

# CROMER Conservation Area

## Character Appraisal and Management Proposals



Adopted 12/11/2012

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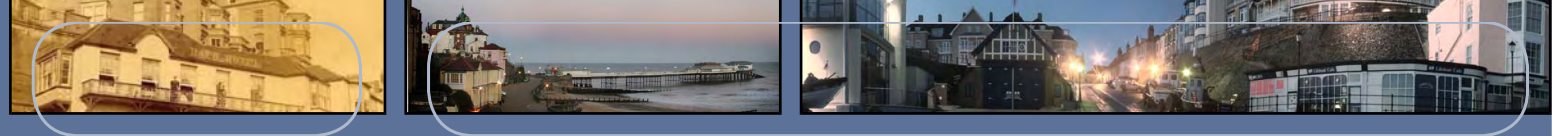
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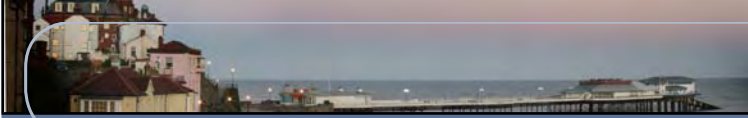
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## Foreword

*It is intended that this appraisal and management plan will play a significant role in guiding all aspects of the future management of Cromer Conservation Area. In so doing, it is hoped that this document will help to promote co-ordination and commitment across several sectors and in particular at District, Town or County tier of government, by the relevant statutory undertakers or through appeals to the Planning Inspectorate into planning decisions.*

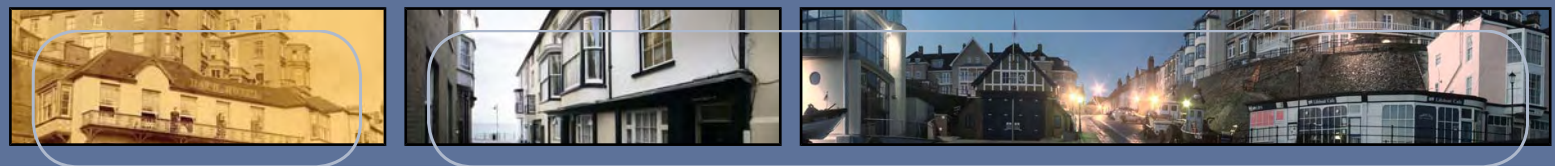
*In terms of content, this document has been split into three main sections. The first section draws upon the information contained within the Cromer Conservation Area Appraisal to provide a general overview of the THI area. The resultant analysis not only captures the essential ingredients that makes Cromer's Conservation Area so special, but also helps to contextualize the Conservation Area within the overall town.*

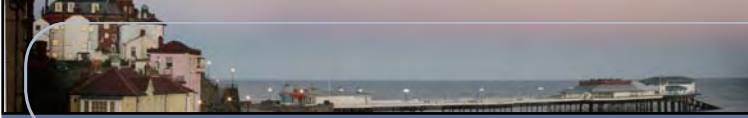
*The second part of the document examines the current arrangements for the management of the Conservation Area and will explore how the planning system, community participation and improved corporate working within and outside the District Council can improve the management of the historic environment. A series of recommendations and proposals for the future management of the Conservation Area will then be outlined and a joint concordat/vision for the management of the Conservation Area proposed. This will need the support of the various agencies and bodies actively engaged in the management of the Conservation Area.*

*The plan concludes by setting targets and priorities for those future actions that are considered necessary to ensure that the character of Cromer and its built heritage is safeguarded, both for the benefit of the townsfolk of Cromer and of visitors alike. In analysing and advising new ways of managing the Conservation Area, this document breaks new ground. The essence of this approach lies in the conception that the Conservation Area and the historic environment cannot exist in 'splendid isolation' and that there is a whole series of issues and influences which affects it. An 'holistic' and partnership approach will be the only way that Cromer's precious heritage can be protected for future generations.*

**Philip Godwin, Conservation, Design & Landscape Manager**  
June 2012

## PART 1: CHARACTER APPRAISAL





## 1.0 Purpose and Objectives

***The purpose of this document is to identify the prevailing ‘townscape’ character of Cromer and its Conservation Area and to bring forward a series of management proposals and initiatives that will preserve and enhance both it and the overall historic environment.***

The Cromer Conservation Area will be analysed and appraised in accordance with English Heritage Guidance. Management proposals will then be made, based upon:-

- (i) The powers available (both now and as proposed), to the District Council, for the control of the quality of alterations to buildings or development of new structures.
- (ii) The provision of best practice design and conservation guidance.
- (iii) The active engagement of the community through:-
  - (a) Direct works in the public realm.
  - (b) Contributions to the decision making process through the various local democratic and community channels.
  - (c) Education initiatives, including the participation of schools.
  - (d) The inauguration of a Conservation Area Appraisal Committee for Cromer.
- (iv) Effective joint working at District, County and Town Council levels. [Within NNDC service delivery will be undertaken in accordance with the principles outlined in this Plan. Externally the County Council and Town Council will be invited to be equal partners. The successful delivery of this Management Plan will only be achieved with their support. Likewise the statutory undertakers’ role will be vital.]

The overall objective is to maintain and enhance the very special architectural and townscape qualities of Cromer and its Conservation Area and to preserve them and enhance them through thoughtful conservation and sympathetic design.

***The benefits for the local community in the safeguarding of the historic environment and its many assets are sometimes underestimated. This plan seeks to save the historic fabric of the town, not just for its own sake, but so that it can be an effective resource for the future economic, social and cultural welfare of the people of Cromer.***

## 1.1 Introduction

***Cromer is “one of the few watering holes where....you can, from the same window, see the sun rise out of the ocean at morning and the sun disappear in glory of orange and scarlet in the evening.” Source: ‘Poppyland’ Clement Scott 1886.***

Cromer is set in a dramatic location, perched as it is upon the unsteady cliffs of East Anglia. Its seafront is one of the most impressive and thought provoking facades and elevations in the East of England. The town has 85 Listed Buildings and many other buildings of local architectural or historic significance (see Map B). Its overall ‘townscape’ significance is summarised in Section 1.3 ‘Statement of significance’ under the following headings:-

- (a) historical and cultural
- (b) architectural
- (c) aesthetic
- (d) social and cultural
- (e) sense of place

This part of the Management Plan forms the Conservation Area Appraisal and has been prepared in accordance with English Heritage guidance. It follows the format and criteria for the assessment of character as contained in English Heritage documents.



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## 1.2 Planning Policy and Context

Cromer is a key settlement in North Norfolk. With a population of over 8,000, it provides shops and services for a much wider rural hinterland.

The town is recognised in the adopted Core Strategy for North Norfolk District as an important service centre, employment hub and administrative centre. It can expect to see some limited housing growth over the next 10-15 years. However, for the most part it is likely to maintain its emphasis upon tourism-related industry and the provision of a quality environment for living in the town.

Cromer is an historic seaside town in a stunning setting. It can trace its history back into medieval times. The original settlement, Shipden, had disappeared into the North Sea by the 15th Century and today it is still a town that is constantly under threat from the work of the sea and as time passes global warming. Cromer seafront faces directly north and it is this unusual orientation that provides the essential backcloth to the town's identity. Fishing and tourism have traditionally been the staple economic activities of the town. Indeed at the turn of the 19th Century and 20th Century Cromer was one of the most fashionable seaside resorts in the country. A late Victorian and Edwardian confidence and elegance can still be detected today. Cromer is immensely rich in architectural quality. Some of its buildings such as the Hotel de Paris, Parish Church and Cromer Pier, are landmarks and 'signature' buildings in their own right.

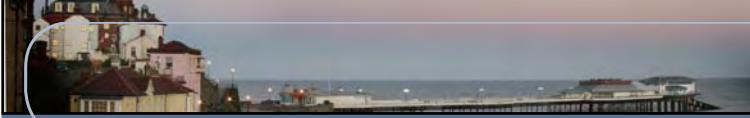
Served by railway from Norwich and with the likelihood of further improvements to transport infrastructure in the region over the next 15 years, Cromer despite the current economic conditions is still likely to come under continued pressure for development and for change.

***The key task for NNDC and its partners during this period will be to promote prosperity and diversity in the town and to ensure that its unique architectural character and legacy is safeguarded. The arrival at an effective balance between 'economic, social and cultural factors' will be the underlying challenge.***

Cromer fulfills many different roles: it is both a resort town and a service centre to numerous villages. It has basic services and some employment opportunities, but in some respects is still reliant upon neighbouring towns and Norwich. Nonetheless the attractive environment and the historic identity of the town and its hinterland are crucial assets. During the summer season many tourists and day-trippers come from a wide area to visit the town.

The natural and built environment in the town is of a very high standard and a major asset in terms of:

- The quality of life of the residents of the area;
- A visitor attraction; and
- Inward investment.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

Although Cromer has many fine historic buildings, the overall impression at the beginning of the 21<sup>st</sup> century was of a faded Victorian resort. The landscape setting within which Cromer sits is recognised as being of very high quality with Area of Outstanding Natural Beauty status (although this is blighted somewhat by exposed caravan sites along the coast).

Architecturally, Cromer possesses strong 'local distinctiveness'. The church and churchyard, and the Pier and Hotel de Paris, are obvious landmarks. However, the town lacks a meeting place or square. This is compensated to some extent, by the wide expanses of foreshore and beaches.

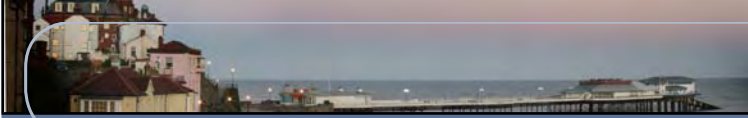
Norwich is the main shopping destination outside Cromer with shoppers also visiting sheringham, North Walsham and Fakenham for their markets. Cromer has some good independent shops and tourism-wise, Cromer is not seen as having one main attraction, especially one that is attractive all year round. Accommodation continues to be geared to the lower end of the market. Tourism tends to be seasonal, supporting low-paid jobs.

In the period 2002-2006 the Heritage Lottery Fund sponsored THI created a favourable response and encouraged owners of property inside and outside the area of the THI scheme to improve their properties'. Since 2008 Cromer, like the rest of the country has experienced mixed economic fortunes.



Cromer East Beach 1872





## 1.3 Statement of Significance

### **(a) Historical and Cultural**

From its beginnings, Cromer's history has inevitably been associated with the sea. The original settlement believed to have been established in the ninth century was a fishing village, and fishing is still significant to this day. Examples of this fishing heritage can be seen throughout the town, but its continuing presence is best seen at the eastern end of the promenade at the Gangway, where the fishing boats are moored.

The old cemetery of the Cromer Chapel, on Holt Road contains four listed gravestones for the local fishing families of Balls, Davies, Harrison and Stimpson. These gravestones bear early images of fishing boats or lifeboats.

The Royal National Lifeboat Institution has a strong presence in Cromer. There is exceptional local pride in the service, and there is prominent evidence all around the town. This ranges from the new Henry Blogg Museum to plaques on houses where lifeboat crew lived. A new lifeboat station, accompanying the inshore lifeboat that operates from the beach, was built at the end of the Pier in 1999. The new Lifeboat Museum with cliff lift, new toilets and restaurant, was constructed at the foot of the Gangway in 2006. This is the first purpose-built lifeboat museum in the country.

Between 2002-2006 a series of artworks with a connection to Cromer's lifeboat history were installed under the Cromer Regeneration Programme. The large compass design on the Pier forecourt, based on the compass in the HF Bailey lifeboat in the RNLI museum, has 24 lines radiating from it, each of which indicates the location where a famous lifeboat rescue took place. 24 granite stones have been set at the end of the lines looking out to sea, and each stone is upright to act as a reminder of the beacon that burned on the corner of the church tower before the first lighthouse was built.

The preponderance of Victorian and Edwardian hotels and guesthouses on the cliff top and in surrounding streets illustrate the significance of Cromer's rise as a holiday resort. In 1823 Catherine Ward wrote in the *'The Cottage on the Cliff'* that 'Cromer has of late years become the resort of the most fashionable company at the bathing season'. As bathing and taking sea air during the nineteenth century became increasingly a popular pastime, Cromer exploited its position and developed from a fishing town to a seaside resort. The Norfolk gentry purchased or built houses in Cromer for use as 'summer residences'; this meant that architect-designed houses were being introduced into a hitherto 'vernacular townscape'.

Those who came to Cromer did so initially for health reasons. As early as 1792 the Universal British Directory reported that:

*'Cromer has for some years past been a summer resort of much genteel company, on account, as well of the beauty and pleasantness of the country about it as of the salubrity of the air and the convenience of the place for bathing'.*

Jane Austen, for example, wrote in Emma that Cromer was ‘the best of all the sea-bathing places’. The patronage of Cromer by nineteenth century writers has been acknowledged in the art works undertaken as part of Cromer Regeneration (2002-06) – quotations by Austen, Oscar Wilde, Elizabeth Gaskell and Algernon Swinburne have been immortalised in stone inscriptions on the sea front and in the town centre.

Today a unique ‘cultural’ event takes place in the newly refurbished 510-seat theatre located on the Pier. It is the only remaining place in Great Britain with an ‘end-of-pier’ seaside show, once a common feature at British seaside resorts.

The areas of residential development to the south and west are historically significant as they show the further development of the town due to the coming of the railway in the later nineteenth century. The predominantly Victorian properties to the west were laid out on a grid iron pattern, with the majority to the south-east consisting of Edwardian detached villas in their own gardens.

### **(b) Architectural Significance**

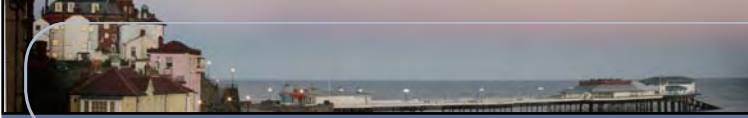
The diversity of Cromer’s architecture and townscape is easily distinguished. Several ‘identity’ or ‘character’ areas can be identified:-

1. Firstly, there are the remnant survivals of the old fishing town in the form of flint fishermen’s cottages;
2. Secondly, buildings such as the Bath House, Marine View and The Crescent were built during the period of the development of Cromer as a ‘health resort’;
3. Thirdly, the imposing hotels on the cliff top and the distinct residential areas show both Victorian and Edwardian expansion after the coming of the railway.

Cromer’s strengths lie in the diversity of its townscape and the confidence and strength of its architecture, set as it is in a dramatic landscape setting.

The few remnants of traditional cobble construction show how local materials were used for building before the architectural development associated with Cromer’s growth as a tourist destination. The town’s buildings reflect this change, ranging from simple and charming brick and flint cottages in the **older part of the town** to the opulent late Victorian hotels set on the cliff top. The use of stucco, and later brick and ‘terracotta’, in the Victorian period, to either re-face buildings or rebuild completely within Cromer is directly related to its ‘role’ as a resort. In the 1880s, Church Street was developed as the **commercial centre** of the town, with new commercial buildings. These were generally bigger than anything that had gone before, often with substantial oriel and bay windows which is a particular feature of Cromer’s architecture. Late nineteenth century records from the former Cromer Urban District Council contain a number of applications to insert oriel/bay windows at first, and more occasionally, at second floor level, in existing buildings.

The architectural styles used in the **residential areas** of the late nineteenth and early twentieth centuries characterise the popularity and fashionable attraction of Cromer at this stage in its development. These areas can be divided into streets of ornately decorated terraced properties (for example Cabbell Road & Cadogan Road), streets of more humble terraces (Upper West Street), and streets of detached ‘belle epoque’ properties (for example, Cliff Avenue).



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

Other structures within the Conservation Area have special architectural significance. The Pier has become a widely recognisable landmark feature on the North Norfolk coast. All the other buildings located on the Promenade are important examples of seaside architecture, including the Bath House and Lookout. The Promenade itself is a dominant and recognisable feature. The Gangway (Grade II Listed) with its Victorian surface of granite setts and kerbstones illustrates the continued importance of gaining access to the foreshore in the nineteenth century.

### ***(c) Aesthetic***

Throughout its history the views of and from Cromer have contributed greatly to its aesthetic significance. The most famous views of Cromer are usually associated with its coastal location and its church. The instantly recognisable view of Cromer from the East Beach has been, and continues to be, the familiar subject of postcards and paintings. The Henry Blogg Lifeboat Museum (2005) now arguably adds to the richness of this view. The view of the town from the south-west with the church tower rising above the roofs, with the lighthouse on a distant hill became a favourite subject for the 'Norwich School' artists in the nineteenth century. Art groups and artists still come to Cromer today to paint the famous sea front.

The very height of the church tower means that it is visible when approaching Cromer from any direction. As such it serves as a landmark and focal point for both the town and the coast.

Views from Cromer looking out usually involve the sea; for example the houses and hotels that were constructed on the cliff top during the period of Cromer's growth were located there primarily for the sea views. Such buildings were provided with balconies, bay windows and turrets to fully take advantage. (The Regency villa, Brunswick House on The Gangway, with its large bow windows is a typical example). Views towards the town from the Pier are particularly impressive with a whole panorama of buildings from differing periods presenting a magnificent facade.

### ***(d) Social and Cultural***

At the height of its popularity, Cromer was one of the places to be seen. Victorian and Edwardian patrons included: Lord Tennyson, the Prince of Wales and the writer Oscar Wilde. Victorian and Edwardian architecture prevails – new and prestigious buildings built by notable people of the day (e.g the Hotel de Paris).

