Area Character Appraisal and Management Plan

Without full and comprehensive engagement with the local community and local businesses the policies and proposals contained in this document will be difficult to achieve. Furthermore effective partnerships between all levels of local government are necessary to ensure that a cohesive and integrated approach is taken to management of the public realm and public assets in the Conservation Area.



2.0 Issues and Recommendations

2.1 Review of Conservation Area boundary

The housing on the north side of the Conservation Area includes a number of Victorian houses which have undergone a considerable amount of unsympathetic alteration. There are also some modern houses along the south side of Butcher's Lane, it is questionable whether this area portrays sufficient design quality to merit inclusion. However, this said it is felt that there is significant potential for enhancement therefore its Conservation Area status should remain in order to further encourage good design practise. It is recommended that the Butchers Road Area be extended to include the Catholic Church on the west side as well as Summerhill House, both of which are architecturally significant.

The original Grade II Listed Fakenham Grammar School building with its associated grounds provides an important entranceway to the town, it contains numerous mature trees which line the road side.

The Victorian cemetery on Queen's Road is a very pleasant area with an attractive chapel and good entrances on the east and west sides. It is recommended that the Conservation Area boundary, which currently finishes at Church Lane, be extended to include the cemetery.

It is surprising that two small areas on the south side of the Conservation Area have been excluded. The historic bridge over the Wensum is Grade II listed, and the former gasworks (now a museum) nearby is an interesting and rare survival. Both are strongly recommended for inclusion.

It is a further surprise that lengths of Norwich Road and Holt Road are excluded.

Sculthorpe Road

In terms of character, Sculthorpe Road incorporates a good mixture of soft and hard landscaping with many trees located in front gardens. The dwelling houses along the road are set within their own space and are either detached or semi-detached. There are a number of early 19th Century Victorian buildings interspersed with more modern buildings. As a consequence of the mixture of building age, size and quality the road lacks any overall rhythm or consistency of character.

Summerhill House is recommended for inclusion on the Local List of buildings of special architectural or historic interest. Numbers 29-37 are also of notable interest however they are not worthy of inclusion on the list.

However, whilst Sculthorpe Road is a pleasant suburban street it does not demonstrate sufficient architectural quality or cohesiveness of character to justify inclusion within the Conservation Area.

The five additions below have been made to the existing Conservation Area boundary:

- The Queen's Road cemetery
- The Grade II Listed historic bridge over the Wensum
- The former gasworks which is an interesting and rare survival



Fakenham Conservation Area Character Appraisal and Management Plan

- Wells Road area incorporating, St Anthony's Catholic Church, Summerhill House and Fakenham High School.
- Norwich Road and Holt Road area incorporating three Listed Buildings and two locally listed buildings.

2.2 Alterations to unlisted buildings and Article 4 Directions

A number of unlisted buildings in the Conservation Area have been adversely affected by the removal and inappropriate replacement of original features. This includes the replacement of windows and more occasionally doors, usually with uPVC. In a few cases, boundary walls have been removed. Some houses have had chimney stacks removed.

Where houses are not in multiple occupation or commercial use, such alterations can usually be carried out without planning permission. Development of this kind is called “permitted development” and falls into various classes, listed in the Town and Country Planning (GPDO) Order, 1995.

Powers exist for the Council, known as Article 4 Directions, to withdraw some of these permitted development rights in the interest of preserving and enhancing the character and appearance of the Conservation Area.

It is recommended that Article 4 Directions be considered.

Most of the buildings in the Market Place and The Square are listed and most are commercial properties, so it is unlikely there would be any need for having Article 4 Directions here. Elsewhere the Directions should cover front and side elevations of properties, They should include the replacement/alteration of windows and doors, chimneys and roof coverings, the painting of brickwork and the removal of boundary walls. There should also be clear guidance as to when satellite dishes and solar panels will or will not be acceptable.

2.3 Buildings of Local Interest

Fakenham contains a number of historic buildings that are unlisted, but which make a positive contribution to the character and appearance of the Conservation Area. This is either due to their age, materials, relation to surrounding buildings/environment, architectural detailing, 'townscape' value or to a combination of these factors. Planning Policy Statement 5 makes provision for local planning authorities to draw up lists of locally important buildings which make a valuable contribution to the local scene or local history, but which do not merit national listing. These will be given additional protection; however they will not enjoy the full protection of statutory listing.

For more details on the buildings of local interest and for their location see section 6.3, and Map 3. Some of the buildings along Norwich Street have been included for group value, either with each other, or with nearby listed buildings. It is recommended that this list forms the basis for a Local List for Fakenham.

No detailed research has been carried out on these buildings, and in most cases dating is included just as a general guide.