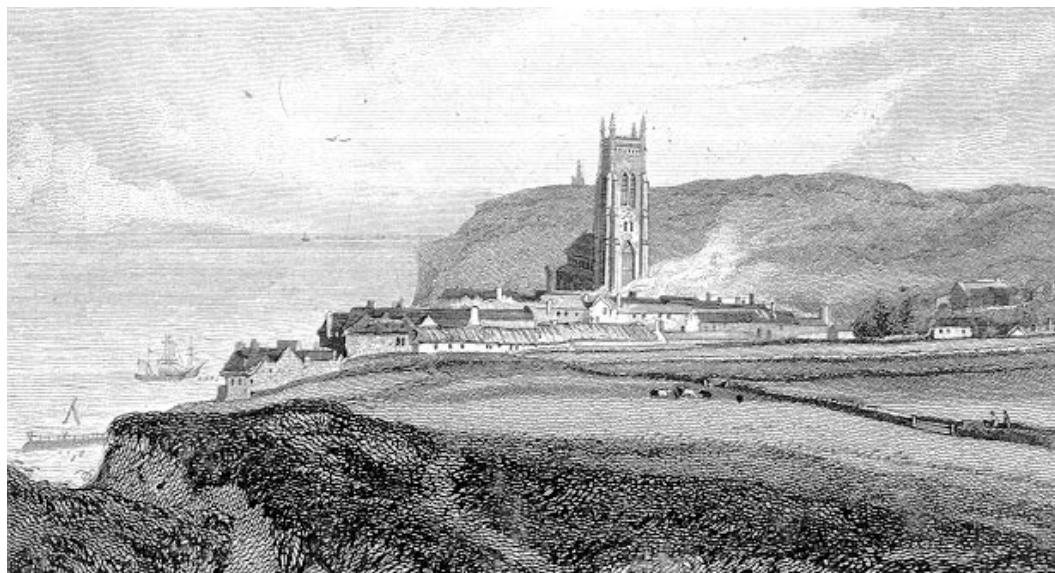
Cromer's overall ambiance and social status changed after the Great War, and it became increasingly popular after World War Two for 'bucket & spade' holidays. The decline in the traditional seaside holiday in the latter half of the twentieth century has been reversed to some extent with the recession of 2008 onwards. A visit to the seaside is still a part of British culture, and attractions like a pier, a promenade, fish and chip shops, and ice cream parlours remain a major draw. More locally the drive out to Cromer from Norwich is still a major feature. In August the annual Cromer Carnival is one of the most popular events of its type in East Anglia.

A particular element of Cromer's social and cultural history has been the role of the Royal National Lifeboat Institution and the story of the most famous Lifeboat man, Henry Blogg.

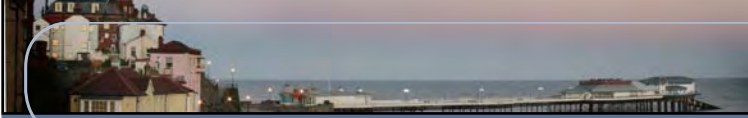
**(e) Sense of Place**

Many aspects contribute to providing Cromer with a sense of place. These include its characteristic architecture; its association with the sea; its role as a seaside resort; and its location. All combine to produce a distinctive sense of place.

Cromer operates on a day-to-day basis as a service centre, the character of which is most dominant in the winter months. In the summer, upon this is superimposed the hustle and bustle of holidaymakers. The changes in weather, as well as the changes in season also contribute to Cromer's sense of place. The bracing winds that come off the North Sea in the winter whistle down the narrow streets of the old part of town. As Clement Scott most famously recognised, Cromer is one of the few places where you can see the sun rise from the sea and set in the sea. In the warm calm of a summer's evening, the contrast with the iciness of the winter could not be more different. However, it is in Cromer's fine architecture and historic buildings that the town's character can be best appreciated. **This built heritage resource is often taken for granted, but it will always provide the basis for a renewed pride and economic prosperity.**



**View of Cromer from 1818 showing the extent of development that occurred in the second half of the nineteenth century**



## 1.4 Townscape Appraisal

### Origins and historic development of the area

The origins of Cromer stretch back well over a thousand years. Within this timescale, the settlement has witnessed a good deal of change and experienced varying fortunes. Cumulatively, however, these events have created a rich and distinctive heritage that is worthy of preservation and enhancement. The main historic milestones of this heritage can be summarised as follows:

Danish settlers may have established the original fishing village of Shipden in the 9th century – the name Shipden probably derived from sheep that grazed on the surrounding hills of Cromer Ridge. This original village grew up around The Gangway, where a stream cut through the cliffs giving access to the shore. This provided the only opportunity for ships to embark between Great Yarmouth and Blakeney. The wealth of Shipden was founded on sea-trade, fishing and farming.

By the 13th century, trade with the Baltic and Icelandic whaling industries brought increased wealth in return for local agricultural products. Shipden was granted the right to hold a weekly market and an annual fair in 1285. By the 15th century, taxes on merchandise passing through the port had been raised to build the first of a series of wooden jetties, providing a safe haven for ships, whilst also affording the town some protection against erosion. Despite this protection, by the end of the 15th century, the church of Shipden-Juxta-Mare, together with nearby cottages, had toppled over the cliff!

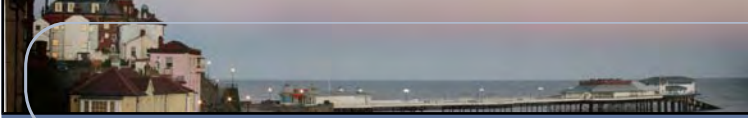
During the 16th century, the settlement gradually regrouped further inland around the other parish church of Shipden-Juxta-Felbrigg. Rebuilt in the fifteenth century on a grand scale in the Perpendicular style, it remains the centrepiece of the town today, with the tallest medieval tower in the County.



**View of the Gangway 2010**







## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

### 1.4.1 Location and Setting

#### Location and Context

Cromer is a seaside town located midway along the North Norfolk coast on cliffs overlooking the North Sea. The town is surrounded by an Area of Outstanding Natural Beauty. The main area of development focuses on the sea front but wide belts of residential development stretch away to the south-east towards Overstrand and to the west towards East Runton. Originating as a small fishing village, as Cromer has developed as a town it has become a popular summer holiday resort with tourism now being the town's main industry.

The Conservation Area was designated in 1975, with the boundary drawn around the sea front and historic core of the town, along with a small amount of nineteenth century residential development. The boundary was extended in 1993 to include some residential areas to the south and west. Victorian and Edwardian residential development not only make a positive contribution to the setting of the town centre, but also contain some superbly detailed buildings that help to further define Cromer's built heritage.

#### General Character and Plan Form

The general character of Cromer's Conservation Area is that of a late Victorian seaside resort. Although the historic core of the town has older origins, and retains some buildings that date from earlier than the nineteenth century, the expansion and development of the town in the last quarter of the nineteenth and early years of the twentieth centuries contributes much to its character, with a large proportion of the Conservation Area containing buildings from these periods.

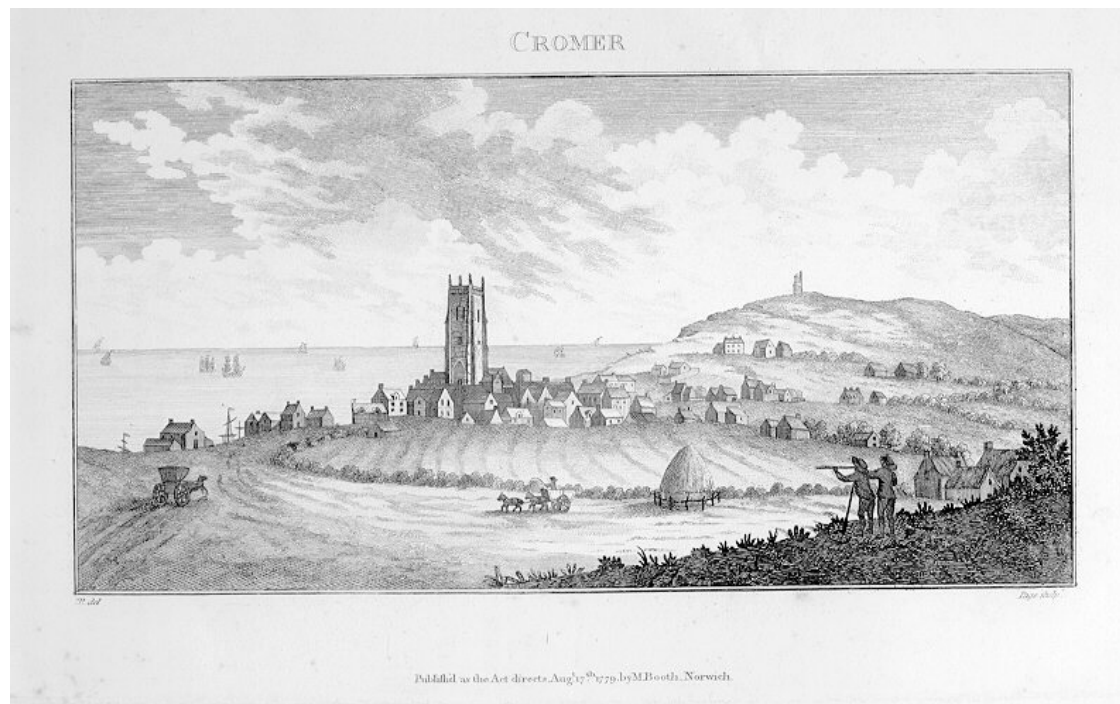
The street layout of the Conservation Area varies between the more densely developed historic core and the outer residential areas. The old town, the area that surrounds the parish church, retains its irregular historic street pattern, with the streets tending to be short, and slightly curved. The predominantly residential areas that were developed in the late nineteenth and early twentieth centuries have a much more regular plan form, with long, linear streets of terraces.

#### Landscape Setting

As the Conservation Area only encompasses a part of Cromer, the majority of its boundaries are located predominantly within built-up residential areas. The exceptions to this are the northern boundary, which runs along the sea front, and part of the boundary on the southern side, which abuts woodland which is part of the Cromer Hall estate. The links between the Conservation Area and the surrounding landscape are therefore limited, as are the views of the surrounding countryside. However, one only needs to travel a short distance out of Cromer itself before a more rural landscape is reached, indeed the Norfolk Coast AONB boundary is adjacent to parts of the Cromer Conservation Area boundary.

The main panorama from the Conservation Area is therefore that of the sea. This can be seen from a number of points, whether on the sea front itself, the higher ground to the south on Norwich Road or Holt Road, or from a distance whilst looking down one of the outlying residential streets that leads down to the sea.

A panorama of the whole Conservation Area can be gained from the main approach roads into Cromer, mainly due to the fact that one descends into the town. This scene is dominated by the church tower, the tallest in Norfolk, which is surrounded by a sea of red pantile roofs of varying heights, which adds even more interest to the skyline and to the town's 'roofscape'.



**View of Cromer from 1779 showing the prominence of the parish church**



## 1.4.2 Historic Development and Archaeology

### Origins and historic development of the area

The origins of Cromer stretch back well over a thousand years. The main historic milestones of this heritage can be summarised as follows:-

Danish settlers may have established the original fishing village of Shipden **in the 9th century** – the name Shipden probably derived from sheep that grazed on the surrounding hills of Cromer Ridge. This original village may have grown up around The Gangway, where a stream cut through the cliffs giving access to the shore. This provided the only opportunity for ships to embark between Great Yarmouth and Blakeney. The wealth of Shipden was founded on trade, fishing and farming.

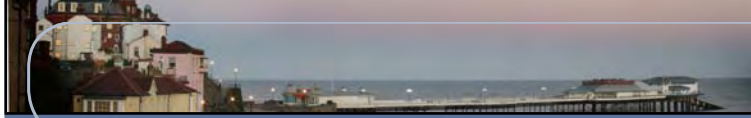
**By the 13th century**, trade with the Baltic and Icelandic whaling industries brought increased wealth in return for local agricultural products. Shipden was granted the right to hold a weekly market and an annual fair in 1285. **By the 15th century**, taxes on merchandise passing through the port had been raised to build the first of a series of wooden jetties, providing a safe haven for ships, whilst also affording the town some protection against the sea. Despite this by the end of the 15th century, the church of Shipden-Juxta-Mare, together with nearby cottages, had toppled over the cliff.

**During the 16th century**, the settlement gradually regrouped further inland around the other parish church of Shipden-Juxta-Felbrigg. Rebuilt in the fifteenth century on a grand scale in the Perpendicular style, it remains the centrepiece of the town today.

**In the 17th and early 18th centuries**, despite the threat of further erosion, and several disastrous fires, Cromer continued to consolidate its position. In the late 18th century, the town began to transform itself into an elegant seaside resort. With sea bathing becoming popular amongst the gentry, the town exploited its natural advantage. Cromer's first tourist guide, Edmund Bartell's 'Cromer Considered as a Watering Place', was published in 1800. Up until this time, Cromer was still little more than a fishing village with a few streets gathered around its large, decaying church, but local families took the opportunity to supplement their income by providing lodgings, or hiring out bathing machines. The transformation of Cromer into elegant resort thus began to gather momentum.

**By the early years of the 19th century**, many humble brick and cobble buildings were either rebuilt or had acquired smart new stucco façades. This change was commented upon in 1807 in the 'Bell's Court & Fashionable Magazine'; the correspondent noted that 'some of the fishermen have been ejected from their old cotts, or have surrendered them to a speculating bricklayer, who has spruced them up with a little fresh lath and plaster, or a layer or two of seastone and pebbles, and scrawled 'Lodgings to Let' over the window'.

Cromer's population rose from 676 in 1801 to 1232 in 1836, and by this date there were at least 70 lodgings, boarding houses and hotels available for the new visitors, together with a new Subscription Room, Library and Billiards Room. Cliff top sites were developed for private residents, including Hastings House for Lord Hastings of Melton Constable Hall, and Marine Villa (soon to become the Hotel de Paris) for Lord Suffield of Gunton Hall. The Crescent on East Cliff, built in 1823, is a fine example of late Georgian taste.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

Following several damaging storms, the first sea wall was constructed by Act of Parliament **in 1845**. This, together with a new wooden jetty, provided an attractive promenade for Victorian gentlefolk. This was the last wooden jetty to be constructed before the present pier in 1901.

The town experienced its most dramatic transformation after 1877 when the railway arrived from North Walsham. Previously, Cromer had only been accessible to those who could afford the Norwich coach. However, the construction of Cromer High Station enabled large numbers of visitors to take excursions from London. Situated outside of the Conservation Area to the south of the town centre adjoining the Norwich Road, the station, along with accompanying residential development, was built on land auctioned off by Lord Suffield. Ten years later, a 'loop' was extended to Cromer Beach Station with a link to Sheringham. This both opened the town up to summer visitors from the Midlands, and also meant that new building materials could be obtained more cheaply and in larger quantities. Cromer High Station closed in 1959. Cromer Beach Station is still operational and bringing holidaymakers to the town today, and is located in the south-west of the Conservation Area.

**From the end of the 19th century**, growth in passenger traffic and accommodation went hand in hand. A large number of plots of land from the Cromer Hall estate were sold on the west side of the town on a grid iron layout of residential streets. To the south east, more regular streets of terraced houses and detached villas grew up around Cliff Avenue. Prominent local architects such as George Skipper were commissioned to work on some of the most prestigious buildings, including the Town Hall (1890), The Hotel Metropole (1893) on Tucker Street, the Grand Hotel (1891) and an extensive remodelling of the Hotel de Paris (1895).

The building boom of the last quarter of the nineteenth century is still very much in evidence in Cromer today. The prosperity of Cromer at this time resulted not only in hotels, guesthouses, residential properties and new shops being built, but also the restoration of the decaying parish church, which was completed in 1889. Following the destruction of the old jetty in 1897 following a storm, the present cast iron pier was completed **in 1901**. This bold move strengthened Cromer's position as a fashionable Edwardian seaside resort.

The peak year for tourism in Cromer was 1910, although the building boom was largely over by this time. After the Great War, fewer of the upper classes took holidays in Cromer. The resort nevertheless remained popular, and after the Second World War Cromer became popular for 'bucket and spade' holidays.

**After the Second World War**, town centre redevelopment tended to erode the historic character and appearance of Cromer. Following bomb damage a number of sites were redeveloped. Some developments complemented the historic character of the town, such as the building at the corner of Church Street and High Street, however some are at odds with the character of the town, such as the arcade of flat-roofed 1960s shops at the west end of Church Street, where the area known as The Narrows was widened resulting in the demolition of a number of historic buildings.

Other infill development has also occurred in Garden Street and Tucker Street, where the Metropole and Tuckers Hotels were demolished in the 1970s and replaced with the De Vere Court development in the 1980s. Notwithstanding these changes, however, the street pattern and overall character of the town has remained intact. More recently, strong design policies

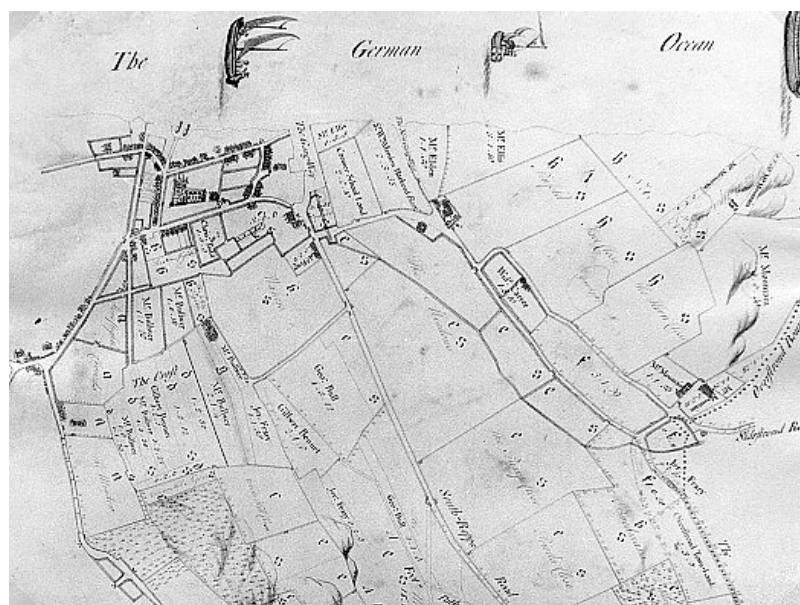
have secured a far more sympathetic residential flats scheme alongside The Gangway. The successes of the Heritage Lottery Fund sponsored Townscape Heritage Initiative between 2002-2006 has vastly improved the condition of a number of key historic buildings within the Conservation Area. During this period several new buildings in a contemporary style appeared (Lifeboat House and Tourist Information Centre).

### Archaeological Significance and Potential of the area

There are no scheduled ancient monuments within the Cromer Conservation Area, but there are a number of archaeological sites recorded within the Norfolk Scheduled Monuments Record (SMR) for the Conservation Area and adjacent areas, the locations and details of which are tabled in Appendix A.

It can be seen that there have been some recorded incidences of prehistoric artefacts being found within Cromer. However the majority of the Historic Environment Record entries relate to The Great War and World War Two. A large amount of military activity took place in North Norfolk during this period, with many airfields established in the district and troops being billeted in local hotels. Due to the threat of invasion, the coast was subject to the construction of many military defences. The historic importance of the remains of such defences is increasingly becoming recognised.

In terms of archaeological potential, this part of the coast has a rich history from the prehistoric period onwards, as has been demonstrated with the excavation following cliff erosion in the early 1990s of the West Runton Elephant, whose remains had been preserved for more than 600,000 years. As Cromer is a settlement with a relatively long history, the potential for recording building archaeology is large. Much of this archaeology may exist in standing structures, and within the buildings in the older part of the town that today display an eighteenth or nineteenth century façade.



1747 Map of Cromer





### 1.4.3 Spatial Analysis

#### The character and interrelationship of spaces within the area

The main public open spaces within the Conservation Area are marked on Map C. These are important spaces, some of which are green, within an otherwise urban landscape. They contribute much to the character and setting of the Conservation Area and its key terraces. The largest open space is to be found on the sea front and along the beaches.

Spaces between buildings, especially along streets, vary throughout the Conservation Area. In the historic core of the town, street widths tend to be narrow with three storey buildings fronting directly onto the street, which results in a feeling of enclosure. The further one moves towards the outer boundaries of the Conservation Area, the more the feeling of enclosure diminishes, with wider street widths, and spaces between, and in front of properties.

The town lacks an obvious public meeting space, but this is more than compensated by the long lines of the promenade and beaches and some of the adjacent green spaces such as the Runton Road Gardens, North Lodge Park and The Meadow (see Map C).

The Parish Church is the dominant building from many view points. The one breathing space in the centre of town which is of note is the grounds of the Parish Church, which continues to offer refuge for pedestrians and shoppers and a fine setting for the church itself.

#### Key views and vistas

The key views and vistas within the Conservation Area are shown on Map C. Many of the landmark buildings in Cromer are such because of their height and varying rooflines. The varying roofscape of the 'old town' results from a range of buildings of different periods and styles built in close proximity, and are indeed characteristic of the town. This is in direct contrast to the outlying residential areas where properties are more regularly spaced, and built in a linear arrangement, which results in long views along streets.

Notable views, vistas and panorama are from the pier towards the Hotel de Paris and the seafront; along the east beach and in the direction of the Parish Church; down into the town from the location of the Lighthouse and Norwich Road. Within the town itself there are intimate glimpses of the Parish Church and intriguing vistas along Jetty Street and High Street. From all over the Conservation Area and the town the Parish Church is the dominant feature. Several corner buildings with turrets and bays provide self-evident focal points.



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DODDROWS TO LET  
KING STREET

Corner Cafe

Country To Let

## 1.4.4 Character Analysis

### Definition of Character Areas

The Conservation Area can be sub-divided into distinct identity or character areas (shown on Map B). Broadly, there is a distinction between the Town Centre, the Residential Areas, and the Sea Front. However within each of these Character Areas there is further subdivision.

The **Town Centre** consists of:

- the 'old town' (the historic core centred around the church and sea front), and
- the later nineteenth century predominantly commercial development, which focuses on Church Street.

The streets of the historic core of the town tend to be narrow, and in many cases lead down to the sea front. The narrowness of streets such as Jetty Street is further emphasised due to the height of the buildings, which are often three storey. The whole area is dominated by the parish church and its tower.

The later nineteenth century commercial development is primarily located in Church Street, Bond Street, Garden Street, and Hamilton Road. These streets are characterised by mainly red brick, ornately detailed properties of three or more storeys, with commercial units on the ground floor, and residential above.

The **Residential Areas** can also be sub-divided into:-

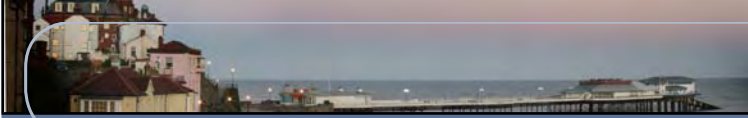
- the late nineteenth century development of terraces to the west of the town centre, and
- the late nineteenth/early twentieth century development to the south and east, which along with further areas of large red brick terraces, contains larger detached and semi-detached properties set within substantial gardens

The residential streets to the west are laid out predominantly on a grid iron pattern in wide streets with large terraced properties, with smaller properties on streets of a smaller scale towards the railway station.

Those residential streets to the south and east contain areas of similar late nineteenth century terraces in wide streets, along with an area of well-spaced detached residential properties, with the best examples along Cliff Avenue, which has a much more suburban and Edwardian feel than the rest of the Conservation Area.

The **Sea Front** contains the promenade, the pier, and the beach. Its character changes along its length, with a working character at the eastern end, and a more 'recreational' character from the pier moving westwards. Much of the character of the sea front area derives from the fact that it is an open space with views out to sea.

The distinct characteristics for each of these areas derives from their uses, architectural styles, plan form and layout, and the presence of open spaces and/or greenery, which are analysed in further detail below.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

### Activity, prevailing or former uses within the Conservation Area

#### **Town Centre**

The historic core of the town, which contains the fifteenth century parish church, stretches from New Street eastwards to The Gangway, and apart from the area around Chapel Street and the northern end of West Street, extends no further south than the church. This is where the original fishing village developed. The remains of the traditional flint cottages are few due to later development. However despite the eighteenth and early nineteenth century stucco façades evident in this part of the town, there may be older concealed building cores behind later façades.

The Gangway, at the eastern end of the 'old town' is perhaps the one place where a visual link with the town's original role as a fishing and mercantile village can be best seen. At the bottom of this historic listed roadway (circa. 1900), crab catches are still brought in. At the top of this roadway is an eighteenth century granary (converted into residences in the nineteenth century), which would have been located here for easy access to the shore for the import and export of grain.

The arrival of the railways in the late nineteenth century resulted in the speedy development of the commercial parts of the town centre. Church Street remains the main coast road and runs through the heart of the town. This is the main commercial street as it was in the late nineteenth century, with ancillary roads containing retail properties leading from it. Church Street was developed during the 1880s and 90s, and the majority of buildings here, and in streets leading off to the south and west, date from this period.

These years also witnessed hotel building on a large scale within the town centre. The Ordnance Survey maps of 1881-87 and 1905-6 exemplify and bear witness to the many hotels there were established in Cromer at the peak of its popularity. Although the need for so many hotels apparently no longer exists, and some of the many grand Victorian hotel buildings have been lost, those that remain, such as the Hotel de Paris, are prominent townscape features in the Conservation Area.

#### **Residential Area - West**

This part of the Conservation Area was developed as a predominantly residential area of terraces from the 1880s, and it remains as such today. Along with the residential areas to the south and east, this was an area where hotels and guesthouses tended to be located. The main streets where such properties were found are Cadogan Road, Cabbell Road, Macdonald Road and Runton Road, where the buildings are often 3 storey, and ornately detailed with balconies and turrets and 'terracotta' detailing.

The residential properties in the southern part of this character area – those closest to the railway station – are more humble artisan dwelling terraces, often of 2 storeys with little architectural detail. A small number of those on the way to the railway station such as upper West Street have a very strong group value and character.

## Residential Areas- South & East

The streets in this part of the Conservation Area are characterised by a lower density of detached and semi-detached early twentieth century houses. Norwich Road, Overstrand Road and Cliff Avenue, along with late nineteenth century terraces from Mount Street to St Mary's Road are indicative of this character. The area is almost exclusively residential in character, unlike the residential areas to the west where the hotels and guesthouses are also to be found.

The detached properties within this area are distinctive, not only because of their architectural detailing, but due to the fact that they are the only such properties within the Conservation Area. The properties in Cliff Avenue are reminiscent of the 'belle epoque' period and are often detached villas. The later nineteenth century terraces here have more in common with those to the west, with a mixture of large, ornately detailed properties (on St Mary's Road and Vicarage Road) and more humble mews buildings or terraces (e.g. Cross Street).

## Sea Front

Ever since the town became a resort the sea front has been the key location for recreation. The linear form of the promenade, and the fact that it is mainly a recreational area, means that building opportunities on the promenade were very much limited. Those few buildings that exist, such as the Bath House and the Old Lookout, started life as hotels in the nineteenth century.

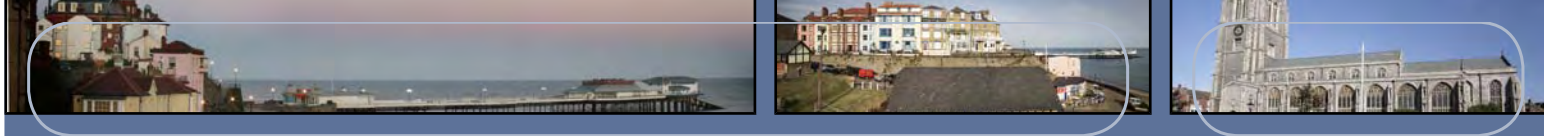
### Architectural and historic qualities of the buildings

## Town Centre and Sea Front

The majority of Cromer's listed buildings are to be found within the Town Centre and Sea Front Character Areas.

The Grade I listed parish church of St Peter and St Paul is the oldest building within the 'historic core'. Dating originally from the fifteenth century and built of flint (partly knapped), with stone dressings and slate roofs, it was restored in the late nineteenth century, including the rebuilding of the chancel. Its tower, 160 ft tall, dominates many views both into, and within the Conservation Area. Due to it being the oldest building in the town centre, the surrounding streets and buildings have grown up around it, with the main streets leading off in every direction from the four corners of the churchyard. The church is particularly dominant in townscape terms and from each landward approach towers above the buildings around it.

The most prevalent architectural style within these streets is Georgian, with the remainder of the town centre displaying a much more Victorian character. Prominent listed Georgian buildings in the historic core of the town include those lining the Gangway such as Brunswick House and the adjoining Crescent, Peele House on Tucker Street, the range of buildings on the corner between Tucker Street and Brook Street, the buildings on High Street and Jetty Street that surround the Hotel de Paris, and the Dolphin Hotel, Pier Court and Western House Hotel on West Cliff.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

These buildings tend to be 3 storey, are often 'stuccoed' with pantile roofs, and display multi-pane sashes and elegant curved-sided bay windows, seen at their best looking east along West Cliff, which is much more linear and regular in appearance than the curving East Cliff. The remaining buildings in these streets that display an otherwise predominantly Georgian character range in date from the late nineteenth to early twentieth century. Prominent buildings dating from this time include the 'Italianate' Wellington Public House, with earlier origins, but re-fronted in 1904 (grade II listed) and the Red Lion Hotel. Both properties lie on corner plots of streets close to the sea front. Their turrets and domes are a typical Cromer architectural feature, and due to their corner locations, they both act as key focal points and terminate views.

The Hotel de Paris, located in the historic core of the town, is arguably the most prominent Victorian building within the Conservation Area. Sitting on top of Jetty Cliff, opposite the pier, these two buildings dramatically juxtaposed remain symbolic of Cromer's rise to elegant resort. The Paris, by George Skipper, was re-faced in 1894-5, when three existing hotels were engulfed behind a new façade. This flamboyant red brick and terracotta building is in the French renaissance château style; its numerous domes are visible from many points around the town, and as such punctuates the skyline along with the Parish Church.

Buildings on the Sea Front/Promenade itself are few, and as such Marine View, the Old Lookout and the Bath House are unusual examples of seaside architecture. Bath Houses were initially introduced in the eighteenth century as a way of offering sea water bathing indoors for health purposes, and their popularity was such that by 1810 almost half of the noted seaside resorts could boast at least one bath house (Cromer's example dates from the 1830s). Due to the fact that they used sea water (sometimes heated), they were inevitably located close to the shore, as is the case in Cromer. However, to find such a structure still on the sea front today is uncommon. Towards the western end of the Promenade there are later buildings associated with Cromer's 'role' as seaside resort such as a small fun fair, beach shop and amusement arcade, but also examples of earlier seaside architecture such as the 1930s pavilion and a range of beach huts of varying styles.

The Grade II listed Pier was constructed between 1899-1901. Today, it sits resplendently in the sea with a new lifeboat house (opened in 1999) at its tip, which some feel is a little out of scale. Without doubt, it is a major symbol of Cromer, and from the air the most recognisable structure along the North Norfolk Coast.

The remainder of the Town Centre Character Area (Church Street and the streets leading south and west from it) is predominantly late Victorian in character. This area was developed from the 1880s onwards as the main commercial area of the town, with many of the properties being constructed specifically for a commercial or public use. The area had acquired its present layout by 1905, as a comparison between the 1905-06 1:2500 O/S map and the present day O/S map shows (see Appendix C).

The character of Church Street tends to vary from east to west, with the division occurring around the junction with Hans Place. There are also differences between the north and south sides of the street. On the south side at the western end, the buildings tend to date from the early nineteenth century, and are therefore more Georgian in character, whereas the late nineteenth century development occurred on the whole from Hans Place moving eastwards. The north side of the street ranges from post-war development at the western

end, to a section of early-mid nineteenth century properties from Brook Street to the Gangway where the road narrows, with the later nineteenth century development at the far eastern end as the road opens out again.

The properties built in the late nineteenth century and early twentieth centuries are 3 or 4 storeys, of red brick with stone or terracotta dressings, with gault brick also being used, predominantly at the eastern end of the street. These buildings have prominent bay windows of varying designs in both timber and brick or stone, along with detailing such as short lengths of iron railings at high level, and shaped parapets and gables.

Roads that lead off Church Street that were developed in the closing years of the nineteenth century are: Hamilton Road, Hans Place, Bond Street, and Mount Street. Large, brightly painted oriel/bay windows overhang the pavements in Mount Street with short streets running off at right angles down to the church or in the opposite direction away from the town towards Cross Street. The southern end of Garden Street was also developed, along with the Prince of Wales Road, the southern half of which contains mainly commercial properties. All of these streets contain a mixture of commercial and residential red brick terraces, however apart from Hans Place, where there are two rows of residential terraces with polychrome brickwork, residences tend to be located above shops. Apart from those on the west side of Hans Place, buildings tend to be 3 storeys, sometimes with timber dormers added to light an attic floor. Oriel/bay windows are again a feature in these streets and indeed of Cromer as a whole. Although modern shopfronts have appeared on a large proportion of buildings on these streets, there are still some good examples of historic shopfronts.

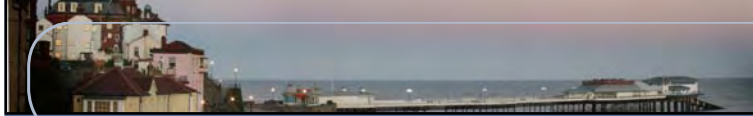
### **Residential Areas – West**

The architectural character of this area is predominantly Victorian. There are 11 listed buildings in this character area (compared to 76 in the town centre), however there are also many buildings of local interest with fine architectural detailing which contribute to the overall character. The listed buildings here include the Old Town Hall of 1890 on Prince of Wales Road, designed by G Skipper, the Cliftonville Hotel on Runton Road, and Chesterfield Lodge and Villas on Holt Road (all by George Skipper or his contemporaries).

The housing built in this area in the late nineteenth century was laid out on a grid iron pattern, on land sold off from the Cromer Hall estate. Residences in Cabbell Road and Cadogan Road are predominantly 3 or 4 storeys in a mix of styles that culminate in baronial towers and spires at several street corners, which add interest to the skyline when viewed from the surrounding areas. Cabbell Road contains rows of elaborately detailed Neo-Tudor style houses with brightly painted wooden features.

A number of large, ornately detailed hotels were built along Runton Road in the late nineteenth century and early twentieth century, and although the decline of Cromer in the post-war era led to the demolition of a number of them such as the Grand and the Marlborough Hotel. The grade II listed Cliftonville Hotel by Augustus Scott and George Skipper remains as a fine example of one of Cromer's grand hotel buildings.

The southern half of this character area, containing Central Road, West Street and Holt Road also contains properties dating from the late nineteenth century. However, these are more humble Victorian terraces with less of a variety of architectural styles and detail than the properties on and around Cabbell Road and Cadogan Road. The main exception to this



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

are the grade II listed Chesterfield Lodge and Villas on Holt Road. These ornately detailed properties were built c.1879 by the Bond Cabbells of Cromer Hall in the cottage orné style. Built of flint with ashlar dressings, they display details such as close studded half timbering, herringbone brickwork, gothic door and window openings, and ornate chimney stacks.

### Residential Areas – South and East

The two prevalent architectural styles in this area are Victorian terraces, both humble and more ornate, as in the western Residential Area, and substantial Edwardian properties set back from the road within large gardens, the only examples of such in the Conservation Area. This character area contains the least amount of listed buildings. However it contains a number of buildings of local interest and of a high quality. Many are located on Cliff Avenue.