The following buildings have been included on the Council's local list:

- 41 Bridge Street
- 30 Bridge Street
- 5 Cattle Market Street
- 16 Cattle Market Street
- Hexagonal Kiosk, Cattle Market Street
- 1,3,5 & 7 Hall Staithe
- The Maltings Hall Staithe
- 31-33 Market Place
- 36 Market Place
- 1 Nelson Road
- 4 Nelson Road
- 9 & 11 Nelson Road
- 16 Nelson Road
- 14 Norwich Road
- 37 Norwich Road
- 6-10 Norwich Street
- 11 Norwich Street
- 21 & 23 Norwich Street
- 24 Norwich Street
- 25-27 Norwich Street
- 29 Norwich Street
- 37 Norwich Street
- 12 & 14 Oak Street
- Methodist Church, Oak Street
- 31 Oak Street
- 37-39 Oak Street
- 1 Queens Road
- Fakenham Junior School, Queens Road
- Summerhill House, Sculthorpe Road
- St Anthony's Catholic Church, 29 Wells Road

2.4 Development pressures and quality of new development/Negative areas

There are a number of isolated housing developments in the Conservation Area. At 32-92 Bridge Street, a large number of flats have been grouped within two large blocks. They show little regard for the surrounding traditional architecture. Some sheltered housing at Mill Court and Red Lion Court is on a more human scale, and they incorporate some welcome greenery, including trees. The layout of the rear part of Red Lion Court has a slight resemblance to that of traditional almshouses. Vine Court, leading off from Hall Staithe is of more interest. While the detailing of the houses is weak, the estate is evidently designed for the convenience of pedestrians, rather than for cars. The houses have small front gardens, and there is an attempt to create visual interest by varying the shapes of the roofs. While the layout of these smaller developments shows some imagination, the architecture remains a uninspiring version of traditional architecture, often with stock windows and doors. There is little attempt to reflect the surrounding architectural character and local distinctiveness.



Fakenham Conservation Area Character Appraisal and Management Plan

Along Hall Staithe and Wells Road there are isolated modern houses, while at the south end of Quaker Street there is a small modern terrace. These are somewhat unremarkable in design. Of further concern is the overwhelming erosion of character caused by the inadequacies of national planning controls, which continue to be weakened at national level.

The inherent building styles and types characteristic of Fakenham are a strength and should be reflected in new development. The scale and siting of new development should be considered with particular care, as should the architectural quality and detail. It is proposed that all new development conforms to the advice in this appraisal, as well as to the adopted North Norfolk Design Guide.

2.5 Public realm and green spaces

The District Council will work with other agencies, residents and land owners to ensure the public open spaces continue to be maintained and enhanced.

It is proposed that a joint maintenance regime be established to make sure that street surfaces are properly cleaned, and the street furniture is kept in good order (needs active engagement from all statutory undertakers and public bodies).

There is scope to improve street surfaces outside the centre. The appearance of the surrounding streets would be improved if the high quality paving used in the Market Place and adjoining areas could be continued. This could take a simplified form, incorporating one or two of the materials used in the centre and reflecting the red and grey palette used in the central areas.

Some attempt should be made to soften the interface where public car parks meet up with surrounding buildings. Some landscaping would help, such as the introduction of mature trees. Where there are boundary walls, these should be of reasonable quality, not as on the east side of the former Cattle Market, a cheap-looking low brick wall. If the cattle market is to be retained within the Conservation Area, the Victorian kiosk and boundary wall should be repaired, as they are one of the few, if not the only, features of interest here. Nos 32-92 Bridge Street which flank the entrance to a car park at the south end of Bridge Street, do have lawns in front, but the area has a bleak appearance which might be relieved by the presence of trees.



Figure 52 : Maintenance should be carried out properly. Poor replacement of surfaces in Norwich Street



Fakenham Conservation Area Character Appraisal and Management Plan

More sympathetic street lighting should be installed. This would be particularly beneficial in the Market Place and The Square, a space with an otherwise high quality of design.

Shop fronts, which play a large part in shaping visitors' perceptions of a street, would also benefit from improvement. A gradual programme of repair and improvement could be undertaken, and a guide produced to help design better shop fronts. A strategy should be devised, together with the local Chamber of Trade, to reduce the number of inappropriate colour schemes and overly large fascia boards.

To conclude and re-iterate it is vital that a maintenance regime be established in conjunction with Norfolk County Council Highways, other statutory undertakers and the Council's own property services team, to make sure that street surfaces are properly repaired and cleaned, that street furniture is kept in good order and that street lighting which conforms with the character of Fakenham is chosen.



3.0 Monitoring and Review

As recommended by English Heritage, this document should be reviewed every five years from the date of its adoption (2016). It will need to be assessed in the light of current policy and changing national government policy. A review should include the following:

- A survey of the conservation area including a full photographic survey to aid possible enforcement action.
- An assessment of the recommendations of this document and whether they have been acted upon, and how successful this has been.
- The identification of any new issues which need to be addressed, requiring further actions or enhancements.
- The production of a short report detailing the findings of the survey and itemising necessary action.
- Publicity and advertising.

It is possible that this review could be carried out by the local community under the guidance of a heritage consultant or NNDC. This would enable the local community to become more engaged with the process and raise awareness of the issues.

The success of this document will be dependent on support from local residents, regular monitoring and an effective enforcement strategy.