In Cliff Avenue the style is distinctively 'garden suburb', with large gabled plain tile roofs and white rendered facades with a range of colourful decorative features – balconies, bay windows and belvederes – designed to take full advantage of the sea views. The southern entrance to Cliff Avenue is marked on either side by identical A.F. Scott designs each with an octagonal tower and a steep conical spire, and there are a number of other buildings of local interest with ornate architectural detailing here, especially on the western side of the road. Norwich Road contains a section of large, ornately detailed Victorian terraces, along with detached and semi-detached properties as in Cliff Avenue, although of a slightly different architectural style. One of the most distinctive buildings here is number 11, built in an oriental style, and unlike any of the other buildings in the Conservation Area.

Only a small stretch of Overstrand Road is currently included within the Conservation Area. Cliff House is a prominent red brick and flint building overlooking the sea that is an mid-late nineteenth century enlargement of an earlier property. It displays architectural detailing and characteristics similar to the large properties on Vicarage Road and Norwich Road, which are only found in this part of the Conservation Area. Other important buildings on this road within the Conservation Area are Bracondale, an imposing flint and gault brick building with pink sandstone dressings dating from the late nineteenth century; Old Bracondale, a grade II listed eighteenth century building of flint with red brick dressings displaying a series of building phases; and no. 13 the Old Free School, an unassuming building of small flint pebbles with yellow brick built in 1821 by the Goldsmith's Company.

To the west of Norwich Road, a large rectangular block of late Victorian housing stretches from the rear of Mount Street to St Mary's Road. The residential character and mixture of architectural styles here has much in common with the area to the west. Cross Street contains late nineteenth century mews buildings, with large arched openings that lead through to rear yards. This street still retains a working character due to the presence of these yards, with glimpses through to outbuildings and further cottages. The Old Board School, a good example of Victorian school architecture by Yarmouth architects Bottles and Olley, is located between Cross Street and Mount Street – built in 1896, this site in fact contained three schools on a single site, each with its own entrance. Vicarage Road and St Mary's Road contain large, bay-fronted red brick terraced houses, with ornately detailed detached brick and flint buildings at either end. These streets mark the extent of late nineteenth century development in this part of the town, and therefore effectively mark the Conservation Area boundary.



The area between The Loke and The Croft although still residential, is again of a different character from the Victorian and Edwardian streets in this part of the Conservation Area. It contains buildings ranging in date from the eighteenth to twentieth centuries, including the grade II listed Colne House. The former, a two storey early nineteenth century building, was originally built as three houses, the northern part of flint with rendered quoins and window dressings, and the southern part of red brick with delicate Georgian detailing such as fanlights. Colne House is almost hidden behind its boundary wall and by surrounding properties, especially now with the rather mundane late twentieth century residential developments of Homecolne House and Richmond Court Gardens flanking it on both its north and south sides.

#### Key unlisted buildings

Cromer contains a large number of historic buildings that are unlisted, but which make a very positive contribution to the character of the Conservation Area. This is either due to their age, materials, relation to surrounding historic buildings, their architect, architectural detailing, townscape value or a combination of these factors. Paragraph 6.16 of the government's Planning Policy Guidance No. 15 (Planning and the Historic Environment) recommends that Local Planning Authority draw up lists of locally significant buildings. This provides added protection should buildings be subject to development proposals or alterations. Any such list must be compiled in accordance with agreed criteria.

**Following the adoption of the Cromer Conservation Area Appraisal and Management Proposals on 12 November 2013. The following buildings have been added to the Council's 'local list'. These buildings are identified in Appendix B (Map 2).**

#### Town Centre

Red Lion Hotel, Brook Street – built c.1887. Architect Edward Boardman. Yellow brick with smut grey pantiles. The first corner turret in Cromer was built here, a feature which was then copied throughout the town.

Cambridge House Hotel, East Cliff – gault brick with smut grey pantiles. Late nineteenth century. Relates to adjacent Red Lion Hotel, and next to The Crescent (listed).

14-16 Brook Street – built c.1883 and typical of the late nineteenth century development in the town. Red brick, three storey with sash windows and first floor timber bay windows. Cornice of original shopfront remains although later doors and shopfronts have been inserted beneath it. Adjacent to a number of listed buildings.

1 Chapel Street – early/mid nineteenth century. Two storey, stucco with black-glazed pantiles. Good shopfront and mirrored tobacco advertisement to first floor. Relates well to other listed buildings on the street. Built as a pair with 3 Chapel Street.

3 Chapel Street – early/mid nineteenth century. Two storey, brick with black-glazed pantiles.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

11 Chapel Street – Early nineteenth century. Two storey plus modern extension with mansard roof to create third floor. Stucco with pantiles. 1800 – United Methodist Chapel, 1892 – Working Men’s Club and Reading Room.

14-18 Chapel Street – Early nineteenth century two storey fishermen’s cottages. Stucco with pantiles roofs. Rare examples of small fishermen’s cottages remaining in the town.

All unlisted buildings on Chapel Street relate well by age and materials to the listed buildings on the street.

8 Church Street – late nineteenth century. Three storey gault brick with small flint pebble infill and sandstone dressings (as at 3-7 Church Street). High Victorian decoration. Good example of large, ornately detailed property built during the expansion of Cromer in the late nineteenth century.

9-11 Church Street – Old Imperial Hotel. Modern shopfronts on ground floor, but upper floors largely unspoilt. Built c.1892. Red brick with York stone decoration and shaped gables. Architect G. Skipper.

10 Church Street – late nineteenth century, possibly built at same time as old Police Station adjacent, but extended before 1905. Two storey red brick with ornate timber door hood.

12 Church Street – old Police Station. Built in 1879 by R M Phipson.

21-25 Church Street – two storey stucco with pantiles. Some elements of late nineteenth century shopfront surround remain on no. 23. This range of buildings relates in age, materials and design to the listed buildings opposite.

29 Church Street – built in 1905 by A F Scott. Bay and bow windows below a large central ornate semicircular pediment. Red brick with stone dressings. Modern shopfronts but upper floors of good quality design. Scott was surveyor to Cromer Urban District Council who also had a practice in the town during the ‘building boom’ period. Designed other listed and important unlisted buildings in the town such as the Baptist and Methodist Chapels, the Cliftonville Hotel, the churchyard wall and a number of shops and houses on Church Street and Cliff Avenue.

34 Church Street – Three storey. Stucco with pantile roof. Sash windows and traditional shopfront. Relates in age and materials to the surrounding listed buildings.

35 Church Street – Red brick with later ‘composition’ stone façade with Ionic pilasters and a central pediment.

37-39 Church Street – Hagley House. Possibly by Edward May. Red brick with brick bays and parapets. Good shopfront.

41-43 Church Street – Strand House. ‘Queen Anne’ style red brick three storey + attic building with first floor timber bay windows topped with cast iron railings with sunflower design – a typical motif on QA buildings.

45 Church Street – Algar House. Red brick with timber oriel window spanning first and second floors. Shaped gable with a circular window.

NB nos. 37-45 Church Street form a good group across from the parish church and are typical of commercial properties built in Cromer during the building boom in the last years of the nineteenth century.

71-73 Church Street – Central Buildings. 1930s by J Brown of Northampton. Mild Art Deco style. Cream faience front to a gault brick building. Flat roof behind parapet railings. Unusual building in Conservation Area, and apart from the 1930s pavilion on the promenade, the only example of ‘modern’ 1930s architecture.

Henry Blogg Lifeboat Museum (Rocket House) – Café and Museum 2006 by Purcell Miller & Tritton (D. Bissonet and H. Rolph).

Marine View, The Promenade – Original building dates from the early nineteenth century with mid-late nineteenth century alterations (including removing the pitched roof). Shops and café added c.1900. Rendered, with flat roof and timber bay windows. Shop fronts retain some original woodwork.

Bath House, The Promenade – original building dates from the 1836, although has been altered and extended during the nineteenth and twentieth centuries. Original owner Simeon Simons – Cromer’s school teacher. Became a hotel in 1869. Bath Houses were found in many seaside resorts during the nineteenth century, to accommodate the need for an increased interest in sea water bathing and health. A rare example of such a building remaining on a foreshore.

The Old Lookout – Built in 1875 as Lower Tucker’s Hotel - an annexe of Tucker’s Hotel above. 1950s, top floor used as a coastguard station and bay window on top floor added.

Marine View, the Bath House and the Old Lookout are all located on the listed Promenade, and are good examples of buildings remaining on the foreshore that were used as accommodation and/or commercial properties during Cromer’s peak as a fashionable tourist resort in the late nineteenth and early twentieth century.

Old Lifeboat House, The Gangway – built in 1902. The main Cromer lifeboat was housed here until the first boathouse was built on the pier in 1921.

Merchant’s Court 2001 – D. Futter, Norwich.

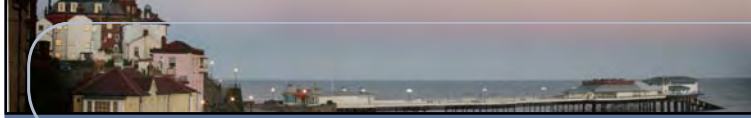
1-3 Hamilton Road – Norfolk House. Unusual shaped building of gault brick and knapped flint. Curved front. Modern shopfront at ground floor. Relates to opposite building on corner (Dunedin House).

2 Mount Street – red brick with half-timbered gables. Tile hanging to base of bay. 1896 built for Dr McClure (chief medical officer to Cromer UDC).

10-12 Mount Street

13 Mount Street – Red brick with half-timbered gable and canted bay. Recessed porch.

Old Board Schools, Mount Street – built in 1896 by Bottle and Olley (Yarmoth). Red brick with stone window dressings. Housed the Junior School until 1994.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

1-5 Brunswick Terrace – three storey red brick with projecting brick bays running full height of the building. Located between two groups of listed buildings, and in an historically important part of the Conservation Area.

6-10 West Street – four storey red brick. Three separate properties but one architectural unit. Projecting timber bays at first floor level. No. 6 retains traditional shopfront surround. Recessed arches and projecting pilasters built into brickwork from ground to second floor. Shaped gable to centre (no. 8) with stone finials.

1-3 Garden Street – Dunedin House. Relates in age and materials to Norfolk House across the road. Gault brick with knapped flint and shaped gable.

8 Garden Street – Early/mid nineteenth century. Small red brick cottage with pantile roof. Un-horned sashes and overhanging eaves with dentils. Unlike many other buildings on this street, this cottage seems to have survived being enlarged or built on during the late nineteenth century building boom, and as such may be an example of the type of property on this street before re-development.

36 Garden Street – mid nineteenth century. Three storey red brick with timber oriel and turret windows. Good shopfront. Relates well to the listed Wellington PH opposite. Architect George Skipper 1893.

Fairfax (Peele) House, Tucker Street – Next to listed Peele House, both buildings now have the same name although previously known as Fairfax House. Mid/late nineteenth century. Yellow brick with black-glazed pantiles and of same design as adjacent listed Peele House.

13 Bond Street – Red brick. Corner turret with cupola and splayed timber bay windows at first and second floor. A.F. Scott. 1901.

## West

19-21 Prince of Wales Road – three storey red brick bay-fronted houses with half-timbered gable and tile hanging to second floor of no. 19. Cast iron railings in 'oriental' design to both at first floor level, and timber balcony/veranda to second floor of no. 21.

35-39 Prince of Wales Road – three storey + attic. Red brick with timber bay spanning first and second floors, with tile hanging and half timbering to the base of the bays. Stone window dressings and door surround with stone pediment above door and recessed porches. 3 windows at no. 35 replaced in uPVC, with alteration to window opening of two.

Eversley Court, Prince of Wales Road – 1902 by A F Scott. Former hotel. 'Queen Anne' style. Red brick with corner turret and stone dressing details.

Library, Prince of Wales Road – Former nineteenth century church/chapel. Architect G. Riches Jr. 1890.

3 Cabbell Road – late nineteenth century red brick with terracotta decoration. Prominent building within the CA. 'Free' style. Architect A.F. Scott.

Cromer Methodist Church, Holt Road – late nineteenth century. Brick and flint. A.F. Scott.

Meadow Road – three pairs of semi-detached houses, possibly by Edward May.

North Lodge and South Lodge, Hall Road. Architect David Brandon.

Old telephone exchange, Loudon Road, Built 1936.

The Old Court House and Police Station, Holt Road, built in 1938.

North Norfolk Information Centre, Loudon Road, built in 2007.

## East

Old Free School, 13 Overstrand Road – 1821. Yellow brick with flint pebbles. School established by the Goldsmith's Company.

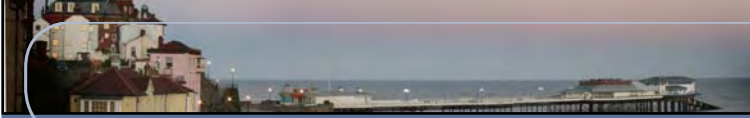
Guys Cliff, 7 Norwich Road - 1902. Three storey house with paired gables on the front elevation, and polygon and rectangular bay windows. Red brick, roughcast render, hanging tiles.

11 Norwich Road

Cliff House, Overstrand Road - 18th Century. Queen Anne Revival style. Crow step gables, bay windows, red brick, moulded brick, cut and rubbed brick arches, knapped flint.

Bracondale Court, Overstrand Road - Late 1880s. Three storey house, front elevation is decorated in the Gothic Revival style. Knapped flint facings with galleting, slate roof.

Wood Dene, 12 Cliff Avenue - 1900. Detached Villa, red brick walls, cut and rubbed brick over entrance porch, rendered and Half timber top storey, plain tile roof. Architect Rowland Carter.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

### Local Architectural Details

Throughout the Conservation Area, there are architectural features that are typical of Cromer, and as such play a large part in defining its character. Some of these sometimes idiosyncratic features, such as oriel/bay windows, domed turrets and balconies were designed to make the most of the sea air and views, and were either incorporated into new designs, or were added to existing buildings in the nineteenth century. The following photos show examples of such features found within the Conservation Area.

### **Bays and Oriel Windows**



**Examples of bay windows at West Cliff**



**Oriel window, balcony and turret at 6 Cliff Avenue**

### **Balconies**



**Balcony at 4 Cliff Avenue**



**Balcony at Anglia Court, Runton Road**

## Turrets



Turret at Eversley Court, Hamilton Road



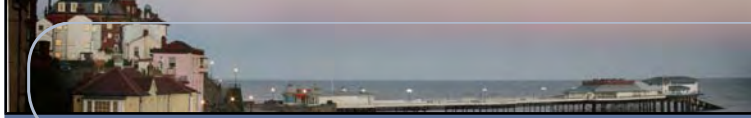
Turret at Kingston House, Garden Street

As Cromer developed as a commercial centre in the late nineteenth century, new buildings were constructed with shopfronts incorporated into the design from the outset. Shops were also inserted into existing buildings. Although many modern replacements have reduced the amount of historic shopfronts in the town, there are still a number of good examples of either complete or partial shopfronts that show the quality of those that once existed throughout the town.

### Prevalent local and traditional building materials and the 'public realm':

Before transformation into a fashionable resort, most of the cottages that huddled around the church or clung to the cliff were simple single storey brick and flint buildings, roofed with locally-made orange clay pantiles. Cromer's character therefore owed much to the widespread use of these two materials. It acquired an increasingly diverse mixture of architectural styles and building materials as it grew from fishing village into popular resort.

Many of the flint cottages were given new stucco façades, yellow brick was chosen as a more distinctive material for a few of the more imposing late Georgian houses – examples include The Crescent, and Barclays Bank and Peele House on Tucker Street – with red brick and terracotta being used increasingly in the Victorian period on both grand buildings such as the Hotel de Paris, and smaller residential townhouses. Due to both this rebuilding and re-facing, the distribution of historic flint cobble construction is therefore much less evident today, but can still be seen in a few locations, either as complete buildings, on the rear elevations of buildings, or as outbuildings. For example, there are fishermen's cottages on



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

Surrey Street, and in some courtyards off the main streets in the historic core of the town, which can be glimpsed through the alleyways and archways leading to them. Although they were built around 1913, the cottages to the east of the church are of the traditional brick and flint construction, and serve as an example of the type of building that was once prevalent in the town. Some properties, such as 53-55 Church Street (the old Ship Hotel) have a rendered façade, but to the rear, the brick and flint construction of the property can be seen. Flint did continue to be used during the nineteenth and early twentieth centuries, (and still is today in some locations), but in new ways to achieve distinctive effects, as can be seen at buildings such as North Lodge, Chesterfield Villas, and those at the western end of Vicarage Road.

With regard to roofs, builders continued to use orange/red clay pantiles throughout the nineteenth century on vernacular flint cottages and new stucco houses alike. The few exceptions are on some of the more prominent late Georgian buildings, where the more expensive and fashionable black glazed pantiles were first used. They were occasionally used with flint or yellow brick (as at Peele House, Tucker Street), but more often on stucco buildings (Wellington House, New Street & Victoria House, Jetty Street). Before Cromer became connected to Norwich by rail, Welsh slate was expensive to transport over land or by sea, therefore it was restricted to the most prestigious buildings such as North Lodge and The Crescent.

The dramatic growth that occurred during the later nineteenth century was due entirely to the coming of the railway; it meant that Cromer was more accessible to visitors and that cheap, mass produced materials could be brought in from London and the Midlands to supply the building boom. The historic core with its mix of traditional materials was surrounded by whole new streets of red brick terraced houses, and with cliff tops lined with large hotels. Until the coming of the railway, the use of materials from outside the area had been restricted to limestone dressings from Northamptonshire on the church, and for eighteenth and nineteenth century headstones.

The Edwardian period saw the use of mock Tudor timbering, machine-cut pantiles, corrugated pantiles or slate. Local builders and architects strove to produce increasingly elaborate designs using a wide range of moulded brick details, terracotta panels and an assortment of non-local materials. These included limestone dressings (for example on Chesterfield Villas), along with marble and white-glazed tiles (Hotel de Paris).

### **Public Realm**

Within the Conservation Area, there is a range of historic surfaces and street furniture, along with surfacing that has been introduced as part of the Cromer Town Revitalisation Programme, which complements both the existing historic materials and the surrounding buildings. An attempt has been made in the historic core of the town to re-instate a distinctive public realm character, notably along High Street with rolled-in ground asphalt.

Historic surface treatments can be seen in a number of places within the Conservation Area. The original Victorian surface of granite setts and kerbstones on The Gangway are a good example. In another sense they illustrate the continued improvement of access to the foreshore in the nineteenth century. The setts are carefully angled so that horses and donkeys transporting goods to the town could get a grip on the sloping roadway.



The current surfacing along the Promenade was laid down as part of the Seafront Enhancement Programme (2002-2006). The vast flint and concrete sea wall defences date from the mid to late nineteenth century as a response to continuing concern over protection from the sea. The semi-circular bastions that project seawards at intervals along the Promenade have a smooth, sculptural shape that repeat the curved domes of the pier kiosks and hotels above and are truly an engineering feat.

The Red Lion Steps, located beneath the hotel and towards the eastern end of the Promenade, are a large sculptural feature built into the cliff wall – the steps of which are finished with their original Staffordshire blue pavers. This structure would greatly benefit from the removal of the 1970s toilets at its base and the full reinstatement of appropriate railings.

The seafront is also home to some historic street furniture. There is a variety of cast iron railings, benches and lighting found both on the pier and the Promenade. Jetty Cliff is perhaps the best place to see examples of these features; railings of a type also found on West Cliff line the zig-zag paths which are edged in Staffordshire blue pavers and blocks. Benches on the cliff top date from the 1900s, and were originally placed on the pier and along the seafront. In Jetty Street itself re-modelled ‘Stafford blue’ clay kerbs were re-introduced in 2005.

#### Contribution made by greenery and green spaces

Cromer lacks an obvious town centre square or public space. However, the centre of the town is relieved by the grounds of the Parish Church. Here is the breathing space that Cromer’s town centre needs. Unfortunately, the churchyard, once well defined by a cast-iron railing, leaks out spatially and in all directions.

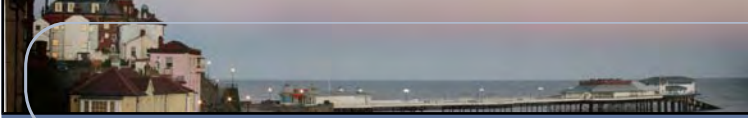
The most important green spaces in the Conservation Area are The Meadow and North Lodge Park (see Map C). The Meadow represents a large green lung which projects into the centre of the town from the south. It separates the west and south/east residential ‘character areas’. North Lodge Park, originally the private garden to the Grade II Lodge, is a vital area of greenery next to the seafront and beach that offers enormous potential for future enhancement and public use.

Trees and shrubs, other than the municipal flower planting are few and far to be seen. A brave attempt at street planting of trees has recently taken place in Church Street and along Cliff Avenue, where a former avenue of trees has been re-established.

#### Problems and pressures and the capacity for change

The character of the Conservation Area has been enhanced over the past four years. The successful delivery of the THI, one element of a wider Regeneration Programme, resulted in the grant-aided repair of 22 buildings within the Conservation Area.

There was a very evident ‘knock-on’ effect from the historic building repairs that were undertaken as part of the THI, with an increase in properties being repaired independently. However by 2008-11 the recession brought about a renewed period of decay.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

**However, the investment made as part of the THI needs to be maintained and there are inevitably still problems and pressures within the Conservation Area which need to be addressed and managed effectively.** The number of properties in the Conservation Area which are in very bad repair has decreased in recent years. Even so, some properties are still under-maintained. It is often the ornate architectural features that are characteristic of Cromer that suffer most. Oriel/bay windows, turrets and architectural decoration that project can weather faster than less exposed elements, especially those closest to the sea front. Some of the materials that were used by the late nineteenth century/early twentieth century builders, such as ornamental brick, are also susceptible to erosion when exposed to sea air. There can be a difficulty in sourcing expertise to repair such specialist features and materials and therefore maintenance costs for such materials can be higher. This, coupled with the high deprivation index and absentee landlords in Cromer, means that there can be a lack of private investment in properties, leading to their neglect. Elements are either not repaired or are done so using inappropriate methods and/or materials in order to save money.

Inappropriate alterations have been made and continue to be made. Some of the reasons for this are:-

- A lack of information amongst historic building owners concerning ‘appropriate’ alterations.
- Property owners following examples of earlier inappropriate alterations.
- ‘Low maintenance’ benefits promoted by replacement window, fascias/uPVC companies, for example.
- Lack of adequate Conservation Area controls.
- Lack of education about the benefits of maintenance and repair, rather than wholesale replacement.
- National retailers wishing to install standard shopfronts into historic commercial properties, which may be inappropriate.
- Removal of architectural features, including boundary items such as iron railings.
- Conflicting priorities and the drive towards sustainable design and energy conservation.
- Conflicting regulations (such as Part L of the Building Regulations) which sometimes through over-zealous application can affect the character of historic buildings.

**Finally, there are several opportunities for redevelopment with infill schemes that could substantially improve the townscape of Cromer. The adopted Local Development Framework for North Norfolk has already identified potential sites. Development and Design Briefs for key locations need to be produced.**

The capacity or opportunity to change this trend of inappropriate alterations can be addressed in a number of ways:-

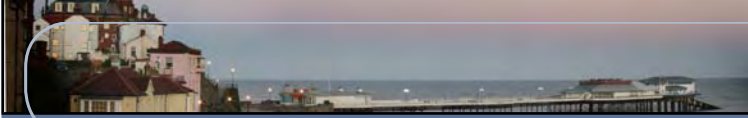
- Produce leaflets on elements of buildings and their appropriate repair and replacement (NB: The 'Aspects of Design' document provides an essential guide);
- Hold events to educate the public and owners of properties;
- Introduce Article 4 Directions for properties that still retain permitted development rights, based on the surveys contained in the State of the Historic Environment Report (SHER);
- Ensure that all public sector schemes incorporate best Conservation and Design practice.

#### The extent of loss, intrusion or damage

In 2005 as part of the THI, the District Council, along with Norfolk County Council and the Cromer Preservation Society, undertook a survey of all of the buildings within the Conservation Area constructed before 1939 in order to produce a State of the Historic Environment Report (SHER). The aim of the survey was to assess the amount of change both to individual properties and streets as a whole post-1947 (since the introduction of planning controls) and noted which 'designed elements' of the buildings had been altered or lost, and whether this change was minor or significant.

This survey gives a clear record of the condition of the Conservation Area at the completion of the THI. It showed that the elements that have been subject to the most significant change throughout the whole of the Conservation Area are windows, doors and boundary enclosures. This however inevitably varies from street to street, and also between the different 'character areas'. The historic core of the town, the area surrounding the church, containing Church Street, High Street, Jetty Street, Brook Street and Tucker Street, has suffered the least alteration. This is due to the majority of the buildings here being listed (and listed at a relatively early date) and/or having no permitted development rights due to being divided into flats or in commercial use. The Residential Areas, where permitted development rights are largely retained, have therefore suffered more – and on the whole, the area to the west has suffered more than the south-east, as and the SHER showed in 2005.

Although the historic core of the town is least affected in these respects, one architectural element that has suffered in this area are shopfronts. There are a number of historic shopfronts that remain in whole or part within the Conservation Area (sometimes only small elements remain above or surrounding a modern shopfront), but modern shopfronts with large fascias with unsuitable lettering and expanses of plate glass tend to dominate the main commercial area. Opportunities arise to improve the appearance of shopfront design when planning or listed building consent applications are made – often when shops are re-branded or change hands, and there are enough surviving historic elements of shopfronts that remain from which to draw inspiration. In 2005 the results of the SHER survey showed that shopfronts are the most altered element in Church Street (with 31% of properties having significant alterations to their shopfronts), Hamilton Road (with 50%), and High Street (with 33%). Since 2005 this situation has worsened.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

The SHER survey was concerned primarily with changes that had been made to existing historic properties and not whole buildings or areas that have a negative impact on the wider Conservation Area. There are, however, a number of examples of such buildings or areas which detract from the character of the Conservation Area, and their removal would offer substantial opportunities for both investment and townscape enhancement.

For example, the 1960s telephone exchange on Loudon Road does not respect its townscape context. Materials used are entirely unconnected with the rest of the street especially when compared to the adjacent red brick old telephone exchange! A further range of 1960s buildings, (the row of flat-roofed shops at the west end of Church Street, which were built after the area known as 'The Narrows' was demolished and the road widened) again do not relate in design, scale or materials to the rest of the Conservation Area and the town centre. This is negative townscape and is illustrated as such on Map C. **There is substantial potential for positive town planning in these locations and development and design briefs for these sites are considered to be an imperative.**

Another building in a prominent location that offers an opportunity for improvement is the toilet block at the base of the Red Lion steps. These vast Victorian steps curve down to this unattractive block, which bears no relation to the promenade as a whole, or the range of buildings of local interest and listed buildings located above. Especially when compared to the Victorian block that it replaced, which complemented the surrounding buildings and the wider late nineteenth century architecture of the sea front, its bland utilitarian appearance is even more depressing. Likewise the re-development of the toilet block site at the corner of Bond Street and Loudon Road offer another opportunity for townscape enhancement.

The Residential area in the south of the Conservation Area is proposed for removal from the Conservation Area. The houses lining the southern end of The Croft bear no relation to the architectural character of the Conservation Area, and as such do not enhance its character or appearance in any way. Similarly, the bungalows on St Margaret's Road and the adjacent houses on the northern side of Vicarage Road detract from the otherwise historic character, especially on Vicarage Road, where the location of these buildings opposite large, ornately detailed red brick and flint late nineteenth century properties emphasises their lack of coherence and relation to each other.

The west of the Conservation Area similarly contains buildings that detract from the overall historic character. There are blocks of flats on Alfred Road, Beach Road and Runton Road which are poorly designed flat-roofed efforts, which again, when compared to the often ornately detailed hotels and large Victorian terraces surrounding them, show little relation to the historic and architectural character of the Conservation Area.

### The existence of any neutral areas

There are several parts of the Conservation Area where there are buildings or areas that do not necessarily enhance the special character of the area, but at the same time do not detract from its overall character. The mid-late twentieth century detached houses that are located between those dating from the late nineteenth century/early twentieth century on Norwich Road are also proposed for removal from the Conservation Area. The extended area designated in 1993 is essentially 'neutral' and parts of this, combined with some areas to the south and east could now be removed from the Conservation thereby reinforcing the quality of that which remains (see Map A).

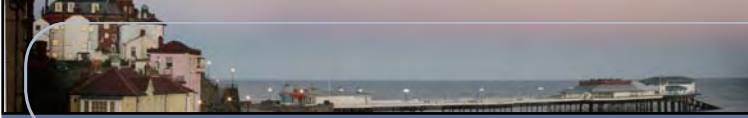
### General Condition of the Conservation Area

The 'public realm' was improved substantially between 2002 and 2006. Over £2 million was spent on the enhancement of the 'spaces between buildings'. However, there remain larger tracts of 'neutral' areas such as the car parks and the North Lodge Park that would benefit from enhancement. As time goes by there will be an increasing need. There is also an urgent need to re-invest in the maintenance and general upkeep of infrastructure and public realm enhancements delivered under the THI and Town Centre Enhancement Programme.

### Suggested boundary changes

It is suggested that the boundary of the Conservation Area at its southern edge be amended to exclude a distinct area of later twentieth century housing that dilutes that overall historic character of the area. The area from the southern end of The Croft to the western half of St Margaret's Road is a distinct block of bungalows, infill housing, and retirement apartments that do not relate to the remainder of the Conservation Area, or any of the character areas within it. As it is all in a block together, it seems logical to draw the boundary more tightly around the surrounding historic properties.

There are also areas in the western half of the Conservation Area where it is suggested that the boundary could be drawn more tightly. The areas concerned are those that were added with the boundary extension in 1993. The boundary on Runton Road at the far western end of the Conservation Area currently runs along the western edge of the bowling green. However, when looking at this area, it seems more appropriate for the boundary to run along the eastern edge of the green. It is also questionable whether the area containing Morrisons supermarket and its car park should be included. This area again bears little relation to the wider architectural and historic character of the Conservation Area, and it is suggested that the boundary in this area is drawn much more tightly. Likewise with the listing of the Cromer Cemetery Chapel and Railway Signal Box there is no strong argument for the retention of this area, added to the original Conservation Area in 1993, to be retained. However the former Railway Station and old Police Station on Holt Road should remain in the Area.



## 1.5 Community Engagement

Community involvement in the four years (2002 – 2006) included:-

- (a) Representatives of the community taking part in the Cromer Townscape Heritage Initiative Advisory Panel and the Seafront Enhancement Programme Committee;
- (b) The setting-up of a new Trust, 'Cromer Past, Present & Future' in 2005, the aims of which are to promote the future prosperity of Cromer and its people and to protect the town's heritage;
- (c) The formation of a wider Area Partnership, which includes the surrounding parishes, known as the Poppyland Partnership.

**Future actions could include either the setting up of a Conservation Area Advisory Committee or enhanced consultation arrangements with locally-based advisers or further joint working with the Town Council and others. Specific projects could include the Cromer Cemetery and Chapel (in conjunction with the North Norfolk Historic Building Trust).**

### Local generic guidance

North Norfolk District Council has useful documents on the need for planning permission for replacement windows and general design.

However, as part of its commitment to the future management of the historic environment in Cromer, the District Council or appointed consultant should prepare design guidance for use by the public, developers and others. These guidance notes would include information on:-

- (a) Commonly-used local materials, including terracotta;
- (b) Locally distinctive architectural features (such as oriels/bays, windows and turrets);
- (c) Shopfront design;
- (d) Enclosures, fences and railings;
- (e) Satellite dishes, wind turbines and other sustainable energy devices;
- (f) Treatment of floorscape, both public and private;
- (g) Sustainable design solutions that respect the historic built heritage;
- (h) How 'Security by Design' and the requirements of the Crime and Disorder Act and Disability Discrimination Act can be incorporated in design guidance.

The Cromer Preservation Society has printed a series of guidance booklets that cover many aspects of Cromer's unique and historic built environment. Their documents provide a useful starting point for those wishing to make changes to their properties or who are likely to propose development that will impact on the character of the Conservation Area.

## 1.6 Summary of Key Issues

During the four year period of the THI substantial progress was achieved with regard to the preservation and restoration of many buildings in the Cromer Conservation Area. The Townscape Heritage Initiative, which was recognised at regional and national level, with awards from the Royal Institute of Chartered Surveyors and the Campaign for the Protection of Rural England (CPRE) was evidence of this success. However, there are some very evident difficulties faced by the District Council, other key public sector players, when it comes to the management of the Conservation Area.

Without the following issues being addressed there is a risk that all the good work of the THI and other programmes will be wasted. These issues are:-

(a) The apparent weakness of current planning controls and their failure to prevent the continuous erosion of character in the Conservation Area. The need for effective regulations (Article 4 Directions) to prevent this damage is clear;

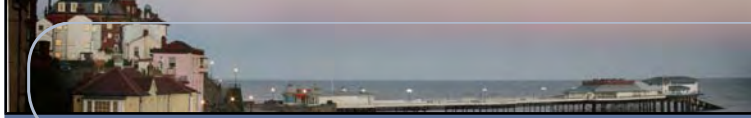
(b) The maintenance of the public realm. The spaces between buildings, and in particular, along the highway, is a paramount concern. It is vital that the District and County Councils work closely together to ensure that the investment made in the THI and Cromer Town Revitalisation Programme is not wasted. The removal of visual clutter, often stemming from over-zealous public signage would help. The District Council has a key role to play by ensuring that all 'signage and branding' takes account of the sensitive visual amenity and heritage settings to be found in Cromer.

The 2002-2006 improvements within the public realm, both within the town centre itself and along the Grade II Listed promenade, greatly enhanced the appearance of the town. They combined with the revised traffic management arrangements to vastly improve the setting and quality of the Conservation Area. However, without continued investment in the public realm, which includes revenue support for maintenance of streets, pavements, public/street furniture and landscaping/trees, the quality and character of these areas will diminish. The District and County Councils need to give special regard to these issues and give proper regard to maintenance.

(c) Good quality new design remains a rarity in Cromer. Seemingly forced over the years by retrospective design philosophies and populist decision-making to adopt 'pastiche' solutions to design, architects and designers have not had the courage to design contemporary buildings that use for their inspiration the scale, form and spirit of Cromer's built heritage as a guide [A notable exception is the Henry Blogg Lifeboat Museum (Rocket House)].

(d) The need for more generic design guidance to assist architects and others in their consideration of alterations and re-instatements (the need to consider all aspects, including sustainability and the Crime & Disorder legislation is also apparent);

(e) In combination with future planning controls and a more pro-active enforcement policy under (a) above it is also important that the Conservation Area boundary be reviewed. Several parts of the Conservation Area cannot be justified in heritage or general design or equity terms. Furthermore, their inclusion in the Conservation Area dilutes the quality of the



## Cromer Conservation Area Character Appraisal and Management Plan (Part 1)

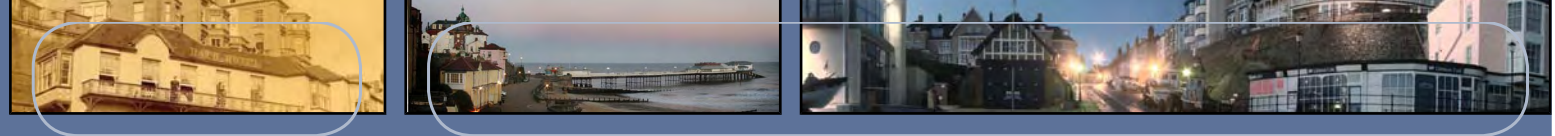
Conservation Area and undermines its status. Their inclusion also brings unreasonable constraints upon some householders, who reside on the edge of the historic core or outside obvious heritage settings;

(f) The absence of an up-to-date Appraisal for the Conservation Area is a major disadvantage. Hopefully the Appraisal contained within this document will provide a good basis for future Development Management decisions.