APPENDICES

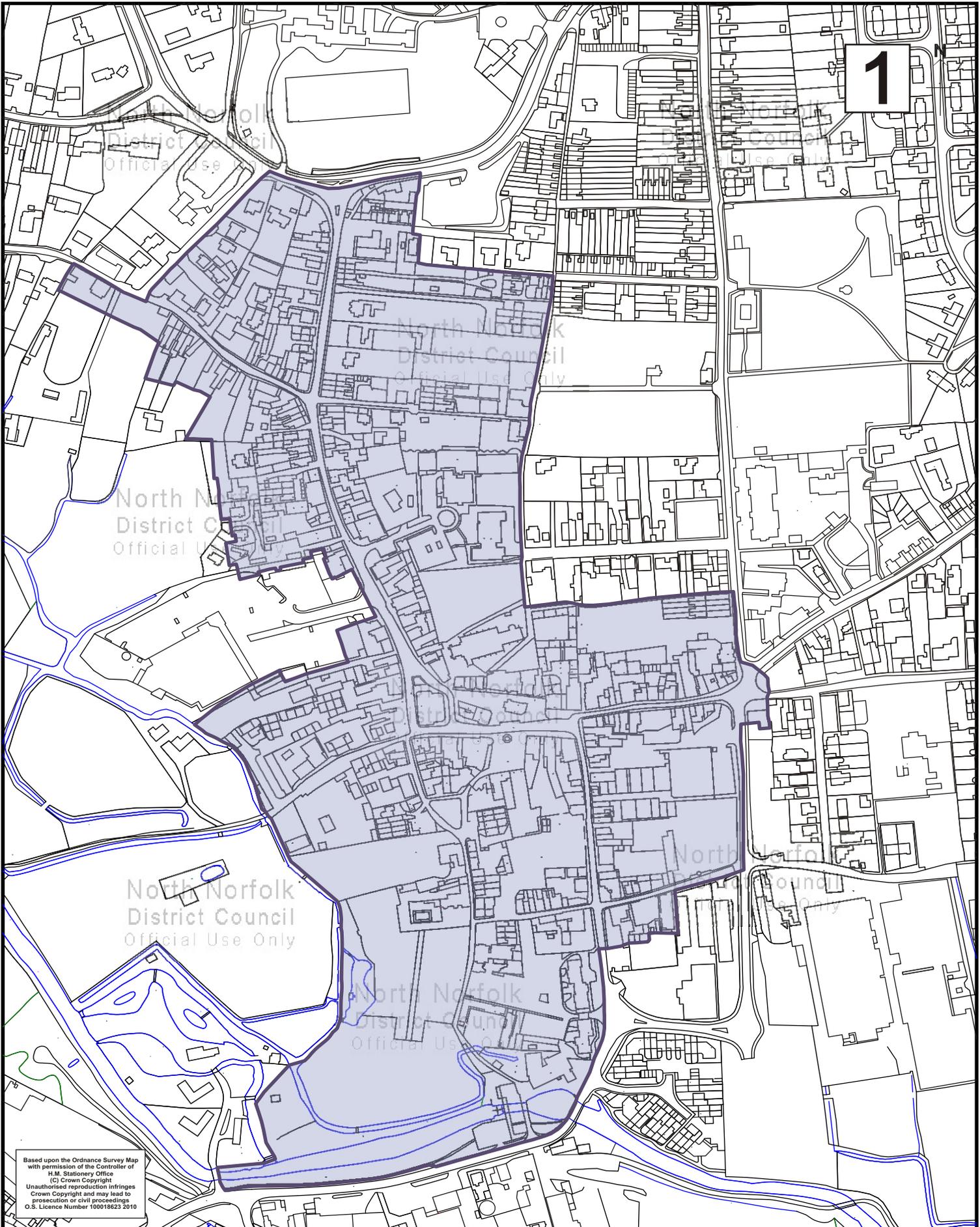




Appendix 1: Fakenham Conservation Area Maps

Map 1: Existing Conservation Area Boundary

1



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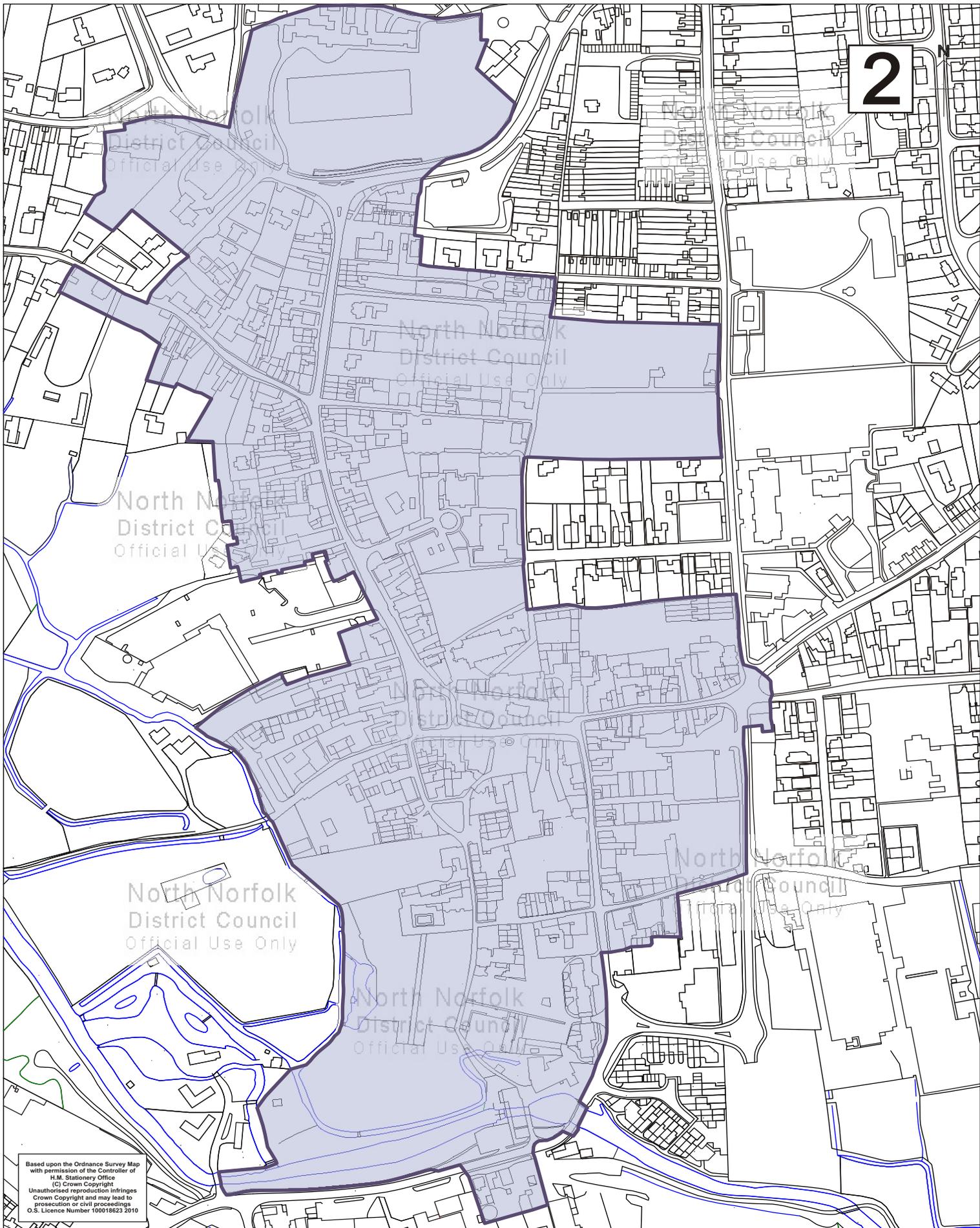
Existing Conservation Area Boundary
28/02/1975





Fakenham Conservation Area Character Appraisal and Management Plan

Map 2: Adopted Conservation Area Boundary



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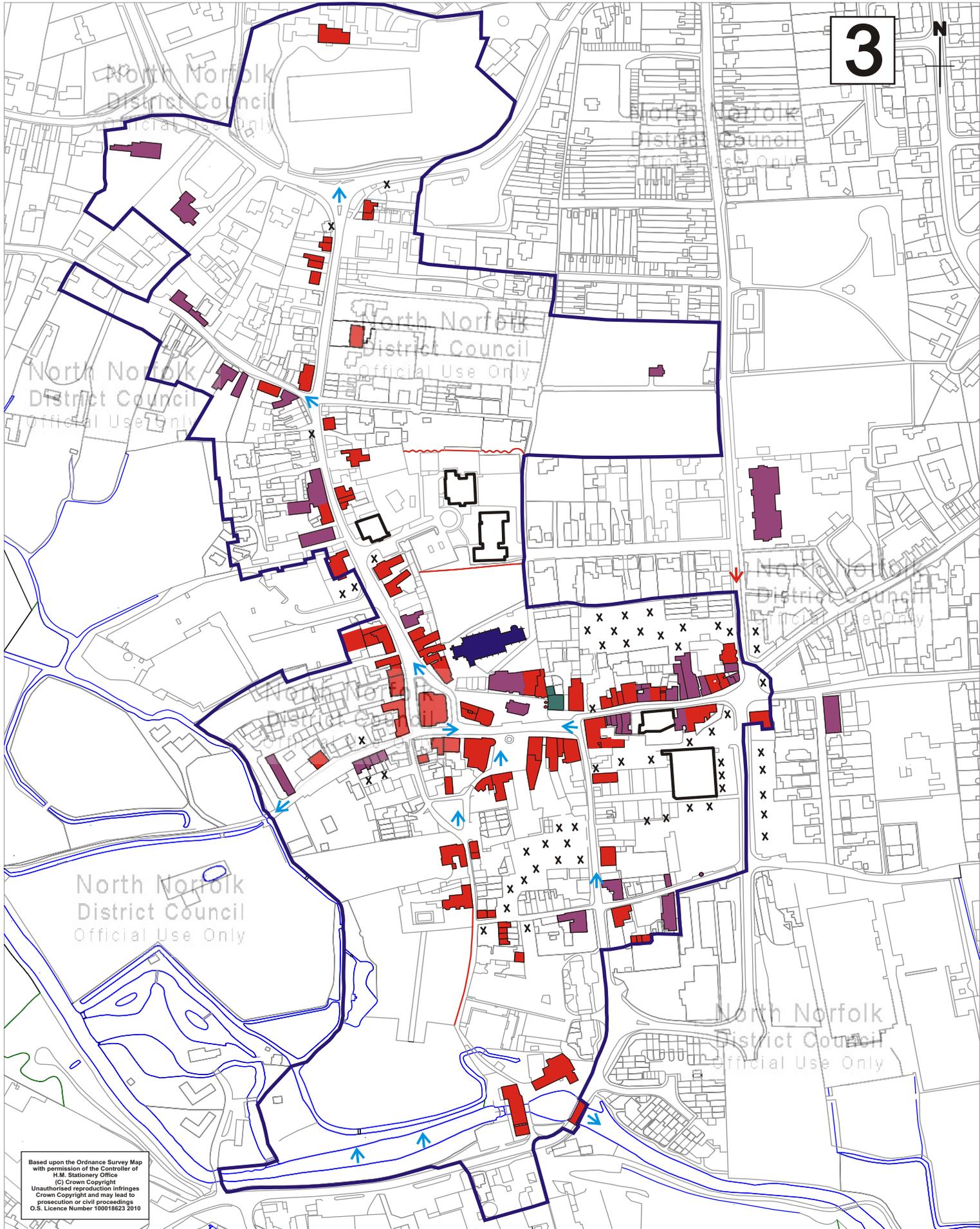
— Adopted Conservation Area Boundary