(g) Major enhancement of the Conservation Area can also flow from the re-development of some key infill sites. Along Church Street and at other prominent locations there is a substantial opportunity for good quality and innovative architectural design that would lead to the removal of negative townscape as well as providing new opportunities for investment and an overall improvement in retail offer. The preparation of Development and Design Briefs for these sites and those identified in the Site Allocations Development Plan will be essential to ensure re-development of high quality which fits the scale, rhythm and grain of Cromer's townscape.

(h) On detail changes and alterations to historic buildings reference should be made to 'Aspects of Design in Cromer' - Cromer Preservation Society (2006).

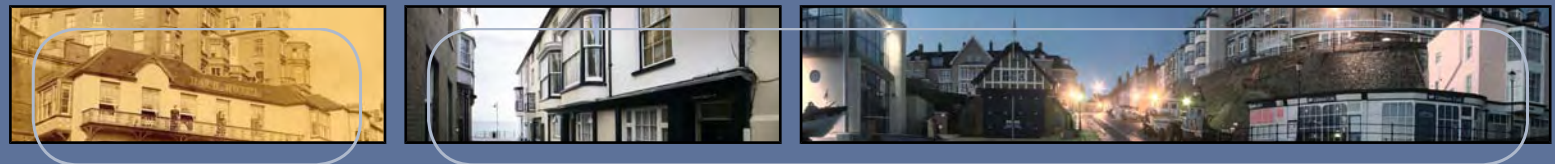




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## PART 2: MANAGEMENT PROPOSALS



## 2.1 Exploring the Issues

‘Our vision is to retain the environmental quality and historic character of Cromer’s built heritage through collaborative and effective working partnerships. Together we recognise that the protection and enhancement of Cromer’s historic environment and townscape is essential to the economic, social and cultural vitality of the town of Cromer and its Conservation Area.’

- Philip Godwin (Conservation, Design and Landscape Manager)

The management proposals that follow have been prepared in accordance with English Heritage guidance and the advice of the Heritage Lottery Fund. A vital source of information for these management proposals has been the SHER and research undertaken within the District Council.

These proposals have been prepared as follows:-

- (i) An exploration of the management Issues, including an analysis of the strengths, weaknesses, opportunities and threats facing the Conservation Area.
- (ii) An outline of the Management Mechanisms by which the Conservation Area will be managed (including Planning and other legislative controls).
- (iii) A summary of the corporate management arrangements by which North Norfolk District Council will ensure that the historic environment in Cromer is preserved, maintained and enhanced.
- (iv) A series of Proposals for Community Engagement and participation, including education initiatives and schemes.

The subsequent tables describe the current management arrangements in Cromer Conservation Area and identify the various resource and other issues that need to be addressed over the 5 year period of the Management Plan.



2.1.1 Table 1: Current management arrangements in Cromer Conservation Area

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• 'Interventionist' planning enforcement policy for Cromer in place.</li> <li>• Qualitative processing of applications for planning permission, listed building consent and conservation area consent.</li> <li>• NNDC, Cromer Town Council and Norfolk County Council work independently.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Conservation Area controls.</li> <li>• Need for better co-ordination between those services of NNDC that have an impact on the management of the Conservation Area environment.</li> <li>• Lack of co-ordination with external agencies (e.g. Statutory undertakers).</li> <li>• Many bodies involved (both internally and externally) in the management of Conservation Area environment.</li> <li>• Lack of literature currently available to advise the public on conservation/design issues.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Introduce Article 4 Directions to protect the character of Cromer</li> <li>• Produce and adopt this Management Plan.</li> <li>• Produce design guidance (including information on website).</li> <li>• Build on the success of the THI; continue to encourage the qualitative repair of historic buildings; engender proper stewardship.</li> <li>• Set up a Conservation Area Advisory Committee or alternative locally based advisory arrangements for the Conservation Area</li> <li>• Review Enforcement Policy.</li> <li>• Local lists of Buildings of Special Architectural or Historic Interest.</li> </ul>	<ul style="list-style-type: none"> <li>• Property owners with permitted development rights making alterations that erode the character of the Conservation Area.</li> <li>• Possible reduction of trained expertise/staffing levels.</li> <li>• Insufficient staff resources.</li> <li>• Lack of sufficient financial resources to undertake management initiatives</li> <li>• Inability of all agencies to co-ordinate their patterns of working to ensure effective management.</li> <li>• Lack of corporate capacity to address cross-cutting service delivery issues</li> <li>• Failure to address long-term maintenance in the public realm.</li> <li>• Lack of Funding.</li> </ul>



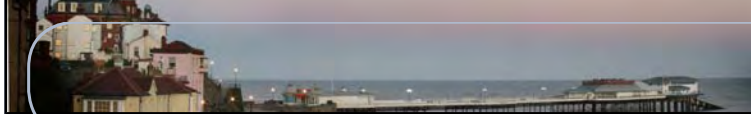
## Cromer Conservation Area Character Appraisal and Management Plan (Part 2)

### 2.1.2 Table 2: Alterations, Poor Maintenance and Climatic Conditions - the Risks

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● SHER survey comprehensively assessed the amount of erosion of character.</li> <li>● 'Replacement Windows' leaflet provides clarity.</li> <li>● Successful appeal cases won against the installation of inappropriate windows in historic buildings.</li> <li>● THI had a positive knock-on effect with regard to building repairs.</li> <li>● Cromer Preservation Society has raised awareness of Cromer's architecture and its maintenance.</li> </ul>	<ul style="list-style-type: none"> <li>● Lack of planning controls over changes and alterations to buildings.</li> <li>● Few traditional shop fronts remain due to post-war changes.</li> <li>● Some properties poorly maintained due to neglect.</li> <li>● Building materials and styles (such as turrets and balconies) used in the nineteenth century can be expensive/problematic to maintain.</li> <li>● Sea air and wind causing erosion.</li> <li>● Role as resort means that scaffolding often cannot be erected during the summer season, leading to a limited window for building repairs.</li> <li>● Lack of finance or unwillingness of landlords to undertake correct maintenance/repairs.</li> <li>● Lack of information amongst historic building owners concerning 'appropriate' alterations.</li> <li>● Conflicting Building regulations (Part L) and conservation aspirations.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● Introduce Article 4 Directions to control physical change.</li> <li>● Use the examples of buildings improved under the THI to educate the public about maintenance and appropriate methods of repair.</li> <li>● Produce literature on maintenance and design issues as a means of education for historic building owners</li> <li>● Private sector investment.</li> <li>● Retail opportunity sites identified through the Site Allocations.</li> </ul>	<ul style="list-style-type: none"> <li>● Property owners following examples of earlier inappropriate alterations.</li> <li>● Low maintenance 'benefits' being promoted by uPVC companies, for example.</li> <li>● Installation of windows without planning permission at some properties.</li> <li>● Climate/coastal location not a factor that can be controlled.</li> </ul>

**2.1.3 Table 3: Resources to manage the heritage asset within both the public and private sectors**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Well qualified Conservation, Design and Landscape team consisting: Conservation &amp; Design Manager, Senior Conservation &amp; Design Officer, Conservation &amp; Design Officer, Landscape Officers and Technical Support Assistant.</li> <li>• Town and County Councils also able to make a contribution to the management of the Conservation Area.</li> <li>• Investment of funds through the THI 'planted a seed' of community aspiration and commitment.</li> <li>• Continued interest in the property market despite recession.</li> </ul>	<ul style="list-style-type: none"> <li>• Current Conservation Area legislation</li> <li>• Funding from external bodies now not available.</li> <li>• Continuing high 'deprivation index' within sectors of community.</li> <li>• A need to convince sceptics about the benefits of maintenance and repair.</li> <li>• Outward migration of young people and increasingly ageing population.</li> <li>• Increasing number of properties being purchased on a 'buy-to-let' basis (may therefore not be as much investment in these properties as those that are owner-occupied).</li> <li>• Inappropriate and 'quick fix' maintenance erodes quality of historic environment.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Undertake a boundary review.</li> <li>• Produce design leaflets/guidance</li> <li>• Introduce further controls such as an Article 4 Direction to strengthen planning controls and the management of change.</li> <li>• Increased inward investment enquiries to make Cromer a more attractive tourist destination which in turn encourages a more qualitative 'tourism offer' based partly on heritage assets.</li> </ul>	<ul style="list-style-type: none"> <li>• Need to ensure that sufficient staff time is devoted to the management of the Conservation Area by officers across services at North Norfolk District Council.</li> <li>• Less public sector money available for projects in North Norfolk in future.</li> <li>• No effective of co-ordination of the management of the public realm.</li> <li>• Continued lack of revenue funding for maintenance of the historic environment and recent investments.</li> <li>• Further slump in the property market.</li> <li>• Continued economic downturn/recession.</li> </ul>



## Cromer Conservation Area Character Appraisal and Management Plan (Part 2)

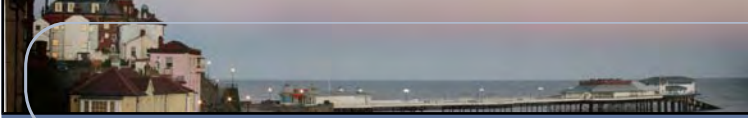
**2.1.4 Table 4: The historic environment and economic and social pressures - the demand for change**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Good examples of a range of historic buildings that retain original character.</li> <li>• Continuing proactive enforcement policy.</li> <li>• SHER survey.</li> <li>• Best practice: materials used appropriate to both historic buildings and environments.</li> <li>• Street works provided more priority for pedestrians; and respected character of Conservation Area.</li> <li>• Developments, such as Merchant's Court, North Norfolk Information Centre and Lifeboat Museum show a commitment to good quality contemporary design at the NNDC, (wherein the development is considered in the context of its setting and environment).</li> </ul>	<ul style="list-style-type: none"> <li>• Current Conservation Area controls limit the extent of control over damaging changes.</li> <li>• Some properties have already suffered from so many incremental and detrimental alterations that their character has already been defaced irretrievably.</li> <li>• Earlier infill such as the 1960s block of development on Church Street being at odds with surrounding historic buildings in terms of scale, form and materials.</li> <li>• A prevalence of bad shop front design and signage.</li> <li>• Current economic conditions (2012)</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Opportunities to integrate new design into an historic environment.</li> <li>• Demand for change can be managed to ensure that any alterations are appropriate to the character of the building and the Conservation Area, through the introduction of Article 4 Directions.</li> <li>• Educate owners and suppliers/manufacturers of products and materials.</li> <li>• Cohesive and co-ordinated management of the street-scene and public realm (involvement of local community and Area Partnerships).</li> <li>• Private sector investment.</li> </ul>	<ul style="list-style-type: none"> <li>• National retailers wishing to install their 'standard' shop fronts. (Note Iceland case).</li> <li>• 'Low maintenance' benefits promoted by companies selling concrete roof tiles, and uPVC doors and windows, for example (the installation of which can erode the character of the Conservation Area)</li> <li>• Specialist materials used on historic buildings such as terracotta being repaired with inappropriate modern materials/methods</li> <li>• Fashionable 'sustainability' without reference to local distinctiveness – Part 'L' of Building Regulations and other legislation which without a sensitive application can ruin the historic character of buildings and areas.</li> </ul>



### 2.1.5 Table 5: The implications of complying with other forms of legislation

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● Relaxation can apply to historic buildings in regard to Part L of the Building Regulations.</li> <li>● Listed building legislation has equal status with other forms of legislation such as the Disability Discrimination Act and Dangerous Structures and Section 17 of the Crime and Disorder Act.</li> </ul>	<ul style="list-style-type: none"> <li>● Not all historic buildings are able to be adapted in order for them to comply with all forms of legislation due to their sensitivity to change.</li> <li>● Co-ordination is needed between the various sections and agencies who enforce legislation so that a consistent approach towards the maintenance of the historic environment is achieved.</li> <li>● Application of highways signage and Traffic Management Guidance as contained in Government Manuals can seriously damage the character of Cromer.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● Better liaison between the Conservation, Design and Landscape, Housing, Development Management and Building Control services with regard to application of the planning and building regulations and grant criteria.</li> <li>● Important opportunity for corporate working within NNDC.</li> <li>● Need to find building solutions to comply with the Disability Discrimination Act and Fire Regulations.</li> </ul>	<ul style="list-style-type: none"> <li>● Complying with all forms of legislation can have a detrimental effect on the historic environment asset.</li> <li>● Insufficient staff awareness and training and inability for some to think 'outside the box'.</li> <li>● Sustainable design solutions and the drive for sustainability can lead to the loss of traditional techniques for building repair and damage the character of buildings.</li> <li>● Retrospective and 'pastiche' designs.</li> <li>● Climate change agenda.</li> </ul>



## 2.2 Managing the Asset

### Introduction

The Townscape Heritage Initiative and the Town Centre Revitalisation Programme led to a substantial investment in the historic environment and the Cromer Conservation Area between 2002-06. *Now the emphasis must be on how this special environment can be looked after and further enhanced.*

This section of the Management Plan considers how:

- (i) various District Council services can be more effective in managing the Conservation Area;
- (ii) external agencies and bodies can make a positive contribution;
- (iii) the wider community and the individual can help to manage the Conservation Area by means of their own actions.

Of the various services at NNDC whose work has an impact on the character of the Conservation Area, the Development Management & Building Control Services, and the Conservation, Design and Landscape Team in particular, by way of their statutory responsibilities, are the services of the Council that are most heavily involved in making decisions about the Conservation Area and its appearance.

However, the section on 'Corporate Working' then looks at how all services within NNDC together with external agencies such as the County Council can contribute. Last but not least the way in which the community should be involved is assessed and a series of proposals made for active community engagement.

### The Planning System

#### a) Development Management

Currently Policy EN8 of the adopted North Norfolk Local Development Framework refers specifically to Conservation Areas. However other policies concerning sustainable design, housing, employment, retail, tourism and car parks also have a relevance.

The District Council as Local Planning Authority determines all development proposals in accordance with the relevant policies that may affect the character of the Cromer Conservation Area, whether applied for through Listed Building Consent, Planning Permission, Conservation Area Consent or Advertisement Consent. It does this by ensuring that proposals either preserve or enhance the character or appearance of the Conservation Area, and by resisting proposals that would harm its special character. The scale of a proposal, the quality of its design, and the suitability of its materials are all be considered along with its effect on the wider Conservation Area. This does not however mean that change is forbidden – but it should be effectively managed. Policies and application need to be designed to allow the Conservation Area to remain prosperous, and to avoid unnecessarily detailed controls over businesses and householders, but at the same time ensuring that any new development accords with the area's special architectural and historic interest.

### Future Priorities & Recommendations

- Continue to approve only those applications that preserve or enhance the appearance of the Conservation Area in accordance with both guidance contained in the Development Plan and National Planning Policy Framework.
- Use the North Norfolk Design Guide as a reference for both officers and applicants to ensure that proposals respect local architectural details and traditions. (Refer also to Aspects of Design 2007).
- Prepare design and conservation guidance in the form of pamphlets and leaflets.
- Prepare design and development briefs for key infill or re-development sites in the Conservation Area in accordance with the Site Allocations document.

#### b) Enforcement

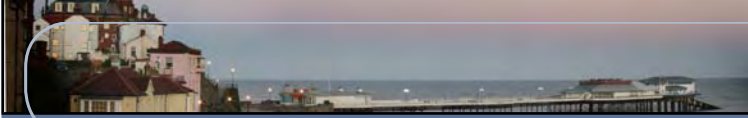
As part of the operation of the Conservation Area Management Plan within Cromer, the District Council will review its existing enforcement policy with the production of a new Enforcement Plan.

The mechanisms that can be used are outlined below:-

**Enforcement Notices** have been served at a number of properties in Cromer where inappropriate uPVC windows have been inserted into historic buildings without the relevant permissions, where the buildings were either listed, divided into flats, or commercial properties. In all cases, traditional timber sash windows had been replaced with uPVC windows of a different construction and design, with the result that the appearance of the buildings was considered to be materially affected, so planning permission for their retention needed to be applied for. In all cases, permission to retain the windows was subsequently refused. Either voluntary compliance or enforcement action was then necessary to ensure that the windows were replaced or altered so that they did not materially affect the appearance of the buildings.

**Discontinuance Notices** can be used to secure the removal of a specific advertisement or the use of a particular site for the display of advertisements where such signs and advertisements are out of character.

**Urgent Works Notices** can be served to enable local authorities to execute any works which appear to be urgently necessary for the preservation of an unoccupied listed building, and **Repairs Notices** can be served on the owner of a listed building specifying those works that are considered necessary for the proper preservation of the building. Both have been either served or threatened on a number of occasions, most notably at 2 Brook Street (during the THI). The condition of this grade II listed property had been deteriorating for a number of years, and although the owner expressed their interest in participating in the THI scheme from the start, there were works that the Council thought necessary for the preservation of the building which would need to be undertaken whilst a full application was being prepared.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 2)

Section 54 of the Planning (Listed Buildings and Conservation Areas) Act 1990 enables the Council to execute any works that appear to be urgently necessary for the preservation of a listed building, and Section 55 of the same Act enables the Council to recover the expenses for such works. Under Section 48 of the Planning (LB & CA) Act 1990 the Council can serve upon the owner of a listed building a **Repairs Notice**.

Finally, it should be noted that the Council as LPA and key player in the protection of the character of the Conservation Area should seek to balance enforcement with 'assistance' – hence a 'carrot' and 'stick' approach wherein partnership and co-operation with owners is sought.

### Future Priorities and Recommendations

- The District Council will continue to be committed to the use of enforcement powers within the Cromer Conservation Area as and when required, and will continue to be so.
- The District Council will serve Article 4 Directions for the restriction of permitted development.
- The District Council will work with owners to find solutions before applying enforcement powers.
- The District Council will update the Council's Enforcement Policy and ensure that controls are enforced.

### c) Article 4 Directions

The District Council will investigate the serving of Article 4 direction within the Cromer Conservation Area. Introducing such Directions would withdraw Permitted Development Rights under the Town & Country Planning (General Permitted Development Order) 1995. An Article 4 Direction removes specified development rights in respect of specified buildings, and can be served for individual buildings, groups of buildings or whole Conservation Areas. They can provide much-needed clarity for landowners and potential developers about the historic and architectural value of an area, and can ensure that any change is compatible with the architectural quality and setting of that area.

In order to assess the need for such a Direction, all properties within the Cromer Conservation Area built before 1945 will need to be re-surveyed. Assessing the results enable those streets where the character remains largely intact due to few inappropriate alterations to be identified. Commercial properties, residences in multiple occupation and listed buildings are already covered by the need to apply for additional permission, and therefore would not benefit from an Article 4 Direction.

Article 4 Directions can cover such items as: doors, windows, colour schemes, removal of roofs/chimneys, converting garden space to hard standings, removal of railings, walls or hedges, installation of solar panels, satellite dishes and will usually be introduced to those buildings identified as being of local significance or hold a prominent position. The assessment of the results of a re-survey (undertaken with CPS assistance) will determine those architectural elements at specific properties which it will be most desirable to protect.

After assessing the dwelling houses that it would be desirable to protect with additional controls the District Council will need to:

- Arrange for a public consultation and a publicity campaign, providing information on the reasons for the need to introduce the additional controls and the resultant consequences and benefits
- Advertise the Direction locally and serve notices on the property owners concerned, along with guidance notes for owners/occupiers

Any such directions would include descriptions of the development rights affected and that part of the Conservation Area to which the Direction relates. It would come into effect on the day that the notice is served. The local authority then has 6 months to confirm Directions, taking into account any representations made during a consultation period, which shall not be less than 21 days. At the end of the 6 months, confirmation of the notice would need to be advertised, as it was at the beginning of the 6 months. If directions are not confirmed by the local authority, then they expire. (It would be advisable that NNDC compile a dated photographic record of all of the affected properties at the time of the serving of the notice, in order to aid any future enforcement.)

Once in place, a Direction requires a planning application to be submitted for the specified development, where it would otherwise not be necessary. It should be noted that any planning application received as a result of the Direction will not require a fee, unlike ordinary planning applications. If any application is refused, or even granted subject to conditions, the applicant can seek compensation from the LPA under s108 of the Town & Country Planning Act (1990). However, this will only be payable if the owner can show that the refusal of planning permission has devalued their land or property.

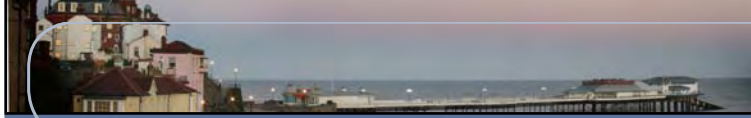
#### **Future Priorities & Recommendations**

- Finalise the list of those properties and streets being considered for an Article 4, and the development to be controlled, and present in map format.
- Present the proposals to Cabinet and relevant Development Management Committee
- Initiate the process for implementation of the Direction.
- Make the necessary resources available to support the survey work and preparation of Article 4 Orders.

#### **d) Boundary Review**

The District Council intends to review the Conservation Area boundary to assess its continued relevance as part of a programme of Conservation Area Appraisals. Cromer is included as one of the highest priority areas in the Council's programme of appraisal. The boundary will be considered in terms of whether it needs re-drawing, and a clear statement will be included justifying why it is drawn where it is.

The appraisal forms Part 1 of this Management Plan and has been conducted using English Heritage Guidance on Conservation Area Appraisals and Guidance on the management of Conservation Areas.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 2)

### **Future Priorities & Recommendations**

- Undertake a review of the boundaries of the Cromer Conservation Area as part of the wider Conservation Area Appraisal and Management Plan preparation
- Make amendments if necessary to the boundary, after consultation internally and externally
- Include a statement in the appraisal explaining why the boundary has been selected/designated
- Review the boundary as part of a wider re-assessment to ensure its continued relevance

### e) Public Realm

The District Council will work with other agencies, residents and land owners to ensure the public realm and open spaces continue to be maintained and enhanced. Map 1 (Appendix B) indicates two key sites which would benefit from enhancement in particular - North Lodge Park and the West Promenade area.

There is scope to improve the appearance of other public spaces, including car parks. Some attempt should be made to soften these areas with landscaping and the introduction of mature trees.

Sympathetic 'heritage' street lighting should be installed which reflects the character and appearance of the area. Where Victorian lamp posts remain these should be replaced on a 'like for like' basis.

Particular attention should be paid to shopfronts which play a large part in shaping visitors' perceptions and make a significant impact on streets in the Town Centre. Inappropriate colour schemes, fascia boards and lighting can all harm the appearance of the Conservation Area.

### **Future Priorities & Recommendations**

- The District Council will encourage the development of enhancement schemes at North Lodge Park and West Promenade.
- The District Council will work with other agencies, residents and land owners to ensure the public realm is properly maintained.
- The District Council will work with County Council as Highways Authority to ensure the correct palette of materials is adhered to for roads, pavements and street lighting in the Conservation Area.

f) Design advice and publicity material

The following printed guidance is currently available:-

*North Norfolk Design Guide*  
*Building with Lime*  
*Replacement Windows*

Updated guidance noted are needed for Listed Buildings and Conservation Areas.

The Replacement Windows leaflet offering advice on when permissions under the current controls may be needed along with general advice on the appropriateness of replacement windows. This has been regularly distributed to local window manufacturers and suppliers.

The Council will produce additional guidance leaflets for topics such as satellite dishes, doors, repointing, shop fronts and traditional materials. These leaflets are likely to be relevant to all Conservation Areas within the District – leaflets specific to Cromer could however also be produced explaining for example, why the Conservation Area has been designated; what its specially valuable features are; how individual householders can help to protect its character and appearance; and what additional controls and opportunities for assistance designation brings with it. The texts for such leaflets will be prepared in conjunction with the Cromer Preservation Society, and by utilising the information already contained in the North Norfolk Design Guide.

The published guide: 'Aspects of Design in Cromer' contains comprehensive information on the architectural features and locally distinctive design to be found in Cromer.

**Future Priorities & Recommendation**

- Produce further guidance (in the form of leaflets and on the Council's website) as part of a wider publications initiative for Conservation Areas, along with information on topics specific to the Cromer Conservation Area.
- Work with the Cromer Preservation Society and Chamber of Trade to produce design guidance.
- Implement this Management Plan.
- Re-publish and promote 'Aspects of Design'.
- Approve a 'Local List' of properties for Buildings of Special Architectural or Historic Interest.





## 2.3 Corporate Working

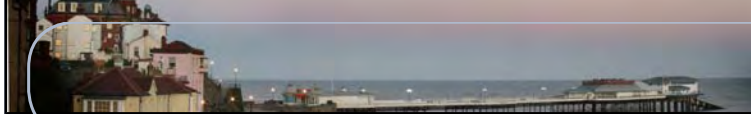
At the heart of the Conservation Area Management Plan is the requirement to ensure that all services within the District Council give proper consideration to the co-ordination of management effort within the Conservation Area in order to safeguard its character and setting. Engendering a corporate understanding and approach that recognises the importance of retaining the character of Cromer Conservation Area should be first and overriding objective and aim.

The following provides details of those services within the District Council which have a responsibility for various elements of management within the Conservation Area, and explores how in exercising these responsibilities their work may have a positive impact on it. It then also considers those external agencies which have an impact on the Conservation Area. Appendix H gives precise contact details for the various internal and external services involved.

### Internal District Council Services

The following table identified the responsibilities of the District Council within the Conservation Area. As can be seen the responsibilities lie with different services and therefore effective corporate working is needed to ensure successful delivery of service.

Service/Department	Responsibility within the Cromer Conservation Area	Impact
Community and Economic Development  Assets, Coastal Defence & Leisure	Parks and gardens (see map*)  The Promenade & Seafront (including equipment on the prom & pier).  Seats/benches	Important green open spaces within an otherwise urban landscape. Regular maintenance to be continued in order to have parks and gardens within Cromer that are well maintained and contribute to the appearance and character of the town.  A major asset within the town that has undergone recent improvement and enhancement. A heavily visited area whose appearance is paramount to the overall image of Cromer.  The art works, specialist materials, and equipment installed as part of the enhancements need to be maintained on a regular basis and a programme implemented as such to ensure that the investment in the area is safeguarded.  Many seats are provided both on the promenade and on the cliff top which are much used by locals and visitors alike.  A regular repairs/maintenance programme should be in place, as with all other equipment, to ensure both the safety of the items and their appearance.
Environmental Health	Litter bins  Street cleansing (contracted to Kier)	Need to ensure that all bins are emptied regularly during the peak season for both hygiene reasons and to maintain an image of a well-kept town.  The bins in the town are of a matching design, so any replacements needed should be ordered to match the existing.



## Cromer Conservation Area Character Appraisal and Management Plan (Part 2)

Service/Department	Responsibility within the Cromer Conservation Area	Impact
		The contract and specification will need to be reviewed with a view to protecting the traditional street surfacing materials, many of which have been installed as part of the town revitalisation, such as setts and flagstones. Chewing gum removal is vital.
Assets, Coastal Defence & Leisure	Railings on the seafront and sea walls  North Lodge Park  Car parks	Regular maintenance of the railings is needed, with budgets set aside to undertake such works, to ensure that both safety and a well-kept appearance are maintained.  As and when replacements are needed, they should be of a suitable matching design, ideally on a like-for-like basis.  A prominent public listed building on the cliff top owned by Cromer Town Council. Its management and appearance therefore reflect directly on the Council.  Cromer's car parks are many peoples' first impression of the town and therefore their appearance is of paramount importance. They need to be well maintained, clean and have appropriate signage in place.
Economic & Tourism Development	Promotional material	As tourism is central to Cromer's economy, appropriate promotion is extremely important. Businesses associated with the town's role as resort need to be provided with sufficient support, and visitors need to be provided with sufficient and easily accessible information to make their visit more enjoyable.  This can range from promotional material such as that found in the North Norfolk Information Centre, to posters around the town on notice boards, to information and directional signs.
Housing Enabling	Home Improvement Grants and Housing Association facilitated refurbishments	Need to ensure consistent approach for building refurbishment and repair that reflects the character of historic buildings

### Future Priorities & Recommendations

- Checklist to be prepared for Conservation Area Management – see the 'Guidance for Managers' at the front of this document. Checklist to be used as a reminder for service providers, when making operational and management decisions within the Conservation Area.
- Specific responsibility given to a Member, to act as spokesman for Cromer Conservation Area Management.
- Budgets rationalised and co-ordinated to provide funding/resources across the authority with a clarification on maintenance responsibilities.

## External authorities and agencies

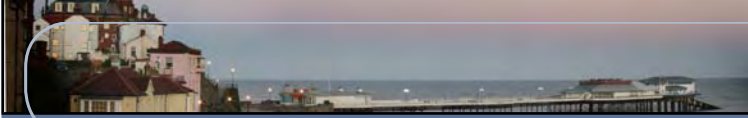
### Asset Management

The following table identifies the responsibilities of other bodies with an interest in the Conservation Area (Norfolk County Council, Cromer Town Council and the Statutory Undertakers). There is an opportunity under the Localism Agenda for local bodies to take more responsibility.

Agency	Responsibility within the Cromer Conservation Area	Impact
Highway Authority	Traffic management and highway maintenance regimes.	Major impact on the quality and character of the public realm. Need to remove signage that is unnecessary and ensure quality maintenance of highway surfaces.
Statutory Undertakers	Provision of electric, gas, water and telephone services	Major impact on the quality and character the public realm. Need to ensure that service provision and disturbance of quality street surfaces is re-instated to a satisfactory standard in conjunction with NCC.
Cromer Town Council	Maintenance of some public spaces, parks and structures; likewise infrastructure and buildings.	Owner of North Lodge and responsible for the maintenance of various open spaces and street furniture such as signage and seats.
Norfolk County Council	Maintenance of structures and buildings (non Highway Authority).	Joint responsibility for maintenance of museums and other public buildings or facilities.
Chamber of Trade	Represents businesses and seeks to promote Cromer as a retail/ business destination.	Promotional material, including signage and advertisements will have a direct impact on the character of the Conservation Area.

### Future Priorities & Recommendations

- Prepare 'External Checklist' for agencies and bodies – content to be all the issues relevant to the management of the Conservation Area so that partners can consider the impact of their decisions
- Allow public involvement through annual Cromer Town Meeting – opportunity for the public to raise issues concerning the management of the Conservation Area
- Prepare a 'Memorandum of Understanding' for External Bodies i.e. a concordat for operating services that explains who should be consulted before decisions are made that could impact on the character of the Conservation Area
- All partners to agree and adopt the Management Vision (see above).



## 2.4 Community Participation

### a) Projects

The public participated positively in both the Cromer THI and the wider regeneration initiative in a number of ways. This ranged from being members of the various 'Focus Groups', to being able to comment on the proposals for the town centre improvements, to repairing and maintaining their buildings and having access to new assistance and resources provided through training initiatives such as the Lifelong Learning project.

The regeneration of Cromer did not just involve the built environment, although the THI was one of the main catalysts. Other aspects of the regeneration strategy have also had an impact on the built environment.

A number of outstanding projects remain. For example, a project to restore the Old Chapel and Cemetery on Holt Road (grade II listed) could result in it being made available for use by the community. It is hoped to secure funding for this project from other source(s), including the HLF and the North Norfolk Historic Buildings Trust. An adjacent scheme involves the restoration of the nearby Signal Box (also grade II listed), in order for it to be used as an educational railway museum; a Cromer Railway Signalling Society has been formed by members of the community to facilitate and run such a museum.

### b) Conservation Area Advisory Committee

The purpose of the THI Panel was to provide advice, support and practical assistance with regard to the operation of the THI. It has been chaired, organised and operated by the THI Manager and has functioned as a 'technical and professional body', offering advice and guidance to the District Council's Conservation & Design Team, who have been responsible for the day-to-day implementation of the Initiative. The Panel consisted of 16 members all with varying experience and interest in Cromer. During the life of the THI, quarterly Panel meetings have been held in order to harness community involvement and technical guidance.

Safeguarding the good work that was undertaken under the THI scheme and ensuring that any future works either preserve or enhance the Conservation Area will be of the highest priority. For this reason, a Conservation Area Advisory Committee should be considered. A streamlined consultation process would be set-up that would not interfere with the speed of planning application decision-making.

#### **Future Priorities & Recommendations**

- Establish a Conservation Area Advisory Committee or enhanced consultation arrangements with local advisers to consider planning and conservation issues within the Conservation Area, encompassing a streamlined consultation procedure.

### c) Updated State of the Historic Environment Report

The Council has, with Norfolk County Council and Cromer Preservation Society, produced a State of the Historic Environment Report (SHER) for the Cromer Conservation Area in 2005.

The Report included results from a survey of all properties in the Conservation Area constructed before 1945 – in line with the criteria of Cromer’s THI – and details changes to these properties post-1947 (since the introduction of Planning Controls). The survey was designed to measure the extent and nature of the erosion of the character of the Conservation Area.

On the whole, where loss or replacement was over 40%, it was deemed to be ‘significant’. However, an assessment was also made as to whether this loss or replacement had a ‘minor’ or a ‘significant’ effect on the Conservation Area. For example, a high proportion of properties have had their roof covering replaced – this would therefore automatically mean that as more than 40% of the material has been replaced, that the change would be regarded as ‘significant’.

It is recommended that the SHER Report be updated and a re-survey undertaken.

### d) Education Strategy

A draft Education Pack was produced by the Conservation, Design and Landscape Team, in discussion with Cromer Museum and Cromer Junior School in 2006. The pack was designed primarily for children in Year 6, and contains a number of activities relating to historic buildings in Cromer. The objective was to raise awareness of the built environment amongst the younger members of the community. The pack will now need updating.

#### **Future Priorities & Recommendations**

- Support the delivery of education initiatives in schools and museums.

### **Conclusion**

***The priorities and recommendations outlined above provide the basis for the future management of the Conservation Area. There are a series of projects and schemes that need to be delivered over the period of the plan. It is recommended that proposals made in this plan be reviewed comprehensively on an annual basis and that the Council’s Corporate Management Team and Cabinet be advised of progress accordingly.***

## **PART 3: IMPLEMENTATION - TARGETS/FUTURE ACTIONS**

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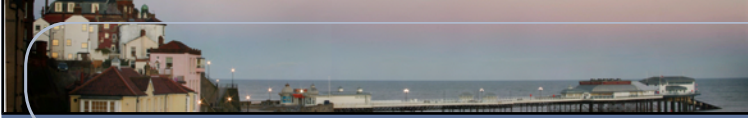
## PART 3: IMPLEMENTATION - TARGETS/FUTURE ACTIONS



## PART 3: IMPLEMENTATION - TARGETS/FUTURE ACTIONS







### 3.1 Using the Plan

#### How the plan will be adopted?

The Cromer Conservation Area Management Plan will be adopted by the District Council. On adoption all Service Managers of the Council will be expected to comply with the management guidance contained in the Plan and to refer to the checklist for management contained in this document.

Following adoption by the District Council the Management Plan will be used as the basis for further consultation and agreement with Norfolk County Council, Cromer Town Council and statutory undertakers such as Anglian Water.