Fakenham Conservation Area Character Appraisal and Management Plan

Map 3: Heritage Features



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Fakenham Conservation Area

MAP 3:- Heritage Features

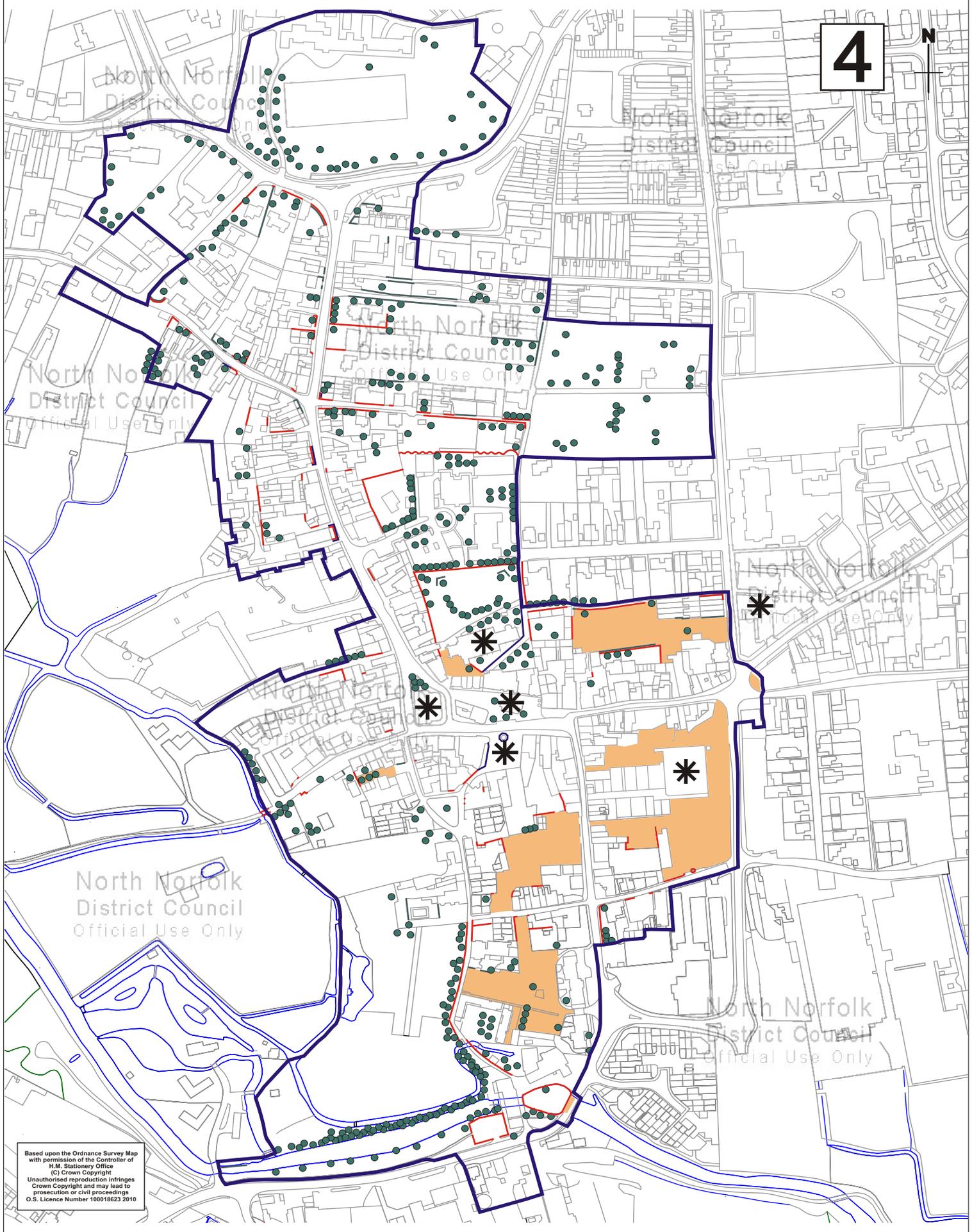
- Adopted Conservation Area Boundary
- Grade I Listed Building
- Grade II* Listed Building
- Grade II Listed Building
- Included on Local List
- Positive View
- Negative View
- X Negative Feature
- Building not reinforcing prevailing character