The Appraisal (Part 1) element of this document will be adopted and treated as a material consideration in the Development Management Process.

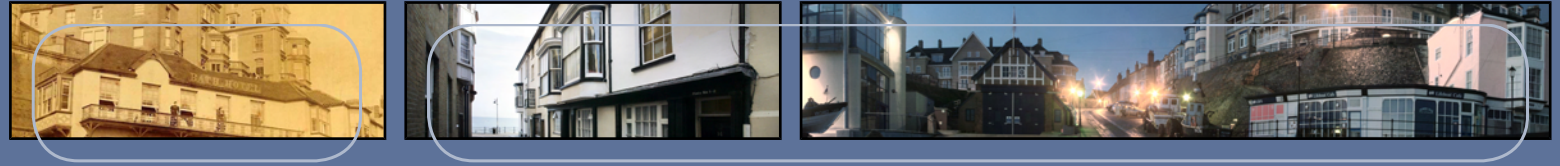
#### Who will “own” it and be responsible for its implementation?

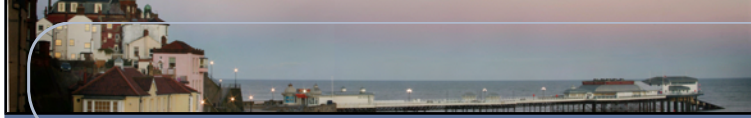
The District Council's Corporate Management Team will take responsibility for the Management Plan and its implementation. It is intended that the Management Plan be reviewed on an annual basis. Key services within the Council affected will be:

- Development Management
- Environmental Health
- Assets, Coastal Defence & Leisure
- Community and Economic Development

A Management Group will be formed, with key services represented. The principal onus will rest with the District Council's Conservation, Design and Landscape Team, which will service the Management Board. However, all parties will need to 'sign up' to the document and the Management Vision and to have real ownership in order for it to have real worth.

## APPENDICES





## Cromer Conservation Area Character Appraisal and Management Plan (Part 3)

### References & Sources

Boyce .A.D. (2006) - 'Aspects of Design in Cromer' – Building Materials and Features of Cromer's Historic Architecture From the 18th to the Beginning of the 20th Century.

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Cromer Preservation Society - Harmonious Houses in Exquisite Surroundings: An Introduction to the Late 19th Century and Early 20th Century Buildings Along the Norwich, Vicarage and St Mary's Roads.

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Department of the Environment List of Buildings of Special Architectural or Historic Interest: Parish of Cromer.

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English Heritage (2005) - Guidance of Management of Conservation Areas.

English Heritage (1998) - Stopping The Rot: A step by step guide to serving Urgent Works and Repairs Notices.

North Norfolk District Council - Conservation Areas in North Norfolk: A General Guide

North Norfolk District Council (2006) - Cromer Conservation Area Appraisal

North Norfolk District Council (2009-2010) - Local Development Framework

North Norfolk District Council - Free Publications: Replacement Windows, Listed Buildings in North Norfolk: A Guide For Owners and Occupiers

Styan .D. - Lost Cromer: A guide to Cromer that has gone and where to see what remains (Cromer Museum)

Warren .M. - Cromer: The Chronicle of a Watering Place.

## Appendix A: Archaeology

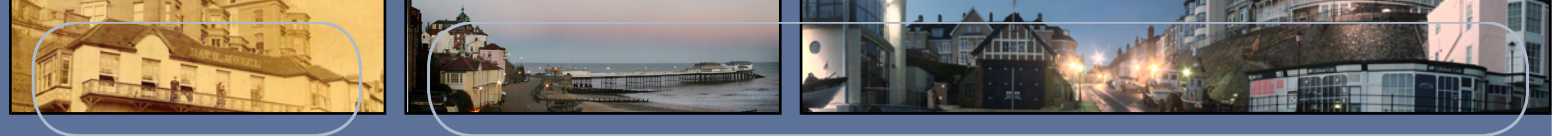
Location	Description/Date
South-west of Central Road	Beaker - 2300 BC to 1700 BC
TG 2205 4230	Lithic Implement (Palaeolithic - 500000 BC to 10001 BC)
Priory Bank, Cliff Avenue	Small chipped flint axe, 4 3/4" long. Neolithic - 4000 BC to 2351 BC
Cliffs TG 215 424 (Runton Road)	Contemporary forgery of silver penny of Edward II
59 Runton Road	15th century bronze spout with animal head from ewer or similar vessel
Site of Shipden village	Documentary Evidence
Jetty Street	Site of battery erected in 1747
TG 2213 4215	9 April 1868. "Agenoria" wrecked here
TG 2200 4238	Harbour - Double row of wooden post stumps
Cemetery, Holt Road	Land donated in the town by B.B.Cabell of Cromer Hall in 1860. One quarter for Dissenters, the rest consecrated. Chapel in centre with paths at right angles lined with trees. Private path led to Cromer Hall; this path has gone. Closed in 1908.  Rare example of a cemetery provided by a private owner with path to his house.
Sunken and Evington Gardens	Evington Gardens originally intended to have been laid out as private gardens by owners of adjacent houses planned in 1852 and 1877 but this probably never done.  Sunken gardens and Marrams to north planned as similar but purchased by council and made into public gardens from 1910-1939.  Whole area constructed as public gardens 1953-1957 from the Rehabilitation Fund. Important examples of work of this Fund.  A series of World War Two trenches and a possible gun emplacement have been cut into the sunken gardens and are visible on aerial photographs from 1941.
TG 215 420 (adjacent to police station)	Site of wind mill. Marked on Faden's map 1797  Known as West Street Mill, a post mill last used in 1830
TG 227 417 Stony Hill (Warren Woods)	Site of kiln
East Cliff – (site of the Watch House)	Semi-circular battery with four 18-pounder guns



## Cromer Conservation Area Character Appraisal and Management Plan (Part 3)

Location	Description/Date
TG 2210 4221	Three very rare loopholes (dated 1940) in retaining wall of path below crescent, covering The Gangway
TG 2268 4193 (Warren Woods)	<p>The Cromer Emergency Coastal Battery site was constructed 1940 and closed in 1944. Very little of the original structures and gun houses remain, although the former extent of the site has been mapped using evidence taken from wartime aerial photographs. The coastal battery consisted of two large gun houses and associated sub-surface structures.</p> <p>Searchlights were positioned on the cliffs to the north. It is likely that further military structures remain unidentified and unrecorded within the Warren Woods and obscured by the tree belts surrounding the houses.</p>
	Common, type 22 pill box, date 1940, situated at edge of Warren Wood overlooking playing field. Either completely overgrown or demolished.
TG 2152 4201	A World War Two type 22 pillbox situated on hill behind Cromer police station
TG 2157 4194	A World War Two home guard shelter located on the edge of the Meadow to the north of Cromer Hall. This structure sits on the edge of an area of World War Two defences and structures, possibly relating to a military encampment (NHER 38816). To the north is a type 22 pillbox (NHER 32570) and to the immediate west is a searchlight battery (NHER)
TG 2135 4247	A World War Two pillbox with an Alan Williams turret positioned on the top is visible on a bastion at the western end of the Cromer Esplanade. To the west of this emplacement was a further type 22 pillbox is visible in 1940, destroyed by 1941. The whole length of Cromer Esplanade is protected by pillboxes positioned at regular intervals creating a continuous line of coastal defence
TG 2135 4192	A World War Two searchlight battery is visible on aerial photographs on the present site of Cromer Police Station and Meadow Close. This site consisted of large embanked searchlight emplacements, associated gun emplacements and structures, plus outer perimeter defences of barbed wire obstruction and anti-tank cubes. To the north of the site is a type 22 pillbox (NHER 32570). A possible World War Two encampment or training site was also located on the adjacent area of meadow (NHER 38816).
TG 22033 42271	A type 20 World War Two pillbox is visible on aerial photographs on the promenade in-between Cromer Pier and the Gangway to the east. Several other pillboxes were positioned along the promenade, with an additional two pillboxes and scaffolding to the east (NHER 32576, 38832-3) and a group of three pillboxes and gun emplacements to the west on the end of the Pier (NHER 38850-1).
	A group of World War Two pillboxes, gun emplacements defensive barriers are visible on aerial photographs on the promenade end of Cromer Pier. The most clearly visible element of the site is a type 22 pillbox camouflaged as an ice cream stand. A concrete cube or block has been placed to block the path up from the beach. During World War Two there were several other pillboxes were positioned at intervals along the promenade to both east and west (NHER 32576, 38833, 38849 & 38857-8). A further possible pillbox is located above the end of the pier, cut into the cliff (NHER 38851).

**Table .1**



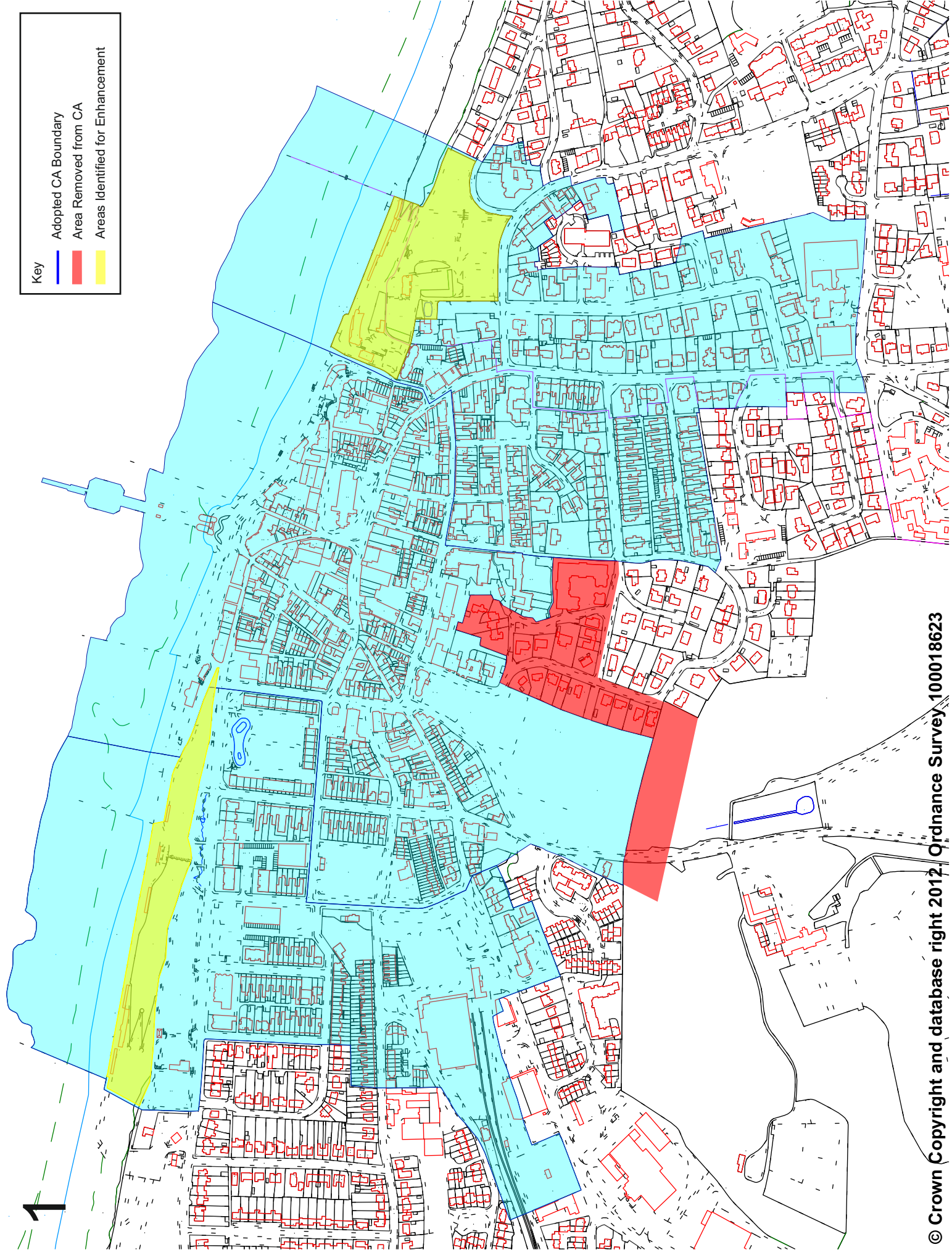
## Appendix B: Maps

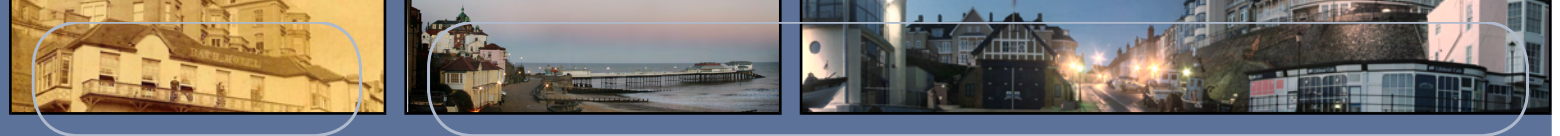
### Map 1: Boundaries and Enhancement

1

Key

- Adopted CA Boundary
- Area Removed from CA
- Areas Identified for Enhancement





**Map 2: Heritage Assets**



Key

Conservation Area

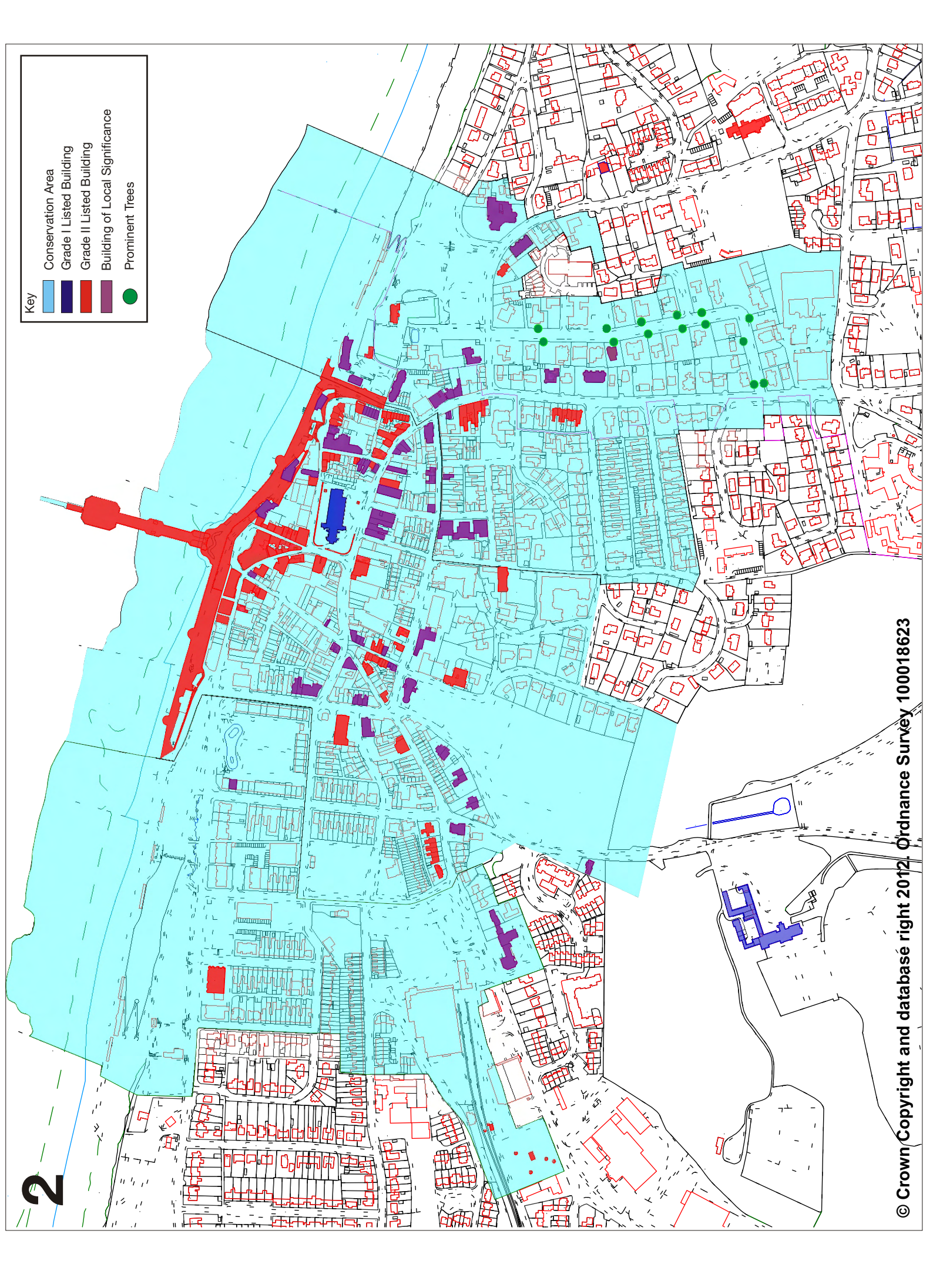
Grade I Listed Building

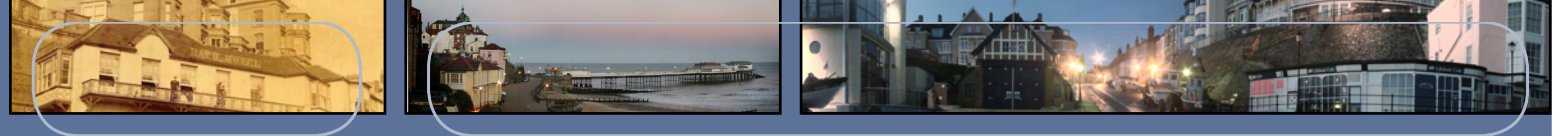
Grade II Listed Building

Building of Local Significance

Prominent Trees

2





### Map 3: Townscape Analysis