Fakenham Conservation Area Character Appraisal and Management Plan

Map 4: General Features



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Fakenham Conservation Area

MAP 4:- General Features

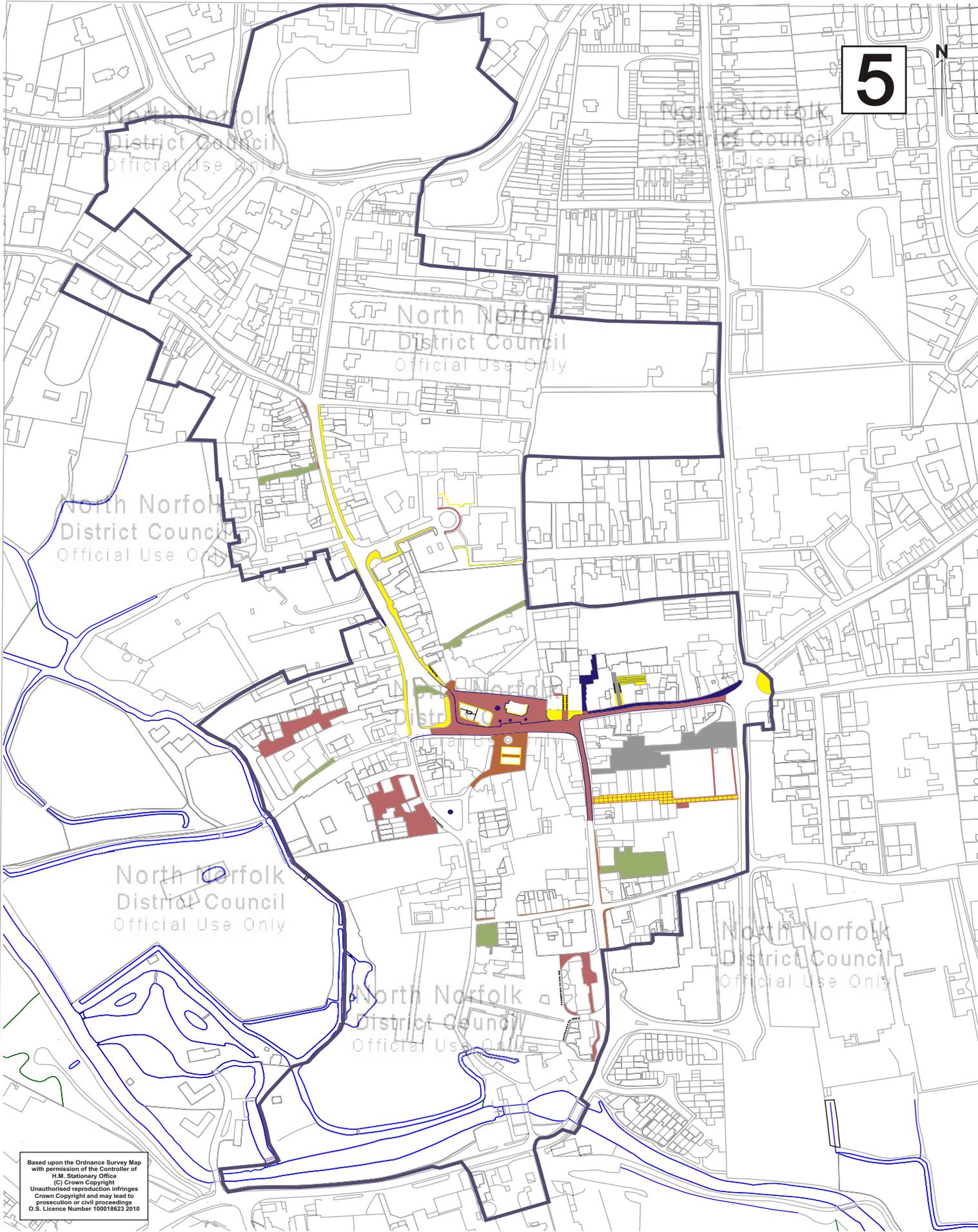
- Adopted Conservation Area Boundary
- Important Brick Wall
- Important Railings
- Hedge
- Tree
- Site with Improvement Potential
- Focal Point





Fakenham Conservation Area Character Appraisal and Management Plan

Map 5: Surfaces



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Fakenham Conservation Area
MAP 5:- Surfaces

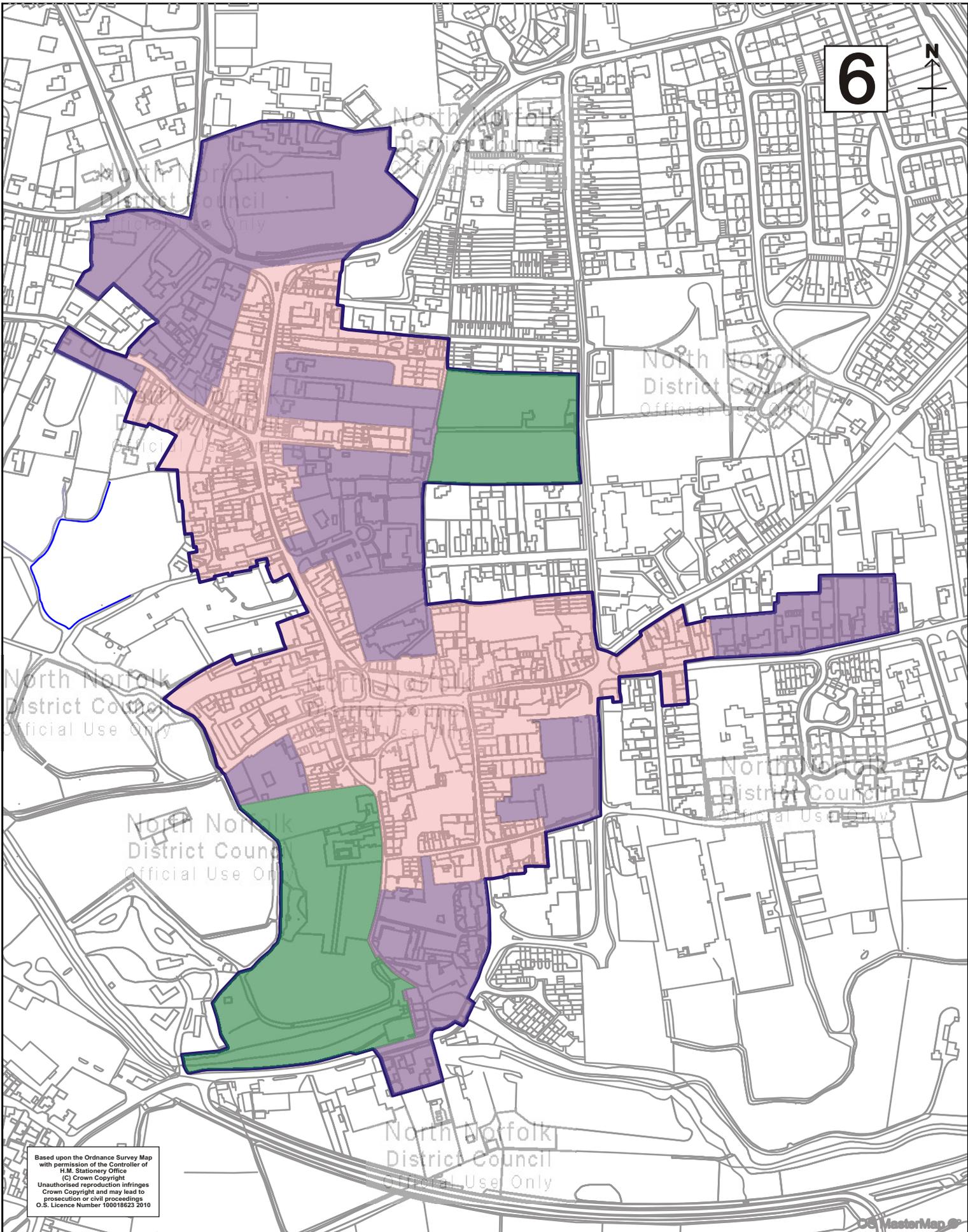
- Adopted Conservation Area Boundary
- Ceramic Pavers or Brickweave
- Blue Clay Pavers with Granite Kerb
- Red Granite Setts
- Concrete
- Gravel
- Paving Slabs (York Stone in Market Place, Concrete in other areas)
- Red Granite Kerb
- Grey Granite Kerb
- Cobbles





Fakenham Conservation Area Character Appraisal and Management Plan

Map 6: Character Areas



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Fakenham Conservation Area
MAP 6:- Character Areas

-  Adopted Conservation Area Boundary
-  1. Close-knit Housing
-  2. Large Buildings set within their own space
-  3. Green/Open Spaces





Appendix 2: Listed Buildings in the Conservation Area

- 1 & 3 Bridge St
- 2 Bridge St
- 11 Bridge St
- 37 Bridge St
- 43 Bridge St
- 4-8 Cattle Market St
- Church of St Peter & St Paul, Church Lane(Grade 1)
- Walls at Church Lane, includes “crinkle crankle” pattern.
- Crown Hotel, Market Place
- 1 Market Place
- 2 & 3 Market Place
- 4 & 5 Market Place
- 7-9 Market Place
- 10 Market Place
- 12 Market Place
- 14 Market Place
- 16 Market Place
- Wall abutting No 17 Market Place
- 18 Market Place
- 19 Market Place
- 23 Market Place
- 24 & 26 Market Place
- 27 Market Place
- 28 & 29 Market Place
- 30 Market Place
- 34 Market Place
- 35 Market Place
- 37 Market Place. Former Red Lion Hotel (Grade 2**)
- 38 & 39 Market Place
- Telephone kiosks, Market Place
- Former Corn Exchange (cinema) Market Place
- 1 Hall Staithe
- Old fire station, Hall Staithe
- Corn Mill, Hempton Rd
- Corn Mill offices & store building, Hempton Rd
- Bridge, Hempton Rd
- 25 Holt Rd
- 3 Nelson Rd
- 14 Nelson Rd
- 4 Norwich St
- 5 Norwich St
- 7 Norwich St



Fakenham Conservation Area Character Appraisal and Management Plan

- 9 Norwich St
- 15 & 17 Norwich St
- 30 & 32 Norwich St
- 33 Norwich St
- 34 Norwich St
- 35 Norwich St
- 1 & 3 Oak St
- 2 Oak St
- 4 Oak St
- 5 & 7 Oak St
- 6 Oak St
- 8 & 10 Oak St
- 11 Oak St
- 15 Oak St
- 18 Oak St
- 20 Oak St
- 21 Oak St
- Lamp post north of no 20 Oak St
- 32 & 34 Oak St
- 33 & 35 Oak St
- 36 Oak St
- 44 Oak St(Star Inn)
- 52 & 54 Oak St
- 1 Old Post Office St
- 3 Old Post Office St
- 5 Old Post Office St
- 3 Quaker Lane
- 11 Quaker Lane
- 3 Swan St
- 5-11 Swan St
- 4 Tunn St(Grove House)
- 7 & 9 Tunn St
- 10-16 Tunn St
- 21 Tunn St
- Wall south of Grove House, Tunn St.
- 1 & 3 Wells Rd
- 5 Wells Rd
- 11 Wells Rd
- 12 Wells Rd
- 13 & 15 Wells Rd
- 17 & 19 Wells Rd
- 44 & 46 Wells Rd
- Former chapel (Conservative Club) White Horse St
- 3 White Horse St(Rampant Horse public house)

Appendix 3: References and Sources

English Heritage: Guidance on Conservation Area Appraisals, 2006

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Bridges, E.M. & J. Baldwin (ed). A Conflict & Memories: Fakenham remembers World War Two. (Fakenham Museum of Gas & Local History 2005).

Baldwin, J & A. Tickle Memories of Fakenham Lancaster. (Jim Baldwin Publishing Solutions 2007).

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Pevsner, N & B. Wilson. The Buildings of North Norfolk 1: Norwich & North East 2nd edition. (Yale 1997).

Planning Policy Statement 5 (Planning and the Historic Environment 2010).

Tollhurst, P. Fakenham Conservation Area Appraisal. (1998).

Unknown. Fakenham Town Trail. (Fakenham Local History Society. Undated)

Unknown. Fakenham Whole Settlement Strategy. (Forward Planning/ North Norfolk District Council 2003)

Unknown. Archaeological notes provided by Norfolk Museums & Archaeology Service

Websites:

Helm.org.uk

Norfolkcoast.co.uk

Norfolkwildlifetrust.co.uk

northnorfolk.org.uk



Appendix 4: Sustainability

Environmental Sustainability is an issue which is growing in importance in relation to the built environment. Buildings have a significant impact on the environment, from their construction throughout their useful life to their eventual demolition. A large proportion of energy is used to heat and power buildings, which contributes to emissions of greenhouse gases, and the construction sector is globally one of the largest users of energy and producers of waste.

In many ways sustainability, as with conservation, is best achieved by early planning. Careful consideration of the materials to be used and the design of new development can greatly reduce impact on the environment. For example, maximising passive solar gain or providing shelter from prevailing winds can reduce heating needs thus using less energy. Choice of materials can also help reduce energy requirements, for instance high levels of insulation can ensure that buildings require less energy to heat, but also prevent excess heating in summer.

There are many measures to improve sustainability which also meet objectives relating to conservation. An example of this is the use of traditional materials and construction methods. These can result in high levels of sustainability, by using renewable resources like timber or low-embodied-energy materials such as lime, instead of synthetic materials such as plastic and concrete. The same is true for the re-use of buildings which both conserves traditional architecture as well as reducing the need for new-build structures. The use of locally sourced materials is another example, which helps to reinforce local distinctiveness, but also requires less fuel to transport materials over long distances.

Sticking to simple principles like using high quality materials can meet requirements for both sustainability and conservation, as they are more durable; require replacing less often, are more energy efficient and often more aesthetically pleasing.

For more detailed information on the issues relating to sustainability and the built environment consult the North Norfolk Design Guide.

Appendix 5: Contact Details

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Web: www.northnorfolk.org.uk

The Conservation and Design webpages offer links to all main heritage and conservation bodies for advice, guidance and information.

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